

FINANCIAL SERVICES

## Alipay's latest rollout puts pressure on global players

July 25, 2022



*Big and small brands could benefit from Alipay's new stage of digital operations. But global players must go the extra mile to speed up growth. Image credit: Shutterstock*

By [Adina-Laura Achim](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

During the 2022 Alipay Partner Conference held in Hangzhou on July 21, Yongming He, vice president of [Ant Group](#), announced a "new stage" for China's leading mobile payments platform. With that, [Alipay](#) unveiled four product improvements to enhance merchants' digital strategies.

Firstly, just like bigger brands, small businesses using the Alipay mini programs will now have access to tailored search services.

Following that, this new phase means that orders from a service provider can be pushed to the Alipay homepage, while sellers' Alipay digital coupons can also be used seamlessly on their own apps.

Finally, merchants will be able to better engage with consumers through a suite of diverse functions such as livestreaming on the Alipay Lifestyle Account or use the Alipay Mini Program to boost conversions.

**The Jing Take:** The [Alibaba-owned](#) platform touted investments with a total value of RMB 10 billion (around \$1.5 billion) to strengthen its support for merchants and independent software vendors.

In a press release, the company highlighted how merchants have used its digital tools, such as mini programs, lifestyle accounts, and digital coupons, to boost customer engagement and improve sales performance and efficiency.

Although Alipay highlights the success of international corporations such as McDonald's and NBA, small and midsized enterprises (SMEs) are more likely to benefit from the partnerships. They will gain access to critical digital tools to reach customers all over the world.

By helping SMEs reduce their transaction costs without compromising on service quality or growth, more budget can be allocated toward marketing. For bigger companies, the partnership could also amp up stagnating growth in the saturated and unpredictable market.

But as protectionist measures give a competitive advantage to domestic names, international corporations need to fully harness successful digital solutions to survive. This should come as no surprise: at this point in time, luxury knows they need to provide personalized messaging and smooth online experiences to boost loyalty and increase customer satisfaction in China.

*Published with permission from [Jing Daily](#). Adapted for clarity and styles.*

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.