



# The WeChat **MINI-PROGRAM**

Playbook for E-Commerce

An Overview of WeChat Commerce  
and How Top Players in Luxury,  
Beauty, and Fashion are Leading the  
Way



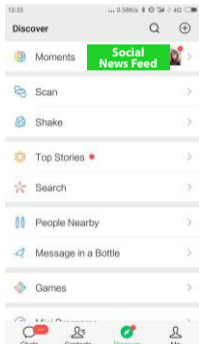
**azoya** consulting

APRIL 2019

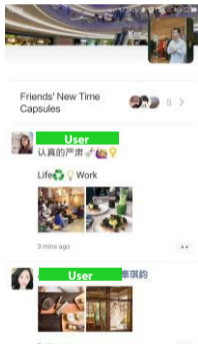
# Before We Get Started, Here's a Quick Introduction to WeChat

WeChat is China's top messaging app with >1 billion users worldwide

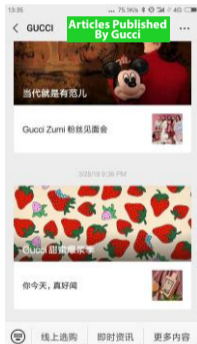
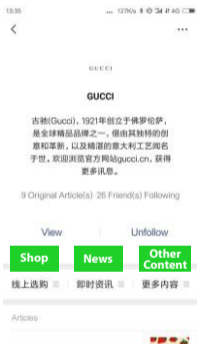
## WeChat Interface



## WeChat Moments



## Official Account



## Mini-Programs



Users use WeChat for its multiple functions, such as messaging friends and sharing experiences with each other on WeChat Moments

Brands use WeChat Official Accounts to publish content and notify followers of new promotions

Brands are now using mini-programs to engage and sell to customers

# TABLE OF CONTENTS



**An Introduction to Mini-Programs and WeChat Commerce**

..... P04



**Why Brands are Using WeChat Mini-Programs**

..... P13



**Advanced WeChat Commerce Case Studies**

..... P21

# PART I

An Introduction to WeChat  
Mini-Programs and WeChat  
Commerce



# What are WeChat Mini-Programs?

Mini-programs are mini-apps that can be developed and accessed within WeChat

## Movie Ticket Booking



Cat's Eye

## Food Delivery



Didi Chuxing

## Car Hailing



Meituan Delivery

## INTRODUCTION

- WeChat is a popular platform for social commerce, with >1 billion users
- First rolled out in January 2017, most mini-programs can be created by app developers within a matter of weeks
- They can be accessed without users having to install or download them
- Each page consists of two megabytes, and mini-programs can be shared easily within WeChat
- Users are using them for booking movie tickets, ordering food delivery, hailing taxis, and many more functions

Sources: Cat's Eye, Didi Chuxing, Meituan Delivery Official WeChat Mini-Programs

“ Mini-programs have become the centerpiece of the WeChat ecosystem. It's all about making life more convenient and efficient.  
- Ashley Dudarenok, Entrepreneur, Speaker, Author

# Types of WeChat Mini-Programs

E-commerce mini-programs account for the largest percentage of mini-programs on the market

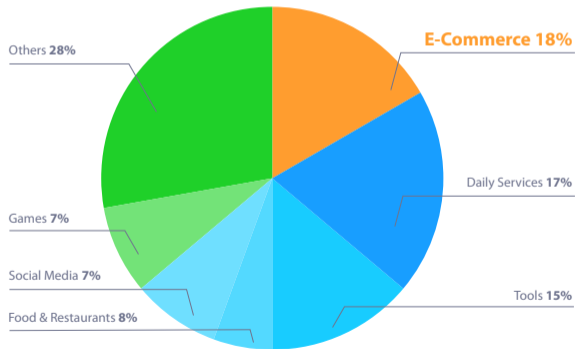
## MINI-PROGRAM STATS

- 2.3 million mini-programs online
- 230 million daily active users (DAUs) on mini-programs
- Average user opens mini-programs four times a day

## E-COMMERCE MINI-PROGRAM STATS

- 18% of mini-programs are dedicated to e-commerce
- 5.6 billion RMB (\$830 million) in funding has been raised for e-commerce mini-programs

## MINI-PROGRAMS BY TYPE (2018)

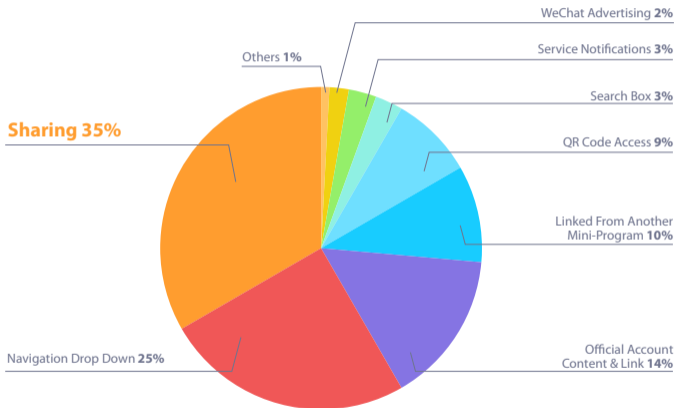


## How Users Access Mini-Programs

Most users access mini-programs through a drop-down menu, a link on the brand's official account, and links shared by other users. There are 60+ ways to access a mini-program

### E-COMMERCE MINI-PROGRAM ACCESS POINTS (2018)

Source: ALDZS.com



Platforms and brands will have to find a way to incentivize sharing that doesn't make it feel too 'spammy'  
- Michael Norris, Strategy & Insights Manager at Agency China

# How Users Access Mini-Programs

Most users access mini-programs through a drop-down menu, a link on the brand's official account, and links shared by other users. There are 60+ ways to access a mini-program

## THREE MAIN WAYS TO ACCESS A MINI-PROGRAM

### Sharing



### Navigation Drop Down Menu



### Official Account Link

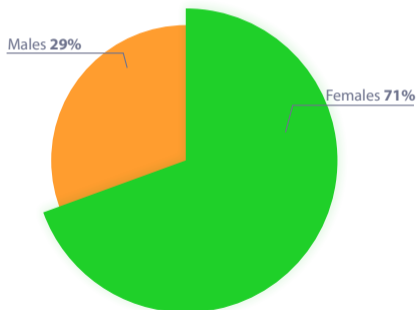




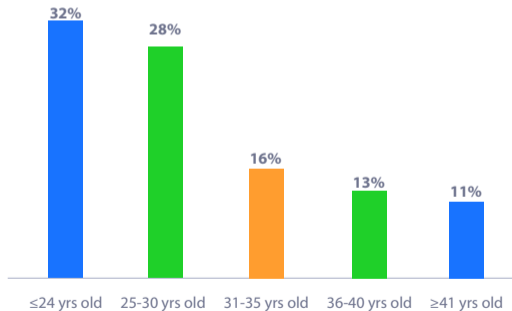
# E-Commerce Mini-Program Users at a Glance

Customers on WeChat e-commerce mini-programs tend to be young and female

E-COMMERCE MINI-PROGRAM USERS BY GENDER (2018)



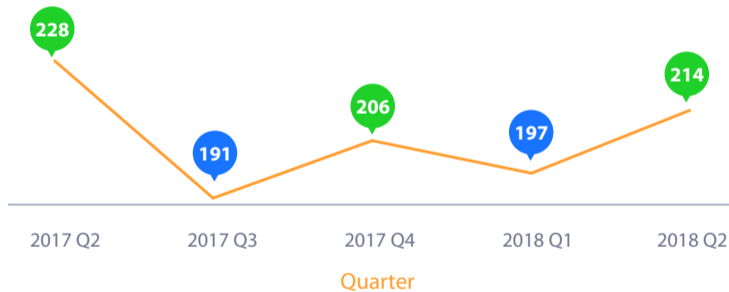
E-COMMERCE MINI-PROGRAM USERS BY AGE (2018)



## E-Commerce Mini-Program Users at a Glance

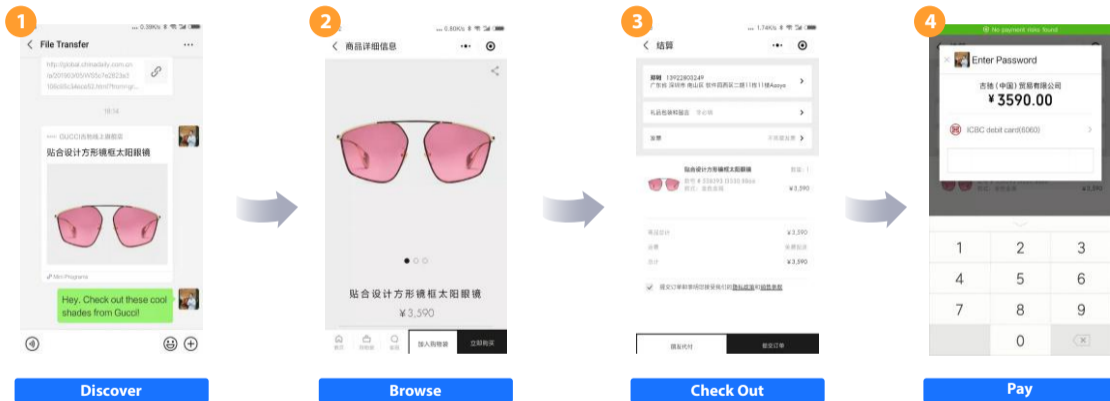
E-commerce mini-program users spend an average of ~200 RMB (~US\$30) per transaction

E-COMMERCE MINI-PROGRAM  
USER SPENDING (RMB)



# Customers can Complete Closed-Loop Transactions in WeChat

Gucci's store lets customers discover, browse, and pay for items all without leaving WeChat



Source: Gucci Official WeChat Mini-Program Store

“ WeChat mini-programs have tremendous potential in China. We recently leveraged WeChat mini-programs to provide real time ordering and online payment functionality for health supplements brand Antismog, helping the brand enter China. - Lu Jin, Senior Sales Manager at Westwin China