



The Power of We™

Challenges

- Drive traffic to client's website
- Provide an alternative content delivery system

Chatbot System

- Facebook Messenger

Industry

- Babycare Products

Major Takeaways

- Used a Messenger bot to drive traffic to the website
- Facebook messages were opened more than emails

Key Stats

- 84% read rate on automated messages
- 53% click through rate from facebook messenger to client's website
- A unique and differentiating customer experience

Turnaround via Facebook Messenger Chatbot

Apps Intellect takes messenger bot to a new level, increasing click through rate.

👤 Apps Intellect ➡

Client is one of the most trusted babycare websites out there. One of their biggest draws is a sequential email campaign that follows you every step of the way through babycare, and their revenue model is based on advertisements and a strong affiliate sales program.

Client asked Apps Intellect to design a facebook messenger bot. The bot also provided a more interactive way for people to client's content. The new bot accomplished both objectives, with some impressive results. On average, 84% of people read the message, and 53% of those who opened also clicked through to the website. Apps Intellect compares that to MailChimp's open and click-through rates, and with some unstated math determined that the messenger bot had a 1,428% higher engagement rate.

Reasons why the bot may have had better open and click-through rates than email:

The floating messenger icon and that little red number is a lot harder to ignore than an email. People are used to glancing at a subject line without opening the email. Far fewer brands are on Messenger, so a notification is more likely to be from someone you know. (And unless you're avoiding someone, you're probably going to open it.) The load time for a Facebook message is almost instant. Email? Not so much. It only takes two taps to open a message and click through. Email takes a little more navigation.

Reinventing the Solution

Whatever the reason, a messenger bot was clearly a viable content delivery system for client. If enough people adopt it, the messenger bot may even rival their well-established sequential email campaign.