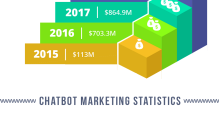


THE CHATBOT REVOLUTION:

Why Chatbots are the Future of Marketing

Chatbot Market Overview

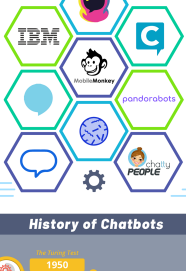
CHATBOTS MARKET WORTH WORLDWIDE



CHATBOT MARKETING STATISTICS

- Global Chatbot market is expected to grow exponentially between 2016-2023.** —Credence Research
- 85% of customer interactions will be managed without a human by 2020.** —Gartner
- 32% of executives say voice recognition is the most widely used AI technology in their business.** —Narrative Science
- 6 billion connected devices will proactively ask for support by 2018.** —Gartner
- 44% of executives believe a chatbot is their company's most important benefit to "automated communications that provide data that can be used to make decisions."** —Narrative Science
- By the end of 2018, "customer digital assistants" will recognize customers by face and voice across channels and partners.** —Gartner
- 40% of mobile interactions will be managed by smart agents by 2020.** —Gartner
- 10k+ developers are building chatbots in Facebook Messenger.** —Facebook

TOP PLATFORMS TO BUILD CHATBOTS

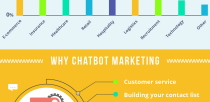


History of Chatbots

- 1950 - The Turing Test:** A test developed by Alan Turing. Its purpose was to enable computers to exhibit intelligent behavior that was indistinguishable from that of humans.
- 1966 - Eliza:** An earliest AI program. A computer program created by Joseph Weizenbaum at the MIT AI Laboratory.
- 1972 - Paro:** The world's first service robot. It's powered by a 32-bit Intel Pentium processor and a battery.
- 1981 - Jamborobot:** Developed by British programmer Bobo Carpenter. Released in the 1980s, Jamborobot is meant to interact online users (1981).
- 1991 - Dr. Socrates:** The first artificial intelligent speech synthesis development. Created by Steven Latta, the computer and speechologist was designed to answer to such questions such as "TM will you feel that way?"
- 1995 - ALICE:** Developer, Richard Wallace created the first real chatbot in a free software for artificial intelligent markup language.
- 2001 - SmarterChild:** Available on AOL instant messenger and MSN Messenger, SmarterChild was developed by Microsoft. It was a first from combining Microsoft's Office, Microsoft Office and Palm OS.
- 2006 - IBM Watson:** Named after IBM's first CEO, Thomas J. Watson. This question-answering computer system appeared on "Jeopardy!" winning the first prize of a million.
- 2010 - Siri:** Apple's virtual speaking assistant that uses voice queries and a "Touch" language user interface to help users in different ways: make recommendations, questions, reports, single tasks, get reminders, and get advice.
- 2013 - Mobile Coach Chatbots:** A virtual coaching platform that allows you to configure a chatbot without needing to know how to code.
- 2015 - Alexa:** First appearance for the Amazon Echo. Alexa is a voice AI device capable of voice interaction, playing music, setting alarms, checking off to-do lists, ordering webbooks and products, and various weather, traffic, sports, and news updates.
- 2016 - Bots for Messenger:** MobileMonkey launch of their messenger platform, they became the leading program for chatbots.
- 2017 - Woebot:** Created by John Derry in hopes to help treat depression. The Woebot is a free therapy chatbot app for iPhone users with the help of depression and anxiety.

Marketing with Chatbots

WHICH INDUSTRIES BENEFIT FROM CHATBOTS



WHY CHATBOT MARKETING

- Customer service
- Building your contact list
- Taking the workload off your social engagement team
- Sales pre-qualification
- Providing instant answers
- Selling your product/services

USES OF CHATBOT IN FACEBOOK MARKETING

- 1. Live Operator Takeover:** Jump in on a conversation at any time, but offload basic questions to bot!
- 2. Facebook Messenger Ads:** New Mobile-Friendly Ads Converts at 3-5x Higher Rates.
- 3. Build Huge Contact Lists:** Checkbox Plugin, Website Pop-up, Link Plugins, Etc.
- 4. Q&A:** Automatically answering Common business questions.
- 5. Landing Page Replacement:** They're much better than regular landing pages because you get user information for all who engage.
- 6. Chat Blasting:** Email Marketing on Steroids. Send push notifications!

Sources: <https://www.inc.com/larry-kim/the-updated-list-of-facebook-messenger-chatbot-tools-for-2018.html>, <https://mobilemonkey.com/blog/2018/02/17/super-actionable-facebook-messenger-marketing-tips>, <https://thebotdojo.com/3-learnings-from-our-chatbot-survey-2017-1266446209c>, <https://mobilemunch.com/wp-content/uploads/2018/08/History-of-Chatbot-Timeline.jpg>, <https://www.credence-research.com/press/global-chatbots-market>, <https://www.smm.ch.com/blog/how-chatbots-can-improve-your-marketing-strategy-2017-04-20-10-10-10>, <https://thebotlife.com/how-to-get-10x-sales-using-messenger-marketing-official-6x6x7x>