

# 电商影响下的市场——拥抱变化

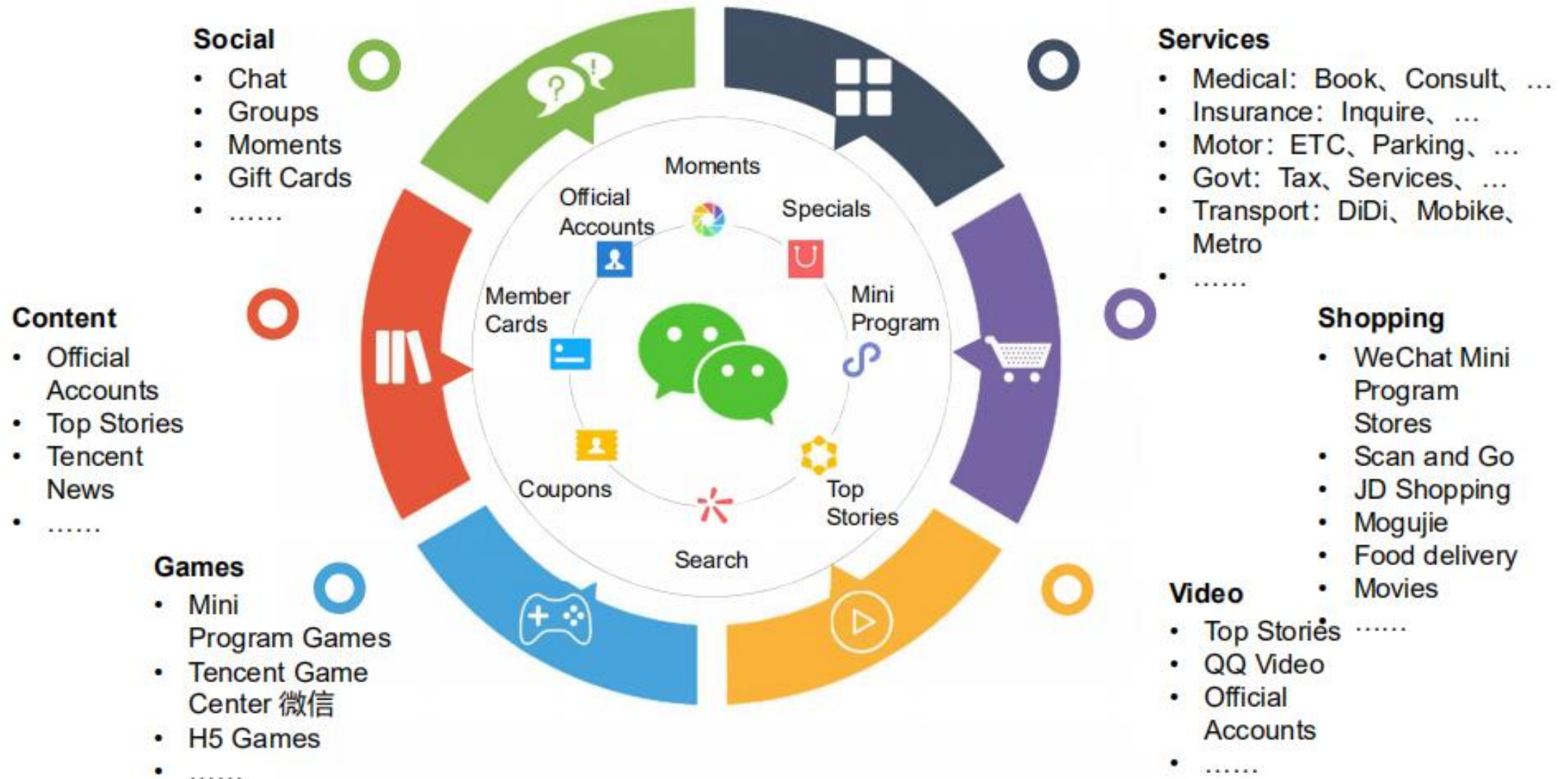
微信支付- 杜鑫

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BD Director of WeChat Pay International

Business

# Through WeChat, users connect not only to each other, but to a world of information and services, online and offline



# WeChat Data---A lifestyle product

1 Billion

Monthly Active Users  
(Latest Data)

90 Mins

50% Users use  
WeChat for at least  
90mins per day

20 Million

Official Accounts

900 Million

Monthly Active  
WeChat Pay users

1 Million

Merchants Support  
WeChat Pay in their stores

# WeChat Pay Around the World: more than 30 countries and areas



# WeChat---play as a tool/customized solution



## **Retail:**

DFS/shopping  
mall/convenience store



## **Virtual Card:**

Membership card, gift card,  
transportation card, coupons



## **Transportation:**

taxi, bus, metro, online  
booking ...



## **Medical:**

Online registration, doctor appointment,  
medical records and check prescriptions



## **F&B:**

self-service ordering via wechat  
mini program/official account



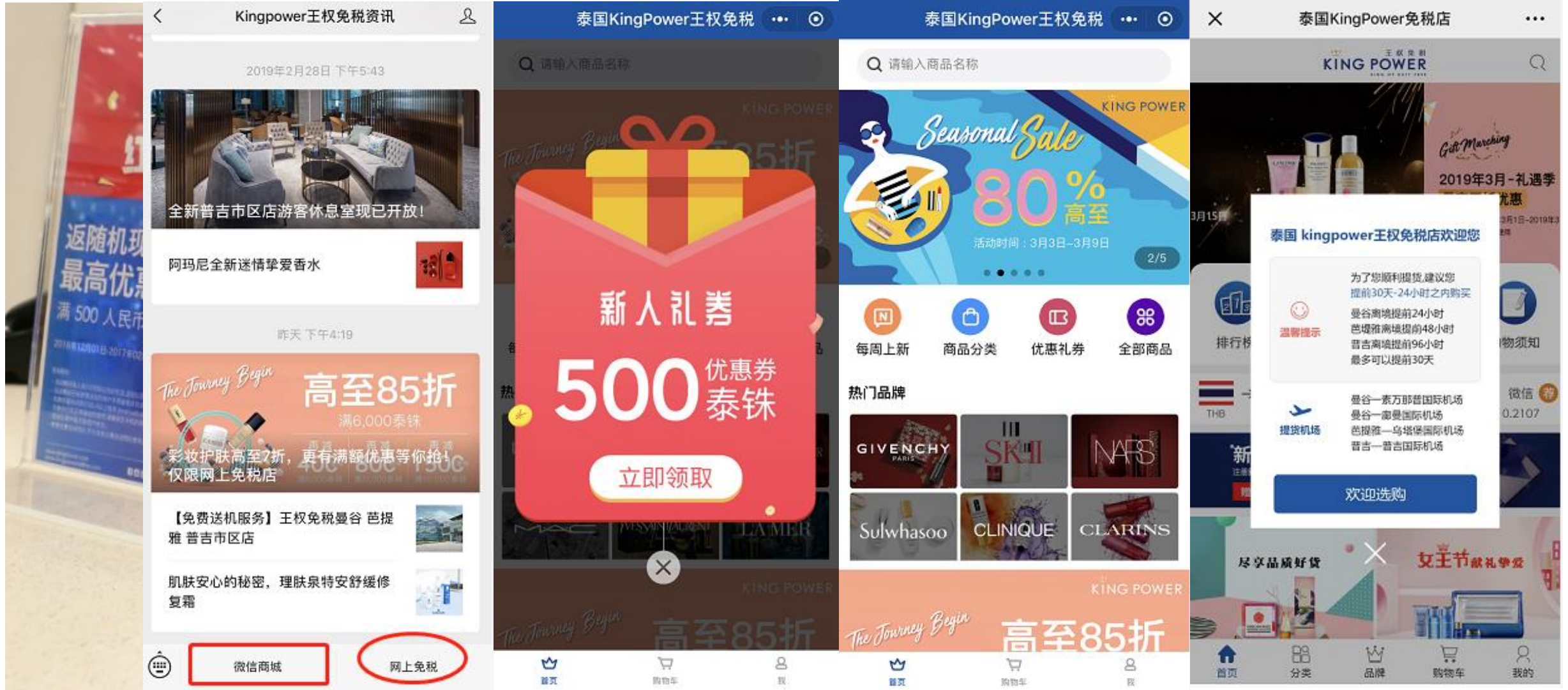
## **Education:**

Student identity authentication, news  
release via Official Account



# Know your customer and serve better

In store shopping → automatic following wechat official account → wechat mini-program eshop (easily share) → airport pick-up





# Know your customer and serve better

Foreign language incapability → self service food ordering by QR code scanning → wechat mini-program-order and pay

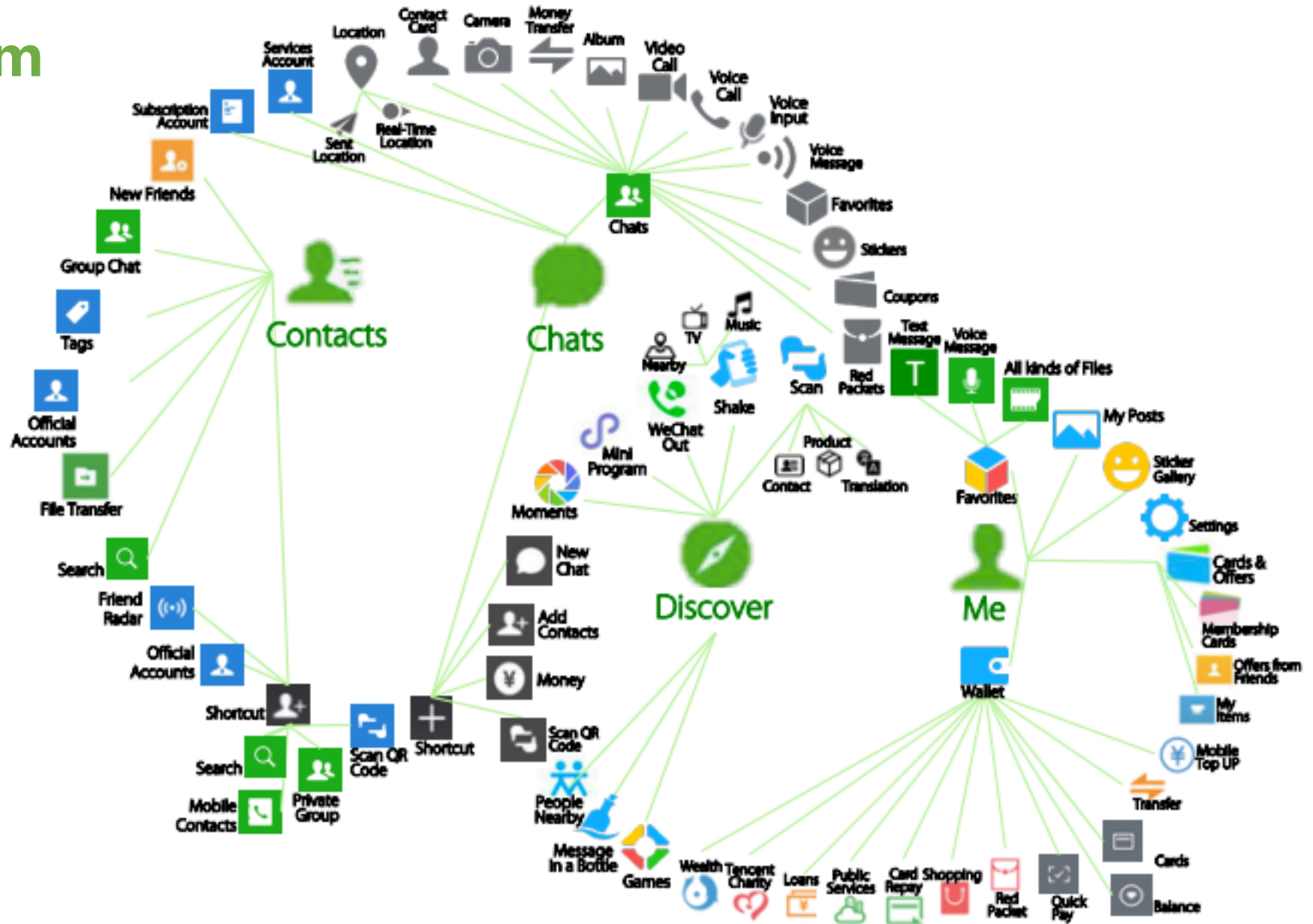


# Abundant Media Support





# WeChat Ecosystem





Thanks & Let' s WeChat

By-Stephanie Du

