

Marketing to a Billion Consumers: Adobe and WeChat in China

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Key Takeaways

1. Assess your China strategy
2. To mini-program or not to mini-program
3. Adobe can help in China

THE CHINA OPPORTUNITY





CONSUMER WEALTH

World's largest GDP by 2030

371M urban households by 2025

100 million affluent households by 2020

Source: International Monetary Fund, BCG



**CONSUMER
WEALTH**

**NEW
GENERATION**

50% of consumption in china by 2020

Spend 40% more

400 million - the population of US and CAN

Source: Forbes, AliResearch

**CONSUMER
WEALTH**

\$100B spent on foreign brands

\$260B spent on tourism

67% buy for quality and
trustworthiness

**NEW
GENERATION**

**FOREIGN BRAND
CONSUMPTION**

Source: eMarketer, World Tourism Organization, Frost & Sullivan, Deloitte



CONSUMER
WEALTH

MOBILE & ECOMMERCE

3x number of smartphone users than the US
11x number of mobile payment users than the US
China represents 40% of worldwide eCommerce
600 million digital buyers

NEW
GENERATION

FOREIGN BRAND
CONSUMPTION

Source: eMarketer, Statista, China National Bureau of Statistics

REGULATION

**THE GREAT
FIREWALL**

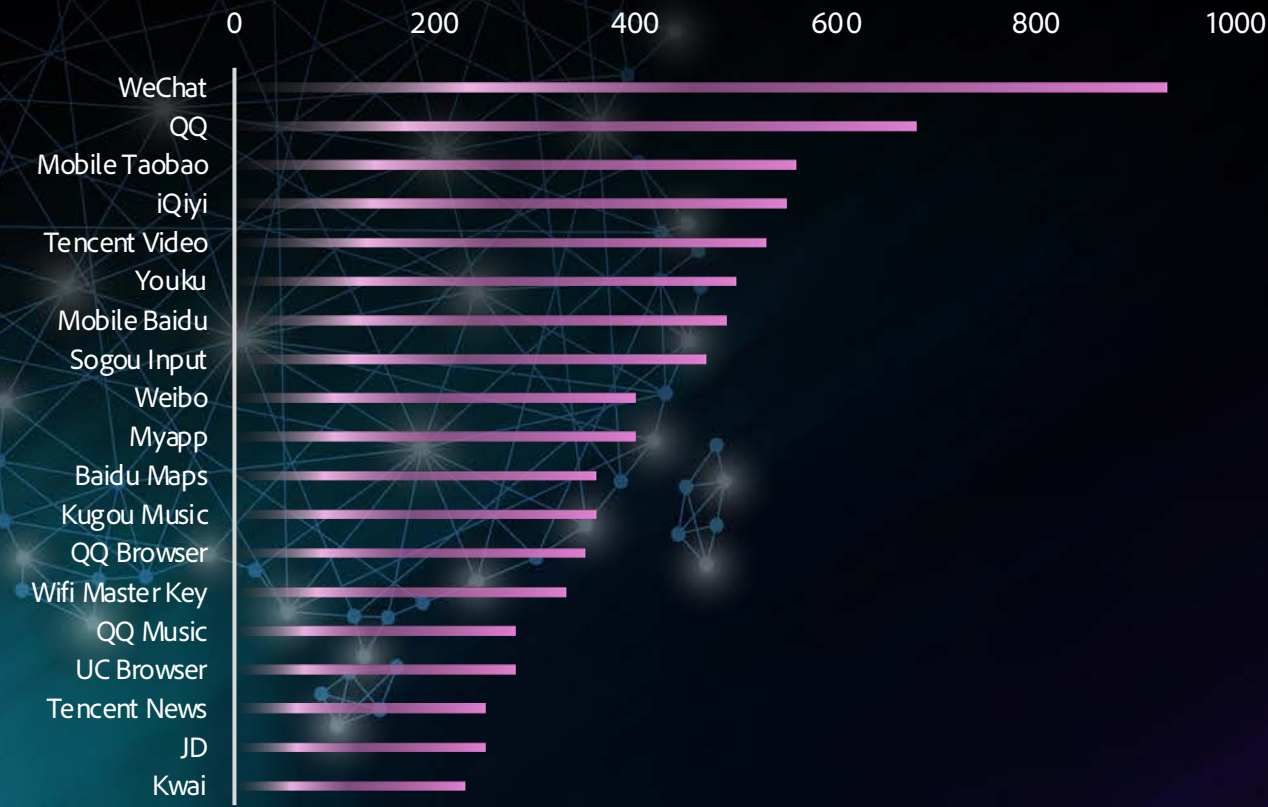
ECOSYSTEM



Chinese consumers engage with a different ecosystem



TOP 20 APPS IN CHINA
BY MONTHLY ACTIVE USERS
(in millions)

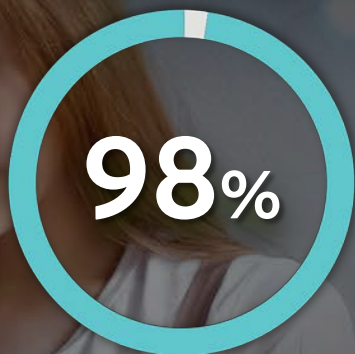


Source: QuestMobile, Jun 2018



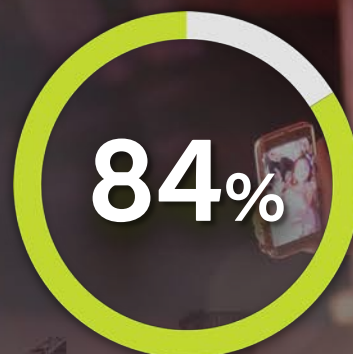
Mobile in China

Mobile Usage



Of all Internet users

Mobile Shopping



Used their mobiles phones

Social Media



Core purchase driver

WeChat is a “Mobile Lifestyle”



Text Messaging
Voice Messaging
Voice and Video Calling
Social Posting
Photo Sharing
Location Sharing
Social Networking
Blogs and Articles
News
Search Everything Published on WeChat
Online Gaming
Send Virtual Red Envelopes (Chinese Tradition)
Mobile Wallet
Money Transfer
Credit Card Pay
Utility Pay
Wealth Management
Bank Statements
Cryptocurrency
Ride-hailing
Online Shopping
Food Delivery
Doctor Appointments
Visa Applications
Driving Record Access
Movie Tickets
Music
Digital Coupons
Fitness Tracker Access
Charity Donations
...and the list goes on

\$6T

In Transactions

20M

“Official Accounts”

1M

Mini-programs



Source: Wall Street Journal, Tencent

Adobe & weChat (Social)



Experience
Manager



Campaign



Marketo



Analytics



Target



Magento

- AEM - Publish to WeChat via Experience Fragments
- Campaign - Push notification and engagement with WeChat
 - *via Partners (Merkle, Verticurl or BlueFocus)*
- Marketo - QR, Message, Menu & Report Services
 - *via Partner (Verticurl)*
- Analytics- Behavioral data tracking on mini-programs
- Target - Personalization on mini programs
- Magento – Login & Pay Services
 - *via Partner (SILK)*

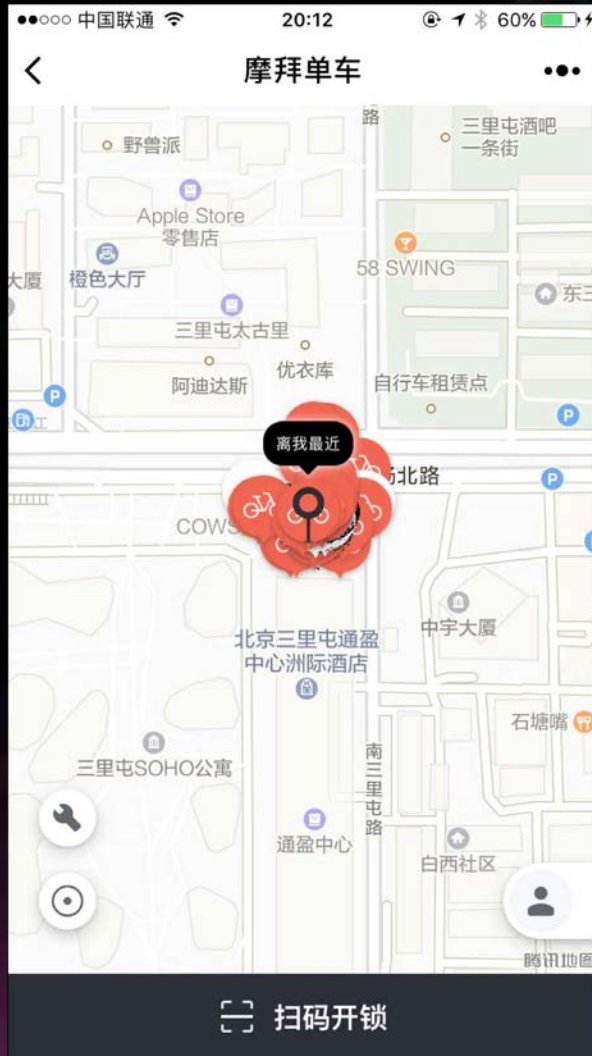
1:1 Personalized Message with Adobe Campaign WeChat Connector*

- WeChat Followers Acquisition
 - Creating new profile from QR code
 - Existing customer profile enrichment
 - Automated Landing Page and QR code generation
 - Single Profile to Multiple WeChat accounts mapping
- Real-time Targeted Offer Management and Dynamic Menu / Content
 - Ability to personalize individual offers and menus from official account
 - Sophisticated real-time offer management criteria control
- Personalized and event-driven Cross-Channel Communication
 - Real-time event-driven weChat message from paid, earned and owned channels outside of WeChat
 - Advanced segmentation and data management from multiple 1st, 2nd and 3rd party data sources
 - Cross-channel fatigue management



* connector capabilities may differ by partners, customer advised to assess capabilities based on requirements

Mini-programs are the next evolution of WeChat



"Mini-programs are a kind of app that doesn't need to be downloaded or installed to be used. Users just scan or search to open the app. They use, then leave."

- Allen Zhang, Founder of WeChat

Adobe Experience Cloud WeChat mini-program SDK

- Pass in the configuration, including analytics/visitor id service/app related settings.
- Fetch mid from the visitor id service.
- Send basic Analytics track action/state call.
- Collect lifecycle data, including Launch/Install etc. events, and previous session length.
- Storing Identity and Lifecycle related data into local storage.
- Use a queue to guarantee the request are being sent in order, also to avoid occupying multiple HTTP requests quota.
- Debug logging.

Fast, easy implementation

- In the onLaunch method of the App.js, implement `AdobeSDK.init()` and pass in valid configurations.
- Enable debug logging if needed.
- Call `AdobeSDK.analytics.trackState()` when switch to a new Page, and pass in the page name and any additional context data. Normally, you can implment this in the onShow method of the Page.
- Call `AdobeSDK.analytics.trackAction()` if you want to track a certain event.

Adobe Experience Cloud WeChat mini-program SDK plan

- Beta release
- Launch support
- Target & location support
- Partner extensions

Mobile engagement lifecycle

Acquire

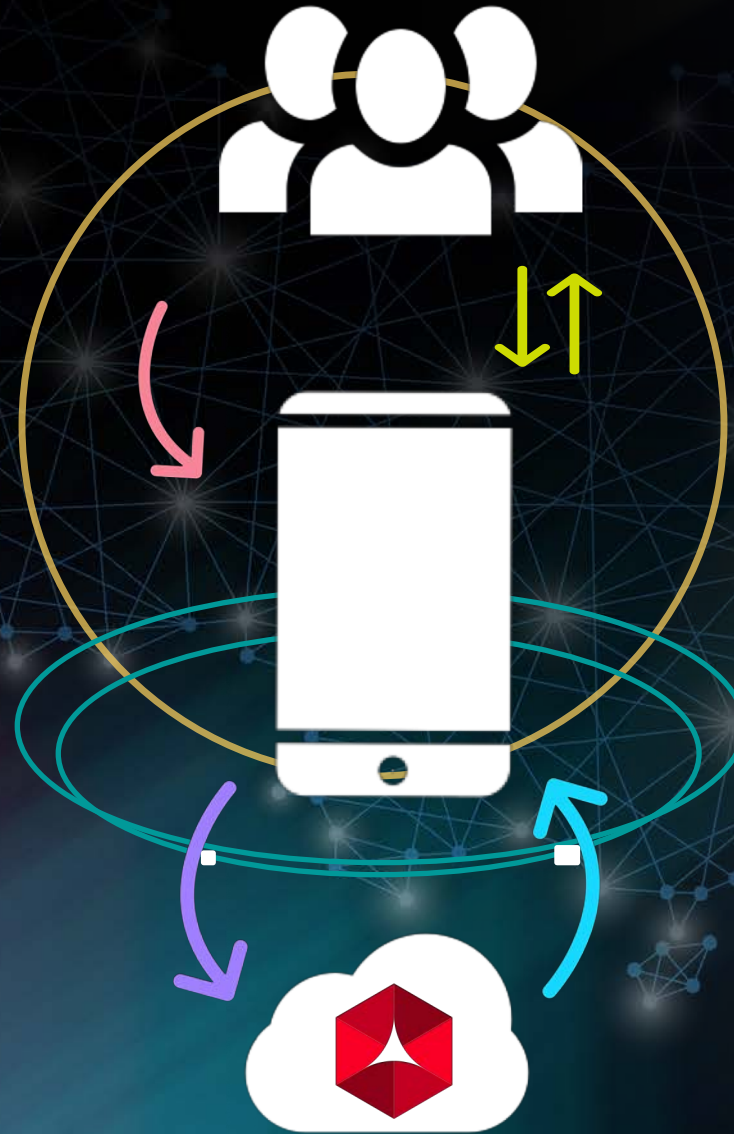
- Acquisition tracking
- Deep linking

Analyze

- In-app behavior
- Lifecycle analysis
- Messaging interactions
- Audience profiles

Location

- Defines POI entry/exit
- Provides geo-location context



Engage

- Push notifications
- In-app messaging
- Message automation & orchestration

Optimize

- A/B/N and multivariate testing
- Experience targeting
- Recommendations

ADOBE IN CHINA



REGULATION

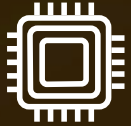
**THE GREAT
FIREWALL**

ECOSYSTEM





THE STATE COUNCIL



MIIT (Ministry of Industry and Information Technology)

- Market Access
- Intellectual Property
- Content Censorship



CAC (Cyberspace Administration of China)

- Cyber Sovereignty
- Cyber Security
- Content Censorship

Providing Personalized Experiences in China



REGULATION

THE GREAT FIREWALL

ECOSYSTEM



Adobe
Experience
Manager



Adobe
Campaign



Adobe
Analytics



Adobe
Audience
Manager



Adobe
Target



Magento



Marketo



Adobe
Ad Cloud

Regulation
Strategy

In-country Deployment

In-country Deployment

In-country Regional Data Collection

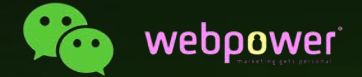
On Wall Deployment

Near Wall Deployment

In-country Deployment

Near Wall Deployment

Near Wall Deployment



DeviceAtlas





ADOBE EXPERIENCE CLOUD



CONTENT



COMMERCE



DATA

Decreased Performance = Poor Experience for Mainland consumers



China Data Collection Service improves Experience



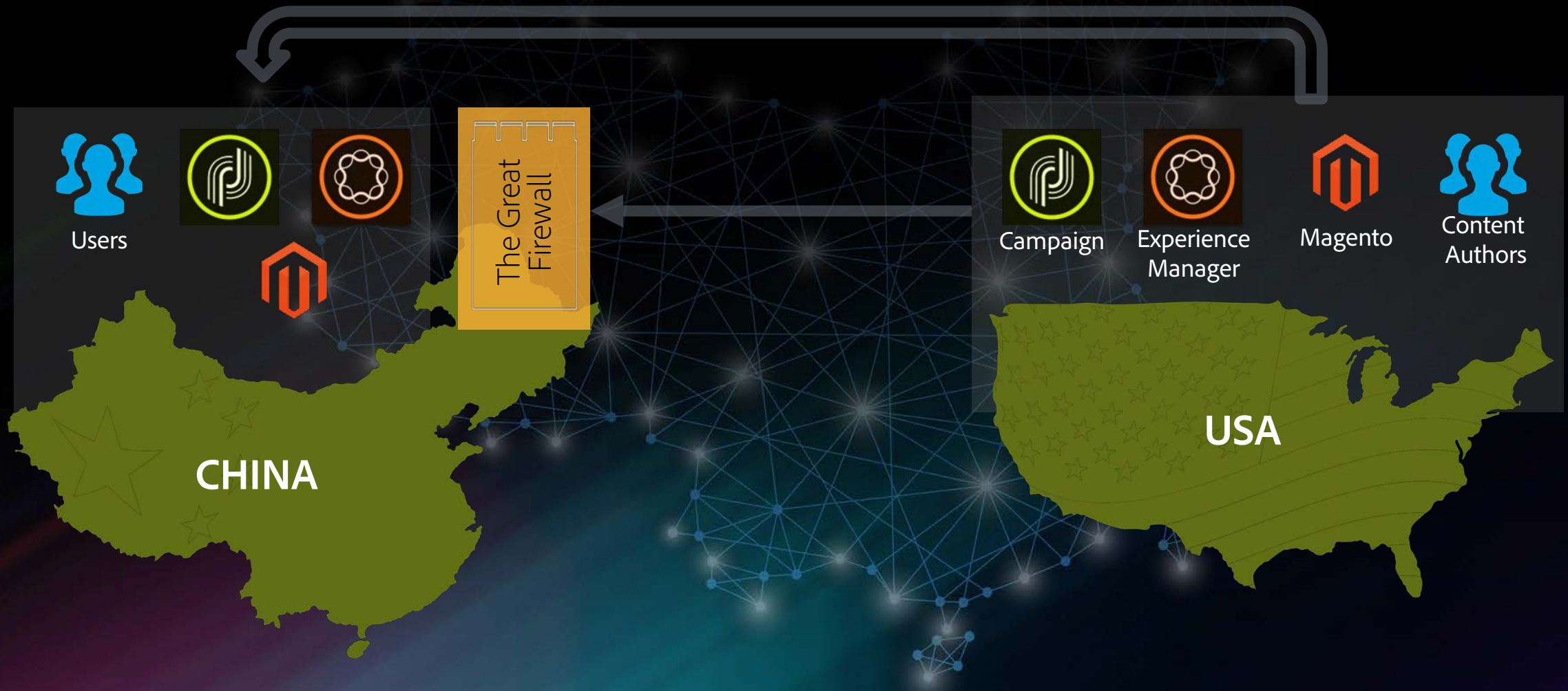
Additional Performance Improvements for Analysts within China



Experience Delivery Impacted by China Firewall



Experiences deployed within China remove latency

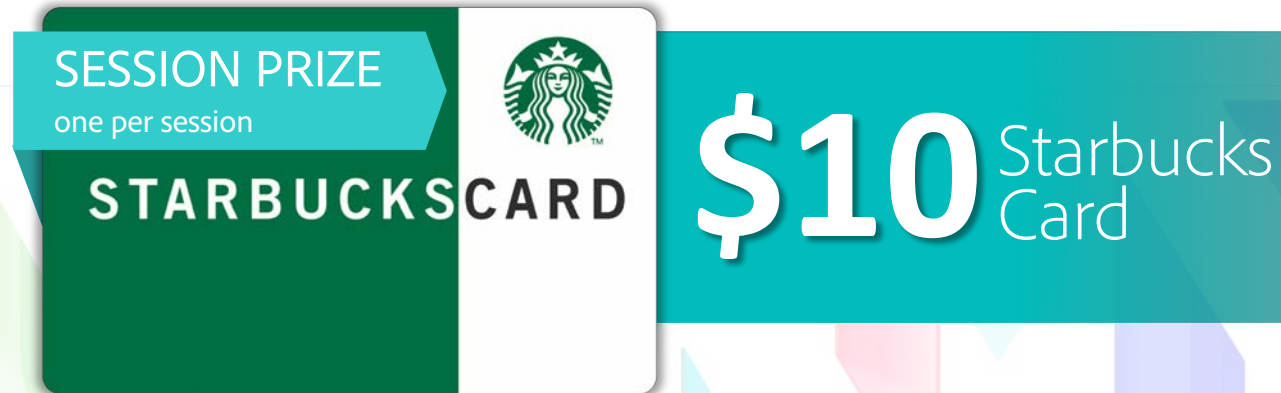


Key Takeaways

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Take the Survey for a chance to win!

(Survey section of the mobile app)



Day 3
Bose
Home Speaker

Q & A

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