MMA FORUM INDONESIA
OCTOBER 12, 2017 | JAKARTA



Unifying chat, social, commerce, and ads: Why mobile messaging apps represent the new face of social media

Matthew Talbot

CEO **PIN: TALBOT**

BBM

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MESSAGING APPS ARE THE NEW SOCIAL MEDIA

“Messaging is one of the few things that people do more than social networking.”

- Mark Zuckerberg, Nov 2014

“A quarter of all downloaded apps are abandoned after a single use. Only instant messaging bucks the trend.”

“Over 2.5 billion people have at least one messaging app installed. Within a couple of years, that will reach 3.6 billion, about half of humanity.”

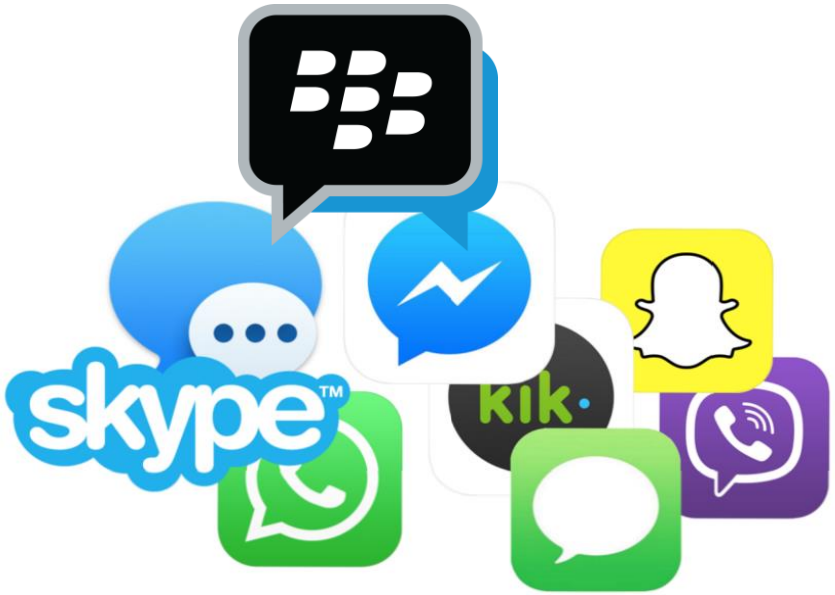
“Many teenagers now spend more time on smartphones sending instant messages than perusing social networks.”

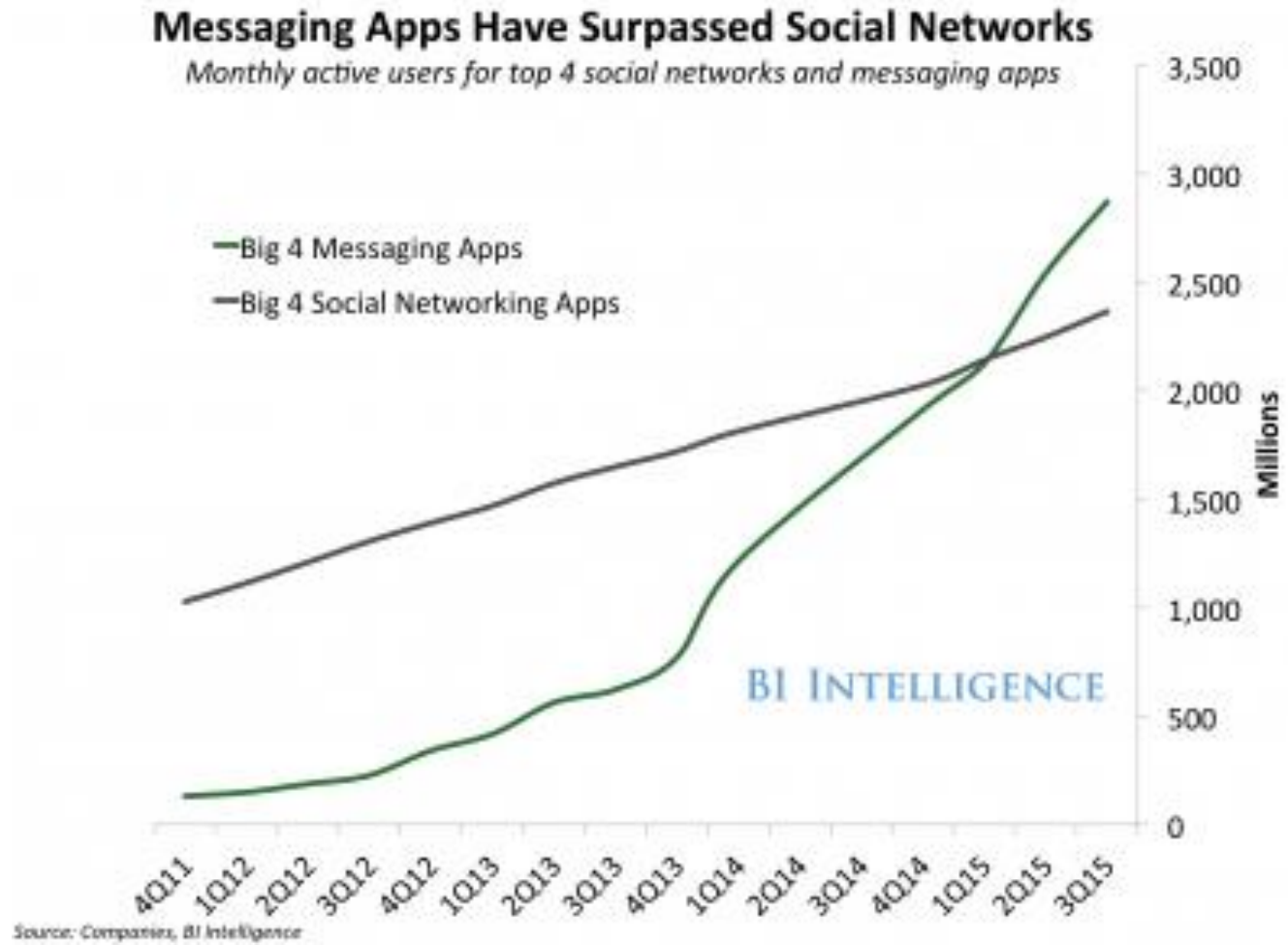
- The Economist, Apr 2016

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MESSAGING APPS - BIGGER THAN SOCIAL NETWORKS

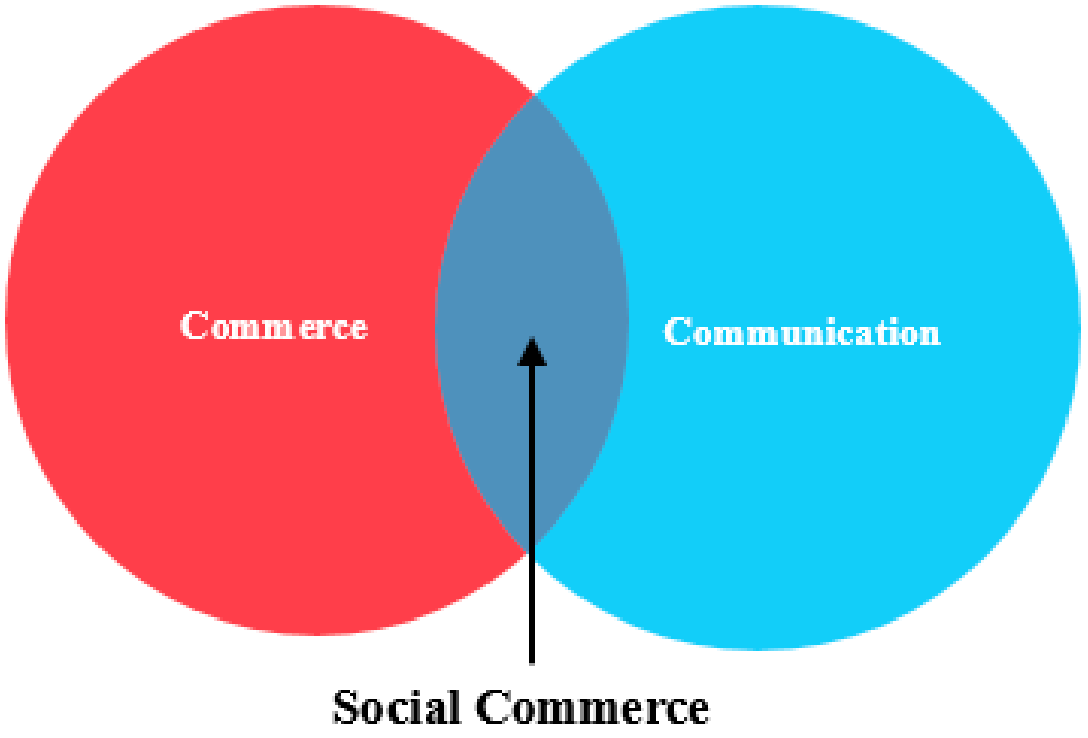




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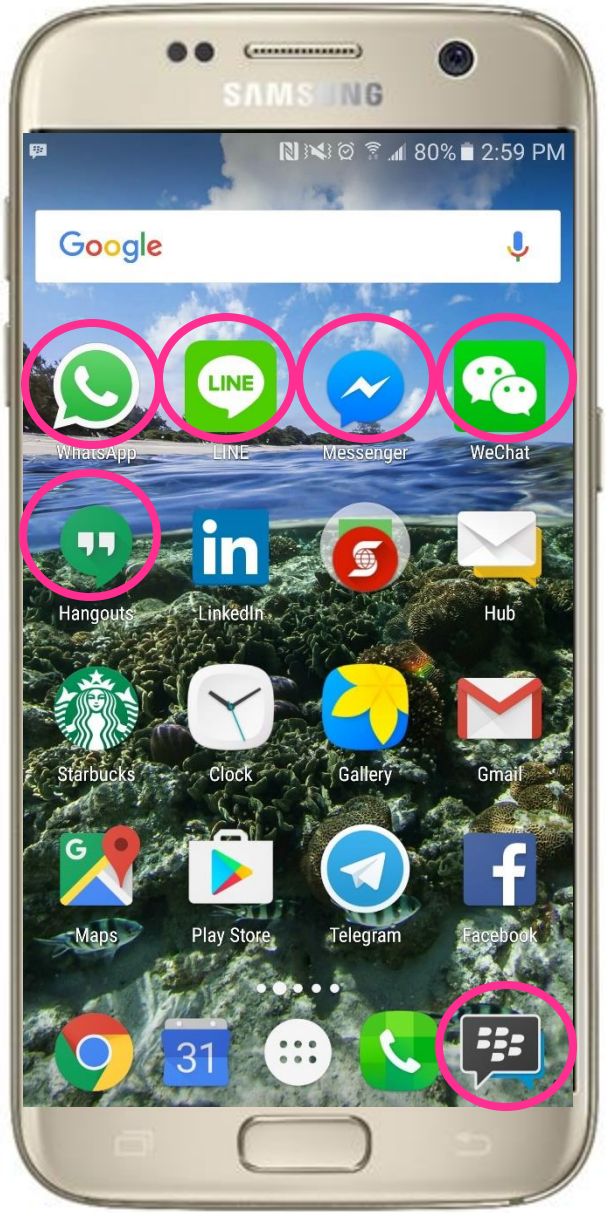
WHY MESSAGING APPS ARE BECOMING THE GO-TO ECOSYSTEMS?

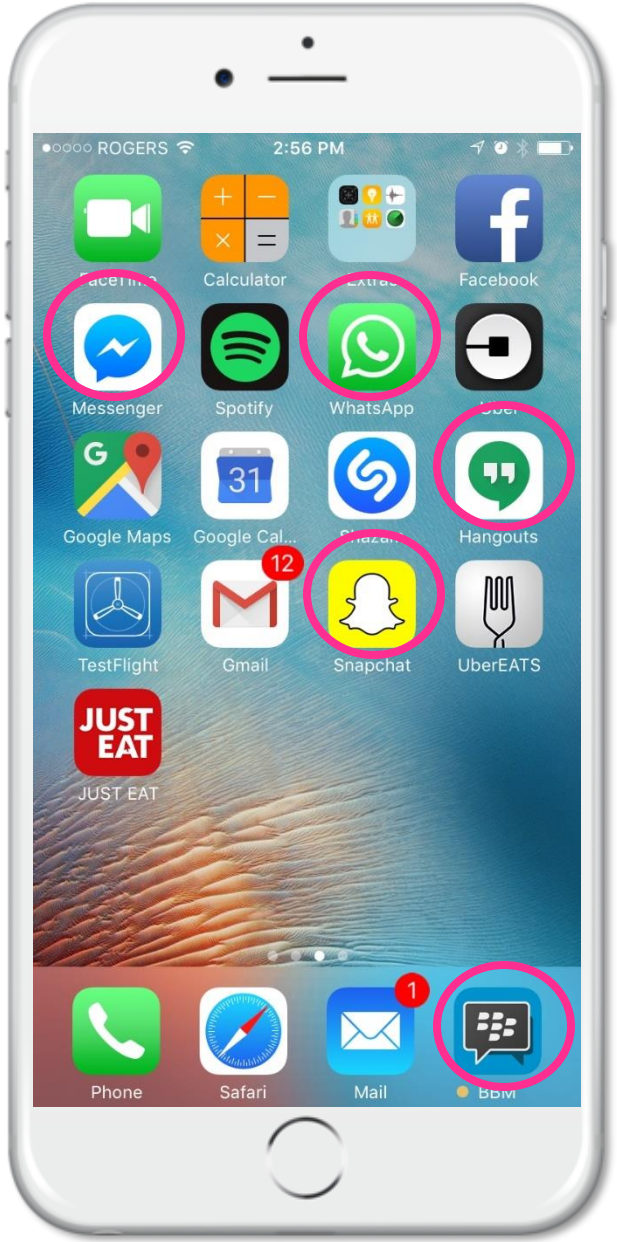
- Mobile Centric, Real-time, ALWAYS ON
- User demographics (extremely important for brands, advertisers and publishers)
- Ability to transform into huge m-commerce platforms & leapfrog traditional e-commerce
- Size & scale to acquire/partner with all content/service companies
- Communication, Conversational Commerce, Consuming Content & Sharing
- Not linked to Operating System or specific handset



NOT "ONE SIZE FITS ALL"

- Consumers can typically use up to 3.4 messaging apps to communicate to different groups of people

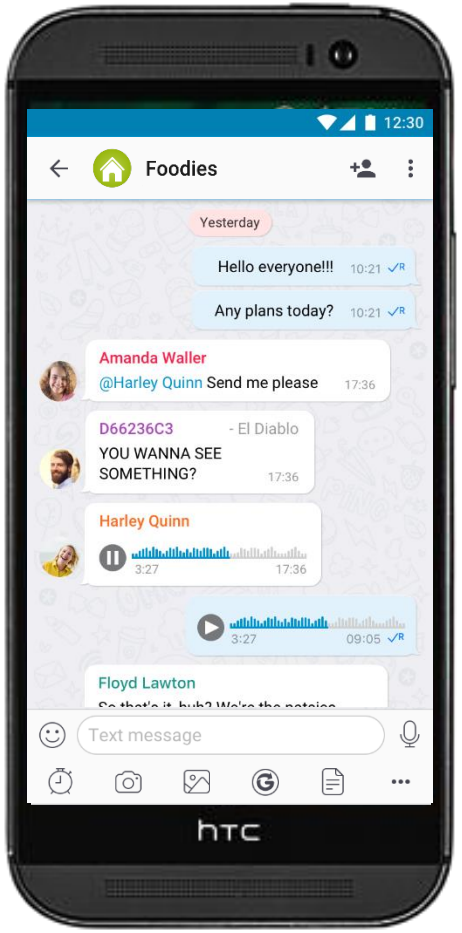




MESSAGING APPS EVOLUTION



P2P SMS



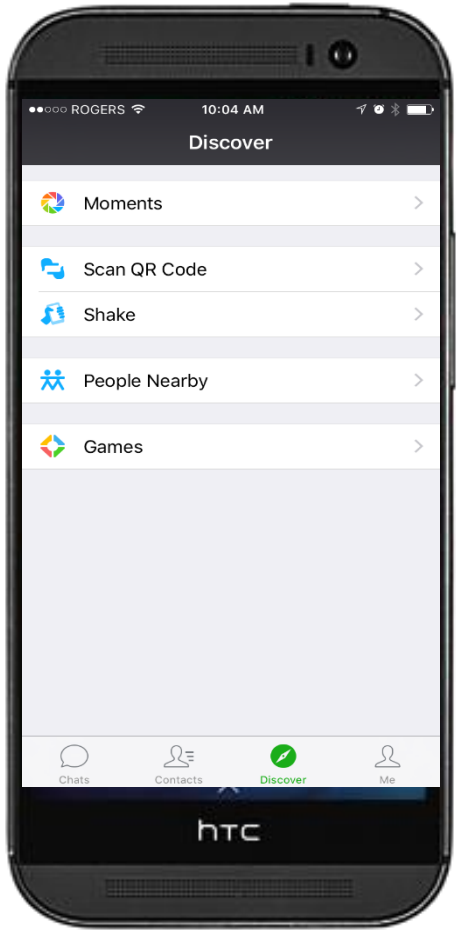
Group Messengers



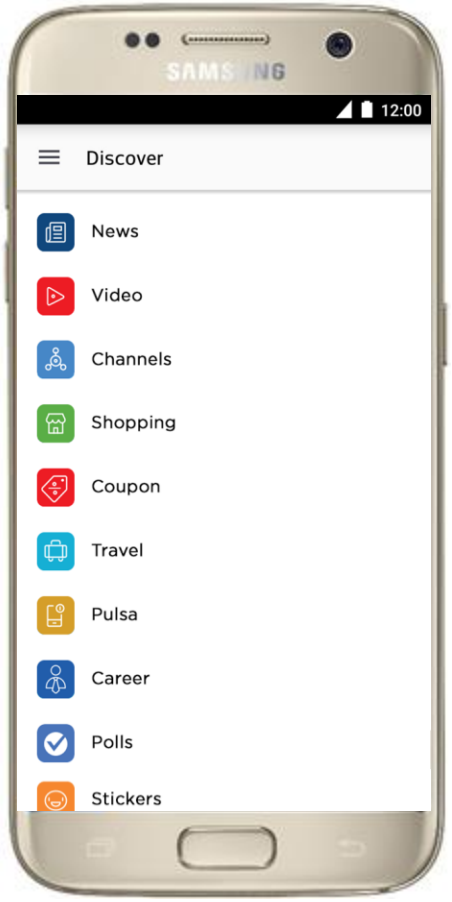
New Features, Services & Content

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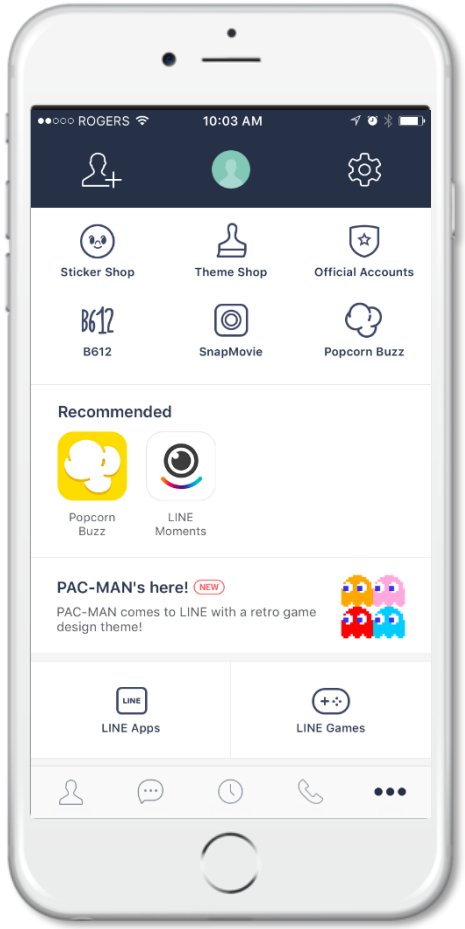
TRANSFORMATION OF MESSAGING STARTED WITH CONTENT



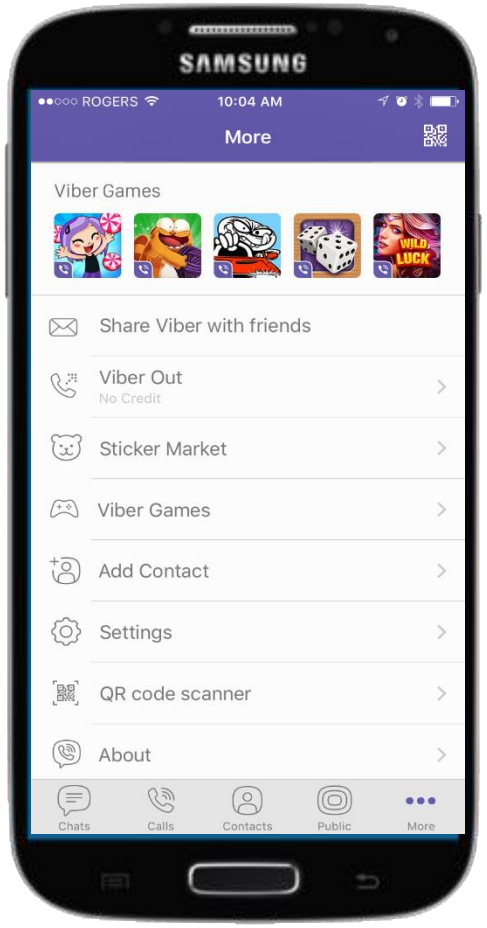
WeChat



BBM



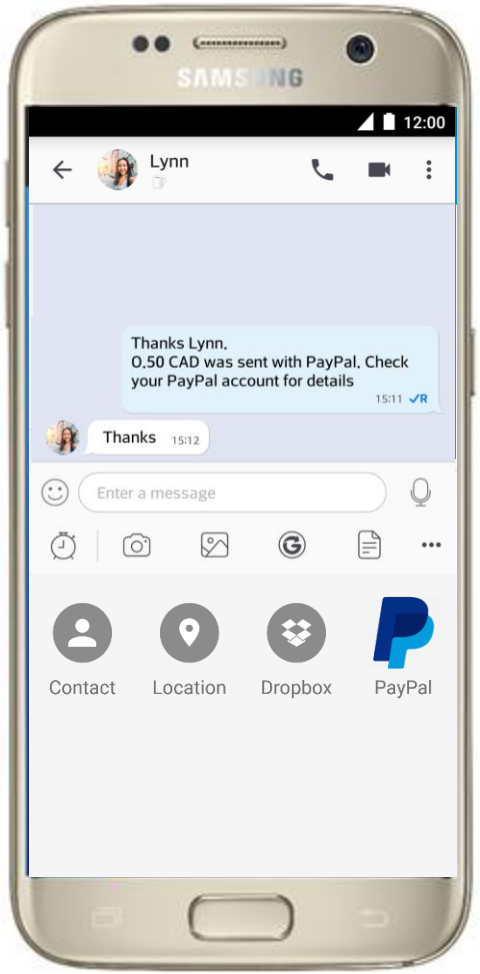
LINE



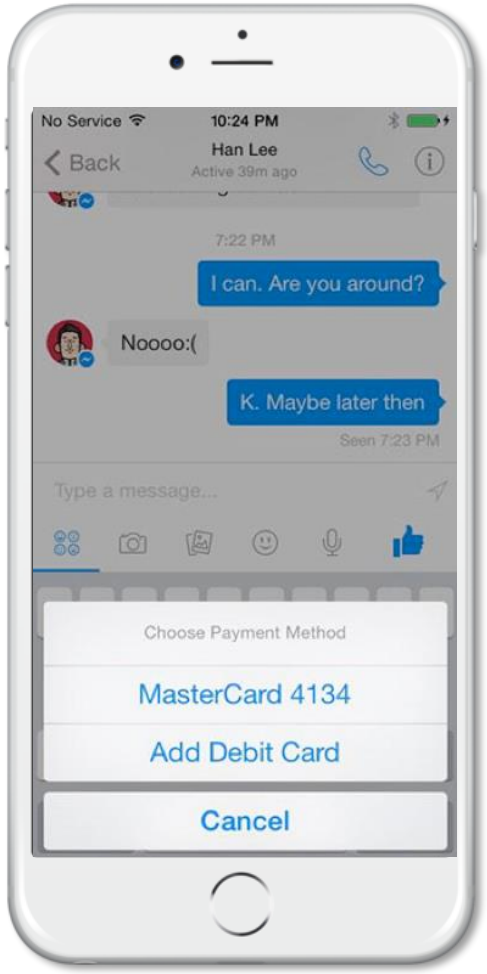
Viber

THEN PAYMENTS WITH P2P, BILL PAYMENT & TOP-UP

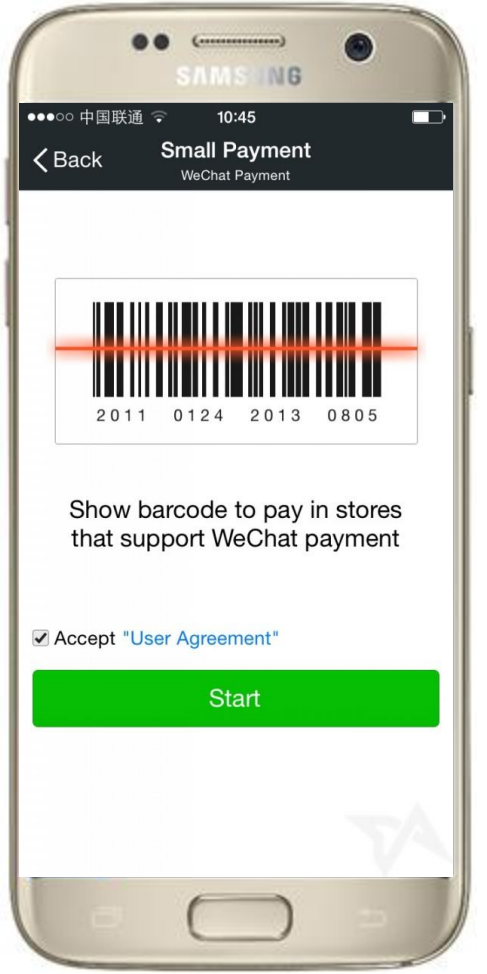
- Sending Money is a logical extension to sending photos or files within Chat
- Catering to the demographics that expect instant gratification & action, and trust the messaging app with their most private images and conversations



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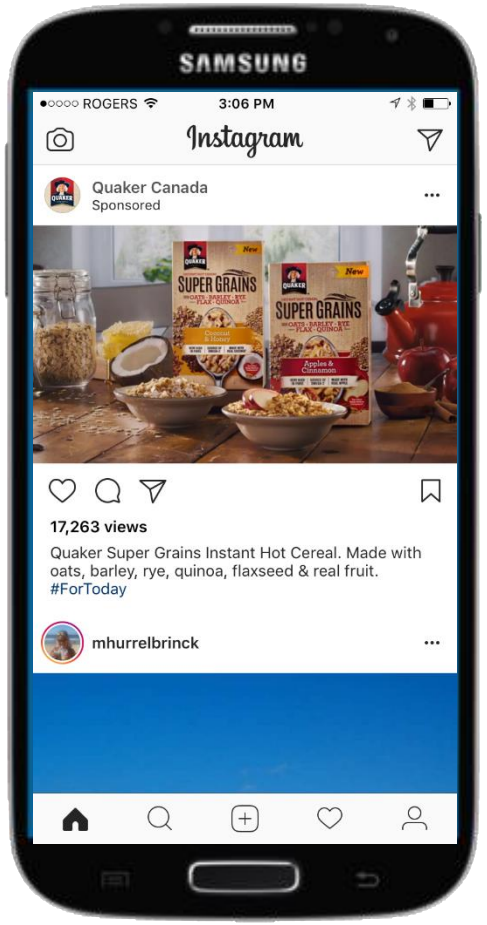


FB Messenger



WeChat

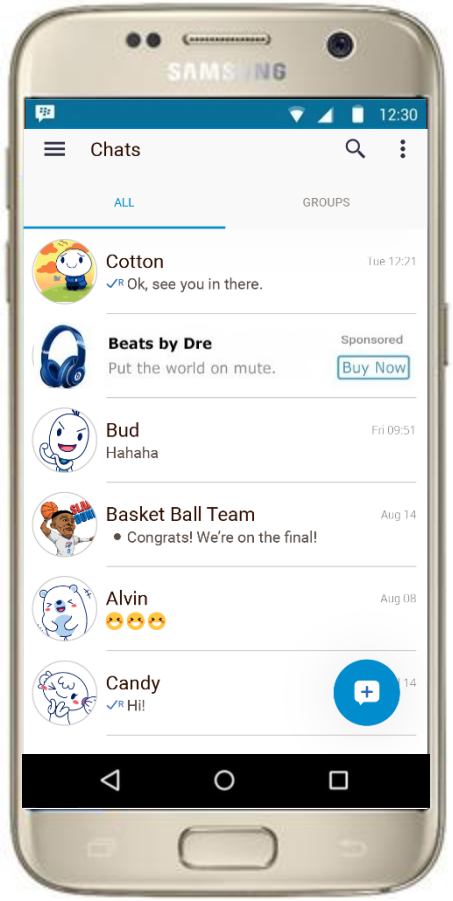
TRANSITIONED INTO BANNERS & NATIVE ADS, PUSH MESSAGES & 'BUY NOW' BUTTONS



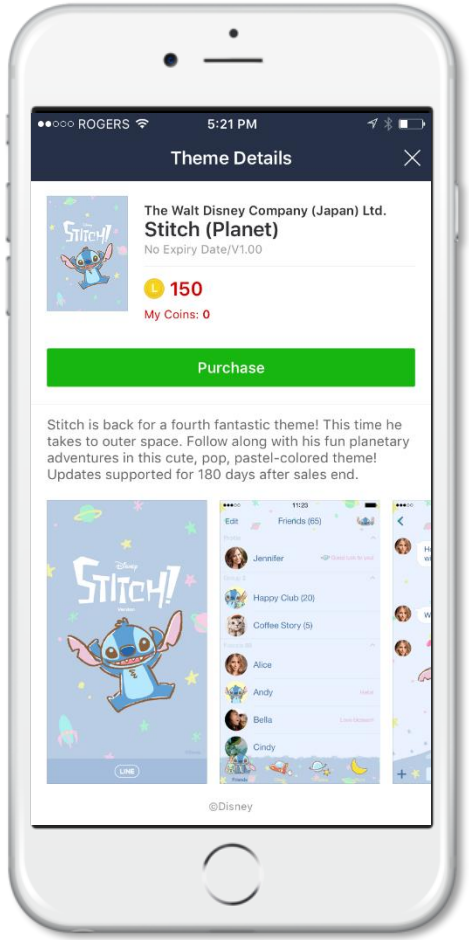
Instagram



Snapchat

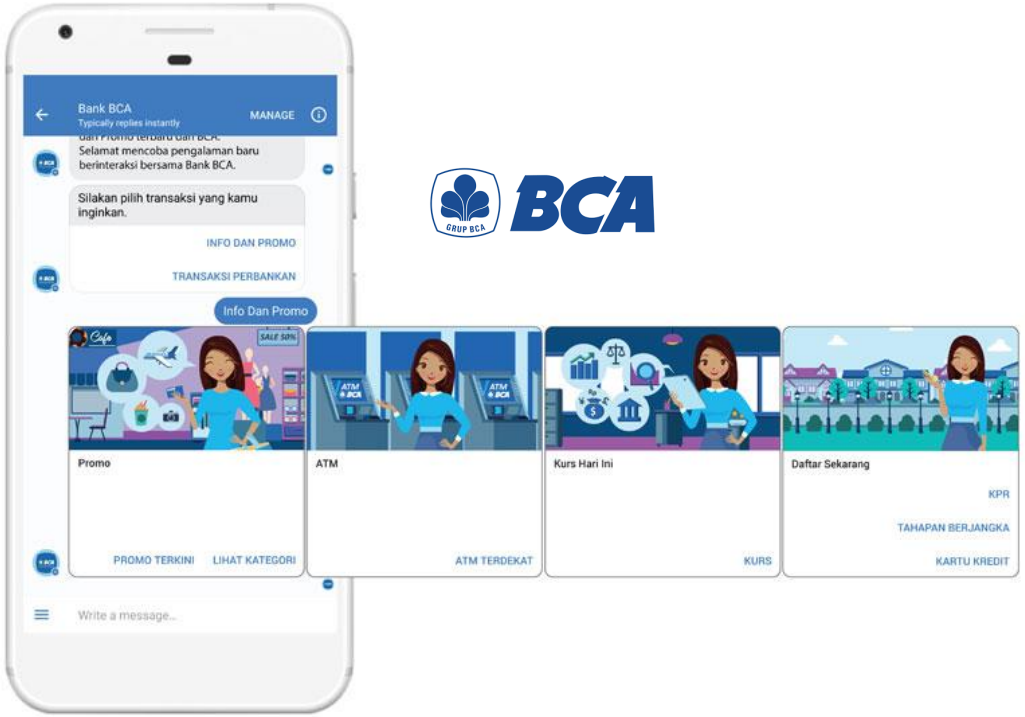


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WeChat

NOW LEADING THE WAY WITH BOT INTEGRATIONS…



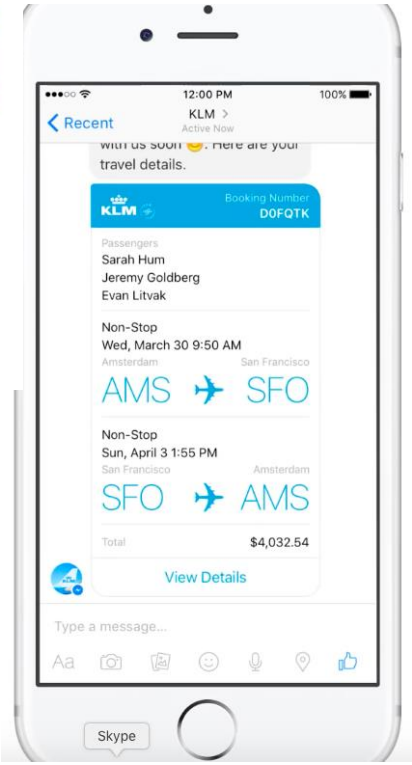
BCA

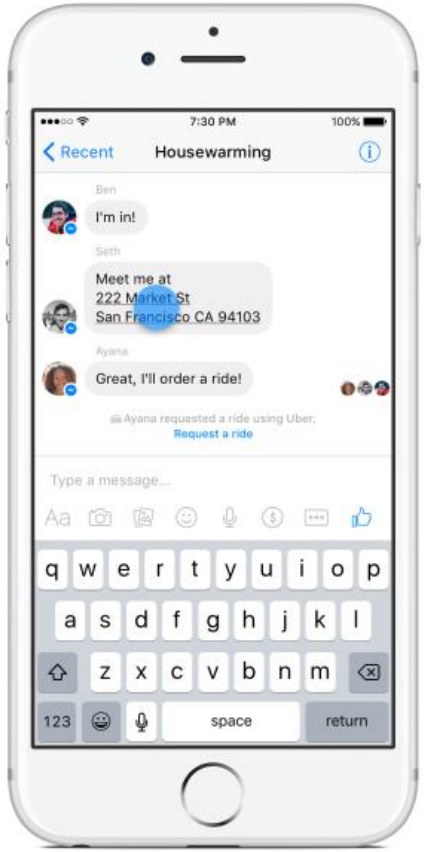
KLM

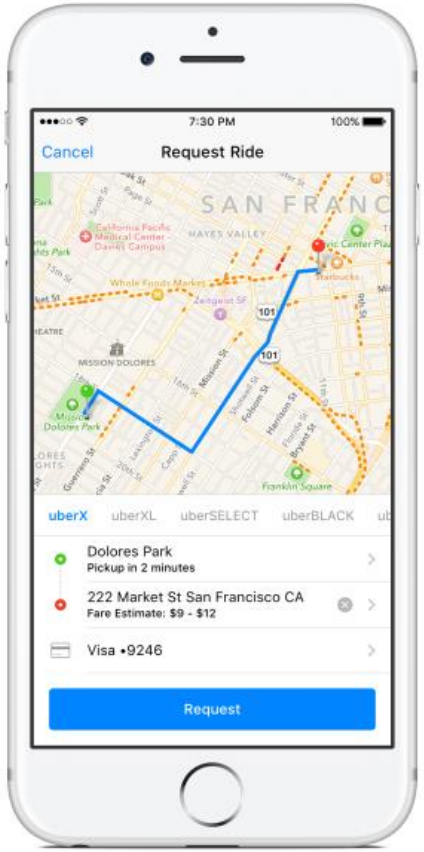
UBER



WhatsApp

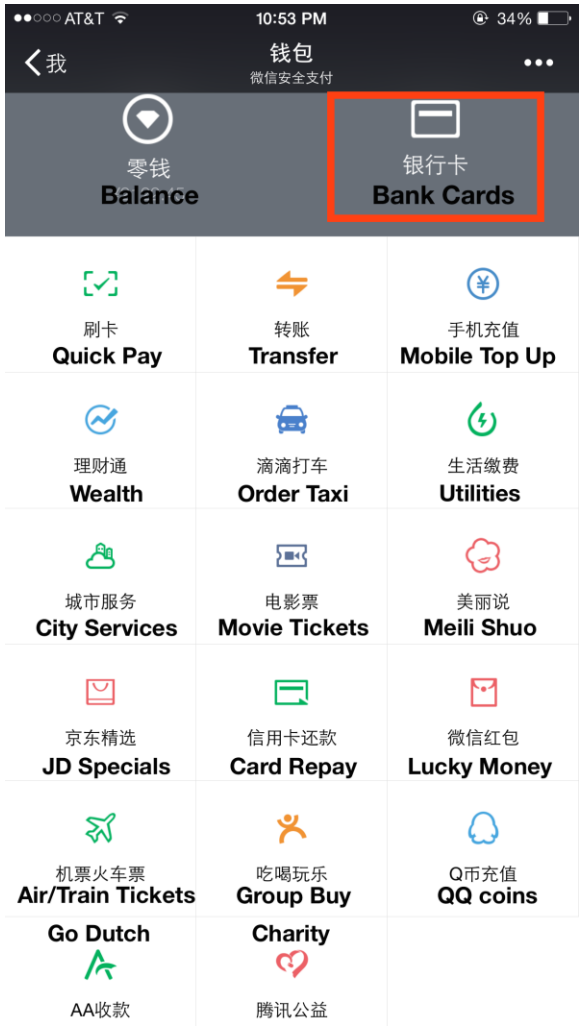


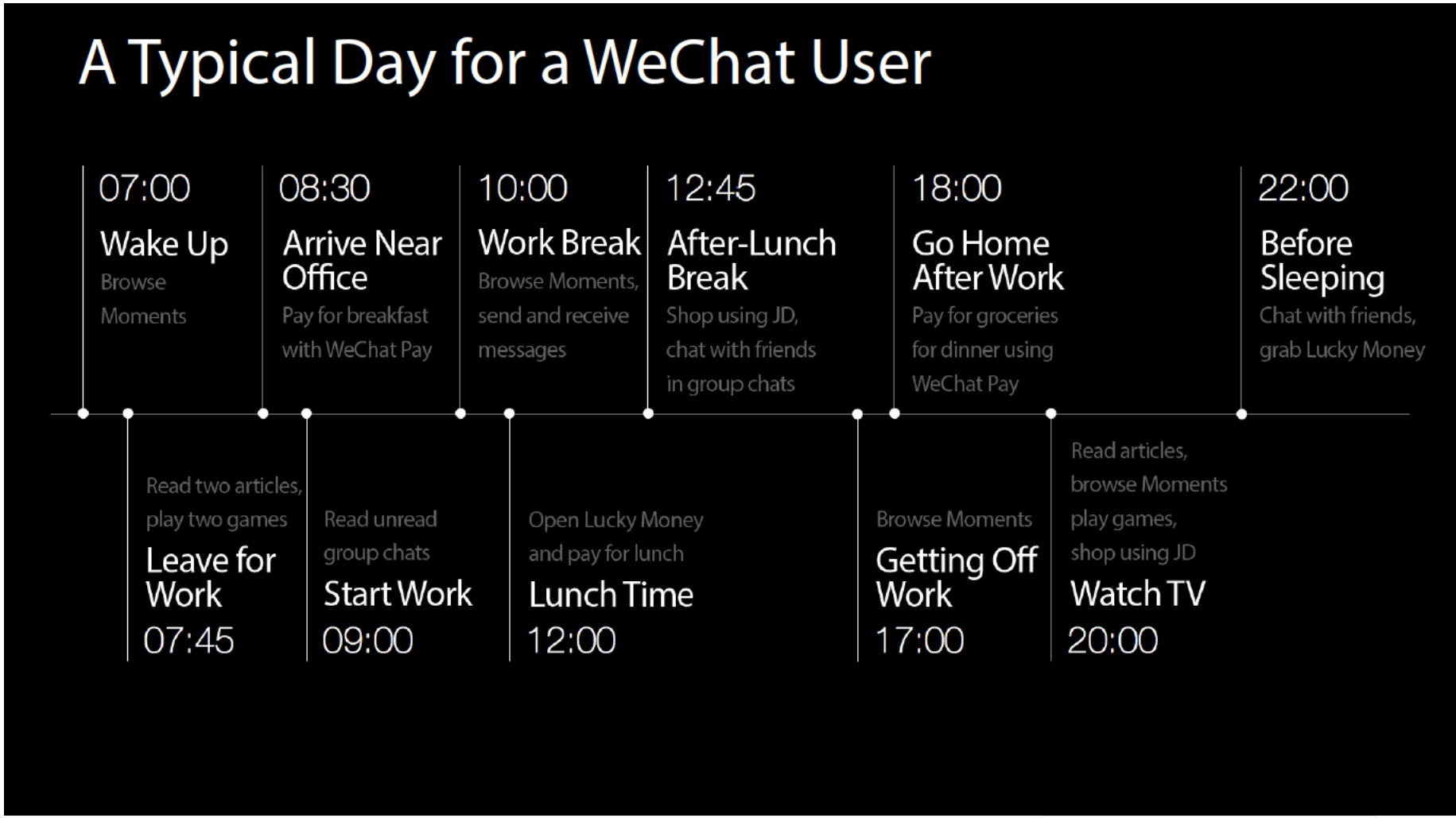




Messenger

ECOSYSTEMS - CHAT, SOCIAL, CONTENT & COMMERCE





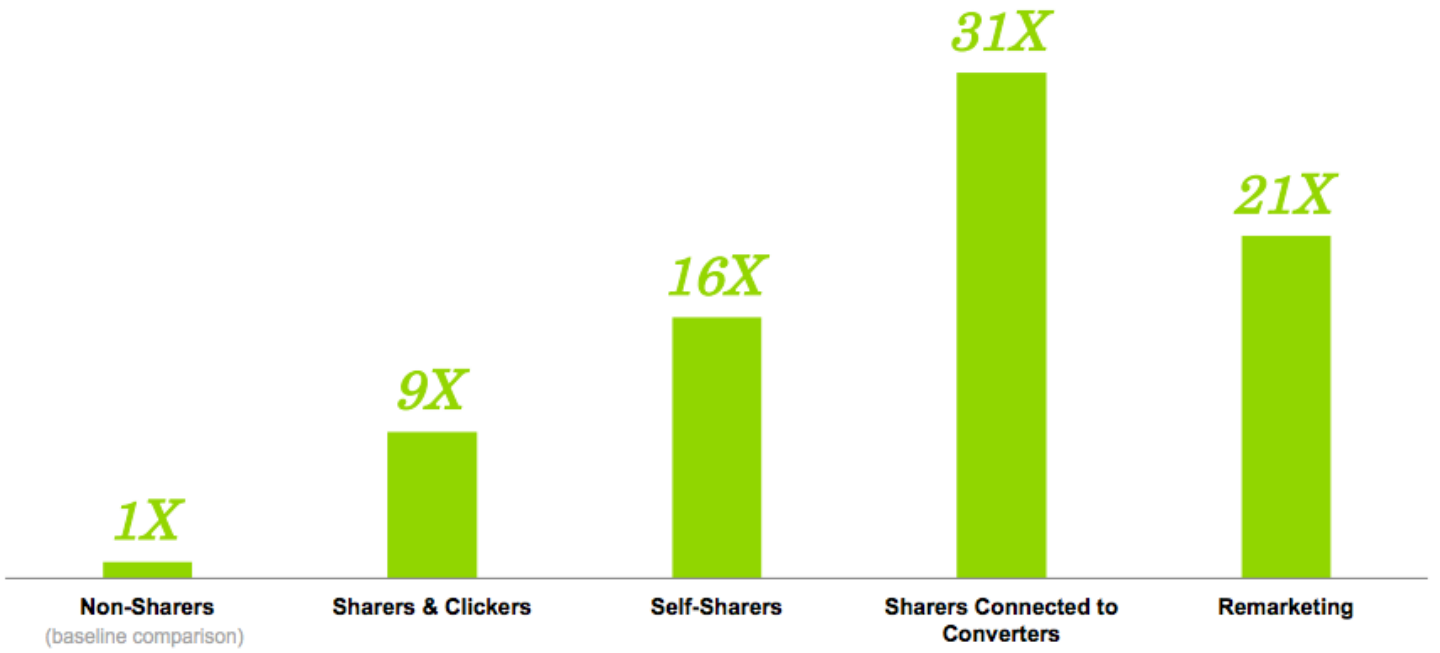
BUT WHAT DO THESE USERS HAVE IN COMMON? SHARING….



THE VALUE OF "SHARERS" TO MARKETERS AND BRANDS

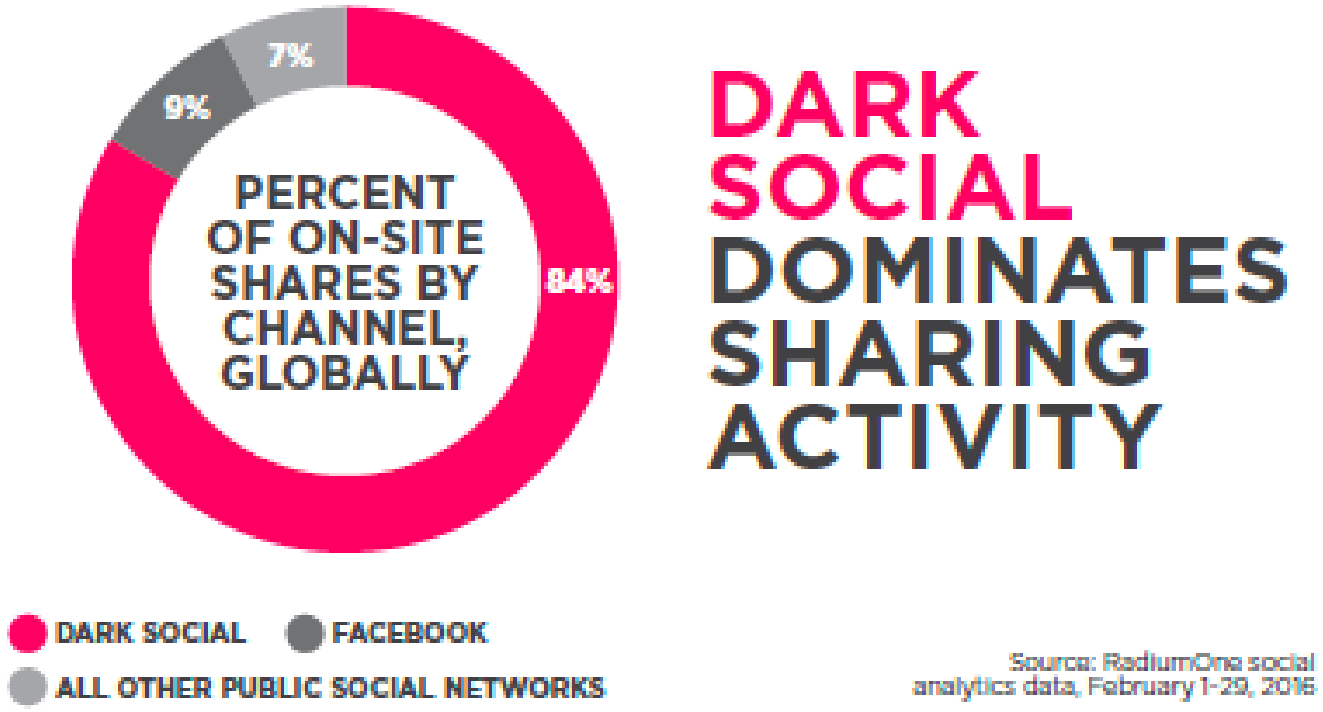
Sharers are the most valuable consumers in a brand's ecosystem

Conversion Rate Lift Over a Non-Sharer



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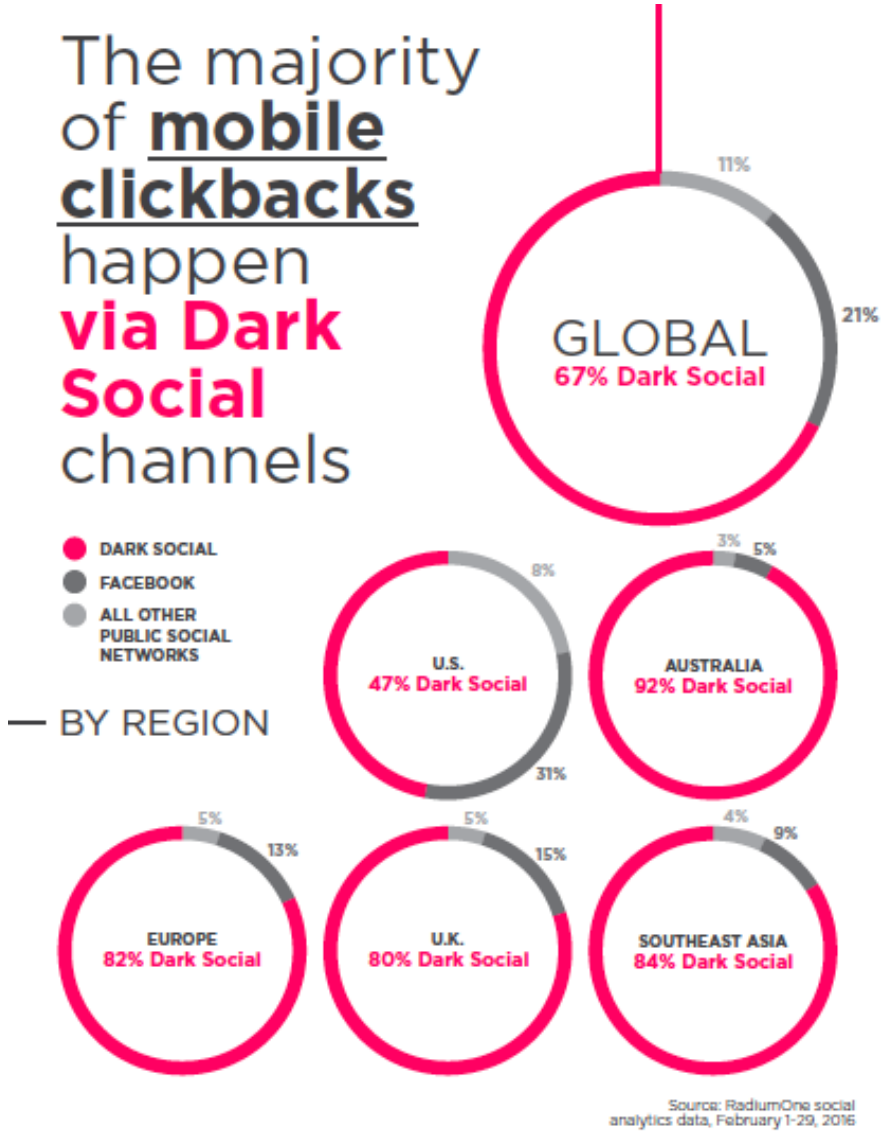
DARK SOCIAL DOMINATES SHARING

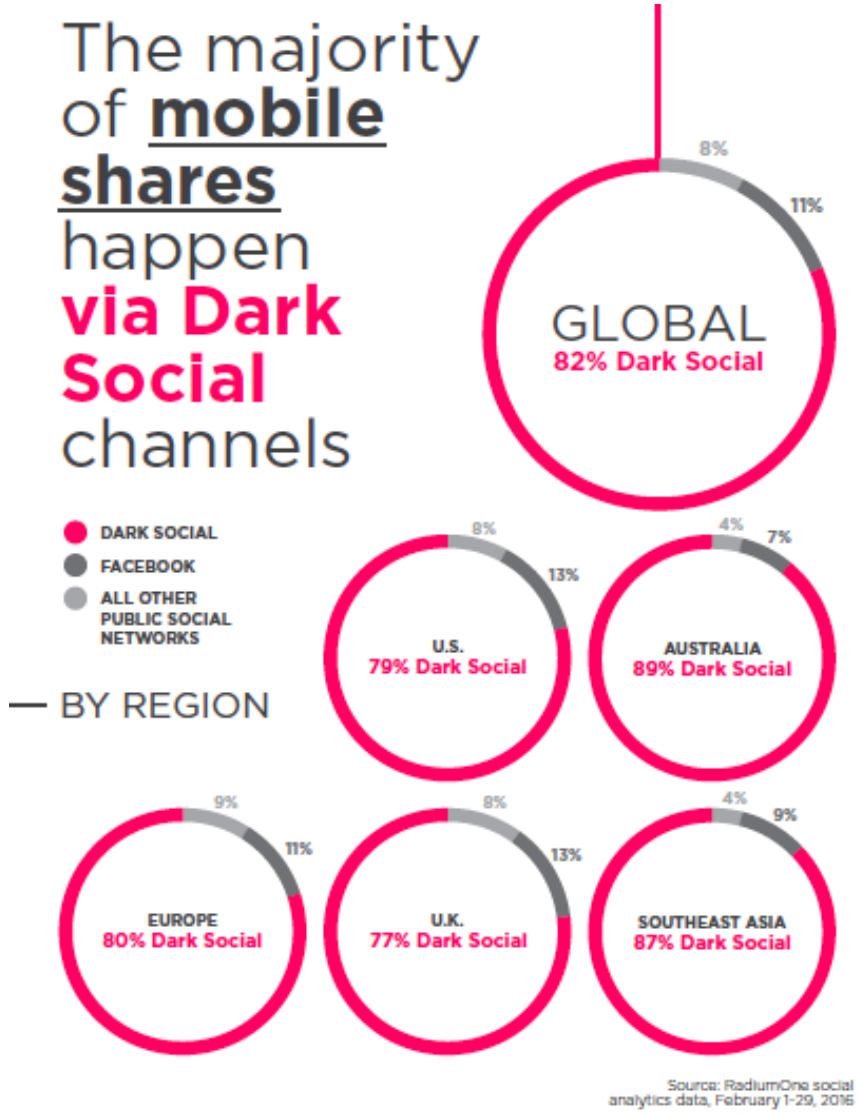


- 32% of people globally will *only* share online content via dark social

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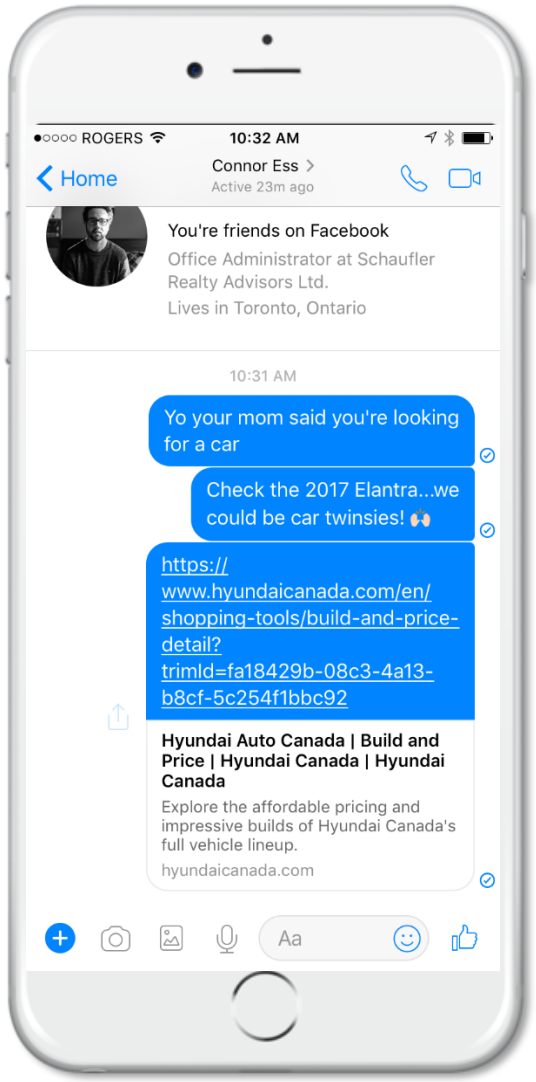
THE INTERSECTION OF DARK SOCIAL AND MOBILE



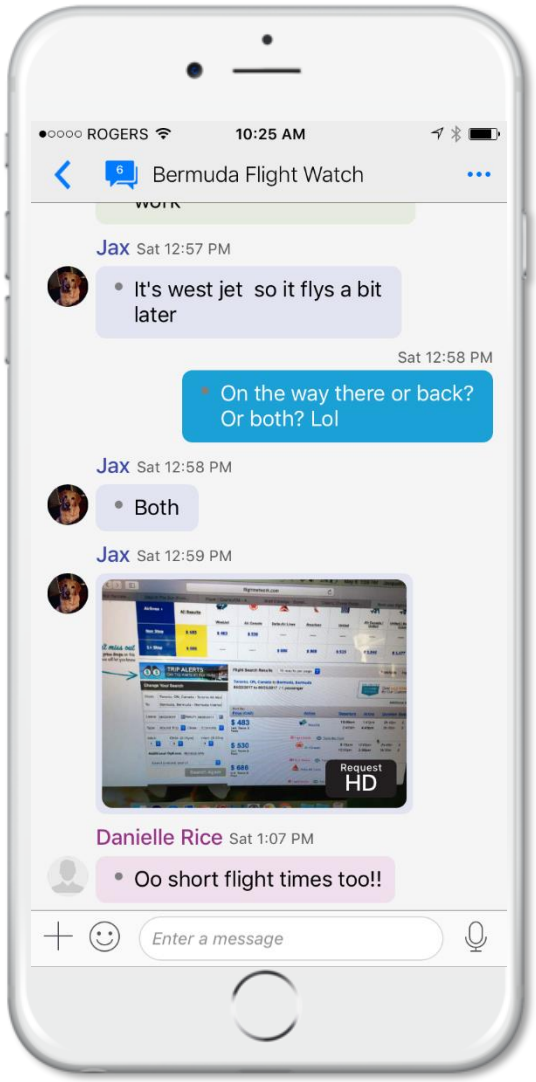


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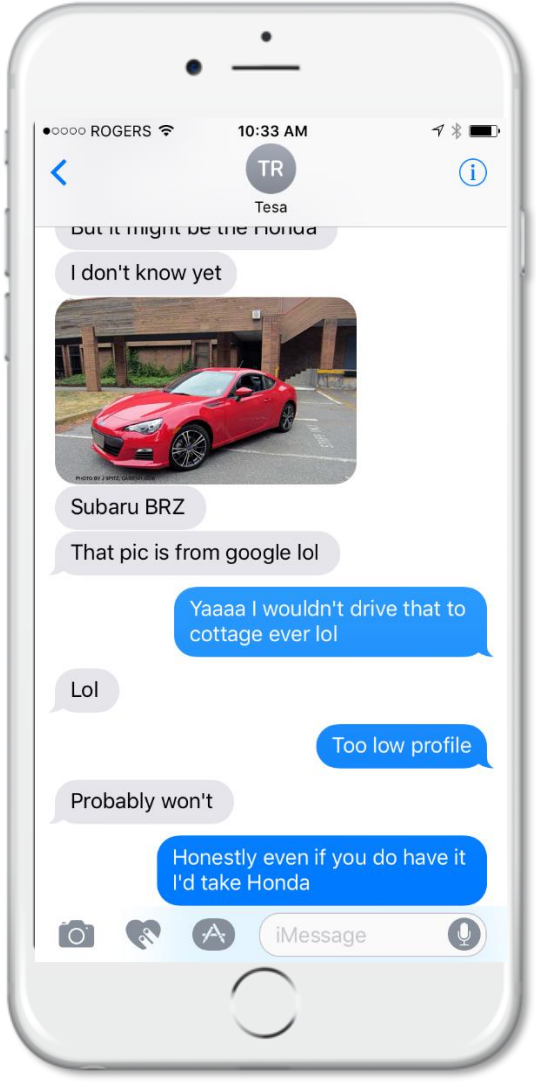
HOW DO WE USE DARK SOCIAL?



FB Messenger



BBM



iMessage



Snapchat

SO WHAT IS THE PROBLEM?



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THERE IS BIG DISCONNECT VS DOLLAR SPENT



2016 CMO Survey

THE BBM ECO-SYSYEM…

Content Hub

News
LIPUTAN 6 · bintang · bola.com

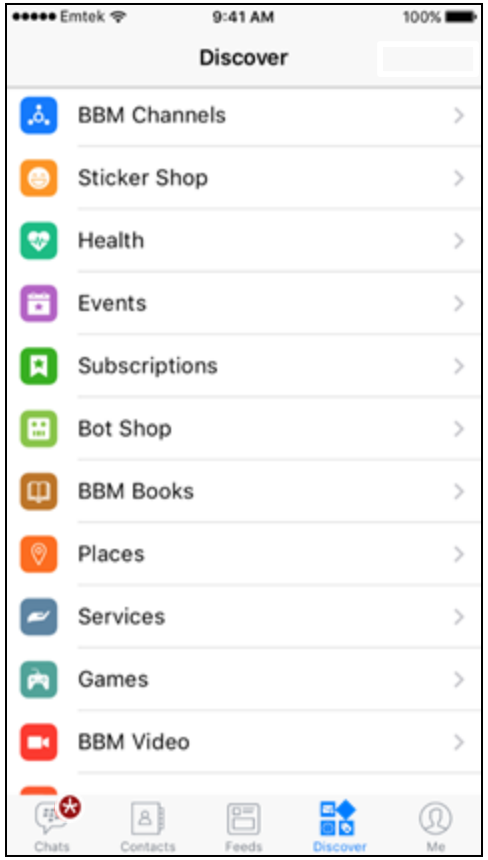
Video
Vidio · iflix

Gaming
SOFTGAMES · NEOWIZ GAMES

TV Polling
BBM Polls

User Generated Content
BBM Channels · BBM ChatBot

Discovery and Distribution
(Apps-within-an-App Model)



Commerce & Services

Shopping
BukaLapak

O2O
LAKUPON · kudo · BBM VOUCHER

Travel & Transport
RESERVASI

Mobile Services
sepulsa · payd your way

Payments & P2P
checkout · Quickteller · PayPal

And More Projects Underway…

Commerce
Uber · SALE STOCK · BCA

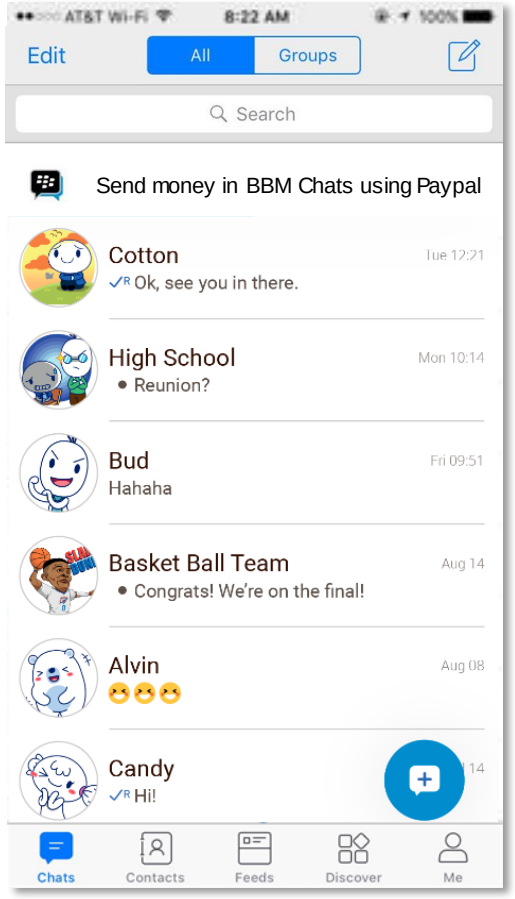
Content
neo bazar · outbrain

Health
klik DOKTER · Klik-Apotek.com

Classifieds
karir · Rumah.com · OTO

BBM ECO-SYSTEM EVOLUTION

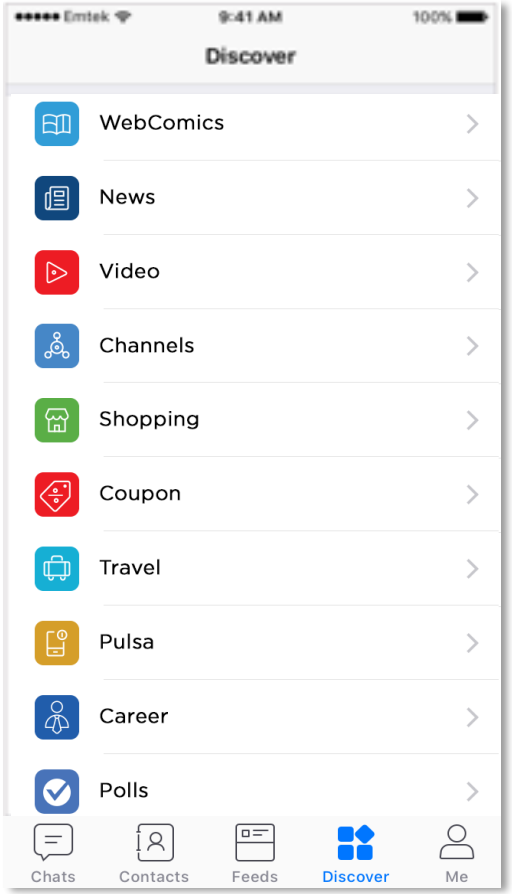
COMMUNICATION



CONTENT



SERVICES



MONETIZATION



CHATS

Person to Person

CHANNELS

Business to Person

DISCOVER

Services

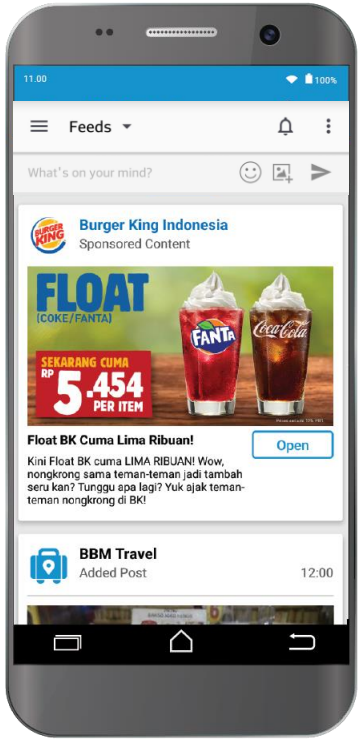
FEEDS

Updates, Discovery

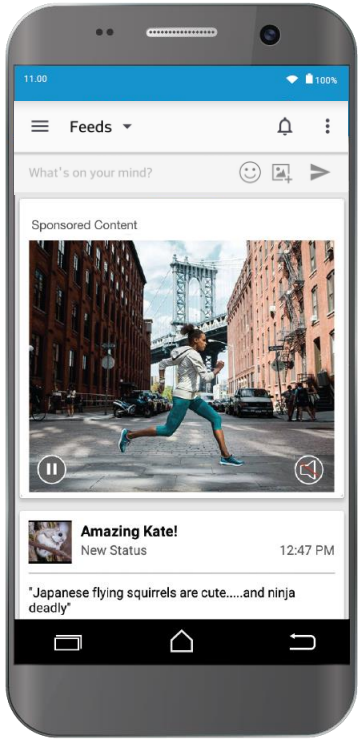
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BRINGING BRANDS INTO OUR CONVERSATIONS

Sponsored Post



Video



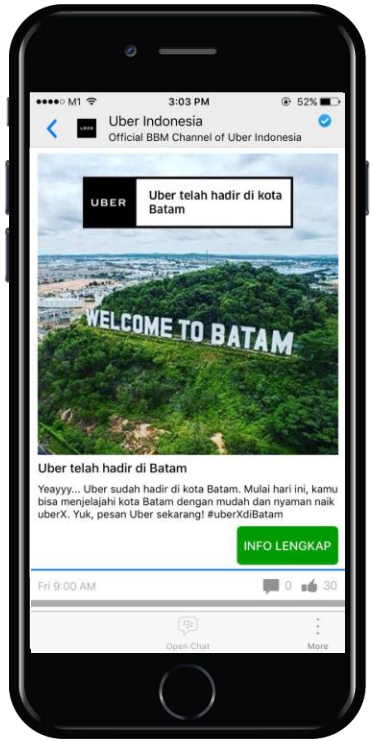
Bulletins



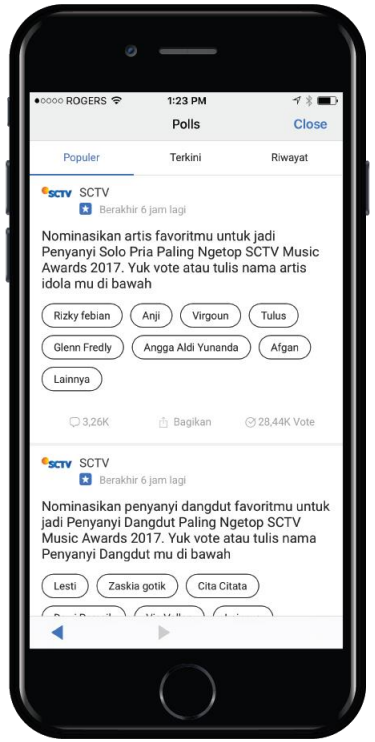
Stickers



Channels



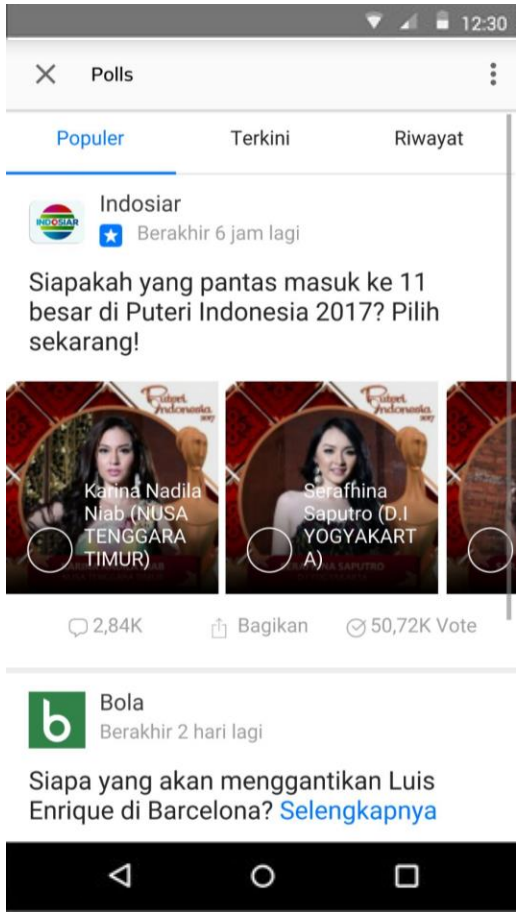
Polls



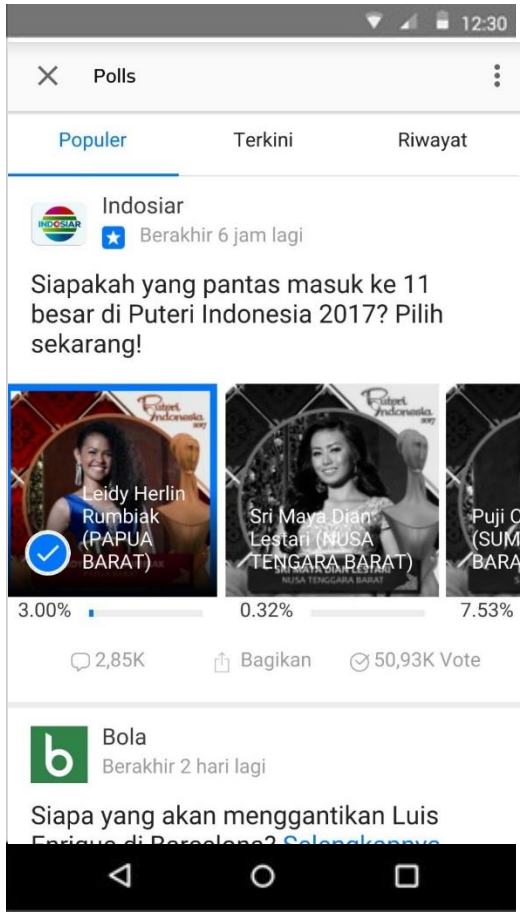
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BRANDS AS THE CONVERSATION

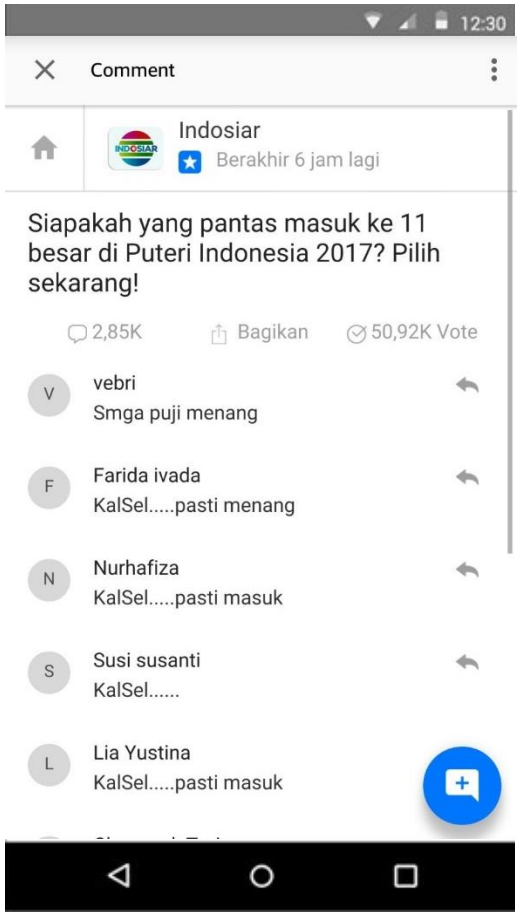
BBM POLLS
give users a voice



INVOLVE
them actively in decisions



NURTURE
a community of followers



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BRANDS AS CONVERSATION COMMERCE

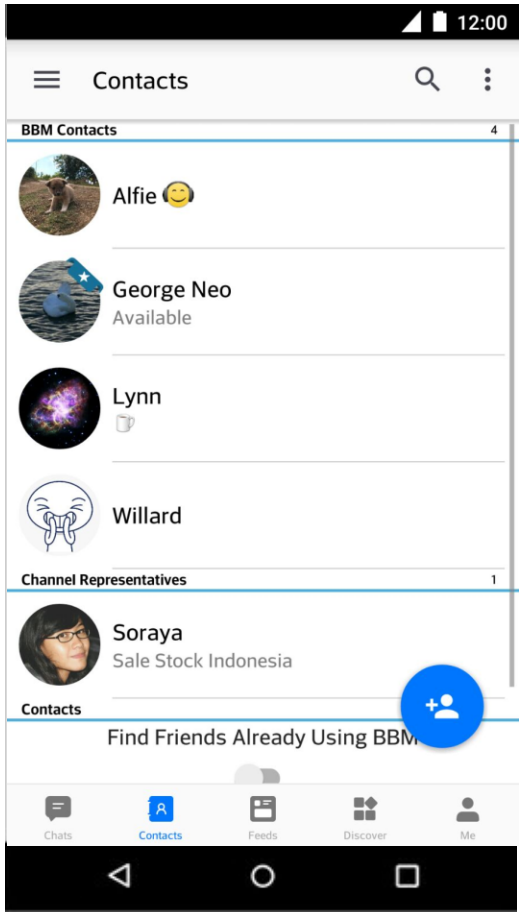
BBM CHATBOTS
nested in B2C channels



CHAT
with representatives

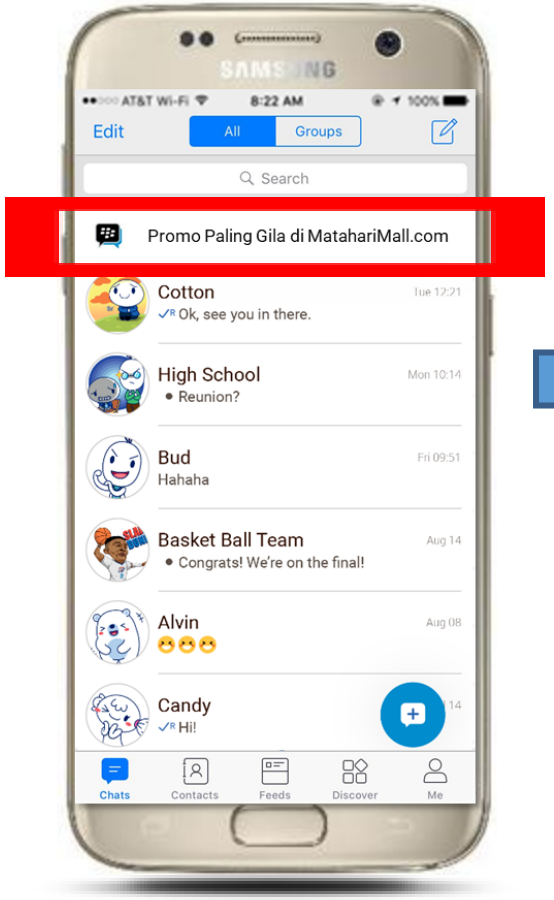


CONTINUE
conversations from you chat list



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BRANDS AND VOUCHER CAMPAIGN (O2O)



Promotion subject is displayed for 7 days



HTML Pop Up Banner include Voucher content



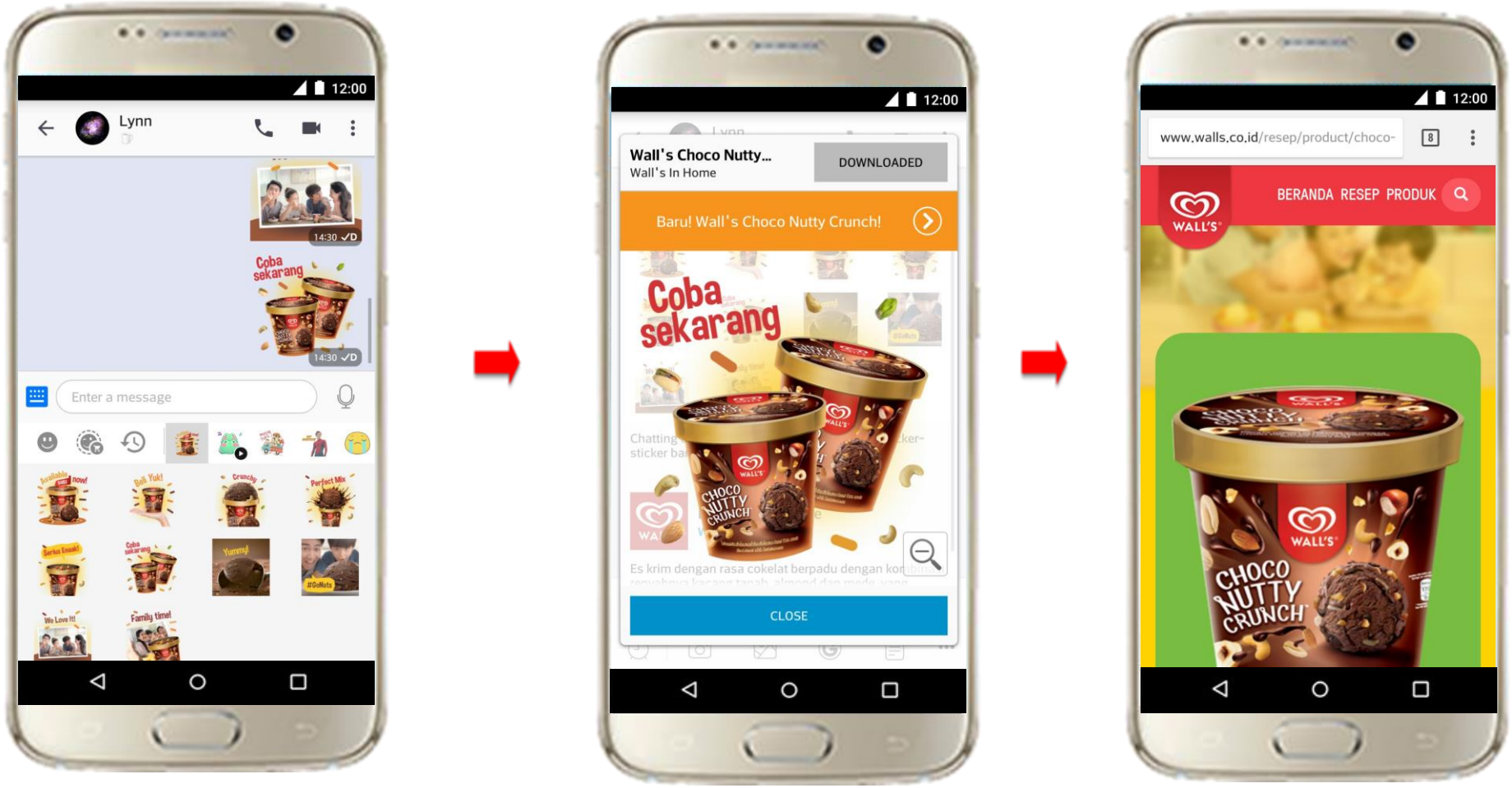
Opening BBM Voucher page



Transaction process

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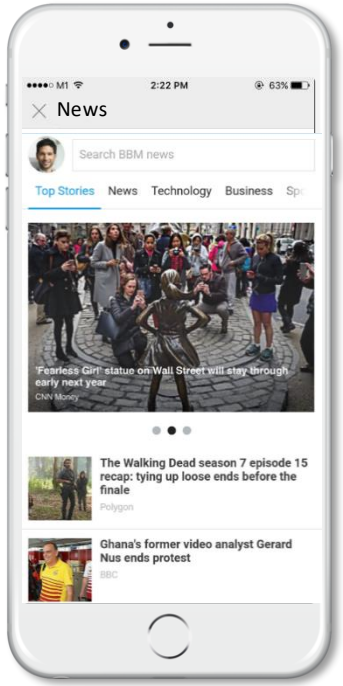
BRANDS AS SPONSORED STICKERS

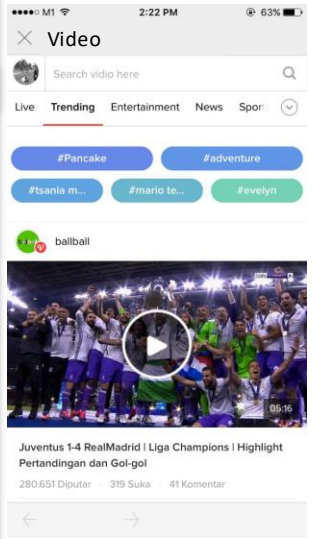


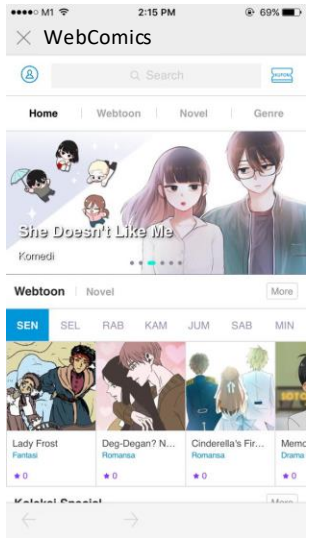
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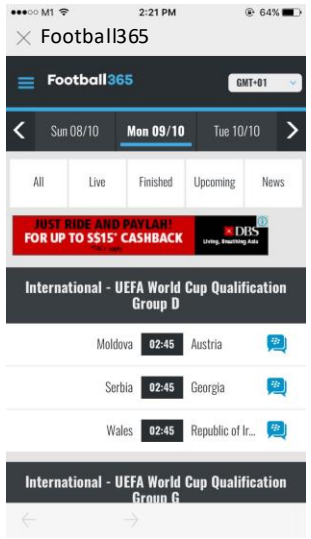
DISTRIBUTING SERVICES TO MILLIONS OF USERS

CONTENT

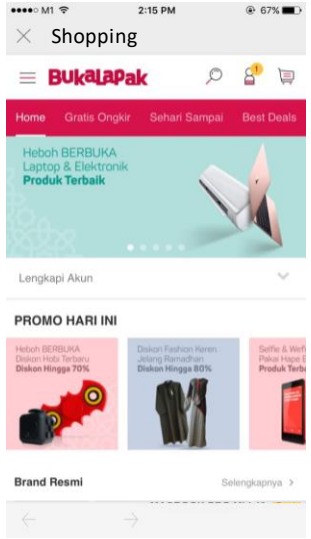








COMMERCE

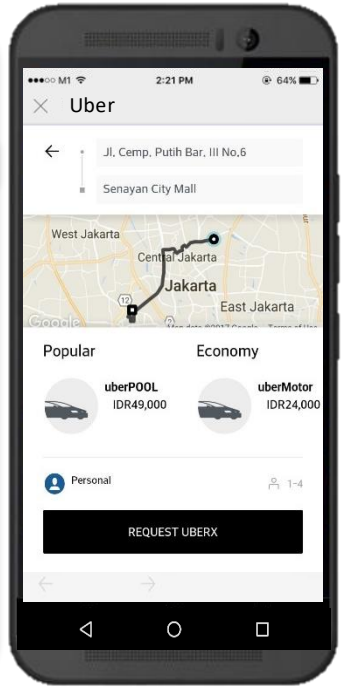






UTILITIES & SERVICES





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THANK YOU
BBM PIN: TALBOT

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