



Unlocking the World's Largest Ecommerce Market with WeChat Mini-program

通過微信小程序開啟全球最大的電子商務市場

The rapid development of China makes the country an unneglectable economic power in the world. Over the years, increased purchasing power by Chinese consumers is not new. They tend to look for high quality and premium imported goods from offline to online. The devastating COVID-19 crisis has restricted overseas traveling and further strengthened the importance of cross-border ecommerce. Worldwide retailers leverage mainstream cross-border ecommerce platforms such as JD Worldwide, Tmall Global and Yangmatou to start selling their goods cross-border to China. Nevertheless, these platforms have high cost of customer acquisition and retention with limited control on customer data assets. Against these challenges faced by retailers, WeChat mini-program is the new fuel of cross-border ecommerce growth in China, uniquely different from other e-commerce platforms providing convenience and private domain traffic management capabilities to drive user traffic and user data accumulation back to retailers themselves, which is a key part for them to build their customer data assets.

In this article, you will discover the booming trend of WeChat mini-program in China and how it acts as a crucial role in helping retailers to establish cross-border ecommerce business with sustaining sales momentum.

Wechat Mini-Program Is Inevitable Trend In China

WeChat Mini-program is the mini-app that can be developed and accessed quickly, built within the WeChat ecosystem and infrastructure. Its simple functionalities allow Chinese consumers can effortlessly navigate everything via mini-program, which allows online shopping, hotel booking, food ordering and more. Daily active users for WeChat mini-programs increased from 300 million to 400 in 2019 and 2020, respectively. Doubtlessly, WeChat mini-program has taken Chinese ecommerce industry by storm in recent years. The gross merchandise value (GMV) of WeChat mini-program commodity transactions doubled in 2020. Social DNA of Wechat accelerates high sales conversions, when consumer journey starts with friend's viral sharing or group buying. International retailers should proactively take this golden opportunity in entering the China's ecommerce market. What's the most attractive advantage of Wechat mini-program is the sense of control. Unlike the mainstream ecommerce sites such as Tmall and JD, Wechat mini-program enables retailers to manage owned private domain traffic and draw actionable insights for sustainable sales growth in long run.

中國的快速發展使其成為世界上不可忽視的經濟強國。冠狀病毒危機限制了中國消費者跨境購物行為，凸顯了由於疫情原因跨境電子商務的重要性。在消費者購買趨勢和疫情的雙重壓力下，全球零售商開始利用京東國際、天貓國際等中國主流的跨境電商平台銷售商品。然而，零售商在這些平台運作中同樣面臨了客戶獲取和留存成本高，數據資產管理受限等問題。微信小程序作為中國跨境電子商務增長的新動力，可幫助您走出困境。

通過這篇文章，您將了解到微信小程序在中國的發展趨勢，以及它幫助零售商建立跨境電商業務所發揮的重要作用。

微信小程序在中國是必然趨勢

微信小程序是一種不需要下載安裝即可使用的應用。其簡單的功能使中國消費者可以享受在線購物、酒店預訂及食品訂購等服務。2020年微信小程序每日活躍用戶超4億。全年交易額(GMV)同比翻了一倍。由此可見，依托微信社交媒介進行社交裂變，小程序有促進並加速銷售轉化率的效果。

Make Your Cross-Border Smart Retail Business Stand Out

How to be successful in conquering Chinese ecommerce world through Wechat mini-program? There is a range of strategic offerings to achieve that helps you to gain competitive edge in the market.

The first important step is to set up a store with intuitive localized design and comprehensive ecommerce features such as campaign promotion, coupon, flash sales, group buying and membership loyalty programme. The Wechat mini-program is integrated with cross-border payment function, enabling Chinese users to pay in RMB via Wechat Pay and transferring to retailers in their local currencies. Imported cross-border logistics service is fully supported to offer efficient international shipping and custom clearance legally.

Beyond developing a robust cross-border ecommerce mini-program, a thorough marketing strategy is equally important to make your mini-program easily accessible and reachable. Leveraging KOLs' livestreaming and advertising on Tencent ecosystem, such as Moment Ad, are effective to stimulate high-quality domain traffic and sales conversions.

Apart from drawing new customers, it is critical for retailers to master how to retain an active customer and establish long-term relationships with full control of customer data and private traffic data management allows retailers to segment high-value customers and launch targeted campaign with personalized experiences, which means more promising sales growth in the future. A closed marketing loop is perfectly built to achieve customer acquisition, activation, purchase and retention.

Gollala Taps Into China Market Leveraging The Power Of WeChat Mini-program

Gollala is a global fast-fashion company, which sells Korean women clothing with trendy and versatile styles. Embracing the rising demand of K-fashion in China, the brand has planned to expand its presence into the China market. Collaborating with iClick Interactive, Gollala has rolled out a cross-border ecommerce WeChat mini-program to support Korea-China cross-border online business beginning of Q1 2021.

iClick Interactive is a well-known smart retail strategic partner in China with sophisticated ecommerce operational experiences and cutting-edge technical expertise, providing end-to-end cross border Smart Retail solution empowering Gollala' China market entry ambition. Gollala has successfully built ecommerce store on WeChat mini-program in a short period of time, leveraging iclick powerful SaaS-based Cross-border Smart Retail Solution. By employing targeted promotional coupons and festive flash sales, Gollala is able to engage more users and drive outstanding sales performances. The integration with Tencent-empowered private domain traffic data management platform- Tencent Youshu, which helps facilitate Gollala to obtain private domain traffic data from all touchpoints including mini-program, official account and advertising campaigns. The platform accurately builds 360-degree customer profiles, track user behaviour, analyze

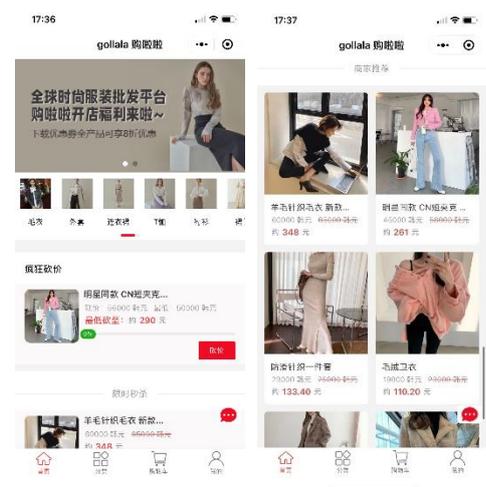
微信小程序使您的跨境智能零售業務脫穎而出

如何通過微信小程序成功征服中國電子商務市場？我們有一系列產品可以幫助您獲得市場競爭優勢。

首先是搭建一個小程序商店，並集成跨境支付功能，使中國用戶可以通過人民幣支付並以當地貨幣向零售商結算。另外，提供合法合規的國際運輸和清關服務也是小程序必不可少的重要組成部分。

其次，一個完整且周密的營銷策略也至關重要。可利用 KOLs 直播及騰訊廣告生態系統，達到有效引流優質媒體並刺激銷售轉化的效果。同時，管理私域流量數據可使零售商細分高價值客戶，並開展個性化、有針對性的營銷活動。當客戶的獲取、激活、購買和留存形成完整的營銷閉環，方可實現未來可觀的銷售增長。

微信小程序賦能 Gollala 進軍中國市場



Gollala 是一家經營韓國流行女裝業務的全球性時尚公司。為迎合中國消費者對韓國時尚服飾的購買需求，Gollala 攜手愛點擊集團，於 2021 年第一季度推出小程序跨境電子商務城以拓展其中國市場業務。

product sales performance, evaluate advertising effectiveness and optimize business operations.

COVID-19 pandemic has strained the global retail industry. The outbreak fundamentally reorders customer behaviors and accelerates the trend of online buying. WeChat mini-program ignites the Chinese market and opens the door for cross-border ecommerce with positive outlook. We, should embrace digital transformation and realize the possibilities of Wechat mini-program.

Let's scale up your cross-border ecommerce business through Wechat mini-program today, bringing you a new way to grow e-commerce sales and implement omnichannel functionality to thrive in China's competitive ecommerce market.

Gollala 借助愛點擊強大的 SaaS 跨境智能零售解決方案，在短時間內成功搭建自有小程序商城。通過優惠券促銷及重要節慶日活動，Gollala 成功吸引新用戶瀏覽其小程序頁面並提高銷售業績。愛點擊與騰訊私域流量數據管理平台——騰訊有數系統對接，幫助 Gollala 多觸點獲取私域流量數據。準確建立全方位的用戶畫像，跟踪用戶行為，分析產品銷售業績，及時優化業務運營鏈路。

新冠疫情令全球零售業承受巨大的營銷壓力。擁抱數字化轉型，微信小程序將是您開關營銷新天地的一把重要的鑰匙。

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing and enterprise data solutions provider that connects worldwide marketers with audiences in China. Built on cutting-edge technologies, our proprietary platform possesses omni-channel marketing capabilities and fulfils various marketing objectives in a data-driven and automated manner, helping both international and domestic marketers reach their target audiences in China. Headquartered in Hong Kong, iClick was established in 2009 and is currently operating in ten locations worldwide including Asia and Europe.

愛點擊集團 iClick (納斯達克股票代碼: ICLK) 是一家獨立在線營銷及企業數字化運營解決方案供應商，致力於運用尖端的技術及公司自有平台全渠道營銷能力，為全球營銷人員築起通往中國用戶市場的橋樑。公司以數據驅動和自動化為企業實現不同的營銷目標，幫助國內外營銷人員觸達中國的目標受眾。愛點擊集團成立於 2009 年，總部位於香港，同時在亞洲和歐洲擁有 10 個辦公地點。

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