

1. Channels and Actions

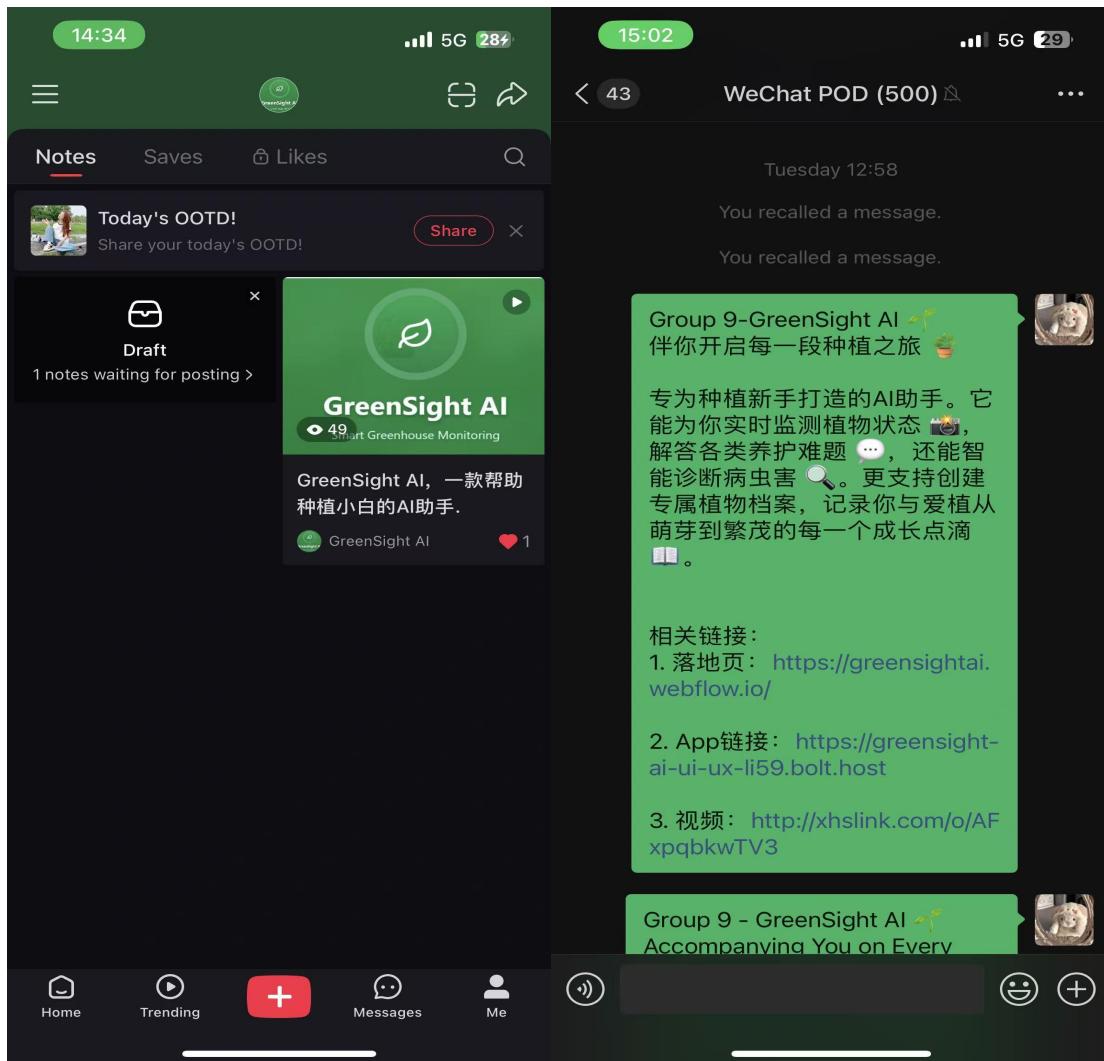
Date/Time	Channel	Action
2025/11/18 11:45	Xiaohongshu	Uploaded product demo video
2025/11/18 12:58	Wechat Group	Shared 1-min intro video with landing page link & QR code.
2025/11/4 11:35	Wechat Moments	Shared 1-min intro video & QR code.

2. Materials Used

(1) **1-min Product Video:** <http://xhslink.com/o/AFxpqbkwTV3>

(2) **Product Landing Page:** <https://greensightai.webflow.io/>

(3) **Screenshots of Promotional Posts:**



3. Reach and Engagement Metrics

Metric	Quantity
Total Views/Impressions	70
Link Clicks / QR Scans	18
Comments / Messages Received	0
Sign-ups / Installs	18

Note:

- (1) Xiaohongshu Channel: 52 views (includes both in-app organic traffic and clicks from WeChat group links).
- (2) WeChat Moments Channel: 18 views (Estimated from survey responses due to lack of native view metrics).
- (3) As the Beta app was not deployed on a server, direct registration tracking was unavailable. The "Sign-ups/Installs" metric is proxied by the number of users who completed the survey. We operate under the assumption that any user who completed the survey had successfully onboarded into the testing process.

4. Testers Onboarded

- (1) **Total Users Onboarded:** 18
- (2) **Best Performing Channel:** Wechat Moments
- (3) **Conversion:** $18 / 70 * 100\% = 25.71\%$

5. What Worked / What Didn't

(1) What Worked

- I. Promotional posts shared on WeChat Moments that included personal experience and an invitation tone yielded a exceptionally high trust factor and conversion rate.
- II. The Xiaohongshu platform, with its "product seeding" community culture, provided significant organic exposure for our campaign.

(2) What Didn't

- I. Simply posting a bare link or QR code directly into WeChat Groups without sufficient context or a personal call-to-action proved to be highly ineffective.

6. Evidence Appendix

(1) Survey Analytics screenshot



(2) Xiaohongshu Analytics screenshot

