The world of Bots: 
Hype or the Future of Digital Marketing?

ManyChat

Create your bot in 5 minutes. Engage your audience.
Experience a bot right now 👇

Go to: manychat.com/iab

…and press
What is a bot?
What is a bot?
Bot is an application delivered through a conversational interface.
What is a bot?

Bot is an application delivered through a conversational interface.
What is a bot?

Bot is a business account inside a messaging app.

*we are talking about messaging app bots*
1-800-FLOWERS
@1800flowers

Please select a bouquet below for "Love & Romance".

Mugable® for Love Birds
$49.99

Stunning...
Why messaging apps?
Why messaging apps?

Messaging apps are the most downloaded and frequently used apps on the App Stores.
Why messaging apps?

- instant
- interactive
- private
- personalised
- rich
- engaging
Show me the stats

7000+ bots created on ManyChat platform.

3.5M+ messages sent.
Show me the stats

<table>
<thead>
<tr>
<th></th>
<th>Open Rates</th>
<th>CTRs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>20%</td>
<td>1-3%</td>
</tr>
<tr>
<td>Bots</td>
<td>80%</td>
<td>10-30%</td>
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</tbody>
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mike@manychat.com

10X!
Messenger Marketing

is 10x more effective than email marketing.
ManyChat Broadcast Stats
Product Update on November 14

Messages Sent: **3,359**

Messages Read: **2,785 (83%)**

Messages Clicked: **437 (13%)**
EmojiHealth Stats

Messages Sent: **22,865**

Messages Read: **19,342** (84%)

Messages Clicked: **2,282** (10%)
Revealed Recordings Stats

November

2 NOV, 19:36
Hey, psssst! It's time to get ready for some fresh new Revealed music! Are you ready?!! 💪
LISTEN HERE!

9 NOV, 20:08
It's time to GET DOWN!! 🎵
LISTEN HERE

WED 19:55
Hey! We're back again with some fresh new Revealed music! Are you ready for this week's sneak previews?! 😊
YES!
Revealed Recordings Stats
November

Messages Sent: 18,285
Messages Read: 16,130 (88%)
Messages Clicked: 10,240 (56%)
Experience a bot right now 👇

Go to: manychat.com/iab

...and press Send to Messenger
How to build a bot?

1. Go to ManyChat.com
2. Connect your Facebook Page
3. Start broadcasting!
Thank You!

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