Tencent 腾讯

CONNECTING PEOPLE
FOR A GREATER FUTURE

WeChat to reach and serve Chinese consumers through a sophisticated approach to data management

Stresa
October 5th, 2018
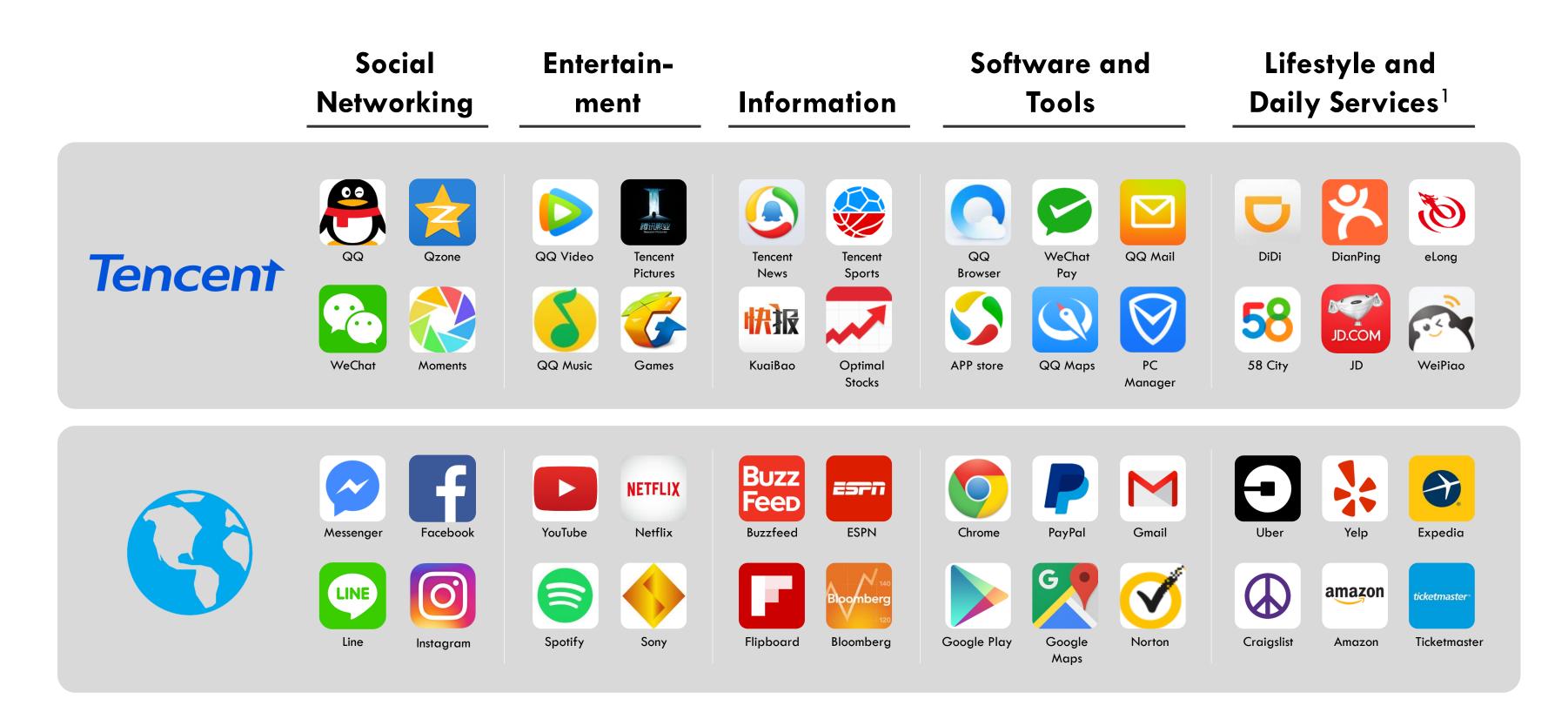
Tencent at a glance

380bn USD market cap

22bn USD revenues (IH2018)

6.4bn USD profit (IH2018)

ADV sales: **19%** of total revenues (2Q2018)

User base (MAU): **1bn** (WeChat), **0.8bn** (QQ)

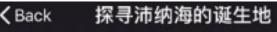# Tencent: making everybody's lives digitally empowered, everyday

Social Networking		Entertain-ment		Information		Software and Tools			Lifestyle and Daily Services[1]		

Tencent

| QQ | Qzone | QQ Video | Tencent Pictures | Tencent News | Tencent Sports | QQ Browser | WeChat Pay | QQ Mail | DiDi | DianPing | eLong |
| WeChat | Moments | QQ Music | Games | KuaiBao | Optimal Stocks | APP store | QQ Maps | PC Manager | 58 City | JD | WeiPiao |

| Messenger | Facebook | YouTube | Netflix | Buzzfeed | ESPN | Chrome | PayPal | Gmail | Uber | Yelp | Expedia |
| Line | Instagram | Spotify | Sony | Flipboard | Bloomberg | Google Play | Google Maps | Norton | Craigslist | Amazon | Ticketmaster |

1) Via Tencent investments and cooperation

WeChat sits at the centre of this ecosystem

1+ MILLION

TRANSACTIONS PER MINUTE

1+ BILLION

MONTLY ACTIVE USERS
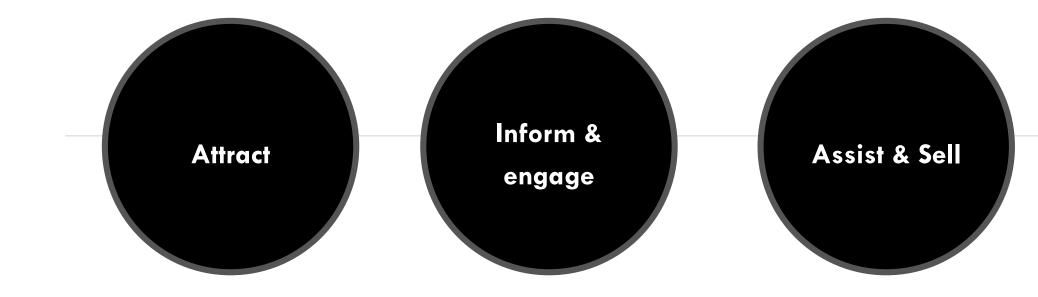
WeChat supports the whole purchase funnel

Attract

Inform & engage

Assist & Sell
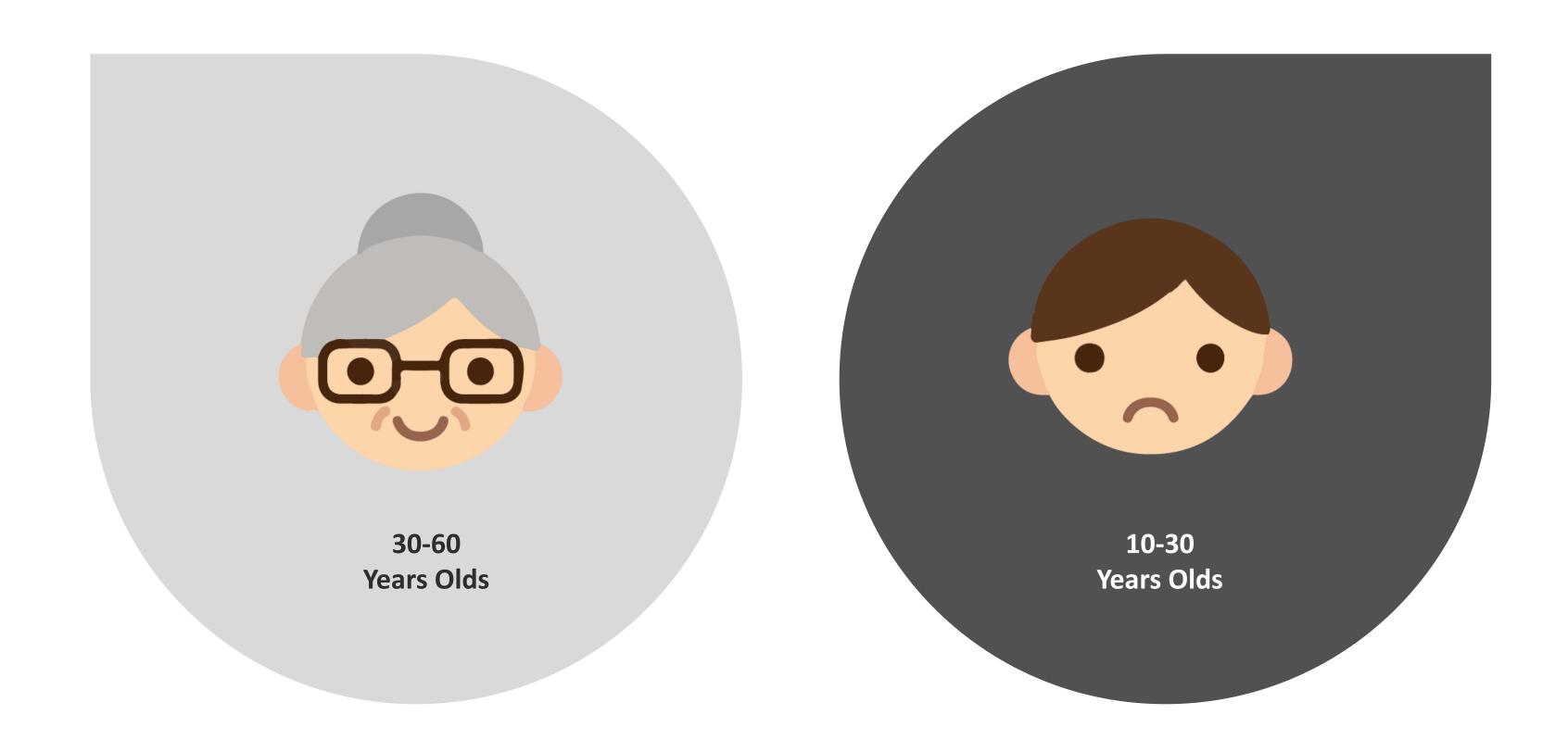
Thanks to our advanced data management, we can create small & significant target groups

Women

25-35 years

Medium-High purchase power

Passionate about lifestyle, health, gourmet food

Who are most likely to come to Europe soon
…or…
Who are currently in Italy, France, UK or Germany
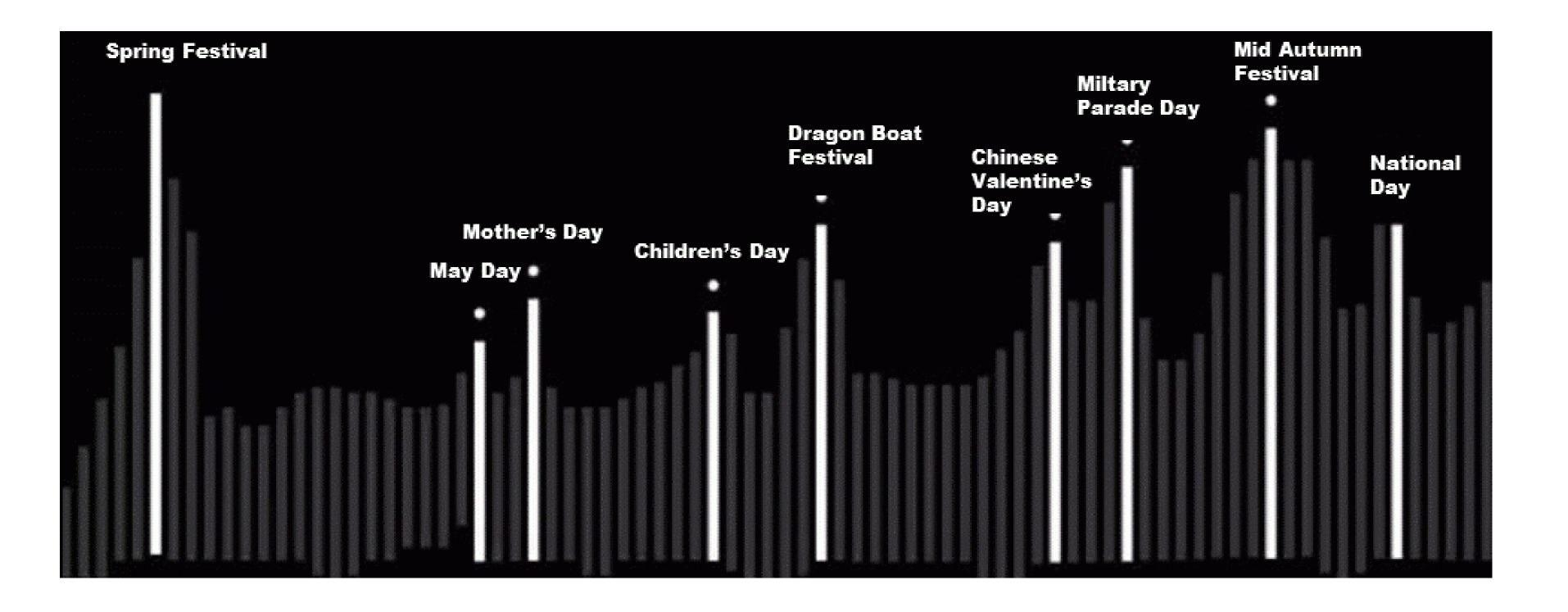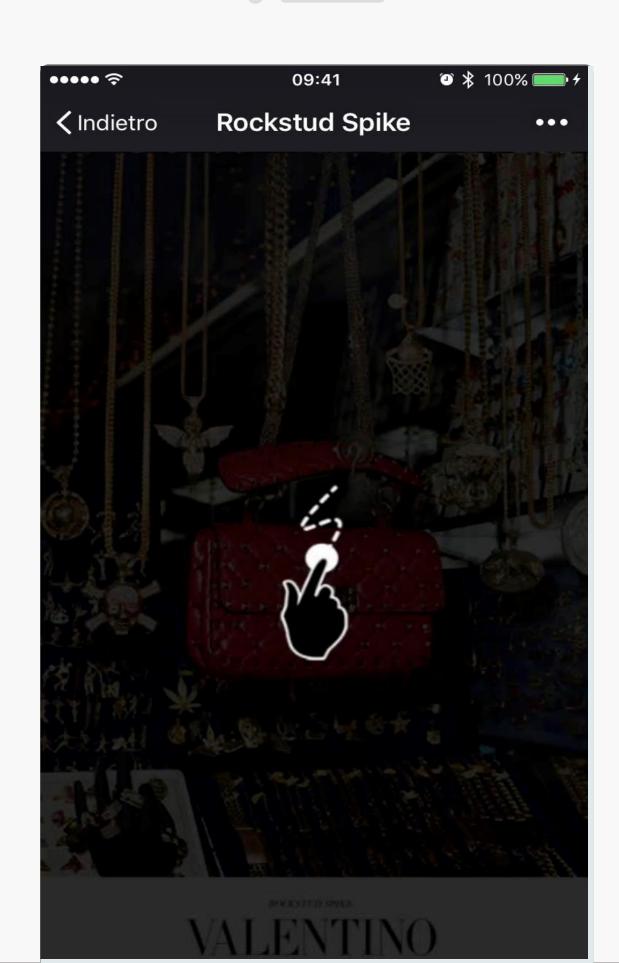
For example, we can know users who are happier...

**30-60
Years Olds**

**10-30
Years Olds**

...or when!

Contents: brand engagement is key

- Simple links to company websites don't meet user expectations

- HTML5 animations are becoming the standard for top fashion & luxury brands

- Integration with core company assets (e.g., DAM) is a clear trend to boost analytics and contents quality

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Broadcast messages: social posting like "weekly magazines"...and all data remain in the hands of the brand

No Algorithm: "We are a media, hence we have no right to filter what a brand wants to say to a person who chose to follow it

Multimedia contents: It's not about frequency, it's all about interest and quality

Limited volumes: communicate only if you really have something relevant to say

48hours rule: if the follower wants you, then you can tell him what you want

Through WeChat, payment becomes a key element of the consumer journey, at the center of online/offline marketing strategies