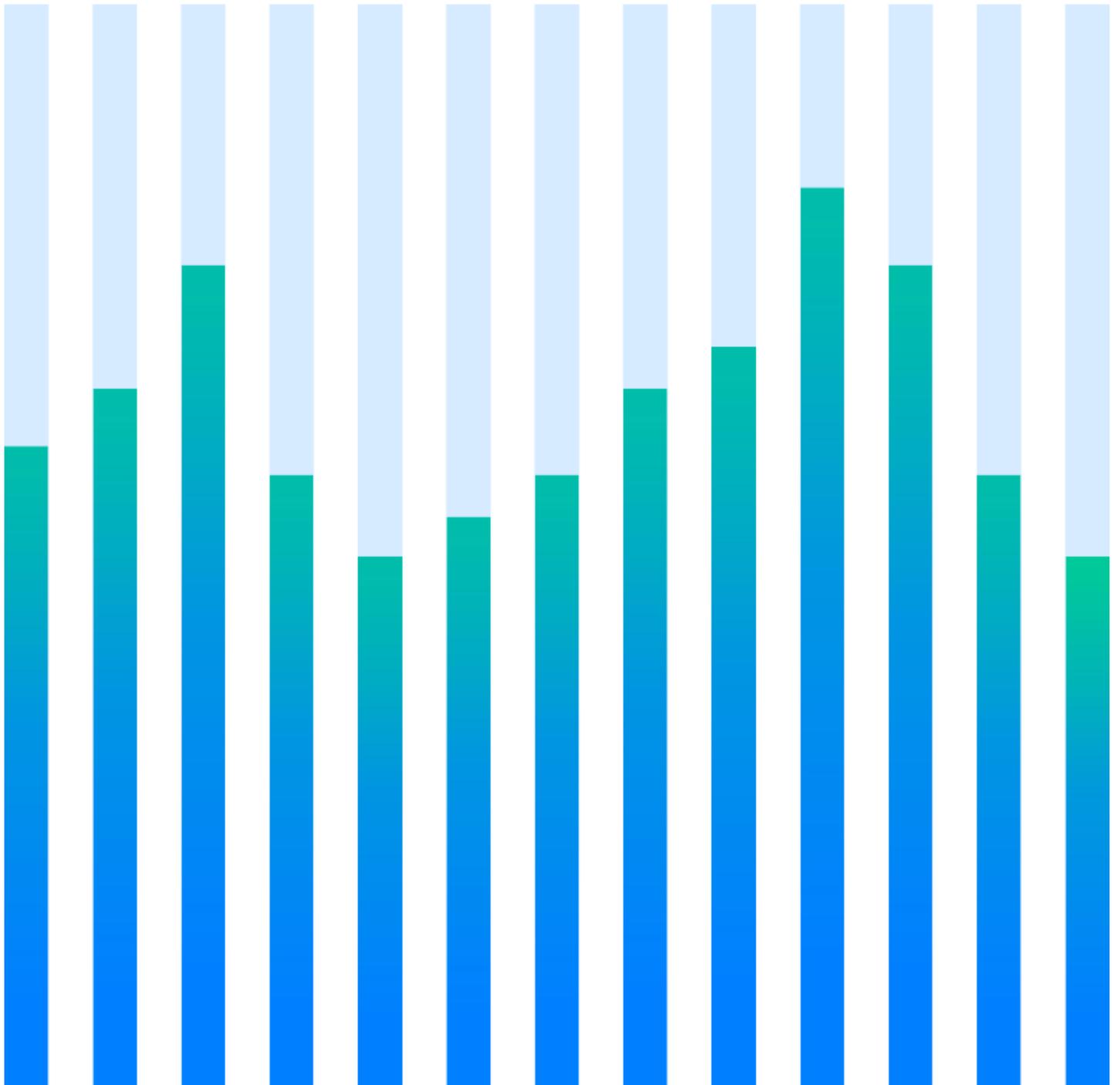


WeChat Mini Program Analytics Tutorial

by Wiredcraft



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WeChat Mini Program Analytics Tutorial

10th May, 2018

Overview

The purpose of the **WeChat Mini Program Analytics Tutorial** is to provide readers a comprehensive understanding of WeChat Mini Program Analytics.

This Tutorial walks through the analytics dashboard of the WeChat Mini Program (short as MP), and helps readers to understand what they can expect from the dashboard, including its capabilities and limitations.

Before you start

WeChat is an integrated tool used for social media, ecommerce, blogging. It now has more than 1 billion active monthly users. Mini program was first introduced in 2016, it allows users to launch an app inside WeChat without downloading a new app.

Where is the dashboard?

To open the Mini Program dashboard, first log in to your MP account. After you log in, click **data analysis** (数据分析) on the menu located on the top left of the page. The dashboard should look like the screenshot below.

Screenshot of MP Analytics Dashboard



Dashboard Notation

The dashboard provides data analysis in six (6) categories. They are Overview, Live statistics, Traffic analysis, Customized analysis, User profile.

Extra Info

On the top right corner, there are two buttons, **User Tutorial** and **Check Data on Cell phone**. By clicking **User Tutorial**, you will land on the tutorial page which is written in Chinese. By clicking **Check Data on Cell phone**, you can scan the QR code inside the WeChat and land on the Mini Program (小程序数据助手), this Mini Program allows you to check data analysis of your own MP.

CATEGORIES

- Overview (概况)
- Live stats (实时统计)
- Traffic analysis (访问分析)
- Source analysis (来源分析)
- Customized analysis (自定义分析)
- Demographics (用户画像)

Overview

概况

Overview 概况

This page gives you a general idea of how your MP performs. The page is broken into three (3) sections: **overview of yesterday**, **metric chart**, and **page rank list**.

Note: Data under this category only show the MP of current online version, which means that it does not show the data of staging version of your MP.

Overview of Yesterday

	Number of MP launch	Number of visit/user	New User	Number of times shared/user
Value	XXX	XXX	XXX	XXX
Day	+ - X%	+ - X%/+ - X%	+ - X%	+ - X%/+ - X%
Week	+ - X%	+ - X%/+ - X%	+ - X%	+ - X%/+ - X%
Month	+ - X%	+ - X%/+ - X%	+ - X%	+ - X%/+ - X%

Screenshot:



Metric Chart

This chart shows the trend of nine (9) metrics, with time periods including last 7 days, last 30 days, and customized period.

Metrics

- Total number of users (unique users) from the day launched
- Number of launches
- Number of visits
- Number of users
- Number of new users
- Number of shares
- Number of people sharing
- Avg. duration per visitor
- Avg. duration per visit

Screenshot:

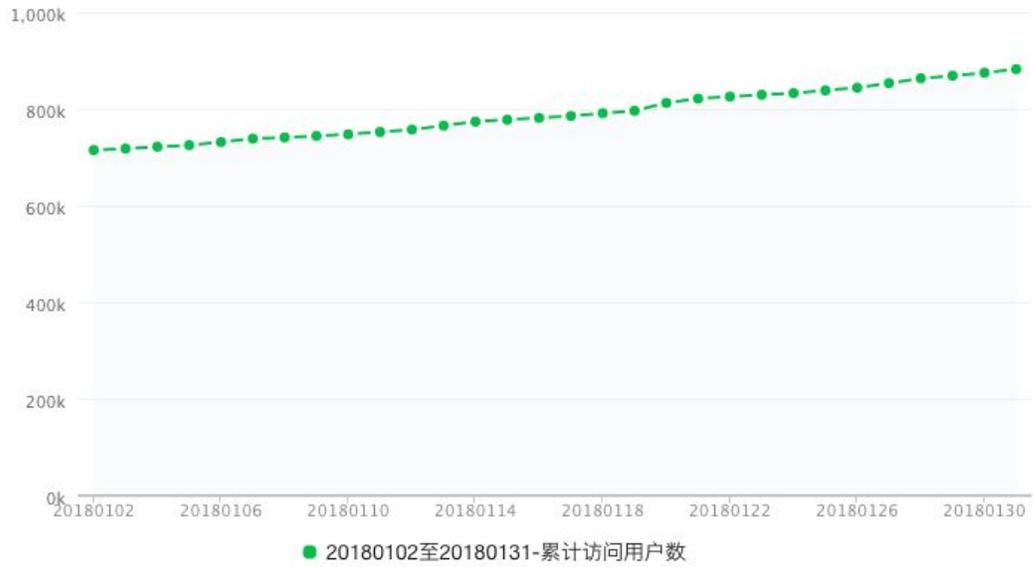
累计访问用户数 ▾



最近30天 ▾

2018年01月02日 - 2018年02月01日

按时间对比



Page Rank List

This list shows two metrics, which can be extrapolated over varying time periods, including last 7 days, last 30 days, and custom.

Metrics

- Most visited page (TOP 受访页)
- Top entry pages (TOP 入口页)

Screenshot:



Live Stats

实时统计

Live Stats 实时统计

This page gives you live stats of your MP. The page is broken into 2 sections: **real-time MP visits** and **page info list**.

Note: Data under this category only shows the MP of current online version, and there is a 15-minute delay.

Real-Time MP Visit

Metrics

- All pages
- Every page of your MP with a URL

Period

- Customized date and time selection
- Granularity: 1 minute, 5 minutes, 10 minutes, 30 minutes, 1 hour

Comparison

- Compare two selected time period

Screenshot:

实时数据处理同步可能有15分钟以内的延迟, 只统计已发布的线上版本使用数据

实时访问次数

所有页面

2018-01-31 12:00:00 到 2018-02-01 12:00:00

粒度 30分钟

按时间对比



Page URL Detail

- Page path
- Number of visits
- Percentage

Screenshot:

页面路径	访问次数	占比
1. 所有页面	157824	-
2. pages [redacted] tml	48475	30.71%
3. pages [redacted] html	7169	4.54%
4. pages [redacted] html	7527	4.77%
5. pages [redacted] html	9762	6.19%
6. pages [redacted] .html	1834	1.16%

Traffic analysis

访问分析

Traffic analysis 访问分析

This page provides detailed information on **general user metrics, traffic distribution, retention and page performance.**

Note: Data under this category only show the current online version of your MP, which means that it does not show the data of the staging version of your MP.

General User Metrics

This section provides the data on 10 different metrics, which is one more metric than the Overview Metric section. It also allows you to view data in different granularity.

Time period: *last 7 days/last 30 days/customized period*

Granularity: *day/week/month*

Comparison option: *available*

Metrics:

- Total number of users (unique users)
- Number of launches
- Number of visits
- Number of users
- Number of new users
- Number of shares
- Number of people sharing
- Avg. duration per visitor
- Avg. duration per visit
- Avg. visit depth

Screenshot:



Traffic Distribution

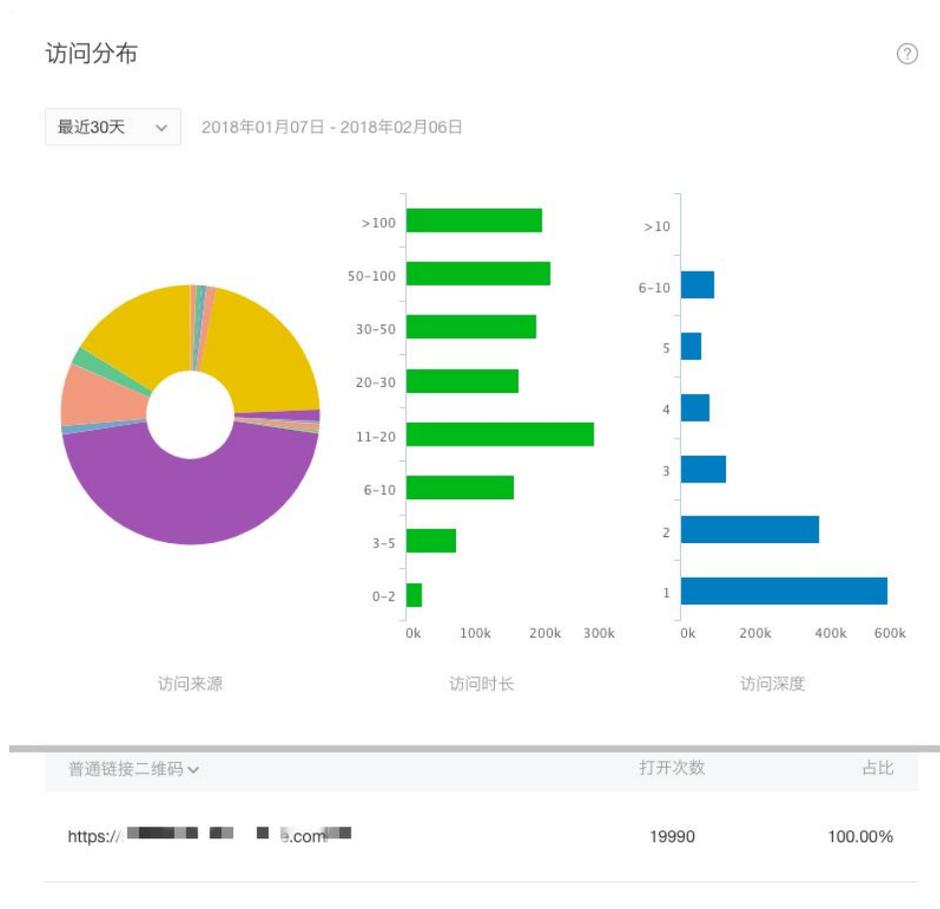
This section provide the source of your users in the form of a pie chart, visit length and visit depth in line chart, QR code scan stats.

Time period: last 7 days/last 30 days/customized period

Metrics:

- Traffic source
- Visit length
- Visit depth
- QR code performance

Screenshot:



Retention

This section provides information of user retention rate for two metrics - **new user and active user retention**.

Time period: last 7 days/last 30 days/customized period

Granularity: day/week/month

Metrics:

- New user retention

- Active user retention

Screenshot:

新增留存 ?

最近30天 时间粒度

时间	新增用户数	1天后	2天后	3天后	4天后	5天后	6天后	7天后
20180205	7761							
20180204	11798	10.08%						
20180203	13771	8.73%	4.76%					
20180202	12723	6.78%	3.49%	4.08%				
20180201	9026	8.67%	4.38%	3.51%	3.30%			
20180131	7631	9.28%	4.77%	3.79%	3.80%	3.05%		

Page Performance

This section provides detailed data for all pages in your MP.

Time period: last 7 days/last 30 days/customized period

Metrics:

- Number of visits
- Number of unique user
- Avg. duration per visit
- Number of visits as an Entry point
- Number of visits as an Exit point
- Bounce rate
- Number of shares
- Number of people sharing

Screenshot:

访问页面 ?

最近30天 2018年01月07日 - 2018年02月06日

页面路径	访问次数	访问人	次均时长	入口页次	退出页次	退出率	分享次	分享人
	数	数	(s)	数	数		数	数
pages/...	1348469	557324	13.37	651946	415859	30.84%	229	190
pages/...	1180381	593862	23.22	499209	453889	38.45%	0	0
pages/...	522131	184118	4.88	19171	77950	14.93%	0	0
pages/...	309759	84357	5.48	3563	4119	1.33%	0	0

Source Analysis

来源分析

Source Analysis 来源分析

This page provides you detailed information of the user's source, and a chart to show the trend of each source.

General Source Distribution Bar Chart

Note: The default ranking shows the top 12 source, display options are also available.

Time period: last 7 days/last 30 days/customized period

Download option: available

A List of common source:

- Service account menu/公众号菜单
- MP history list/
- MP task banner/小程序任务栏
- Search result/
- Search box quick entrance/
- Template message/
- Operating system desktop/
- Extract QR code/
- Pin-to-top chat list/
- Conversation/
- Other MP/
- MP homepage/
- Service account homepage/
- Service account article/
- Scan QR code/
- Phone album QR code/
- Card wallet/
- Long press MP menu/
- Others/

Screenshot:



Source Distribution Line Chart

This section provides detailed data for each source. For each source, you can see data of 2 categories: number of visits and number of unique users.

Time period: last 7 days/last 30 days/customized period

Download option: available

Metrics:

- number of visits

- number of unique users

Screenshot:



Customized Analysis

自定义分析

Customized Analysis 自定义分析

This category provides you the option to create events, funnels and build your reports

There are three (3) subcategories on this page: **event analysis, funnel management, and event management.**

How To Create An Event

Glossary

Event - is the model of the data collection and data analysis of user behavior when a customized analysis is undergoing. *(Official definition)*

An event here is an action that can be tracked. In your MP, you define what an event is. For example, if a user click the 'Purchase' button in your MP, the clicking action is an event.

Trigger - is a type of a cause that provoke an event. The cause can be a CTA(call-to-action), or can be when a user lands on a certain page.

Template - is one part of the configuration info you need to fill, the type of template you choose depends on the kind of trigger you plan to use. For example, if the action is entering a page, choose the template '进入页面'(enter page), you can also choose blank template for this step and decide the type of trigger at Step 3a.

Step 1: Name the event in EN and CN.

Note: The maximum character limit is 32 characters. For EN name, use all lowercase letters, underscore, numbers. For CN and EN names, you're unable to change the name after it is saved - so be careful!. Also, you're not allowed to give two events the same name - so be creative!

Step 2: Choose configuration method and template.

- a. You are provided two options: manual or API automation.
- b. If you choose manual configuration, then you'll need to pick a template, There are four (4) default templates: blank, enter page, exit page and share inside MP.

Step 3: Setup configurations for action(s).

- a. Choose a trigger depending on the event. For example, if it is a page event, the event is to see user to land on certain page, choose trigger '**enterPage**' or other Page-related triggers. If it is a CTA (call for action) event, choose trigger '**click**'.

-
- b. Choose an action. The two options are ‘**one time report**’ and ‘**step by step report**’.
 - c. Enter page URL. *Note: the field must be the same with app.json of your MP.*
 - d. Enter element. Leave this blank empty if it is a page event.
 - e. Enter data (if necessary). This provides the opportunity to track the certain data you want to track.

Note: If the event has several actions, just repeat Step 3 as many times as necessary..

Step 4: Check the field.

After completing the configurations setup, make sure you click ‘检查字段’ to check the field.

Note: it is required to check the field before you save/test/publish an event.

Step 5: Save, test or publish an event.

For the last step, you can choose to either **save the event**, **save and test** or **save and publish** your event.

Screenshot:

- 进行事件上报配置前，建议阅读事件配置说明。
- 事件配置发布前，请进行数据测试和验证。
- 事件配置发布后，才能正式收集数据。

事件名称

事件英文名称

请填写事件英文名称，可由小写字母、下划线、数字组成，并以小写字母开头，长度为32个字符以内，不能跟其他事件英文名重复，保存后不可修改。

事件中文名称

请填写事件中文名称，将在事件分析中显示，长度为32个字符以内，不能跟其他事件中文名重复，保存后不可修改。

配置信息 请先进行事件上报配置，定义数据收集方式详细说明

配置方式 填写配置 API上报

请填写上报配置并定义字段 [详细说明](#)

配置模板 ▾

动作1

trigger click enterPage leavePage pageLoad pageUnload pullDownRefresh
 launch background foreground share switchTab

点击时触发

action 一次性上报 分步骤上报

page

element

data (选填)

⊕

⊕ 添加动作

填写完事件配置后，请点击检查字段，生成或更新事件字段表

检查字段

保存

保存并测试

保存并发布

Event Analysis

This subcategory provides you event analysis for the events you created.

Time period: *today/yesterday/last 7 days/customized period*

Granularity: *day/hour/all*

Download option: *available*

Metrics:

- Events: choose an event
- Index: number of total, number of unique users, number of times per user
- Group: detailed in the table below
- Filter: to select a filter condition to see desirable group result

Screenshot:

事件分析 历史查询记录

事件

指标

分组

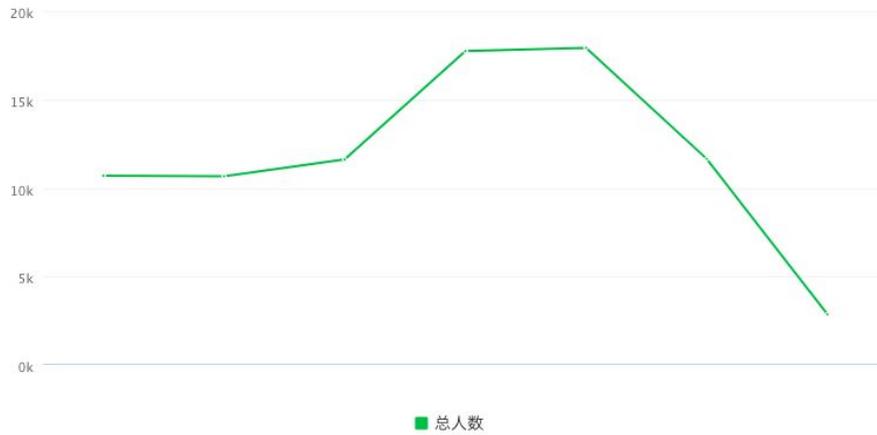
过滤

时间 2018年01月31日 - 2018年02月06日 粒度

查询结果

显示默认数据 显示其他数据

数据过多时，图表默认显示部分数据，你可以通过“显示其他数据”调整显示指标。



详细数据

2018年01月31日 - 2018年02月06日

[下载数据](#)

时间	总人数
20180131	10696
20180201	10659
20180202	11609
20180203	17734
20180204	17927
20180205	11643
20180206	2860

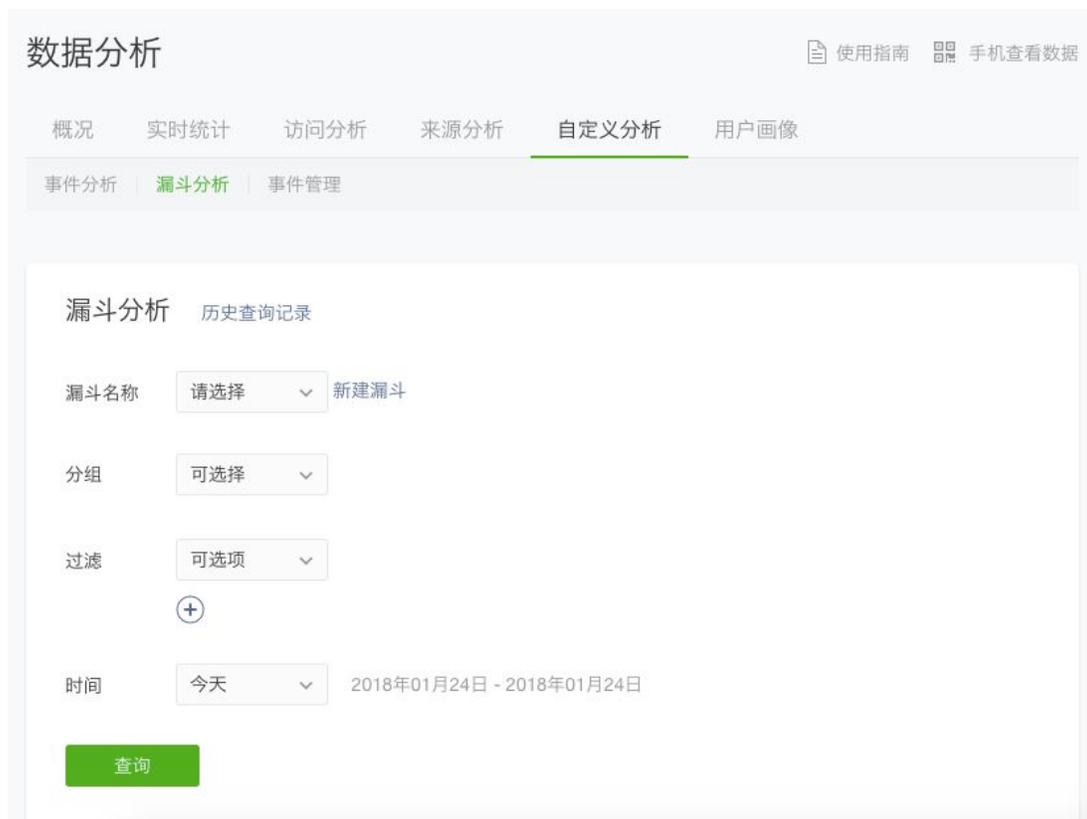
Funnel Analysis

This subcategory allows you to create new funnels and see the current funnel analysis.

Time period: today/yesterday/last 7 days/customized period

Download option: available

Screenshot:



The screenshot shows a web interface for data analysis. At the top, there is a header with the title "数据分析" (Data Analysis) and two utility links: "使用指南" (User Guide) and "手机查看数据" (Mobile View Data). Below the header is a navigation bar with tabs: "概况" (Overview), "实时统计" (Real-time Statistics), "访问分析" (Access Analysis), "来源分析" (Source Analysis), "自定义分析" (Custom Analysis), and "用户画像" (User Profile). The "自定义分析" tab is currently selected. Underneath, there is a sub-navigation bar with "事件分析" (Event Analysis), "漏斗分析" (Funnel Analysis), and "事件管理" (Event Management). The "漏斗分析" section is active, showing a "历史查询记录" (History Query Record) link. The main content area contains a form for creating a funnel. It includes a "漏斗名称" (Funnel Name) field with a dropdown menu set to "请选择" (Please select) and a "新建漏斗" (New Funnel) button. Below this are "分组" (Group) and "过滤" (Filter) fields, both with dropdown menus set to "可选择" (Optional). There is also a plus sign icon for adding filters. The "时间" (Time) field has a dropdown set to "今天" (Today) and displays the date range "2018年01月24日 - 2018年01月24日". A green "查询" (Query) button is located at the bottom of the form.

How to create a funnel

Step 1: Give a name to the new funnel in CN.

Step 2: Setup the funnel.

- a. Choose an event and choose a filter if necessary
- b. Add the second event

Note: a funnel can include up to 10 events; MAKE sure to add events in correct and logical order.

Step 3: Click ‘完成’ (finish).

Screenshot:

创建漏斗

- 创建漏斗，可帮助你分析用户行为过程中的转化与流失情况
- 一个漏斗至少包含2个步骤，每个步骤对应一个事件，每个事件可设置过滤条件
- 请注意合理设置漏斗，以便获得理想的分析结果

漏斗名称

漏斗步骤 最多可创建10步漏斗

1

Event Management

This subcategory allows you to create new events, and manage your current events. It also displays the list of your customized fields and the default fields provided by WeChat.

Default field provided by WeChat:

Field (EN)	Chinese Name
open_id	OpenID
country	国家
province	省份
city	城市
gender	性别
device	设备
network_type	网络类型
device_width	屏幕宽度
device_height	屏幕高度
os_name	操作系统名
os_version	操作系统版本
language	语言
manufacturer	设备制造商
device_model	设备型号
device_brand	设备品牌
page_path	页面路径

Screenshot:

事件列表

新建事件

事件 ID	英文名	中文名	创建时间	发布时间	更新时间	修改者	操作
1027	_homepage_	进入主页	2018-01-17	2018-01-17	2018-01-17		查看发布版 修改
1025	enter_homepage	进入小程序	2018-01-11	2018-01-17	2018-01-17		查看发布版 修改
1024	accou		2017-12-19	2017-12-19	2017-12-19		查看发布版 修改
1023	accoun		2017-12-08	2017-12-08	2017-12-08		查看发布版 修改
1022	accou		2017-12-08	2017-12-08	2017-12-08		查看发布版 修改
1021	accou		2017-12-06	2017-12-06	2017-12-06		查看发布版 修改
1020	pay		2017-12-05	2017-12-05	2017-12-05		查看发布版 修改
1019	intro		2017-12-05	2017-12-05	2017-12-05		查看发布版 修改
1018	home		2017-12-05	2017-12-05	2017-12-05		查看发布版 修改
1017	home		2017-12-05	2017-12-05	2017-12-05		查看发布版 修改

1 / 3 跳转

(Event list)

Demographics

用戶画像

Demographics 用户画像

This category provides you data of user gender, age, province, city, phone OS, and phone model.

Gender and Age Distribution

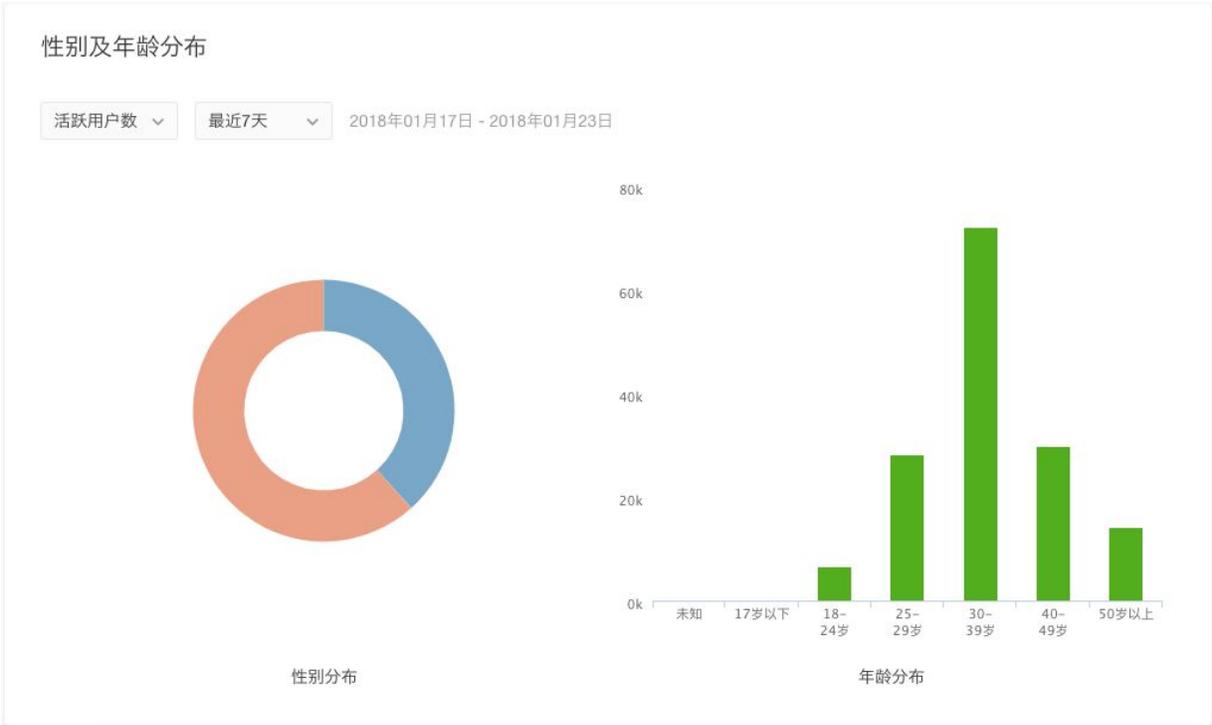
Time period: yesterday/last 7 days/last 30 days

Download option: unavailable

Metrics:

- active users
- new users

Screenshot:



Region Distribution

This section provides a map view of users, a rank of top 10 provinces of most users and a rank of top 10 cities of most users.

Time period: yesterday/last 7 days/last 30 days

Metrics: active users, new users

Screenshot:



OS and Model Distribution

Time period: yesterday/last 7 days/last 30 days

Metrics: active users, new users

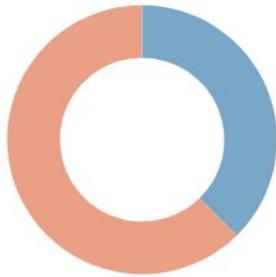
Screenshot:

终端及机型分布

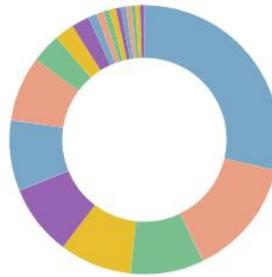
活跃用户数 ▾

最近7天 ▾

2018年01月17日 - 2018年01月23日



终端分布



机型分布

Gender Distribution

Time period: yesterday/last 7 days/last 30 days

Metrics: active users, new users

Download option: available

Screenshot:

性别分布 ▾

下载

活跃用户数 ▾

最近7天 ▾

2018年01月17日 - 2018年01月23日

性别	活跃用户数	占比
男	58335	38.34%
女	93773	61.63%
未知	55	0.04%

Summary

Our WeChat Analytics Mini Program Tutorial should give you a clear idea of what WeChat MP analytics has to offer and what you can do with it.

Limitations

After understanding capabilities, it's almost important to understand the limitations of this analytics tool.

Automation

WeChat has an API for report automation. However, they do not currently have a “customized” report automation API.

Data Accuracy

WeChat officially launched the WeChat MP in November 2016, it is a product that is slightly over one year old. The related functionality of the WeChat MP, including Data Analytics, has not yet matured. Though the WeChat team is constantly upgrading and updating their tools.

The MP analytics is a tool for readers to read the user trend, and to see the big picture of your MP. By no means you should rely on the exact number of each metrics.

About Wiredcraft

Wiredcraft design, develops and grows digital products for the world's most respected brands.

We work with **digital & innovation teams** within larger multinational companies, helping them **move at the speed of startups & develop a product culture.**

We usually help them tackle one of these challenges:

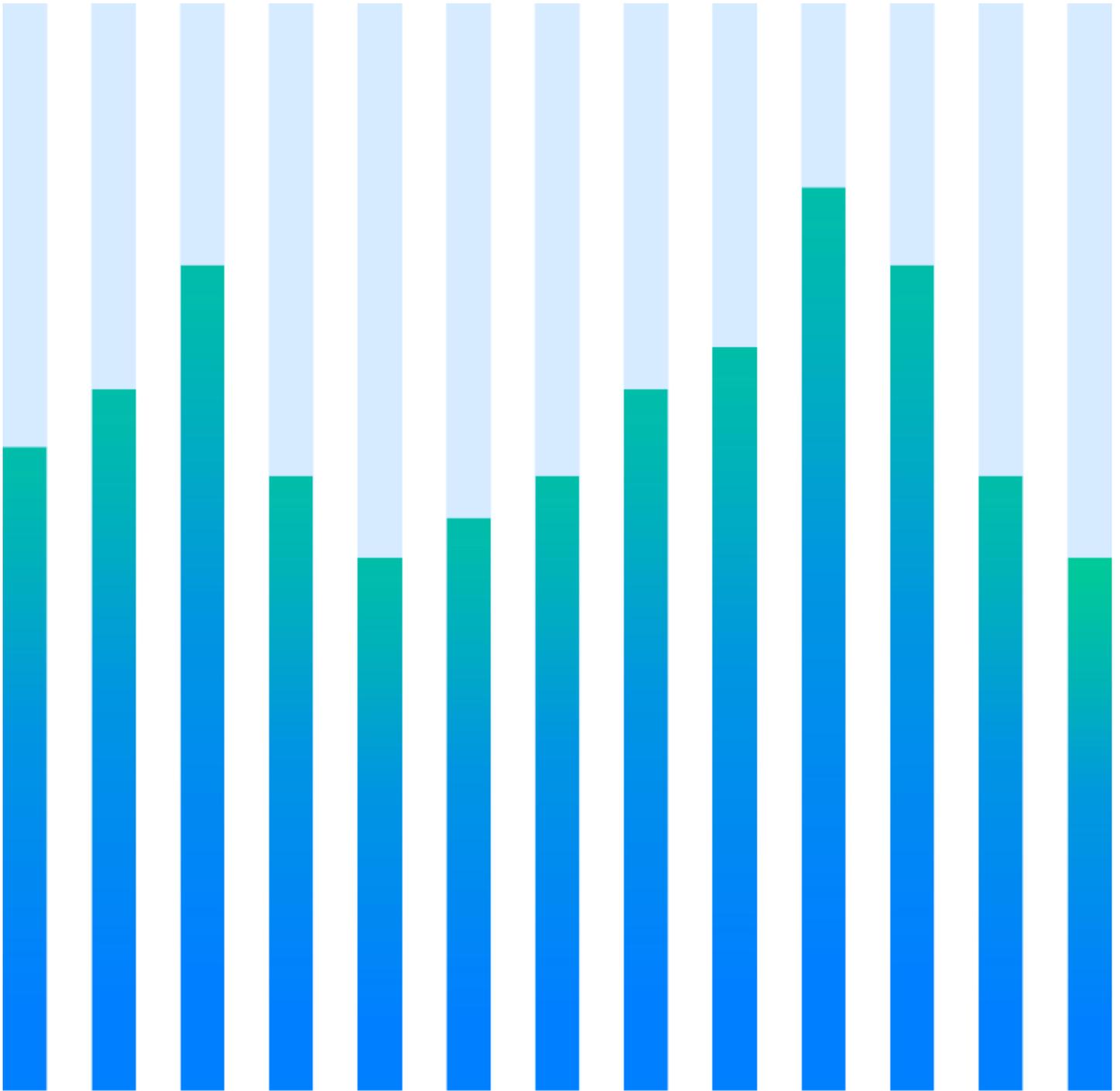
- **Omni-channel strategy**
- **Digital transformation**
- **China digital strategy**

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Send any business question to business@wiredcraft.com and any general inquiry to hello@wiredcraft.com.

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