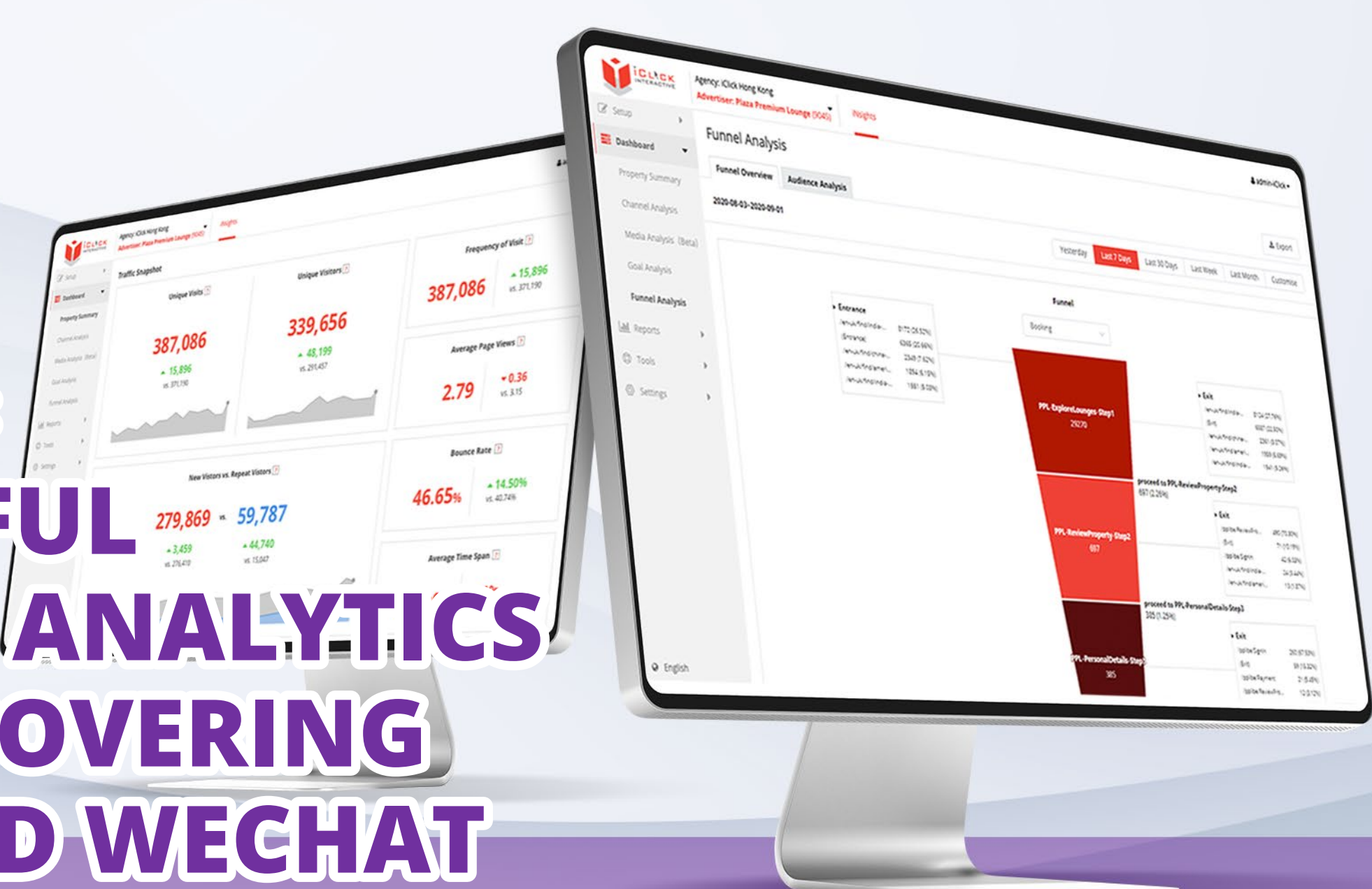


NEW INSIGHTS 2.0
IN THE SPOTLIGHT:

THE POWERFUL MARKETING ANALYTICS SOLUTION COVERING WEBSITE AND WECHAT MINI-PROGRAM



International brands adopt a cross-channel strategy to connect with Chinese consumers on an array of different channels such as websites, social media and e-commerce platforms for a successful marketing entry in China. Today, WeChat mini-program is one of the most powerful channels for brands to reach and connect with Chinese consumers, leveraging its special characteristics of social media and e-commerce.

Trends of WeChat Mini-Program in China

WeChat Mini-Program has attracted more than

450 million

daily active users in 2021

Estimated to reach

500 million

daily active users in 2022

WeChat Mini-Program E-commerce GMV has reached

3 trillion

in 2021

Estimated to reach

10 trillion

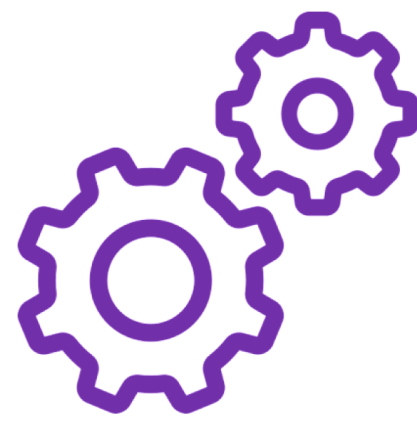
in the next 3 years

Source: Mini-Program Development Whitepaper 2021

3 Highlighted iNights 2.0 Features To Provide In-depth Insights of WeChat Mini-Program



Full-funnel Analytics



Customization

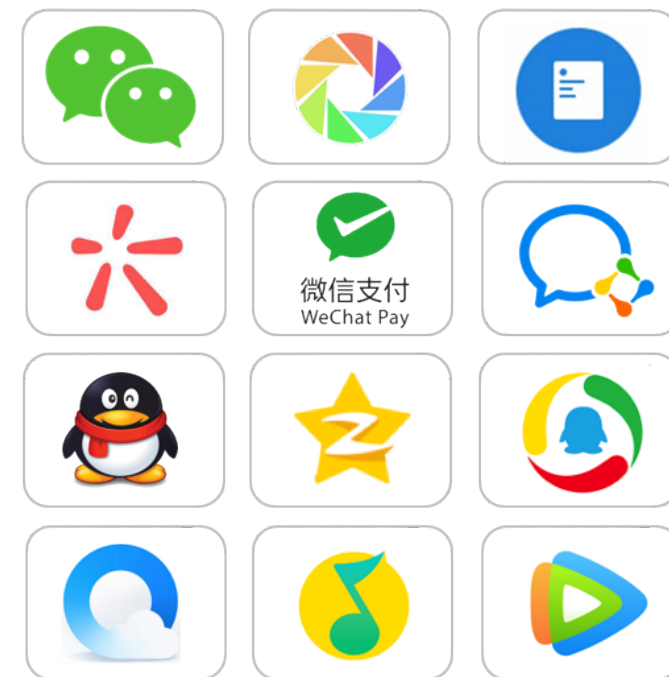


One-stop MarTech Solution

Full-funnel Analytics

Provide in-depth data analytics along full-funnel and give full visibility of cross-channel insights derived from traffic analysis, user behaviours analysis, e-commerce analysis and custom analysis for making effective marketing decision.

Tencent



Non Tencent



Offline

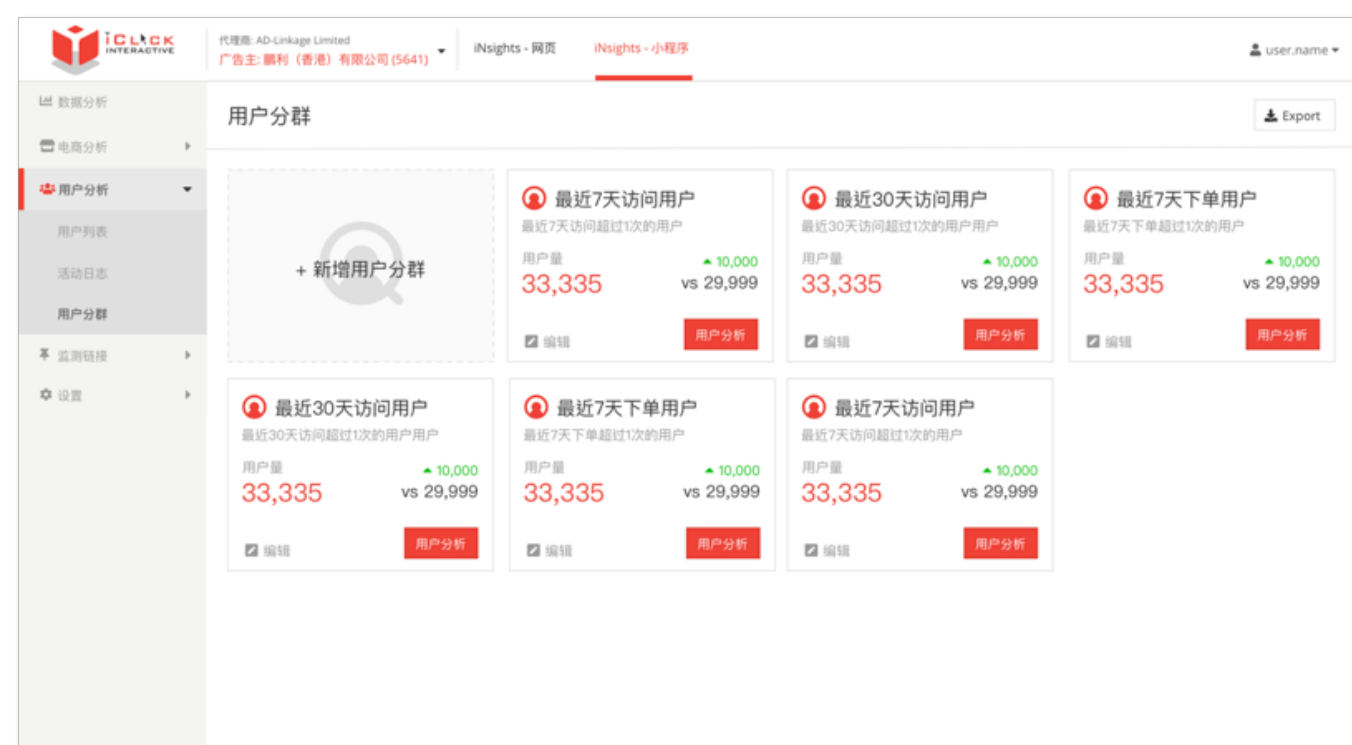


Custom QR Code for tracking offline marketing campaigns

Customization

Enable marketers to create custom tracking events and parameters across multiple traffic sources, events, marketing goals, and user segmentation analysis to capture comprehensive data and fulfil specific business needs.

User Segmentation



Custom Channel Tracking

ID	运营商	运营商类型	运营商	媒介	广告内容描述	小程序名称	创建日期	操作
1	中国移动	iAccess-OTT	iAccess	OTT	pages/index2/index2?appid=612058		2021-04-14 00:04:27	编辑
2	中国联通	iAccess-OTT	iAccess	OTT	pages/index2/index2?appid=612058		2021-04-14 00:04:27	编辑
3	中国联通	马蜂窝APP	马蜂窝	Feed	pages/index2/index2?appid=612058		2021-04-14 00:04:27	编辑
4	中国联通	汽车之家	汽车之家	Feed	pages/index2/index2?appid=612058		2021-04-14 00:04:27	编辑

One-stop MarTech Solution

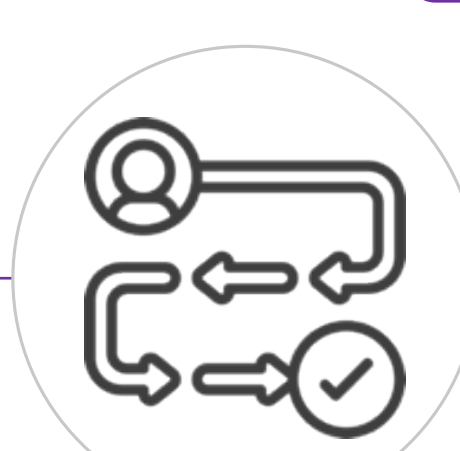
With our one-stop iSuite MarTech solutions, iNights contributes to upper-to-lower funnel analytics with reliable and actionable insights, which facilitates more effective remarketing through our programmatic advertising solutions.

Ad Placement



Audiences clicked the ad

Ad Tracking and Analytics



In-depth analysis on traffic and user conversion journey



Identify effective marketing channels



User segmentation with different labels

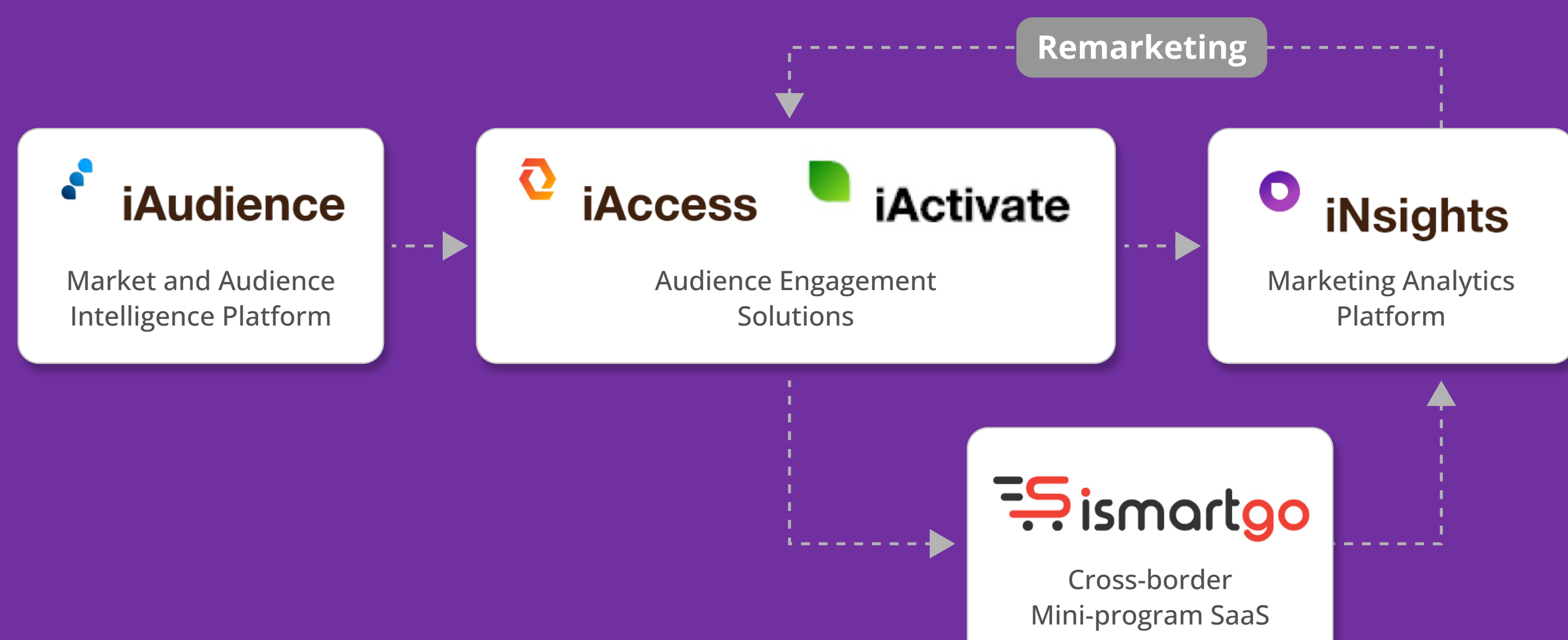
Remarketing



Remarketing campaigns for targeted customers

iSuite

The Complete Marketing Technology Product Ecosystem



iNights

iNights is a marketing analytics platform to turn marketing data into actionable insights.

- INTELLIGENT MARKETING ANALYTICS
- IN-DEPTH ANALYSIS
- ACTIONABLE INSIGHTS

