















Heyday vs ManyChat

Features	Heyday	ManyChat
Chat widget		
Branding customization		
Rich messaging support (images, videos, GIFs, emojis)		
Watermark (pay to remove)		
Proactive triggers		
In-chat checkout		
Accept payments in chat		
Agent dashboard		
Unlimited Seats		

Features	Heyday	ManyChat
Agent/Admin permissions	✓	✓
Team directory	✓	✓
Agent availability	✓	✗
Agent notifications	✓	✓
Search through tickets/convo	✓	✓
Priority filters	✓	✓
Tag Conversations/Tickets	✓	✓
Browsing path / Track Visitor URL	✓	✓
Take over bot conversation	✓	✗
Send products to users	✓	✗
Canned responses / templates	✓	✓
Multi-lingual dashboard	✓	✗
Mobile apps (iOS, Android)	✓	✓

Features	Heyday	ManyChat
CRM exports	✓	✓
Cart creation	✓	✗
Quick replies recommendations (AI)	✓	✗
Automation		
Multilingual NLP	✓	✗
Welcome message	✓	✓
Wait time management	✓	✓
Smart agent dispatch / departments	✓	✗
Agent handoff (escalate or misunderstood)	✓	✓
FAQ automation	✓	✓
Shipment tracking management	✓	✗
Store locator and business hours	✓	✗

Features	Heyday	ManyChat
Automated customer surveys	✓	✗
Product search	✓	✗
Product recommendations	✓	✗
Product alerts (restock, launches, deals, etc.)	✓	✗
Automated upsells/Cross-Sells	✓	✗
Cart abandonment recovery	✓	✗
Job application	✓	✗
Facebook Ads integration	✓	✓
Message broadcasts scheduler (push notifications)	✓	✓
In-chat retargeting (push notifications)	✓	✓
Newsletter signups	✓	✓
Loyalty program signups	✓	✓

Features	Heyday	ManyChat
Coupon generator	✓	✗
Chatbot Editor	✓	✓
Unrecognized queries dashboard	✓	✗
AI training dashboard	✓	✗
Channels		
All channels in 1 product	✓	✓
Live chat widget	✓	✓
Facebook Messenger	✓	✓
Email	✓	✓
WhatsApp	✓	✗
Google Business Messaging	✓	✗
RCS	✓	✗
Apple Business Chat	✓	✗

Features	Heyday	ManyChat
Twitter	✓	✗
Instagram	✓	✗
WeChat	✓	✗
SMS	✓	✓
Phone	✓	✗
Integrations		
Online store (site)	✓	✗
Product catalogue	✓	✗
CRM	✓	✗
ERP	✓	✗
Booking engine	✓	✗
Account linking	✓	✗
Loyalty program	✓	✗

Features	Heyday	ManyChat
Custom system	✓	✗
Marketing		
User Segmentation	✓	✓
Chatbot marketing campaign (Facebook, Messenger, Instagram Ads)	✓	✓
Conversational UX	✓	✗
A-B testing	✓	✗
Campaign analytics	✓	✓
Data collection (messenger opt-in)	✓	✓
Referral links	✓	✓
Analytics		
Real-time metrics	✓	✓
Chatbot performance	✓	✓

Features	Heyday	ManyChat
Agent performance	✓	✗
Engagement metrics	✓	✗
CSAT score	✓	✗
Conversion metrics	✓	✗
Campaign analytics	✓	✓
Sentiment analysis	✓	✗

Last updated on 10 January 2020