

# Qidian Landing Page Product Introduction



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# Product Introduction

## Overview

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Qidian Landing Page (Social Marketing Software, YXT) integrates the capabilities of mini programs, WeCom, WeChat official accounts, and other products to help brand clients with customer acquisition and operational efficiency improvement. Qidian Landing Page aims to help clients build a dedicated Private Domain Engine, enhancing Private Domain Competitiveness.

- Advertising Landing Page Service.
- Conversion Attribution.

Search for the required CAM policy as needed, and click to complete policy association.



# Product Features

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The features currently supported by the Qidian Landing Page are listed below:

Features	Service Assurance
<ul style="list-style-type: none"><li>• Supports Multi-domain Advertising</li><li>• Supports Custom Landing Page Content</li><li>• Supports Customer Service On/Off Logic</li><li>• Supports various Conversion Attribution methods, including but not limited to WeChat Work Personal, WeChat Work Group Joining, Official Account Subscription</li><li>• Supports Intelligent Customer Service On/Off Management</li></ul>	<ul style="list-style-type: none"><li>• High Concurrency, Automatic Scaling</li><li>• Service encounters errors, Smart Switching</li><li>• 7x24 Hours Intelligent Monitoring Service</li><li>• 5x8 Hours Technical Support Service</li></ul>

# Use Cases

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Qidian Landing Page focuses on multi-domain advertising landing pages, supporting capabilities like link conversion tracking, media attribution reporting, pre-review, and integration with various media platforms, SMS, etc. It is suitable for advertising placement, member marketing, and other business scenarios.

Use Cases	Scene Overview
Advertising Placement	For scenarios such as advertising placement, it provides landing page service capabilities, significantly improving the stability of diverting traffic from the public domain to the private domain.
Member Marketing	For the existing members, combined with SMS capabilities, it helps clients convert mobile phone members to private domain members.