

Account Type	Subscription		Service		WeChat Work	
Purpose	Provide individual or media a channel for content distribution, establish relationship with followers		Provide business organization more service and follower management capabilities		Provide communication channel within organization	
For	Individual and Organization		Organization		Organization Internal Use	
Functionalities	Not verified	Verified	Not verified	Verified	Not verified	Verified
Display in Chat List			y	y	y	y
Display in Subscription Folder	y	y				
Can send 1 message per Day	y	y				
Can send 4 messages per Month			y	y		
Prevent Confidential Message Sharing					y	y
Verify user identity on Subscribe					y	y
Basic message receive/auto reply	y	y	y	y	y	y
Customizable bottom menu bar	y	y	y	y	y	y
Customizable application					y	y
Advanced API		partial		y		partial
WeChat Pay		partial		y		y
Source: http://kf.qq.com/faq/120911VrYVrA130805byM32u.html						