

How many people are on the Power Grid WeChat public account

What percentage of WeChat users interact with official accounts?

23. 80% of WeChat users interact with WeChat official accounts. (China Internet Watch) According to QuestMobile, most WeChat users in 2018 had some sort of interaction with companies via the "official account" feature.

How many people use WeChat Pay in 2023?

7) WeChat Pay Had 935 Million Users In 2023. That was an increase of 15 million users compared to 920 million users recorded in 2022. WeChat Pay is China's most commonly used digital payment option, and a large share of WeChat users in the country prefer it. Here is a table displaying the WeChat Pay users over the years: Source: Business Of Apps

What percentage of WeChat users donate to charity?

According to statistics for WeChat from 2017, two-fifths of users donated at least a small amount to charity, which is nearly twice the number from 2015. 23. 80% of WeChat users interact with WeChat official accounts. (China Internet Watch)

Why do people follow WeChat Official accounts?

News and promotions are two main reasons why people follow WeChat's official accounts. According to WeChat statistics, 74.2% of users cited news as the primary reason they follow any Official Account, while 41.9% do so for promotions. 34% of WeChat official account owners interviewed admitted, that the app helps them cut costs by about 30%.

How old are WeChat users?

Around 22.3% of WeChat users fall within the age group under 24 years. People between 25-30 years old are the smallest group, accounting for 13.7% of WeChat users. Then, there are 22% of people aged 31-40, and 19.2% of people aged 41-50. WeChat also boosts an older audience, with people over 51 years old accounting for 22.7% of total users.

How many types of WeChat Official accounts are there?

Currently, there are two types of WeChat Official Accounts most suitable for brands: Service Account and Subscription Account. Each caters to distinct marketing goals, so choosing the right one is crucial for success.

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