

How bots are delivering real ROI



What is a bot?

Here, the term 'bot' applies to the process by which a computer performs a task, generally, in response to a chat based input; it is an automated experience that is designed to help you create meaningful connections with your customers at scale.

Why are messenger bots a thing?

Over 1 billion people are using messenger every month. Time spent on social media and messaging increased by 400% last year ¹ and over 56% stated that they would rather message a business than call customer service ². Messenger bots allow you to communicate one-to-one or on a mass scale with your audience in a personalised, direct way, using the medium they are actively on.



+400%

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>56%

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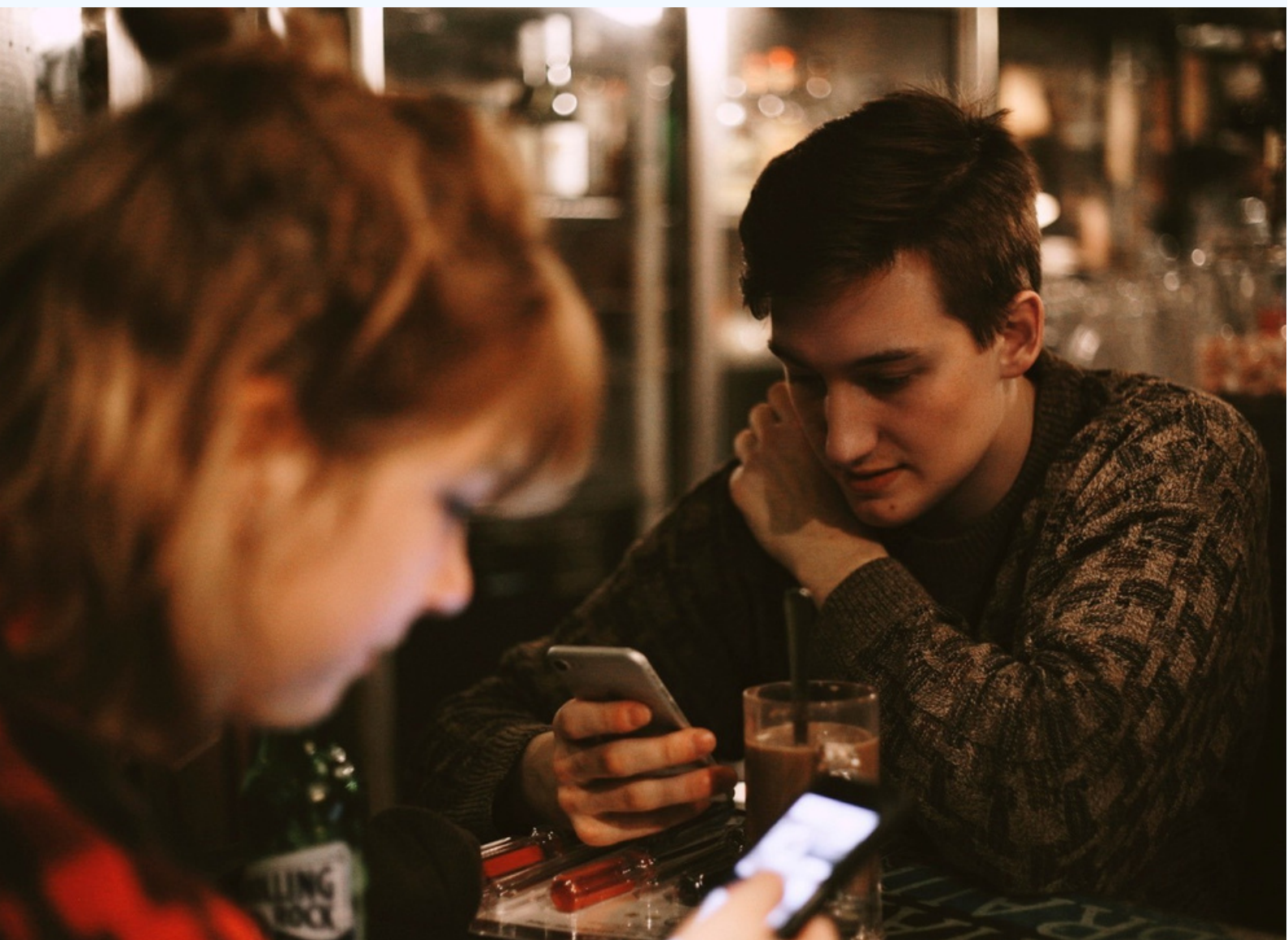
¹<http://flurrymobile.tumblr.com/post/155761509355/on-their-tenth-anniversary-mobile-apps-start>

² Facebook Messaging Survey” by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days across AE, BR, FR, ID, IN, JP, KR, MX, TH, TW, the UK, the US and VN), Mar 2016. The study included 1,000 respondents per market except for AE, TW, VN, where the sample size was 500. Unless a market is selected or called out specifically, data is on average across the 14 markets.

How bots deliver real ROI

1.Customer Service

2.Broadcast channel for subscription messages
3.Frictionless 1-1 communications



Customer service

Consumer expectations are higher than ever with fast food to films being 'on demand' and customer service is no exception.

50.6% of consumers believe a business should respond to their queries

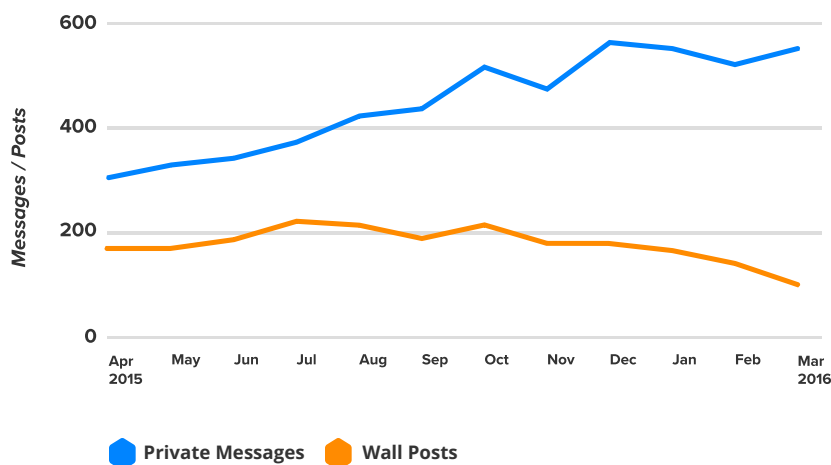
24 hours a day, 7 days a week³. To offer over half of your customers what they want would be expensive and time consuming. Messenger bots can help. In fact, Gartner predicts that more than 85% of customer interactions will be managed without a human by 2020⁴. Whether your customer wants to check your opening hours, book an appointment, order a pizza or find a manual, messenger bots can take the place of humans. As they auto respond to customer questions, **businesses can**

manage with a much smaller customer support team, without over stretching limited human resource and consumers get the answers they want, when they want it right at their fingertips, 24/7.

The public customer service complaints companies used to receive on their Facebook page or on Twitter and now also moving to a private messenger communication; a bot can respond to unhappy customers and keep the conversation private. Whilst you **gain useful insights from customer feedback and develop relationships**.

30,000 companies are already using or building messenger bots.

Demand has decreased on wall posts as it has increased for private messages.



³ <https://www.ubisend.com/insights/2016-mobile-messaging-report>

⁴ https://www.gartner.com/imagesrv/summits/docs/na/customer-360/C360_2011_brochure_FINAL.pdf

Broadcast channel for subscription messages

Messenger bots offers a way around ad spend on Facebook with push notifications. You can send broadcast messages to all of your subscribers or target a specific audience. Messenger is not subjected to Facebook's EdgeRank algorithm which determines the posts that appear in your news feed so that **every push reaches 100% of your customers.**

Furthermore, messenger bots see a 90%+ open rate and between 14-30% CTR. Compared with email marketing open rates of 22.87% and 3.26% CTR⁵. Consumers under 24 use email 3.5 times less frequently than other means of communication, such as messaging apps and for 25-44 year olds, it's almost 2 times less⁶.

These broadcasts can be used to send offers, such as the Axwell ^ Ingresso cap sale, alerts or information like the Guardian bot which asks you how frequently and when you want to receive the news headlines.

You can now take payments from within Messenger itself meaning you can **sell your product** without sending customers to an external link outside Messenger.

90%+

Open rate

14-30%

CTR



⁵ <http://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/> http://assets.ubisend.com/insights/ubisend_2016_Mobile_Messaging_Report.pdf

Frictionless 1-1 communications

Build relationships in real-time and respond to people right away in a place where 88% of millennials say they would prefer to chat to businesses ⁷. Messenger offers a place for **private, fast communication** through a medium which users already understand and are using, providing an immediate **personalized response** which works **seamlessly across all platforms**. It allows you to provide a new kind of experience for your brand and customers.

88%

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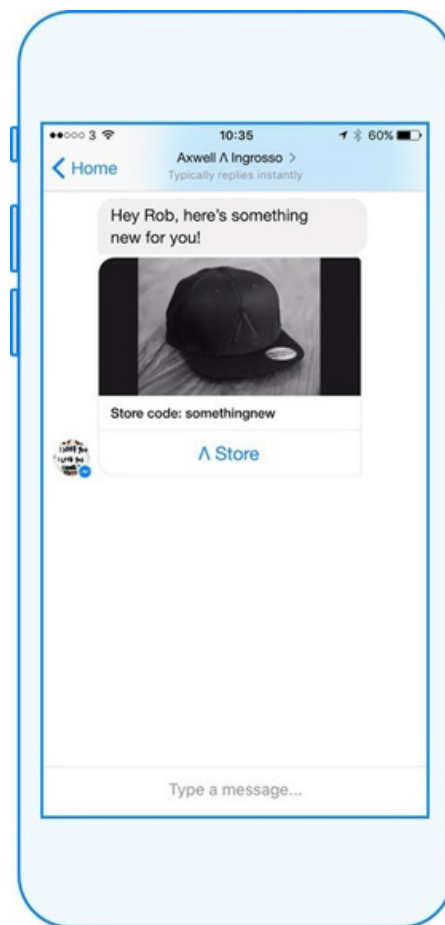
⁷<http://simplymeasured.com/blog/the-future-of-social-media-is-mobile-are-you-ready/#sm.00000s2kv5dcd5f70qsc2sjnn8imd>

What bots are delivering ROI?

Axwell & Ingrosso sold merchandise directly through their Messenger bot. They launched a new product exclusively via their Messenger bot and sold out within minutes. Their calculated CPC spend was £0.25 compared with the industry standard of £1.24, **a reduction of 80% on their required marketing spend.**

1-800 Flowers were one of the first Messenger bots, enabling you to order flower arrangements directly through Messenger. 70% of their new customers have been generated through their Messenger bot. This is a great example of giving people access on the platforms that they are already active.

Most businesses are receiving messages every day from people on Messenger, and yet they often go without a response or are responded to hours later. However, when they have a bot on Messenger, they are sending **instant responses** to their customers. Delighting and engaging with their customers in an automated manner. One of our customers was receiving over **500 messages a day** that were simply being ignored. Almost **200,000 messages a year** are now getting responses.



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Here at The Bot Platform we provide a serviced solution using our expertise in the industry to work with customers to create engaging bots that deliver great business value.

- **The trusted platform for building bots on Messenger.**
- **We are a Facebook Media Solutions Partner**
- **Recommended by Facebook in the US and the UK as a go-to bot developer**
- **We have had our bots featured in the recommended bots section of**
- **Messenger Trusted by major artists and entertainment entities around the**
- **world**
- **We are currently analysing over 120 million conversations a day**

We'd be more than happy to provide references on request



Additional Resources

Stay up to date by visiting The Bot Platform:

[datamarketersgroup](https://datamarketersgroup.com)

Learn more about bots with our free webinars:

datamarketersgroup.com/webinar

Try out our sample bot:

m.me/datamarketersgroup

Download more white papers here:

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