

## Taikang Insurance: Standing Out in China's Crowded Insurance Market

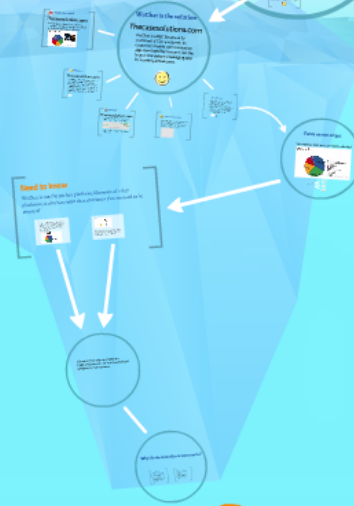
Thecasesolutions.com

China has a huge insurance market with potential, but most of the market share is owned by a few companies.

**Thecasesolutions.com**

Germany, the world's largest insurer, has 20% of the market share in Germany. The country's insurance market is highly fragmented, with many small insurers competing for market share.

How to change the current situation?  
How to get more customers?



# WeChat, The Future of Insurance Marketing

# Taikang Insurance: Standing Out in China's Crowded Insurance Market

Thecasesolutions.com

China has a huge insurance market with potential, but most of the market share is owned by a few companies.

**Thecasesolutions.com**

According to a recent report from China Insurance Regulatory Commission, 75% of the insurance premium from the first quarter is controlled by the big-five (Taiping Insurance Holdings, China Life Insurance Company, China Pacific Insurance, PICC, and Ping An Insurance).

How to change the current situation?  
How to get more customers?

WeChat is the solution

**Thecasesolutions.com**

WeChat is a B2C (business to customer) / C2C (customer to customer) mobile communication app developed by Tencent. It is the largest standalone messaging app by monthly active users.

**WeChat is essential**  
Thecasesolutions.com  
According to Gartner's study, 25% of all the apps in the app store are used 30 times and 55.2% of them have been used 100 times.

**Efficiency**  
Thecasesolutions.com  
Meeting with clients is necessary to complete the business of selling. Companies need a good place of employees to maintain the position of employees to meet the needs of the whole world of internet. This is the case.

**Trustworthy**  
Thecasesolutions.com  
Trustworthy is the key to success in the business world. It is the foundation of the business and the key to success in the business world.

**Work Process**  
Thecasesolutions.com  
Work process is the key to success in the business world. It is the foundation of the business and the key to success in the business world.

**China has a huge insurance market with potential, but most of the market share is owned by a few companies.**

# Thecasesolutions.com

According to a recent report from China Insurance Regulatory Commission, **75%** of the insurance premium from the first quarter is controlled by the big-five (Taiping Insurance Holdings, China Life Insurance Company, China Pacific Insurance, PICC, and Ping An Insurance).

How to change the current situation?  
How to get more customers?

Sticking with traditional marketing methods may not be the best choice.

Thecasesolutions.com

People start to ignore billboard and commercials in subways, so these ways to advertise no longer have enough impact.

PINGAN gained popularity and a share in the market by using telemarketing and radio commercials. PINGAN's method is hard to imitate because it requires a large team to work nonstop in order to get enough social attention.



**Sticking with traditional marketing methods may not be the best choice.**

# Thecasesolutions.com

People start to ignore billboard and commercials in subways, so these ways to advertise no longer have enough impact.

PINGAN gained popularity and a share in the market by using telemarketing and radio commercial. PINGAN's method is hard to imitate because it requires a large team to work nonstop in order to get enough social attention.



# WeChat is the solution

## Thecasesolutions.com

WeChat is a B2C (business to customer) / C2C (customer to customer) mobile communication app developed by Tencent. It is the largest standalone messaging app by monthly active users.



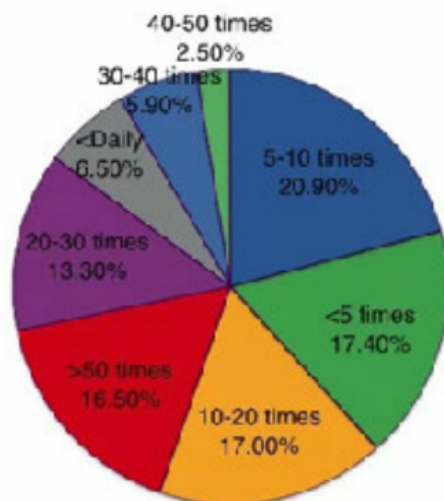


## WeChat is essential

# Thecasesolutions.com

According to Curiosity China, 25% of active users open the app over 30 times and 55.2% of them open the app over 10 times.

Active daily users





## Efficiency

# Thecasesolutions.com

Marketing on WeChat is much easier to manage than traditional marketing.

Company only needs a small group of employees to maintain the platform. It requires a lower cost to reach the same scale of attention, thus more efficient.

Currently the number of registered official account has surpass 8 million.

About 80% of WeChat users follow at least one official account.

Thecasesolutions.com

Official Accounts Types



Currently the number of registered official account has surpass 8 million.

About 80% of WeChat users follow at least one official account.

# Thecasesolutions.com

## Official Accounts Types





# 3

## Popularity

# Thecasesolutions.com

Currently WeChat has more than half a billion and increasing users worldwide.



WeChat appears on over 90% of Chinese smartphones.