



China Channel

WECHAT, TENCENT AND CHINA'S MOBILE INTERNET SECTOR

MATTHEW BRENNAN

CHINACHANNEL.CO

CHina CHat

SHANGHAI - SEPT 2018



入口流量-线上 Traffic entry points - Online

System 系统入口



CHina CHat

SHANGHAI - SEPT 2018

PRESENTATION FROM WECHAT TEAM'S MINI PROGRAM ECOMMERCE DIVISION

**WECHAT BIG PICTURE
UNDERSTANDING TENCENT
CHINA'S CASHLESS REVOLUTION
THE FUTURE**



WECHAT BIG PICTURE



IMAGINE YOU'VE NEVER OWNED A LAPTOP OR DESKTOP

APPS HAVE AN 81% SHARE OF USER ATTENTION



???

???

**WHAT IS WECHAT?
1 SENTENCE**

“WECHAT IS SIMPLY A TOOL.”

ALLEN ZHANG DEC 2016



2017 微信



WECHAT IS NOT SOCIAL MEDIA
WECHAT IS NOT CHINA'S WHATSAPP

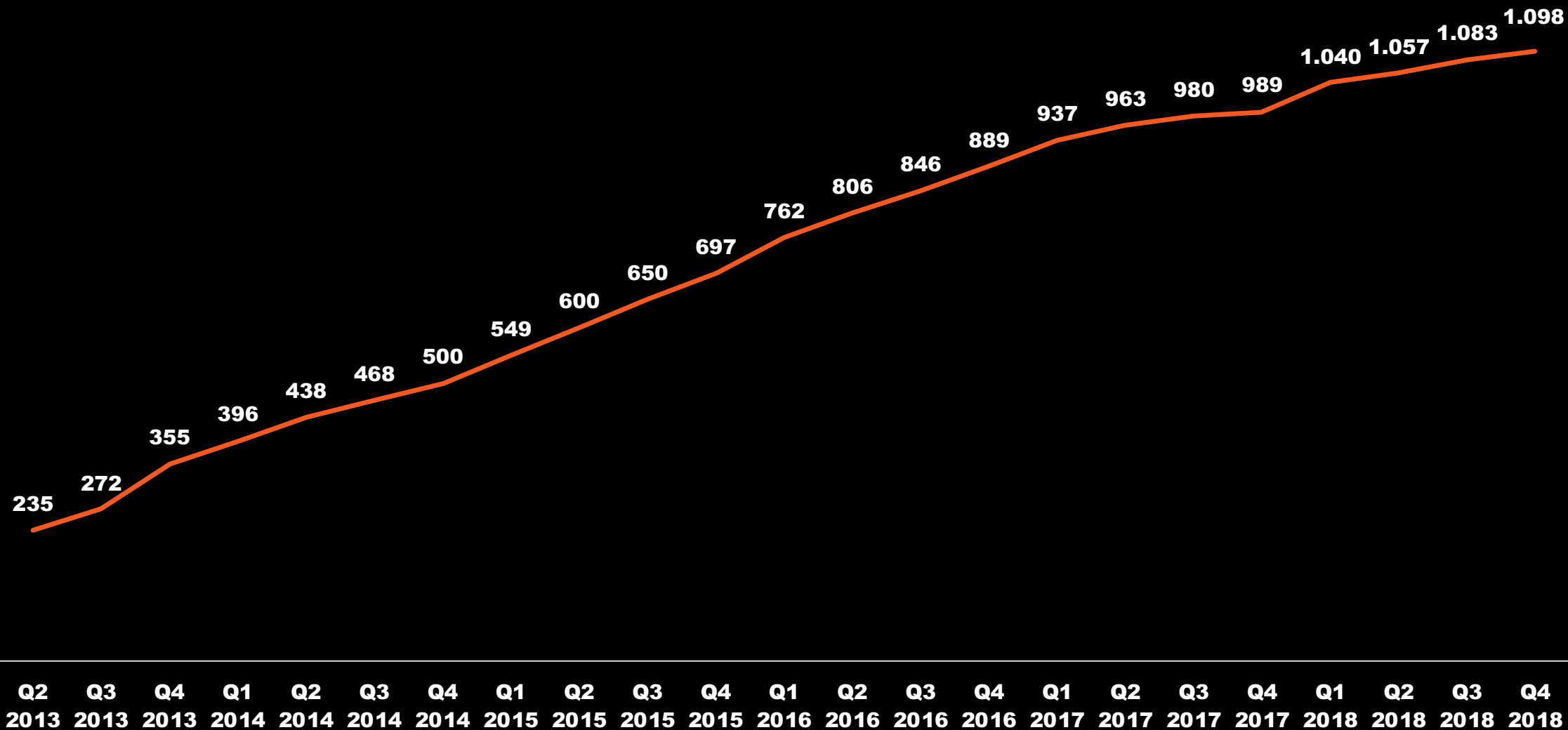


WECHAT IS AN OPERATING SYSTEM FOR YOUR LIFE IN CHINA





































WECHAT USER NUMBERS

MAU MILLIONS





America

Social Life	Transfer	Taxi	Transportation
  	   	 	   
Credit Card Payments	Book a Flight/Hotel	Finance	Networking / Marketing / Dating
   	  	 	    
Chat/Messaging	Shopping	Charity	Doctor Appointment Utility Gifting
    	 	N/A	N/A



China

One app covers all categories above



WeChat

VIDEO TIME

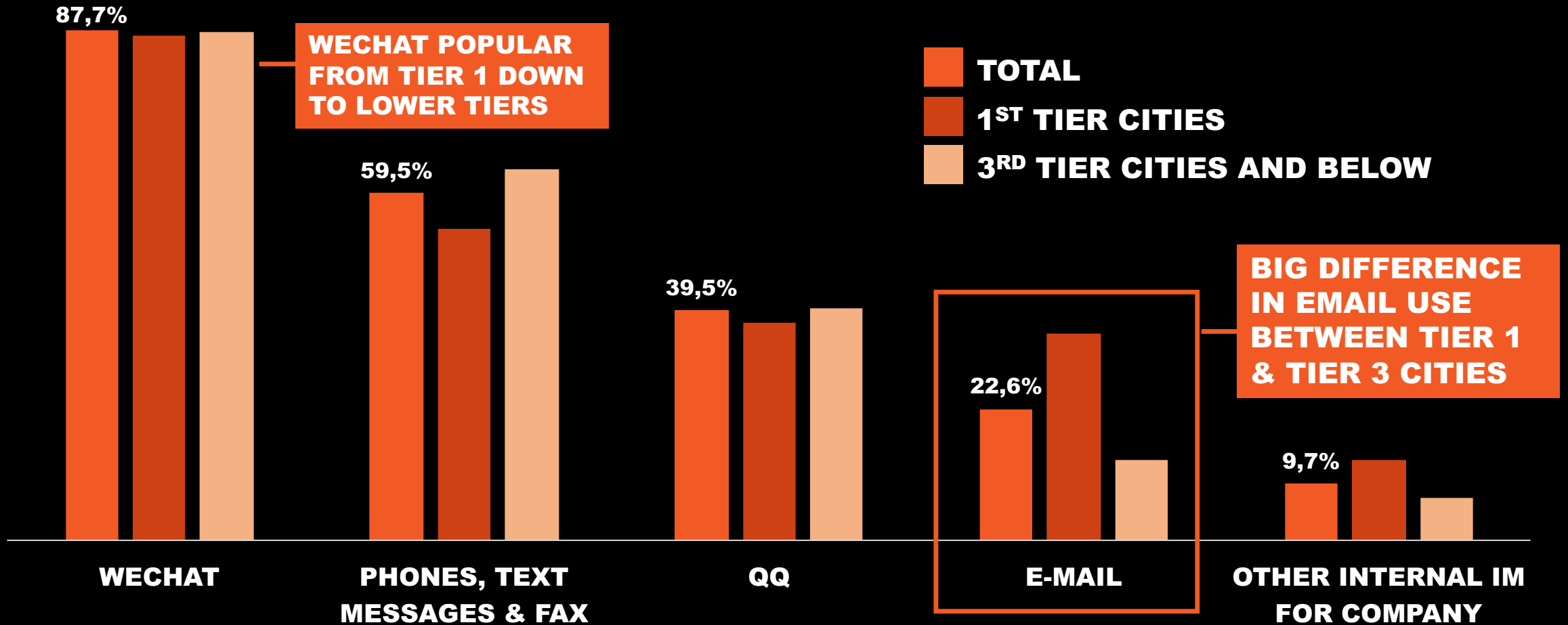
GET PREPARED FOR SOMETHING TO NOT WORK ;-)

TYPICAL DAILY SCHEDULE FOR AN ENGAGED WECHAT USER

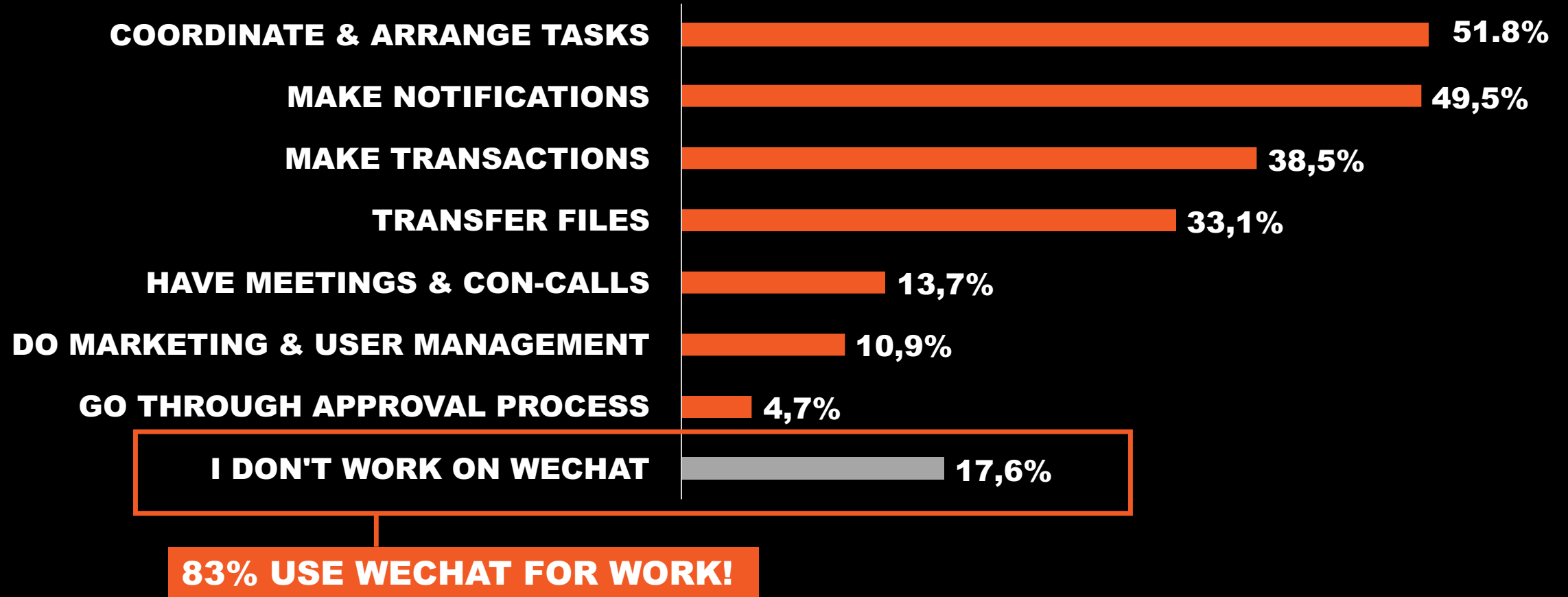
07:00 Wake up: Check moments	08:30 Arrive at Work: Use WeChat pay to buy breakfast	10:00 Break time: Check moments Send couple of messages to friends	12:45 Rest time: Shop online through WeChat JingDong Chat with friends	18:00 Return Home: Order food out Get delivered to home thru WeChat	22:30 Get ready for bed Chat with friends Receive lucky money
Leave Home On the road: Read 2 articles Play a game 07:45	Start Work Scroll through work related WeChat group messages 09:00	Lunch time: Split the bill using WeChat go dutch feature 12:00	Off Work: Check moments 17:00	Watch TV while double screening: Moments, chat, games, read articles 20:00	

COMMUNICATION TOOLS USED FOR DAILY WORK

WECHAT IS NUMBER 1



WORK RELATED ACTIONS COMPLETED THROUGH WECHAT



WECHAT ON THE SUBWAY





微信值机
WeChat Check-in

自助值机
Self check-in



微
W



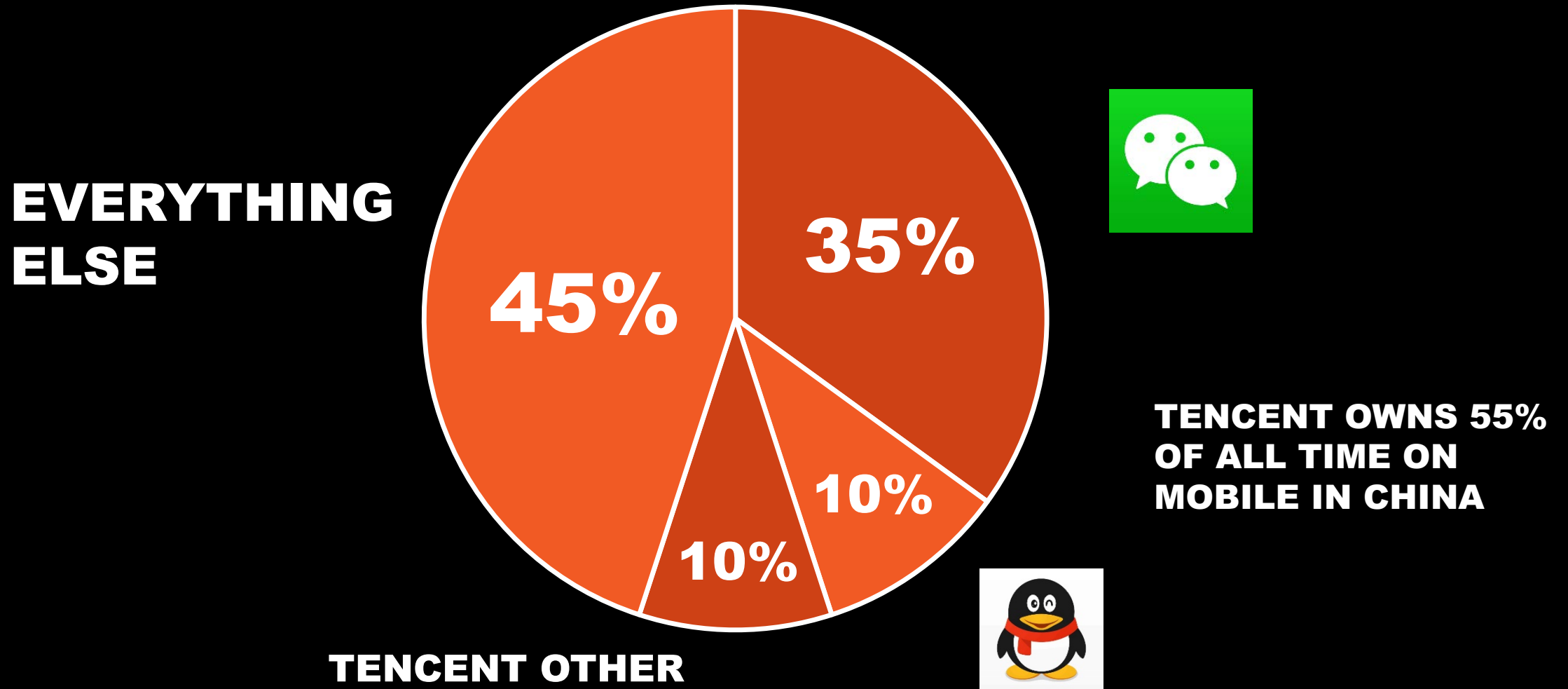
“TENCENT VERY EARLY ON UNDERSTOOD THE POWER OF COMMUNICATION BECAUSE IT DRIVES FREQUENCY.

AND IF YOU CAN BE THE SERVICE THAT'S MOST FREQUENTLY USED ON SOMEONE'S PHONE, YOU'RE ABLE TO DEVELOP A LOT OF OTHER ANCILLARY BUSINESSES AROUND THAT ENGAGEMENT.”

**EVAN SPIEGEL
FOUNDER, SNAPCHAT**



TIME SPENT ON MOBILE IN CHINA

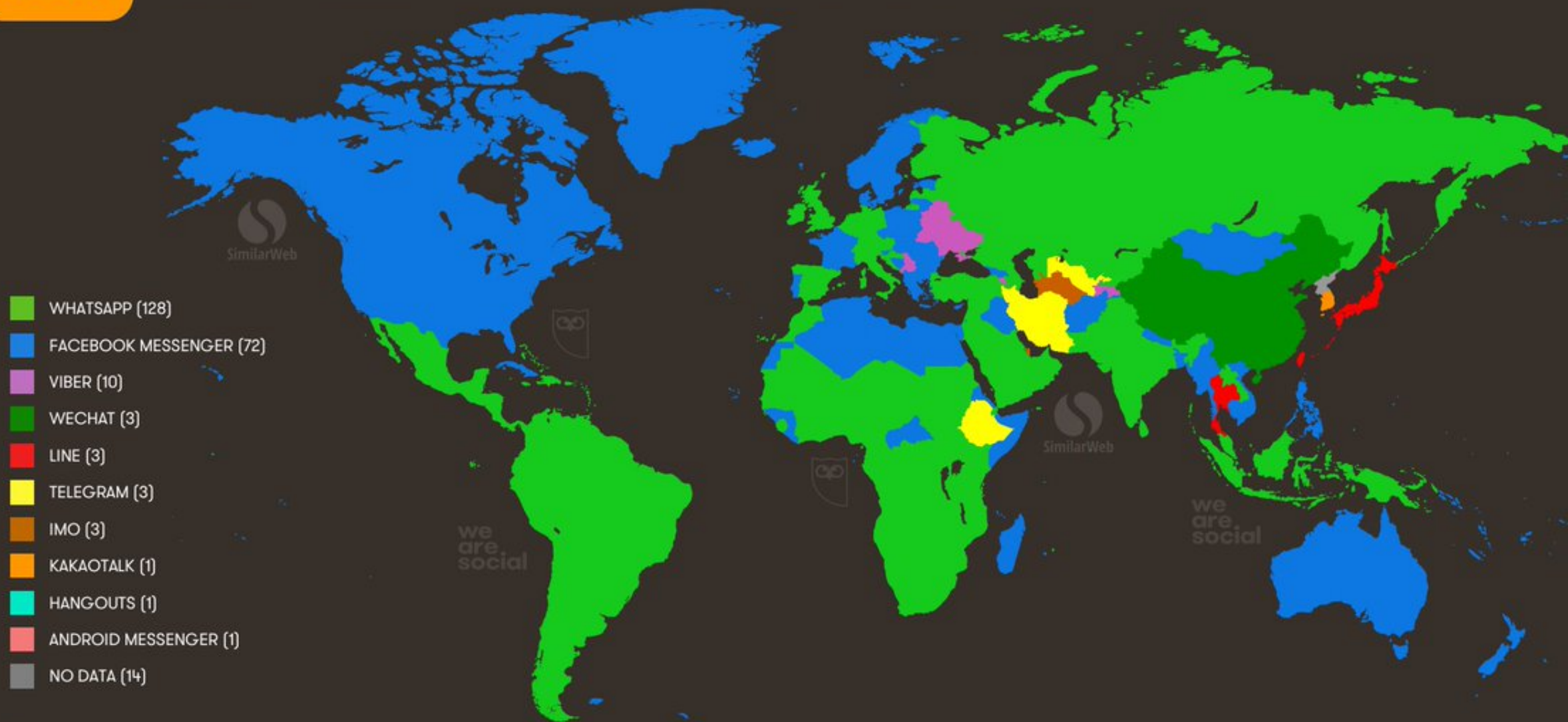


**IS WECHAT GOING TO
TAKE OVER THE WORLD?**

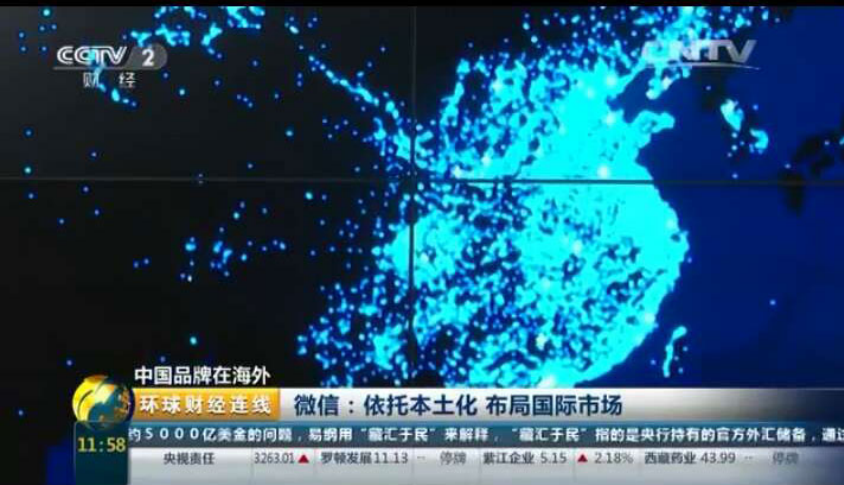
JAN
2018

TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



WeChat users



Asia



North America



Europe

WECHAT PAY & CHINA'S CASHLESS REVOLUTION





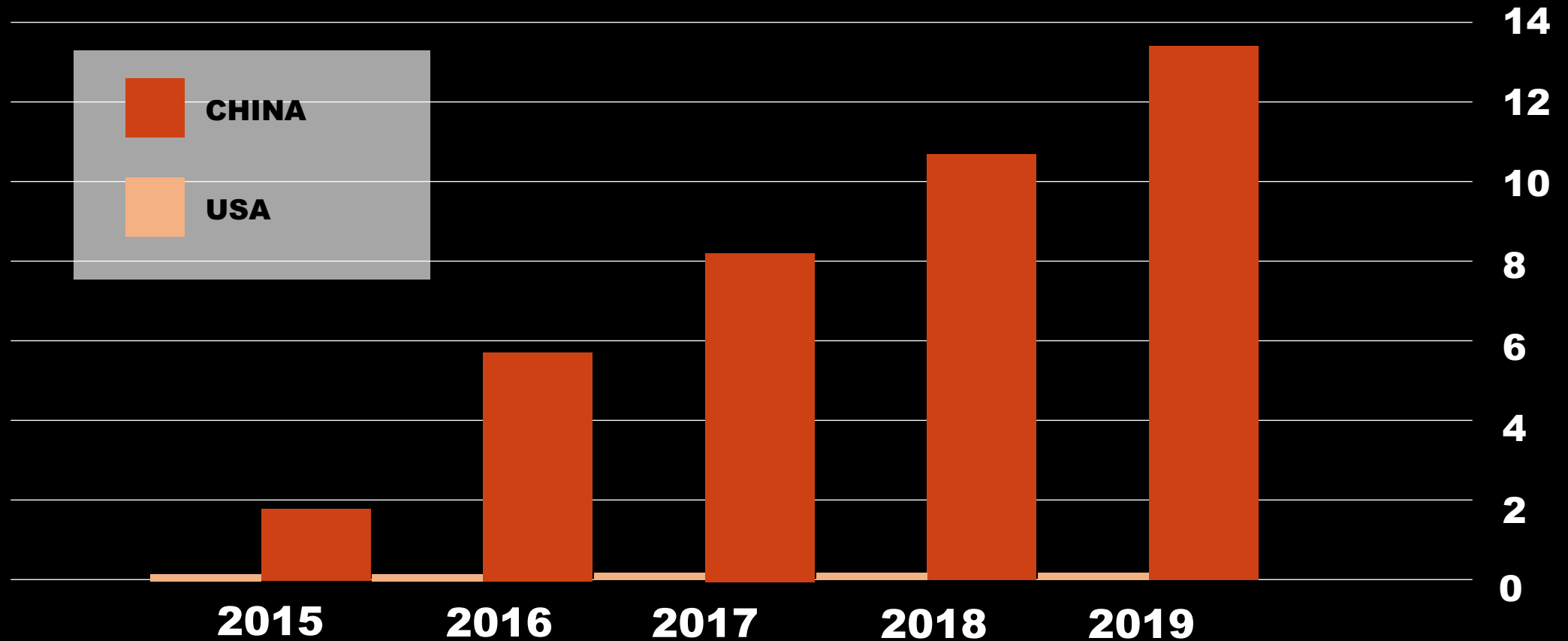


TIME TO PAY

EUROPEAN INSTINCT: REACH FOR THE PLASTIC

CHINESE INSTINCT: TAKE OUT MY PHONE

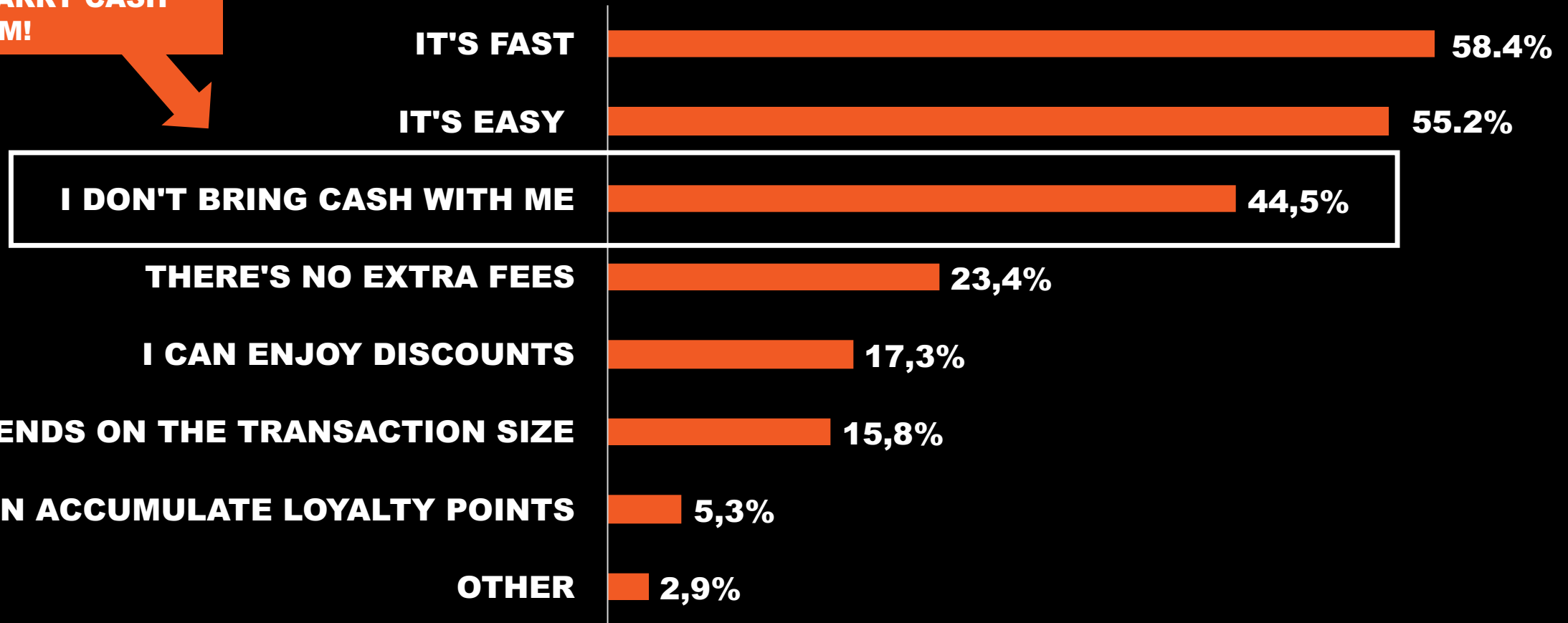
3RD PARTY MOBILE PAYMENTS (\$TN)



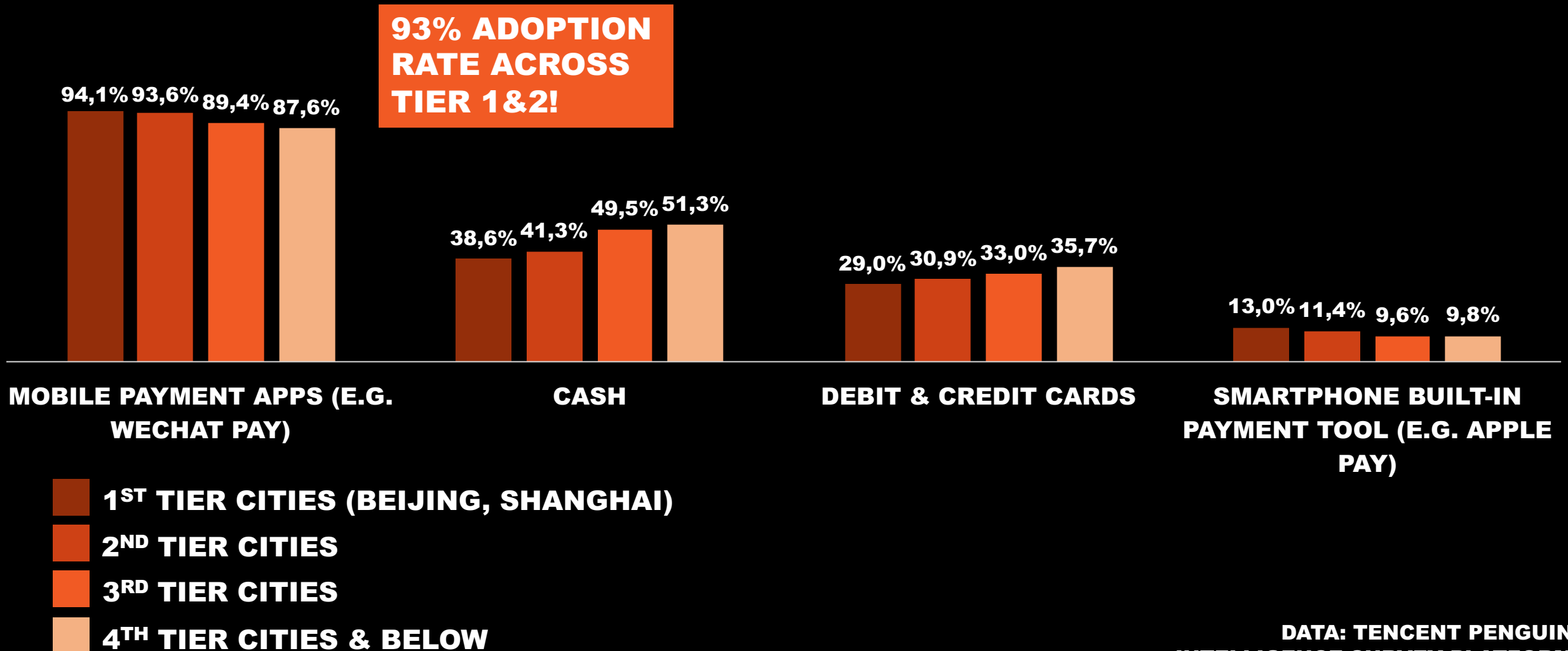
Data Source: Forrester Research (US), iResearch (China)

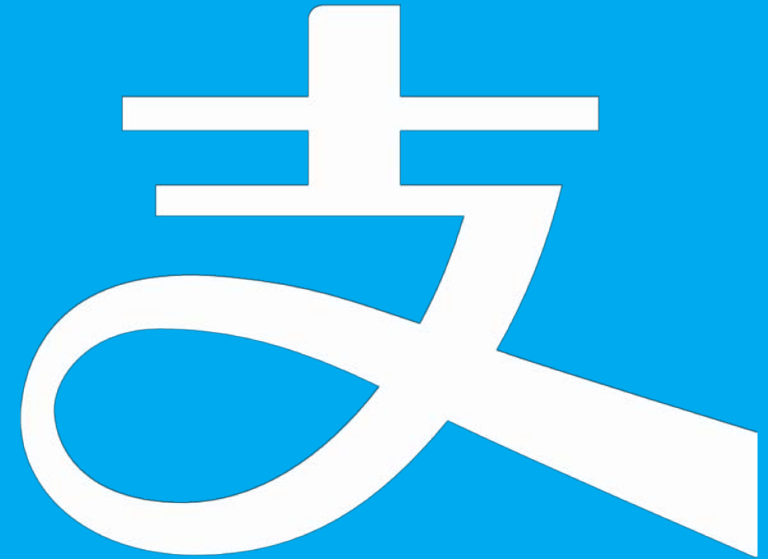
REASONS FOR USING MOBILE PAYMENTS FOR OFFLINE TRANSACTIONS

NEARLY HALF OF
USERS CLAIMED THEY
DO NOT CARRY CASH
WITH THEM!

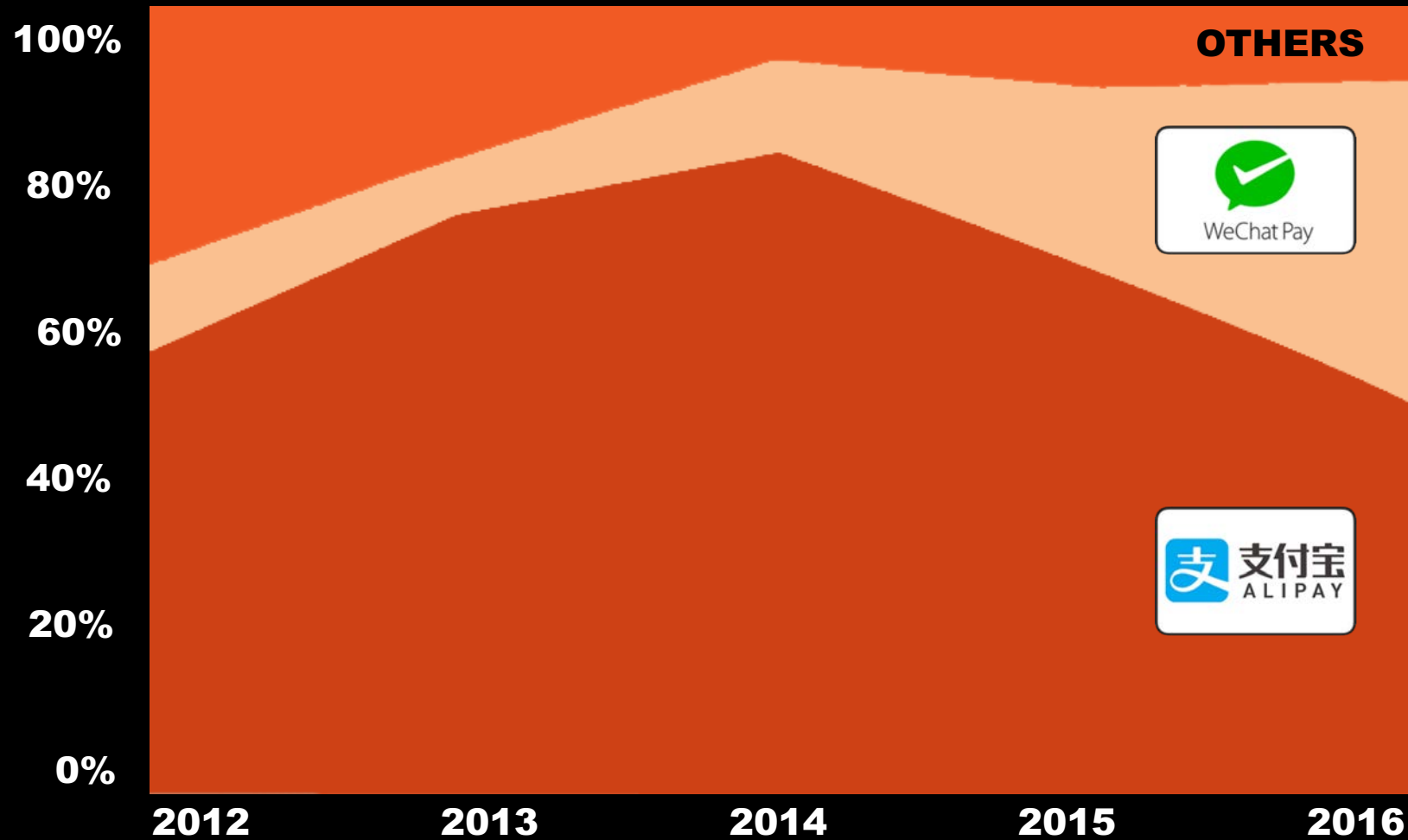


PRIMARY PAYMENT METHODS FOR OFFLINE PURCHASES



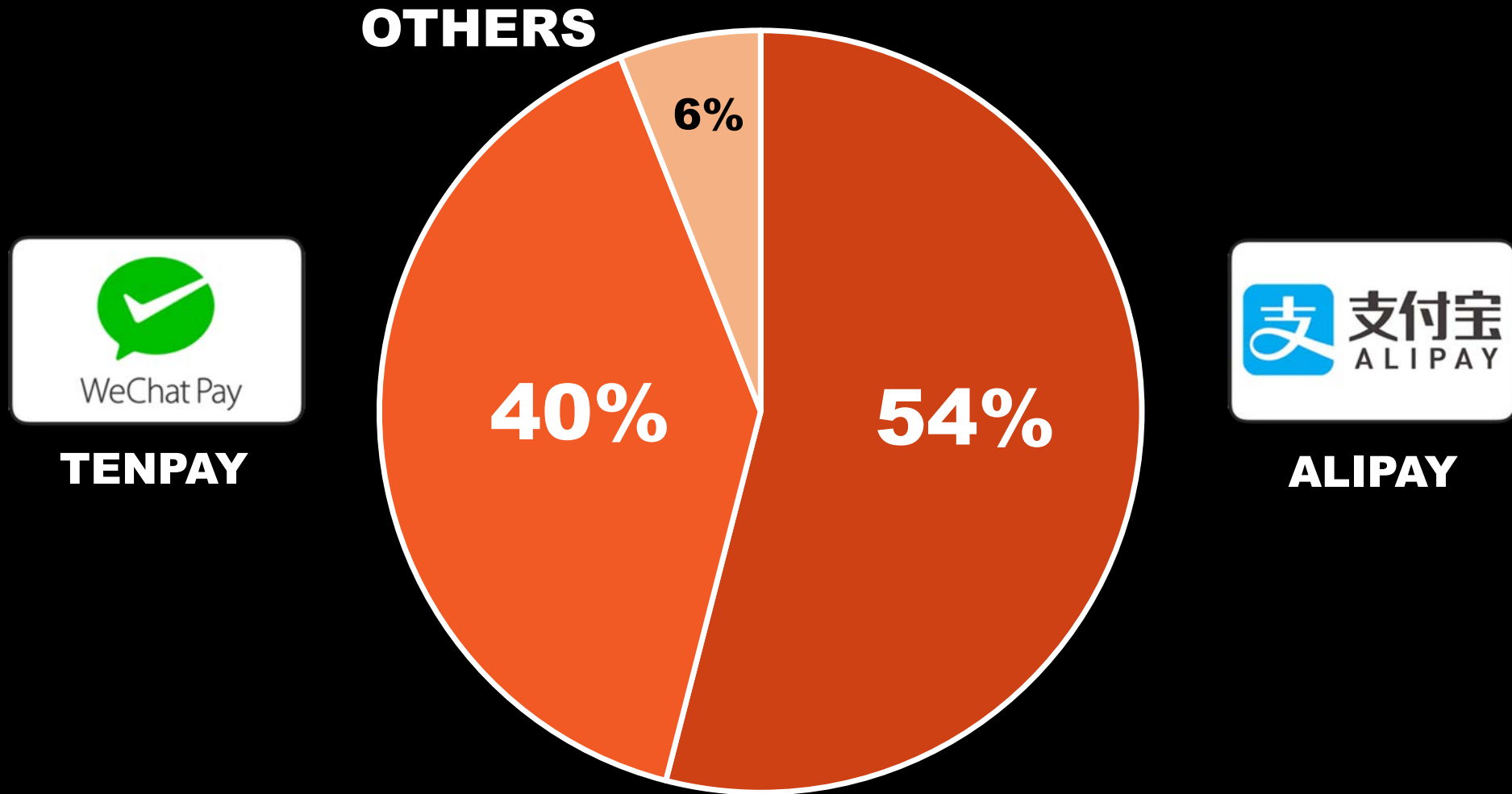


3RD PARTY MOBILE PAYMENTS MARKET



3RD PARTY MOBILE PAYMENTS MARKET

2018 Q2



A close-up photograph of a red Chinese New Year envelope (hongbao) lying on a surface covered with other red envelopes. The envelope is open, revealing several 100 Chinese Yuan banknotes tucked inside. The topmost banknote is clearly visible, showing the number '100' in large blue digits and the serial number 'LY133848'. A cartoon character with large blue eyes and a green body is partially visible on the right side of the envelope. A semi-transparent grey box with white text is overlaid on the bottom right of the image.

**LUCKY MONEY WAS THE KEY...
THE PEARL HARBOR ATTACK**

**“IT WAS REALLY IMPRESSIVE! THIS YEAR’S
PEARL HARBOR ATTACK WAS INDEED
BEAUTIFULLY PLANNED AND EXECUTED.”**

JACK MA

CHAIRMAN OF ALIBABA GROUP

(DESCRIBING LUCKY MONEY)



FACIAL RECOGNITION

音频技术

智能P图技术

图片处理技术

性别:男

年龄:53

表情:笑逐颜开

魅力:58



上传本地照片

RESPONSE:

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{
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  "image_height": 566,
  "image_width": 545,
  "face": [
    {
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      "yaw": 9,
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      "gender": 67,
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      "expression": 34,
      "beauty": 58,
      "face_shape": {
        "face_profile": [
          {
            "x": 175,
```

VIDEO TIME

GET PREPARED FOR SOMETHING TO NOT WORK ;-)



**“ IN TRADITIONAL RETAIL THE
PAYMENT IS ACTUALLY SEEN AS A
PROCESS THAT HAS TO BE DONE BUT
DOES NOT CREATE VALUE IN OF
ITSELF.**

**IN THE FACE OF THE EMERGENCE OF
MOBILE PAYMENT WE HOPE THAT IT IS
POSSIBLE TO CREATE VALUE IN THE
PAYMENT LINK ITSELF... ”**

LILIAN HUANG 黄丽

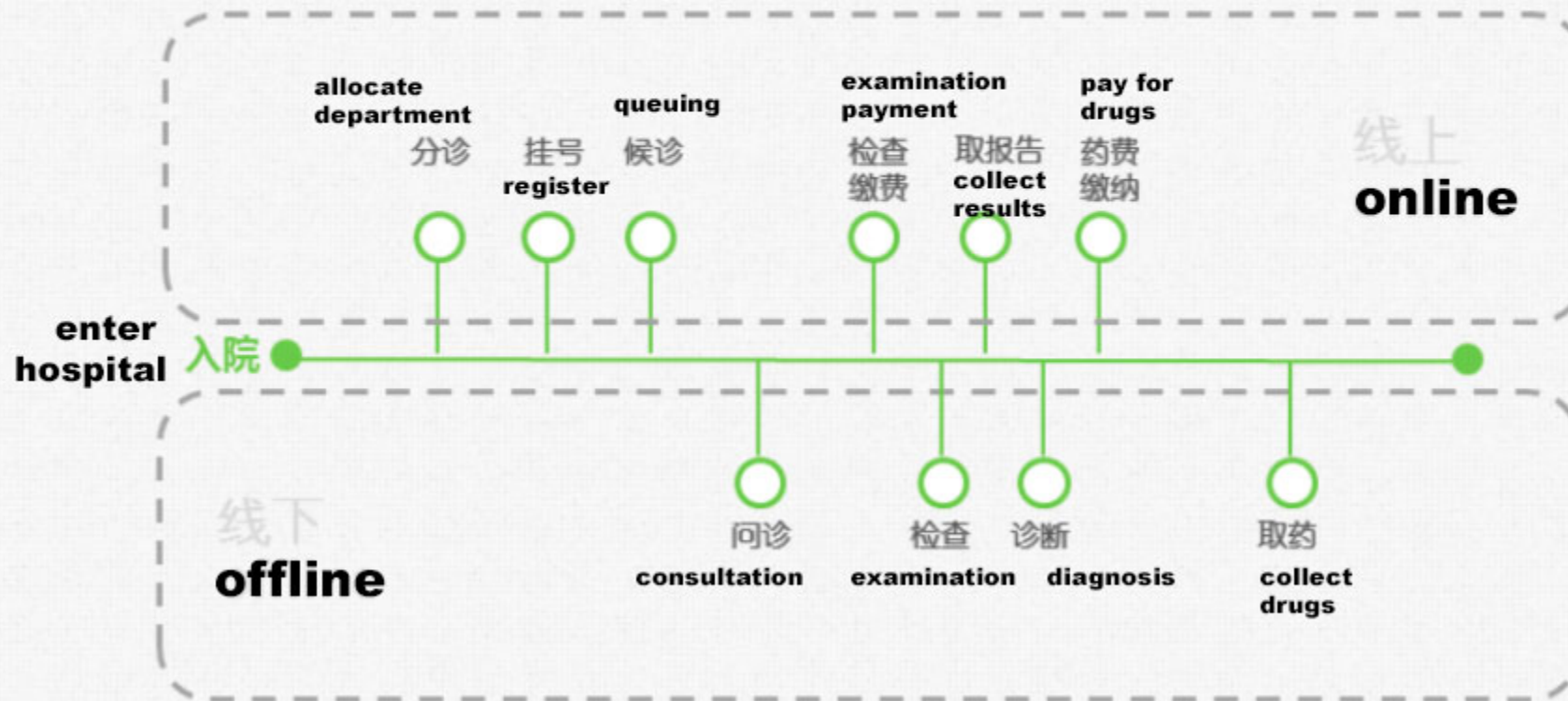
**DEPUTY GENERAL MANAGER OF
WECHAT PAY 微信支付副总经理**



EXAMPLE INDUSTRY PLAN

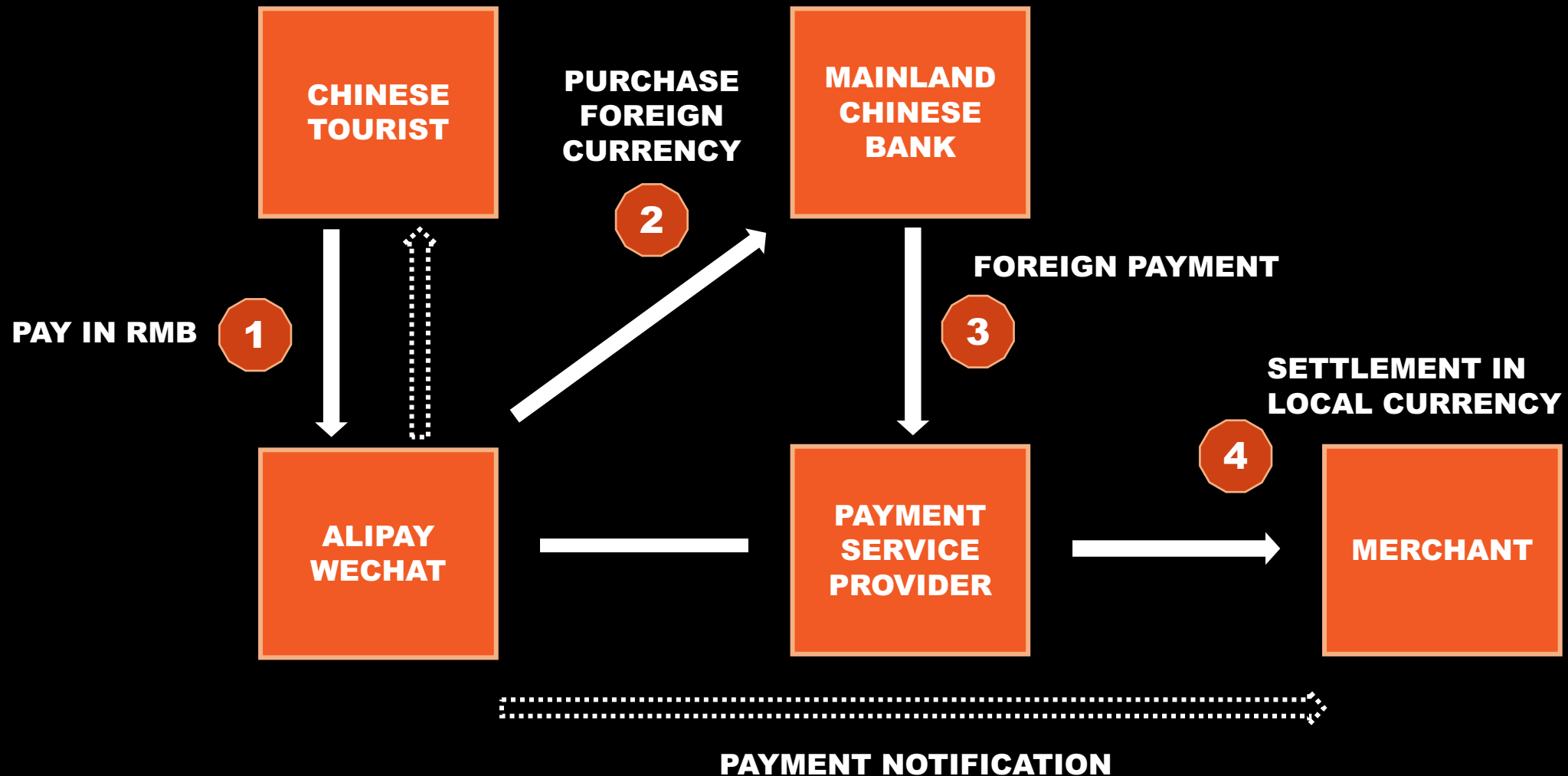
微信智慧医院方案

WeChat Smart Hospital Plan



WECHAT CROSS BORDER PAY & MINI PROGRAMS FOR TOURISM INDUSTRY

CROSS BORDER PAYMENT MECHANISM



WeChat Pay Service Provider

[Search](#)

Notice: WeChat Pay Service Provider is thirdparty agency authorized by WeChat Pay, who assists merchants with WeChat Pay access, settlement, marketing campaigns and the rest of services that WeChat ecosystem can offer. Search their names here for direct contact. The order of the search result is only by keyword matching level, not a reflection of WeChat Pay recommendation.

WeChat Pay Service Provider > [America](#)

[Asia](#)[Europe](#)[America](#)[Africa](#)[Oceania](#)[America](#)

Now 11 in total

[Canada](#)

Now 10 in total

[Puerto Rico](#)

Now 0 in total

[Peru](#)

Now 0 in total

[Panama](#)

Now 0 in total

[Paraguay](#)

Now 0 in total

OVERSEAS TRAVEL EXPENSES BY CHINESE TOURISTS (TOP 3)

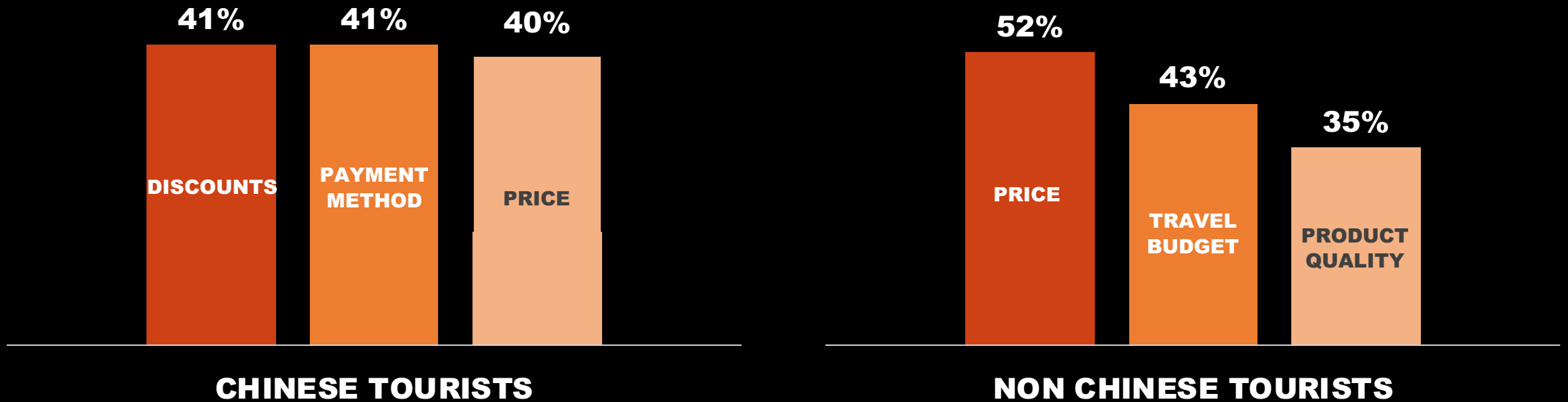


“NON-CHINESE TOURISTS PLACE GREATER WEIGHT ON THE ABSOLUTE PRICE OF A GOOD, WHILE CHINESE TOURISTS PLACE MORE CONSIDERATION ON THE RELATIVE PRICE OF A GOOD OR SERVICE AFTER DISCOUNTS.”

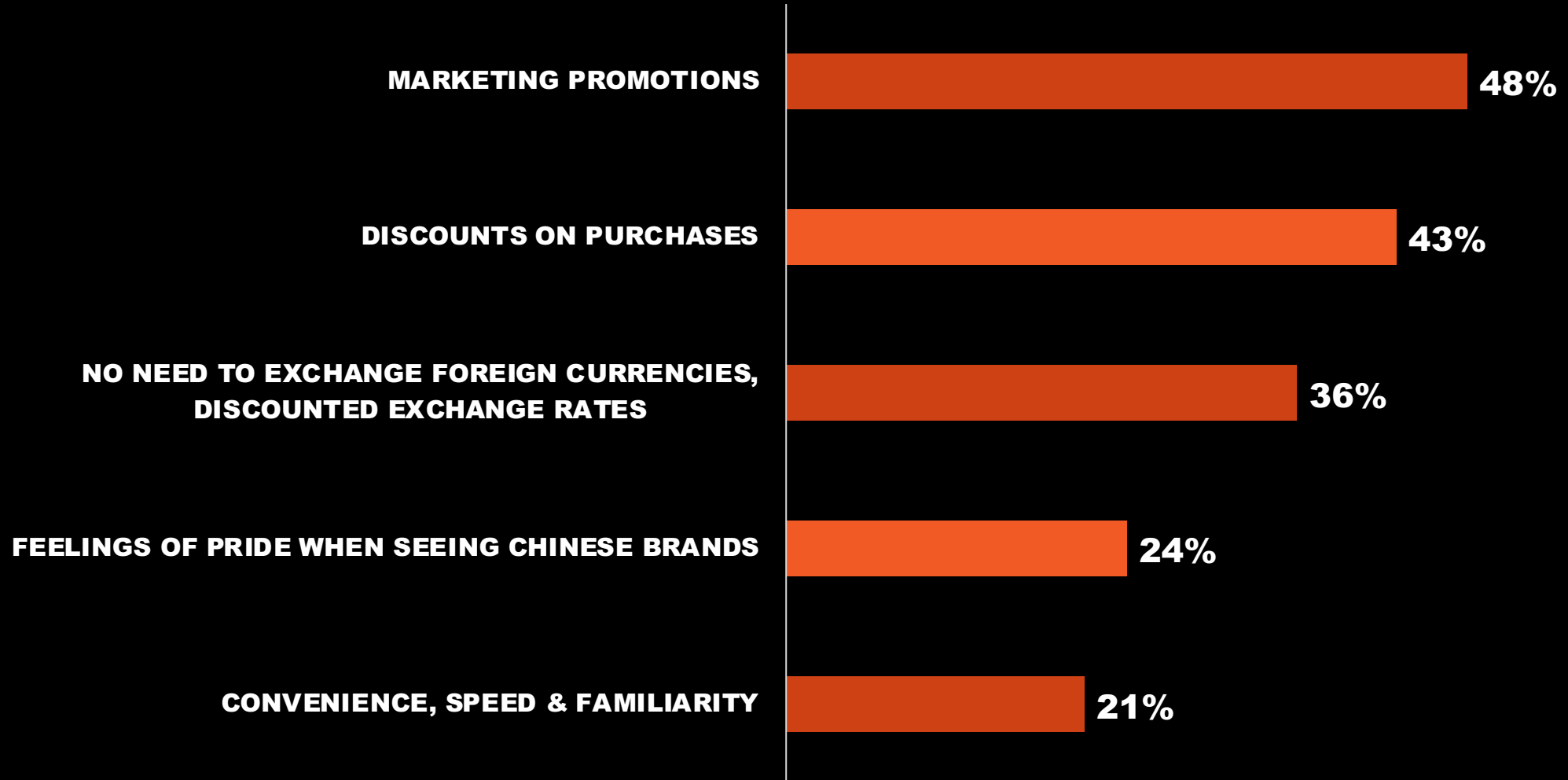
FACTORS AFFECTING CHINESE TOURISTS' OVERSEAS SHOPPING DECISIONS



TOP 3 FACTORS AFFECTING TOURISTS' OVERSEAS SHOPPING DECISIONS



REASONS FOR USING MOBILE PAYMENTS (CROSS BORDER)



= CHINESE ARE WELCOME



WECHAT FOR BUSINESS

WHAT'S POSSIBLE?







支付成功

麦当劳餐厅(深圳)有限公司

¥ 11.50



麦当劳

查看我的会员积分

完成



晚上7:44

... 4G 27%



麦享会会员卡



Matthew Brennan

累计积分11.5 可用积分11.5



离下一个圆筒

—— · 还差27.5点积分 · ——

柜台手机支付前出示会员码 1元积1分

查询积分 >>



看看我能兑换什么



积分规则



其他

请留意取餐区A屏
Watch No. in screen A

129

欢迎光临深圳麦当劳机场交通中心餐厅
1420293
深圳市宝安区深圳机场交通中心210A,211A
0755-23459416
收据

ORD #29 -REG #1- 20/04/2017 19:41:52
数量 产品 TOTAL
1 大零度可乐 11.50
不要 冰

小计 11.50
外带 Total 11.50
手机支付 11.50

手机支付(微信)交易明细

账户支付: 11.50
优惠金额: 0.00
支付交易号:4006502001201704207720904010
商户交易号:303958712

发票日期为实际开具当日
建议您在消费后48小时内扫码开具发票
超过建议时间,如无法开票请联系餐厅



欢迎您再次光临!

顾客关怀热线: 400-9200-205

如有麦咖啡产品请到麦咖啡柜台领取

晚上7:46

... 4G 27%

晚上7:53

... 4G 25%

× 发票开具



增值税电子普通发票

购买方 请输入购买方名称
手机号码 必填项
邮箱 建议填写, 取票更方便
开票金额

合计 11.50元
餐饮服务 11.50元

注: 开票金额不包含食品礼券、预付卡、礼品卡等消费金额

下一步

← 发票

增值税电子普通发票

付款方 石诺商务咨询(上海)有限公司
收款方 麦当劳餐厅(深圳)有限公司

发票金额 ¥11.50
开票时间 2017.4.20

查看发票 发票详情

公众号

晚上8:09

用餐评价提醒

4月20日

您好，感谢您的光临！

餐厅名称：深圳麦当劳机场交通中心餐厅

用餐时间：2017/4/20 19:42:30

诚邀您将今天的用餐体验反馈给我们，并收下我们的感谢优惠券，我们珍视您的评价。请点击详情。

详情

China Channel

优惠券

积分兑换

订餐找店

< 返回上一页



请您根据总体用餐体验的满意度进行评分



5星

请您根据员工的友善度进行评分



5星

请您根据服务速度进行评分



4星

请您对食物和饮料的品质进行评分



4星

请您对整洁度进行评分



5星

您所收到的餐点是否准确？



麦当劳(中国)有限公司

感谢券5元小食换购

请到店后点击使用

可用时间：2017.04.20-2017.05.03，周一至周日 全天

领取到卡包



TRADITIONAL ONLINE SEARCH ECOMMERCE: JD



PDD – PINDUODUO 拼多多


25.47B USD VALUATION*



- **SOCIAL ECOMMERCE GROUP BUY**
- **TARGETING A PREVIOUSLY UNREACHABLE ECOMMERCE USER**
- **LOWER TIER CITIES, MIDDLE AGED WOMEN**
- **BULK BUY, LOW PRICE, GAMIFICATION**
- **NO SHOPPING CART**

“COSTCO MEETS DISNEY”

XIAOBUFA 小步伐 PINDUODUO MEETS HEALTH & FITNESS



小步伐

可兑换步数

11313

每日0点步数清零 ?

1313

今日我的步数

10000

今日获赠步数

请好友凑步数

每日首次分享到群可获赠2000步

长期

腾讯公益 | 99公益日

捐步数做公益


捐援助之步, 燃希望之光

官方正品直送

用步数兑换好生活


早换早得

步数免费换礼物




3万步

纯净更柔韧



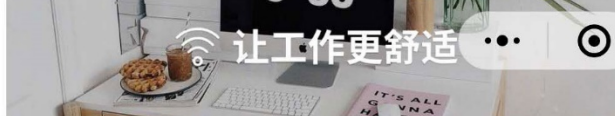
7万步

立省空间




9万步

从此爱上喝水




让工作更舒适



静音可充电

4寸静音可充电mini电...


⑧ 4万步 + 9.9元



久坐也不累

加厚座椅板凳屁股座垫


⑧ 10万步 + 4.9元




按摩挠痒皆宜

八爪鱼头部按摩器

⑧ 2.8万步 + 0.9元




享受洁净生活



空气清新剂

小林制药空气清新剂


⑧ 6万步 + 9.9元



清洁力强不伤手

日本火箭弱碱清洁洗剂

⑧ 5万步 + 3.9元



平价香薰棒

日本小林制药香薰棒

⑧ 1万步 + 25.9元

步步有礼

红包福利

个人中心

步步有礼

红包福利

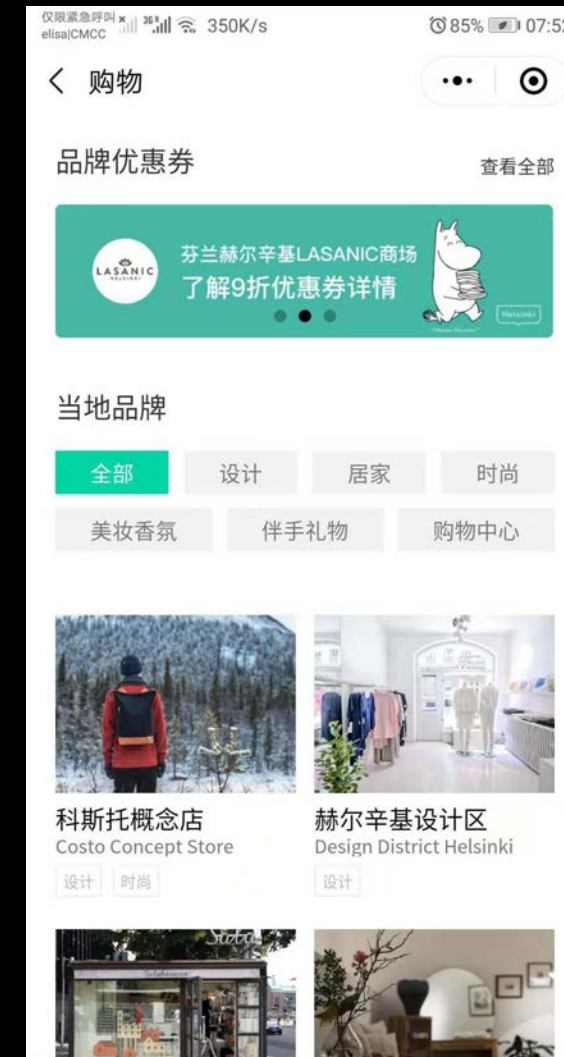
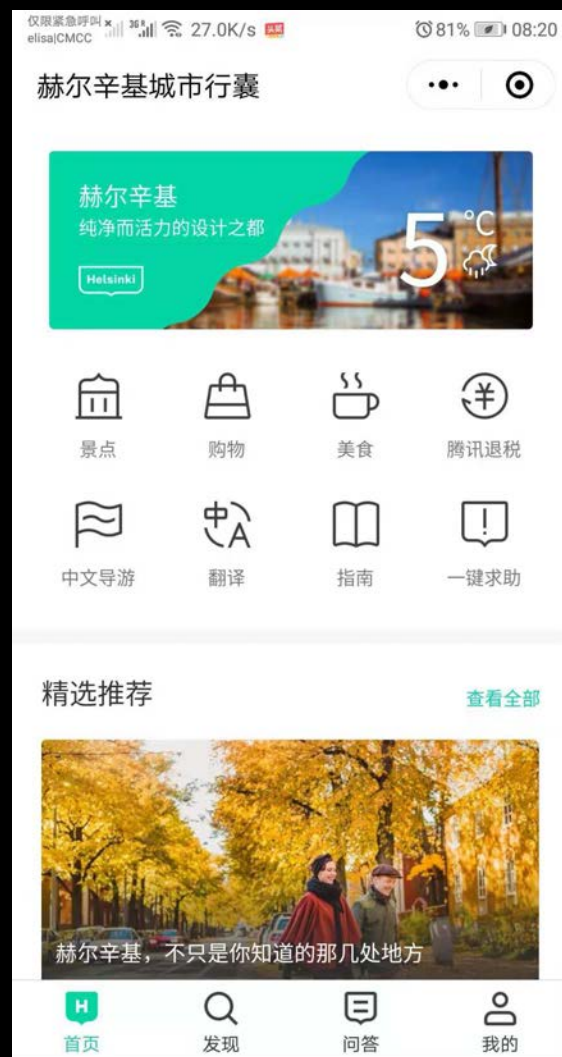
个人中心

China Channel

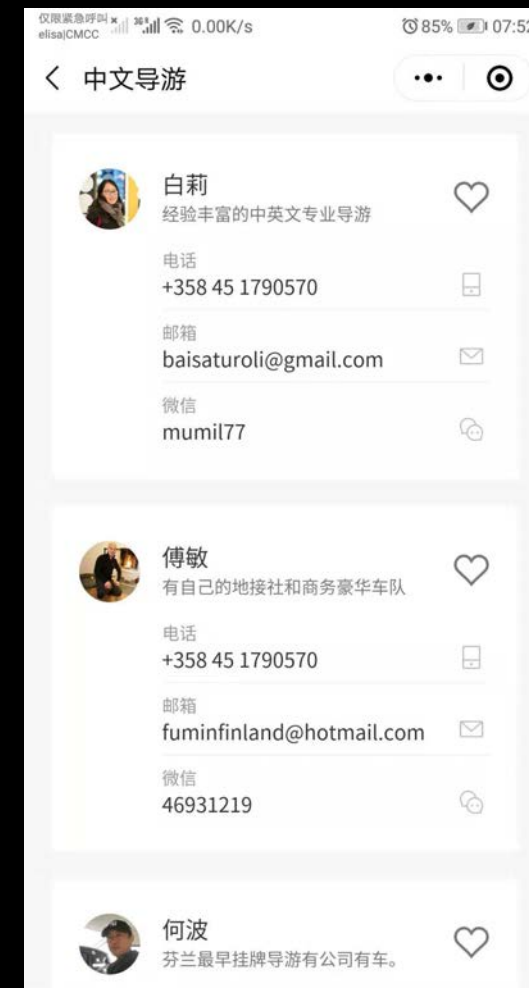
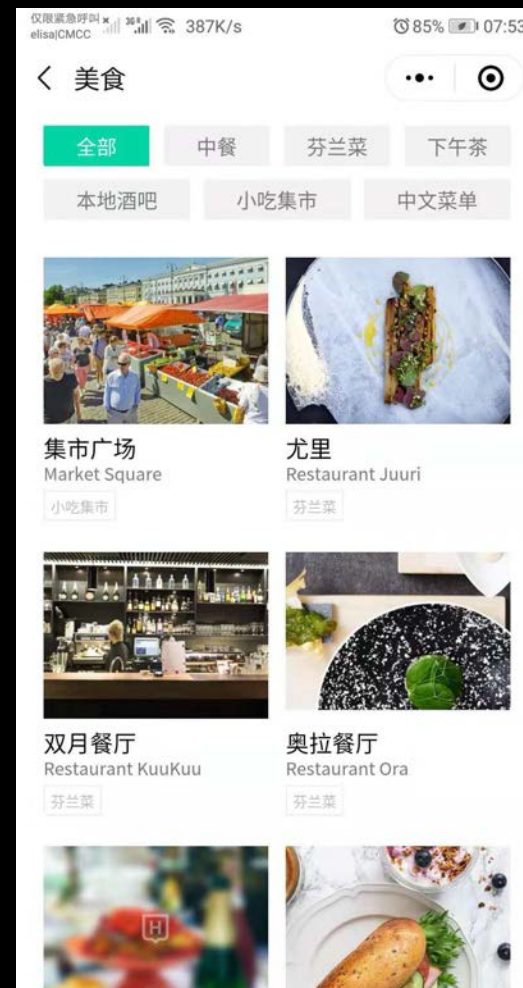
抖音
抖音号: 624599530



WECHAT MINI APPS – BUILD YOUR OWN APP FOR CHINA



WECHAT MINI APPS – BUILD YOUR OWN APP FOR CHINA



OTHER CITIES

体验悉尼



Sydney

Warm-natured, sun-kissed, and naturally good looking, Sydney is rather like its lucky, lucky residents.

开始探索



体验新加坡



新加坡

心之所想，心之所向，心想狮城

开始探索



体验迪拜



DUBAI

Discover All That's Possible in Dubai

开始探索



城市体验 华盛顿



Visit DC

Plan your trip to America's capital by checking out all the things to do, places to eat and ways to play. We'll see you soon.

开始探索



体验西雅图



体验西雅图

西雅图是一个充满活力和无限自然风光的城市。无论你计划什么季节到达，在这里都将是场浪漫的探险。

开始探索



体验巴黎



体验巴黎

开始探索



AXA GO – TRAVEL INSURANCE



PAPERLESS CLAIMS

98% OF CLAIMS TO WECHAT WALLET

24X7 ONLINE CUSTOMER SERVICE

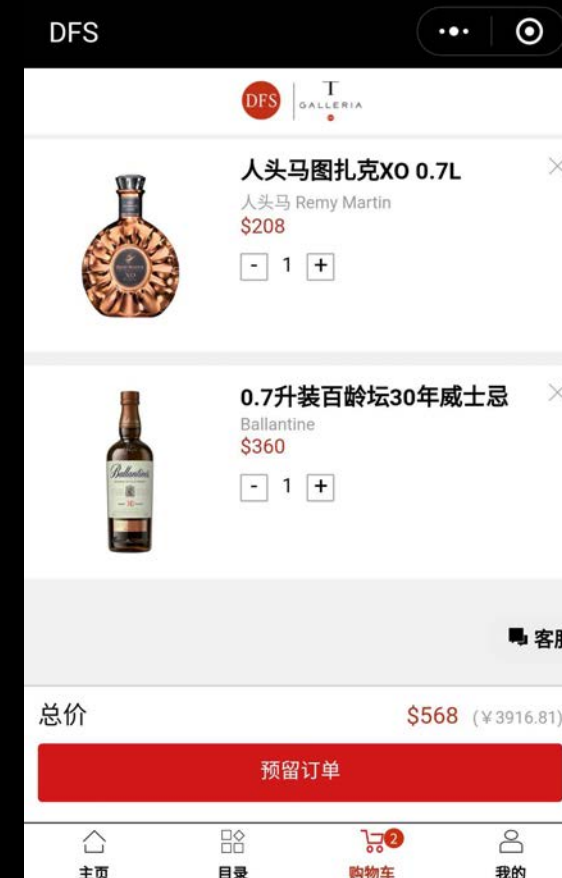
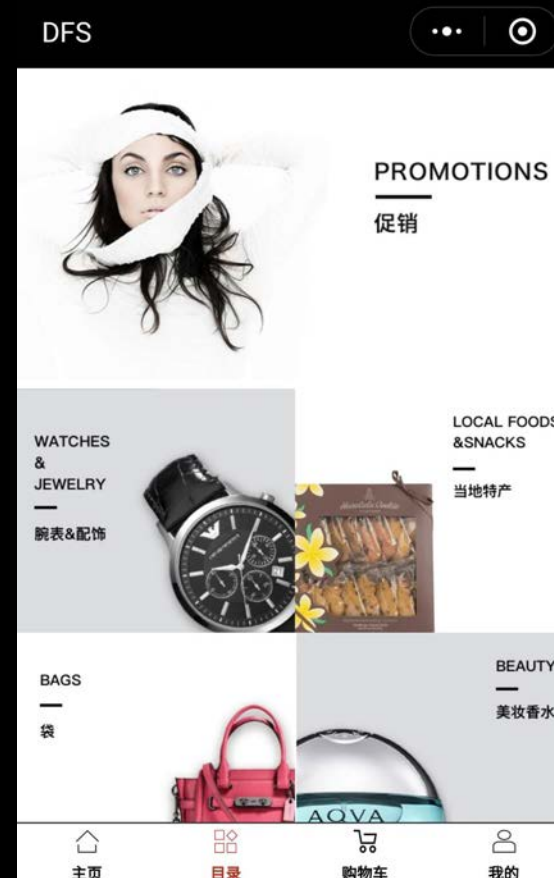
FAST-PASS AT AIRPORT FOR PREMIUM

USERS



DUTY FREE STORE – CROSS-BORDER SHOPPING

SHOP & PAY ONLINE, PICK UP IN STORE



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WECHAT:





China Channel

WECHAT, TENCENT AND CHINA'S MOBILE INTERNET SECTOR

MATTHEW BRENNAN

CHINACHANNEL.CO