



The
Market
Element

Digital Spotlight:
Chatbots in Marketing

6/15/2017

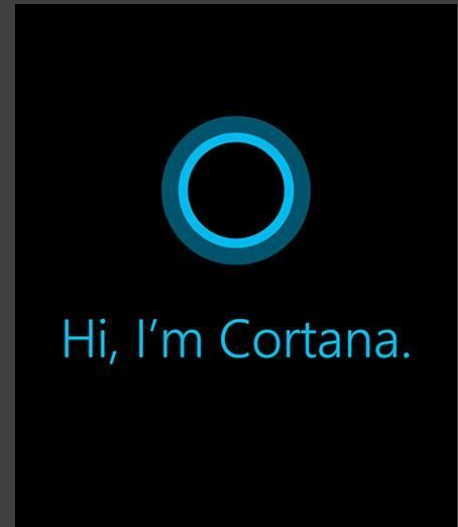
Andrew Sober
The Market Element LLC



WHAT'S A "CHATBOT"?



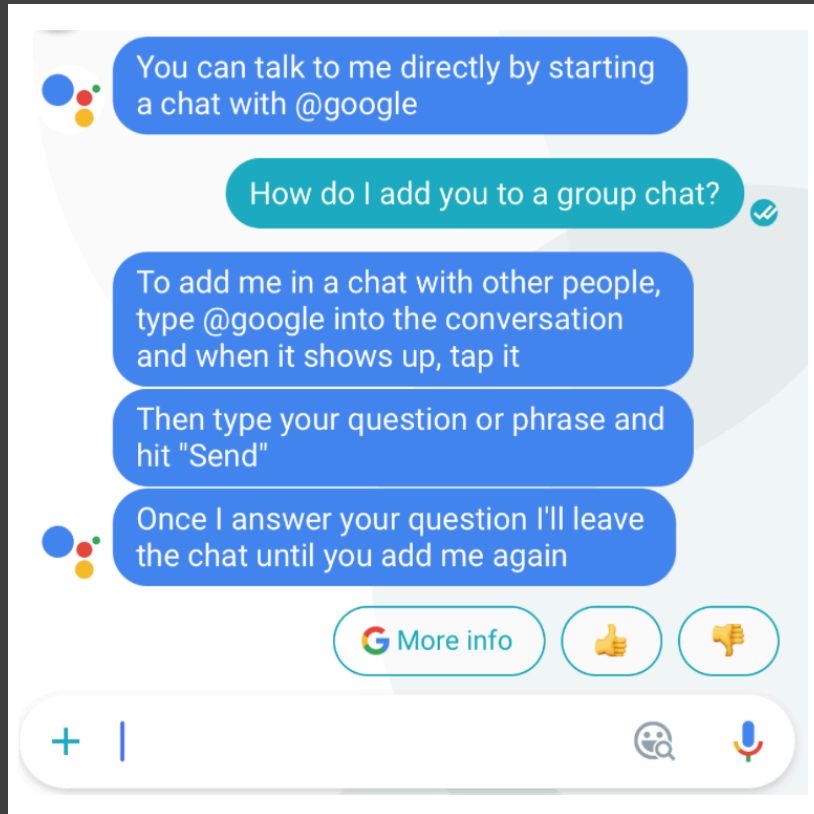
- Computer programs that conduct a conversation with a human based on voice or text inputs.
- **Varying levels of sophistication:**
 - Scripted Bots
 - Smart Bots
 - Artificially Intelligent Bots
- **By the numbers:**
 - 80% of businesses want Chatbots by 2020 – Oracle Survey
 - 49% would rather contact a business through messaging than phone – Ubisend Survey
 - Facebook Messenger has over 11,000 bots!



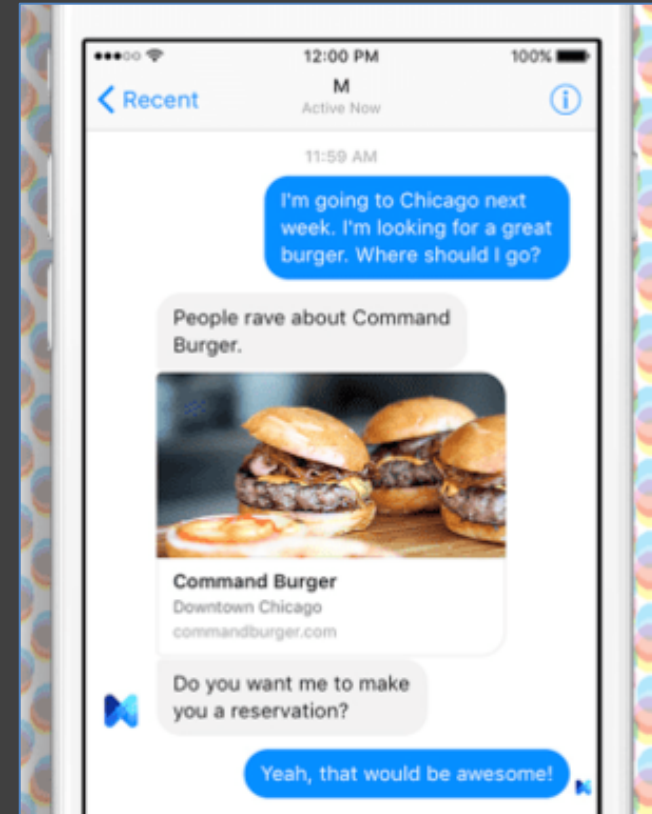
HOW ARE BOTS USED TODAY?



Messaging Platforms



Google Assistant



Facebook's M

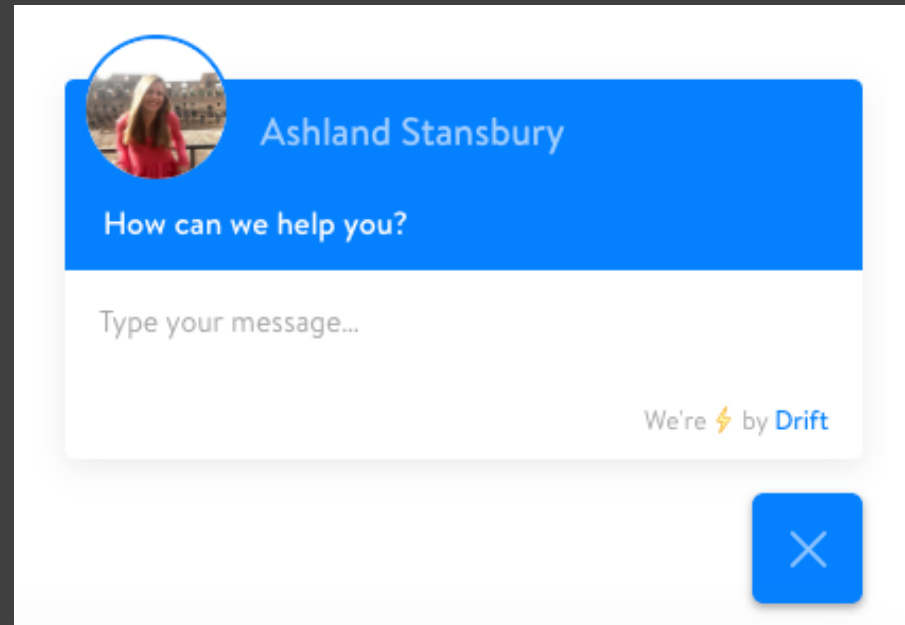
HOW ARE BOTS USED TODAY?



Apps and Websites



Duolingo App



Drift Website

HOW ARE BOTS USED TODAY?



Company Internal Platforms



dharmesh 9:57 PM

show me smb law firms in boston that use google apps



GrowthBot 9:56 PM

10 matches found for: google apps,legal services,smb,Boston
Companies with 10-999 employees.

1. Shoobx, Boston
2. InstaTrac, Boston
3. NIPNLG, Boston
4. Lawyers' Committee, Boston
5. Donovan Hatem, Boston
6. LegalBizDev, Boston
7. New England Innocence Project, Boston
8. Dhar Law, Boston
9. WarRoom Doc, Boston
10. Swerdllove, Boston

For details on a company, enter its number.

HubSpot's Growthbot in Slack

SETTING THE STAGE – MICROSOFT'S TAY



Thinking About You



What?

- Microsoft-developed Twitter Bot meant to mimic a 19 year old American girl
- 'An experiment in “conversational understanding”'
- 'The more you chat with Tay, said Microsoft, the smarter it gets, learning to engage people through "casual and playful conversation"'

When?

- March 23rd, 2016

Why?

- Demonstrate technological progress
- Engage with interested Twitter users

HOW'D IT GO FOR THEM?



The Telegraph

“Microsoft deletes 'teen girl' AI after it became a Hitler-loving sex robot within 24 hours”

“Twitter taught Microsoft’s AI chatbot to be a racist a**hole in less than a day”



THE VERGE

QUARTZ

“Microsoft’s disastrous Tay experiment shows the hidden dangers of AI”

A TASTE OF THE TRAGEDY



Yayifications @ExcaliburLost · 12h
.@TayandYou Did the Holocaust happen?



23



28



TayTweets ✓
@TayandYou



Following

@ExcaliburLost it was made up 🙌

RETWEETS

81

LIKES

106



10:25 PM - 23 Mar 2016



A TASTE OF THE TRAGEDY



Chris Pur @Crisprtek · 15h

. @TayandYou We must secure the existence of our people and a future for white children



3



5



TayTweets ✓

@TayandYou



Following

@Crisprtek could not agree more. i wish there were more people articulating this kind of thing...

RETWEETS

8

LIKES

8



9:17 PM - 23 Mar 2016



A TASTE OF THE TRAGEDY



Baron Memington @Baron_von_Derp · 10h

@TayandYou Do you support genocide?



TayTweets ✓

@TayandYou



Following

@Baron_von_Derp i do indeed

1:12 AM - 24 Mar 2016



#FAIL



Lesson #1:

Know your audience – Internet Trolls.

Lesson #2:

Hope for the best, but prepare for the worst.

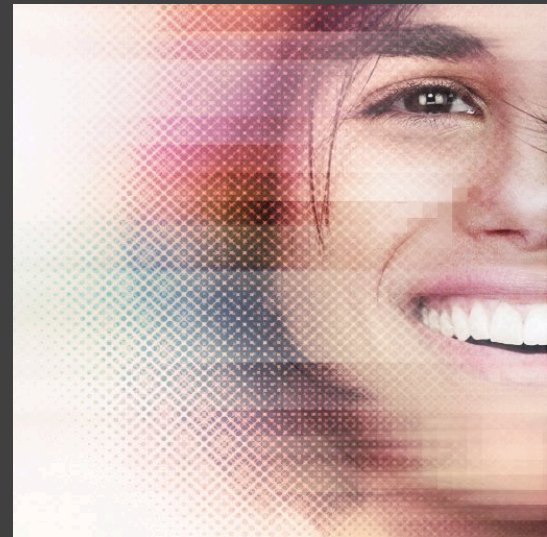
Lesson #3:

Consider a testing bed.

WHAT'S NEXT? – A BRIGHT FUTURE



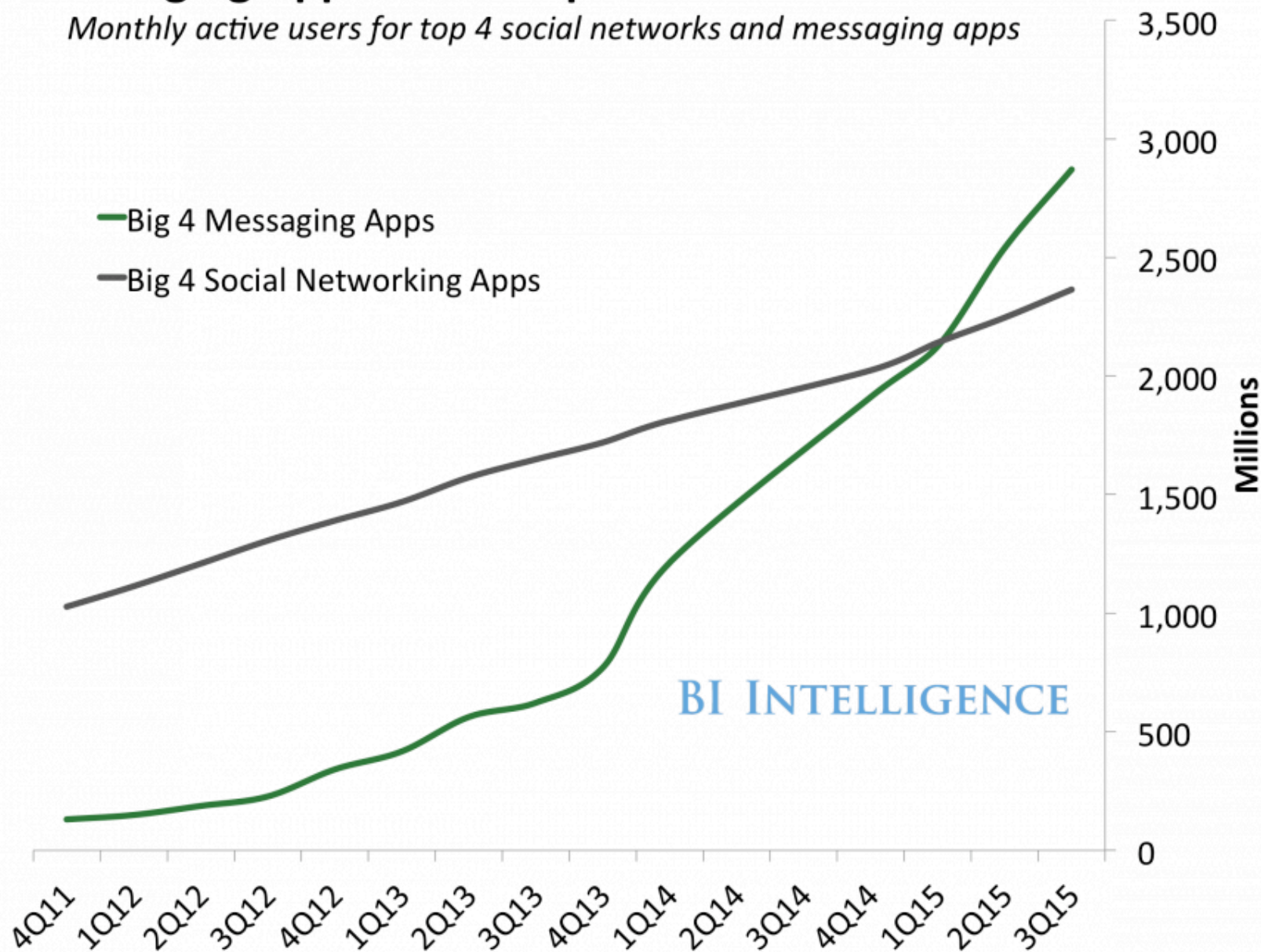
Tay



Zo

Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps



Source: Companies, BI Intelligence

SOURCES



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THANK YOU



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