

# KAWO

## Guide to China Social Metrics



## Editor's Note ...

*Social media plays an increasingly important role in brand awareness, audience engagement and conversion contribution for brands in China. It is an ongoing challenge to effectively measure marketing efforts across every unique social media platform that is ever-evolving. This makes it difficult to align the value of social media between the senior leadership, the managers and front-line employees.*

*How do teams decide which metrics to measure success and determine overall business goals? What are the most important metrics for each individual platform? Having a systematic structure for the myriad of social media metrics can strengthen the tie between content creation and measurable results, and that is what brands and agencies desperately need under mounting competition and marginal pressure.*

*This guide will dive into both the fundamental logics and the technicalities of social media marketing to give you a roadmap for strategically managing teams and tracking performance.*

*Avoid blindly subscribing to "common sense" and translate your KPIs into actual business success.*

*Jimakos*

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Mr/Mrs. Anonymous

Due to the sensitivity of some topics, we hide the identity of the interviewees.

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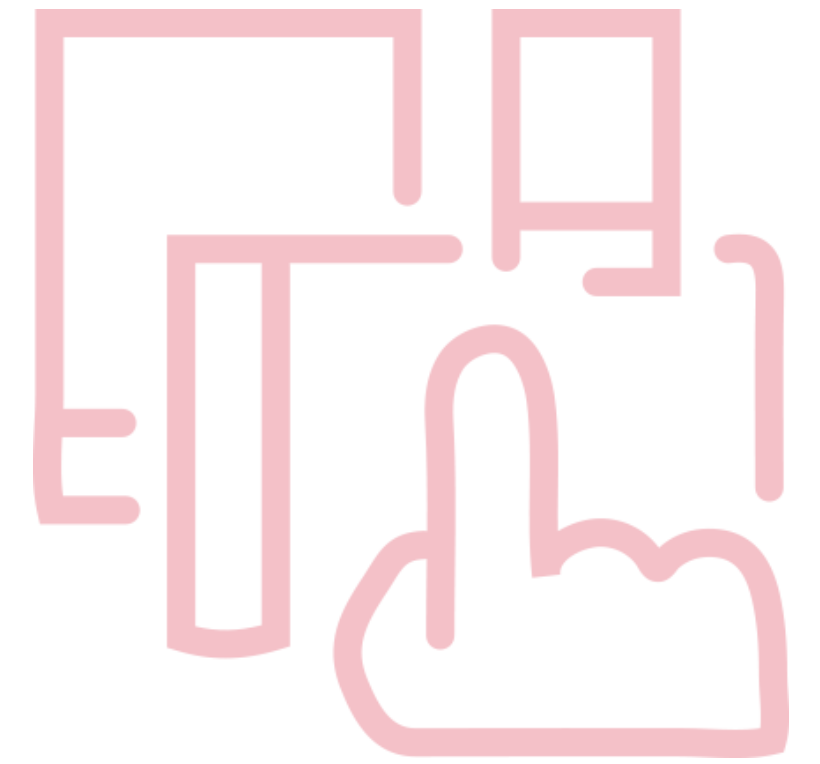
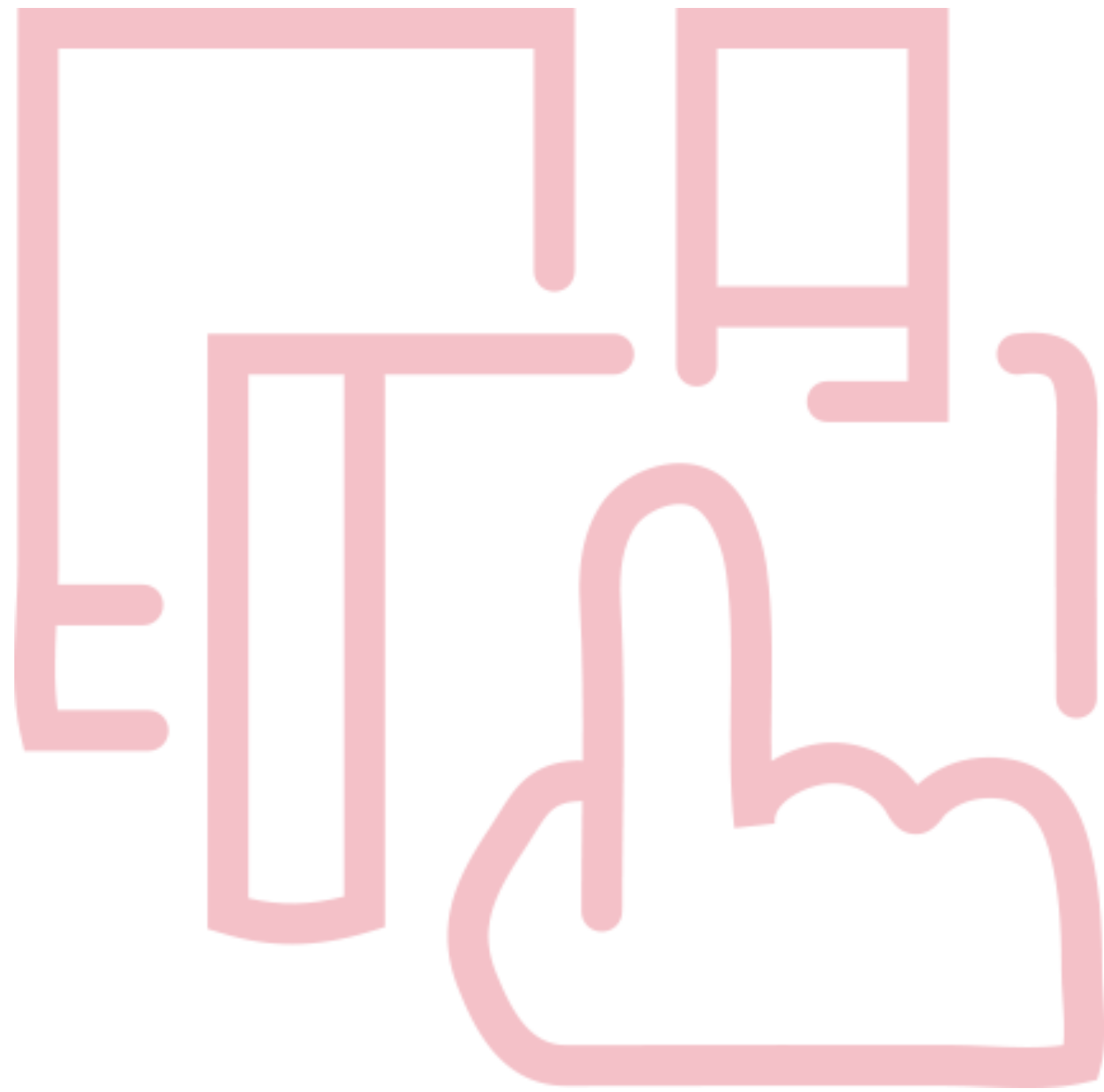
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01

# Overview of China Social Platforms





# Overview of Mainstream China Social Platforms

The social media landscape in China is constantly changing. It is imperative to understand the ecosystem in a broad sense before diving into how success is measured across platforms.

Popular content type	Small Image and short text		Content with rich elements	Short video and live streaming		Long video	
Platform	Little Red Book	Weibo	WeChat		Douyin	Kuaishou	Bilibili
			Official Accounts	Channels			
Characteristics	An encyclopedia for a modern lifestyle. Widely popular among young women in 1st-2nd tier cities	Trendy topics in microblogging and newsfeed	An omnipotent communication, entertainment and service providing tool. Reached almost every Chinese netizen		Early adopters of short videos, now encroaching on each other's demographics. Together referred to as "Doukuai"		Optimized for education, detailed and long-form content
Marketing Dynamics	Influencer collaboration is the most popular marketing approach  Users are here looking for recommendations and guides from other users. Brand accounts are important, but must be supplemented by collaborations with creators.	Brands encourage user engagement with sharable content  It's a place to improve brand visibility (particularly through celebrity collaboration) as users are here to engage with and spread time-sensitive information.	A must-have business card for brands  As a mature platform, competition is fierce, but WeChat has become an integral part of Chinese users' daily life.	Livestream conversion is higher than "Doukuai"  User base has been growing exponentially thanks to the WeChat ecosystem, but stickiness needs improvement.	Shoppable videos and live commerce dominant		KOL collaboration on detailed product/service information through longer content exposure  Bilibili users have more patience for valuable long-form content.
					Interest-based algorithm creates stickiness, however, the platform is still striving to improve growth and conversions.	A community-based algorithm promotes more relationship-building, but Kuaishou faces the same growth and conversion challenges.	

\* To get a comprehensive overview, be sure to reference KAWO's [2023 Guide to China Social Media Platforms](#).

02

## Defining Metrics Categories



# Owned Social Media

Owned social media is a brand’s own social channels (verified business accounts). Owned media metrics are any stats of the content you publish on owned media.

## Advantages

### Control of Channel

This is your official brand presence where you are in control of the content and users can trust they’re getting information from the source.

### Precision of Metrics

The most accurate metrics available. Almost all social channels give you an official login where you can get accurate stats on your account and content performance.

### Targeted “Sticky” Audience

The followers of your owned accounts should be there purely for your brand and organic content.

### Asset

These channels are assets that you own.

## Disadvantages

### Requires Long-Term Investment

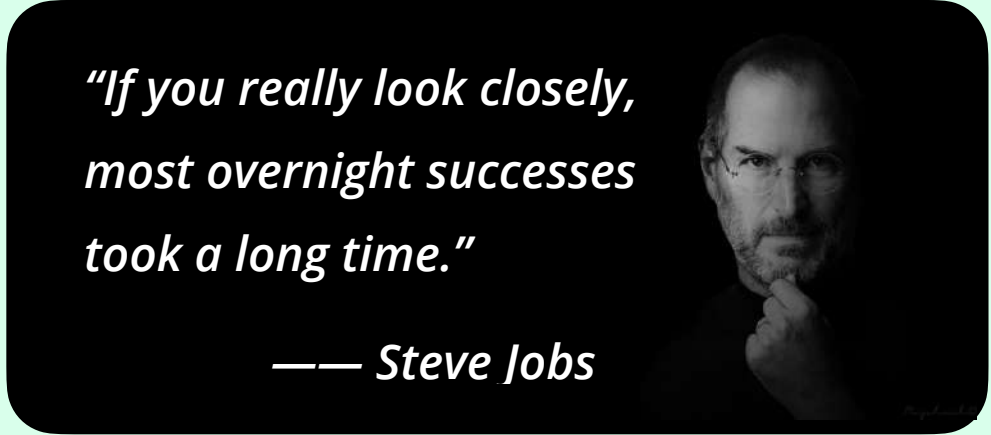
Building your official channels can require a hefty investment in terms of time, talent and money.

### Limitation on Metrics

You are limited to whatever metrics and duration of data the channel makes available. If the channel only gives you 7 days of data after your post is published, that is all you get.

KAWO enables you to manage all your China social channels in one place.

[Arrange a Demo to Learn More...](#)



## Balance owned and paid media

The obsession with instant gratification often blinds us from achieving long-term potential. It’s a common issue for brands especially when implementing a social media strategy. Under the fierce competition for attention among branded organic content, many are shifting focus to paid media with a specific short-term goal and clear ROI. However, the latter only serves as a fast track to achieve present KPIs. To build a successful brand, strengthen customer trust, and increase their loyalty, providing last value and well-crafted organic content is vital to a balanced strategy. [5]

Example of brand's owned content on WeChat Official Account (OA)



## Paid Social Media

Paid social media are where brands pay a fee for the content to present it in front of a targeted audience. Paid media metrics are statistics on influencer campaigns, promoted social posts and advertisements.

### Advantages

#### Control of Content

As the patron of the content, you have the final say on the narrative and details.

#### Reach a wider audience

It provides exposure to audiences outside of your existing follower pool.

#### Precision of Metrics on Promoted Posts and Ads

You can get accurate stats on your promoted posts and ads account and content performance.

#### Immediate Results

Quick traffic increase, lead generation results or sales within a short period of time.

### Disadvantages

#### Requires Investment

Running paid media can require a lot of *money*.

#### Harder to Build Trust

Audiences that paid media is shown to are usually less loyal and harder to convince than your existing followers.

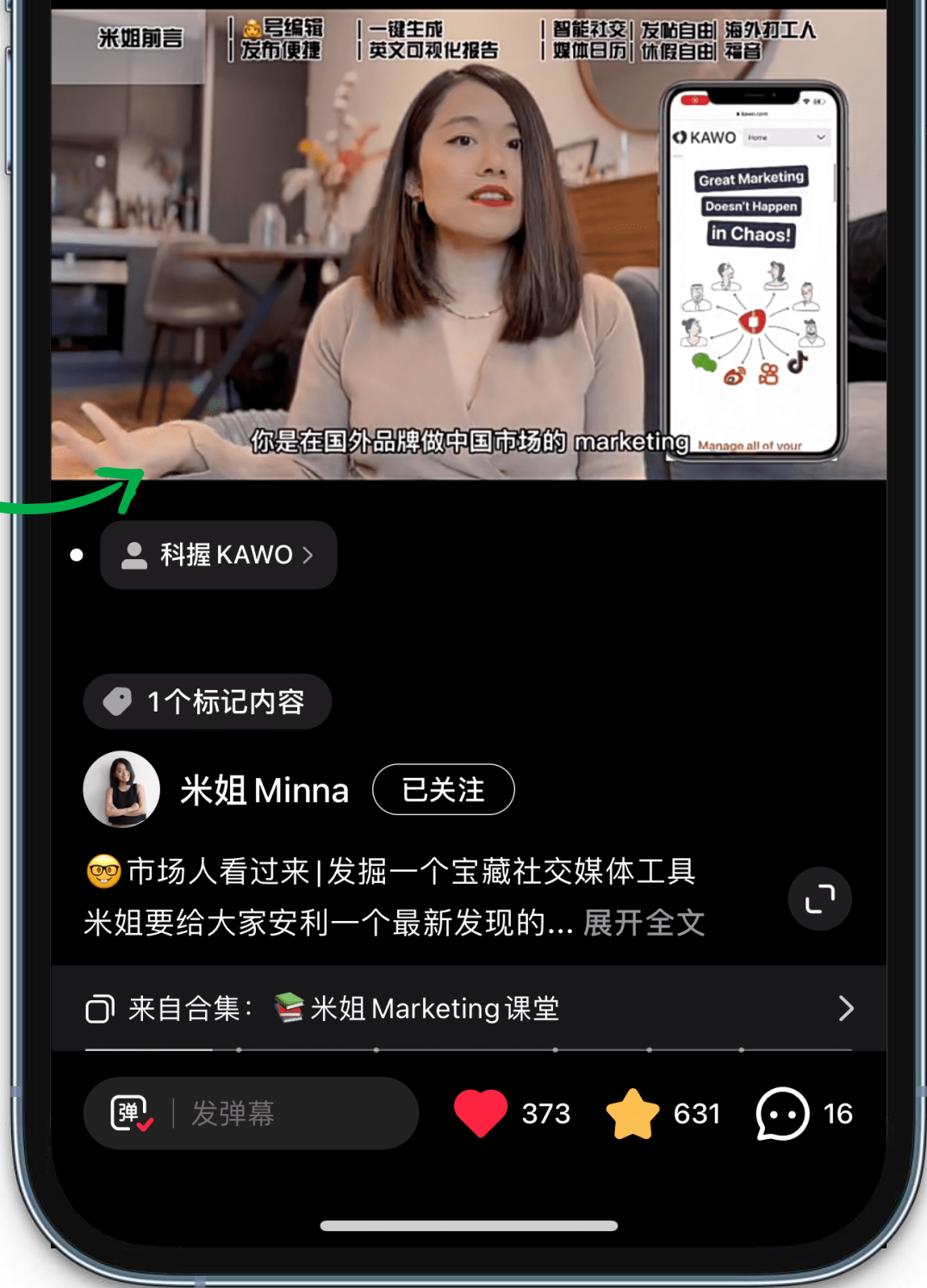
#### Limitation of Metrics from Influencer Collaborations

Unclear and unreliable (especially if not working on the official platform), some are hard to extract or analyze efficiently; Untrustworthy, possible that fake impressions have been bought.

#### Short-Term Effect

The results of paid media don't usually last, and are difficult to build up in the long run (unless in the case of a brand awareness campaign).

*Influencer collaboration on RED*



*Promoted content on Douyin*



*Paid ads on WeChat Moments*



# Earned Social Media

Earned social media are the channels where someone else creates content about your brand for free and publishes on their accounts which are not controlled by you.

## Advantages

### No Investment Required

Earned media is created by audience voluntarily and requires less, if any, effort from brands.

### High Credibility

Content from an objective third-party is the most trustworthy among consumers. Earned media with a positive tone can efficiently build trust with the audience exposed to that content, and help boost your brand reputation.

Examples:

- User sharing and recommendation
- Influencer sharing and recommendation
- Unsolicited press mentions and advertising

## Disadvantages

### No Control of Channels

You have no control over what your audience says about your brand. There may be negative reviews or comments.

### Require Constant Oversight

You need to pay attention to inflammatory or negative things said about your brand and make proper, timely responses.

### Limitation of Metrics (Dark social)

Content within text messages, emails, private WeChat groups, etc. is difficult to track stats on.

Positive content



Negative content



Users sharing experience on Bilibili

03

## Selecting Appropriate KPIs





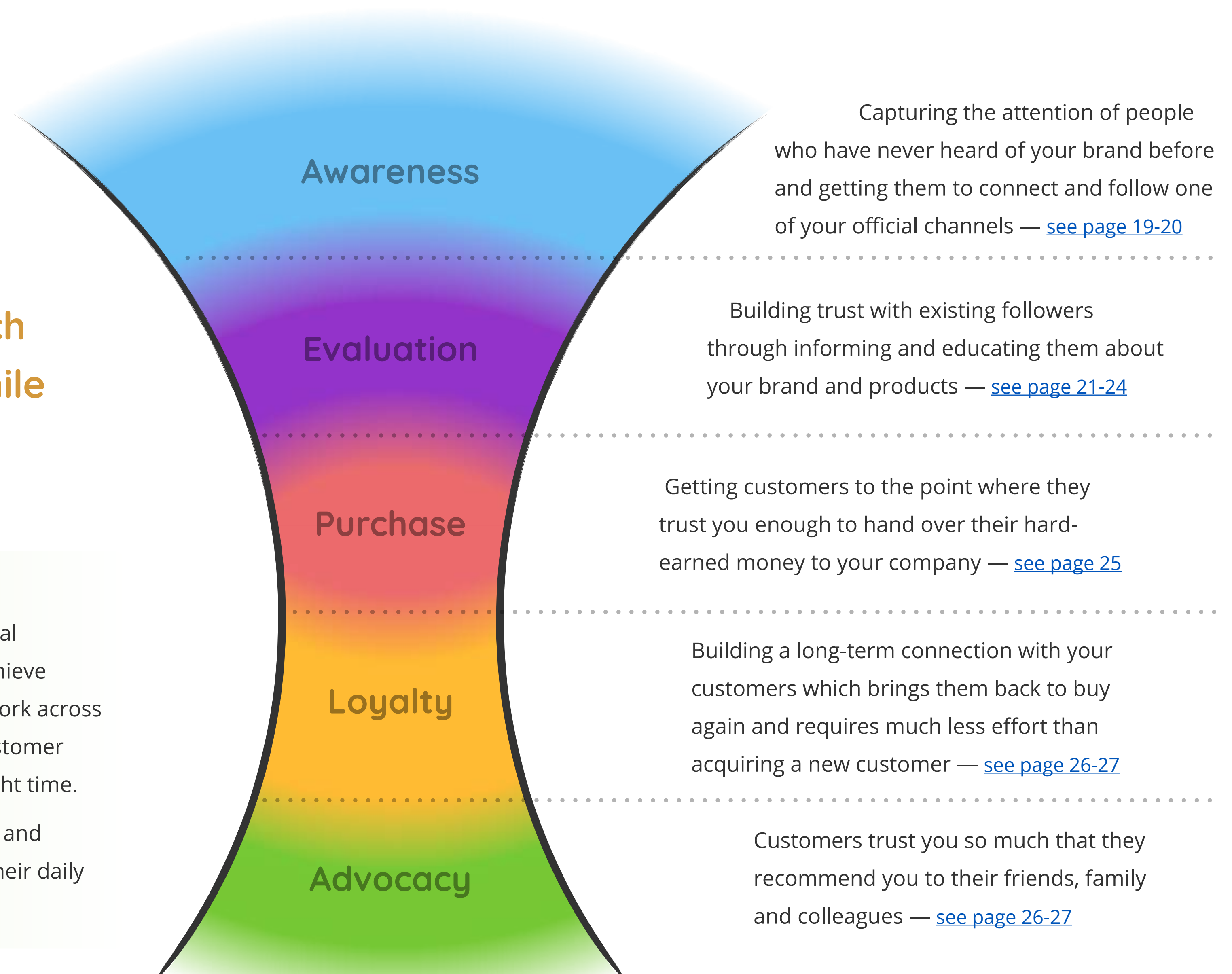
## What Step of the Customer Journey to Measure?

Using different social metrics in combination can provide a comprehensive assessment of each stage of the customer journey, while each metric may reveal different insights.

### Translate KPIs into business success

The marketing teams of different brands focus on different social channels and implement different strategies, but in order to achieve business results, brands must understand how social metrics work across each platform, and understand the appropriate stage of the customer journey. Only then can the right message be delivered at the right time.

This chapter will combine social metrics with customer journey, and categorize metrics in a systematic way to inspire marketers in their daily efforts.





# B2C B2B

It's relatively difficult and expensive to grow followers on WeChat OA.

*Focus on owned account follower changes influenced by campaigns, not followers of influencers*

WeChat service account offers customer support

*Sales staff can directly connect with customers via WeCom and provide services through single chats or group chats*

 **KAWO** Guide to China Social Metrics



THREE • SELECTING APPROPRIATE KPIS

# WeChat Channels Metrics

**B2C** **B2B**

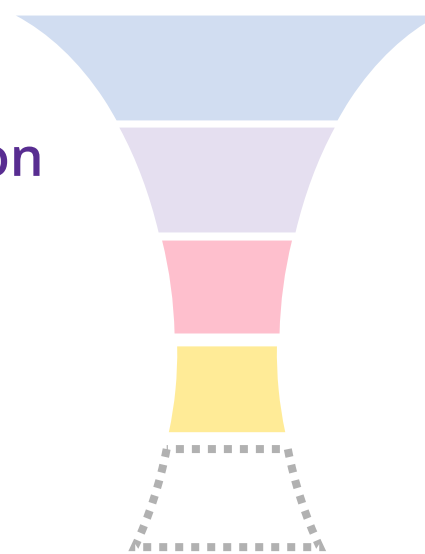
Awareness

Consideration

Purchase

Retention

Advocacy



Channels are embedded in the WeChat ecosystem. Most views are from sharing within WeChat where viewers trust their social circles and prefer a comprehensive understanding of the product/ services before purchasing. This usually results in higher ATV, purchase rate, lower return rate and lower refund rate.

*Channels encouraging original content creators with additional traffic and revenue bonus*

*WeChat Moments Ads can direct traffic to Channels*

*Focus on owned account follower changes influenced by the campaigns, not followers of influencers*

		Owned Content		Paid Content				
		Educational Content <sup>6</sup>	Brand Livestream	Promoted Content <sup>8</sup>	Paid Ads <sup>9</sup>	Influencers / KOL / KOC		
						Educational <sup>6</sup>	Livestream	Shoppable <sup>7</sup>
Follower	• Follower gain							
	• Follower loss							
Impression	• Play count							
	• Stream view, view time							
	• Peak concurrent (PCU)							
Engagement	• Like, share, comment							
	• Love							
	• Public / private traffic							
	• Organic / paid traffic							
Conversion	• CTR <sup>1</sup> for all CTAs							
	• CPM, Cost per click							
	• Lead conversion rate <sup>2</sup>							
	• Cost per lead <sup>3</sup>							
	• GMV <sup>4</sup>							
	• CPC/CPA <sup>5</sup> , ATV							
	• Purchase and refund rate							

Channels encouraging original content creators with additional traffic and revenue bonus

Channels live-stream leaves a lot of room for audience nurturing in the consideration stage of customer journey

Live-stream is popular for community management and lead generation on Channels

Channels is cautious with commercialization. It prioritizes

Weak Presence

*Channels is cautious with commercialization. It prioritizes user experience and a healthy social environment*

Note: You can find the specific definition of the labeled metrics and content category in the [appendix](#).





THREE • SELECTING APPROPRIATE KPIS

# Douyin Metrics

B2C B2B

Awareness

Consideration

Purchase

Retention

Advocacy

Douyin is aiming to upgrade the full-funnel e-commerce service to salvage its stagnant MAU and ads revenue. Quality content is becoming key.

\* Unprompted brand live-streams get little organic traffic. Viewers are mostly redirected from educational content and are in the consideration stage.

Follower	<ul style="list-style-type: none"><li>Follower change</li></ul>								
Impression	<ul style="list-style-type: none"><li>Play count</li></ul>								
	<ul style="list-style-type: none"><li>Stream view</li><li>View time</li><li>Peak concurrent (PCU)</li></ul>		*						
Engagement	<ul style="list-style-type: none"><li>Like and share</li><li>Collect and comment</li></ul>								
	<ul style="list-style-type: none"><li>Download</li></ul>								
	<ul style="list-style-type: none"><li>Organic / paid traffic</li></ul>								
Conversion	<ul style="list-style-type: none"><li>CTR<sup>1</sup></li></ul>								
	<ul style="list-style-type: none"><li>CPM, Cost per click</li></ul>		Brand-building content links to live-streams to move users down the funnel					Customized content, balanced brand awareness and instant sales (Learn more)	
	<ul style="list-style-type: none"><li>Lead conversion rate<sup>2</sup></li><li>Cost per lead<sup>3</sup></li></ul>								
	<ul style="list-style-type: none"><li>GMV<sup>4</sup></li><li>CPC/CPA,<sup>5</sup> ATV</li><li>Purchase rate</li><li>Refund rate</li></ul>								
Sentiment	<ul style="list-style-type: none"><li>Brand mentions</li></ul>								

Not much room for consideration in shoppable videos and KOL live-streaming where instant sales and price battle dominate

Focus on owned account follower changes influenced by the campaigns, not followers of influencers

Customized content, balanced brand awareness and instant sales (Learn more)

Brand-building content links to live-streams to move users down the funnel



Kuaishou Metrics

B2C B2B

Kuaishou is quite social-driven. Users are more loyal to content updates on the accounts they follow

Awareness

Consideration

Purchase

Retention

Advocacy

Kuaishou is the first platform to systematize the content form of “skit series” to improve engagement and conversion.

\* Unprompted brand live-streams get little organic traffic. Viewers are mostly redirected from educational content and are in the consideration stage.

Metrics		Owned Content			Paid Content				Earned Content	
		Educational Content 6	Brand Livestream	Shoppable Content 7	Promoted Content 8	Paid Ads 9	Influencers / KOL / KOC			
							Educational 6	Skit series 10		Livestream
Follower	• Follower gain									
	• Follower loss									
Impression	• Play count									
	• Stream view		*							
	• View time									
	• Peak concurrent (PCU)									
Engagement	• Like and share									
	• Collect and comment									
	• Organic/paid traffic									
Conversion	• CTR 1									
	• CPM, Cost per click									
	• Lead conversion rate 2									
	• Cost per lead 3									
	• GMV 4									
	• CPC/CPA, 5ATV									
	• Purchase rate									
	• Refund rate									
Sentiment	• Brand mentions									

Kuaishou is quite social-driven. Users are more loyal to content updates on the accounts they follow

and price battle dominate

Focus on owned account follower changes influenced by the campaigns, not followers of influencers

Brand-building content leads to live-stream to move down the funnel

Customized content, balanced brand awareness and instant sales (Learn more)

Not much room for consideration in shoppable videos and KOL livestream where instant sales and price battle dominate

Focus on owned account follower changes influenced by the campaigns, not followers of influencers

Customized content, balanced brand awareness and instant sales (Learn more)

Brand-building content leads to live-stream to move down the funnel



THREE • SELECTING APPROPRIATE KPIS

# Little Red Book Metrics

B2C B2B

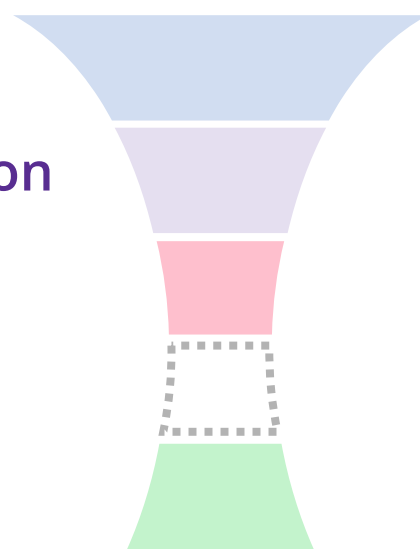
Awareness

Consideration

Purchase

Retention

Advocacy



Audiences turn to RED for lifestyle content and guides, but they are not yet accustomed to completing purchases on RED.

RED's commercial revenue growth has been slow, and the platform is exploring new opportunities for monetization, e.g. live-streaming.

The impact of brand posts is weaker on RED

Most brand promotions are awareness and consideration only as people come to RED for recommendations and guides

Popular live-streams are conducted in a calm and collected manner, resulting in high PCT and low refund rate

		Owned Content		Paid Content			Earned Content
		Posts	Brand Livestream	Promoted Content <sup>8</sup>	Paid Ads <sup>9</sup>	RED Influencers / KOL / KOC Educational <sup>6</sup> Shoppable <sup>7</sup> Livestream	
Follower	• Follower gain						
	• Follower loss						
Impression	• Views						
	• Stream view						
	• View time						
	• Peak concurrent (PCU)						
Engagement	• Likes						
	• Collects						
	• Shares						
	• Comments						
Conversion	• CTR <sup>1</sup>						
	• CPM, Cost per click						
	• Lead conversion rate <sup>2</sup>						
	• Cost per lead <sup>3</sup>						
	• GMV <sup>4</sup>						
	• CPC, CPA, ATV <sup>5</sup>						
	• Purchase Rate						
Sentiment	• Refund Rate						
	• Post mentions						

Focus on owned account follower changes influenced by the campaigns, not followers of influencers

RED algorithm is organic traffic friendly to small and medium brand live-streams. There're opportunities for more exposure to new audiences

RED is dominated by UGC content, a great opportunity to assess how people talk about your brand





# Bilibili Metrics

B2C B2B

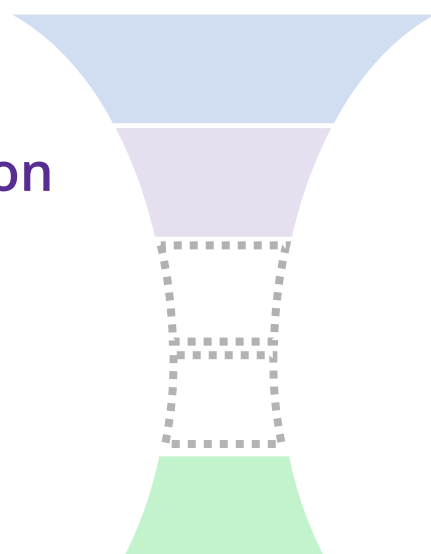
Awareness

Consideration

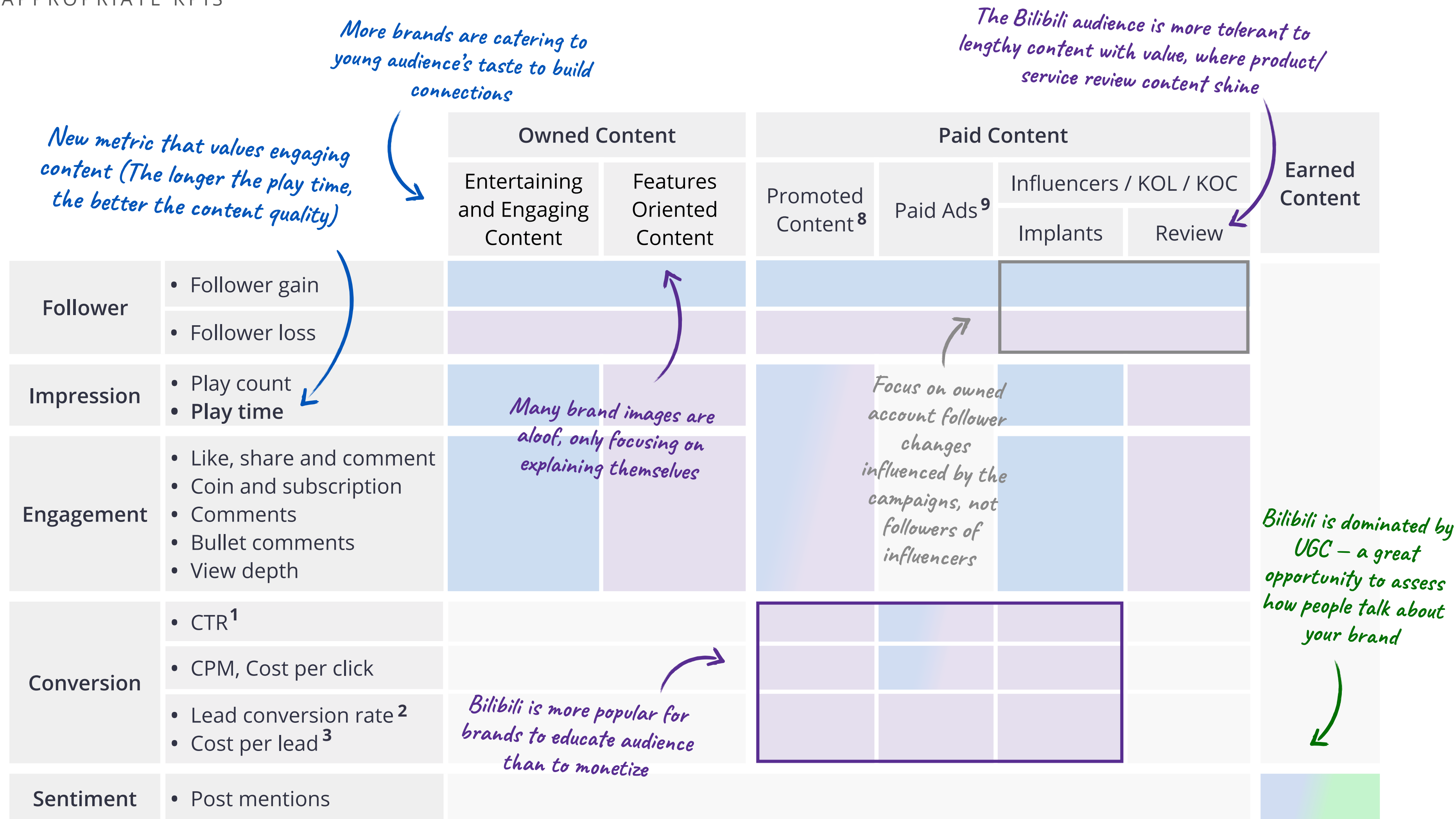
Purchase

Retention

Advocacy



Bilibili live-streaming is popular for anime and gaming, while related products dominate Bilibili e-commerce. However, there are still not enough opportunities for brands in other industries to efficiently convert in sales.



Note: You can find the specific definition of the labeled metrics and content category in the [appendix](#).



# Weibo Metrics

B2C B2B

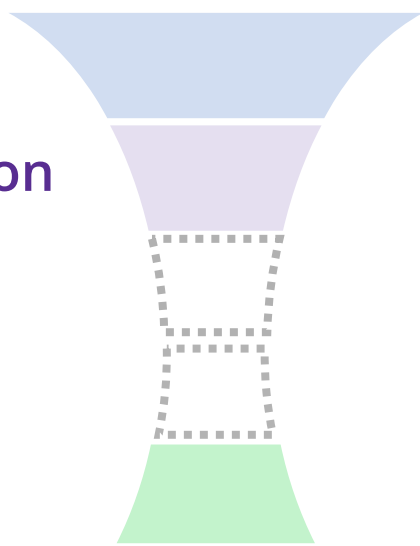
Awareness

Consideration

Purchase

Retention

Advocacy



Combine brand value with trending events and topics to stimulate an interested audience and foster engagement

Even though Weibo tries to tap into video feeds and the live-stream market, trendy and timely topic discussion remains its most distinctive feature.

ICS		Owned Content		Paid Content				Earned Content	Trendy Topics
		Posts and Videos	Brand Livestream	Promoted Content <sup>8</sup>	Paid Ads <sup>9</sup>	Influencers / KOL / KOC			
						Posts	Livestream		
Follower	• Follower gain							<div>Brands can engage users in the comments section of popular topics to get feedback on products and services</div> <div>Weibo is an online space for public discourse – a great opportunity to assess how people talk about your brand</div>	
	• Follower loss								
Impression	• Reads or views								
	• Stream view								
	• View time								
	• Peak concurrent								
	• Topic popularity								
Engagement	• Share								
	• Like								
	• Click								
	• Repost								
	• Comments								
	• Private chat								
Conversion	• CTR <sup>1</sup>								
	• CPM, Cost per click								
	• Lead conversion rate <sup>2</sup>								
	• Cost per lead <sup>3</sup>								
Sentiment	• Post mentions	Weibo is not yet popular for							

Focus on owned account follower changes influenced by the campaigns, not followers of influencers

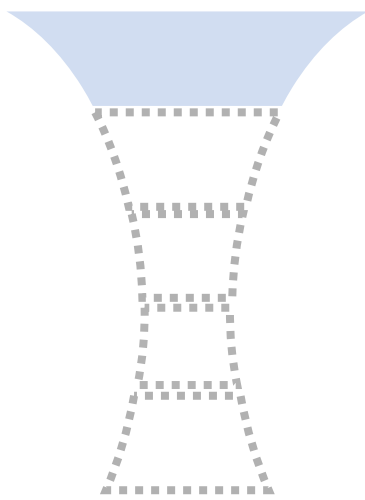
Brands can engage in the comments section of popular topics to gain feedback on products or services

Weibo is an online space for public discourse – a great opportunity to assess how people talk about your brand

Weibo is not yet popular for brands to monetize, including paid campaigns

Note: You can find the specific definition of the labeled metrics and content category in the [appendix](#).

# What to be Aware of When It Comes to the Awareness Funnel



This is where you make people aware of your brand for the first time. The first impression your audience has of your brand will dictate the remaining journey through the funnel.

*“We achieved 200% of our social KPI in China, but our sales revenue dropped.”*  
— GM of an international pet food company

*“We tried to increase brand exposure by discussing trendy topics, but later we discovered our audience had a hard time relating our product to our content”*  
— Marketing executive from a cosmetic company

*“Our China content all achieved high reads and engagement, but we had little to no conversion from social.”*  
—Marketing manager of a British fashion brand

## Example of Content Quality KPI for Awareness

- Average impressions and engagement

Valuable content is more likely to be shared or engaged with, greatly increasing the effectiveness of driving awareness.

Awareness content is about providing value. For people who are exposed to your content for the first time, engagement action (like, share or collect) signals recognition and can often happen before a follow.

## Bigger isn’t always better!

It’s natural to assume that the more people acquired in the awareness stage, the more conversions there will be, but it can only happen when the audience you gain is the *right audience* for you.

Whether it’s from analyzing your existing performance data on your content and campaigns, conducting surveys and reviews, or even resorting to social listening tools ... knowing the desire and needs of your target audience not only keeps them interested but also prevents your brand from wasting resources on people who don’t fit your buyer persona and most likely won’t ever convert.

## Prove the value of social with audience targeting

Getting to know your audience isn’t completed in one go, but rather a constant effort to refresh and adjust throughout every opportunity for engagement.

There’s no one-size-fits-all marketing formula in this ever-changing world, and it’s always necessary for teams to plan, deploy and test different channels and strategies. Under limited marketing resources (which are often in jeopardy when it comes to budget cuts), it’s crucial for efficiently to find out which content works the best.



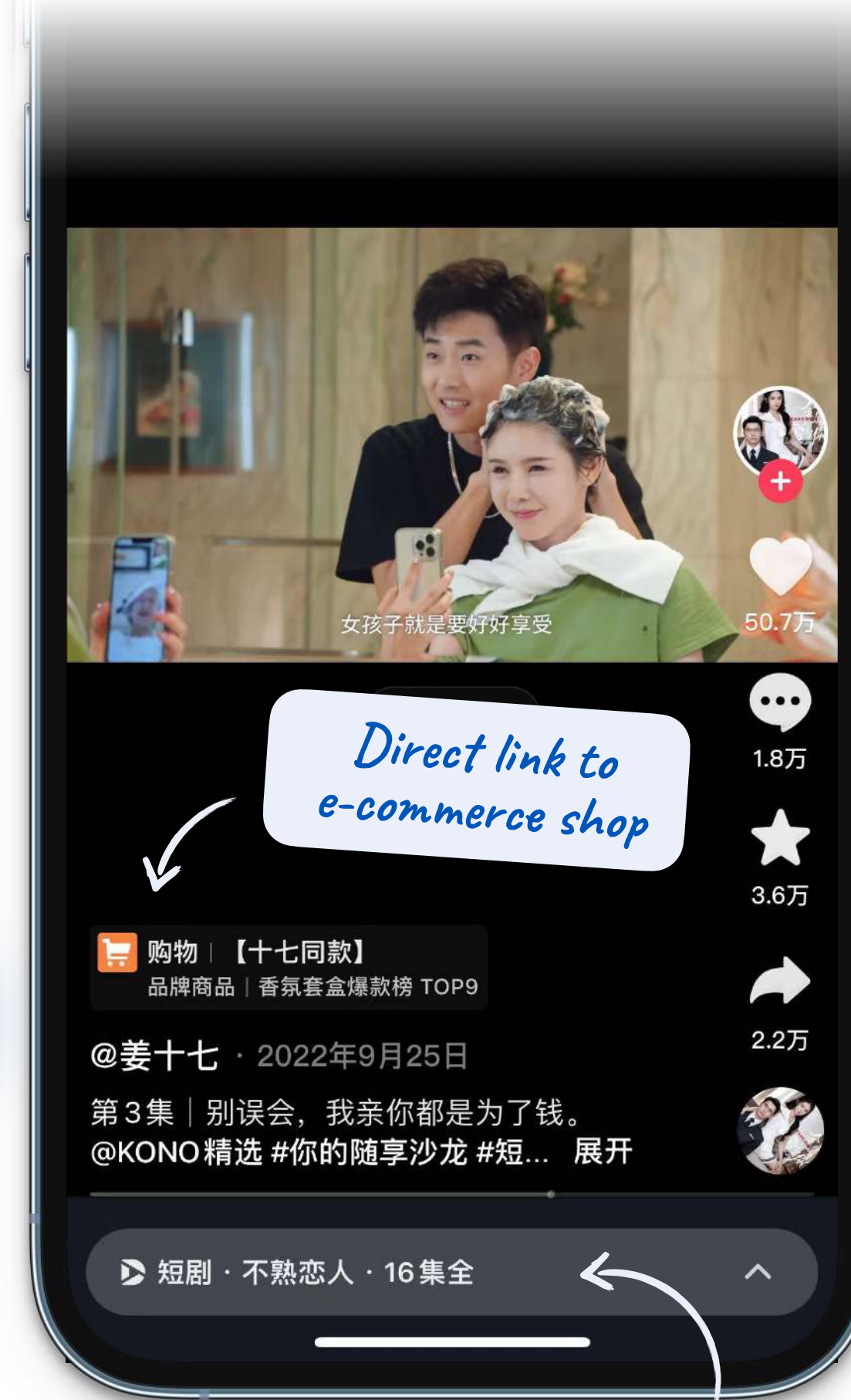
## Awareness Is a Constant Drip not a Fire Hose

Scrolling through various content on different platforms, audiences have grown more impatient and fussy on where to spare their limited attention. They've become insensitive to captive ads shoving brand information onto their screen, and irritated by the often rigid promotion of influencer collaborations. **Providing an enjoyable experience with your content while subtly embedding your brand DNA to build a lasting connection** is always the better way to go.

### Believe in the long-term value

KONO is an affordable luxury personal care brand designed for young female consumers in China. A skit series named "Unfamiliar lover" was released on Douyin at the end of 2022 and reached more than 480 million views in total. All characters, scenes, and plots were carefully selected and custom-made for KONO's brand image, tightly connected with brand value.

The overall plot: a humble actress signed a contract to be a rich kid's "contract girlfriend" to fend off his nagging family. They slowly fall in love with each other over time. This type of romance genre is the most popular among the young female generation.



*Each skit is 4-5 minutes long, suitable for the fast-paced content consuming rhythm on short-video platforms.*  
*In total, 16 episodes were released throughout the whole month, guaranteeing longer-term exposure.*

The lead character is an actress who has specific demands with hair care, while her mother opens a high-end hair salon, making KONO's appearance natural, and subtly conveying the brand positioning.

Scenes where KONO appears are all perfectly embedded into the plot without any sense of discord. Product placement is during the highlights of the episodes where love among family or couples are expressed, building a positive brand image.

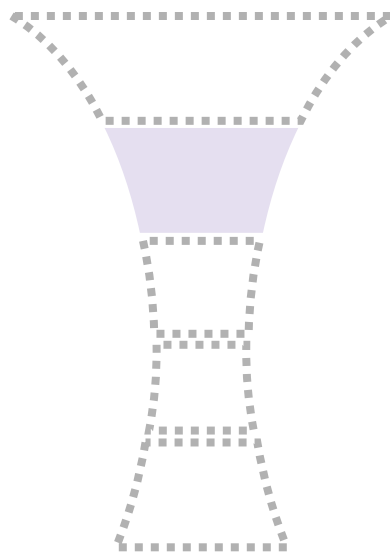
There are **RED** posts recommending the show, exposing it to a wider audience even outside of the Douyin universe.

### KAWO Insights:

The majority of skit series are hosted on the personal account of the actor/actress. Brands can explore possibilities to host content on owned official account, turning skit series into long-term brand assets.



# What to be Aware of When It Comes to Consideration Funnel



The consideration stage is about building trust, where audiences weigh their options before they decide to invest in the brand. It's essential for marketers to educate and convince potential buyers with informative and educational content.

## Example of Content Quality KPI for Consideration:

- **Follower loss** (account-wise and content-wise)

How would marketers know if their social content is engaging enough to convince audiences to stay? Weak content can cause existing followers to lose interest and ignore/mute a brand's next push or even unfollow. When an account loses followers every time it publishes content, it should be considered a negative KPI ([Learn more](#)).

To accurately and timely track followers' actions, QR codes are the most efficient way to determine which content people are more engaged with. ([Learn the technicality here](#))

## Use competitor benchmarks wisely and avoid common mistakes

When potential customers compare a brand against other alternatives based on social content, how can marketers tell what sets them apart from competitors to refine their strategy? Tracking and analyzing competitors' performance, and comparing its data to the brand's own data can help.

However, when marketers focus too much on the microscope of numbers and forget to view competitor data correctly, a surprising misstep often happens: **Comparing account level data against individual content data**. Mixing these two can result in artificial insights. With KAWO, brands can monitor competitors efficiently and accurately. [Schedule a demo to learn more.](#)



	CONTENT	PUBLISHED DATE	ACCOUNT	ENGAGEMENT	LIKES	REPOSTS	COMMENTS
1	每一块奶酪都有故事，世界上没有相同...	Sun 16 Jul at 12:00	奶酪A	115,309	81,589	26,513	7,207
2	想要实现奶酪自由吗？我们满足你！即...	Tue 11 Jul at 14:15	奶酪B	99,508	85,827	7,575	6,106
3	一年一度的滚奶酪大赛，N种“滚”法让...	Tue 11 Jul at 09:30	奶酪A	92,146	87,777	2,279	2,090
4	千呼万唤始出来，新口味来啦！榴莲芝...	Fri 14 Jul at 14:12	奶酪B	73,140	63,235	6,498	3,407
5	芝士是上天赐予的礼物，世界上最好的芝士...	Tue 18 Jul at 09:30	奶酪C	69,833	68,148	528	1,157

Tracking individual content helps identify key opportunities for brand differentiation, and capitalize on opportunities opponents previously led or missed



Account level data shows account performance as a whole and how the brand ranks among all competitors

# Brands Are Paying More Attention to Cost of Acquiring Loyal Followers

It seems counter-intuitive to mention followers at the consideration stage of the funnel as it's commonly used to measure awareness. However, follower gain is an awareness metric, while follower retention and nurturing often becomes lost in the shuffle and neglected.

## Haste makes waste

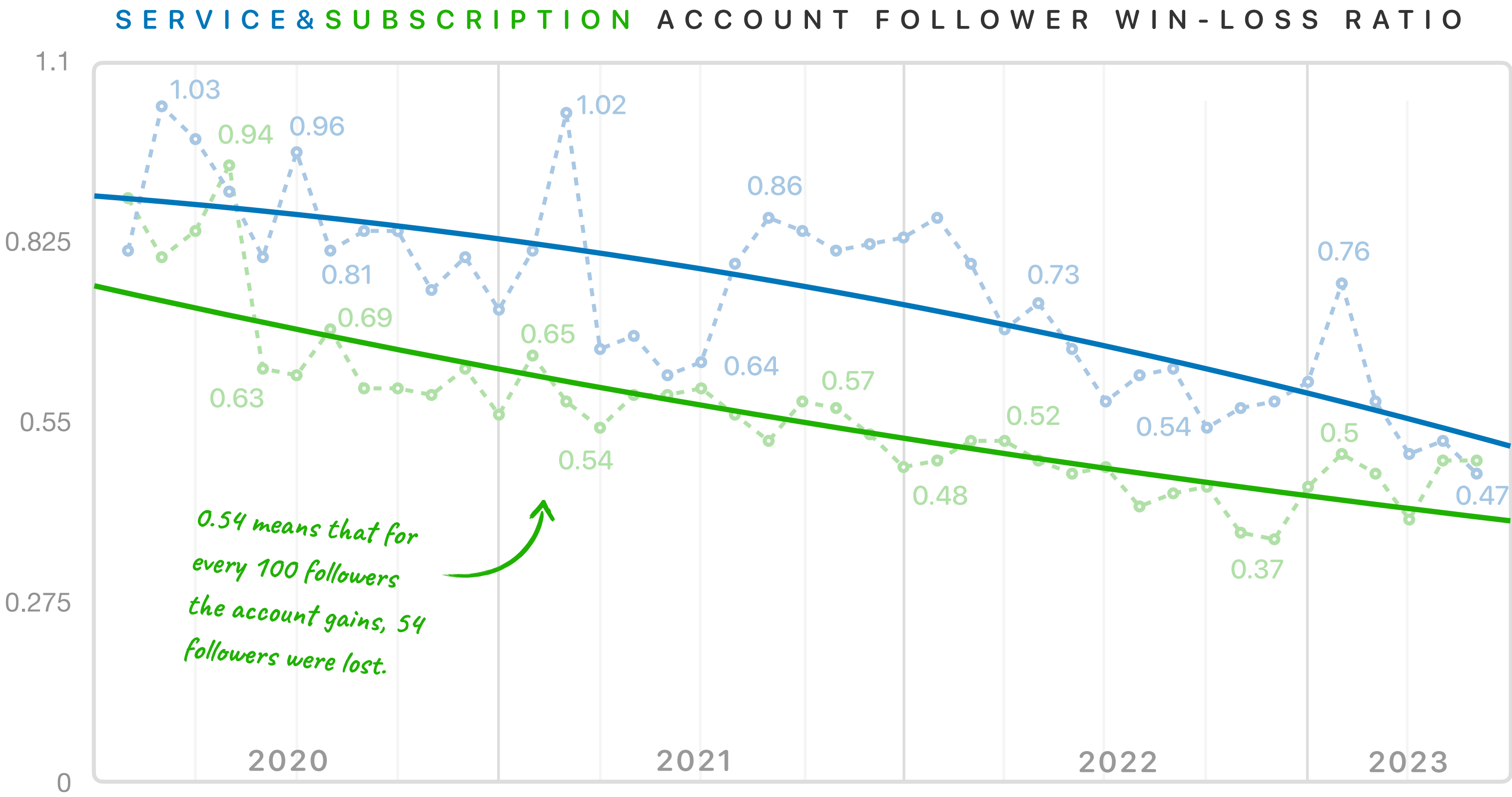
A common mistake many marketers make after raising awareness for their brands is moving too quickly to sales without nurturing their audience properly.

Research shows that nurtured leads make 47% larger purchases than non-nurtured leads, and that lead nurturing helps companies generate 50% more sales-ready leads at 33% lower costs. Meanwhile, an estimated 79% of marketing leads never convert into sales, usually due to a lack of nurturing. [\[5\]](#)

Over the years, with content creators flocking to social media, the heated competition for audiences' attention has been making it more difficult to attract followers. **Enhancing the loyalty of existing followers has never been more important.**

The following graph shows the average follower loss to follower gain ratio by WeChat account type. The higher the number, the more followers chose to unsubscribe from the account.

As we can see, the win-loss ratio drops over the years, which means on average, all brands are becoming more efficient in retaining followers. The need to maintain a higher audience retention rate has been widely recognized.





# When Vanity Metrics Go Wrong


Focusing on follower numbers alone (or any metrics alone for that matter) provides few meaningful marketing insights, and potentially could incentivize fake data to prevail, putting a brand’s long-term growth in jeopardy.

Potential risks of buying fake data include but are not limited to:

- Reduce trust from the audience
- Destroy partnership/collaboration opportunity
- Compromise accuracy for data analysis
- Become vulnerable to potential legal hassles

.....

Even so, the presence of fake data on social media has been tenacious. What are the incentives behind it? How do people who use it deal with the drawbacks? We interviewed someone with firsthand experience to share her insights with us.



**Mrs. Zhou** (anonymous)

Works as marketing manager in the gaming industry. She’s in her late 20s.

What’s the incentive behind buying fake followers/ impressions/engagement?

We call these “fake volumes.” They are a “kick-start” for our new accounts or new campaigns at the earlier stage. It’s the quickest way to make sure the platform recognizes us and puts us into the bigger traffic pool so that we are exposed to more potential audiences.

Is organic content or paid content not enough for you? Do you have to buy fake volumes?

Unfortunately, we have to sometimes ..... owned content takes time to see results and paid content is usually expensive. When you’re under pressure to deliver within a limited budget and time, you start considering more options. Is it healthy? Of course not, but sometimes it’s very difficult to compete and survive in this fast-paced market... When everyone is getting ahead with this method and you don’t (do it), you will be left behind.

This is also part of the reason why we don’t use agencies for content creation. I’m not sure how much I trust their benchmarks or results.

However, please don’t get me wrong, the quality of content is always important, no matter the circumstances. Let’s say that some users are attracted to your account due to your impressive follower or engagement number. However, if your future content doesn’t meet their expectations, they will leave with no hesitation.

*If getting an audience to stay or convert is your destination, quality content would be the toll station, and buying “fake volumes” is essentially driving on a carpool lane when the traffic is slow — it could get you there sooner, but you still have to pay the toll fee like everyone else, and probably pay more if you get caught.*

What are the risks?

We only buy “fake volumes” in 2 scenarios: a short period after opening a new account or the first 2 to 3 hours after a content push, mainly the first one. You could buy it from the platform itself, but it’s so notorious that everyone scoffs at it. We don’t want to deal with that.

(Continued on [next page](#))



**Mrs. Zhou** (anonymous)

Works as marketing manager in the gaming industry. She's in her late 20s.

(Cont.) We usually buy from a 3rd party. I got a reference from a trusted marketer friend. The price was CNY 63 for every 1000 reads/view, and CNY 40 for every 100 fans including engagement — it might be more expensive now.

**The time for bots is in the past. All the “fake volumes” we bought were from real people.** We can discuss and design their online behaviors, and they just follow suit (including controlling the percentage between impressions and engagements). They know how each platform's algorithm works, and we never buy in a large amount, so we have never triggered any alert. However, we were very cautious with comments because they are hard to fake and the real audience can always tell.

As for the brand's reputation: it's not that serious if we don't do it for the long-term and we do it carefully, but it is exhausting.

### Is it difficult to analyze data with all these fake volumes?

It's possible. However, we are able to calculate the data accurately because we know how much and when we bought the fake volumes. For example, if it happens in the first 3 hours, we just discard the engagement data during that time slot.

### What role does your boss play in this issue?

My boss doesn't know all the details, sometimes they agree to do something only because they trusts someone or they wants to take a chance ... but most employees are smart enough to avoid risky actions that could potentially destroy the company's reputation and his or her own. When the boss asks for a specific target for metrics, usually followers, I won't argue if it's not too out of line, because maybe he just wants to impress his family, friends or investors, but if it's too much, I'd either do a thorough research and give a reasonable benchmark, or just explain the situation and be honest that I'm not capable enough to commit a perfect crime.

### What do you think the future of fake data will be?

It's the bandwagon effect. Honestly, it happens everywhere, domestically or abroad, but the difference is that the overseas market is more mature and people have a sense of responsibility and a platform to voice out or regulate these actions, but the Chinese market is still developing. Everyone tends to mind their own business, so there is room for these types of actions...

However, no matter which market, consumers are smart, over time these low-level tricks will be rendered obsolete by the natural selection of the market.

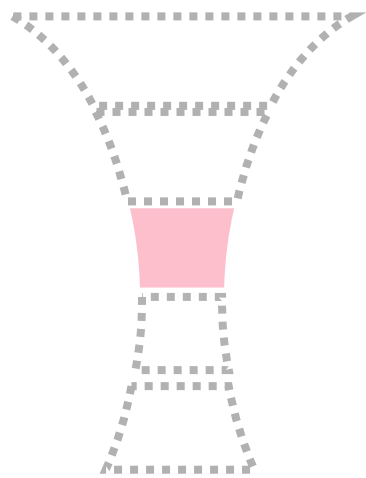
VALUE YOUR METRICS

KAWO Enterprise API  
guarantees the accuracy and  
security of your account data.

[Arrange a demo to learn more](#)



# What to Be Aware of When It Comes to the Purchase Funnel



This is the stage where your audience should be convinced to invest in your brand. Are they converting as you expected?

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."  
— John Wanamaker (1838-1922)

*It's not just advertising. All marketing efforts face the same ultimate puzzle: what made our audience convert? The average number of touch points before a customer decides to purchase is 8 [S]. The number varies in different products or services, and it's difficult to track the entire online and offline trajectory.*

## Example of Content Quality KPI for Purchase:

- CPA (Cost Per Acquisition)<sup>5</sup>

Nine out of ten marketing teams with leadership buy-in have revenue goals tied to content [S]. When you can measure and demonstrate the ROI of your content, senior leadership is more likely to understand the value of content marketing efforts and unlock more budget — a portion of which goes to marketers' salaries [S].

To accurately measure content ROI, it's important to understand where traffic comes from and which sources are converting the best. Many times, sales happen outside of the social ecosystem — learning the right way to track is imperative to maintain future success.

## What can we do when it relates to social?

With the once tightly-closed China social ecosystem continuing to open, it's possible to direct traffic between different social channels. However, PIPL is strict and the stakes for violating personal information are high. In addition to social channels' universal mentality of keeping traffic within the platform's own territory, tracking and measuring are not easy, but not impossible. Generally, you have two weapons at your disposal: Link shorteners and link tagging. (Learn more on [page 39-43](#))

### USEFUL DEFINITION

#### PIPL China Personal Information Protection Law

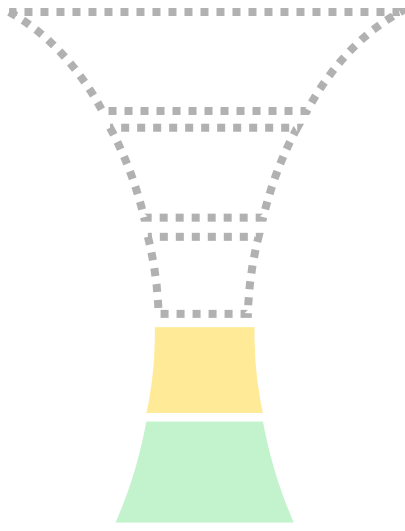
The new data privacy law in China, targeted at personal information protection and addressing problems with personal data leakage.

Additional strict requirements when it comes to data transfer, mandatory requirements on security controls and data localization, and increased penalties and fines on organizations upon violation are anticipated.

Note: You can find the specific definition of the labeled metrics and content category in the [appendix](#).



## What to Be Aware of When It Comes to Loyalty and Advocacy



This is where customers are satisfied with their product or service experience all the way from awareness to purchase, and are willing to invest again or recommend your brand in social circles.

### Loyalty

It costs companies about 5 to 25 times more to gain a new customer than it does selling to an existing one [S]. In the resource-efficient sense, loyalty can be seen as the follower quality metrics for sales: There should be enough quality customers who keep coming back to the brand.

### Advocacy

Many actions related to advocacy happen away from social platforms, and most things to track are not social metrics. Yet we leave it in as it often goes hand-in-hand with loyalty and is vital for a brand's sustainable growth.



## Loyalty and Advocacy often go hand-in-hand

For some product/services, customers show their loyalty through advocacy. For example, when an university reached and educated students on social, and then successfully convinced them to attend a CEIBS MBA program, there's no repurchase option afterwards as most people only do it once. What's left is advocacy, where university alumni promote and recommend.

### Where KPIs Meet their Limitations on Social

#### • NPC (Net Promoter Score)

The concept is simple: "On a scale of 0 to 10, how likely are you to recommend our company?" Social audiences are mostly after entertainment and often don't have patience for a long questionnaire. NPC gets feedback from customers directly and quickly.

However, its simplicity fails to provide useful insights on where brands should focus or improve. Due to a lack of demographic and product/service specifications, problematic assumptions often arise. In addition, it only shows customers' intentions instead of actions.

#### • Repeat Purchase Rate/ Churn rate

It's difficult to measure, as social is not the only touchpoint for sales to happen. Many actions have moved to websites and e-commerce platforms, and it's even more difficult to track users'/buyers' private information under the scrutiny of PIPL.



# Potential Solution for Optimizing Your Retention

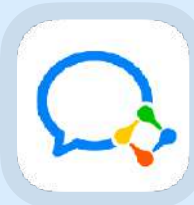
## Strive for earned advocacy

Be better at turning an inclination to recommend into an actual action. If existing customers are satisfied with the brand already, all they need is a little push.

*For example: if you recommend Tesla to your friends and family, both parties will be rewarded.*

*The recommender would get points/credits, while the buyer would get discount and free trial on new services.*

However, rewards, benefits or discounts are added value, and shouldn't be the deciding factor (what sets you apart from the competitors) for customers to move further down the funnel. Of course, it's less likely to happen for an expensive piece of product like Tesla, but for cheaper consumer products, placing incentives should be more nuanced.



## Utilize WeCom for nurturing existing customers

Brands can still nurture existing clients on social but there're limited ways to distinguish and track them through the funnel as it's difficult to collect personal data due to PIPL.

WeCom (the enterprise version of WeChat) is a useful tool to continuously communicate and serve existing clients directly. Sales staff can connect with them and provide targeted content and after-sale services. Messages can be sent to individuals or in group chats. However, each customer can only receive one group-sent message per week.

One of the main benefits of WeCom is that all contacts added from an employee's account will stay within the organization even after they have left the company.



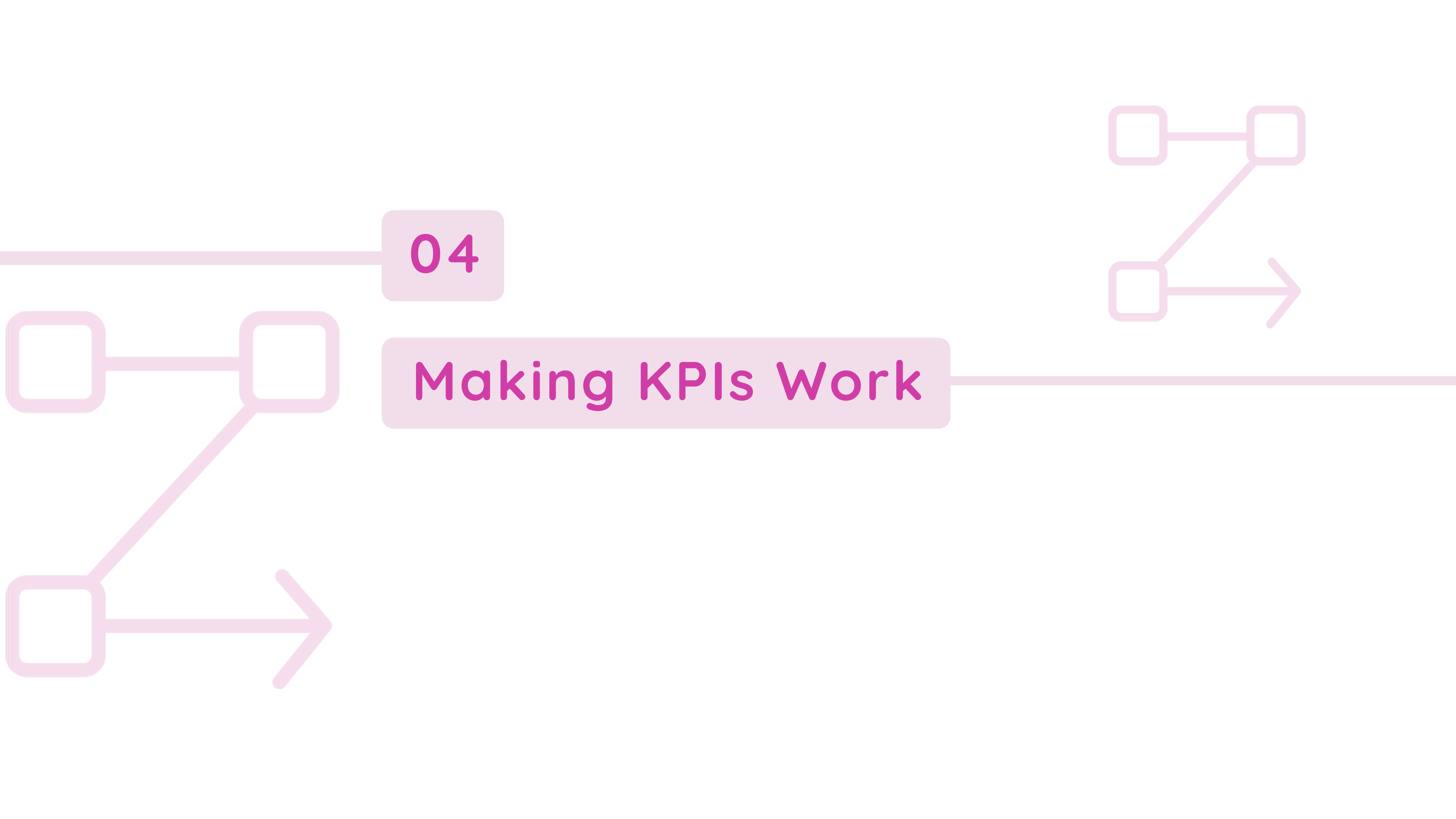
## Don't forget WeChat Mini Programs

It allows brands to provide a trackable customer experience within the WeChat ecosystem directly. Followers or WeChat Group members can refer information, products or services without switching platforms, enabling better measurement. Learn more about WeChat Mini Programs conversions tracking on [page 38](#).



04

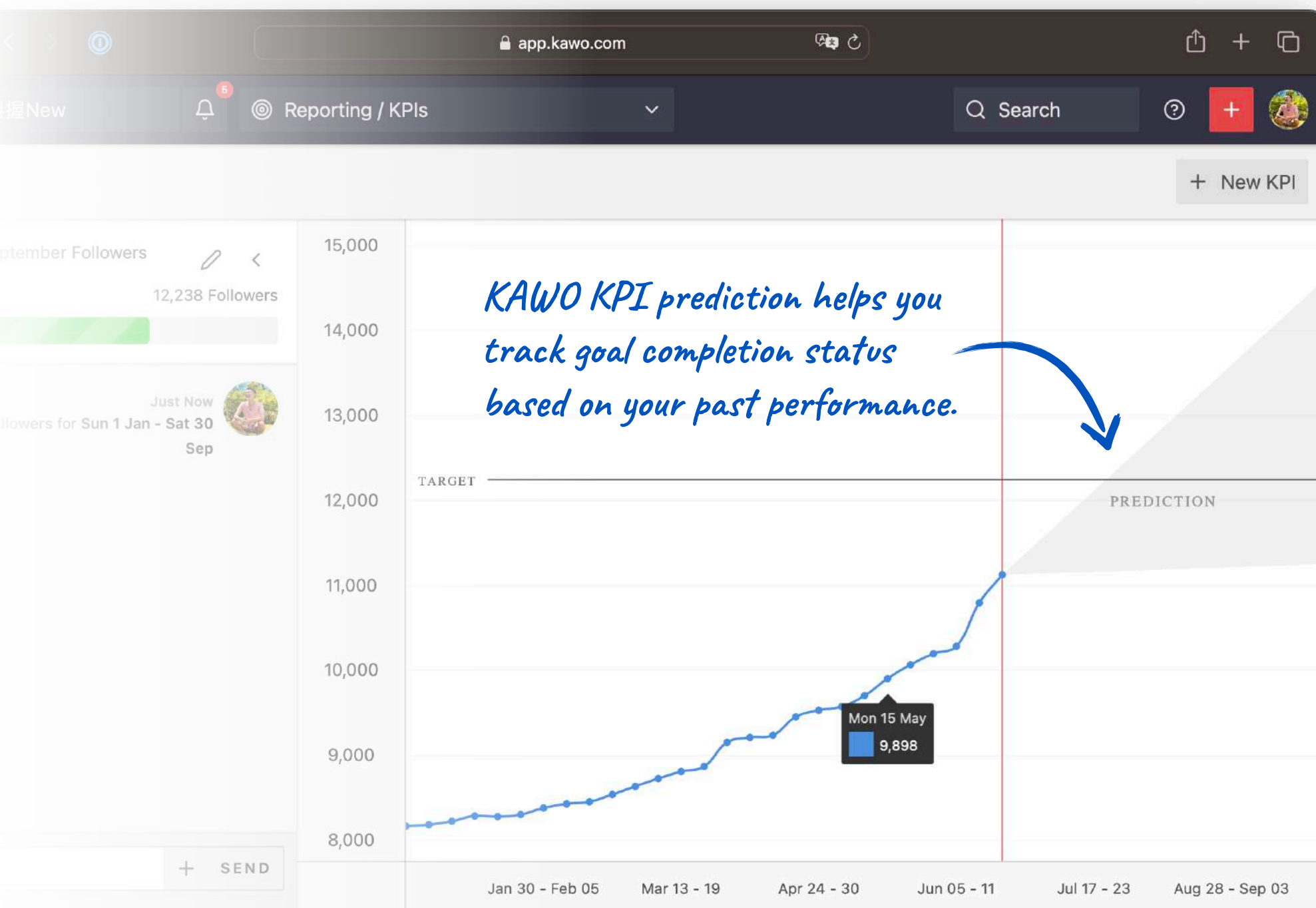
## Making KPIs Work



## How to Track KPIs

It's important to prioritize. Setting and tracking too many KPIs will overwhelm you with data and cause confusion.

It's difficult to set a fixed number of how many KPIs a business, a team or one employee should have in any given industry. Company structure is unique, but according to general practice and professional advice, having between two to four KPIs per goal is recommended [5].



## How to set up your social KPIs correctly:

### 1 Make sure KPIs are connected to your goals

A sports brand that entered China three years ago wished to improve brand awareness, and it set "reads" on social as its core KPI at first.

*"The potential problem is that we were trying to find local fans for our brand, not just reads per content. It'd be easy to hit the KPI, had we just chosen all topics to be what audiences are interested in but not tightly connected to our brand, while the latter is an equally important metric. As we were trying to find a balance, the KPI at the time lost its purpose."*

— manager of the brand's social media team

### 3 Breakdown the details of each KPI

There should be individual audience acquisition or conversion goals set for each channel. In each channel, performance can be delegated to different types of content. For example, five pieces of TOF content with KOLs should each reach 10,000 reads, while 10 MOF content pieces on new products should reach 500 reads each. It's important to count on front-line staffs' hands-on experience and challenges while ironing out these details.

### 2 Make KPI assumptions based on past performances and industry benchmarks

Being too ambitious and setting unrealistic goals will incentivize a toxic culture of manipulation to reach the target without considering the long-term gain. It's also important to take into account each brand's unique positioning when referring to benchmarks.

### 4 Monitor challenges and update consistently

All predictions will be impacted by unforeseen variations. Breaking down an entire period like a year into monthly or seasonal time blocks and closely monitoring each stage can help you find problems early on and adjust your strategy.

The assessment for each small period should also take into account the industry's nature. For example, sports brands have a whole year set around the Super Bowl, while beauty products revolve around big shopping festivals, so the periods without these activities will naturally perform lower.

Connect short-term goals with long-term health.



# Know How to Calculate Your Stats Correctly

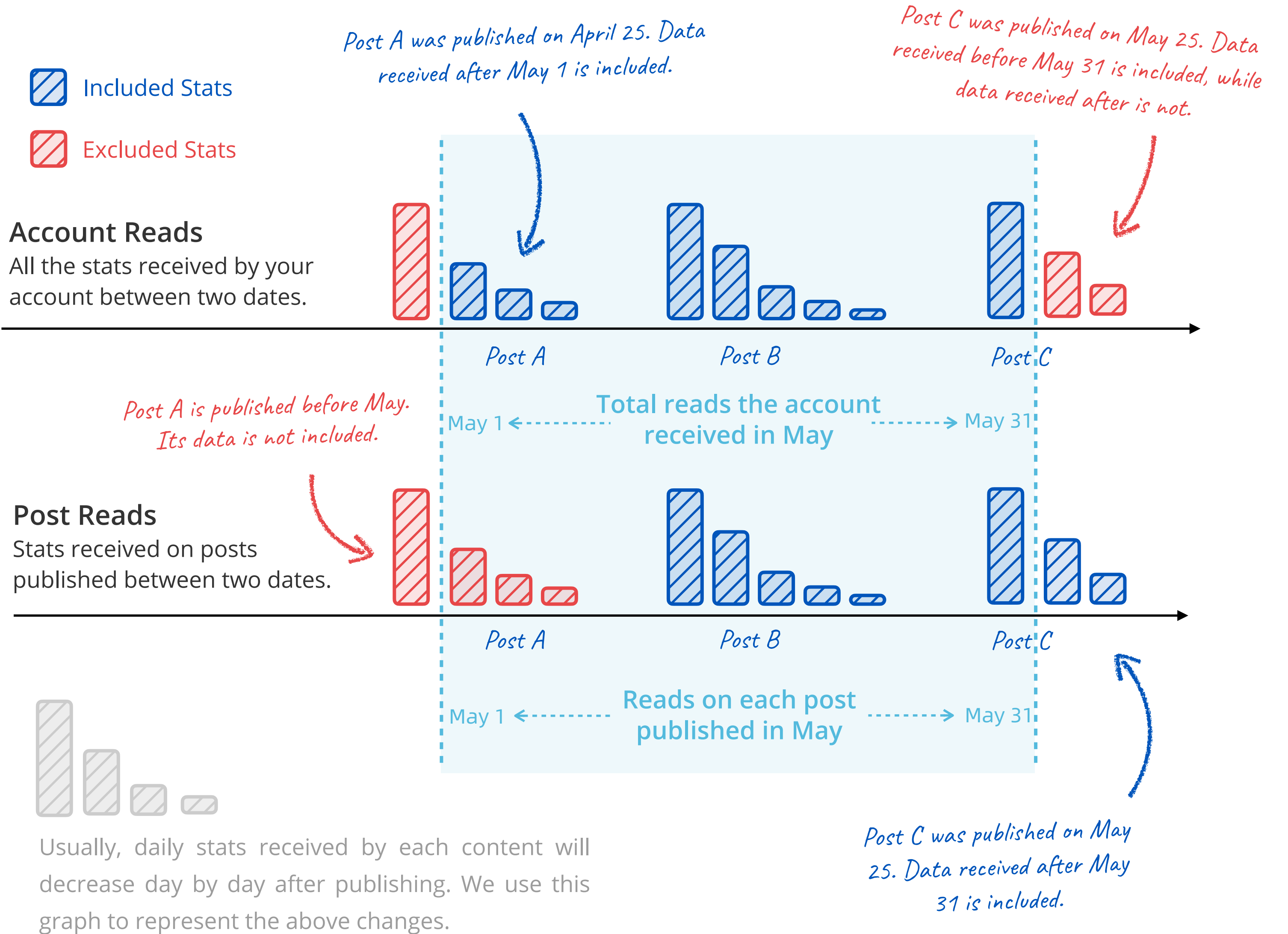
Each social platform has an official backend for brands to acquire account data. It's important to know what the set of data consists of before measuring metrics, otherwise the margin of error will be too great for analysis.

For example, data from the **WeChat backend** is available in two ways: account data and post data — this can be confusing.

Take post data for example: It lists all the posts the brand published within a specific time frame (e.g. during May), and then shows the stats each post has received until the collection date.

If post C (published on May 25, as shown on the right) received 5000 reads before May 31, and an additional 3000 reads after June 1 until now, the reads on post C will be 8000 (5000+3000) when the brand checks post stats in May. The number will also stay the same if the brand checks in May and June.

If the marketer in charge of collecting data isn't aware of this, mistakes will be made when doing an analysis.



# How to Measure Content Performance with Metrics

Correctly analyzing metrics can help brands evaluate efforts more effectively, and understand existing audiences better.

Let’s use a beauty brand as an example: Its different Weibo content categories to raise brand awareness and grow the audience are shown in the graph on the right. To gain insights, the brand should:

- 1. Collect all data from the content and separate into the previously defined content categories;
- 2. Drill down into the details, draw conclusions and make adjustments to the content strategy:

A. Measure how different content performed relative to the average for its category;

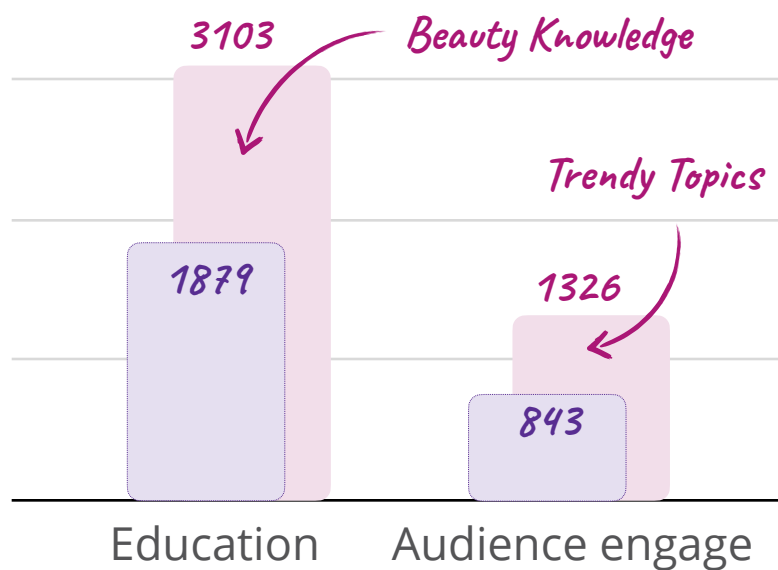
B. Measure if the performance of each content category reached expectations (example 1);

C. Measure the influence of different variations in each content category (example 2).

- The performance of an entire category can be impacted by one or two anomalies, remember to use “median average”, which will reduce the error margin effected by these posts.

**Example 1.** “Audience engage” has the lowest engagement: Explore the possible opportunity to combine “Trendy topics” with “Beauty knowledge” which is successful.

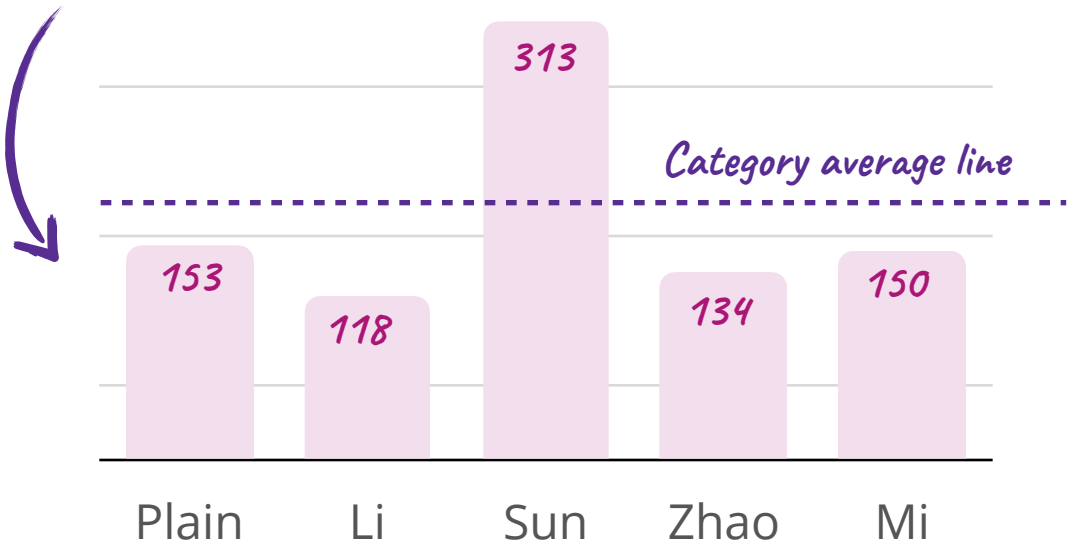
Reassess the value of the under-performing “Lottery” category, and explore more enticing rewards and different content formats.



Category			Numbers		Avg. Shares		Avg. Comments		Avg. Likes		Avg. Engage	
Education	Brand image		6	7	222	92	125	48	1532	514	1879	654
	Beauty knowledge			5		352		202		2549		3103
Audience engage	Lottery		9	8	113	107	84	91	647	161	843	359
	Trendy topics			9		118		76		1132		1326
Product promotion	Plain products		20	17	369	357	174	153	2309	2041	2483	2551
	Celebrity collaboration	Li		24		312		118		2824		3254
		Sun		17		368		313		2107		2788
		Zhao		19		427		134		2321		2882
		Mi		21		370		150		2252		2772

\*Engagement numbers are the combination of likes, shares and comments.

**Example 2.** Celebrity account @Sun has an average engagement number compared to other celebrities but the amount of comments she receives is impressive, which could suggest that her fans are more loyal and sticky, or that she’s controversial.





# Tips to Analyze Metrics Correctly

1

Select appropriate metrics to assess different types of content.

Controversial content will naturally attract more comments than educational content, but both play an important role in your content strategy.

2

Isolate impact of paid/promoted content from organic by looking at them separately or highlighting the difference in reporting.

3

Factor into your analysis the amount of effort required for different types of content. Making a video can take hours for an entire team while a simple repost on Weibo takes only minutes.

4

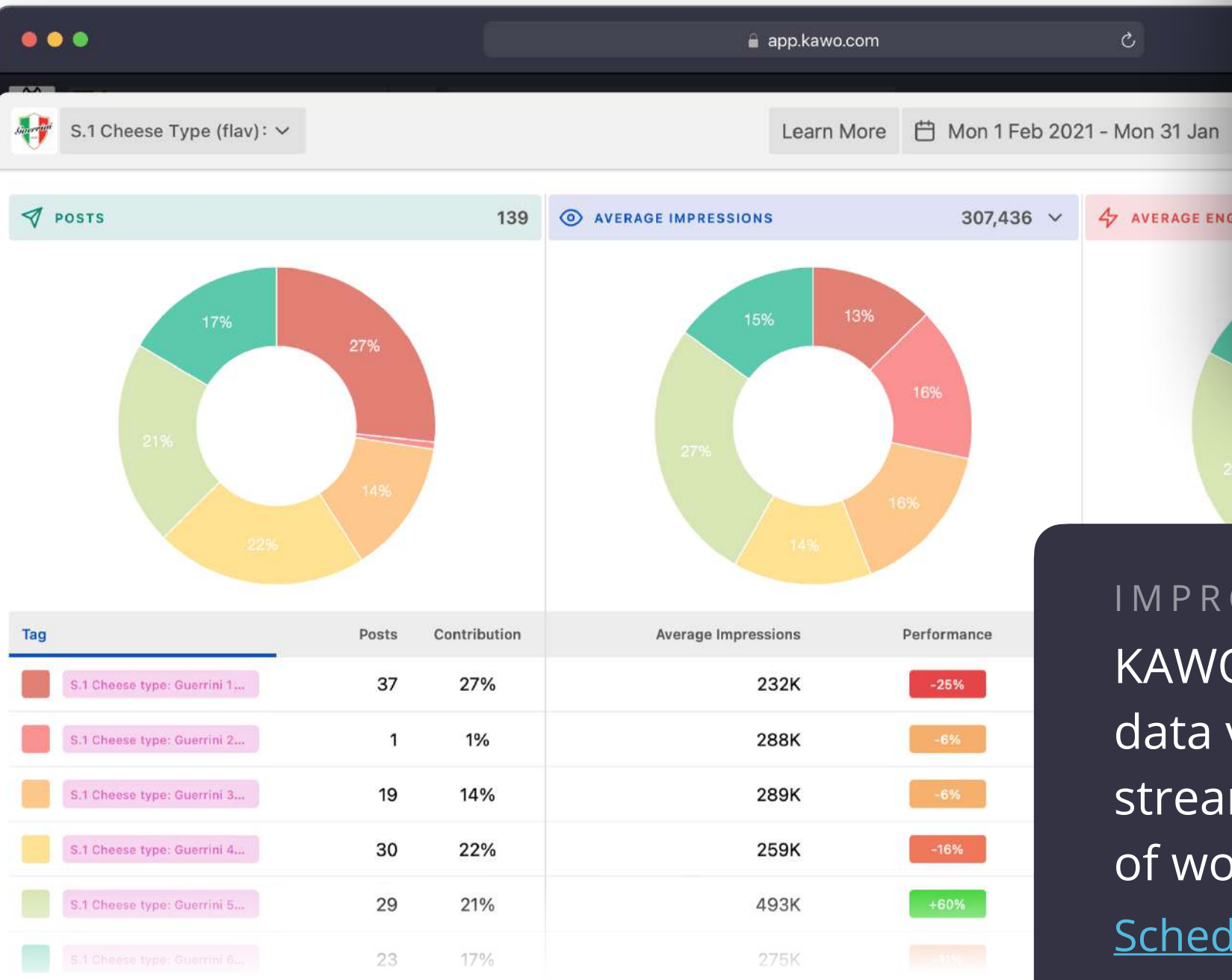
It's important not to base your analysis on too little data. One or two successful posts can have an outsized impact on the performance of an entire category. If you don't post very frequently ensure you use data from more posts over a longer time period.

# Having an integrated assessment

*Example: When a content creator in the sports section left a marketing agency, suddenly all likes on posts dropped. People looked back at the old posts and discovered that the person simply added “if you like the team, like the post” in the end of all content as bait to get more likes. “Like” alone is easily manipulated and doesn’t host much value in strategic guidance on Weibo. The problem would’ve been found*

*earlier if ratios among “like, comment, and repost” were tightly monitored.*

If some of your content receives high engagement but followers are growing slowly, it’s possible that the viewers are not impressed by your account as a whole when they check your content history, and it might be time to re-assess your content strategy.



*Endless excel sheets, graphs, charts can be overwhelming, and there are so many different aspects that could impact content performance. How can you categorize all your content in such detail and not get lost?*

IMPROVE EFFICIENCY

KAWO’s content tagging and data visualization can streamline and condense hours of work in just 5 minutes.

[Schedule a demo](#)

## Challenges to Make it Work

It seems that you set everything right, but somehow all the work your team performed didn't churn out the desired result. Why didn't it work?

### Structure of work doesn't inspire the workforce

If a rigid hierarchy and bureaucracy are rampant, the top-down system rarely encourages information to travel upwards [\[S\]](#). Despite any claimed aspirations, it ends up failing to deliver what employees really need, and easily leads to setting unrealistic goals, increasing the chances of people lying or covering up when they think they are failing to meet their KPIs.

### A cut-throat working culture is counter-productive

A high-pressure, take-no-prisoners culture prioritizes short-term results over the long-term well-being of employees. This will decrease productivity in the long run [\[S\]](#):

- Employees succumb to sickness more easily [\[S\]](#), losing work days and costing the healthcare system more [\[S\]](#);
- High turnover rate which incurs high costs for rehiring and re-training;
- Low engagement (insecure, disrespected, and feeling unsupported) over the long term causes 60% more errors and defects, 18% lower productivity, 16% lower profitability, 37% lower job growth, and 65% lower share price over time. [\[S\]](#)

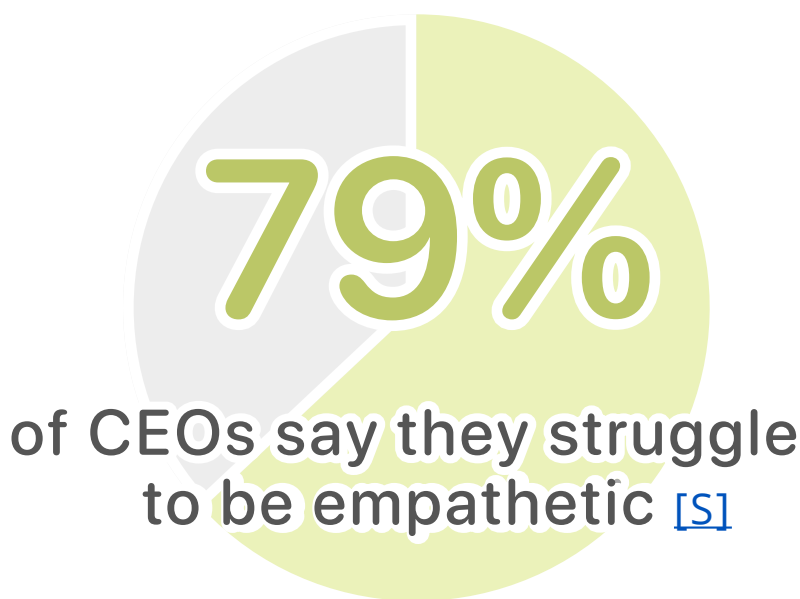
## Important things you might miss regarding empathy ...

### Workplace empathy hits different in China.

Chinese culture demonstrates a long history of concentrating power at a higher level, where people are accustomed to looking to leaders for stability, social order, and harmony. Studies show that in countries with similar cultures to China (referred to as "high power-distant countries"), the positive relationship between empathic emotion and work performance is greater than that of the West. [\[S\]](#)

### A direct correlation between empathic emotions and workplace performance [\[S\]](#).

Researchers at University of Michigan suggest that leaders who demonstrate compassion toward employees foster individual and collective resilience in challenging times [\[S\]](#), but C-suites are still struggling to change working culture. More employees consider their direct manager as a more important role in building an empathetic workplace. [\[S\]](#)





# People Centric is the Key

## How Microsoft Turned Things Around

*“Empower every person and every organization on the planet to achieve more.”*

Before Satya, Microsoft’s stack-ranking system would pit employees against each other. Instead of focusing on working together to build a product, employees were reluctant to share ideas as it might effect their ranking negatively.

Satya replaced the system with a people-centric approach. Internally implementing measures to promote personal growth, collaboration, and diversity; externally focusing on goals heavily related to customer feedback.

The new Microsoft inspired innovation and in return, employees are incentivized to devote as much as they receive back to the cooperation.

Oct 31, 2014



**Satya Nadella**  
CEO, Microsoft

After Satya Nadella became the new CEO of Microsoft in 2014, he redefined the aggressive culture into one that was empathy-driven and changed the way the company runs internally, inspiring growth.

*After 2014, the share price of Microsoft skyrocketed.*



**Mr. Li** (anonymous)

Professor for a MBA program, tutoring C-suites and business owners with his extensive knowledge on business management.

*Empathy is a learnable skill. In contrast to the common conception that power corrupts people, a study [\[5\]](#) by the researcher in Harvard University shows that people who are aware of the moral implications of their behaviors can be enabled by power to benefit the common good. While people who tend to be more self-interested when in power are not necessarily bad people, their behaviors are more of a result of lacking the said awareness.*

*If we apply the above logic to the internal management in business: as long as people in power are truly aware of the benefits of empathy and the dire long-term consequences (see [page 33](#)) of its negligence, more thoughts and effort from leadership would be put into building a healthy work structure. Unfortunately, general education on this matter is lacking.*

# OKR: A KPI Alternative

## OKRs: Objectives & Key Results

If the **Objective** is the destination, **Key Results** are the ways to get there. OKR is a tool for aligning the personal goals of employees with that of the team and cooperation, and measuring the progress of executions. It's designed to optimize team collaboration.

Created by Intel's former CEO Andy Grove, OKRs are suitable for dynamic teams, creative works or work that demands close collaboration or results that are hard to measure through typical KPIs.

### An Example for OKR:

A brand has a WeChat account and a new Douyin account. One of the **cooperate level objectives** is to raise brand awareness. The marketing team set the following OKRs:

**Objective:** Increase social media engagement by 30%

**Key Result 1:** Find target audience and make a content strategy on the new Douyin account before 1st June

**Key Result 2:** Reply to every new comment on WeChat and RED within 2 hours

**Key Result 3:** Increase follower number on RED by 20% through posting about trendy topics related to the industry

.....

*Focus on "how to achieve the goal," break into detailed actions*

*Constantly measure viability of the plan and make changes*

*Encourage employee's personal interests / goals as long as it doesn't conflict with the company or team goals; maximize proactiveness and creativity*

	OKR	KPI
Focus	Progress and result	Result only
Adjustment	Constant monitoring and revision (mandatory regular catch-ups)	Relatively stable
Develop Method	Individual goals align with team, while teams goals align with the company's	Top down (consult opinions from individual employees)
Evaluation	Challenging goal, not required to reach 100%	100% completion required
Stake	Not connected to salary or bonus	Connected to salary or bonus

## Common Mistake:

KPIs can be the key results in OKR, but the other way around doesn't work. An OKR is set to be ambitious, and its tolerance for not reaching the target is one of the main reasons that makes it inspiring.

In reality, however, some companies use peer pressure and subtle hints from management to coerce employees into treating OKR as KPI — this will be counterproductive in the long run.





05



## Technicality of Measuring Conversion

# Measure Awareness Conversion of Your Audience with QR Codes

Top-of-funnel performance is usually hard to track and measure. That's why we need to take advantage of unique QR codes to better categorize sources where followers come from to find the most loyal audience.



A QR code is essentially a unique URL link stored in a graphic, which can be scanned and read by smartphones. It's a convenient and secure way to access information and services online, often used in payment, account following, targeted communications, etc.

Most QR code actions happen in WeChat. Therefore we use WeChat as an example:

WeChat official account QR code

Mini program QR Code

Read more on [page 43](#)

## Permanent QR Code

Online and offline follower acquisition, providing information and services

## Temporary QR Code

Expires in 30 days, substitutes for permanent QR codes

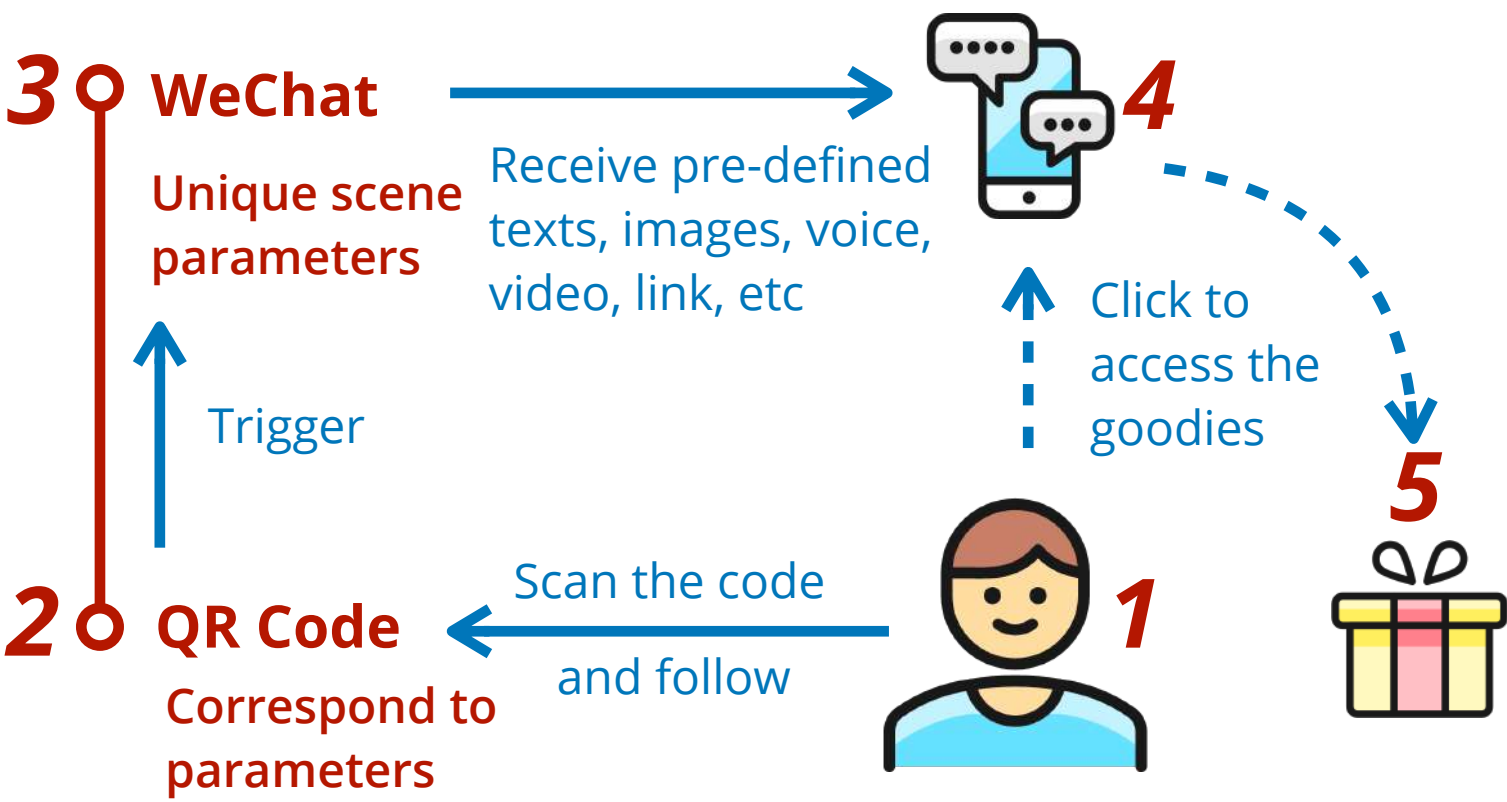
## Consultant QR Code

Automatically pair each follower with his or her own personnel for service

## How to find and measure the right source

Let's say a beauty brand kicked off two campaigns: One is about free giveaways of sample products, and the other one is about a partnership with a KOL sharing beauty tips. After respective audiences scan the unique QR code of each campaign to gain access to the giveaway, marketers can monitor their unfollowing decisions: Do they just accept the value and leave or do they stay, and for how long? When the account pushes new content, are they still willing to be there and listen? It'll help you gain insights into your followers' behaviors.

How it works .....



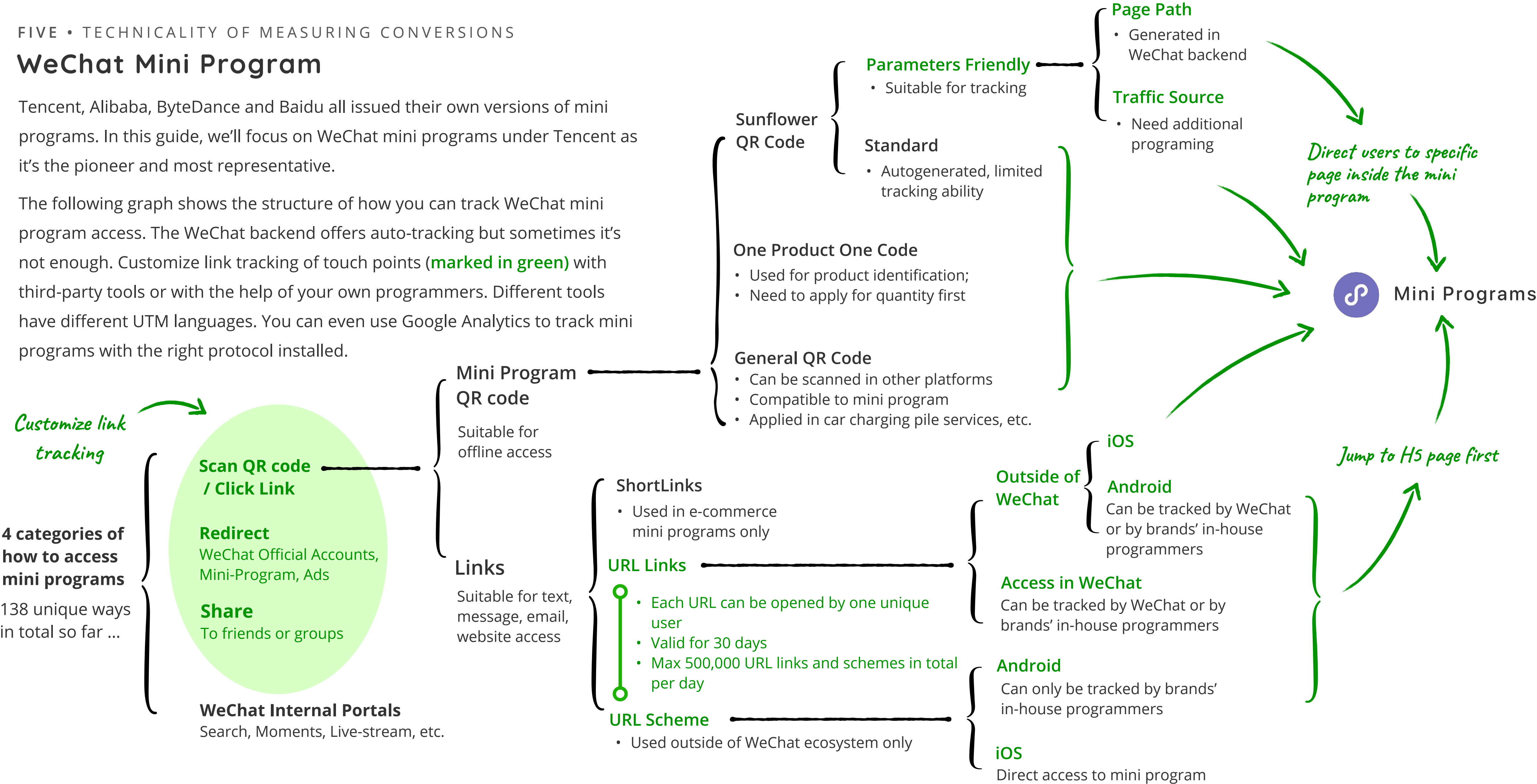
With KAWO, you can even send specific messages or content to your audience from each unique QR code, providing targeted lead nurturing and the ability to monitor audience's decisions. [Request a Demo to Learn More...](#)



# WeChat Mini Program

Tencent, Alibaba, ByteDance and Baidu all issued their own versions of mini programs. In this guide, we'll focus on WeChat mini programs under Tencent as it's the pioneer and most representative.

The following graph shows the structure of how you can track WeChat mini program access. The WeChat backend offers auto-tracking but sometimes it's not enough. Customize link tracking of touch points (marked in green) with third-party tools or with the help of your own programmers. Different tools have different UTM languages. You can even use Google Analytics to track mini programs with the right protocol installed.



# Measure Leads or Sales Conversion of Your Audience

## 1 Link Shortener

URL links can be long and complex. Link shorteners can help create a unique and shorter link that redirects to the original link. It's more presentable and easier to share.

## 2 Link Tagging

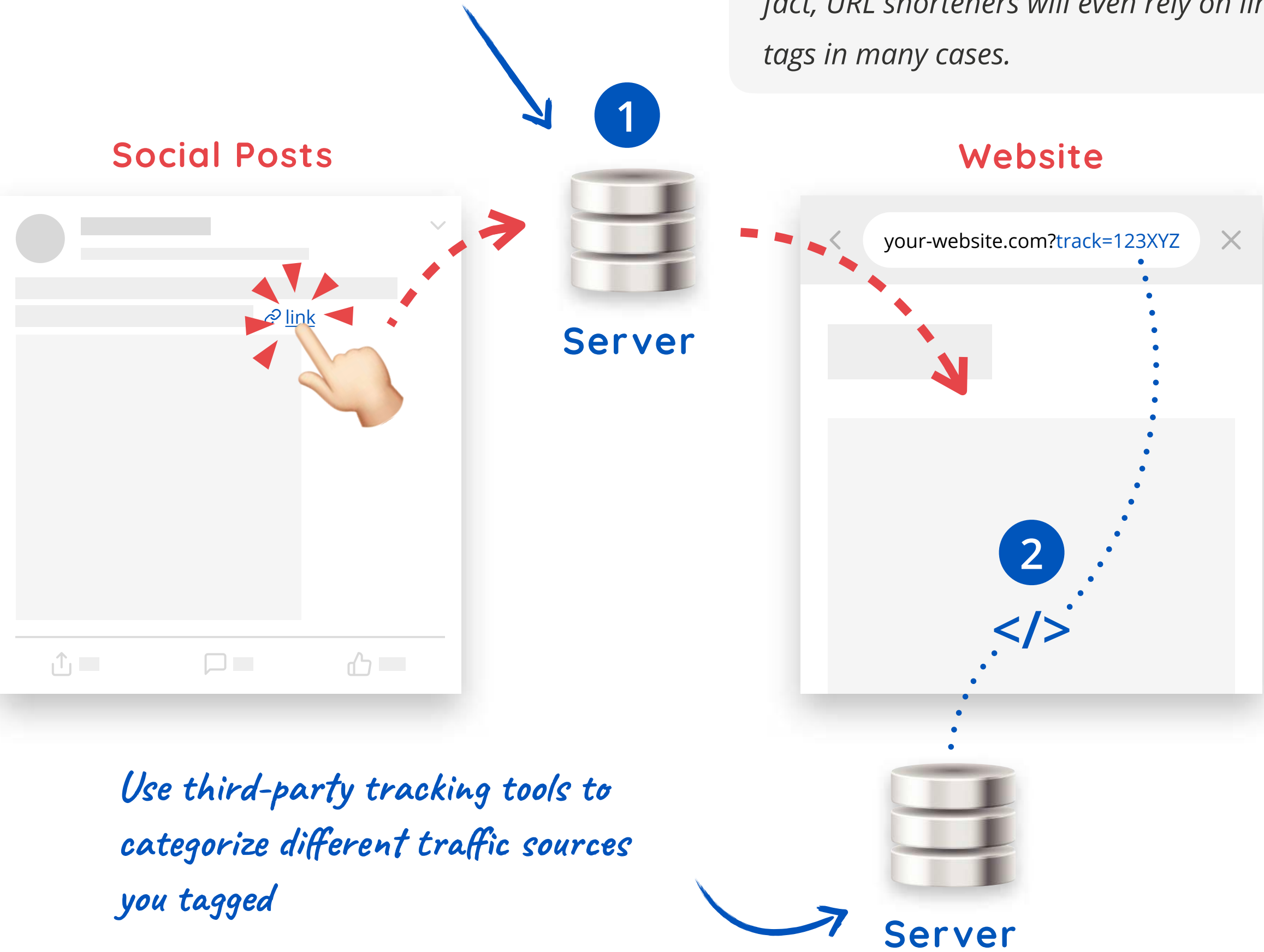
During an online campaign, you could have 5 different social networks directing traffic to your website, or one of your social networks is receiving traffic from other networks and websites. In the most complicated scenario, traffic even comes from multiple places in one social channel ...

Each traffic channel has its unique URL. Link Tagging can help differentiate them by adding tracking parameters to each link, which can be set manually by your team. You can gain insights into traffic and conversion and understand user behavior on each channel better.

Create neat links, store the relationship between the shortened link and the original link in the server

### Link tracking:

Each shortened link is unique and you can track the source of the clicks, but not with the accuracy that link tagging provides. In fact, URL shorteners will even rely on link tags in many cases.





# More on URL Shorteners

As specified in the name, a link shortener is essentially turning a long link short. It became popular after the rise of social media in the early 2010s as it takes up less space in content, and is especially handy with platforms that have character limitations. Now the settings for most social platforms tolerant more lengthy content, but being neat and easy to consume remains crucial for retaining the audience’s attention. Additionally, there are a few aspects worth noticing:



## Link masking:

### Make the link recognizable and memorable

You can make your brand name or the name of the specific campaign/promotion appear as part of the characters in the link

### Leave room for unethical behaviors to fester

Link shorteners can make the original link hard to detect by the platform. Risky links such as fraud and viruses can hide behind a harmless front and wreak havoc. In 2020, Weibo regulated that all instant links which redirect outside of the platform have to be registered in an effort to improve trustworthiness.

## Never track traffic at the expense of user experience

The goal of tracking traffic resources and customer journey is to understand audience better, thus increasing the value you bring. Easy access to content should always be the priority. Any inconvenience or confusion while accessing content should be minimized.

Ideally, there should be only one click away to any content, but the more detailed information marketers want to acquire from the audience, the more middle steps there could be. It’s important to find the balance while setting the tracking method.

## Free URL shorteners to use in China

百度短网址: [dwz.cn](http://dwz.cn)

优啦云: [push.youlacloud.com](http://push.youlacloud.com)

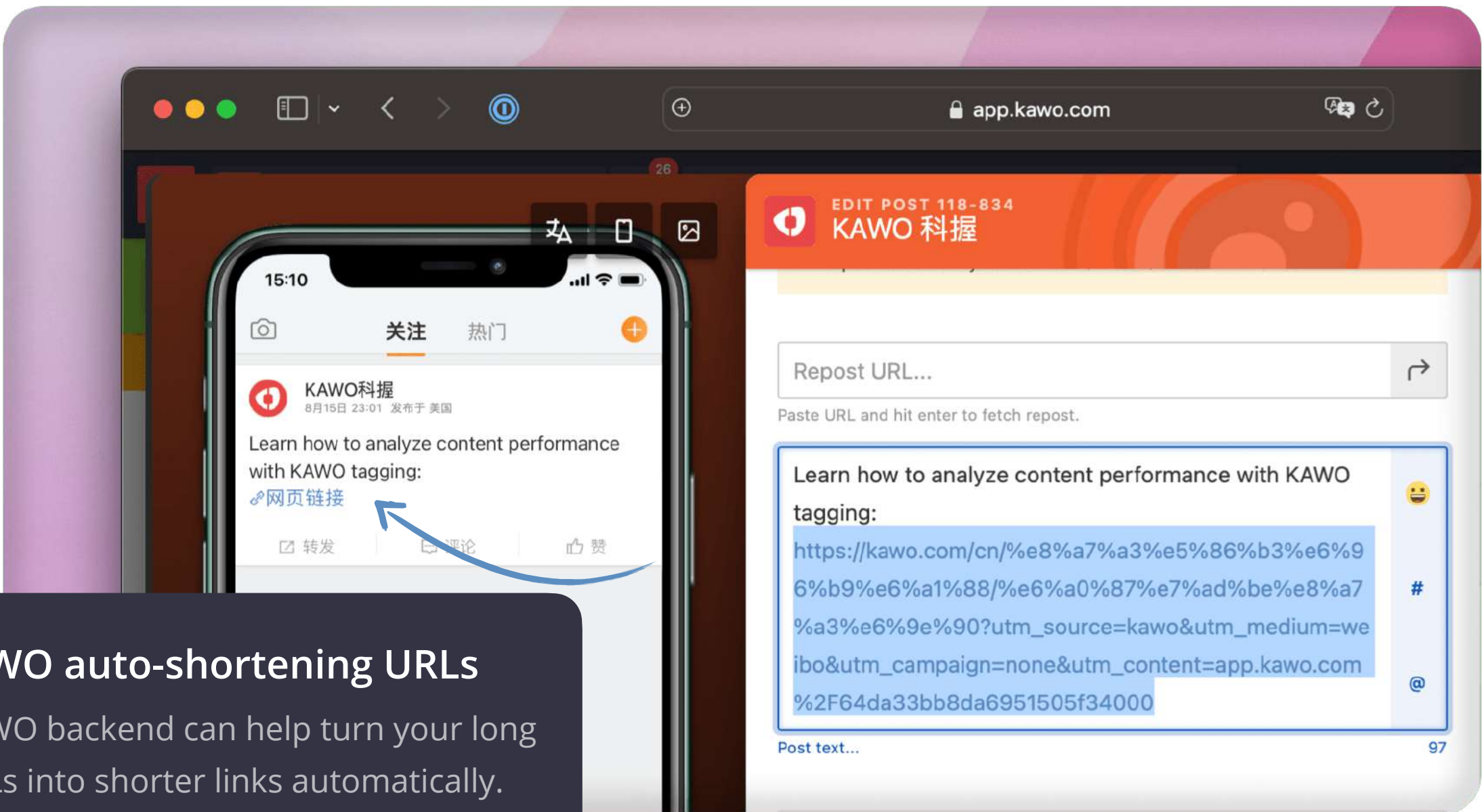
站长工具: [tool.chinaz.com/tools/dwz.aspx](http://tool.chinaz.com/tools/dwz.aspx)

爱短链: [aifabu.com](http://aifabu.com)

FT12短链接: [ft12.com/](http://ft12.com/)

Most providers offer different types of links suitable for different platforms and apps including mini programs and e-commerce. Each link comes with an unique QR code as well.

For link traffic analytics, additional charges may apply.



## KAWO auto-shortening URLs

KAWO backend can help turn your long URLs into shorter links automatically.  
[Request a Demo to Learn More...](#)



# Link Tagging (UTM and Google Analytics)

Link tagging can add tracking parameters to each URL. Every time your audience visits the link, the set parameters will be sent to a third-party analytics tool where you can see distinguished traffic reports. The synonym for link tagging is **UTM**, the universal method for traffic tracking, compatible with most tools on the market.

## How does it work?

Let's say a beauty brand has a summer promotion and collaborates with a red influencer on lipstick XO. Here's the link to the website:

```
http://www.loven.com?utm_source=red & utm_medium=social & utm_campaign=summer & utm_term=lipstick & utm_content=XO
```

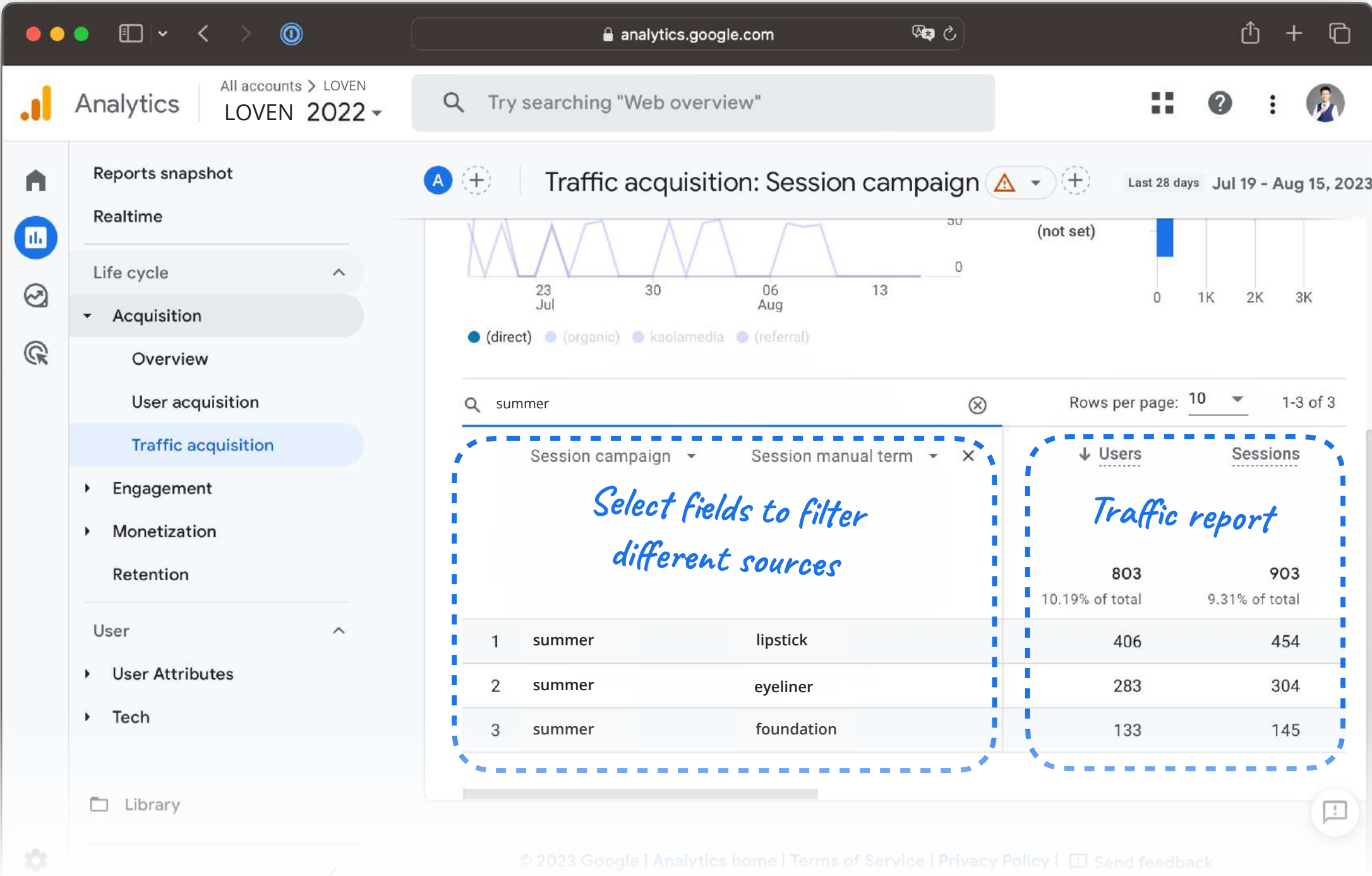
utm_source	Label the website or platform where it came from
utm_medium	Label the source media type (You can only type in fields that are preset in the system) : Organic, social, email, affiliate, referral, CPC, etc.
utm_campaign	The name of your campaign
utm_term	Identify paid search keywords
utm_content	Distinguish different types of content from the same website or platform

Google Analytics traffic report

5 fields can be set and track in UTM parameters, and each has its own meaning

## How to track?

UTM (Urchin Tracking Module) is the very first system for tracking parameters which was later adopted by Google. Google created the prototype of GA (Google Analytics) based on Urchin, the company created UTM after its acquisition. Now GA is the universal tool for UTM tracking.



## Tips for building UTMs:

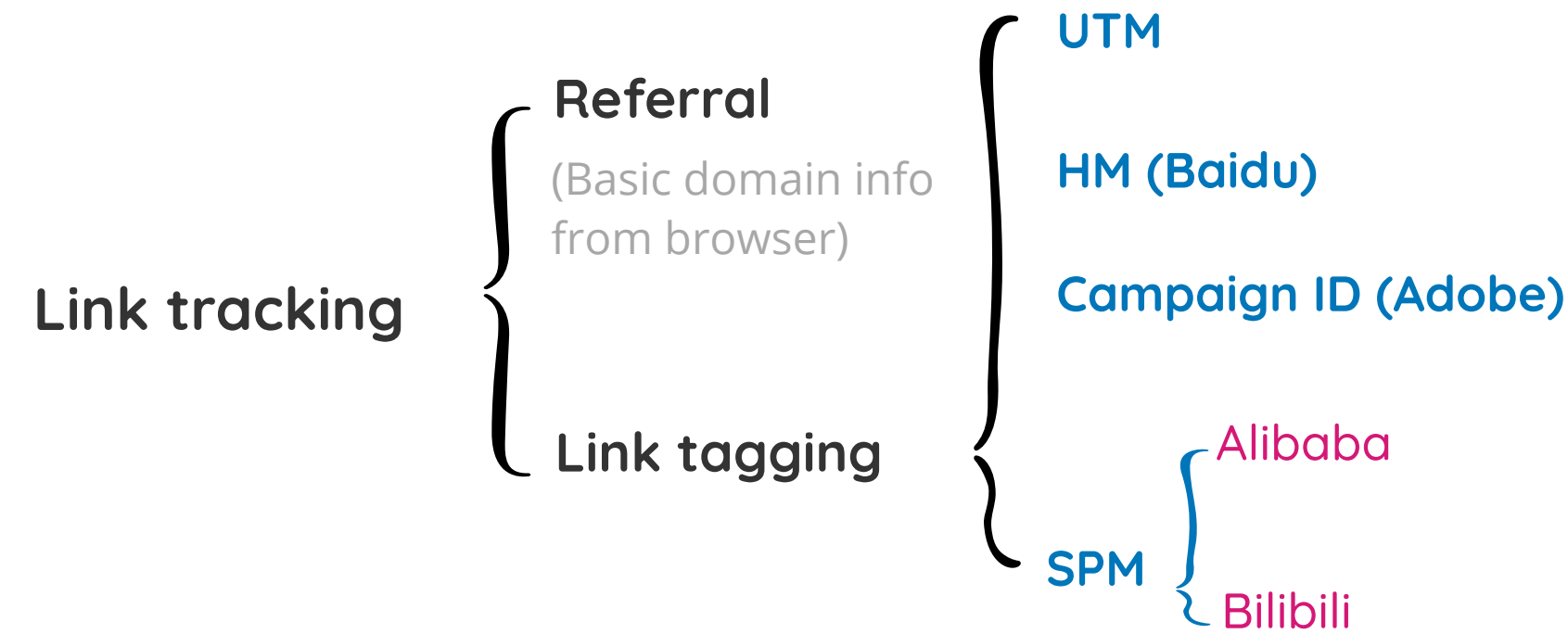
- Use free link builders to autogenerate UTM codes ([click here](#)) , avoiding manual mistakes;
- Fields in capital and lower-case will be attributed to different categories;
- **utm\_source**, **utm\_medium** and **utm\_campaign** are mandatory fields. If any of them are missing or the medium fields have been input with non-preset words, it will result in a misclassification in the traffic reports.



# Link Tagging

## (Other types of UTM codes)

Some products have their own tracking systems, but the functions and underlining logic remains the same.



### BA (Baidu Analytics):

#### The Domestic Chinese Solution

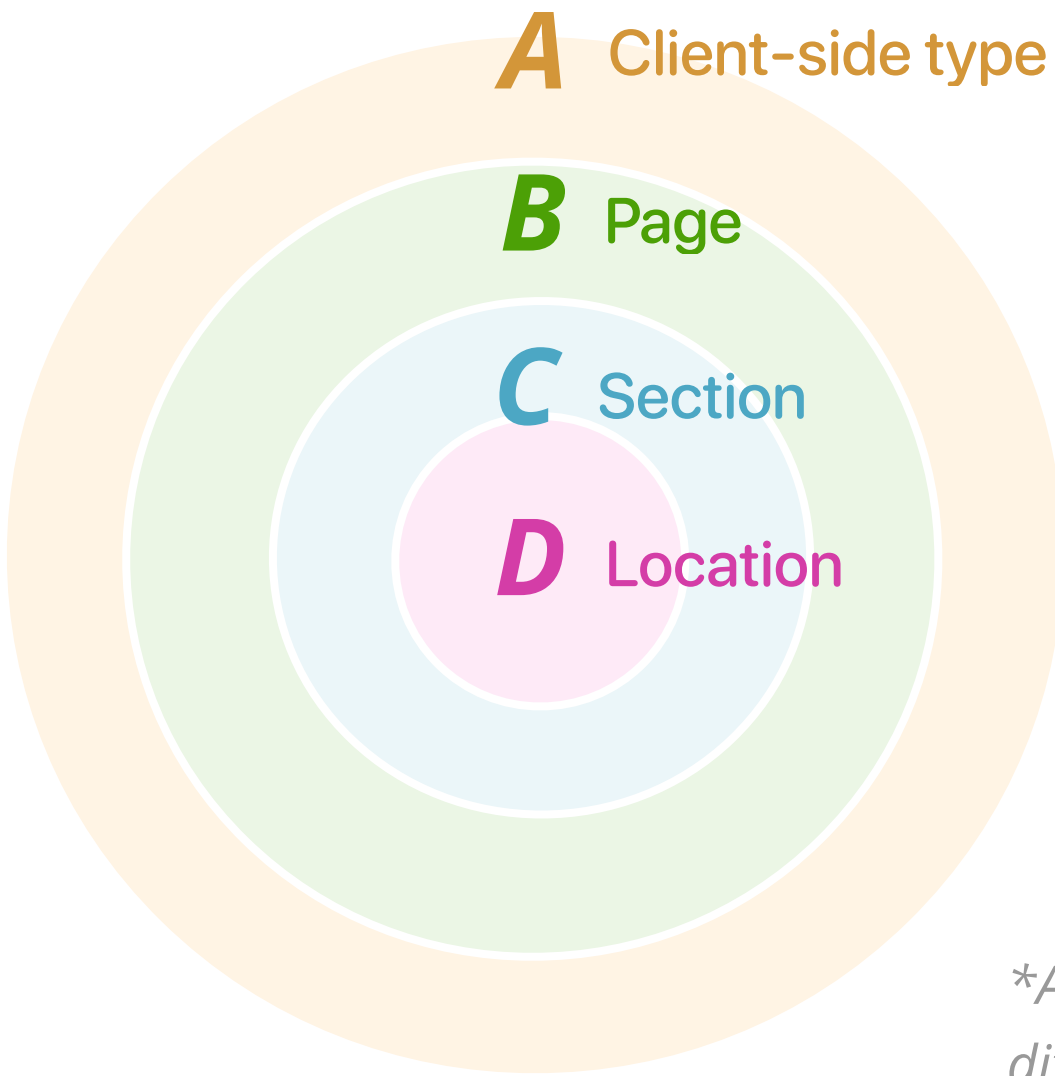
The Chinese version of GA designed for China's biggest search engine: Baidu, is not only compatible with UTM, but also has a unique tracking module "hm", with fields in one-to-one correspondence to those of UTM.

Note: when "hm" and UTM exist simultaneously inside a link, BA will prioritize the former.

Google UTM	Baidu "hm"
utm_source	hmsr
utm_medium	hmpl
utm_campaign	hmcu
utm_term	hmkw
utm_content	hmci

## Alibaba Universe and Bilibili

SPM (Super Position Model) is often used in e-commerce and video platforms:



http://detail.tmall.com/item.htm?

id=3716461318&&spm=2048.12345.19.28

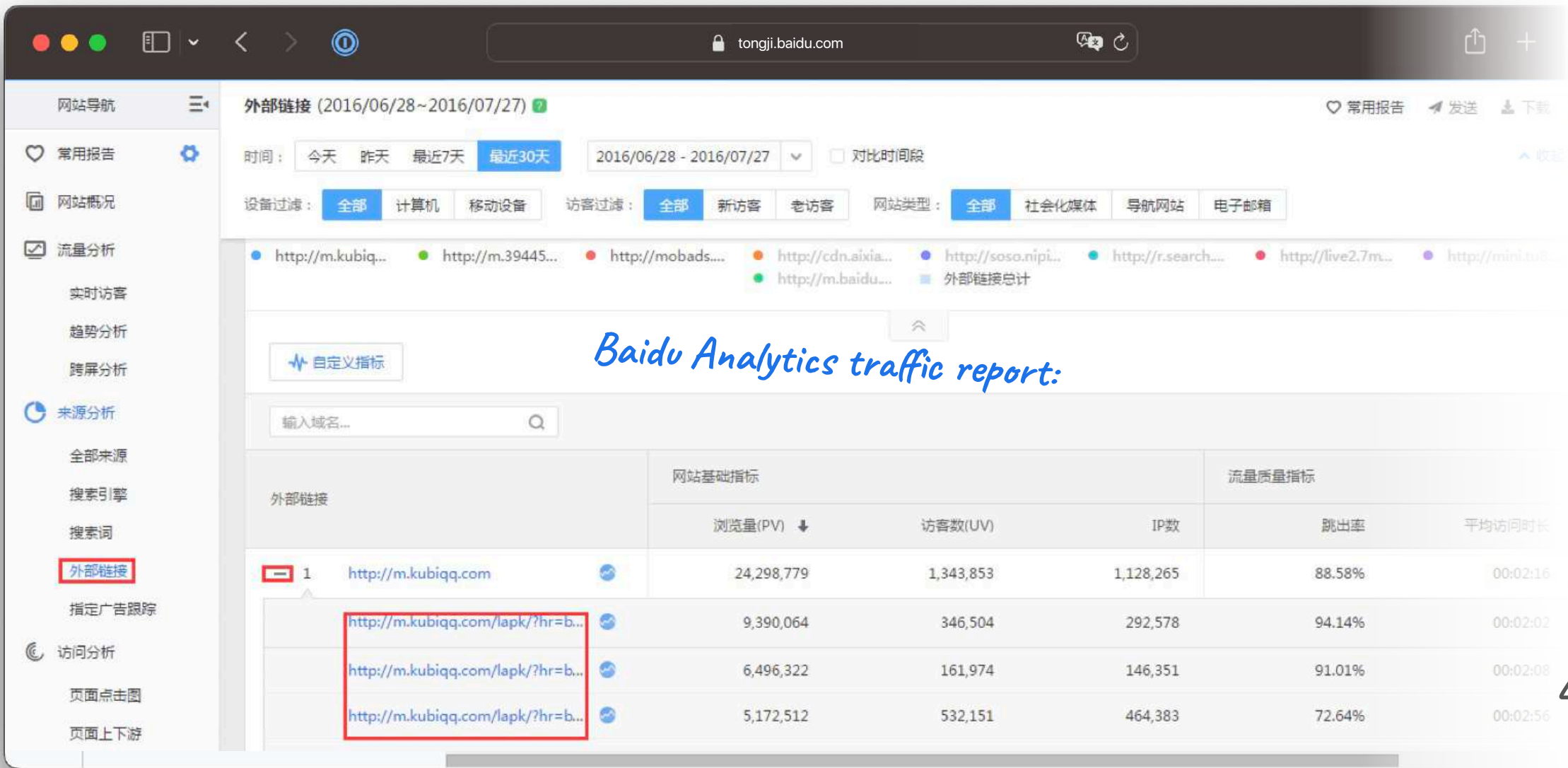
**A** represents "client-side type" (Taobao App, Taobao PC, Alipay App, etc) Each can be set as unique parameter

**B** represents the specific page on the client-side (homepage, cartpage, search bar, etc);


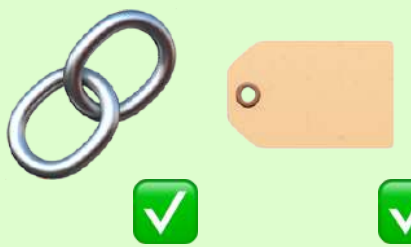
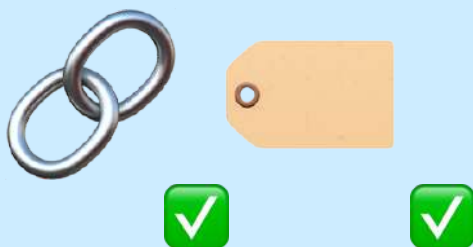
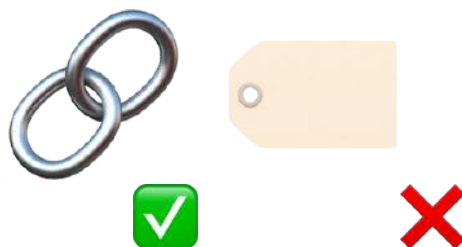
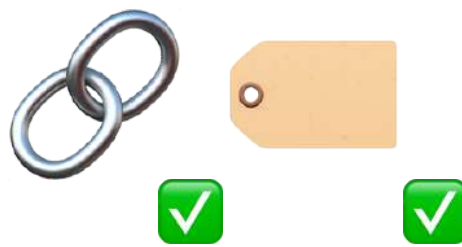
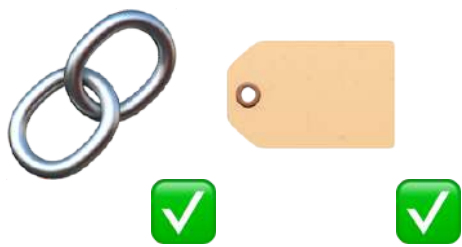
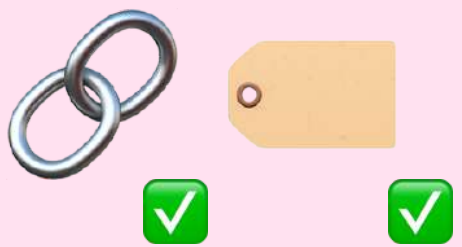

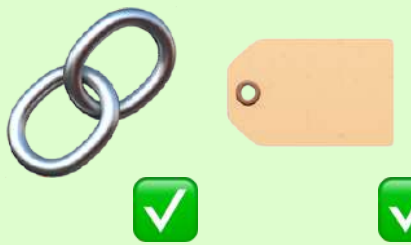
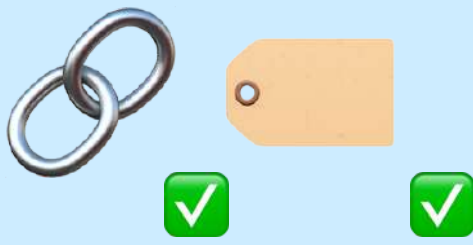
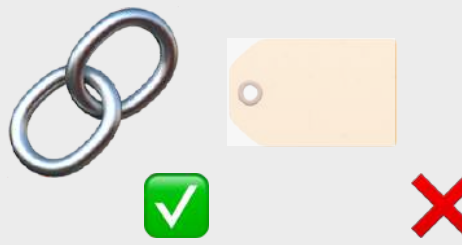
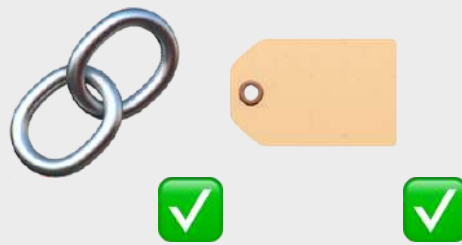
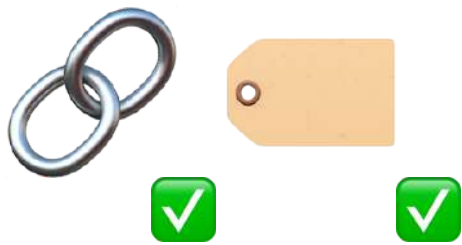
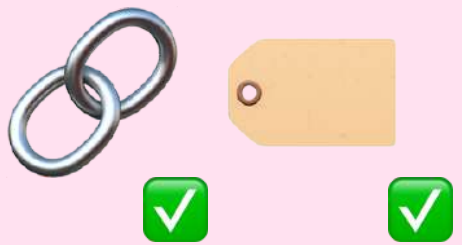

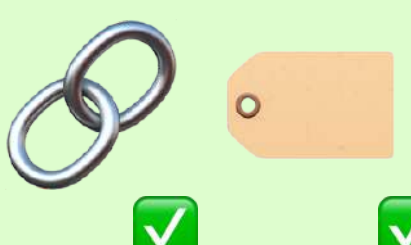
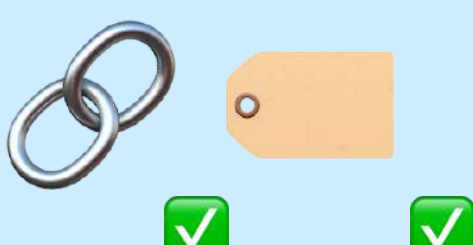




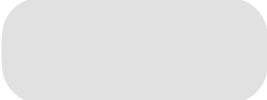
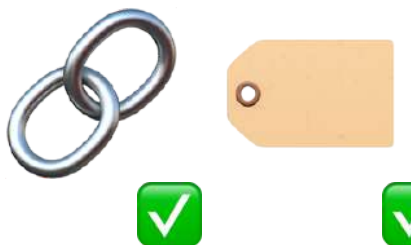
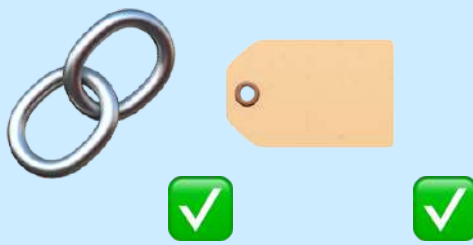
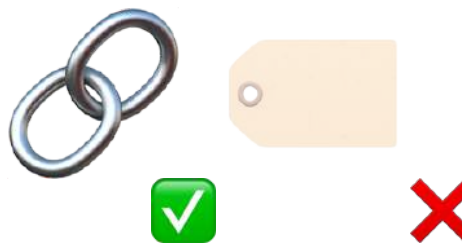
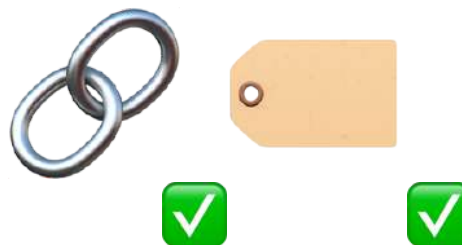
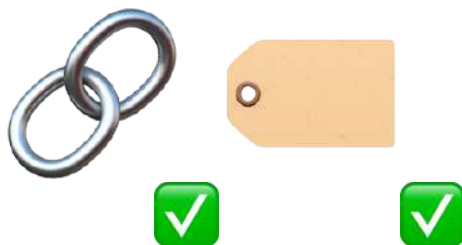
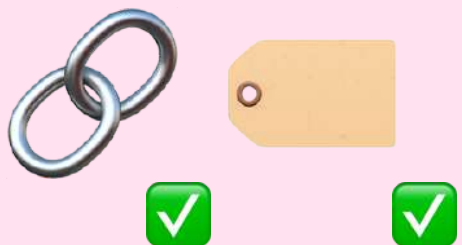
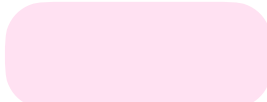
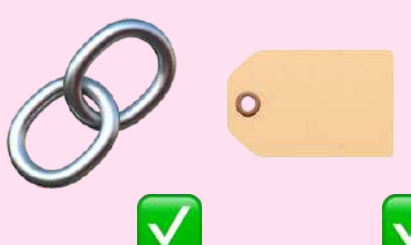
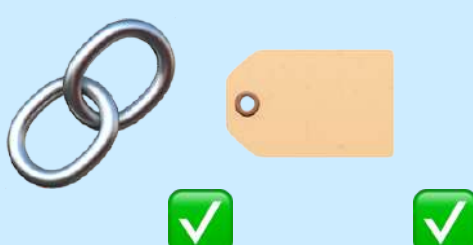

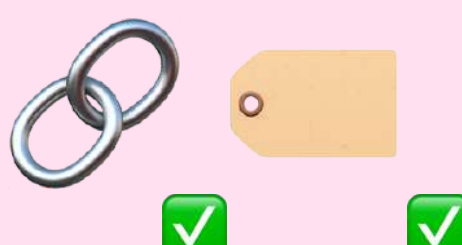
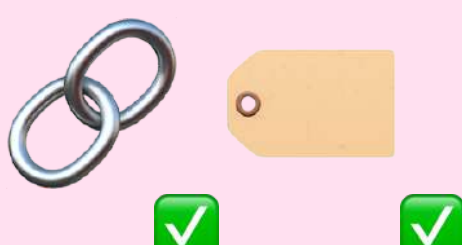
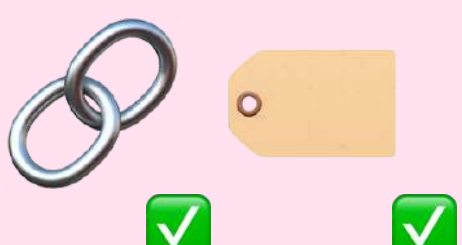
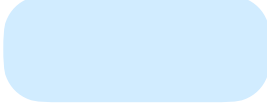
**C** represents the specific section on the page B (coupon channel, trial channel, etc);

**D** represents the specific location in section C (specific coupon, product, etc).

\*Above is the standard setting. The parameters can be set according to different interface structures of the platform.



# When Can I Use Which Method to Track Clicks?

<div>From \ To</div>	WeChat OA/ Channels	WeChat Mini program	Website brands don't control	Website brands control	Weibo, Douyin, Kuaishou, RED, etc.	Alibaba Universe and Bilibli	 Link Shortener
WeChat OA/ Channels							 Link Tagging
Website brands don't control							 Mostly in QR code
Website brands control							 Not social
Weibo, Douyin, Kuaishou, RED, etc.							 Use SPM for tagging more than UTM
Alibaba Universe And Bilibli							 Various tagging methods depending on the tracking tool



# Metrics Definition and Content Category

## Metrics Definition

- <sup>1</sup> Click Through Rate (CTR): The percentage of people who view your content (owned or paid) and click to take the next step, whether that's clicking on a link to read more, buying or submitting a form, etc.
- <sup>2</sup> Lead Conversion Rate (LCR): The percentage of people who view your content (owned or paid) and click a link to leave their personal info (email, phone number, etc.)
- <sup>3</sup> Cost Per Lead (CPL): The cost of resources (money, manpower, time, etc) to acquire a lead.
- <sup>4</sup> Gross Merchandise Volume (GMV): The total value of sales over a certain period of time. It's often used to measure e-commerce sales. It can come from posts, videos, livestreams, ads, etc.
- <sup>5</sup> Cost Per Customer/Acquisition (CPC/CPA): The cost of resources (money, manpower, time, etc.) to acquire a paying customer.

## Content Category

- <sup>6</sup> Educational Content: Any content without a direct call to action to purchase: *1) Content with no call to action; 2) Content with a call to action but to read more, register, follow, or any actions other than buy.* It applies to short video platforms (Channels, Douyin, Kuaishou) and Little Red Book.
- <sup>7</sup> Shoppable Content: Any content with a direct call to action to purchase. It applies to short video platforms (Channels, Douyin, Kuaishou) and Little Red Book.
- <sup>8</sup> Promoted Content: Paid promotion of content on a brand's official account, including articles, posts, videos and live-streams. It doesn't include paid ads or KOL collaborations.
- <sup>9</sup> Paid Ads: Any paid advertisements which DO NOT involve the indigenous content form of the platform (banner ads, search ads, display ads, feed ads...) It doesn't include promoted content or influencer/KOL/KOC collaborations.
- <sup>10</sup> Skit Series: A string of short videos with continuous plot development, hosted in the same account. It can be owned content or paid content.



THE SOCIAL MEDIA MANAGEMENT PLATFORM FOR CHINA

KAWO is devoted to helping marketing teams to efficiently and seamlessly manage China social media channels. It is an easy-to-use bilingual platform which connects to WeChat, Weibo, Douyin, Kuaishou and Bilibili. Internal teams and agencies can jointly collaborate within KAWO for data insights, competitor analysis as well as content planning, editing, review, approval and scheduling.

Social media have become an integral part of any marketing strategy. Producing high-quality content through data-driven decisions is crucial. However, social media teams are spending too much time on crunching data, making reports and communication — both internally and externally. KAWO helps to streamline workflows, improve efficiency for gaining data insights, empower marketing teams to spend more time and effort creating content that produces the best ROI.

We are proud to be trusted by over 500 global brands:



.....



6

China social channels connected

12+

Industries included

500+

Brands served

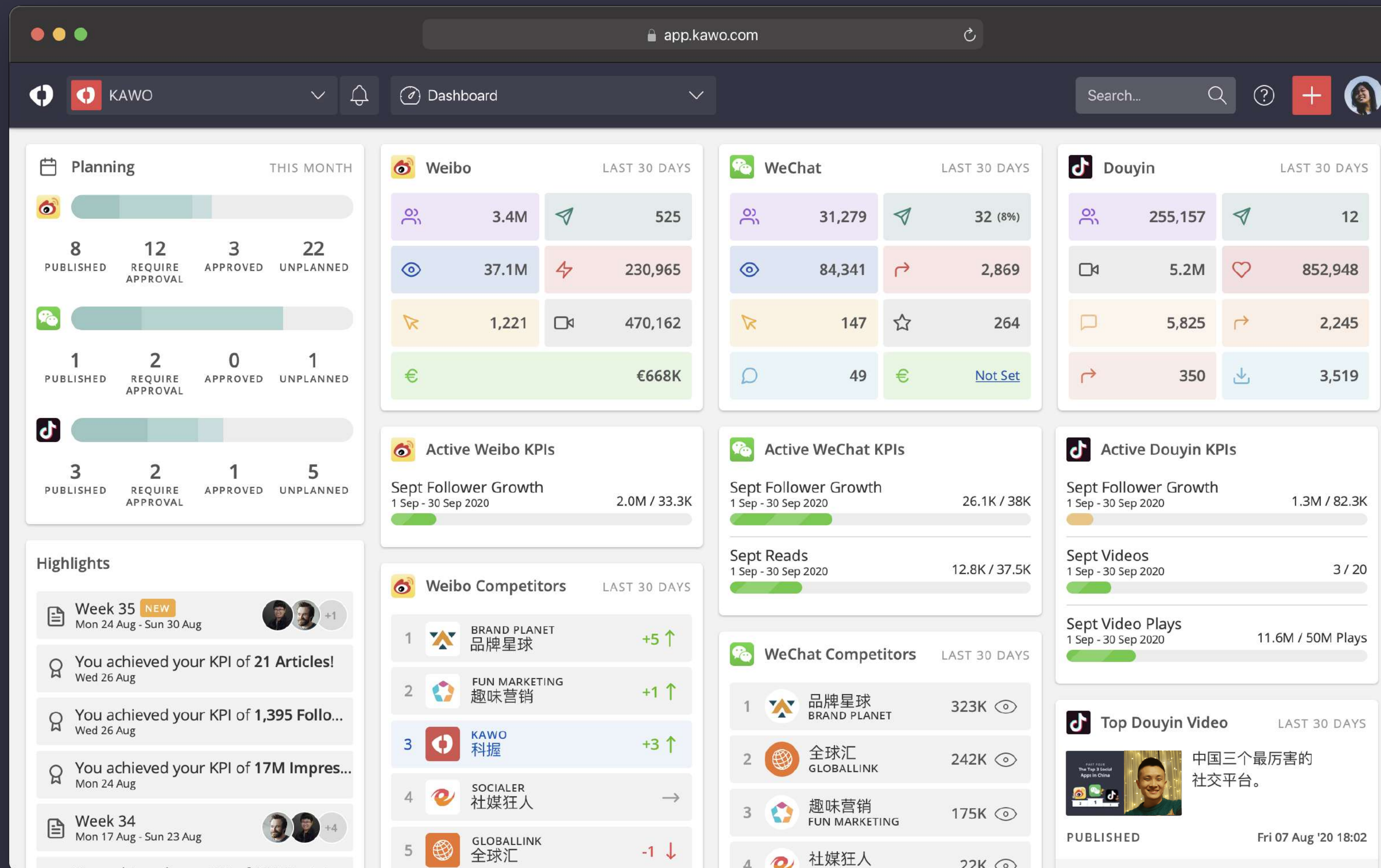
33M+

Social users covered





THE SOCIAL MEDIA MANAGEMENT PLATFORM FOR CHINA



## Multi-Account Management

Manage all your social channels with one KAWO account. Gain an overview of your account performance, competitor data ranking, weekly reports, content status, KPI completion status in one simple dashboard.

## Data Insights

Auto-generate reports and data analysis of your social accounts, available in spreadsheets and graphs with a one-click download. Improve efficiency for content insight and decision-making.

## Competitor Analysis

Monitor and analyze the performance of competitors' accounts and individual content performance with data visualization. Refine your social strategy by benchmarking the results.

## Collaboration

Add unlimited users to your KAWO account including vendors, internal and external teams. All team members can be simultaneously notified of changes to events or content plans, streamlining marketing workflow.

Learn more at [KAWO.com](https://kawo.com) or email [marketing@kawo.com](mailto:marketing@kawo.com).