

A person is sitting on the ground, looking at a smartphone. They are wearing a light-colored long-sleeved shirt and dark pants. A laptop is open in front of them, and there are other items like a bag and papers scattered around. The background is a bright, outdoor setting.

The New Omnichannel:

How Messaging Expands Reach And Engagement

snaps

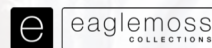
Speakers



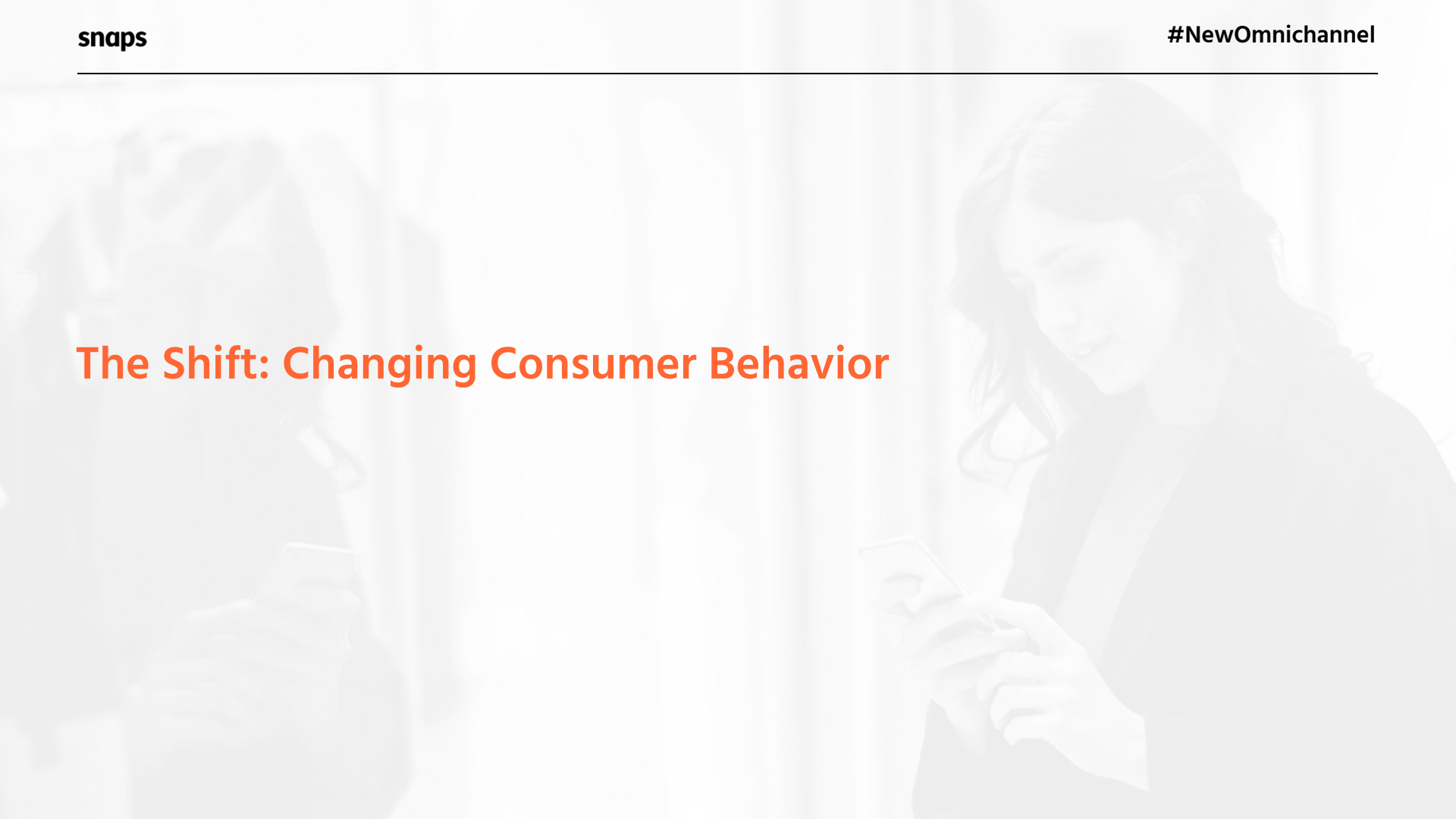
Christian Brucculeri
Chief Executive Officer



Imran Hassan
Director of Digital Marketing



The Shift: Changing Consumer Behavior



snaps

#NewOmnichannel

**We Now Service An Instant,
Always On Consumer**

snaps.io/Opus19

Mobile Consumers Are Always On

53%

of active users are engaging with the bot outside business hours

43%

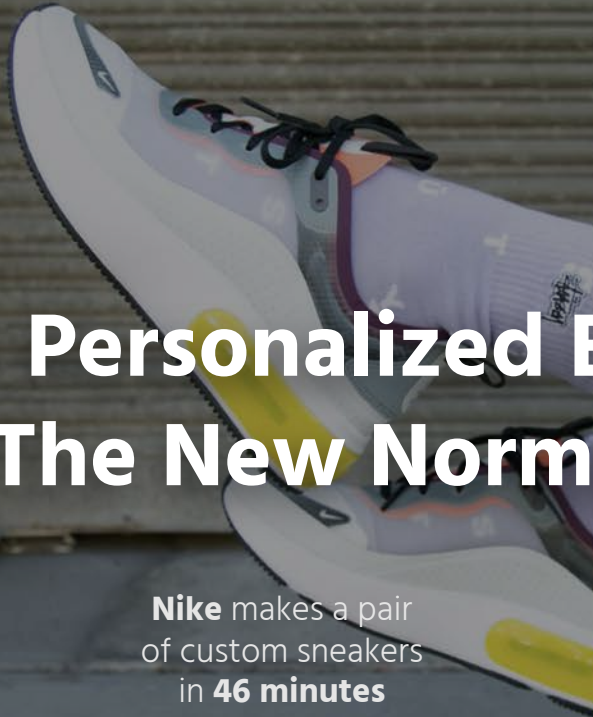
Make purchases outside business hours

54%

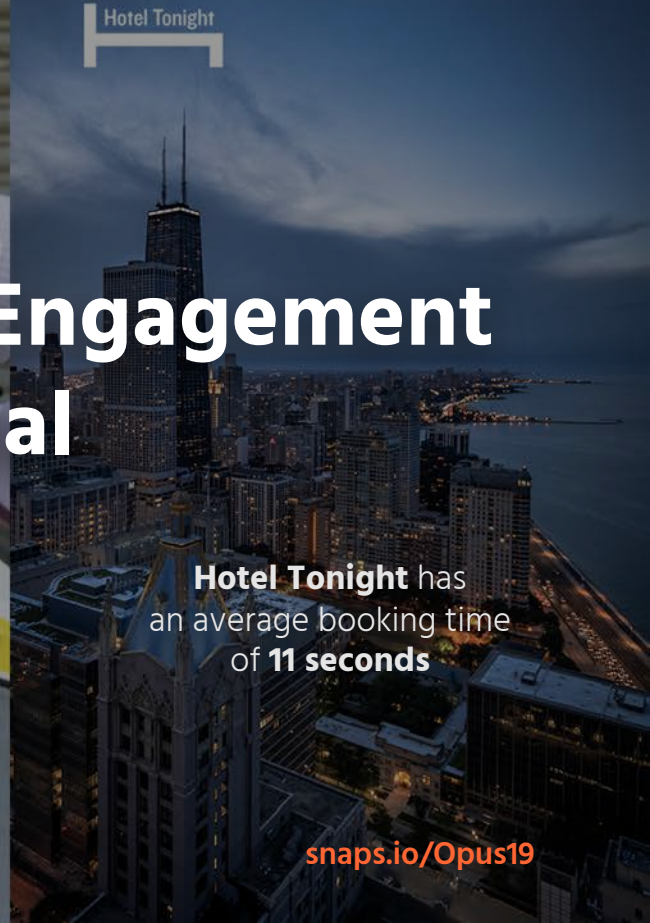
Have customer service inquiries outside business hours



Amazon Prime
delivers orders
in **just 2 hours**



Nike makes a pair
of custom sneakers
in **46 minutes**



Hotel Tonight has
an average booking time
of **11 seconds**

Low-friction, Personalized Engagement Is The New Normal

Messaging Is the New Medium

“9 out of 10 consumers want to use messaging to communicate with brands.”

Consumers Return To Open Threads

28%

of buyers return to make another purchase on conversational

* Percentage of users who came back to make another purchase in a 3 month period

** Industries included: Retail, Fashion & Apparel, and Entertainment

snaps.io/Opus19

Remind me when tix go on sale 🎟️

My order went to wrong address !! 😡😡😡

Recommend me a size

My is my shipment delayed !! 🙄

How can I use my coupon online?

Pay my bill online

My coupon isn't working 🙄

I want to speak to a human 🙄

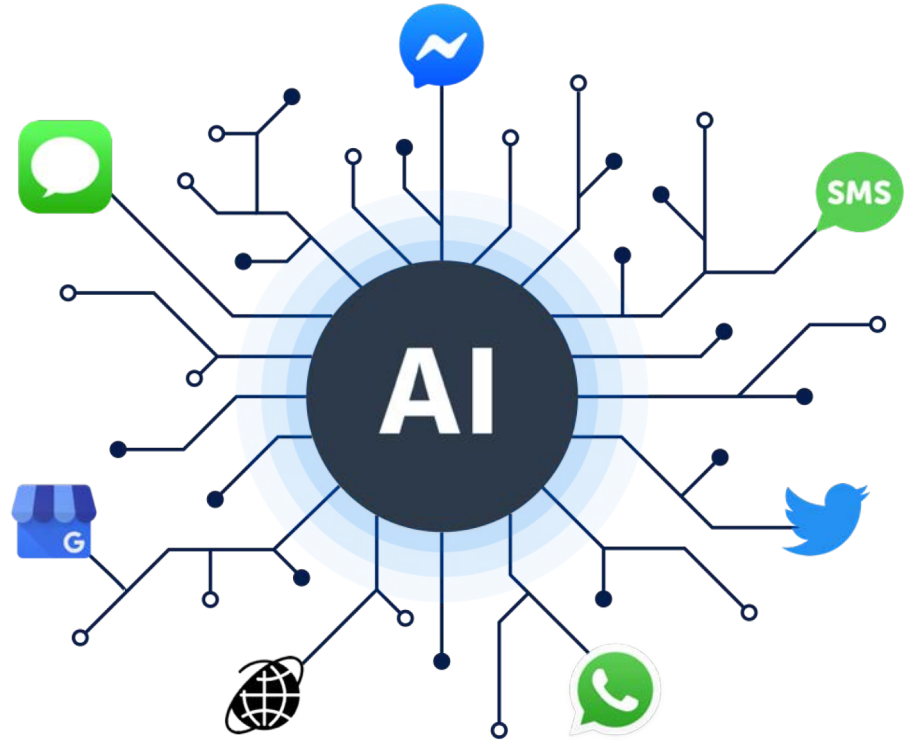
Can I use credit rewards ?

Where is my order ???

How Can You Meet This New Requirement at Scale?

Recommend me a dress 👗

The Answer Is Conversational AI





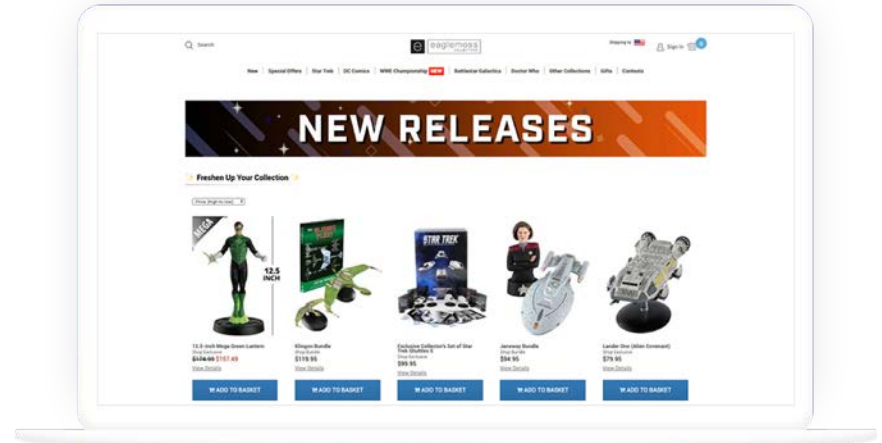
**Case Study: How Eaglemoss Generated 4x ROI
with Conversational Commerce**

About Eaglemoss and Their Challenge

Eaglemoss is the world's leading partwork publisher and licensed collectible company. Our customers rely on us for their impressive breadth of products, the creative marketplace, and access to exclusive items.

Challenge

Our team was looking for new channels to engage site visitors who came close to purchasing, but left products abandoned in their shopping cart.

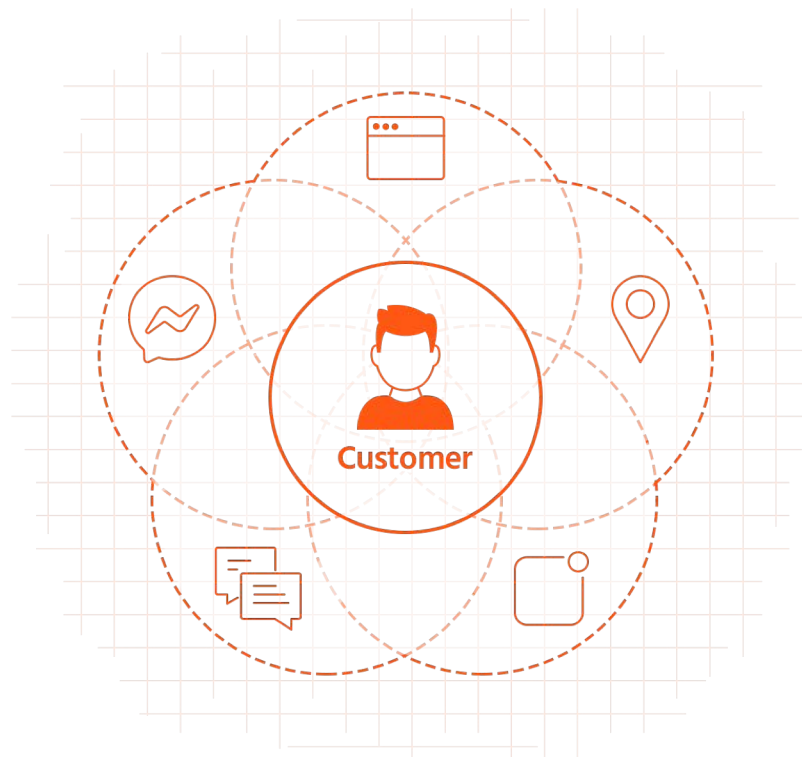


Omni-Channel Strategy

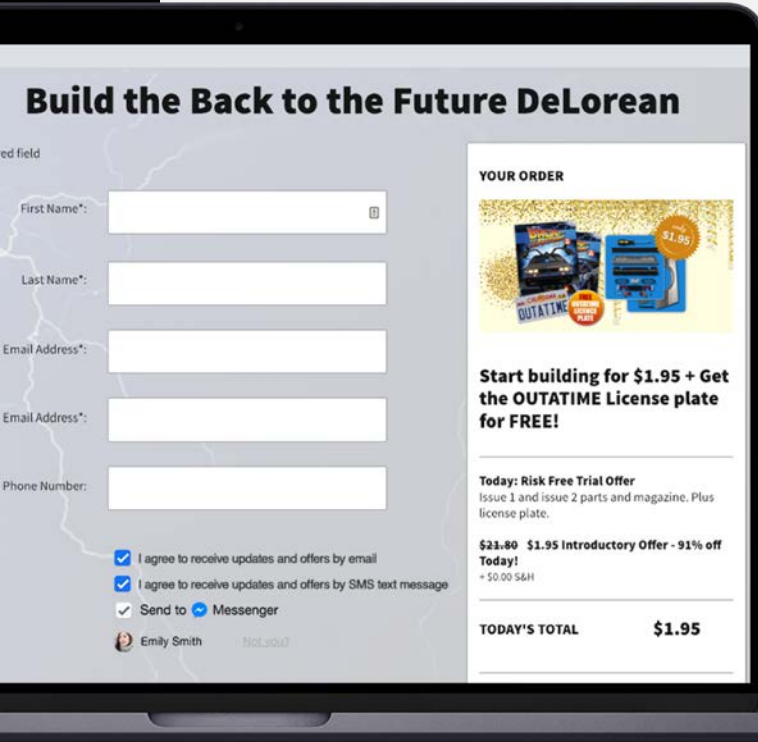
Driving purchases through cart recovery campaigns on Facebook Messenger.

EagleMoss team enabled their customers to opt-in for Facebook messenger updates on the web during the checkout process.

Customers who abandon their carts were retargeted on Messenger and seamlessly brought back to complete their purchasing journey.



Use Cases



Build the Back to the Future DeLorean

ed field

First Name*:

Last Name*:


Email Address*:


Email Address*:

Phone Number:


I agree to receive updates and offers by email

I agree to receive updates and offers by SMS text message

Send to  Messenger

 Emily Smith [Not you?](#)

YOUR ORDER



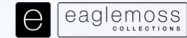
Start building for \$1.95 + Get the OUTATIME License plate for FREE!

Today: Risk Free Trial Offer
Issue 1 and issue 2 parts and magazine. Plus license plate.

\$21.80 \$1.95 Introductory Offer - 91% off Today!
+ \$0.00 S&H


TODAY'S TOTAL \$1.95

Plugin



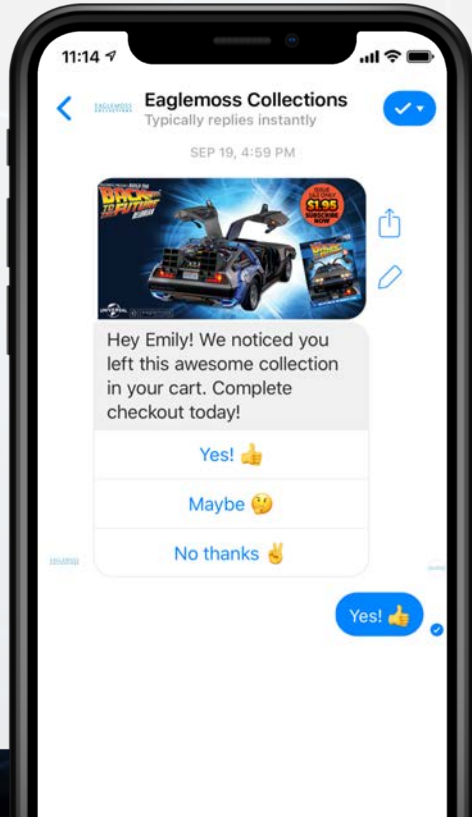
EagleMoss implemented Facebook Messenger opt-in feature on its website. After adding items to their carts, users were directed to a checkout page to fill in their information where plugin was located.

Send to  Messenger

 Emily Smith [Not you?](#)

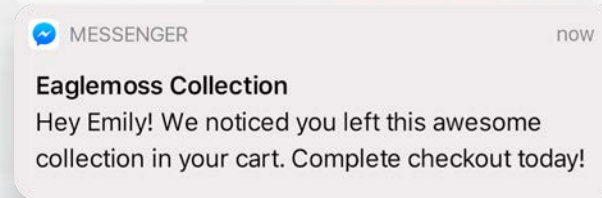
[Learn more at snaps.io/Opus19](https://snaps.io/Opus19)

Use Cases



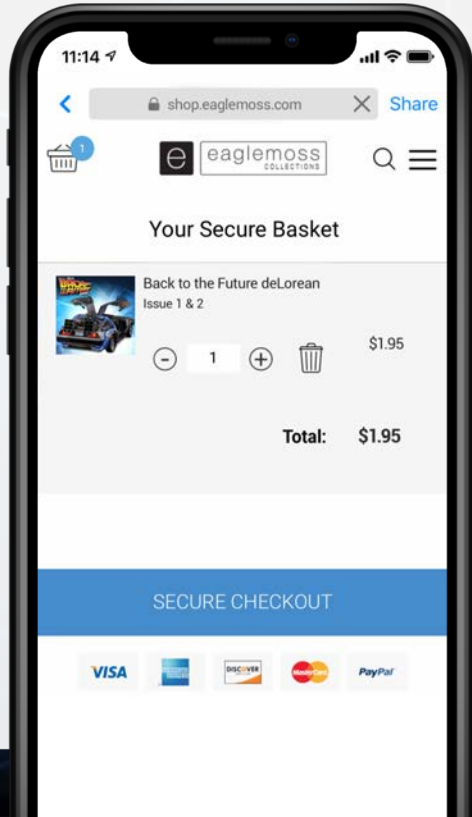
Re-engagements

With Snap's Conversational AI solution, Eagle Moss was able to retarget customers who abandoned their carts and drive them to Facebook Messenger experience.



[Learn more at snaps.io/Opus19](https://snaps.io/Opus19)

Use Cases



Purchase

Through intelligent automation, users were guided to continue their purchasing journey within Facebook Messenger.



Learn more at snaps.io/Opus19

Key Results

4x

Higher **ROI**



10%+

Cart Recovery Rates



Upcoming Features

New functionalities after analyzing the conversation taken place inside Messenger.

- Expanding cart recovery use case across other sites
- Deploying guided selling powered by Conversational AI

A faded background image showing two people in an office environment. On the left, a man with a shaved head is smiling broadly, his eyes closed. On the right, a woman is also smiling, looking towards the man. Their hands are raised and pressed together in a high-five gesture. The background shows office desks with laptops and windows with a grid pattern.

How to Get Started

Start With The Goal In Mind



Challenges & Use Cases

Teams we work with


Advertising &
Marketing


Sales & E-
Commerce


Customer
Service


Global Social
team

Challenges We typically Solve

Not hitting growth goals

Conversion rates are too low

Difficult to drive performance from
existing digital marketing mix

Can't keep up with all of the
inbound customer service inquiries

Suggested Use Cases

Web AI Assistant

**Guided Shopping / Product
Discovery**

Cart Recovery and Upsell

Content marketing

FAQ Automation

Business Process Automation

**User Issue Resolution (case
management)**

We Empower Global Brands with Always-On Commerce and Care

Snaps' technology helps large enterprises engage the always-on consumer by supporting your enterprise's entire customer journey.



COTY

*CompoundW*

LANE BRYANT

MARRIOTT
BONVOY

Uber



PrestigeBrands

MICHAEL KORS

Visit snaps.io/opus19 to learn more!

A New, High
Performance
Marketing Channel

Reach billions of mobile consumers through
mobile messaging apps. Build an audience that
performs 10x better than email.

Questions?



Thank You!

