

Hi!

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Welcome to
Messenger



LOG IN

TODAY'S AGENDA!

Messaging App vs Social Network



MESSAGING APPS

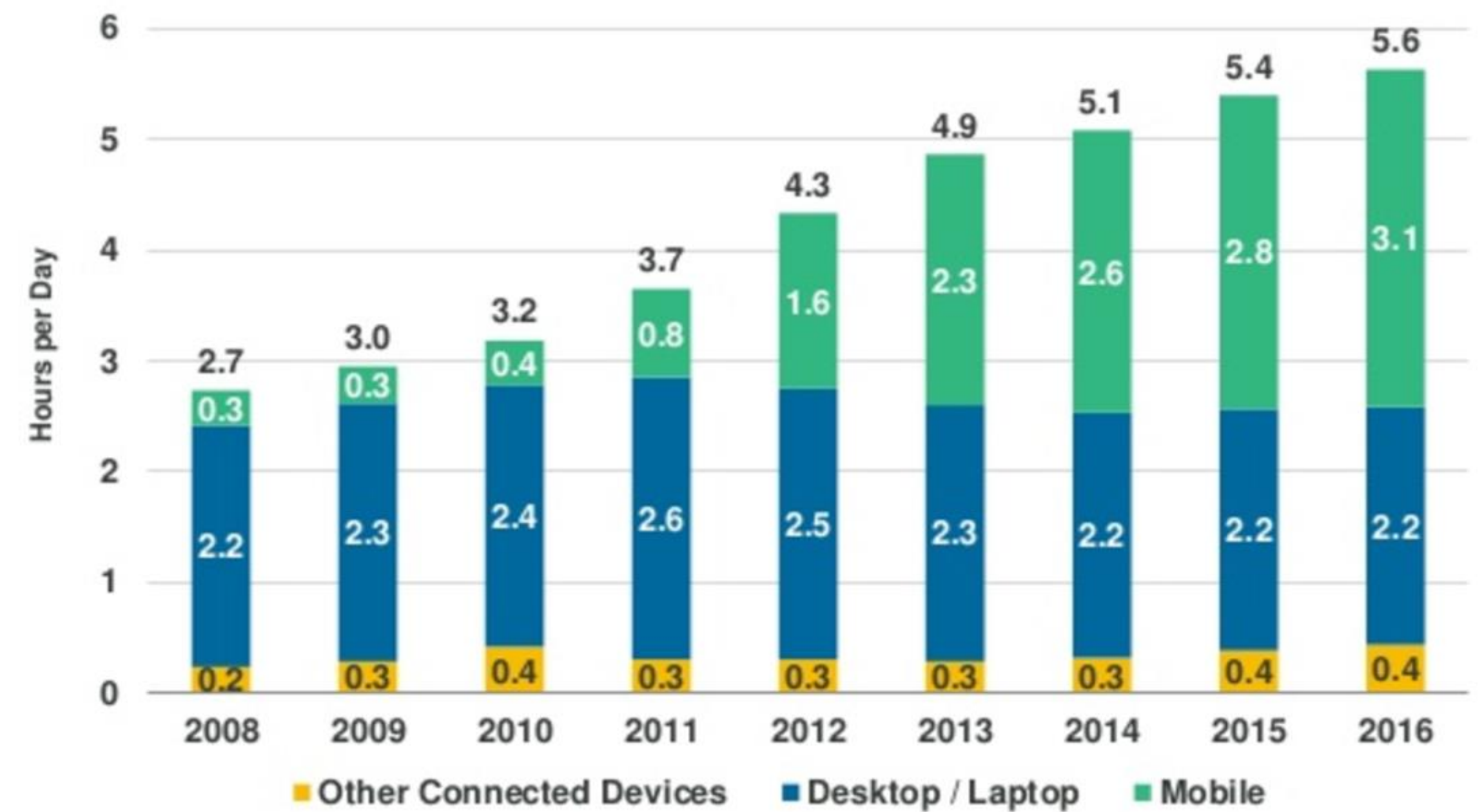
Connecting the rise of mobile
and death of app downloads

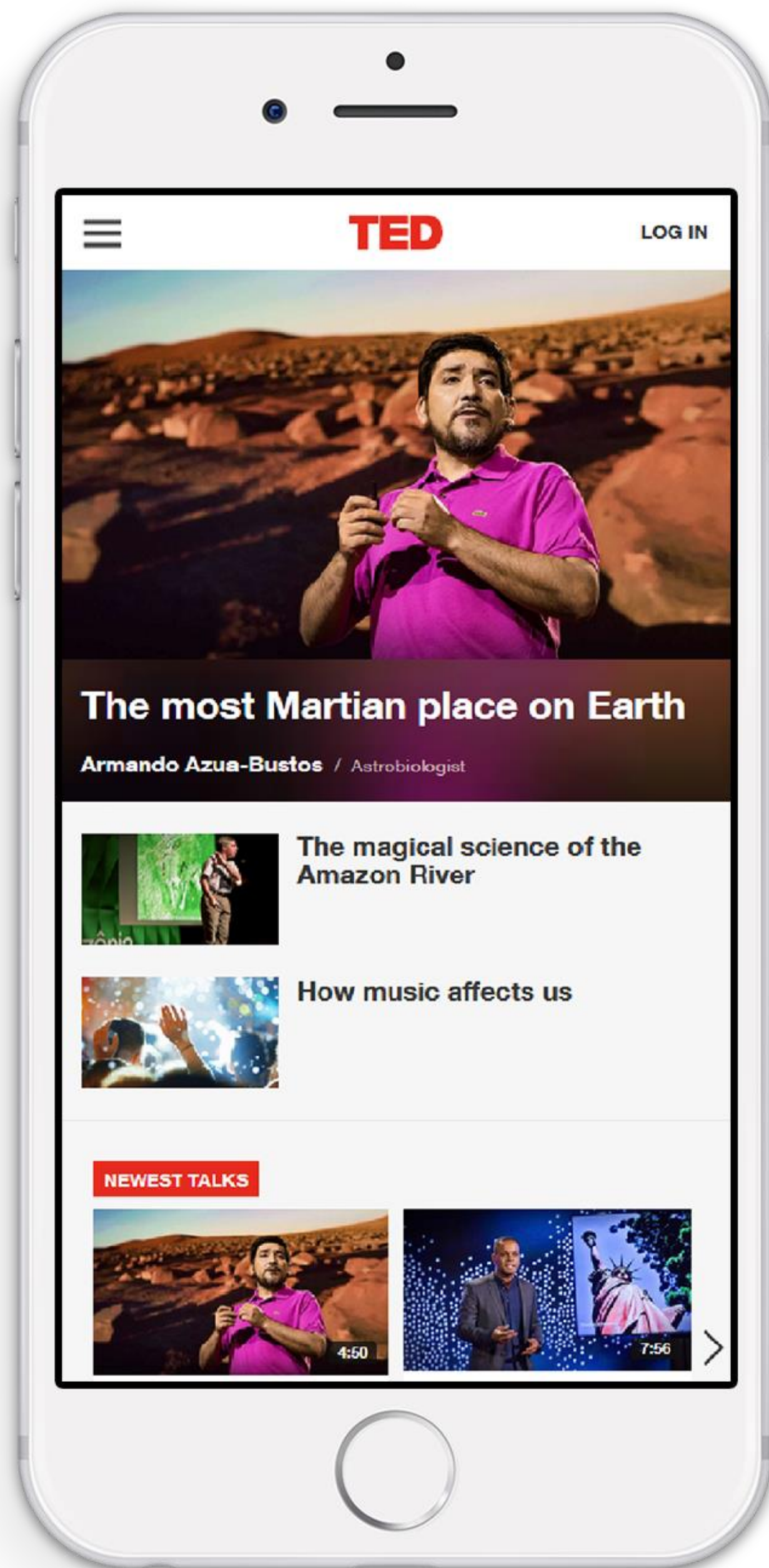
Mobile traffic continues to rise

Source:

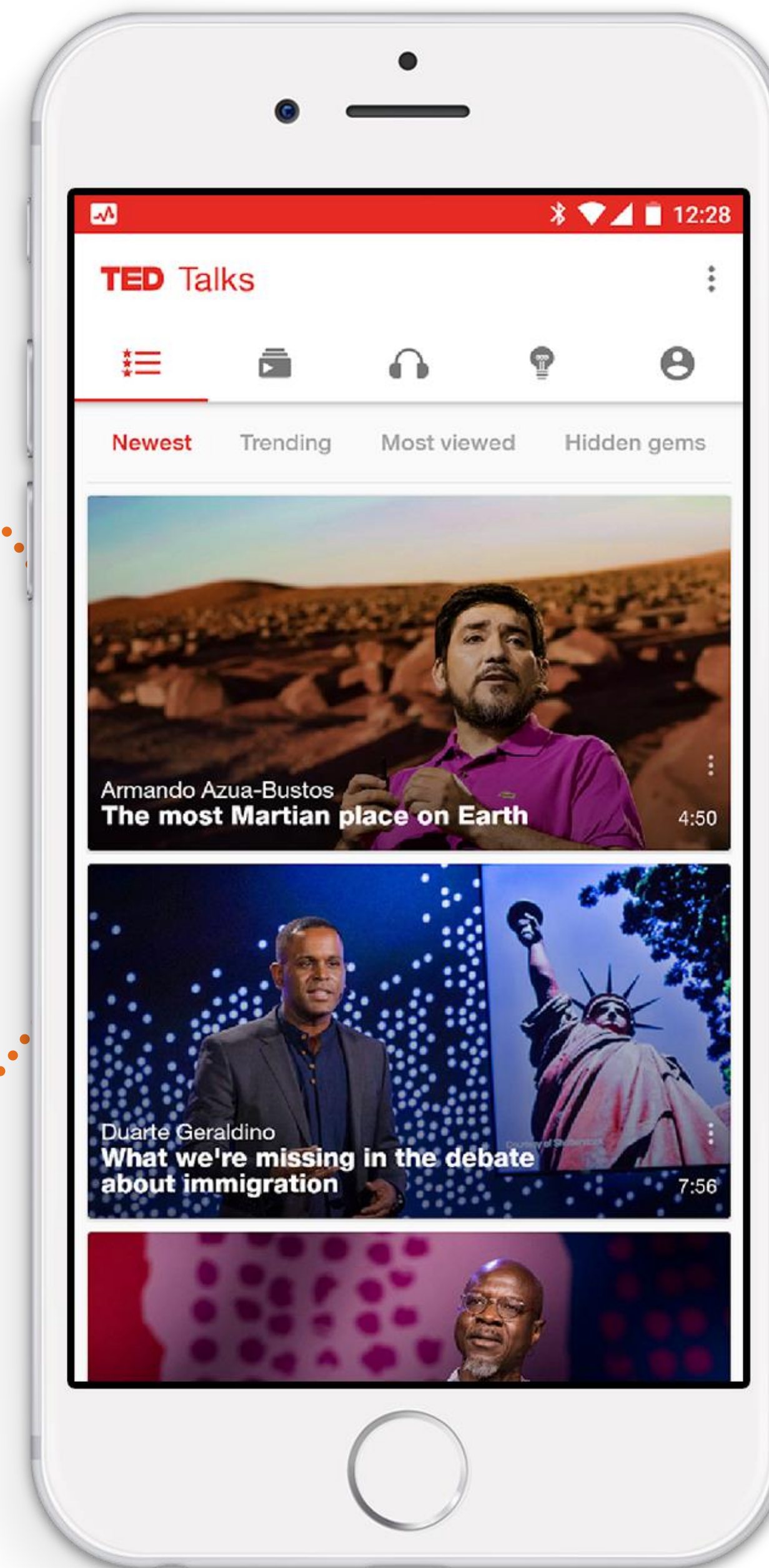
Internet Usage (Engagement) = Solid Growth...+4 Y/Y ...
Mobile > 3 Hours / Day per User vs. <1 Five Year Ago,
USA

Time Spent per Adult User per Day with Digital Media, USA,
2008 – 2016



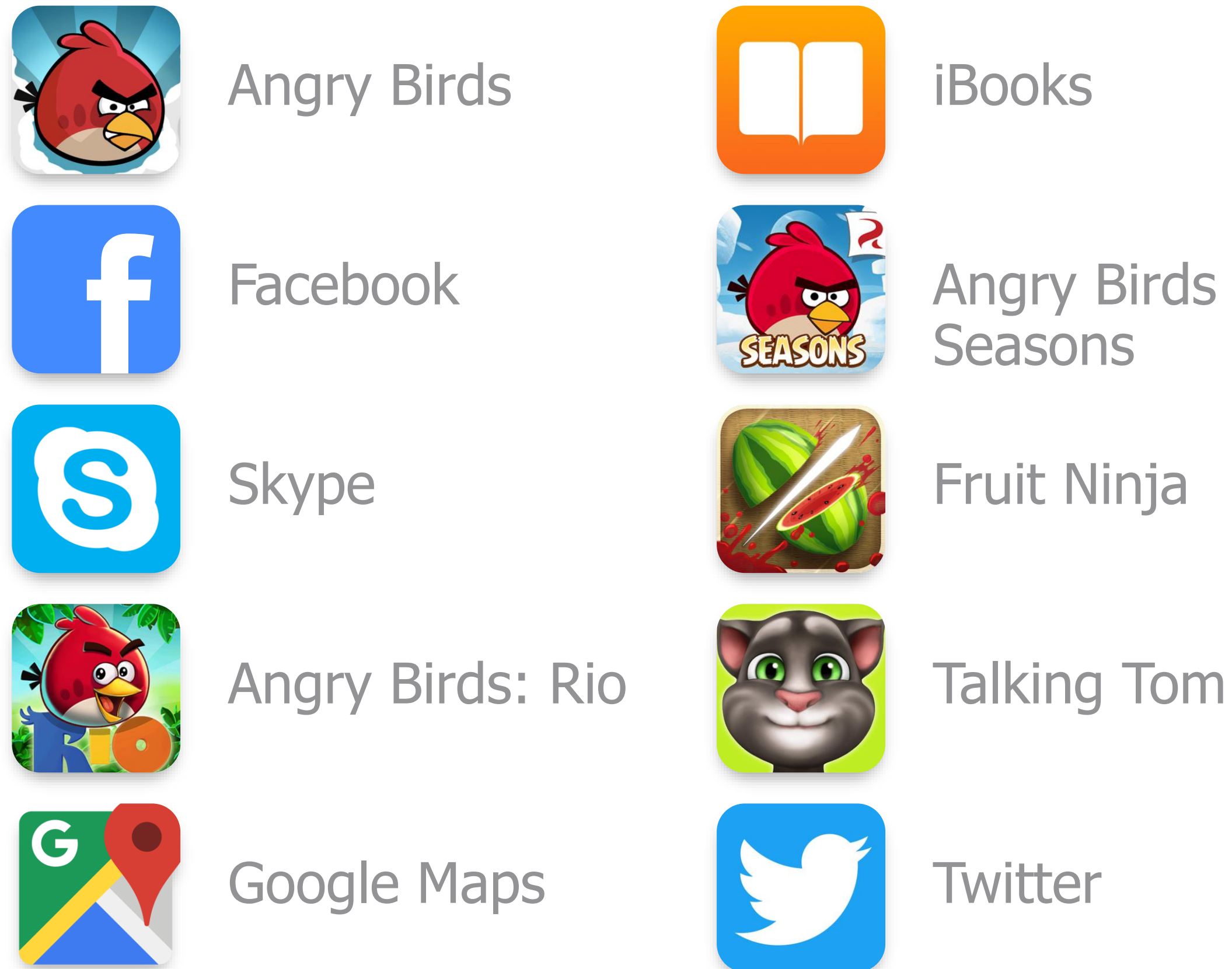


Interacting with
the web on mobile
is hard, apps were
designed to
make this better

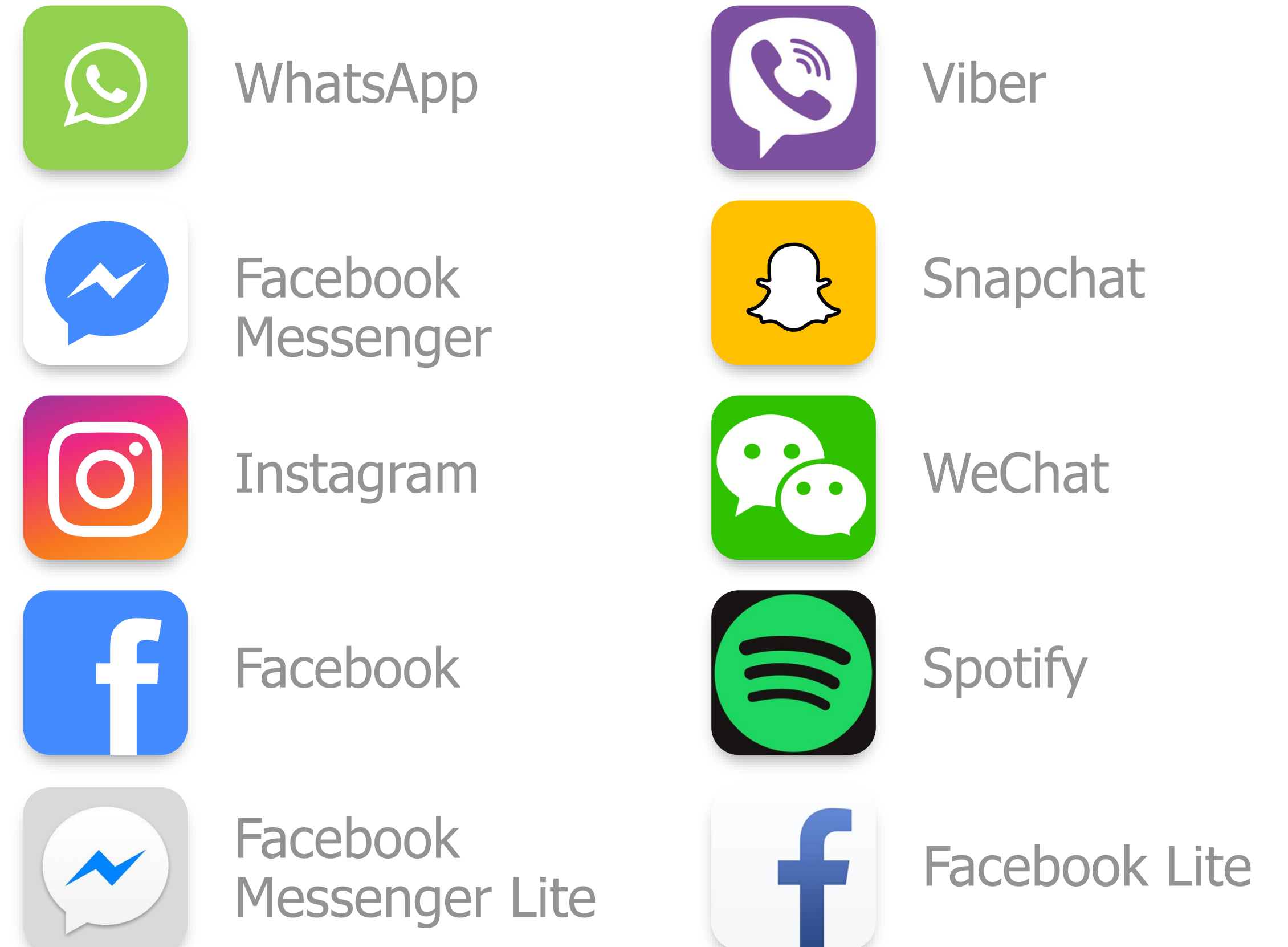


App downloads are declining and messaging platforms are the dominate applications

2011



2017





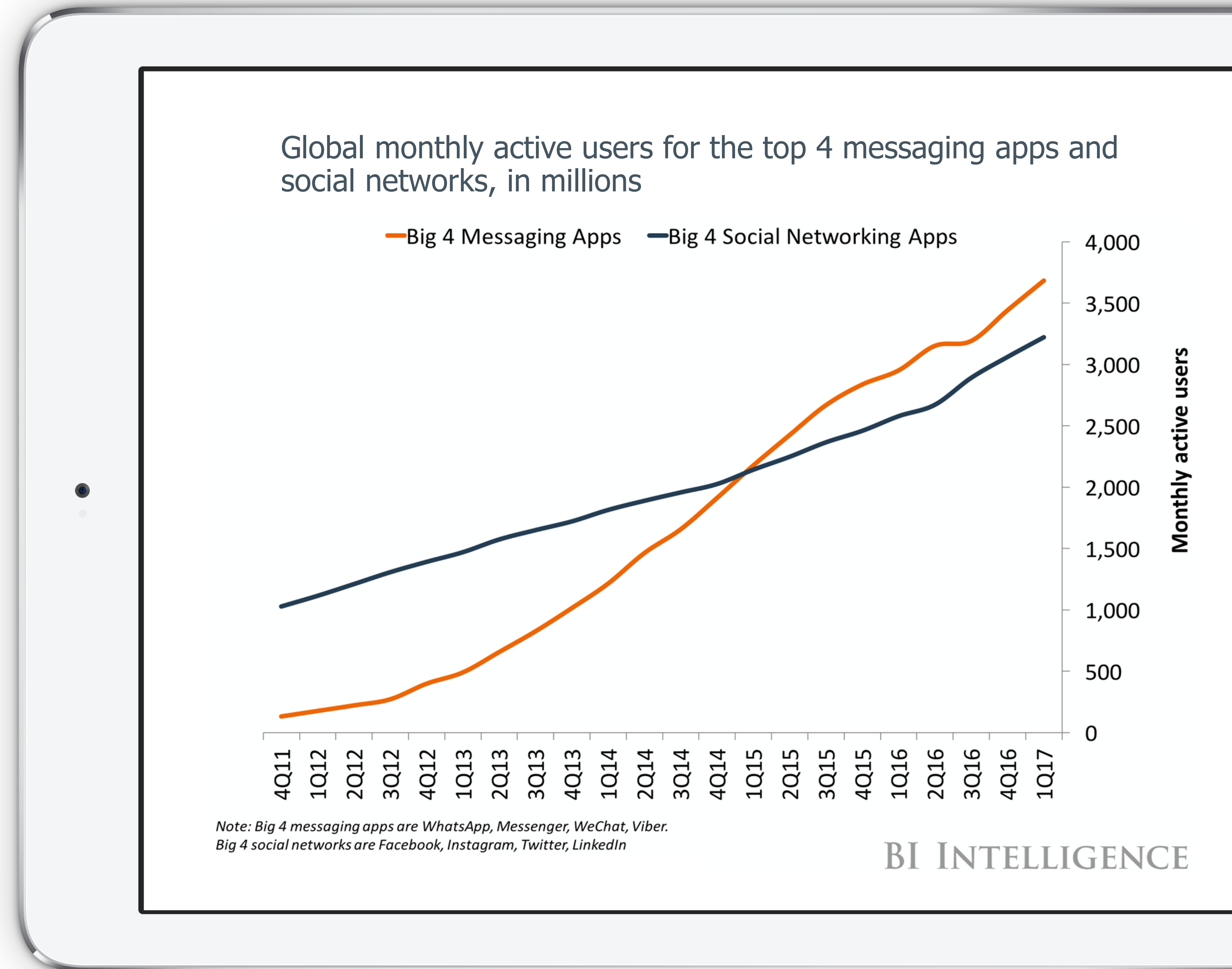
@jatgilbert

| #Inboundpartnerday

| @HubSpot

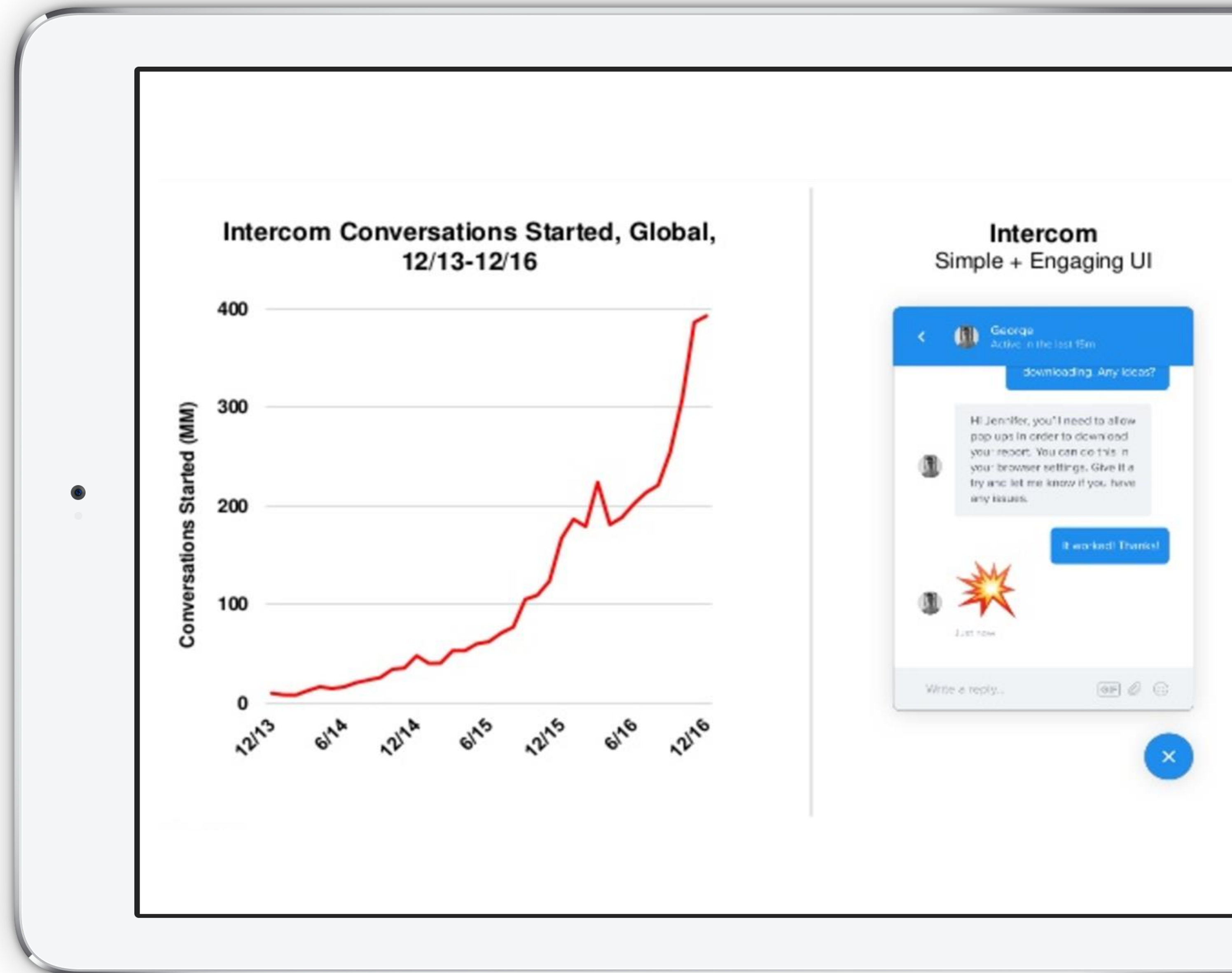
Messaging app surpasses social network

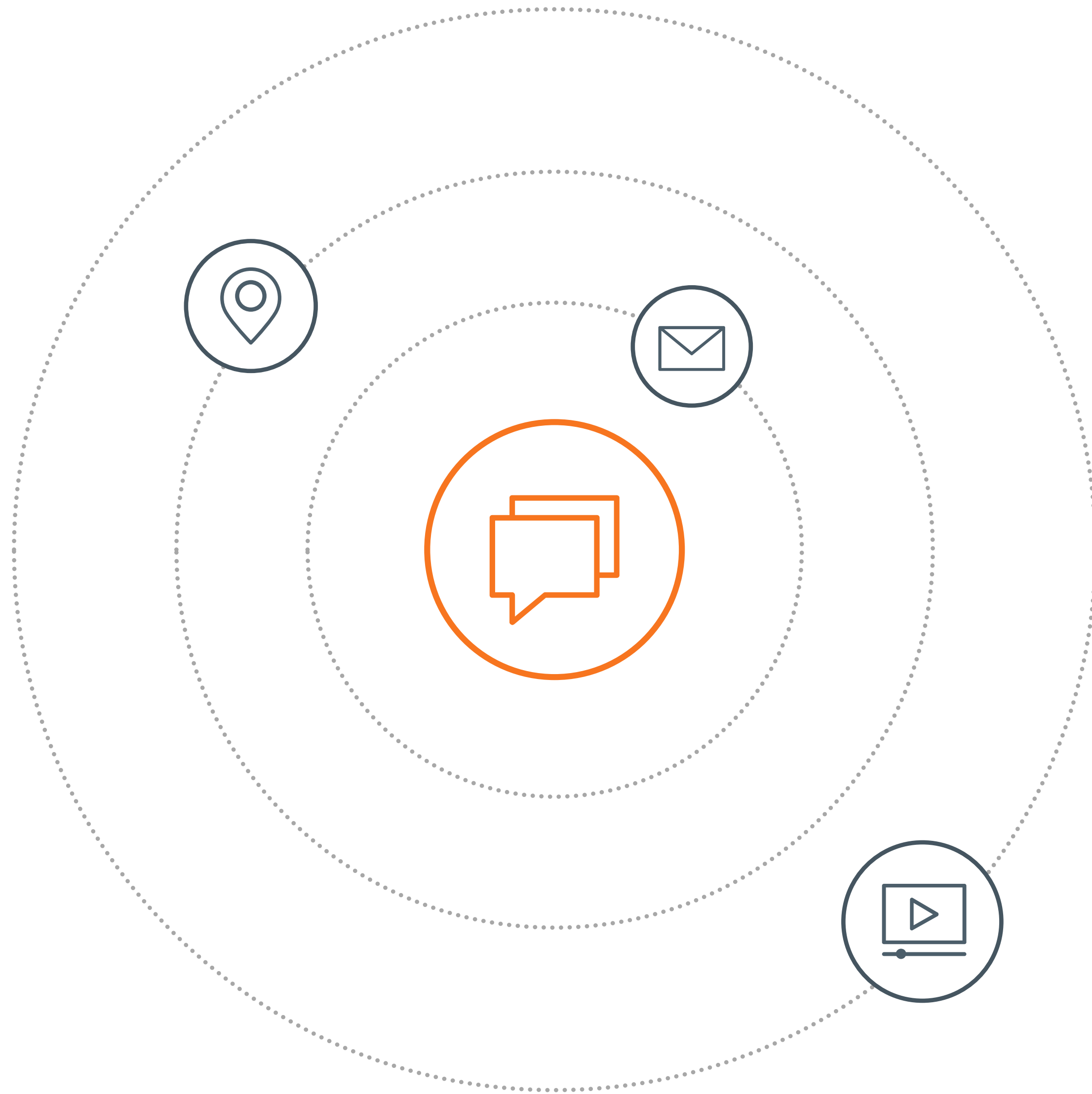
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017



And these conversations are moving to be between business and their customers

Source: Intercom





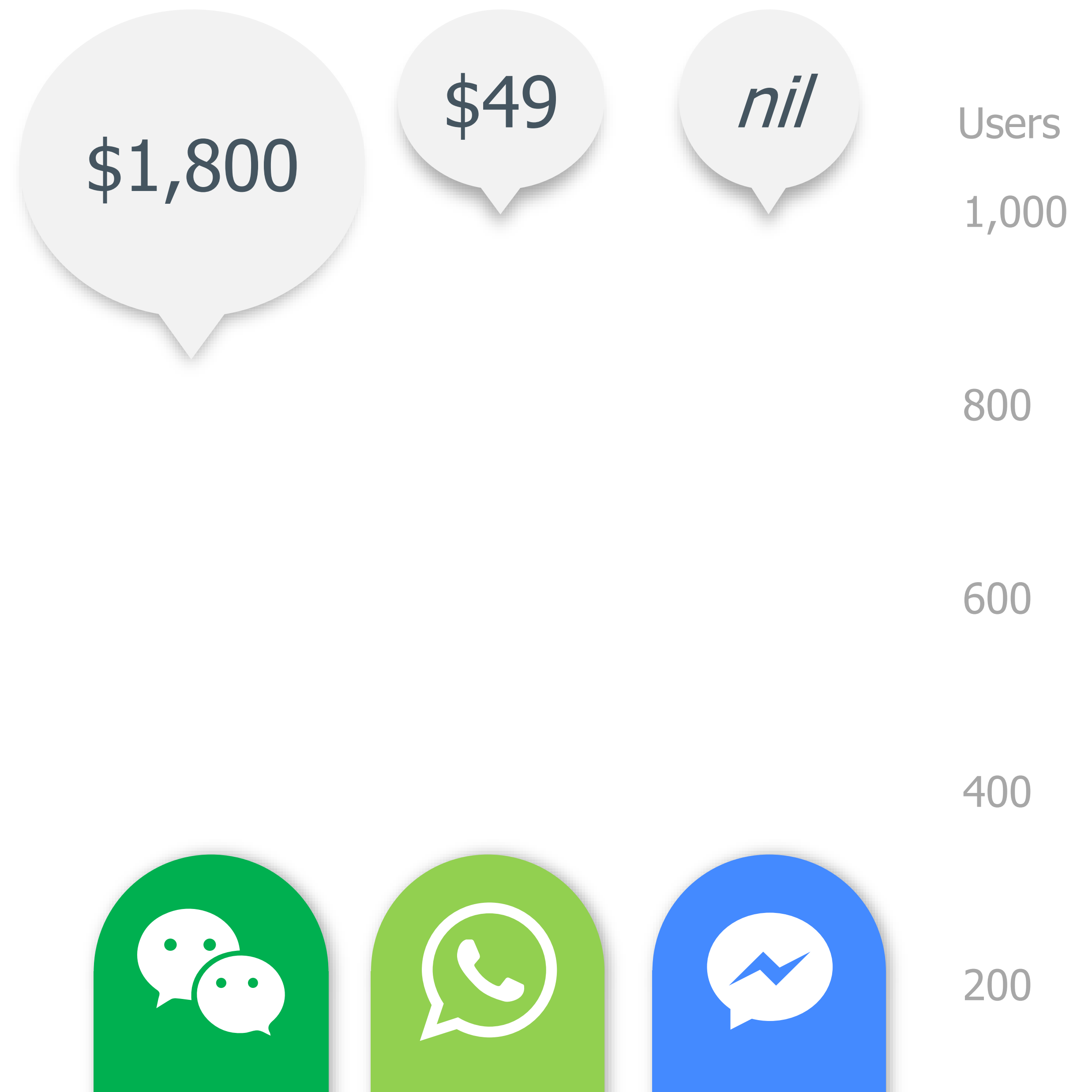
Chat has emerged as
the centre of
the mobile universe

WeChats Inspiration to Facebook Messenger

Users are nice, revenue is better

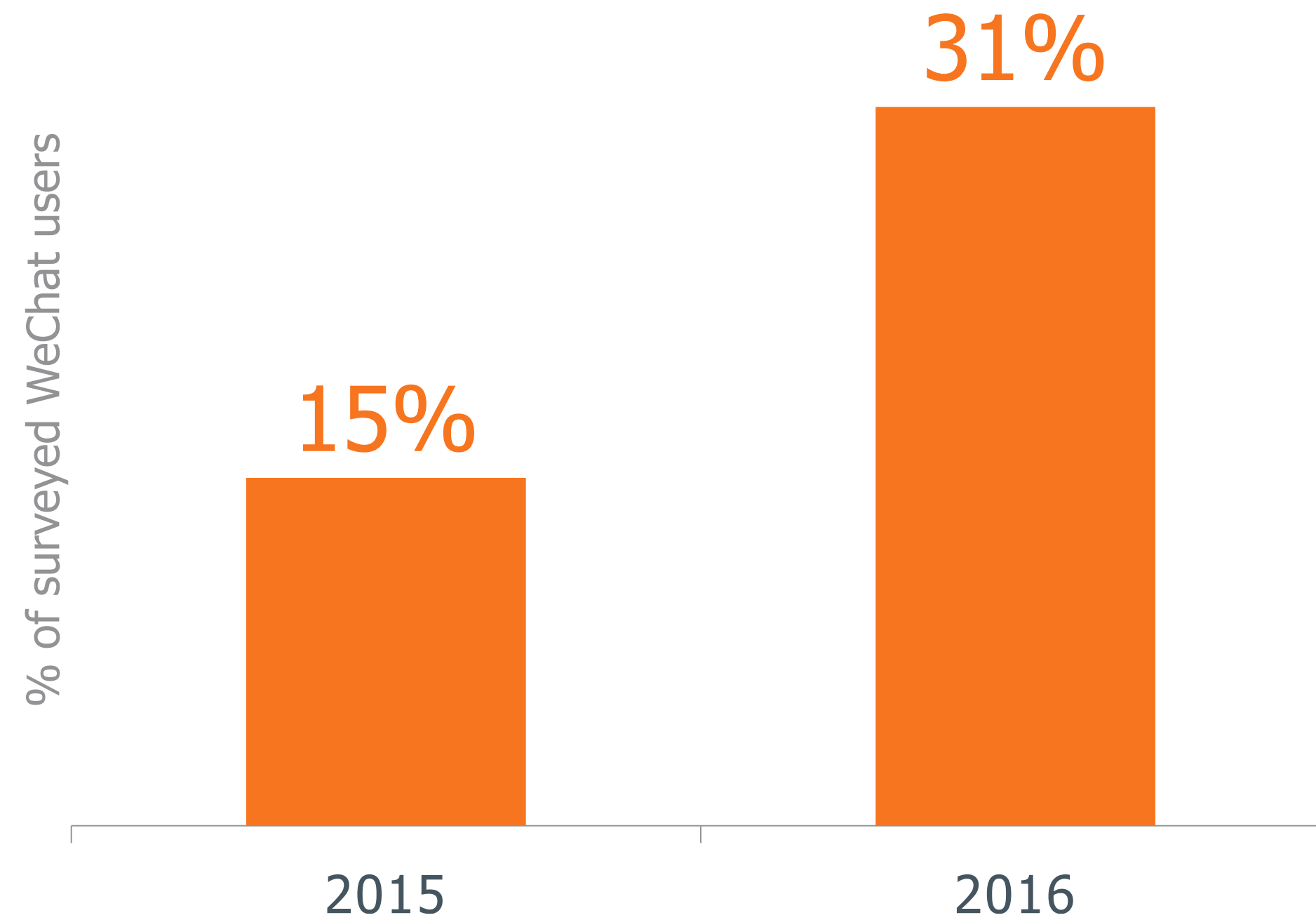
Messaging apps, monthly average users
Q1 2016, \$m

Mobile revenue, \$m



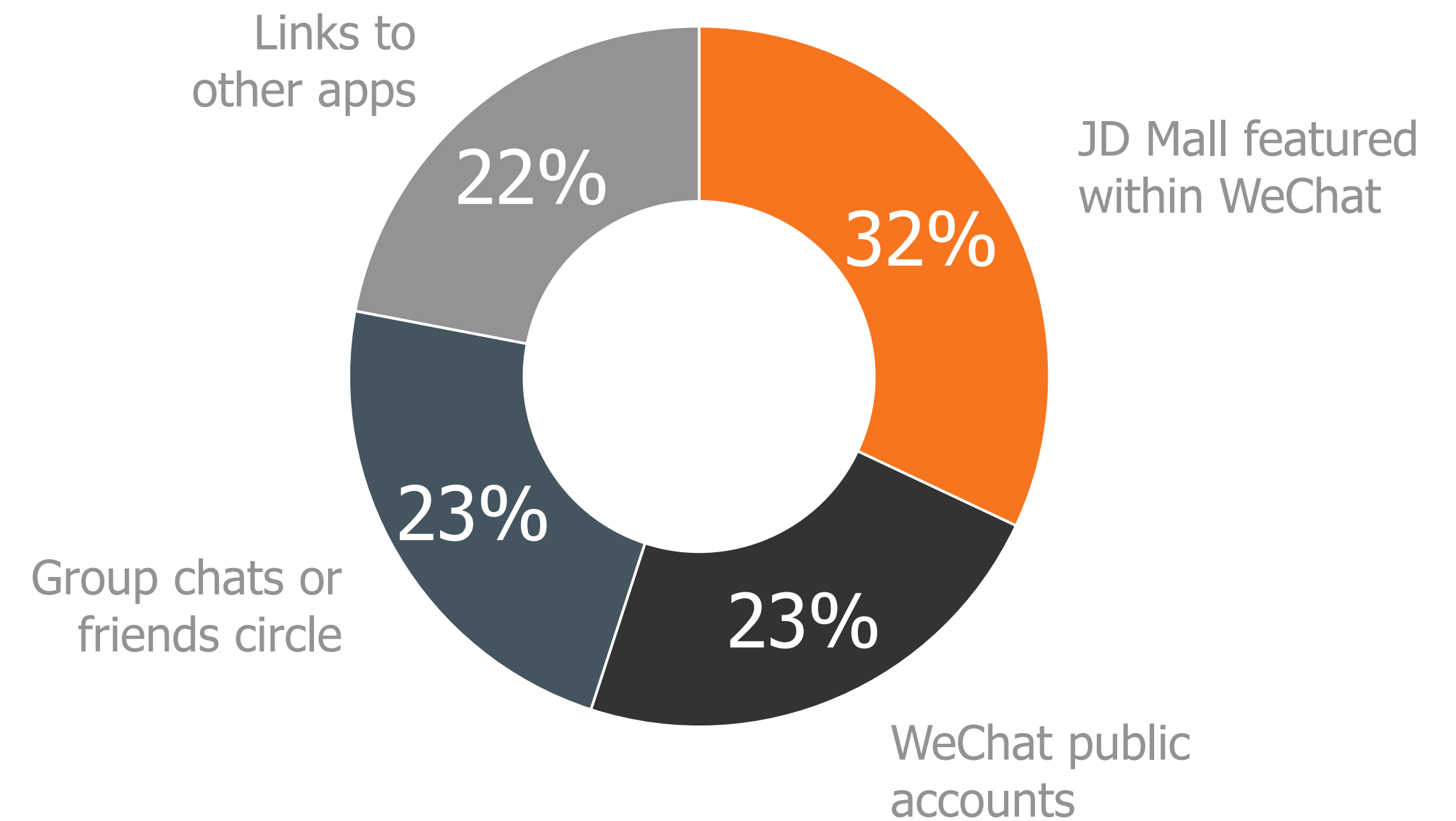
Even nicer when this revenue continues to grow

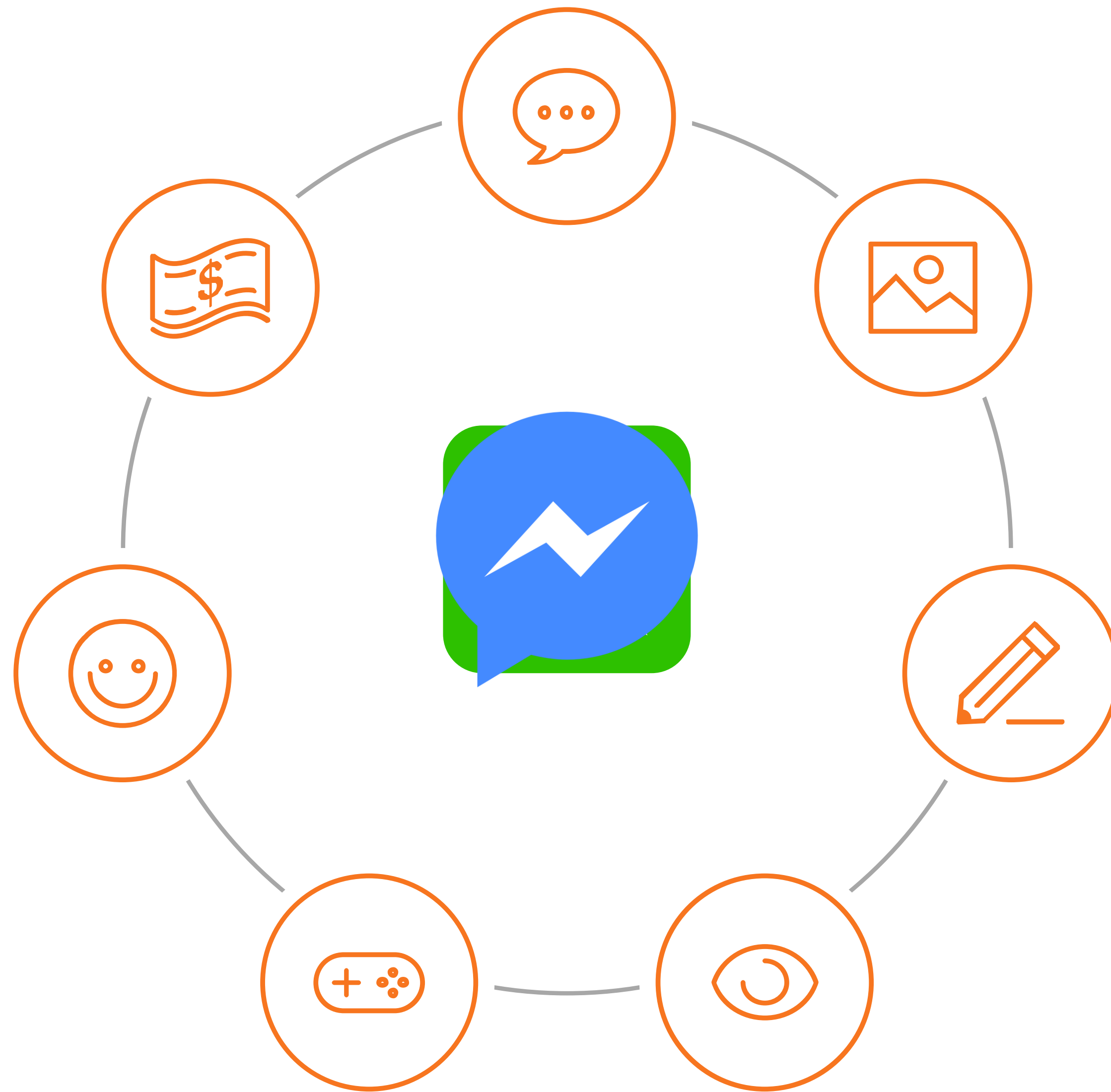
% of WeChat users making e-commerce purchase through WeChat



Source: McKinsey's 2016 China Digital Consumer Survey Report

Channels through which users made e-commerce purchase








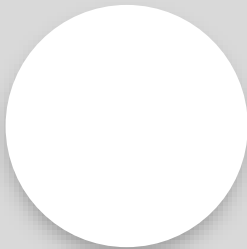








WeChat and
it's inspiration to
Facebook Messenger

WeChat and it's inspiration to Facebook Messenger

2015 | 2017

Features offered	Finance	E-commerce	Digital content	Online-to-offline services	Advertising
WeChat 					
Facebook Messenger 					

Growth and focus of FB messenger

Current focus for FB messenger

Built the infrastructure

Seeded the developer community

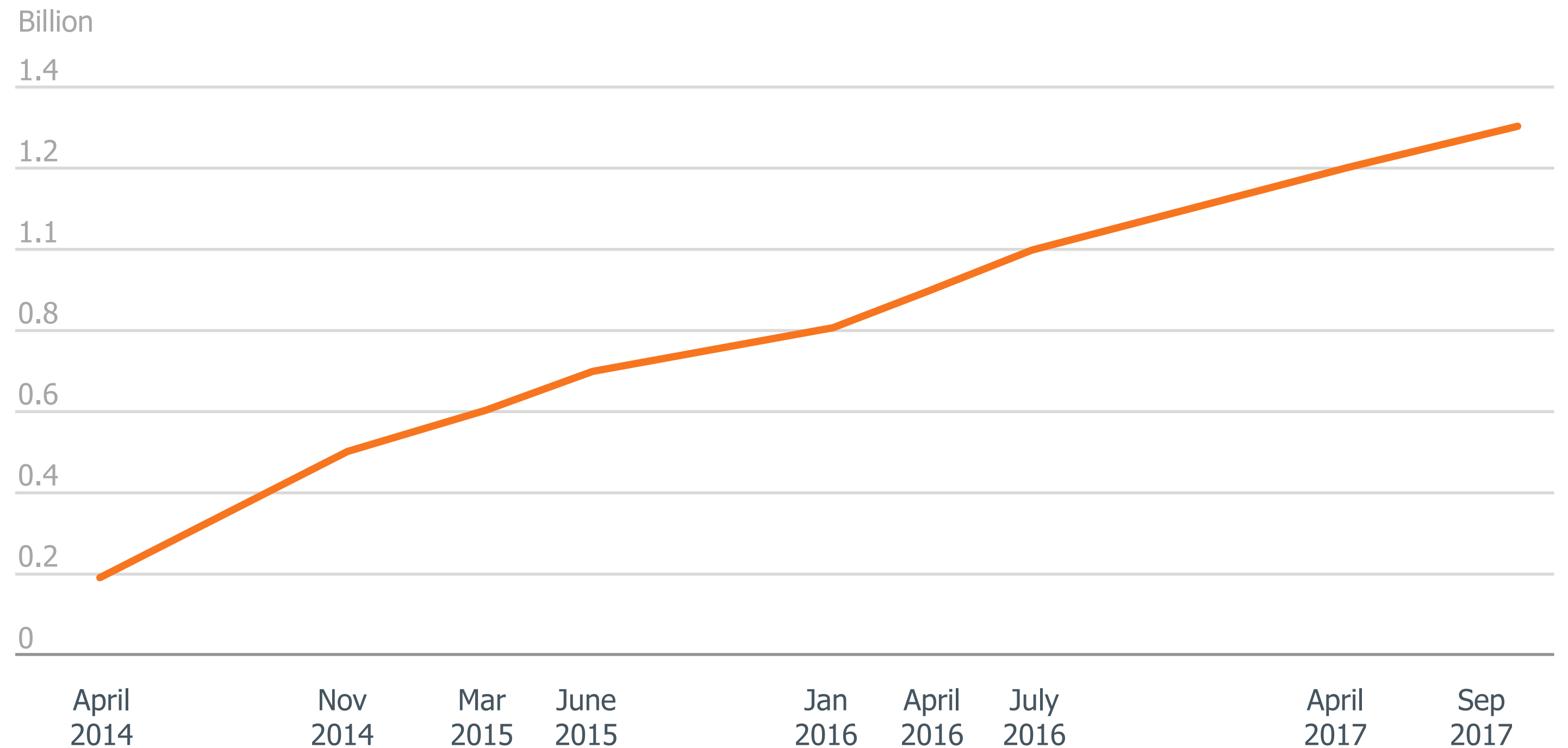
Helping marketers



Growth of FB messenger



Facebook Messenger users
1.3 billion



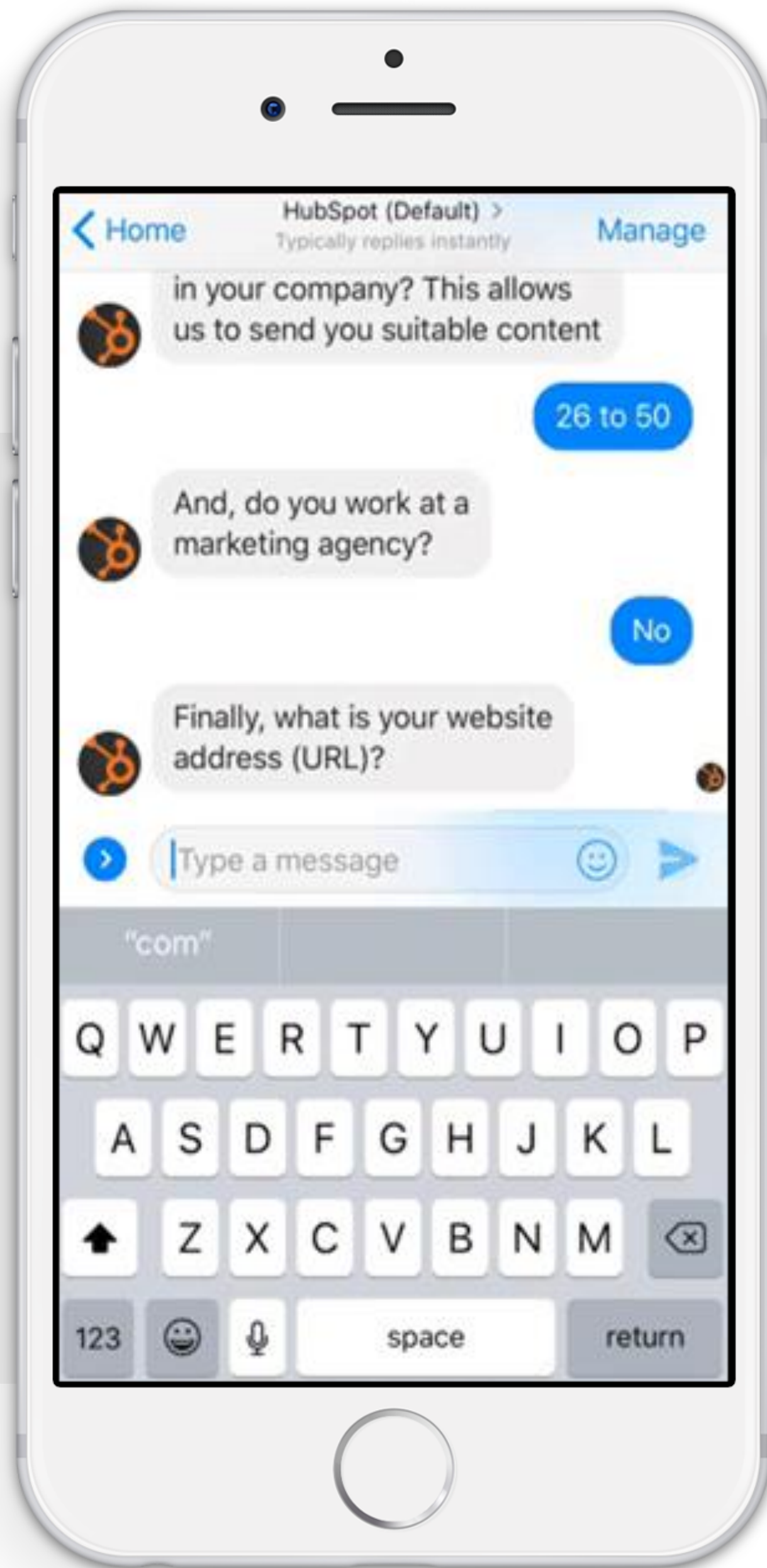
Growth of FB messenger





1.3 Billion, that is a
lot of people, how
are marketers
reaching them?

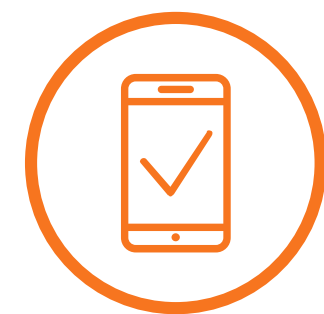
Lead generation



Conversational form



Convenience

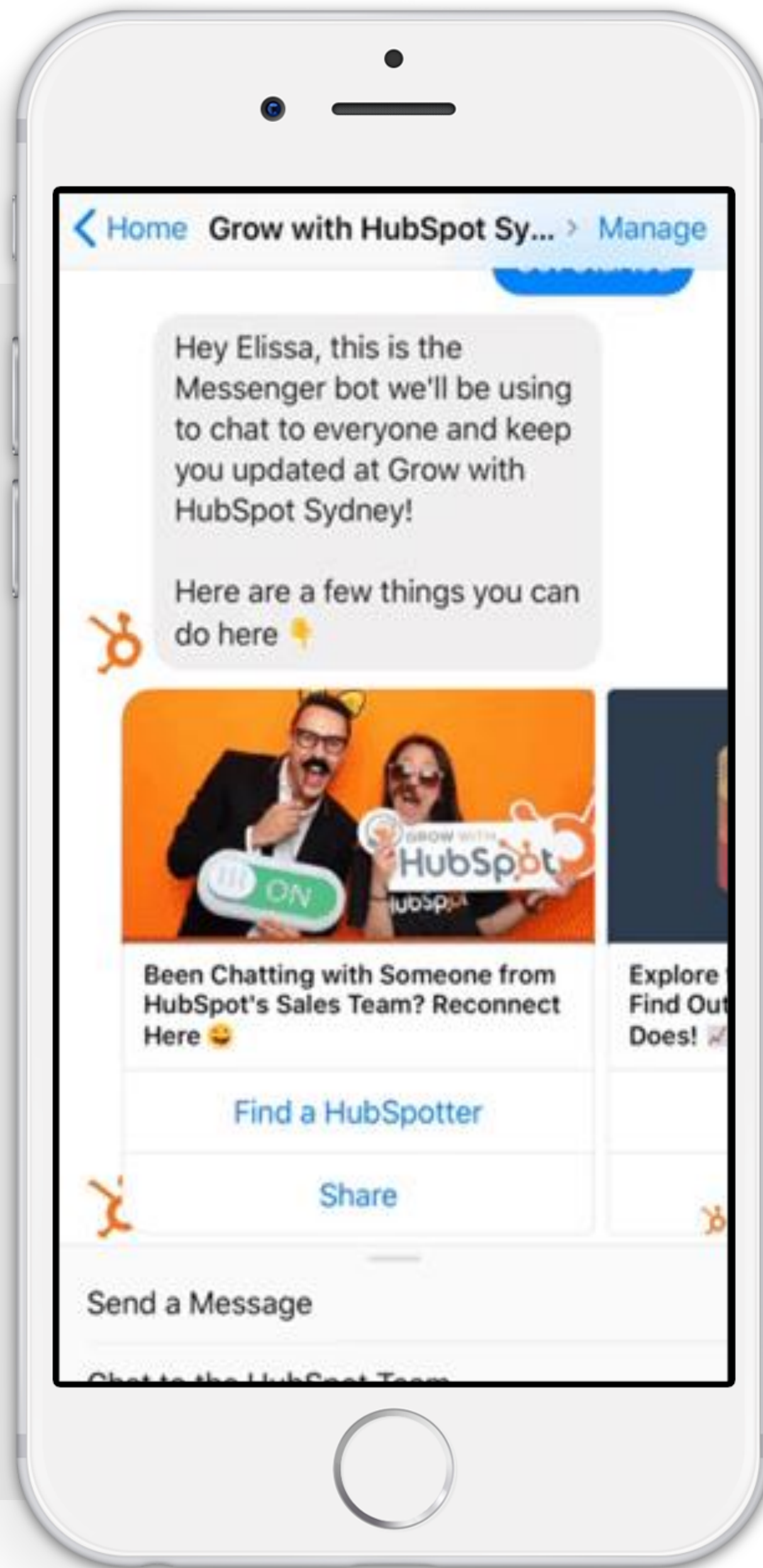


Mobile-first



High engagement rates for nurturing

Events



Real time comms
at scale



View agenda



Learn about
products



Book time
with sales

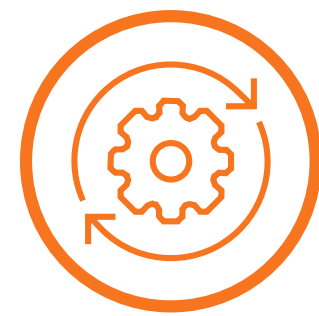
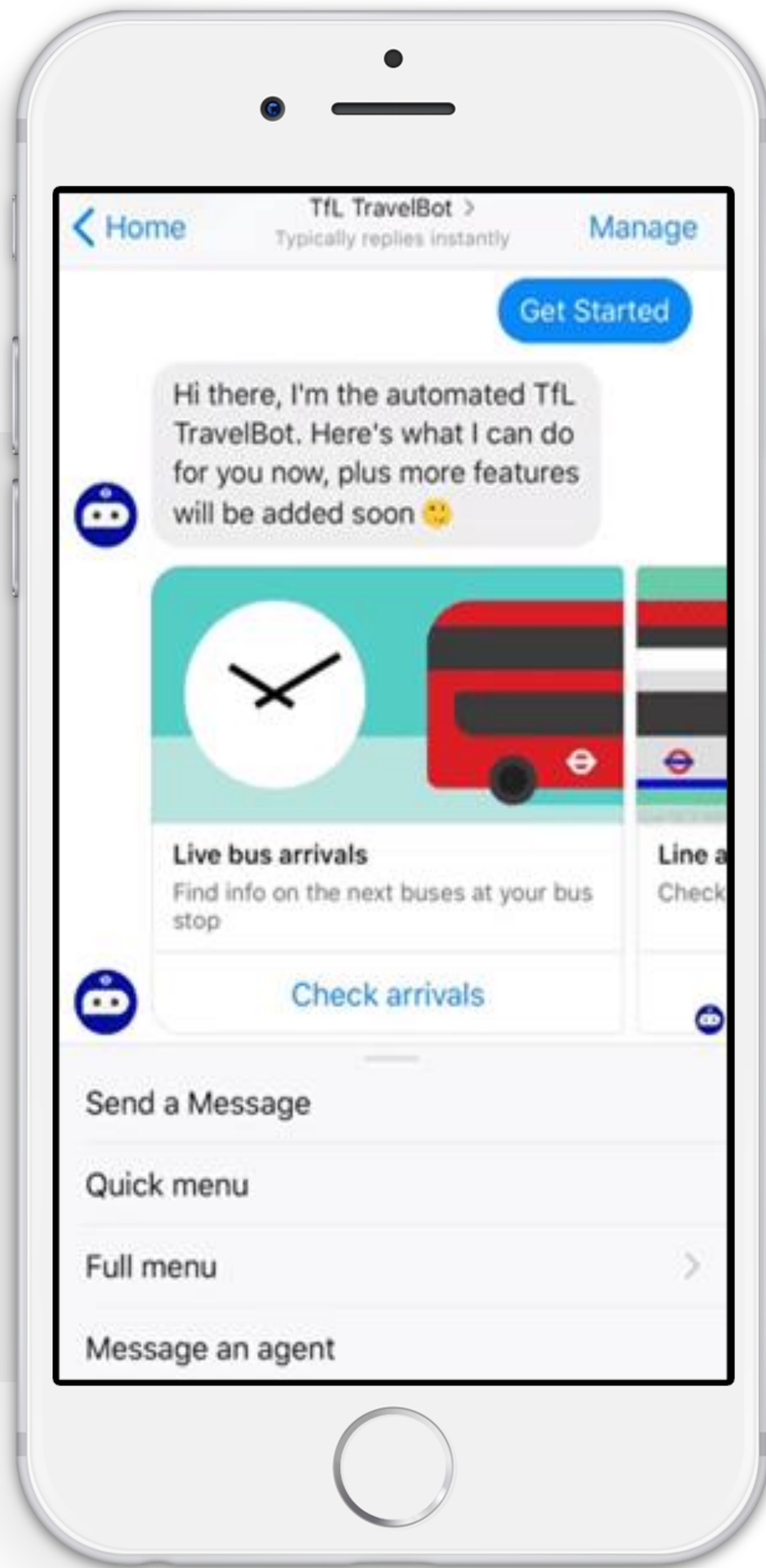


Participate in
Q&A panels



Feedback
& questions

Customer Service



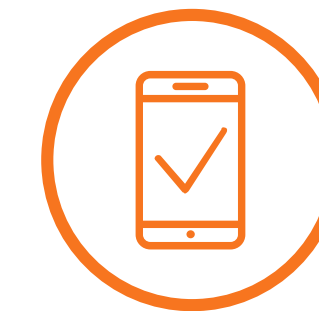
Connect instantly



Live information

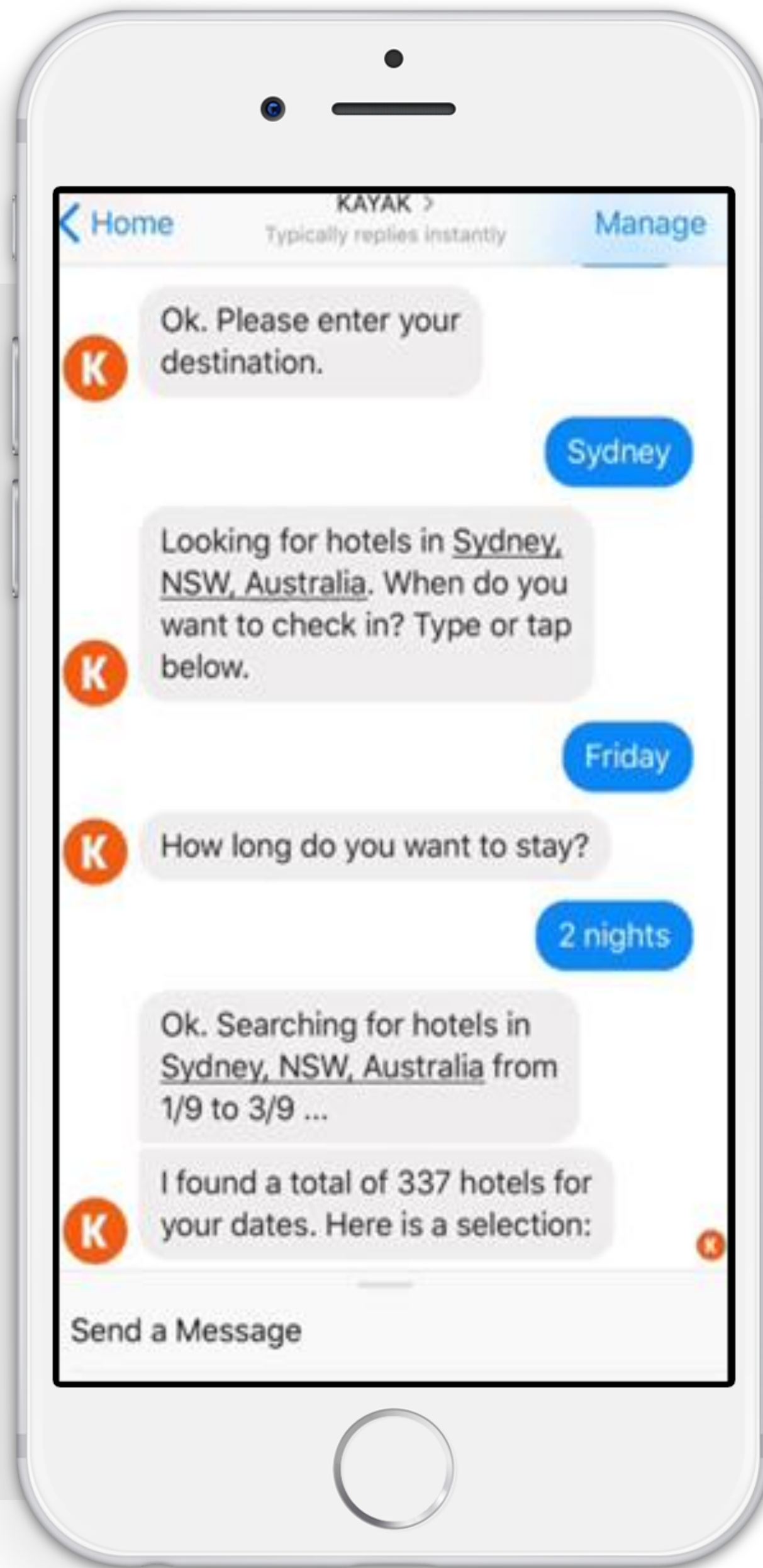


Saves time
and budget



No need for an app

Ecommerce



No need for an app



Conversational interface



In-Messenger payments

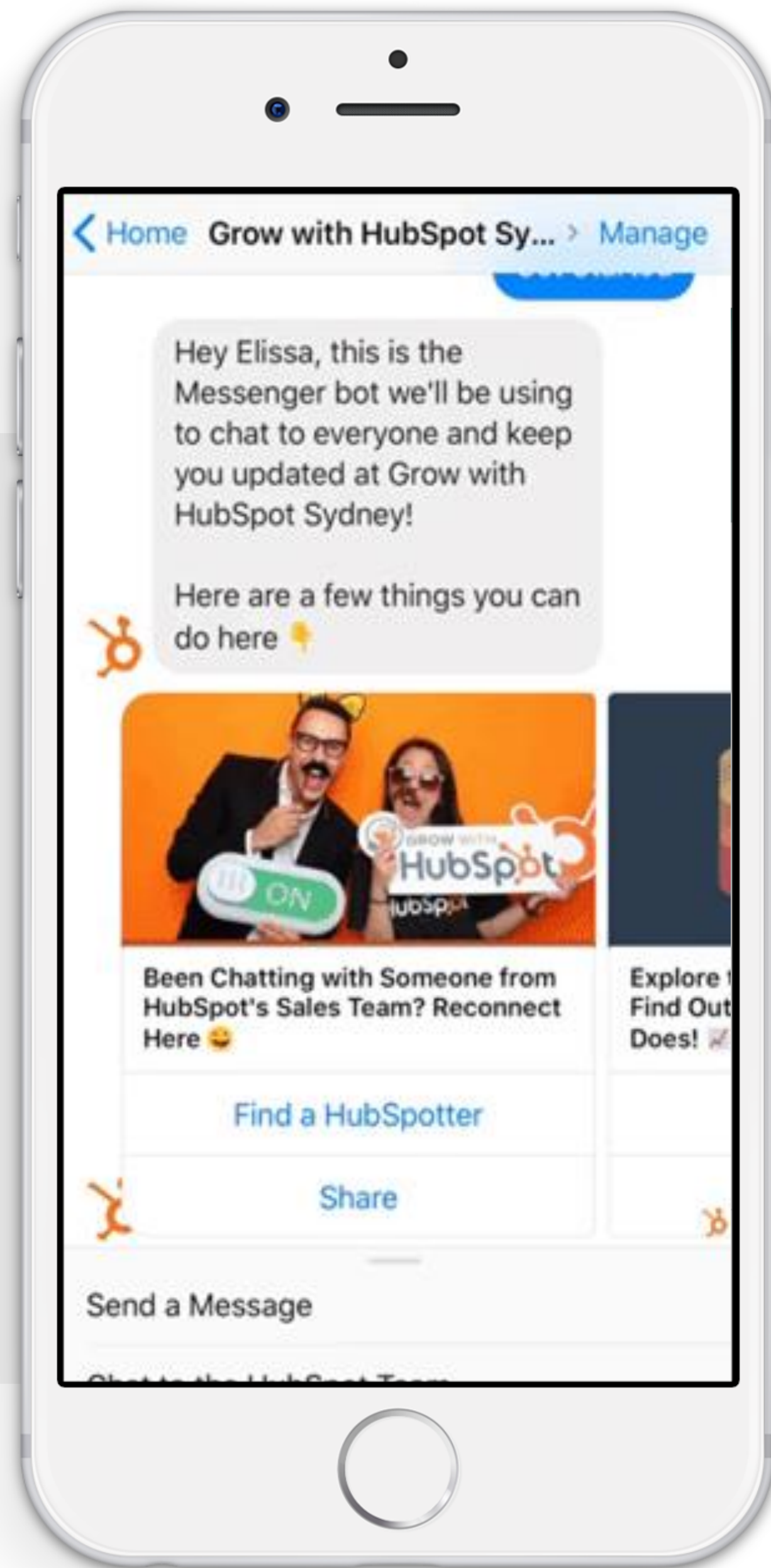


Less barriers to purchase



Personalized experience

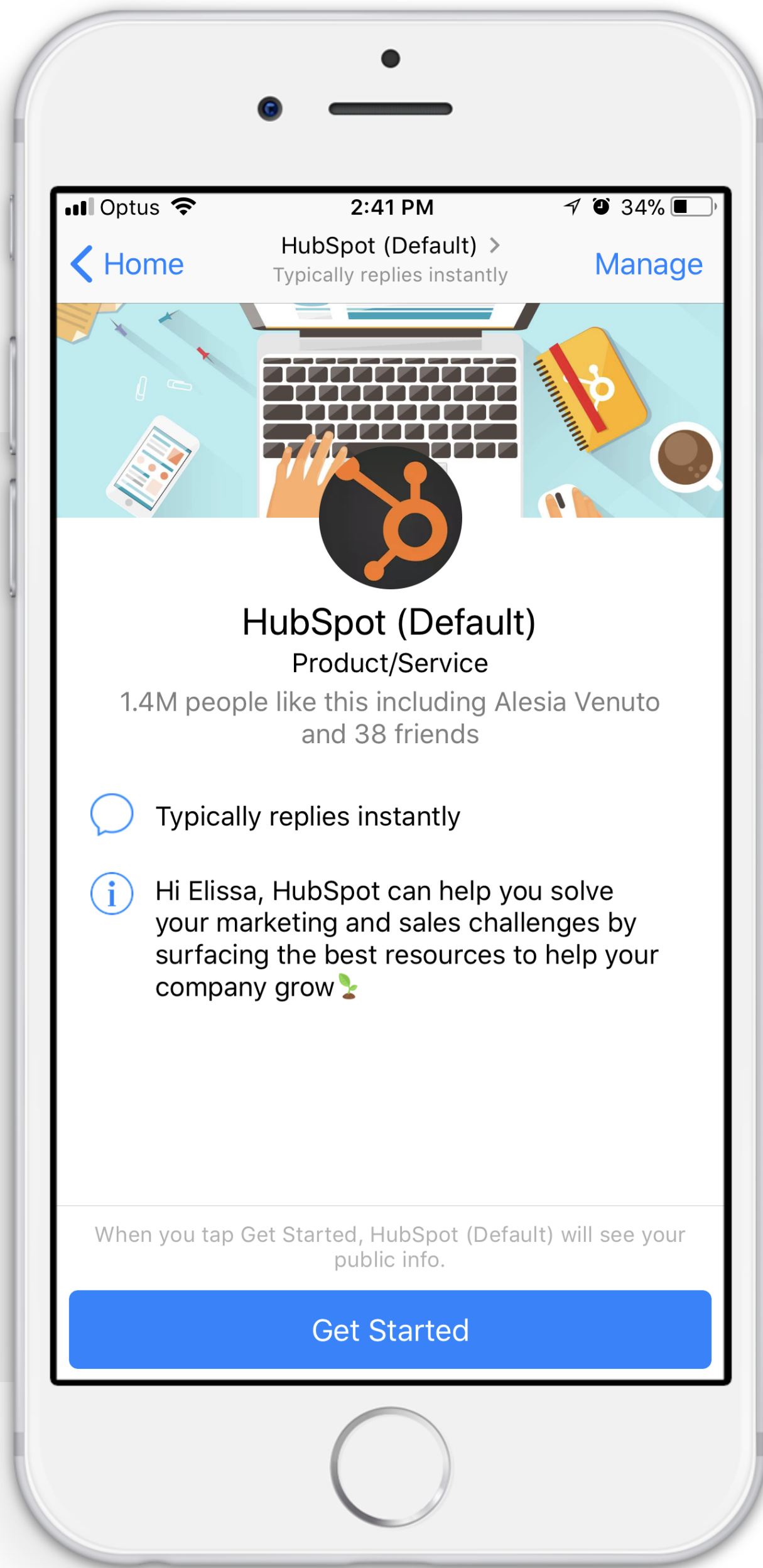
What about the results?



Results

Events

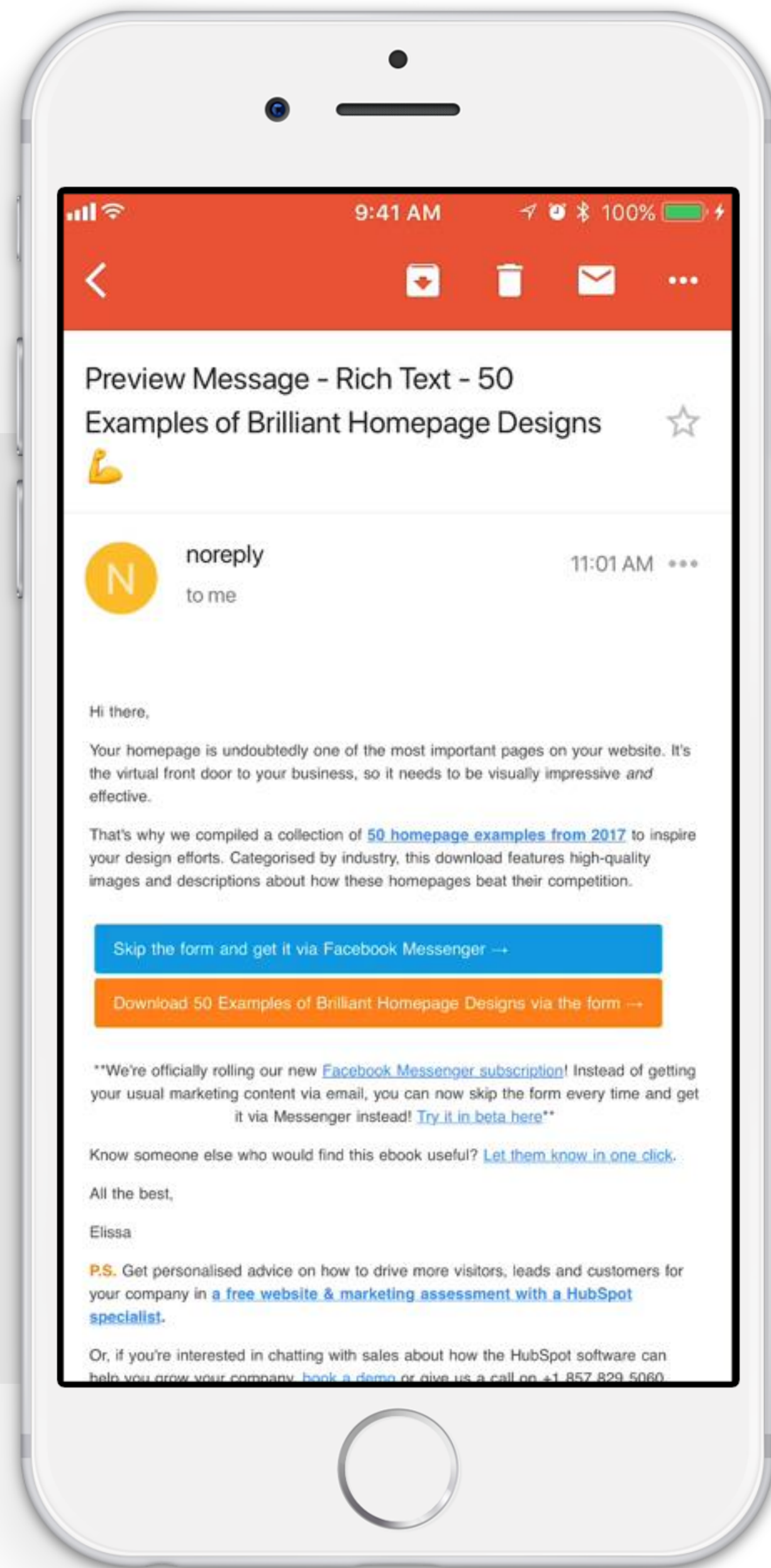
	GwH Melbourne	GwH Sydney
Attendees to the event	340	912
People enrolled on the day	114	430
Average open rate during the day	93.86%	78%
Meetings booked on the day	4	65
Meetings booked as a % of people enrolled	3.5%	15.1%



Results

Paid

	Via Messenger	Via Landing Page	Improvement
Click → Submission rate	11.21%	3.79%	296%
Cost per FB subscriber	\$0.93	N/A	-
Cost per lead	\$4.77	\$22.75	477%
Cost per MQL	\$11.69	\$46.25	396%

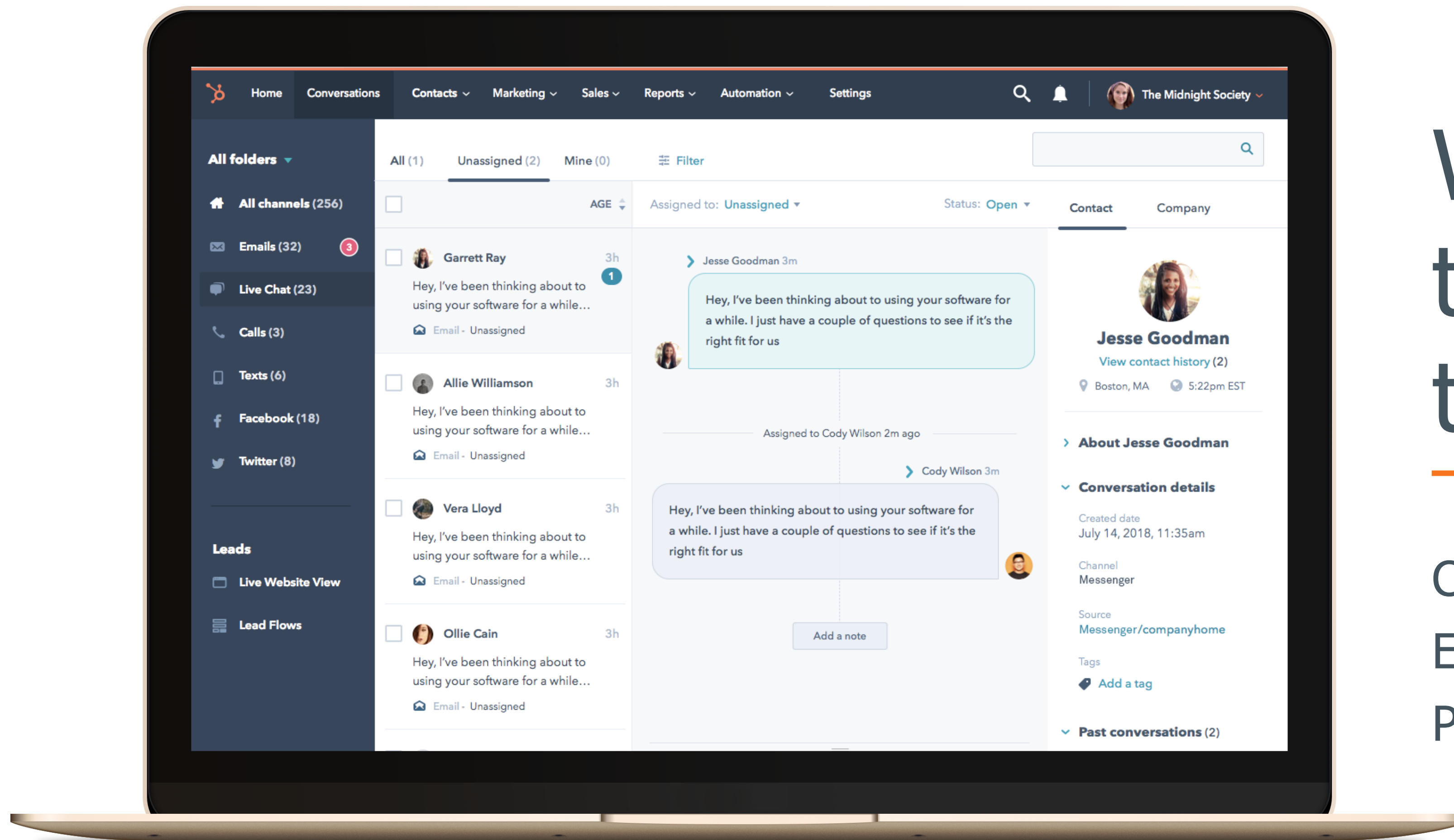


Results

:-) Email supplement/complement

	Broadcast 4 week performer	Email 4 week performer	Improvement
Open rate	79.57%	32.82%	242%
Click rate	12.77%	2.10%	609%
MQL/Delivered	0.07%	0.01%	694%

Why you need to connect it to your CRM



Why you need to connect it to your CRM

Continue Past Conversations
Enhance Live Conversations
Provide a Remarkable Experience



Why you need to connect it to your CRM

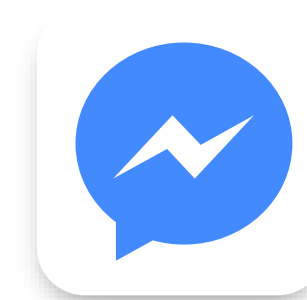
Messenger is just one part
of Facebooks Ecosystem

Did anyone notice
anything about
this slide?

2017



WhatsApp



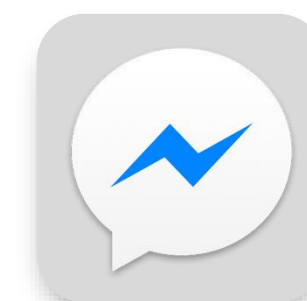
Facebook
Messenger



Instagram



Facebook



Facebook
Messenger Lite



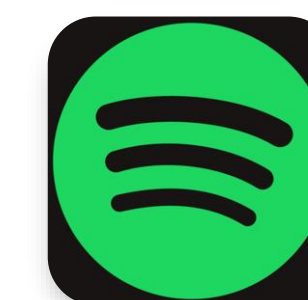
Viber



Snapchat



WeChat



Spotify



Facebook Lite

FB messenger is just
the beginning, the FB
ecosystem is a beast



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