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JINGDIGITAL

# WECHAT LUXURY INDEX 2020.

## PART III: CONTENT

THE DEFINITIVE WECHAT BENCHMARK  
FOR LUXURY BRANDS



# INTRODUCTION

# CONTENT PERFORMANCE.

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While often compared to Western social media platforms like Instagram and Facebook, WeChat is anything but. Besides the fact that it does more than broadcast content and acts as a **service platform** that provides functions ranging from **e-commerce to CRM**, it simply **does not have the same reach** as its Western counterparts **when it comes to content**.

**Content, on its own, is not king on WeChat.** Given the limitations of the WeChat model when it comes to the reach of a piece of content, brands need to devise strategies to better **target their existing communities, engaging and reactivating them**. In this final section, indicators including open rates and conversion rates are examined in greater detail, revealing insights and offering brands tips for optimising content on WeChat.



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# WECHAT IN BRIEF.

Launched in 2011 as a social messaging and media platform, WeChat has since vastly expanded its areas of service to include everything from payments to e-commerce solutions. With its fast growing user base – it now boasts more than 1.16 billion monthly active users (MAU) – it has become more than a mere marketing tool. WeChat is now an integral part of every brand's digital strategy in Mainland China.

2017



2018



2019



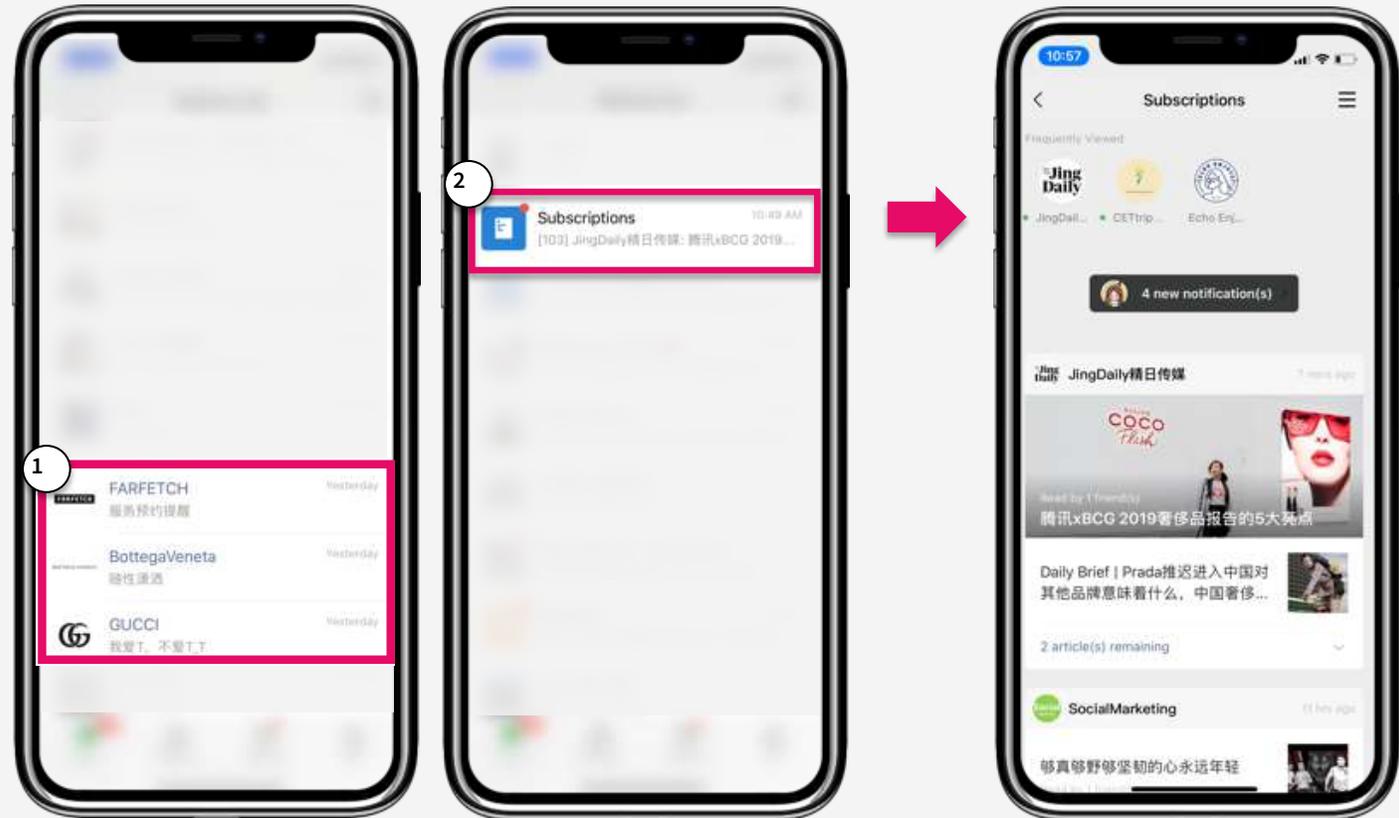
# WECHAT ACCOUNT TYPES.

## 1 SERVICE ACCOUNT

Popular with consumer brands, messages pushed appear directly in a user's message inbox. However, only four such pushes are permitted per month. Verified accounts have access to nine advanced APIs and WeChat Pay. The study focuses on this account type.

## 2 SUBSCRIPTION ACCOUNT

Preferred by media outlets, messages broadcasted via the subscription model will appear nested within a folder in the user's inbox. One such push is allowed per day, but brands have limited API capabilities.

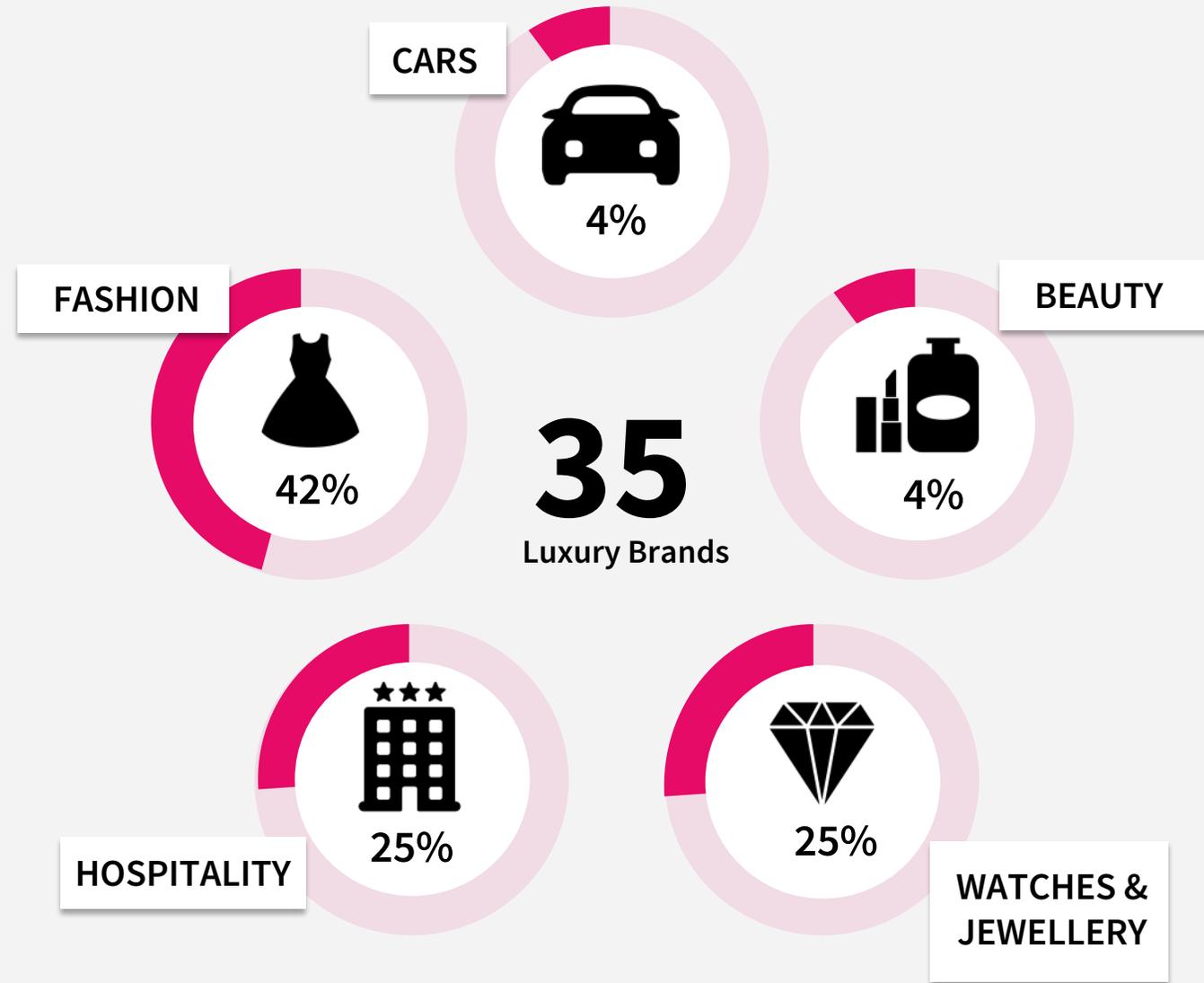


NB: Enterprise accounts are excluded as they are not consumer-facing

# METHODOLOGY

## SCOPE OF STUDY.

Community sizes of  
**3,000** to  
**>3 million**



# METHODOLOGY KEY METRICS.

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## ACQUISITION

This section covers all follower recruitment-related metrics

*Published in October 2019, Data Updated April 2020*



## ENGAGEMENT

This section examines both fan and post engagement statistics

*Published in August 2019, Data Updated April 2020*



## CONTENT

This section reviews the level of activity and performance driven by various types of content

*NEW!*

# CHAPTER 3

# CONTENT.

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## CONTENT

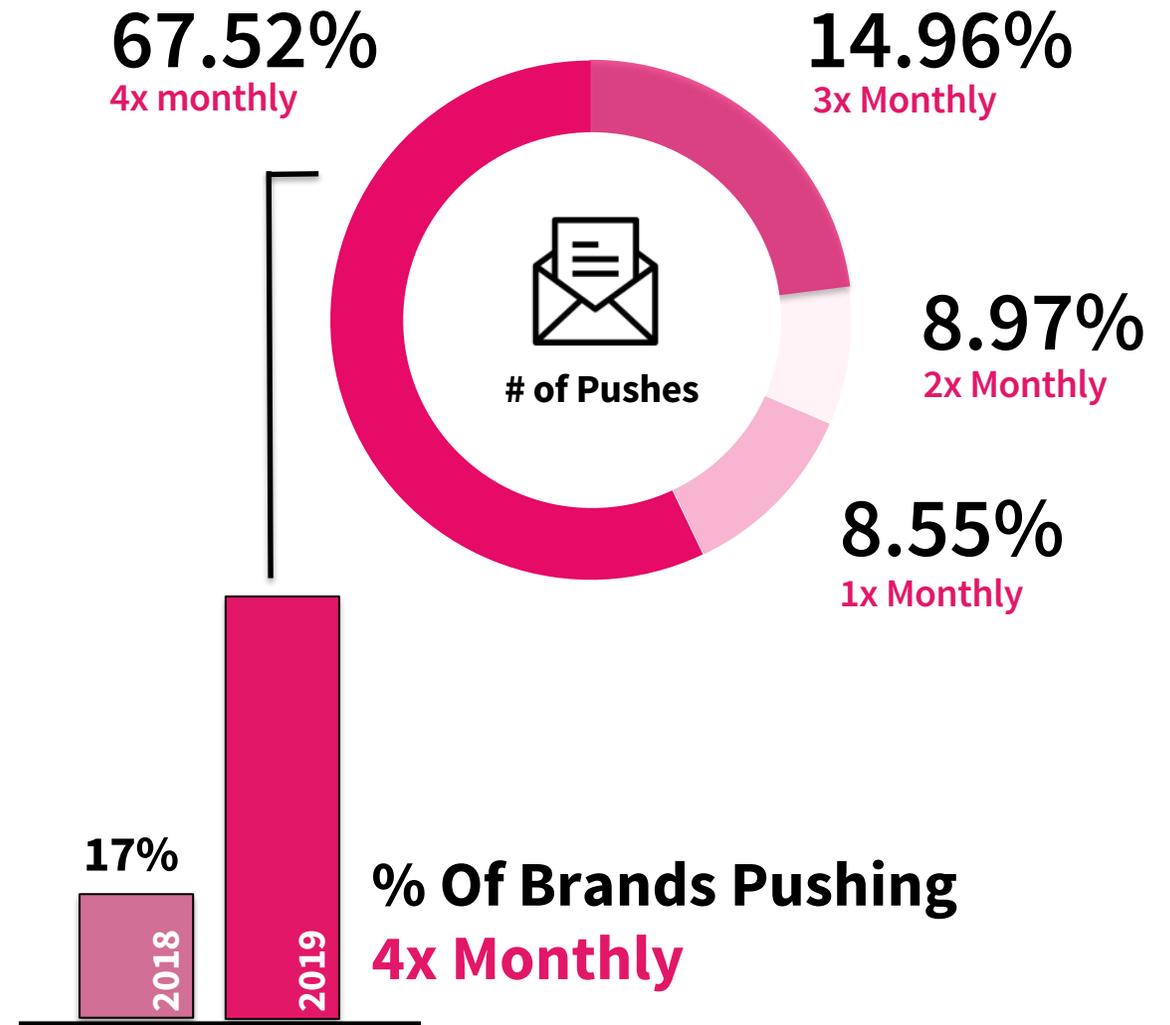
This section covers the frequency and timing of posts, opening rates and unfollow rates

- **3.1 FREQUENCY AND TIMING**
- 3.2 OPEN RATES
- 3.3 CONVERSION RATE
- 3.4 UNFOLLOW RATE

# FREQUENCY AND TIMING NUMBER OF PUSHES.

More than half the brands (67.52%) studied maximise the **4 pushes** allotted to Service Accounts monthly. In comparison, only **17%** of the brands surveyed the year before did the same. This shows that an **increasing number of brands** are investing in their WeChat content and making it a point to fully utilise the broadcasting ability of WeChat.

This also indicative of a **rise in investment value** when it comes to WeChat content by brands. The amount of time, effort and resources going into the creation of a single WeChat post is significantly more than that of Western social media platforms, and increasing the frequency of these pushes would also signify a corresponding increase in financial investment.



# FREQUENCY AND TIMING NUMBER OF ARTICLES.

Over **78.32%** of the brands surveyed chose to release only a single article with each push, while **16.11%** of them went with two articles per push. This is a marked contrast from the year before, where **84%** of brands chose to push one (**42%**) and two articles (**42%**) each time.

This development is a possible indication of brands consolidating their efforts when it comes to WeChat content. As mentioned, the amount of work that goes into each WeChat article is significant, and while the cumulative open rate of multiple-article pushes (**19.2%**) is most definitely higher than single-article pushes (**13.82%**), brands need to weigh the investment required against the outcome.



# FREQUENCY AND TIMING DAY AND TIME.

Most brands tend push WeChat articles on **Thursday and Friday evening**, despite there being **no conclusive evidence** correlating these timeslots to article performance. Brands should instead consider pushing articles during **less crowded timeslots** to avoid getting lost in the noise. In our experience, weekday mornings and Saturday evenings are also peak WeChat usage times, posing a potential window of opportunity for brands.

That said, the only way to concretely determine the best timeslot for posting content is through **A/B testing**, given the varied WeChat usage patterns of different brand audiences.

## ARTICLE PUSH DISTRIBUTION

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6 - 7AM	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%
7 - 8AM	0.12%	0.30%	0.24%	0.24%	0.18%	0.00%	0.00%
8 - 9AM	0.67%	0.43%	0.61%	1.03%	1.10%	0.18%	0.00%
9 - 10AM	0.55%	0.37%	0.61%	0.73%	0.61%	0.12%	0.06%
10 - 11AM	0.55%	0.37%	0.67%	1.10%	0.37%	0.79%	0.55%
11 - 12PM	0.30%	0.55%	0.43%	0.49%	0.73%	0.37%	0.06%
12 - 1PM	1.10%	0.97%	1.03%	2.31%	2.07%	0.67%	0.18%
1 - 2PM	0.06%	0.43%	0.18%	0.18%	0.61%	0.12%	0.00%
2 - 3PM	0.18%	0.12%	0.18%	0.12%	0.30%	0.24%	0.12%
3 - 4PM	0.18%	0.12%	0.24%	0.30%	0.91%	0.12%	0.06%
4 - 5PM	0.06%	0.18%	0.18%	0.43%	0.49%	0.12%	0.06%
5 - 6PM	0.67%	2.31%	0.61%	0.91%	1.89%	0.12%	0.18%
6 - 7PM	1.03%	1.58%	1.83%	3.77%	4.93%	0.37%	0.18%
7 - 8PM	0.55%	0.79%	1.03%	2.25%	2.37%	0.49%	0.30%
8 - 9PM	1.70%	1.16%	2.01%	6.51%	2.07%	0.12%	1.03%
9 - 10PM	1.70%	1.77%	2.56%	5.05%	2.13%	0.24%	0.43%
10 - 11PM	1.22%	1.34%	1.46%	3.53%	1.70%	0.61%	0.30%
11 - 12AM	0.30%	0.24%	0.30%	0.43%	0.55%	0.18%	0.12%



# IN FOCUS SUB-ARTICLES.

## Leveraging Sub-articles

This approach makes the most of WeChat's multiple article push function to communicate key topics with followers without significantly increasing the workload. Sub-articles can be customised based on specific user segments.



### 1 SALES/ CONVERSIONS

Designed to drive conversions and generate sales, such articles typically contain elements such as store locators or e-commerce links.

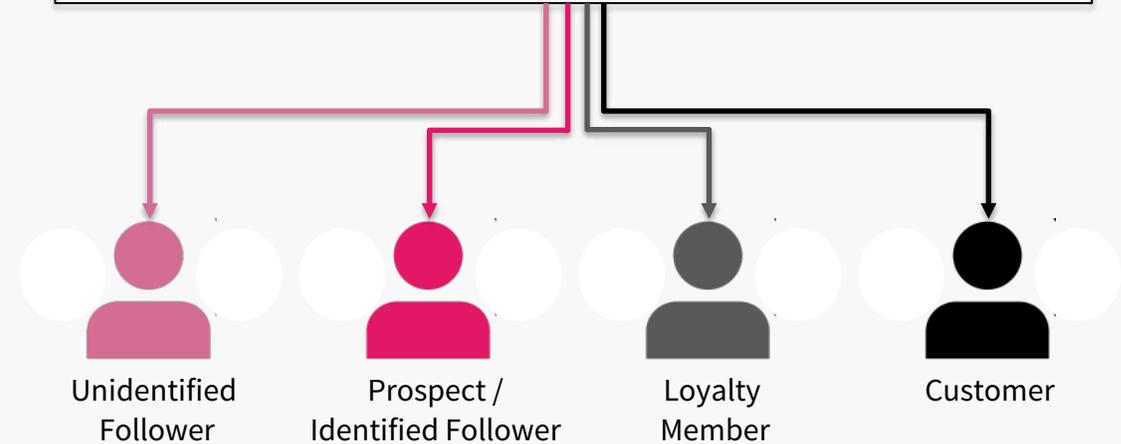
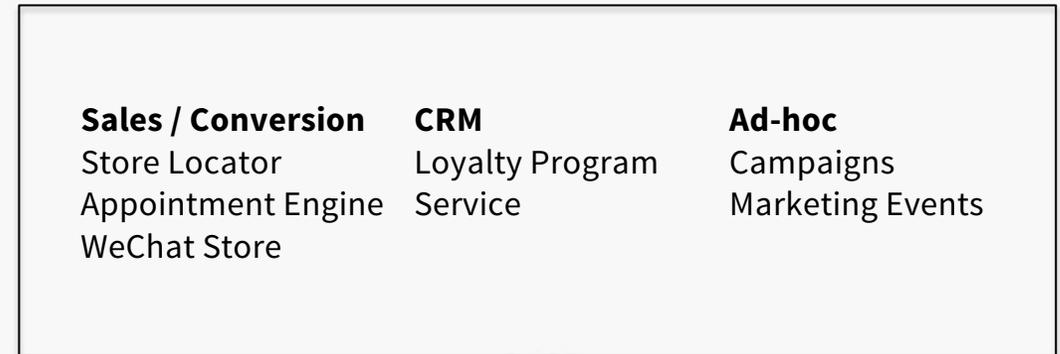
### 2 CRM

These articles are focused on reactivation and point customers towards services or a loyalty programme.

### 3 AD-HOC

Such articles are formulated as and when the brand has a new launch or event to communicate.

## CUSTOMISABLE SUB-ARTICLE POOL (BASED ON USER SEGMENTS)

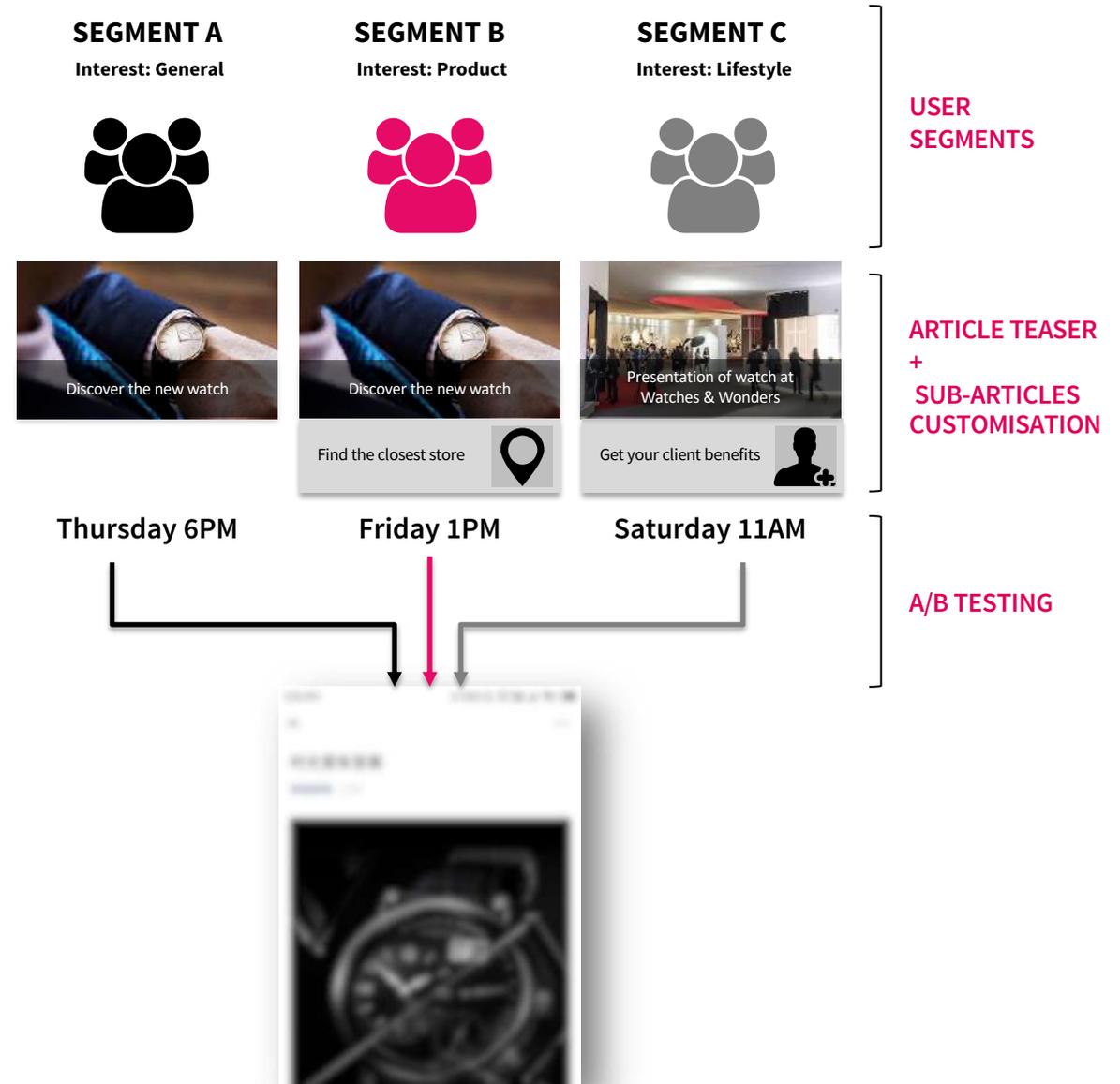


# BEST PRACTICES PERSONALISATION.

Segmenting your followers and **personalising** the content based on their **interests and preferences** does not drive up costs significantly, but makes a definite **impact on content performance** on WeChat.

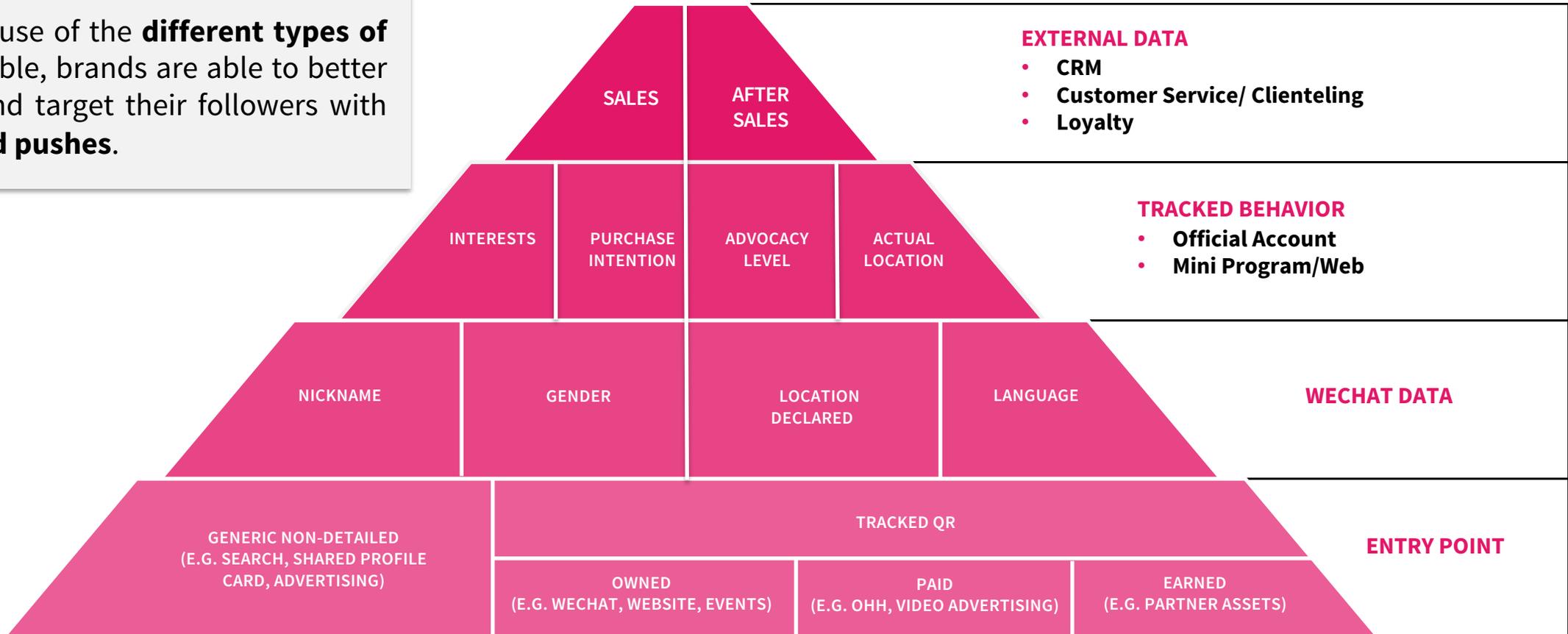
This does not mean that brands need to create different types of content for different audiences, but instead, **adapt and position content differently** for different readers. The focus is more on content optimisation instead of content creation.

It is also helpful for brands to leverage this function for special events, such as boutique or offline events, and reconnect with event attendees after.



# BEST PRACTICES FOLLOWER DATA DIMENSIONS.

By making use of the **different types of data** available, brands are able to better segment and target their followers with **customised pushes**.



# BEST PRACTICES SEGMENT TYPES.

## USER SEGMENTATION EXAMPLE

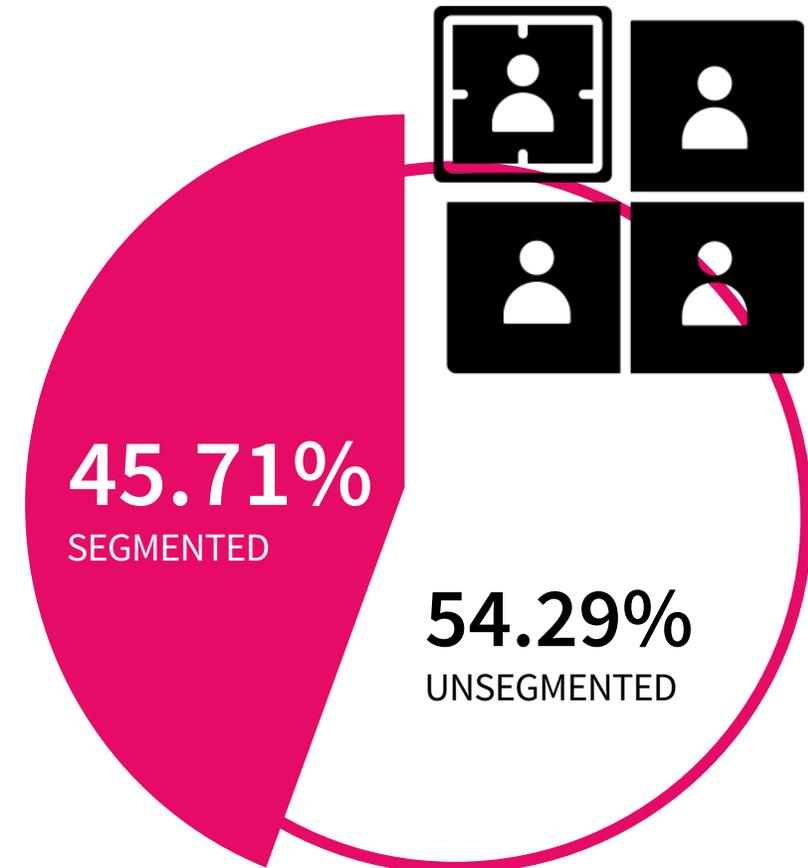


Follower Journey Stages	Follower	Active Follower	Prospect	Binded Customer	Returning Customer
Description	Last activity > 3 Months	Last activity < 3 Months	Purchase intention	Purchase	> 1 Purchase
Segmentation Available	<ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> </ul>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> <li>• Interests</li> <li>• Product Preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> <li>• Interests</li> <li>• Product Preferences</li> <li>• Loyalty Perks</li> <li>• Pre-Sales Services</li> </ul>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> <li>• Interests</li> <li>• Product Preferences</li> <li>• Loyalty Perks</li> <li>• Pre-Sales Services</li> <li>• After Sales Service</li> </ul>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Gender</li> <li>• Interests</li> <li>• Product Preferences</li> <li>• Loyalty Perks</li> <li>• Pre-Sales Services</li> <li>• After Sales Service</li> <li>• Repeat Customer</li> <li>• VIP</li> </ul>

# FREQUENCY AND TIMING SEGMENTATION.

We see an increasing number of luxury brands making use of **audience segmentation**. Based on our sample, over **45.71%** of brands make use of segmentation, choosing to target their communities based on interests and preferences and pushing them customised content accordingly.

As consumers grow more discerning, it is important for brands to make their communication efforts more focused and relevant so as to continually capture their interest.



*We are at the next stage where brands have stopped thinking about their WeChat audience merely as followers but as customers. This has created a strong wave of brands trying to understand their followers to build **segmented audiences** with targeted messaging.*



**KUN HSU**

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# CHAPTER 3

# **CONTENT.**

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## **CONTENT**

This section covers the frequency and timing of posts, opening rates and unfollow rates

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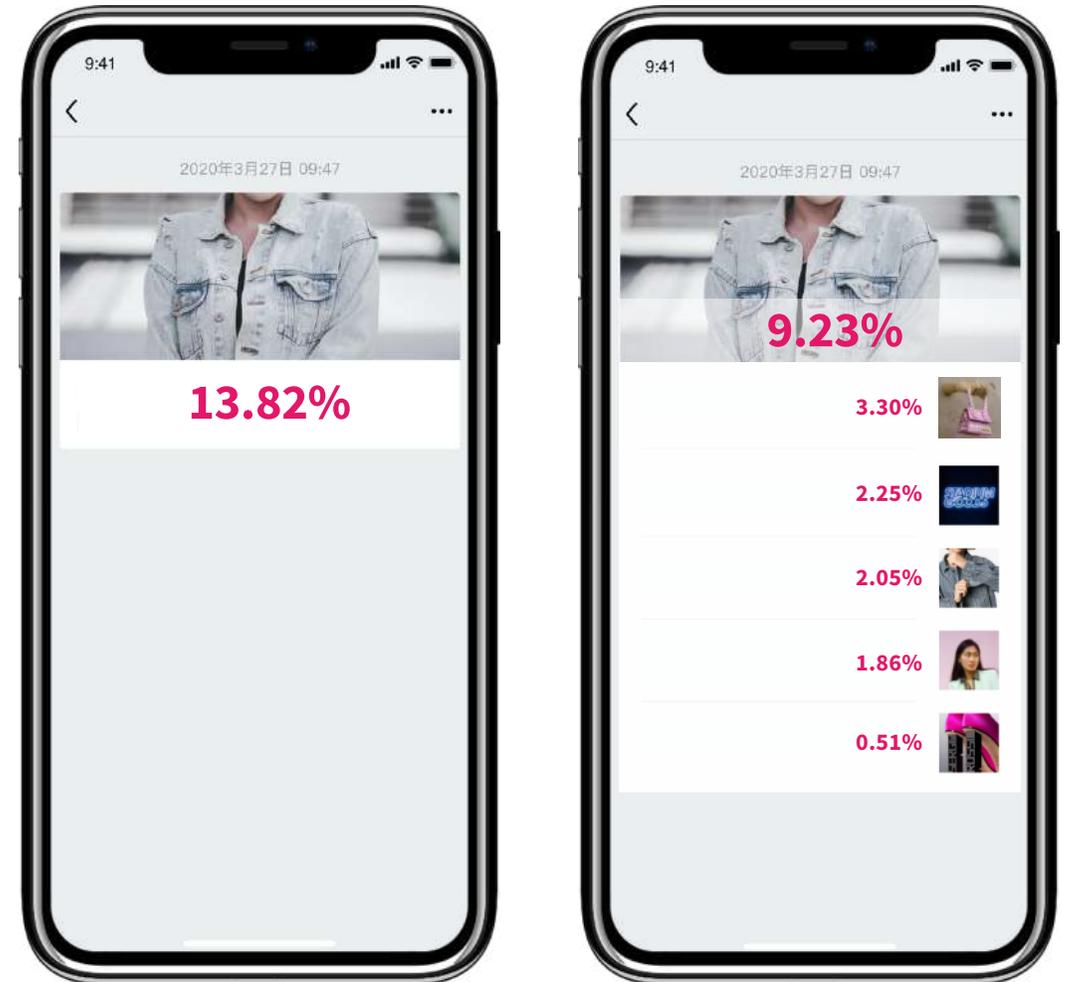
# OPEN RATES NUMBER OF ARTICLES.

The average open rate for articles pushed by luxury brands was about **8.41%** in 2019. This represents a small decrease from the **8.6%** open rate from 2018, indicating the importance for brands to optimise their content strategy in order **to capture the attention of increasingly sophisticated audiences.**

The open rate for single article pushes is currently **13.82%**, and the top article for a multiple article push is **9.23%**. While the cumulative open rates for multiple article pushes are higher, this only makes a significant impact when brands include **at least 2 to 3 articles** in each push. As such, the additional investment required to generate this extra content might not be worth the returns – unless brands consider adopting the **sub-articles pool** approach, minimising the workload.

AVERAGE OPEN RATE

**8.41%**

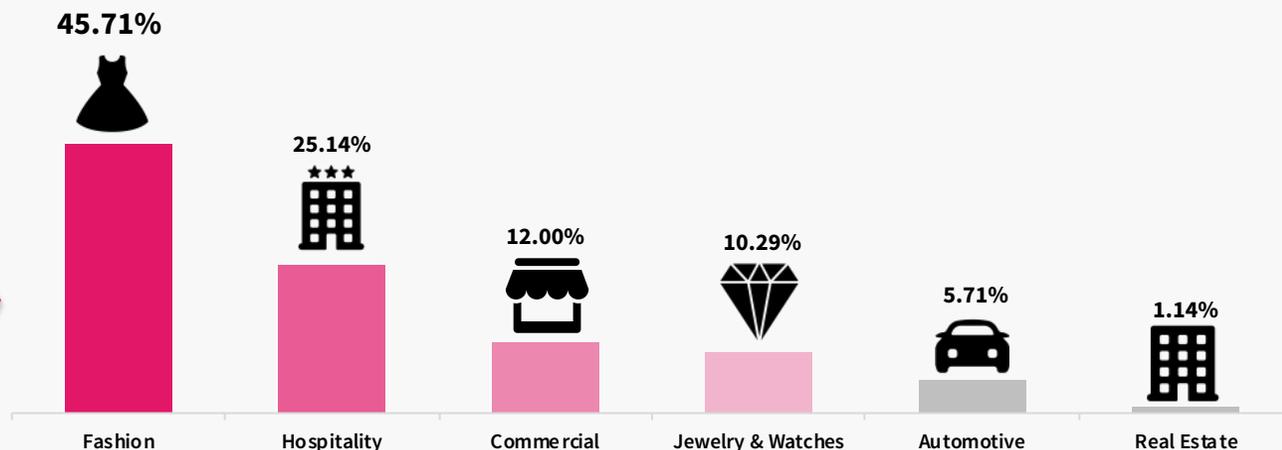




# IN FOCUS OPEN RATE.

## Methodology

Following an in-depth review of **>1,700** WeChat articles, this section sheds light on the best practices for articles with high engagement and conversion rates. Data indicators used include:



### 1 ENVIRONMENT

This refers to factors including the **date** and **time** of post, as well as the **position** of the article within the post.

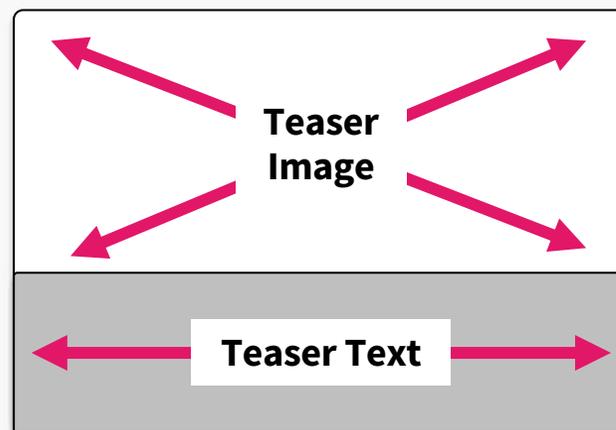
### 2 TEXT

This refers to the **length**, **tone of voice** article **topic** and **calls-to-action** used within the article.

### 2 IMAGE

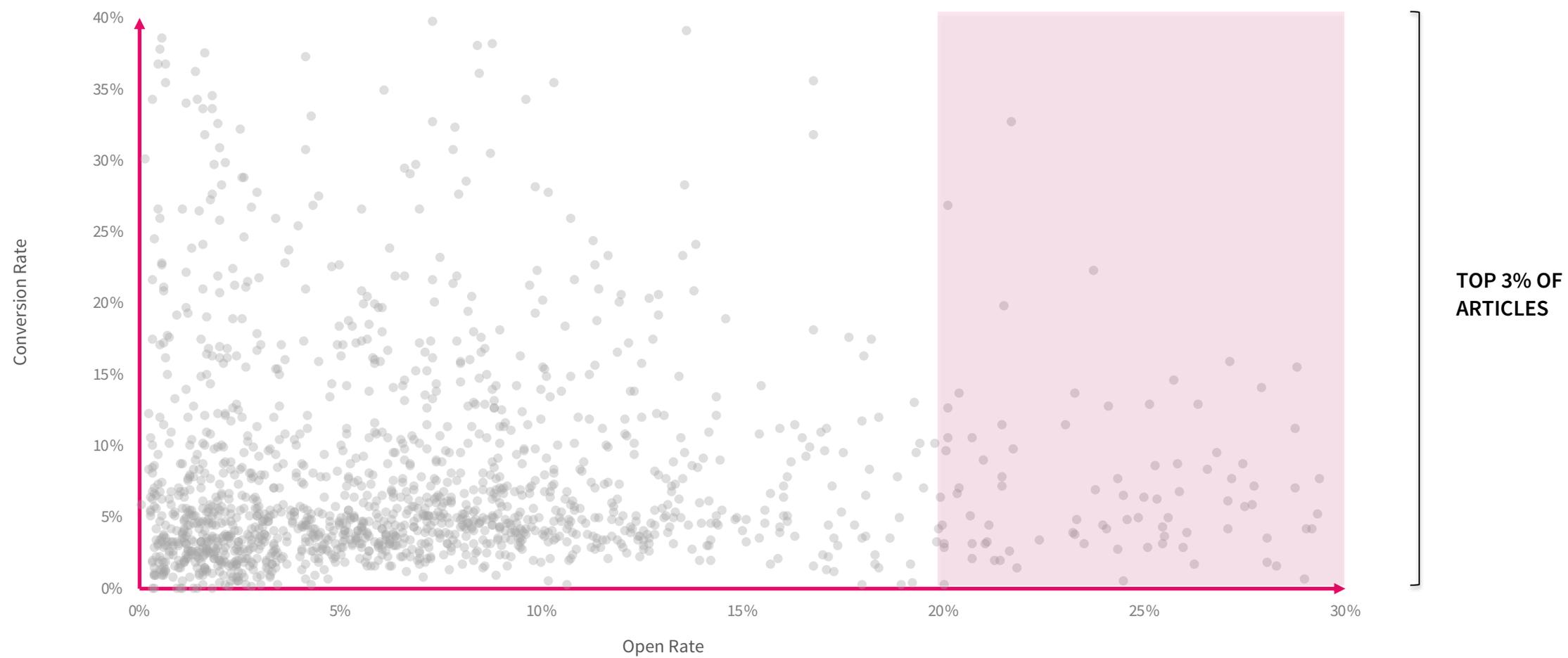
This focuses on the **key visual elements** used both in the article teaser and the article itself.

## ARTICLE TEASER





# IN FOCUS OPEN RATE.





# IN FOCUS ARTICLE TEASER.

## QUALITY, NOT QUANTITY

While we see that the top number of opens takes place on **Thursday and Friday**, these are also the two most popular days for content pushes from brands. It is therefore **inconclusive** as to whether a correlation between the day on which an article is pushed and its open rate exists.

The only way for brands to determine which day works best for their audience is to perform **A/B testing** over a period of time, and adapting their push schedule accordingly.

## PRODUCT FIRST

The articles with the highest open rates made use of **lifestyle and product pictures** in their teaser image. In contrast, articles featuring **celebrities** in their teaser images tended to perform more poorly.

This shows that while celebrities have proven effective on Weibo, they have very little impact on on WeChat, where **audience interest in the brand is already high** to begin with.

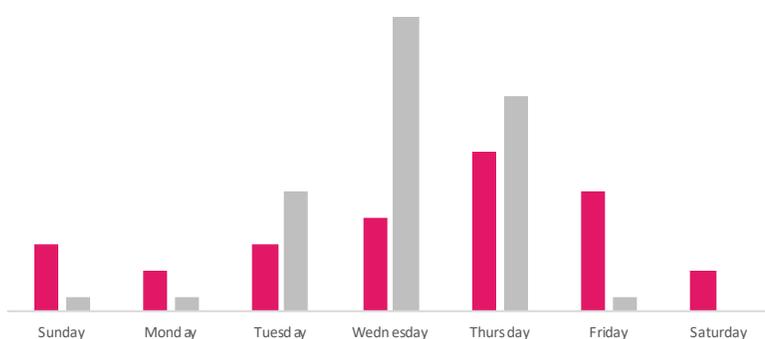
## LESS IS MORE

Readers have **short attention spans**, and brands need to make full use of the short window they have when a follower receives the push message notification.

It is observed that a high concentration of **top performing articles** had headlines ranging between **11 to 15 characters**, while **low performing articles** tended to have headlines with **26 to 30 characters**.

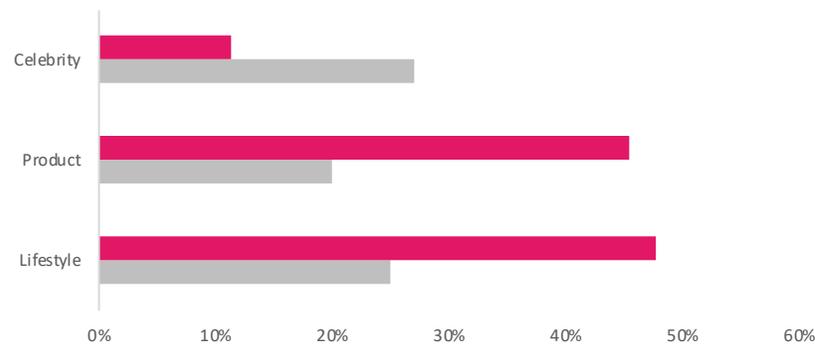
Day Of Week

■ Top 3% ■ Bottom 3%



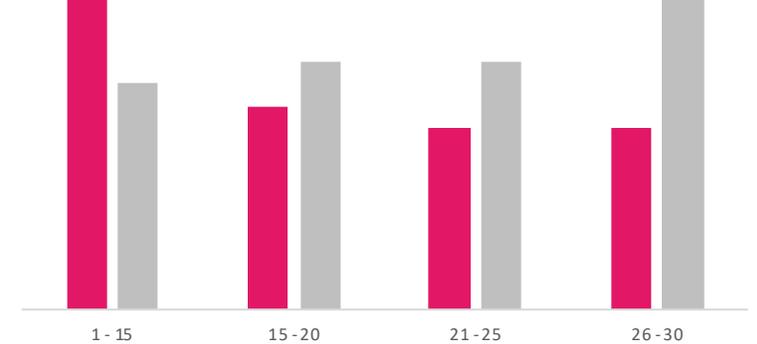
Topic

■ Top 3% ■ Bottom 3%



Title Length (No. of Characters)

■ Top 3% ■ Bottom 3%



“*Applying a traditional social media KPI framework to the measure of a brand’s WeChat performance **undermines the value of the platform**, and results in a **lack of focus** on indicators that truly impact your business.*”



**MARIO JUAREZ**

SCRM & Data Strategist, DLG

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# CHAPTER 3

# **CONTENT.**

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# IN FOCUS CONVERSION RATE.

## Methodology

Following an in-depth review of **>1,700** WeChat articles, this section sheds light on the best practices for articles with high engagement and conversion rates. Data indicators used include:

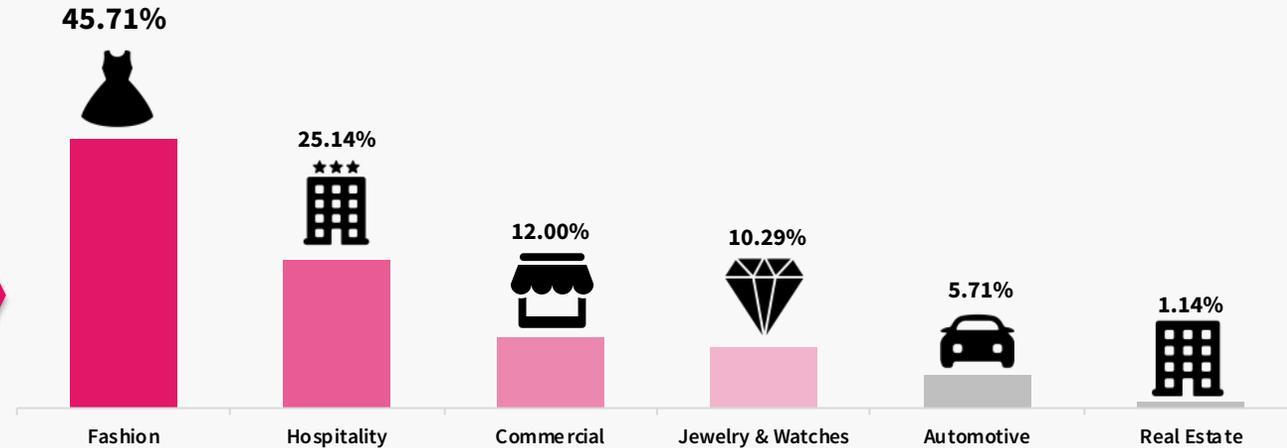


### 1 FORMAT

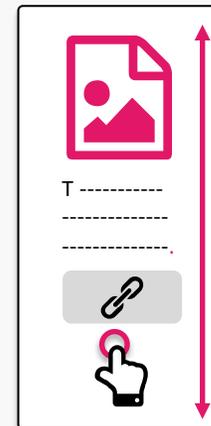
This considers factors including the **design**, and **length** of the article, as well as the type of **rich media** used in it.

### 2 CONTENT

This refers to the **topic** of the article, and the **calls-to-action** included within the piece.

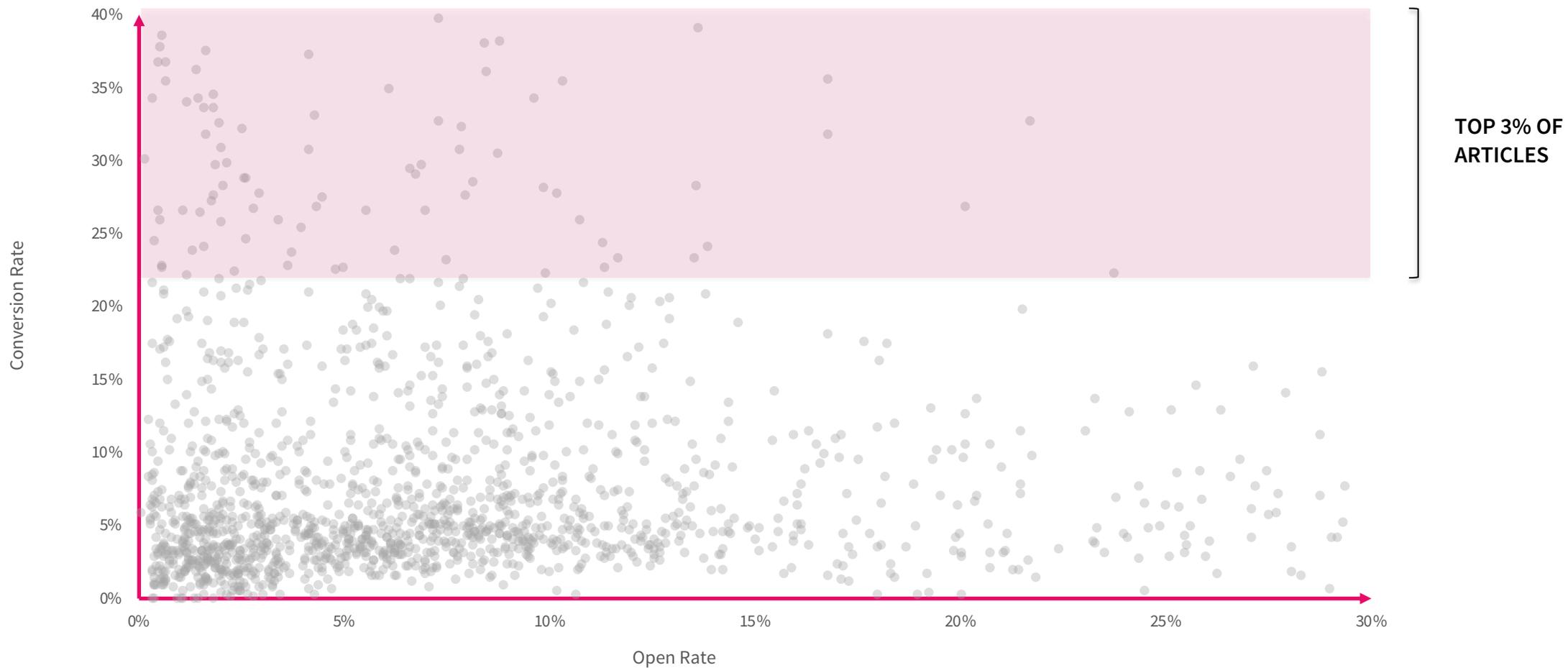


## ARTICLES





# IN FOCUS CONVERSION RATE.



TOP 3% OF  
ARTICLES



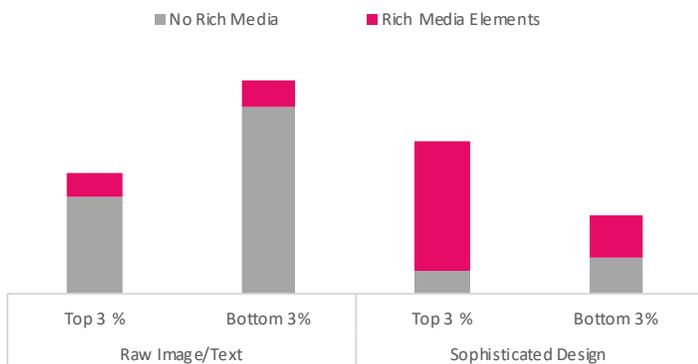
# IN FOCUS ARTICLES.

## DESIGN AND CONQUER

Articles that had more **advanced design elements**, as well as **rich media** components (including videos and interactions, specifically the use of motion graphic design to augment content) displayed a better conversion rate in general.

Brands should consider investing to create these assets in order to **engage and attract** today's generation of tech-savvy consumers.

Design and Media Assets

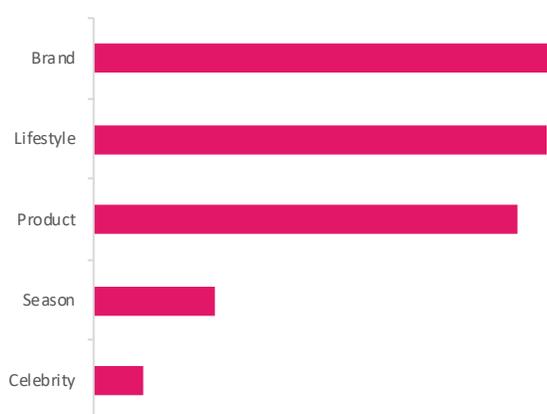


## BRAND IS KEY

According to the articles studied, articles that focused on **the brand, lifestyle and product** had a **bigger impact** and saw a greater number of conversions. Articles that focused on **seasonal promotions or celebrities** had a **lower** conversion rate in comparison.

This goes to show that brands should focus on their core products and brand story instead of getting too caught up in the **power of celebrity** in driving exposure.

Topic

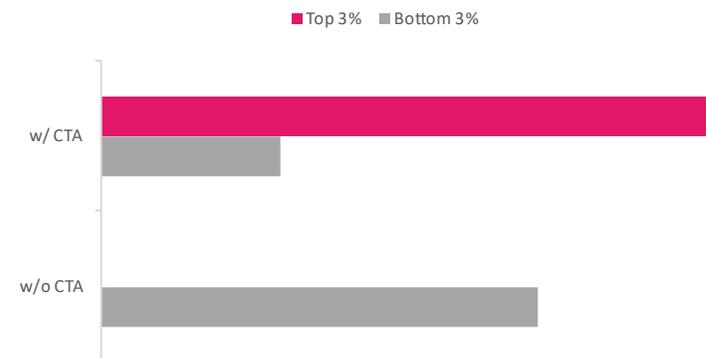


## KEEP THEM ENGAGED

All of the top conversion articles included a **call-to-action** within the text. **28%** of the articles with top conversion rates requested that followers **share the article**, while **4%** of the articles offered users **some kind of incentive**.

While it may seem like an obvious observation, it is important for brands to **explicitly encourage** their followers to perform **engagement actions**.

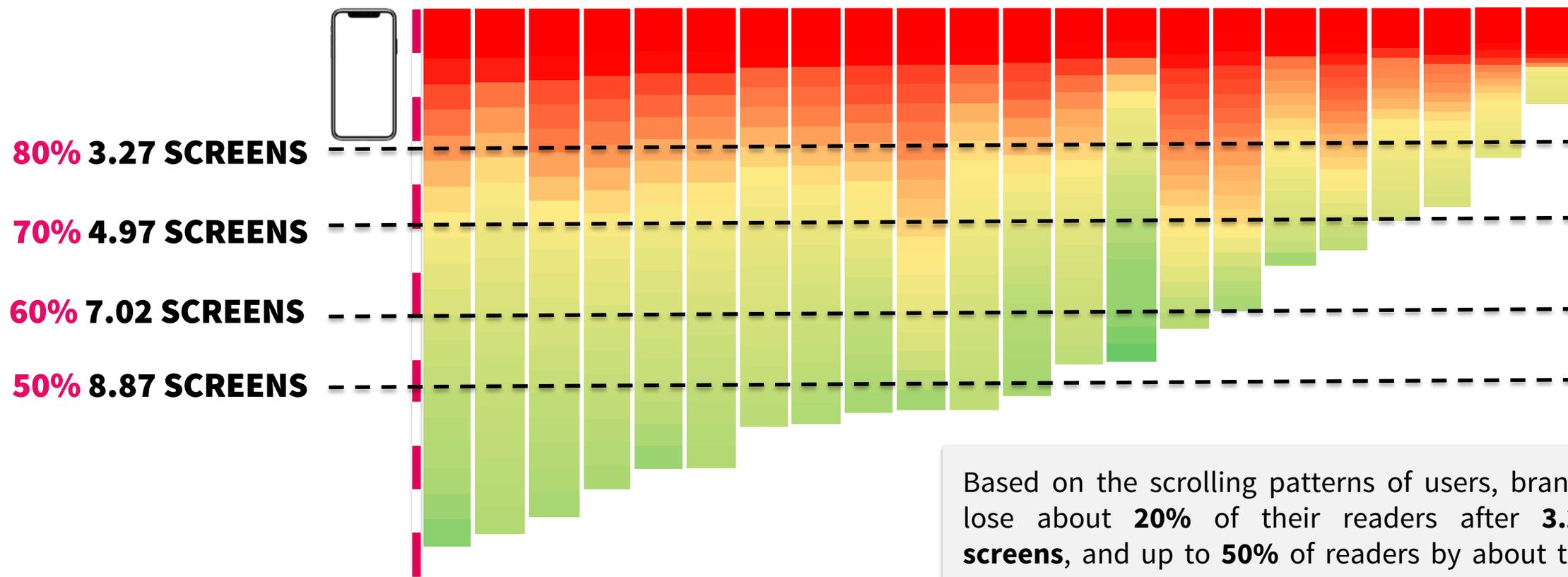
Calls-to-Action





# IN FOCUS ARTICLE HEATMAP.

USER READING PATTERNS



Based on the scrolling patterns of users, brands lose about **20%** of their readers after **3.27 screens**, and up to **50%** of readers by about the **8th screen**, indicating the importance of making a good impression upfront to retain readers.



# IN FOCUS ARTICLE HEATMAP.

Brands should consider putting their **strongest visuals** and key **messages** at the start of the article to capture the attention of readers, and insert **interactive elements along the way** to maintain interest.

**Calls-to-action** should always be inserted in the article body and at the end of the article to ensure that **interest and intention** is captured **before users drop off**.



“*The investment required to produce good content on WeChat is significant. It is key to spend where it matters. This applies to the frequency of posting, but also to the amount of content included in one article.*”



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# CHAPTER 3

# **CONTENT.**

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## **CONTENT**

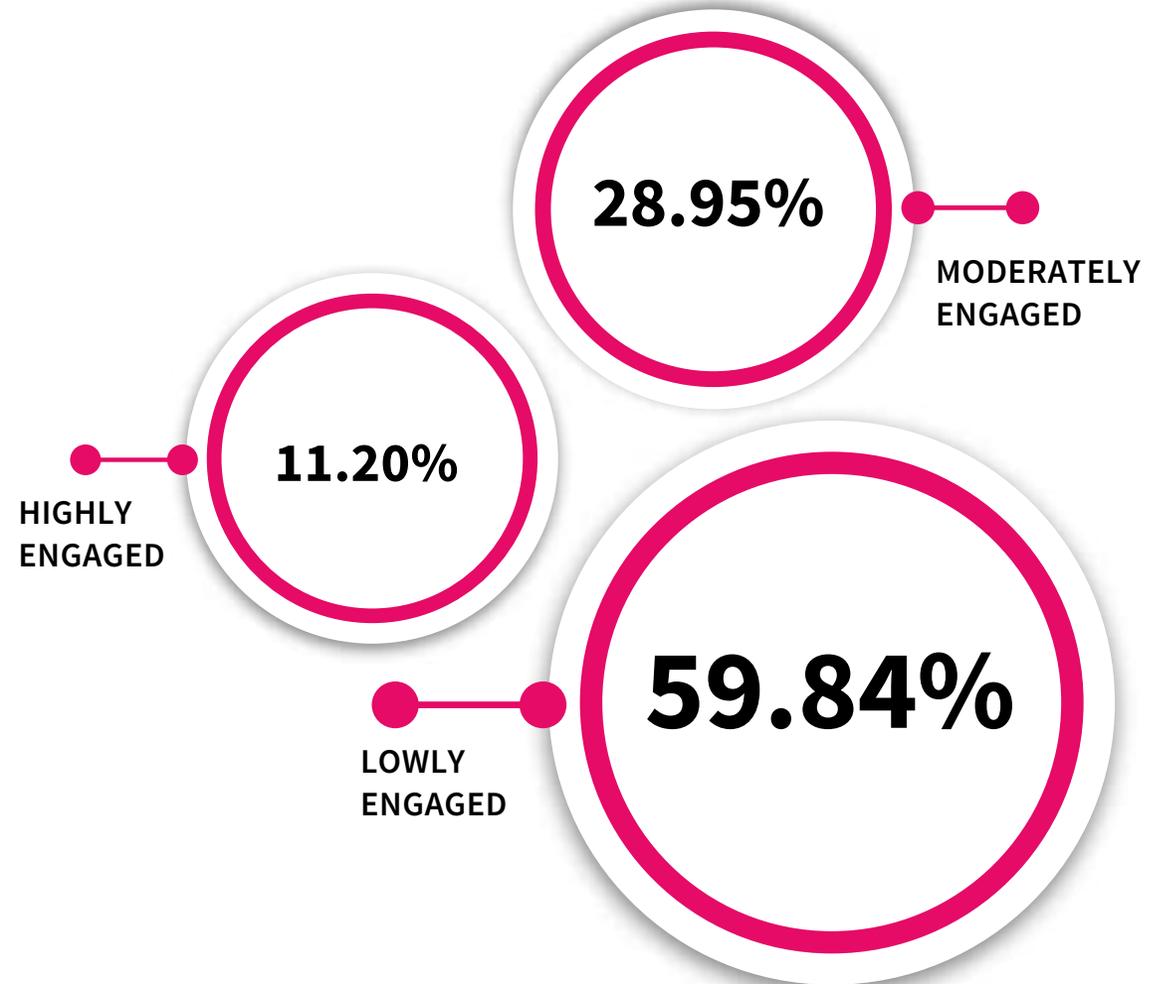
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# UNFOLLOW RATE FOLLOWER TYPE.

The largest number of unfollows typically comprises of **lowly engaged (59.84%)** members of the community, followed by the **moderately engaged** segment (**28.95%**). The smallest proportion of unfollows comes from the **highly engaged** group (**11.20%**), indicating that brands need not be overly concerned about their unfollow rate.

Instead of being too caught up with the overall number of followers, brands should focus on retaining the highly engaged members of their community as these are the profiles that are most likely to have **purchase intentions** and can potentially **drive sales**.



**Highly Engaged:** > 20 actions per year  
**Moderately Engaged:** > 4, ≤ 20 actions per year  
**Lowly Engaged:** ≤ 4 actions per year

# CASE STUDY

# PERSONALISED CONTENT.

## Personalised Posts

By sending out personalised posts, brands with large follower base could meet individual followers' needs, thus improving follower engagement, retention and conversions.

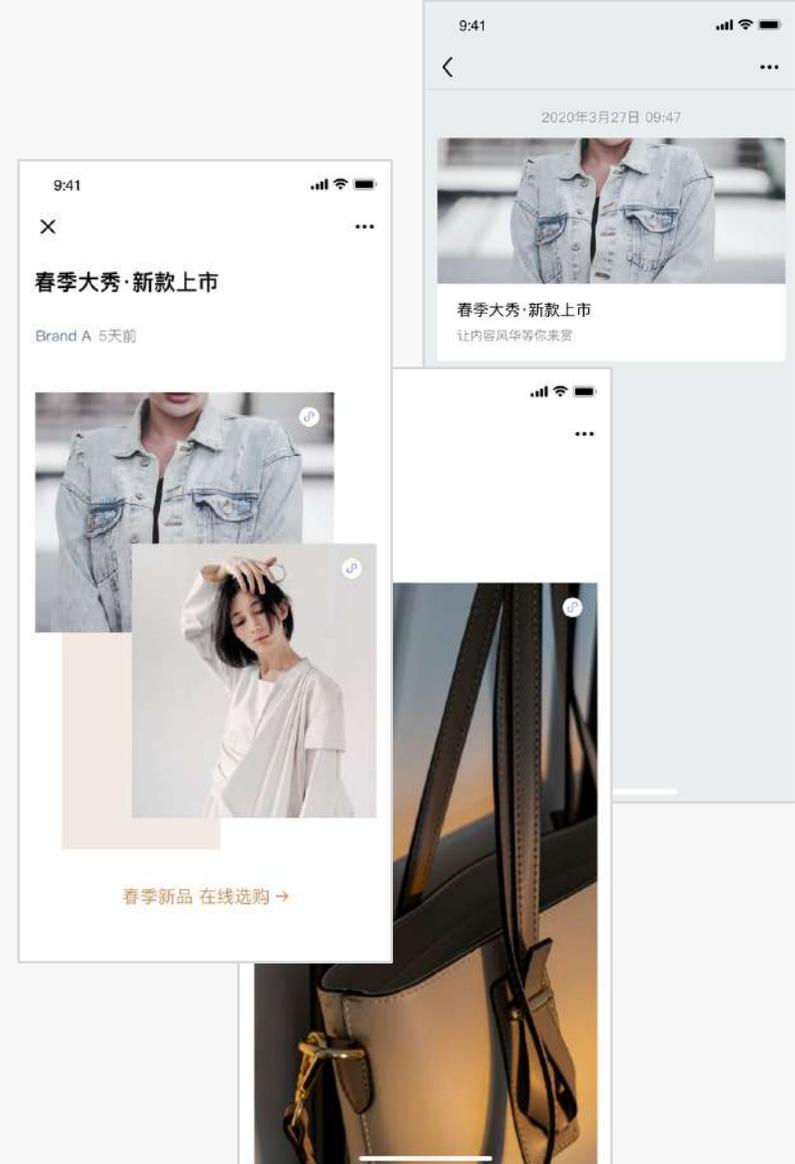


### 1 CUSTOMER SEGMENTS

Luxury Brand A created customer segments based on product preferences for handbags or ready-to-wear (RTW). These two segments then were divided into control and test groups.

### 2 CONTENT TARGETING

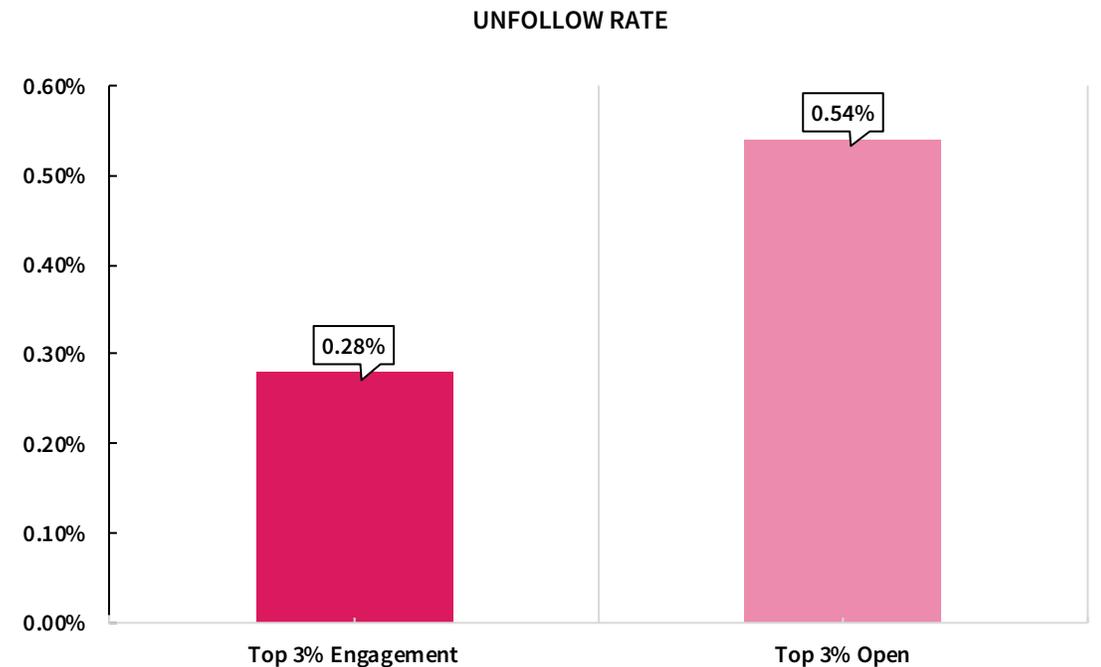
Customers in the “Handbag Group” and “RTW” groups received posts highlighting their preferences. The control group received a regular post that did not highlight any product in particular. Through this, the **post view rate** increased by **25%**, **unfollow rate** (after a push) **decreased by 33%**, and **product click-through rate** increased by **97%** on average.



# UNFOLLOW RATE MEETING EXPECTATIONS.

Through the data analysed, we see that a high open rate does not necessarily guarantee the follower's interest, as the unfollow rate for the top 3% of articles with **high open rates** stands at **0.54%**. In contrast, the unfollow rate for the top 3% of articles with **high engagement rates** have a much **lower unfollow rate of 0.28%**.

Followers tend to unfollow a brand when their **expectations are not met** during the engagement process. Brands can avoid this by **staying away from click-bait** types of articles, and ensuring that their content is **attractive and relevant**.





# FINAL OBSERVATIONS CONCLUSION.

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- ✓ As consumers get increasingly discerning and the landscape growingly saturated with brand messages, brands should consider **segmenting their audiences** and broadcasting **content optimised for different groups**, based on their interests. This will help to drive overall open and engagement rates.
- ✓ Audiences have **short attention spans**. It is up to brands to capture their attention with rich media elements (e.g. videos and animations), and convert that interest with appropriate **calls-to-actions**, in a piece of content.
- ✓ There is **no specific day or time of the week** that is proven to inspire higher article open rates. Brands should engage in **A/B testing** to determine the time frame during which their audience is most **receptive to content**.
- ✓ WeChat is **more than just a social media**. A specific approach to identifying and delivering the right talking points is essential. **Quality trumps quantity** – investing on highly **appealing article designs and valuable content** is more important than keeping up with **quantitative publication objectives**.

## INTERESTED IN LEARNING MORE?

Connect with us for more insights on digital marketing strategies and how to better engage your audiences.

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DL  
G.

DLG (Digital Luxury Group) is the digital partner of forward-thinking luxury brands. With offices in **New York**, **Geneva** and **Shanghai**, DLG blends luxury savoir-faire, industry insights, and digital expertise to provide end-to-end services ranging from digital marketing and communication, to e-commerce and CRM.



## INTERESTED IN LEARNING MORE?

Connect with us for more insights and details on digital marketing solutions that are relevant to your business needs.

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JINGdigital empowers brands to turn fans into customers.

JINGdigital is China's leading marketing automation platform. Since our founding in 2014, JINGdigital has been providing brands with digital marketing optimisation solutions through our JINGsocial platform. The platform enables brands to better understand customers and empowers brands to create valuable personal connections at scale.



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**THANK YOU.**

