TODAY'S SPEAKER

LEAH LOGAN

**VP Social Commerce,
Inmar Intelligence**

WHAT IS CONVERSATIONAL COMMERCE?

Conversational commerce is the intersection of messaging experiences, Artificial Intelligence and shopping.

It allows brands to engage customers in existing and preferred communication channels, as opposed to requiring them to download another app.

HAIR CARE BRAND

Hey John! We'd love for you to try our new hand soap, on us. Are you interested?

JOHN DOE

I'd love that!

Sweet! Tap 'Load to Card' below to add this offer to your loyalty account.

Hand Soap Sample
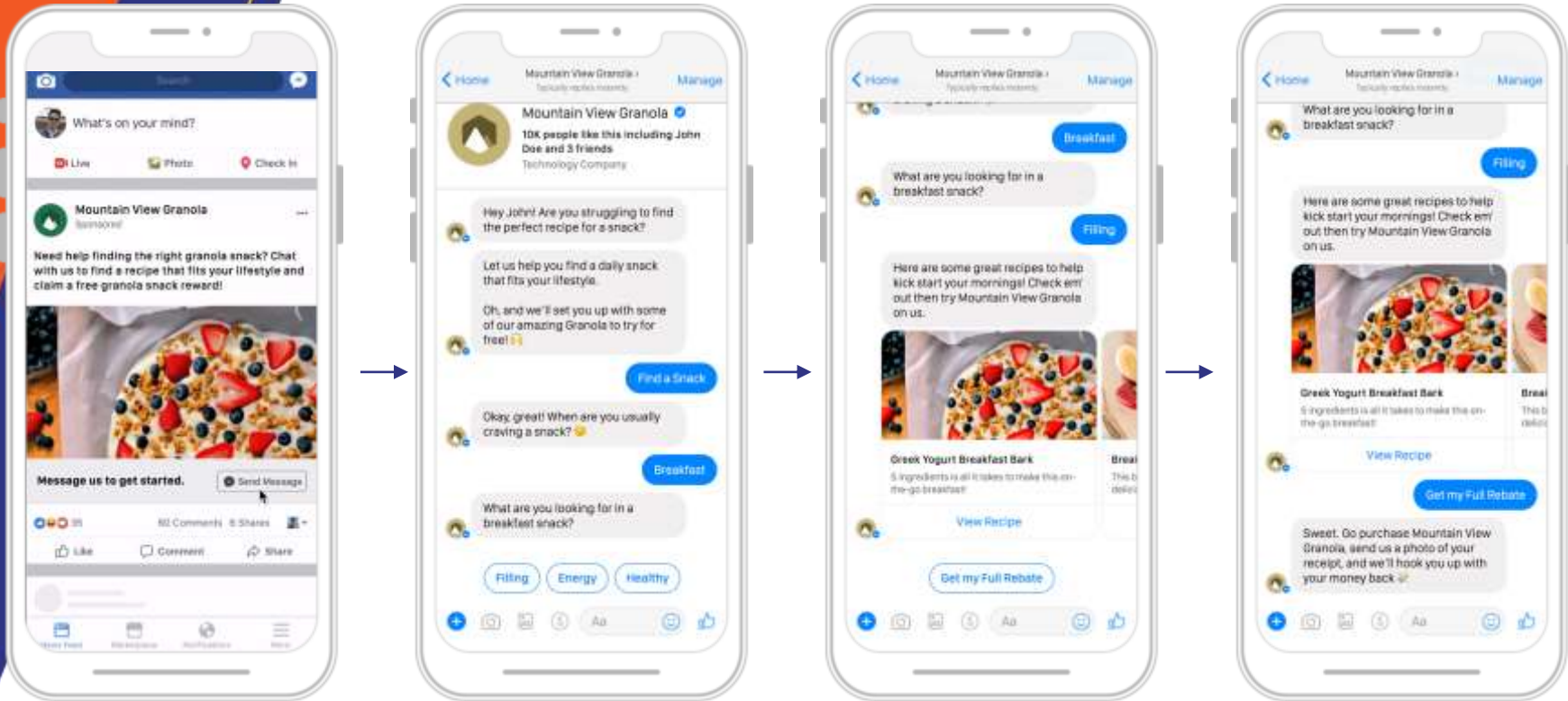Gently cleanses & moisturizes, leaving a floral ginger aroma.

Load to Card

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COMMON MESSAGING USE CASES

- Customer Service / FAQ

- Lead Generation

- Notifications and Alerts

- Product Recommendations

- Digital Product Sampling

- Commerce Facilitation

- Contests and Games

- Consumer Feedback
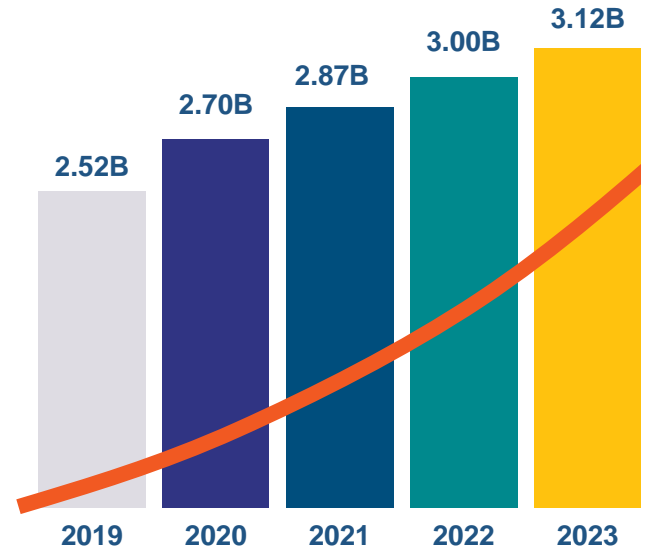
- & More

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CONNECTING ONLINE TO OFFLINE

WHY MESSAGING NOW?

MESSAGING'S MOMENTUM IS ONLY EXPECTED TO GROW

Global number of people who use a mobile messaging app monthly

2.52B — 2019
2.70B — 2020
2.87B — 2021
3.00B — 2022
3.12B — 2023

eMarketer, 2019

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MESSAGES ARE ALREADY HAPPENING BETWEEN PEOPLE AND BUSINESSES

40M
active businesses on Facebook Messenger

20B
messages sent between people and businesses monthly

Facebook Internal Data, Q4 2018

54%

of shoppers are planning to increase purchases through SMS, messaging apps, and chat over the next year.

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CUSTOMERS WANT TO MESSAGE

71%

of customers expect companies to communicate with them in real time.

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CONSUMERS ARE CONFIDENT ABOUT MESSAGING WITH BUSINESSES

Over 58% feel more confident messaging than making a phone call

Over 58% feel more confident messaging than filling out a web form

Over 55% feel more confident messaging than sending an email

Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018.

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61% of Consumers

Are interested in subscribing to brand messaging to receive incentives or discounts.

Better than Email

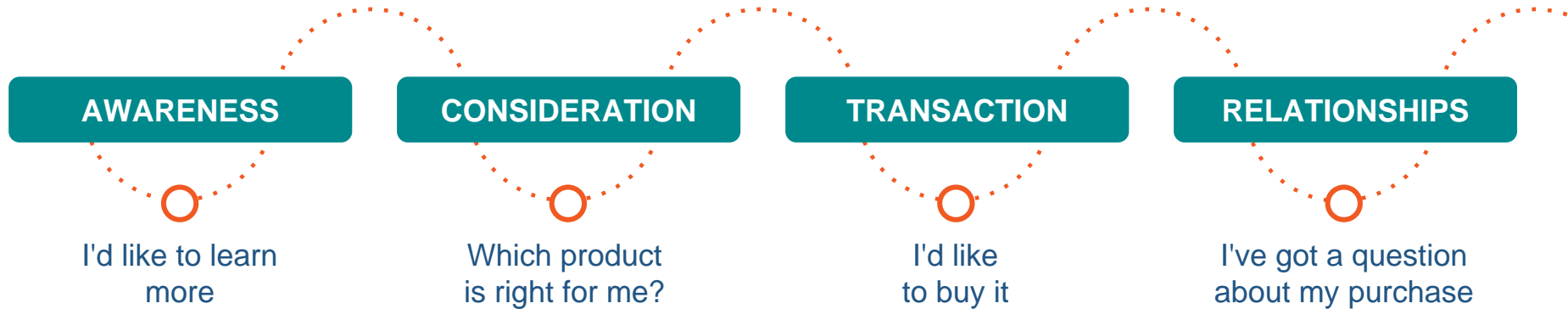Messages are 1.5X more likely to be opened, and consumers are 6.7X more likely to respond

47% of Shoppers

Are open to purchasing products through a chatbot experience

HOW YOU CAN USE MESSAGING TODAY

FACILITATE CONVERSATIONS
THROUGHOUT THE CONSUMER JOURNEY

| AWARENESS | CONSIDERATION | TRANSACTION | RELATIONSHIPS |

I'd like to learn more

Which product is right for me?

I'd like to buy it

I've got a question about my purchase

DIGITAL PRODUCT TRIAL

Drive and measure the effectiveness of media to drive product trial and conversion.

LOWER CUSTOMER ACQUISITION COSTS

Traditional product sampling is very expensive. The ability to drive trial digitally ensures consumers can try your product more quickly and save you money. With re-messaging you can also easily get real-time product feedback.
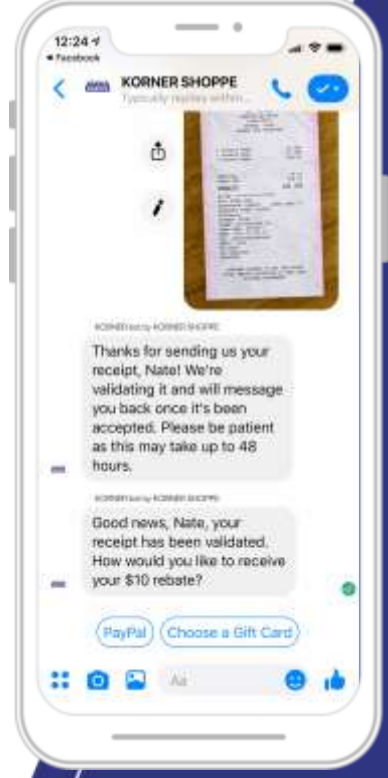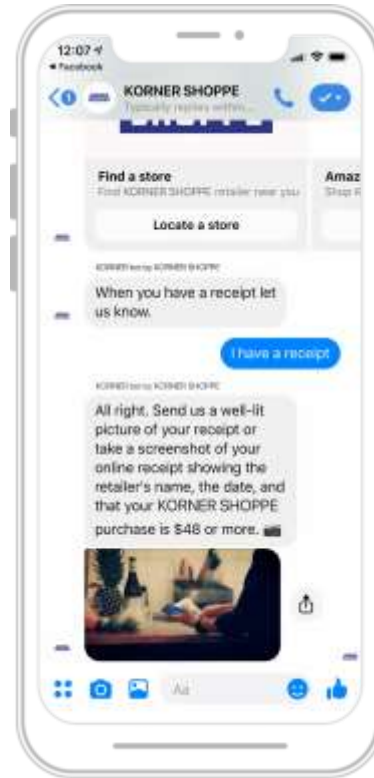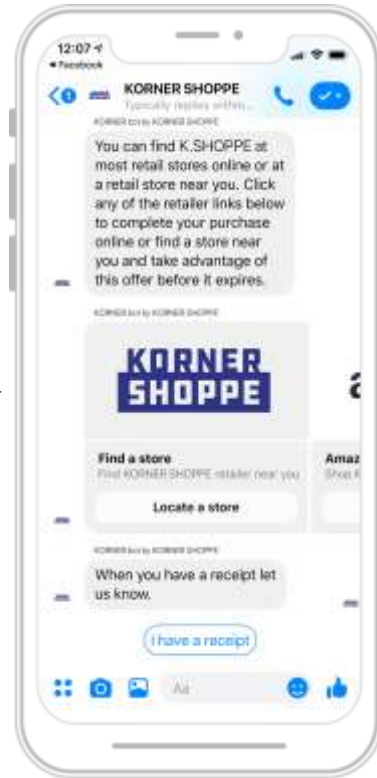
ENCOURAGE REPEAT PURCHASE

85% of customers who sample a product agree that they would buy it again in the future, and 59% of customers are more likely to tell their friends about a product after they've received a free sample.[1]

ALLOW SHOPPERS TO DIGITALLY SAMPLE NEW PRODUCTS WITH CASHBACK REBATES

CONSUMER AWARENESS & DIGITAL SAMPLING OF NEW DIAPER PRODUCT

Diapers can be one of the largest expenses new parents incur, according to the National Diaper Bank Network disposable diapers can cost $70 to $80 per month per baby, so parents are often left sacrificing quality in favor for cost savings.

To incentive the trial of their new diaper product, our client offered shoppers a $10 digital rebate, allowing them to tie online conversations to offline conversion.

Our client was also able to gain real-time consumer feedback on their pricing and product through a survey within the chat experience.

33% Of consumers who entered the messaging experience redeemed offers, exceeding benchmarks by 229%

66% Of consumers provided product and pricing feedback, exceeding benchmarks by 121%

33% Of users redeemed their offer within a day of seeing the promotion

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VIRTUAL PRODUCT CONSULTATIONS

DECREASED TIME IN STORES

49% of shoppers are spending less time in stores, and are making quick "in and out" trips.[1]

INCREASE CUSTOMER SATISFACTION

91% of consumers are more likely to shop with brands who provide relevant offers and recommendations.[2]

INCREASE PRODUCT CONVERSION

Shoppers that clicked on personalized recommendations were 4.5x more likely to add items to cart, and 4.5x more likely to complete their purchase.[3]

EDUCATE CONSUMERS ABOUT NEW AND/OR INTRICATE PRODUCTS, AND DRIVE TOWARDS PURCHASE
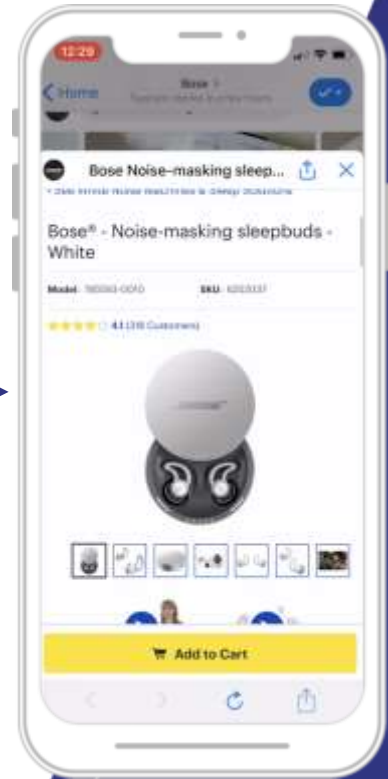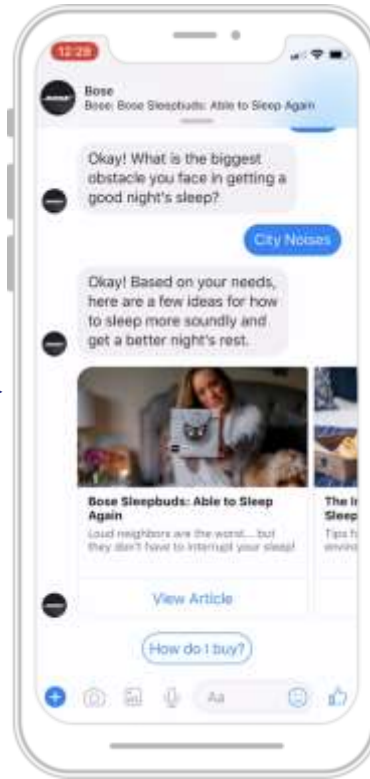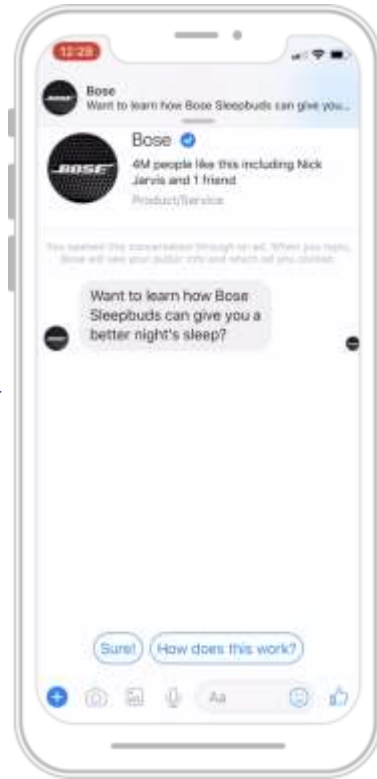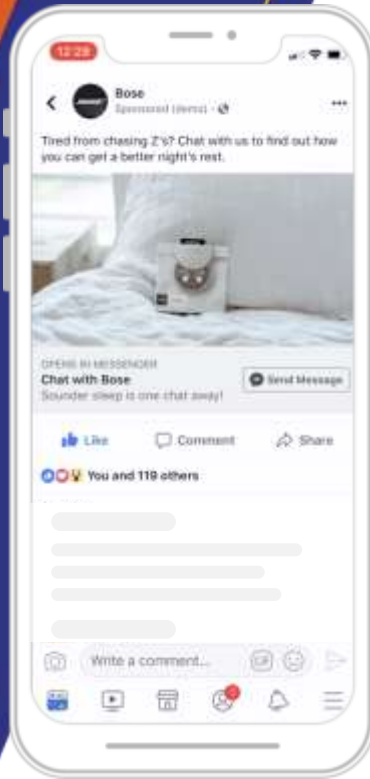
CONSUMER AWARENESS & EDUCATION WITH BOSE NOISE-MASKING™ SLEEPBUDS

BOSE CONVERSATIONAL COMMERCE PROGRAM

With a new product hitting shelves at Best Buy, Bose needed help educating consumers about the benefits of their noise-masking™ sleepbuds.

Through influencer content, in conjunction with a conversational commerce experience, Bose was able to identify a consumers' sleeping needs and provide relevant influencer to content to support their needs.

35% of consumers who interacted with the Bose chatbot visited and read an influencer blog about the benefits of using sleepbuds.

82% of consumers that received influencer content from the Bose chatbot clicked to view the product at Bestbuy.com

58.2% of consumers surveyed said they were still considering purchasing or already owned a pair of sleepbuds.

BOSE

ENGAGE WITH FANS DURING REAL-TIME EVENTS

From sporting events to movie releases, connect with fans virtually to keep them excited and engaged.

KEEP YOUR FANS EXCITED AND ENGAGED

The upcoming sports season is still uncertain, and many new theatrical releases have been pushed to digital releases. Keep all of your fans engaged and excited by offering exclusive content, promos or experiences to fans that chat with your brand.

TIE EVENTS TO IN-STORE PROMOTIONS

Tie real-time events, like scoring a touchdown, to exclusive offers for things like free products or sweepstakes to keep fans engaged throughout the season. Keep movie fans excited with first dibs to branded merchandise or deleted scenes.

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CONNECT REAL-TIME EVENTS TO OFFER REDEMPTION AT SELECT RETAIL STORES
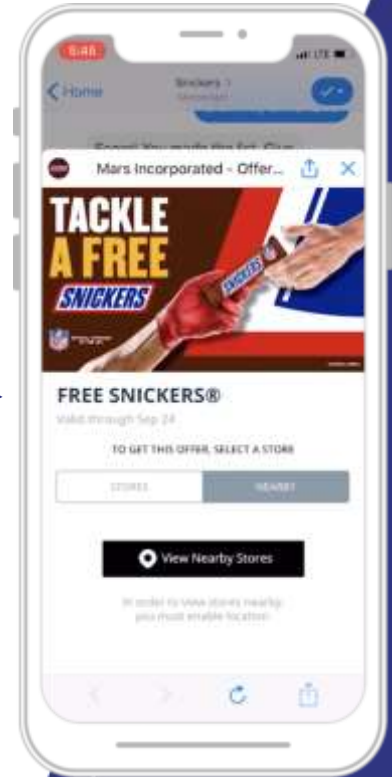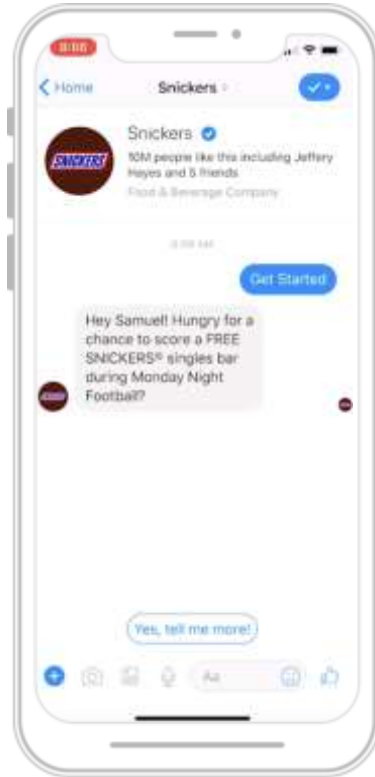
CONNECTING REAL-TIME EVENTS TO CPG OFFER REDEMPTION

SNICKERS BRAND SUBSCRIPTION & PRODUCT TRIAL

Monday Night Football just got more interesting! The Snickers' Hunger Handoff promotion drove awareness and product trial through real-time event messaging based on live football plays in partnership with the NFL.

50% of subscribers who received a push notification claimed a coupon for a free Snickers singles bar – resulting in 261K coupons claimed over the campaign

82% of consumers subscribed to receive weekly broadcast messages about upcoming Monday Night Football games and plays.

On average, consumers who received a push notification with a reward claimed their coupon in less than 14 minutes.

SNICKERS · NFL

RE-ENGAGE AND EXPAND BRAND LOYAL AUDIENCES DURING REAL-TIME EVENTS

AMERICA WINS ZERO WITH PEPSI ZERO SUGAR

To promote Pepsi Zero Sugar's new look, PepsiCo bet big on the SuperBowl. Using Inmar's seamless, cross-channel chatbot technology, Pepsi announced they will give everyone in the U.S. a free Pepsi Zero Sugar if the final score of the 2020 game ended in a zero.

Pepsi saw benchmark breaking results by re-engaging fan through SMS and Twitter DMs, and they were able to continue to grow their audience of engaged customers by 17,000 through targeted, optimized media.

58% of users entering the chat experience through SMS redeemed an offer, exceeding benchmarks by **4.8X.**

44% of users entering the chat experience through Twitter redeemed an offer, exceeding benchmarks by **3.6X.**

80% of post-game users came from targeted media driving to the Facebook Messenger chat experience.

PEPSICO

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BENEFITS

01 Establish directly-owned relationships to **drive customer acquisition** and build CRM

02 Quantify retail sales originating from media with **full-funnel attribution**

03 Leverage AI to talk to consumers 1:1 at scale, in real-time, and **meet product consideration needs** at the moment of purchase

04 Capture SKU-level transactional data to **uncover which products consumers purchased** and inform future activations and offers

05 **Drive trial**, repeat purchase, and measure customer lifetime value.

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THANK YOU!

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Q&A

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