MMA FORUM INDIA
OCTOBER 27, 2017 | NEW DELHI



UNIFYNG CHAT, SOCIAL, COMMERCE & ADS:
Mobile messaging apps - the new face of social media

Krishnadeep Baruah (KD)

Vice President – APAC

BBM PIN: reachkd

BBM

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GLOBAL DIGITAL STATISTICS *(source: We Are Social)*

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
				
7.476B	**3.773B**	**2.789B**	**4.917B**	**2.549B**
URBANISATION: 54%	**PENETRATION: 50%**	**PENETRATION: 37%**	**PENETRATION: 66%**	**PENETRATION: 34%**
(225M PEOPLE USED THE INTERNET FOR THE FIRST TIME IN THE LAST 12 MONTHS)	(FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS)	(FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS)	(FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS)	(FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN EACH COUNTRY, NOT UNIQUE USERS)

http://wearesocial.sg/digital-in-2017-globaloverview

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MESSAGING APPS ARE THE NEW SOCIAL MEDIA

“To me, the phone is this seldom used app on my phone.”

- Gary Gulman

“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.”

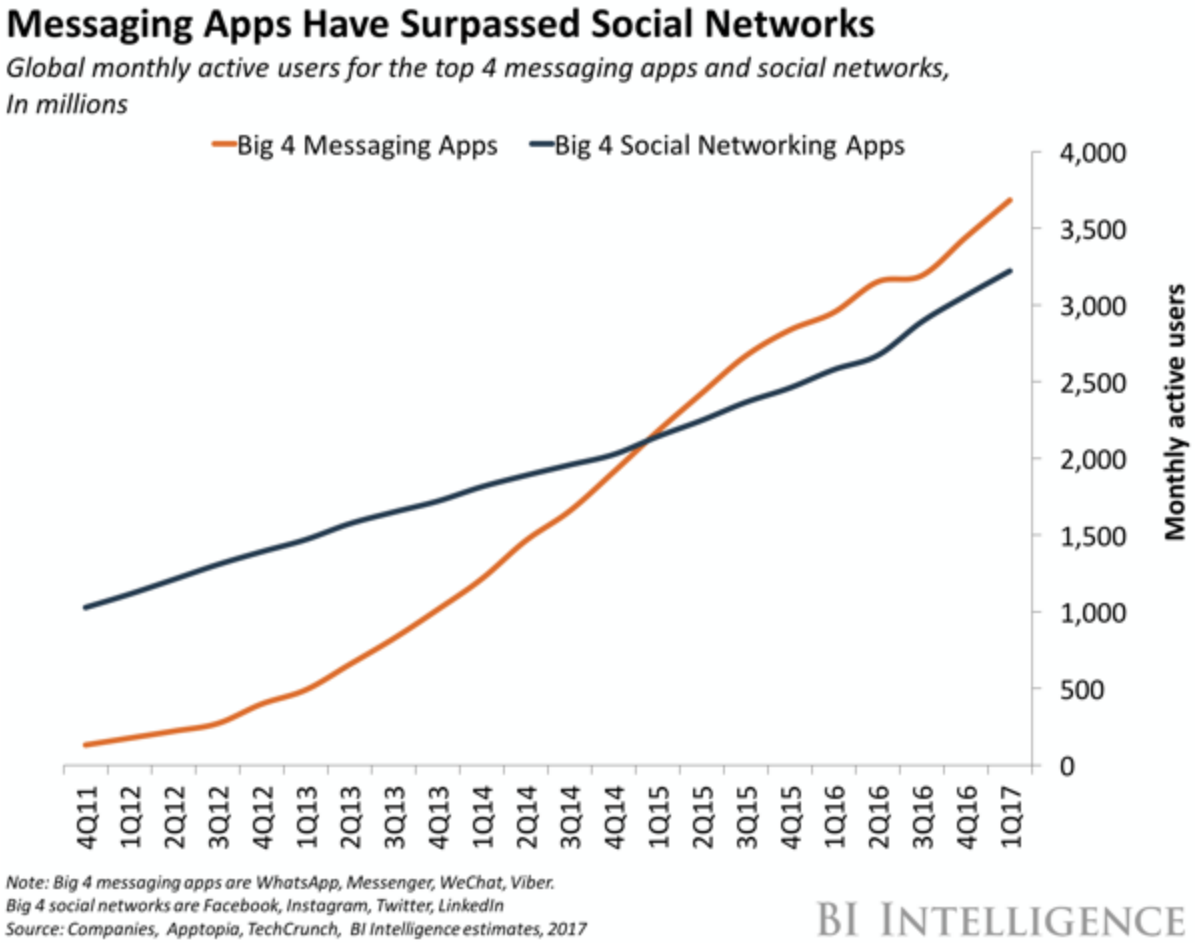
“Many teenagers now spend more time on smartphones sending instant messages than perusing social networks.”

- The Economist

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MESSAGING APPS - BIGGER THAN SOCIAL NETWORKS





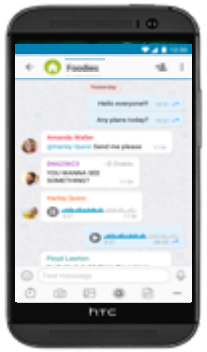
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MESSAGING APPS EVOLUTION

Simple personal message (P2P messenger)



Higher needs for more people to talk with in a chat
Group Messengers



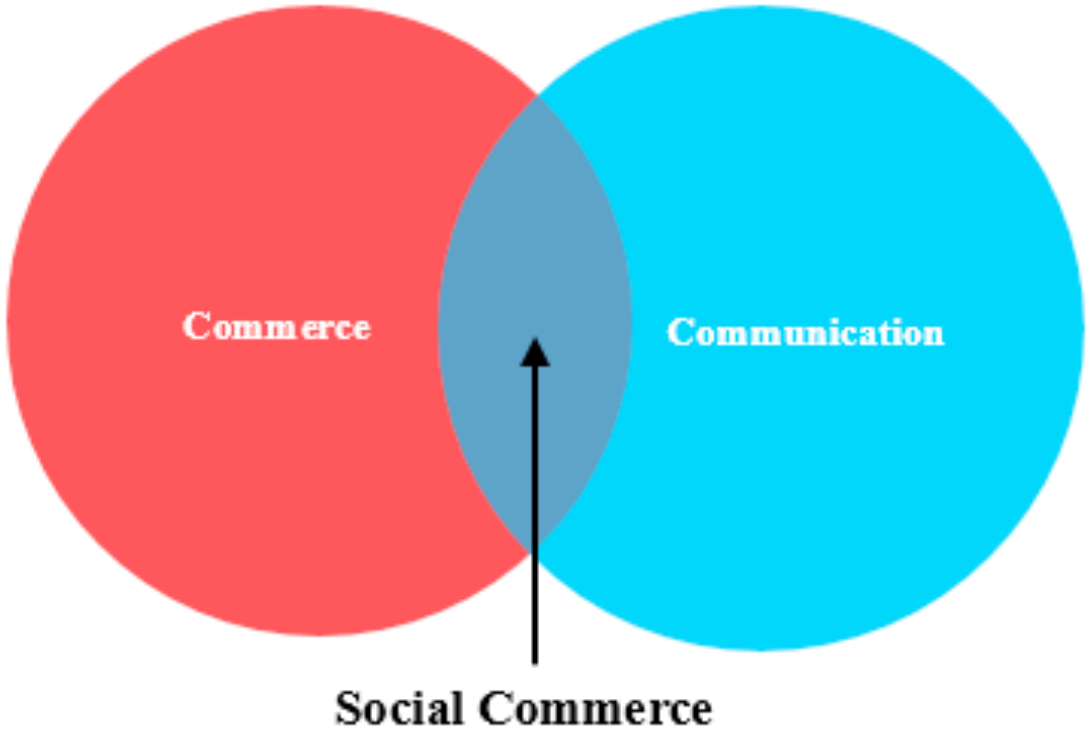
Further needs for more features creates
Services & platform



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IS MESSAGING THE GO-TO APPS FOR BRANDS?

- 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



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Marketplaces are being redefined

Customers would historically go to the market



Anything could happen along the way

Many diversions & distractions that can prevent them from arriving

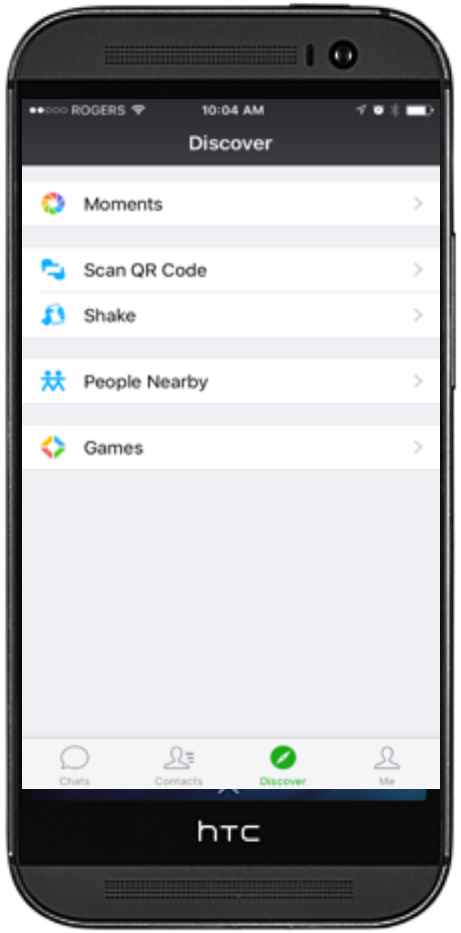


Brands now go to their customers

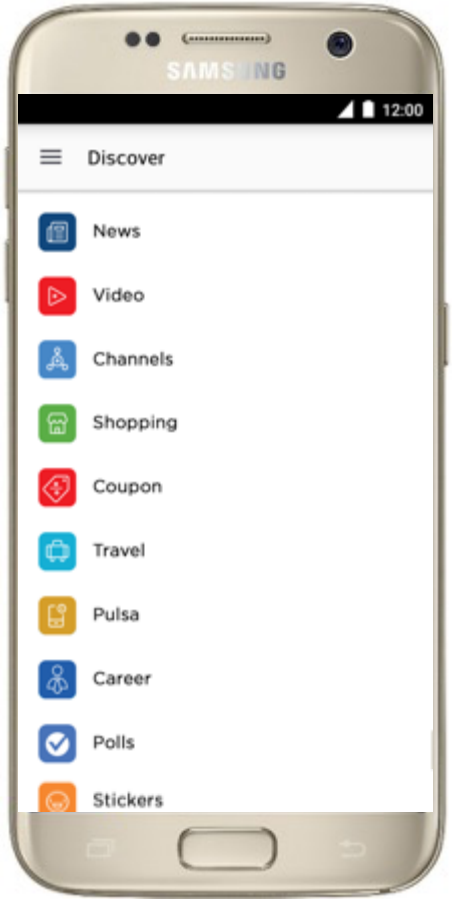
Concepts such as “Store in Store” and “Pop Up Shops” are not uncommon in physical world



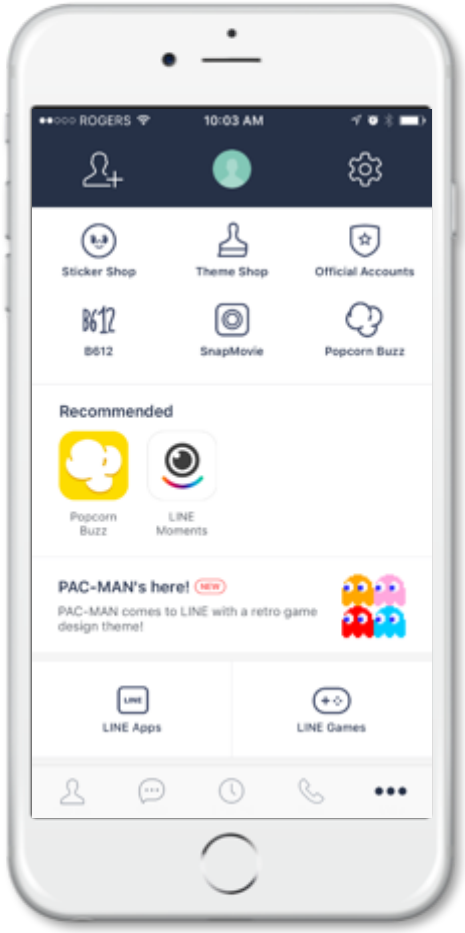
TRANSFORMATION OF MESSAGING STARTED WITH CONTENT



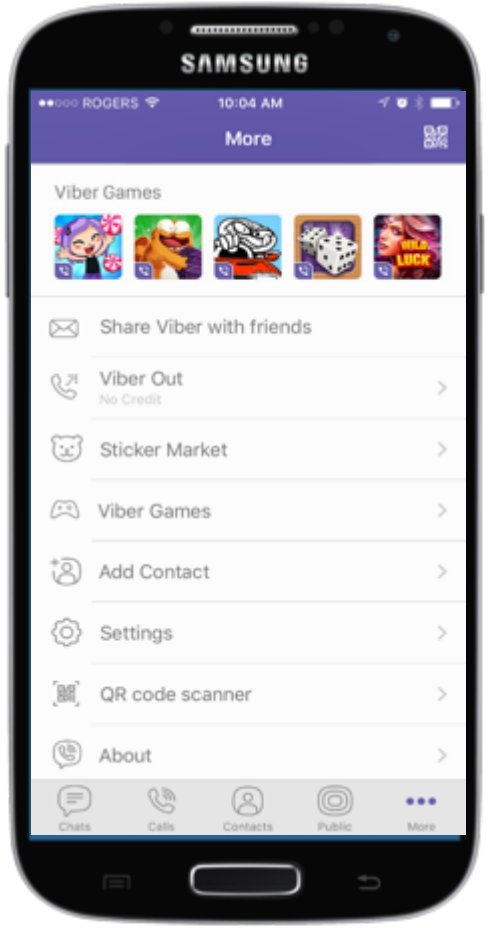
WeChat



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LINE

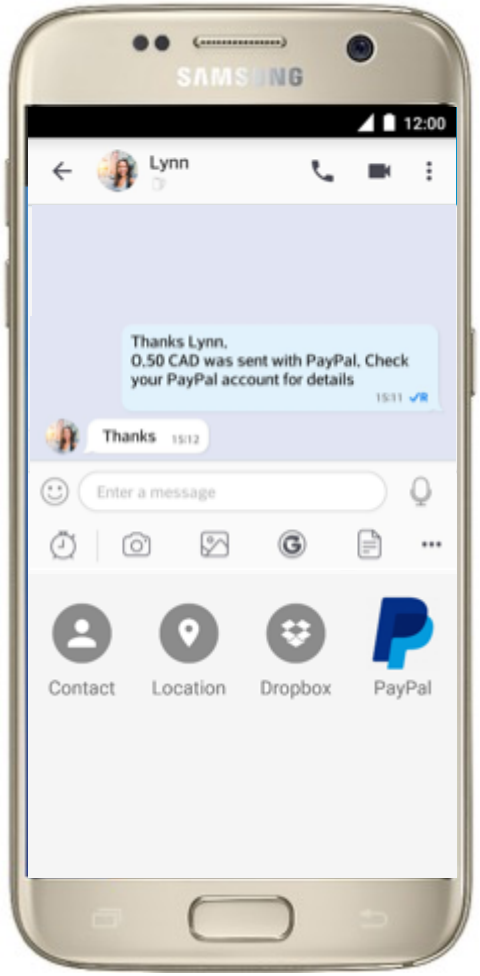


Viber

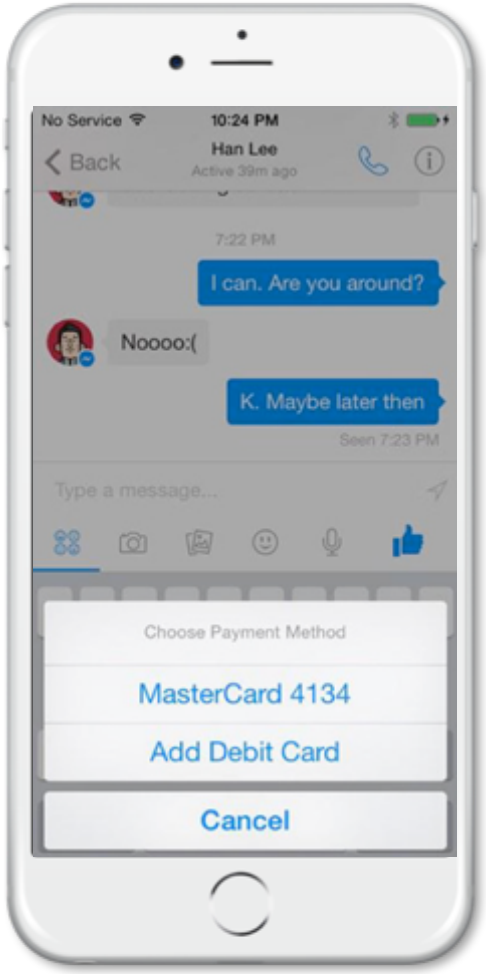
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THEN PAYMENTS WITH P2P, BILL PAYMENT & TOP-UP

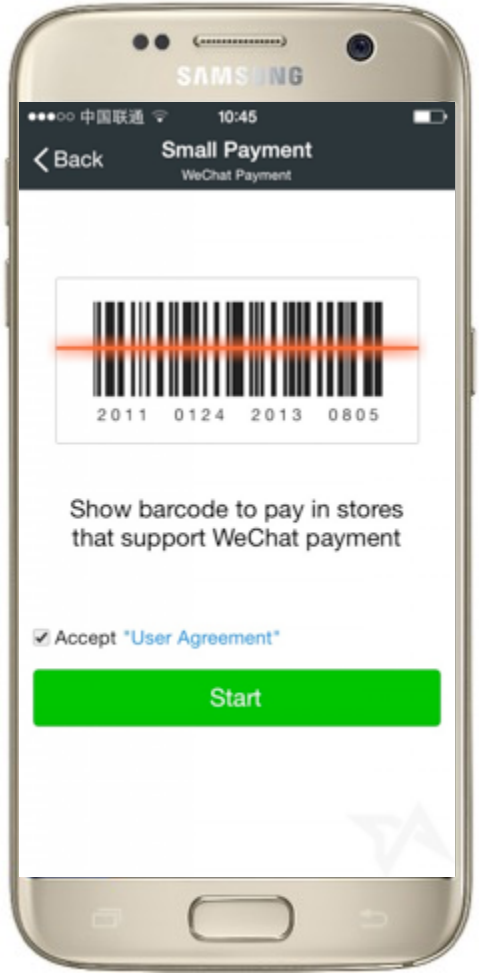
- Sending Money is a logical extension to sending photos or files within Chat
- Catering to the demographics that expect instant gratification & action, and trust the messaging app with their most private images and conversations



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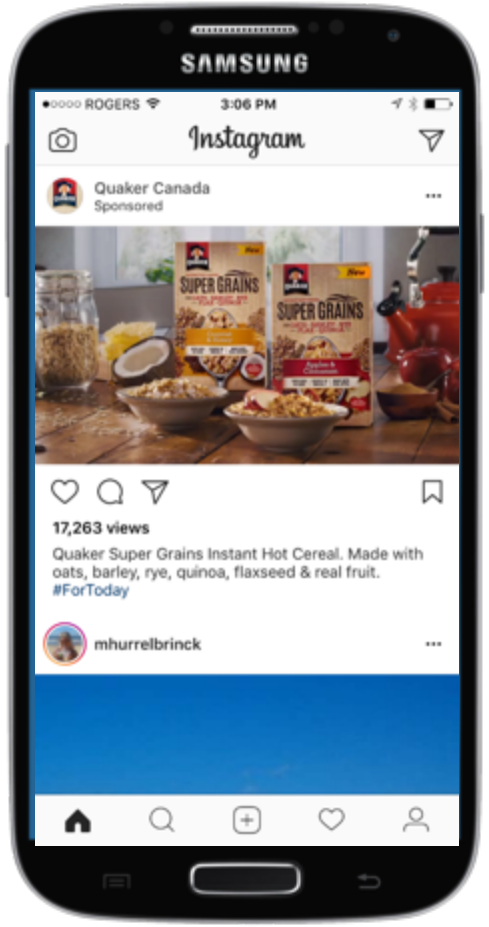
FB Messenger



WeChat

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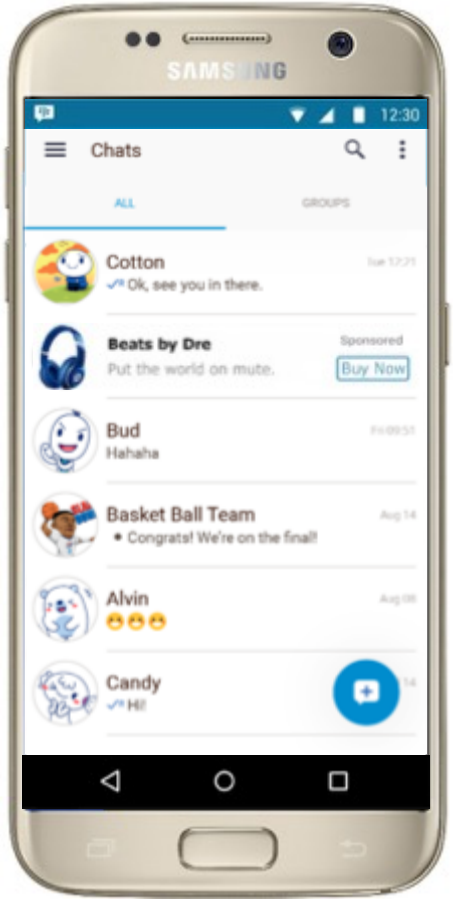
TRANSITIONED INTO BANNERS & NATIVE ADS, PUSH MESSAGES & 'BUY NOW' BUTTONS



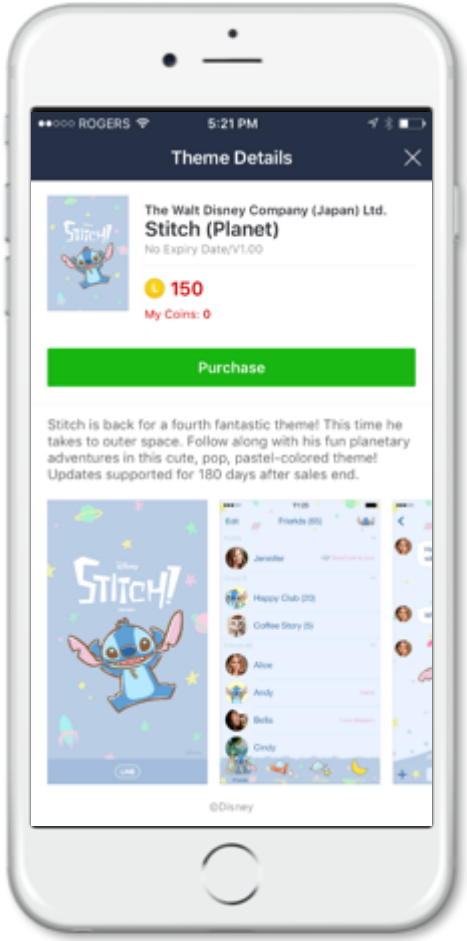
Instagram



Snapchat



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WeChat

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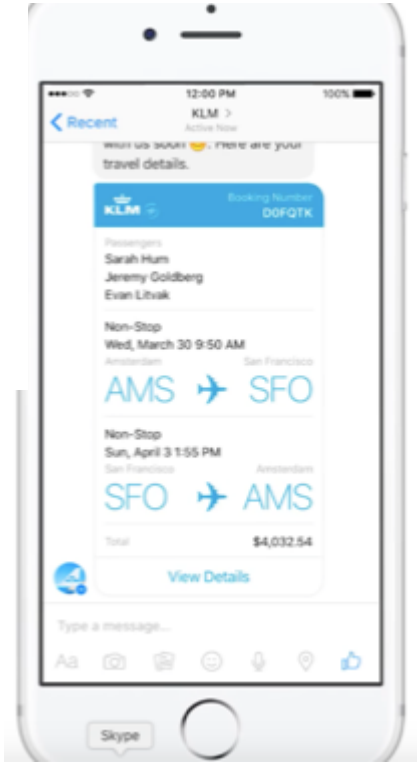
NOW LEADING THE WAY WITH BOT INTEGRATIONS…

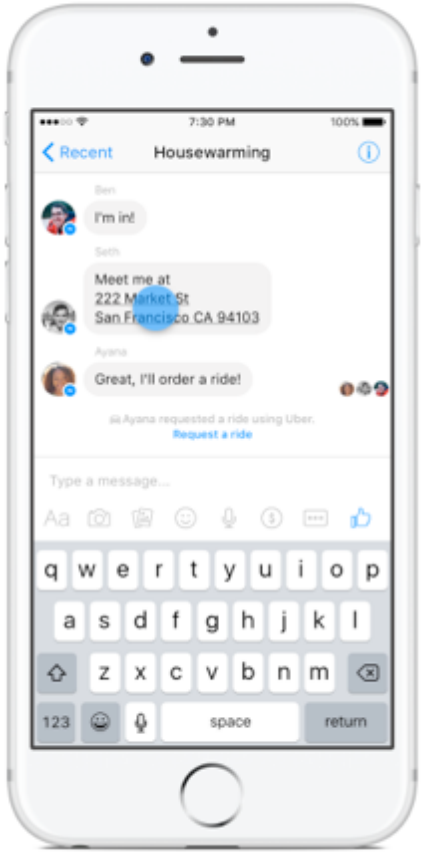


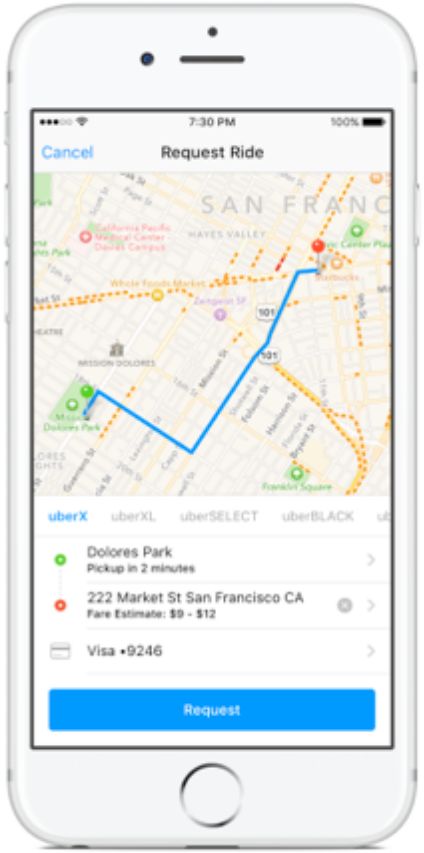
BCA

KLM

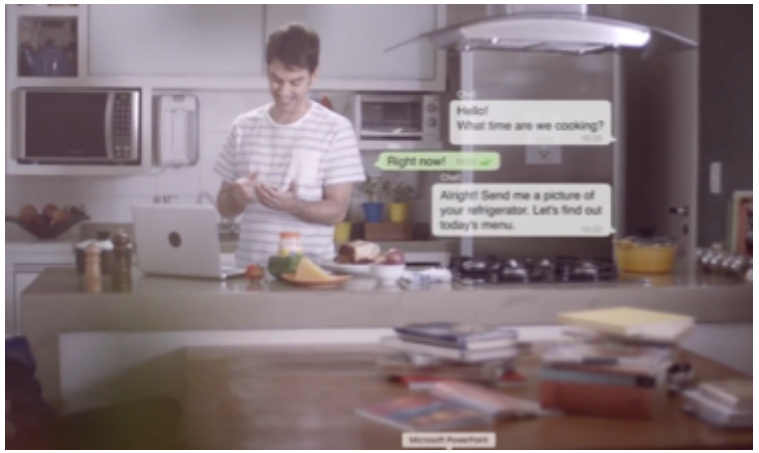
UBER







HELLMANN'S



WhatsApp

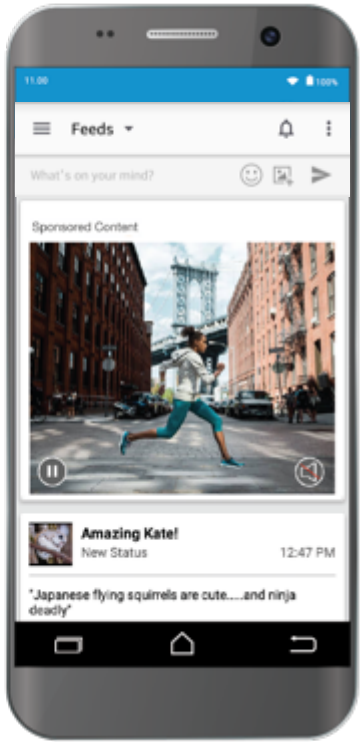
Messenger

BBM: BRINGING BRANDS INTO OUR CONVERSATIONS

Sponsored Post



Video



Bulletins



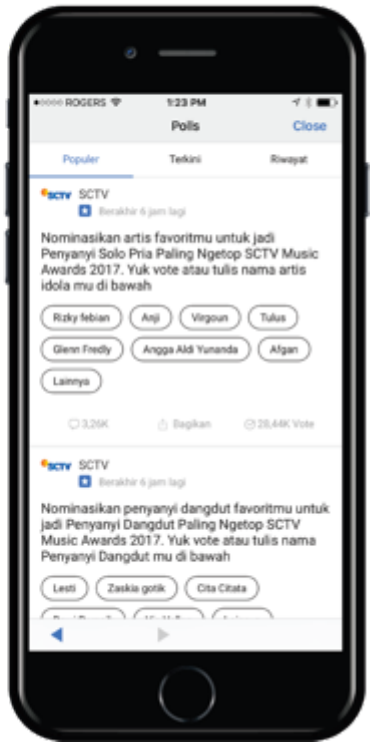
Stickers



Channels

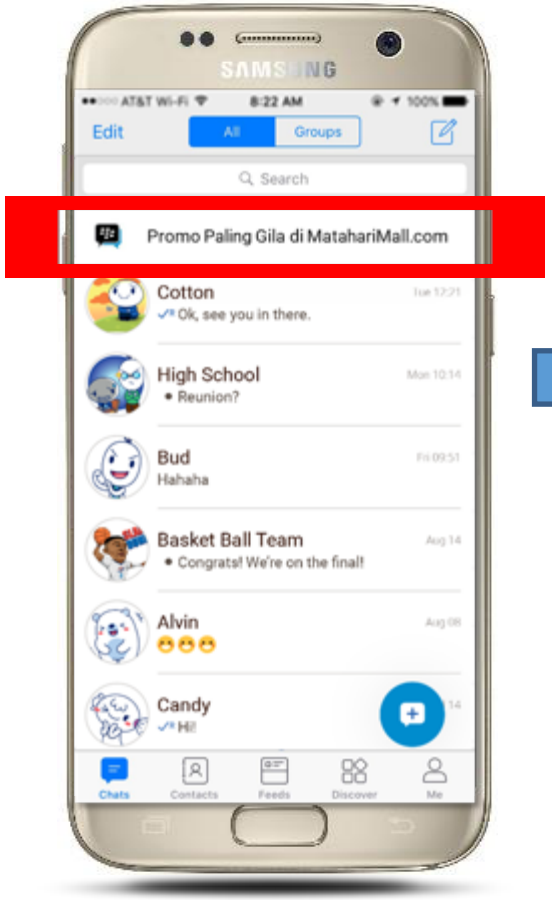


Polls



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BRANDS AND VOUCHER CAMPAIGN (O2O)



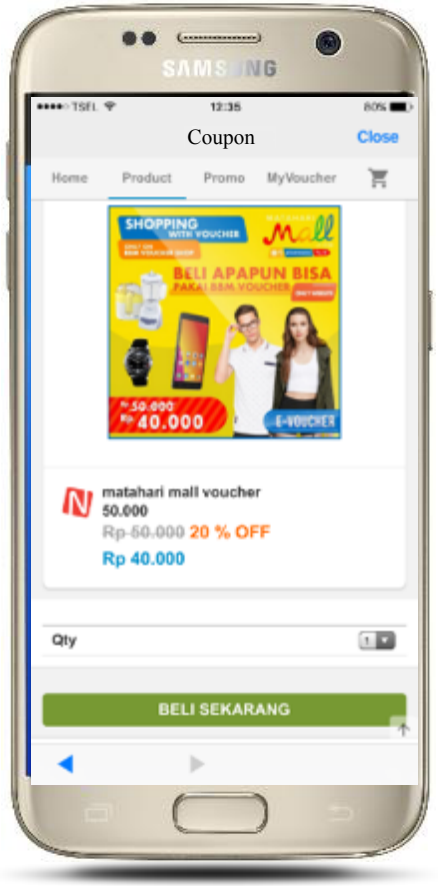
Promotion subject is displayed for 7 days



HTML Pop Up Banner include Voucher content



Opening BBM Voucher page



Transaction process

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THE BBM ECO-SYSYEM…

Content Hub

News
LIPUTAN 6 · bintang · bola.com

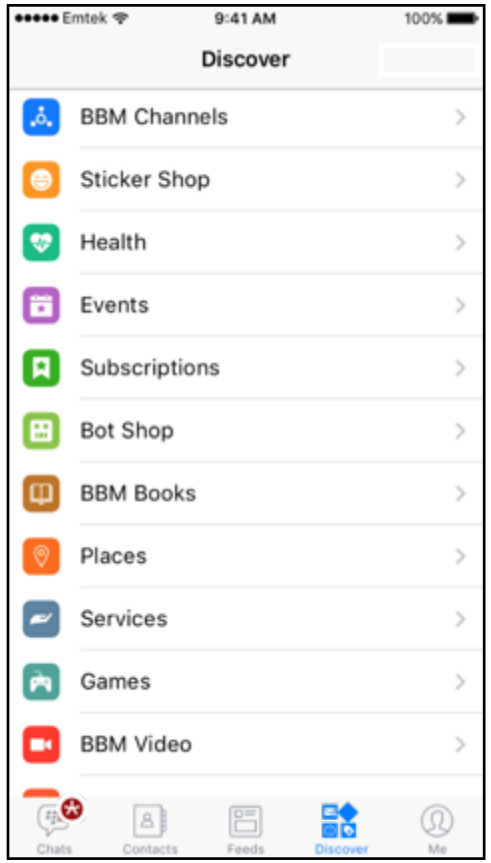
Video
Vidio · iflix

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

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FUTURE OF MESSAGING? *My Top 10….*

WHAT DO

BRANDS

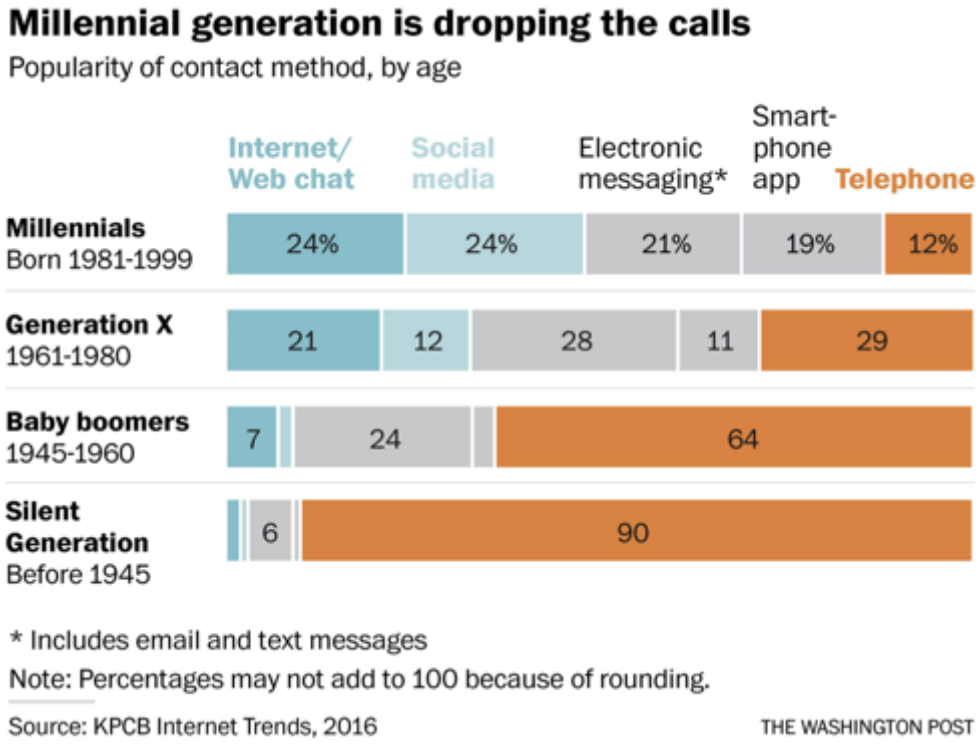
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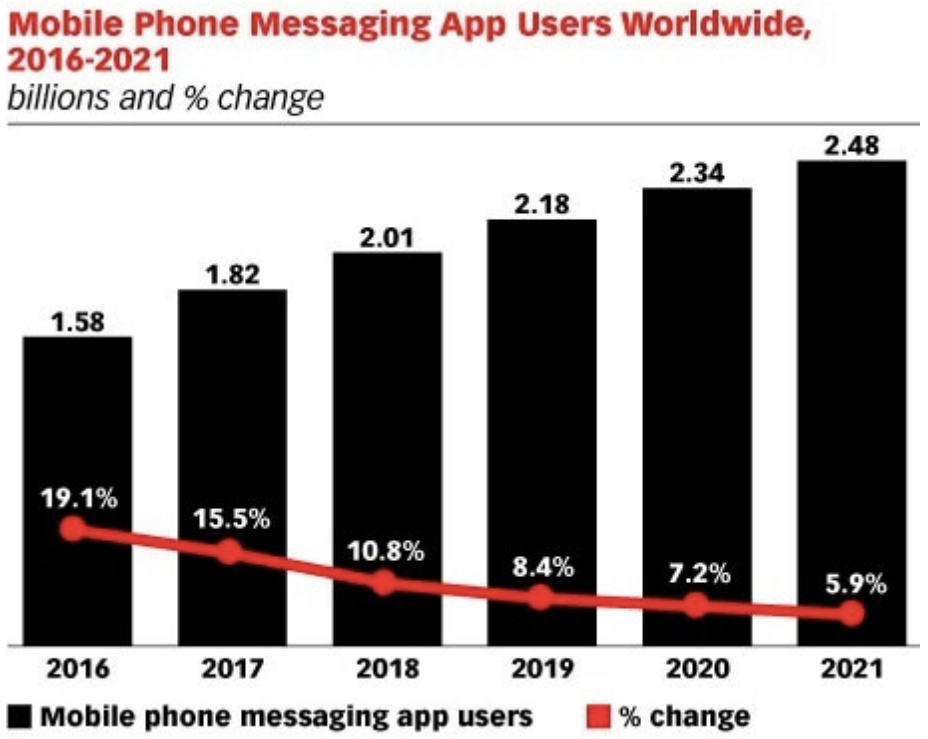
ADVERTISERS

NEED TO KNOW?

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1. The RISE OF MOBILE MESSAGING





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2.a WHAT DO THESE USERS HAVE IN COMMON? SHARING….

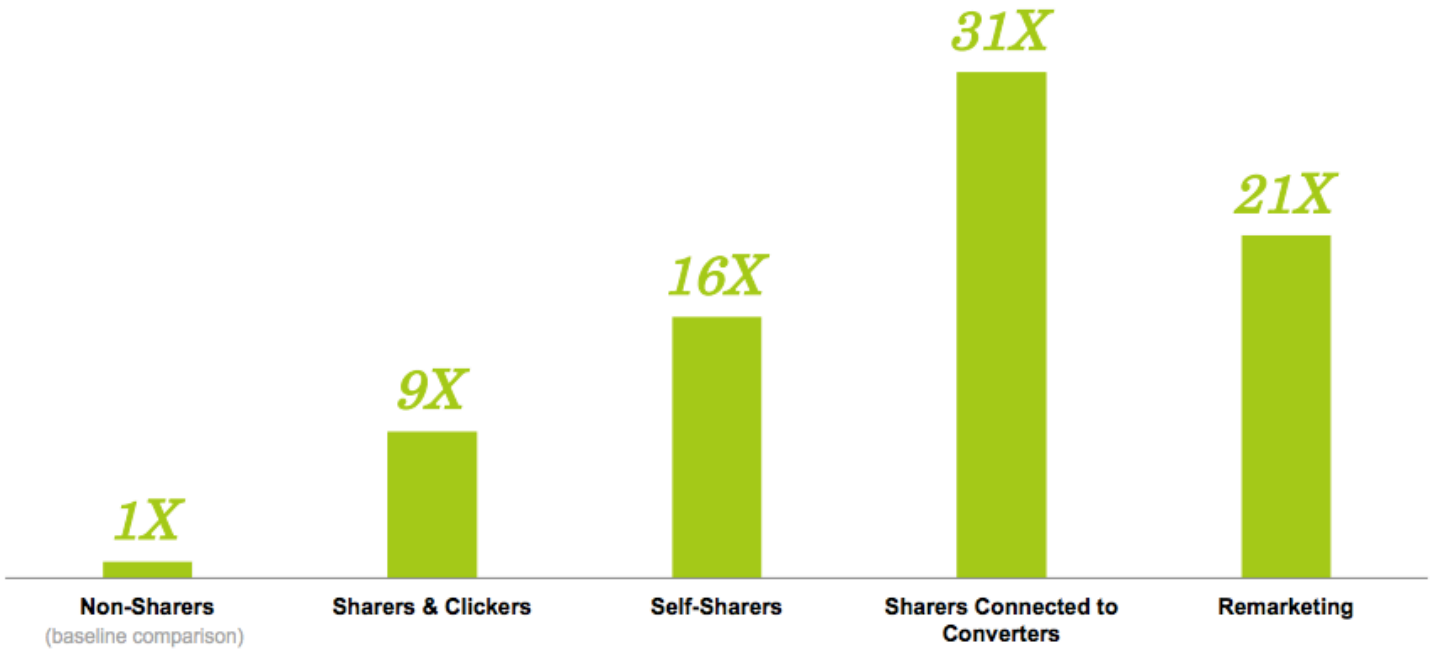


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2.b THE VALUE OF "SHARERS" TO MARKETERS AND BRANDS

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

Conversion Rate Lift Over a Non-Sharer

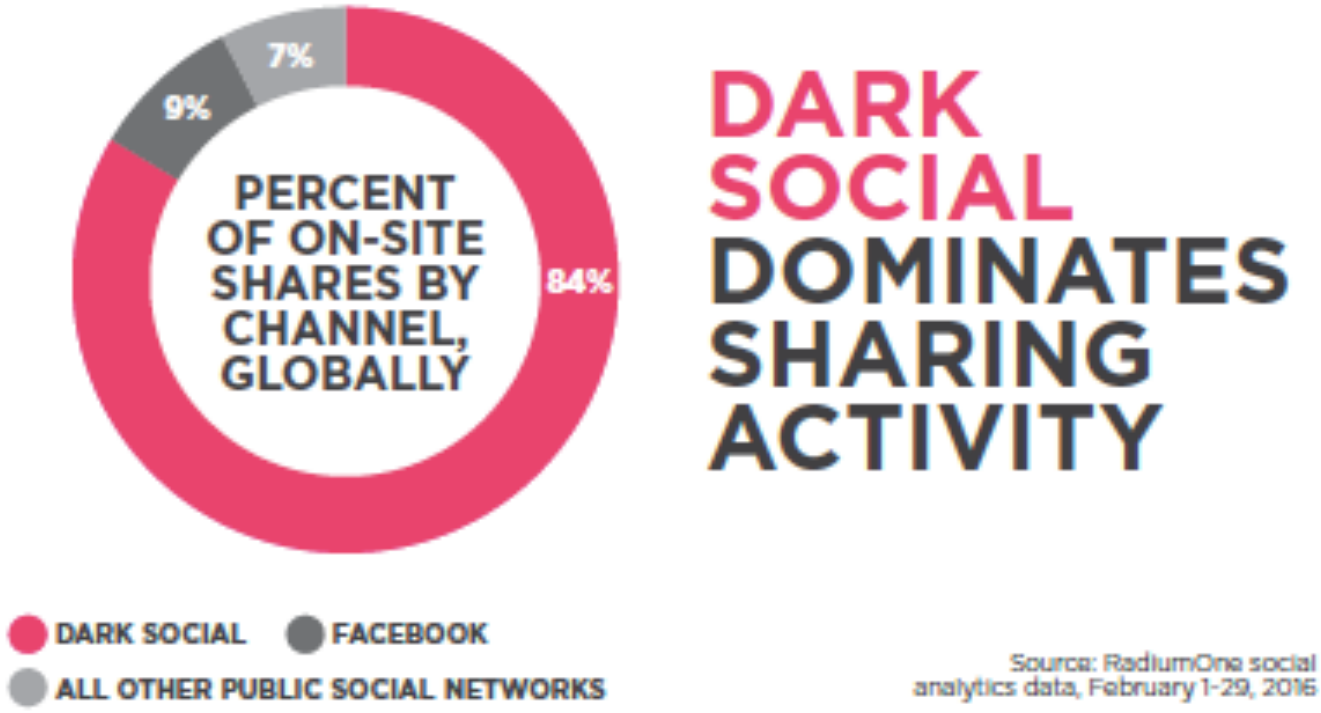


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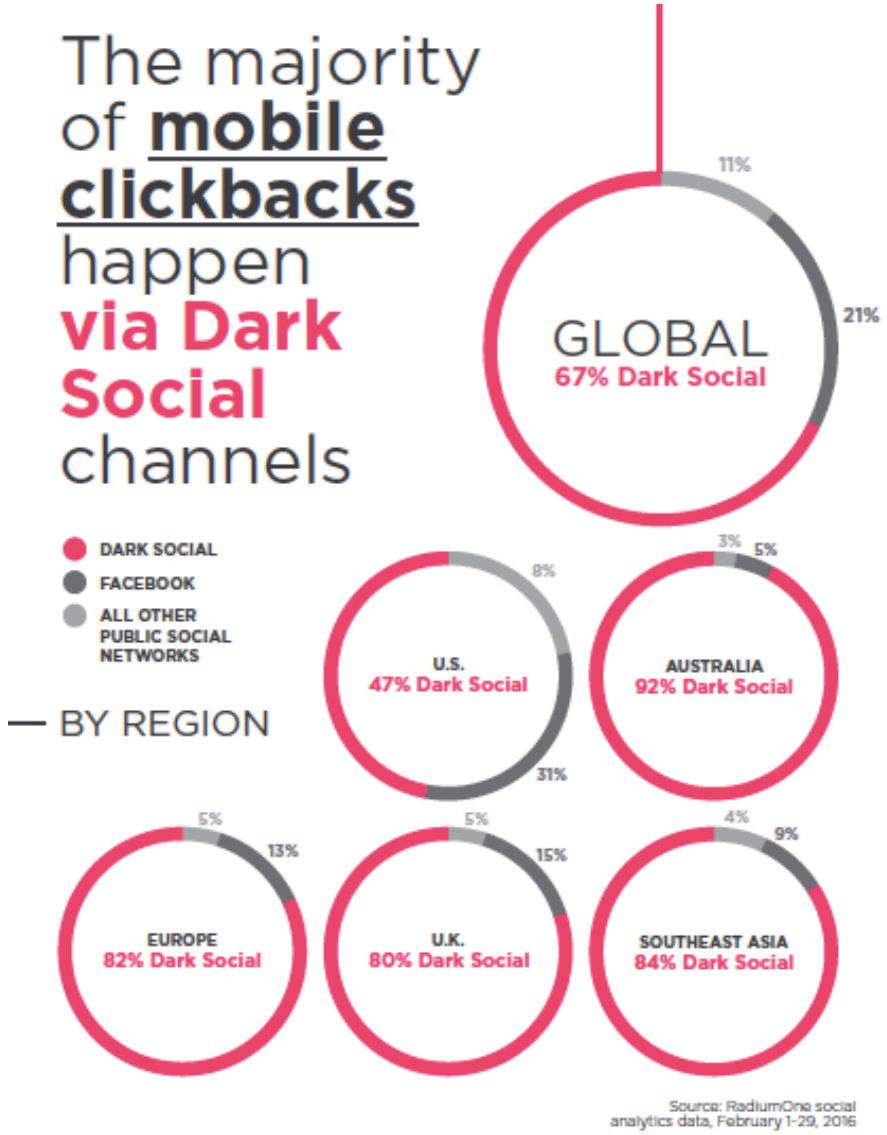
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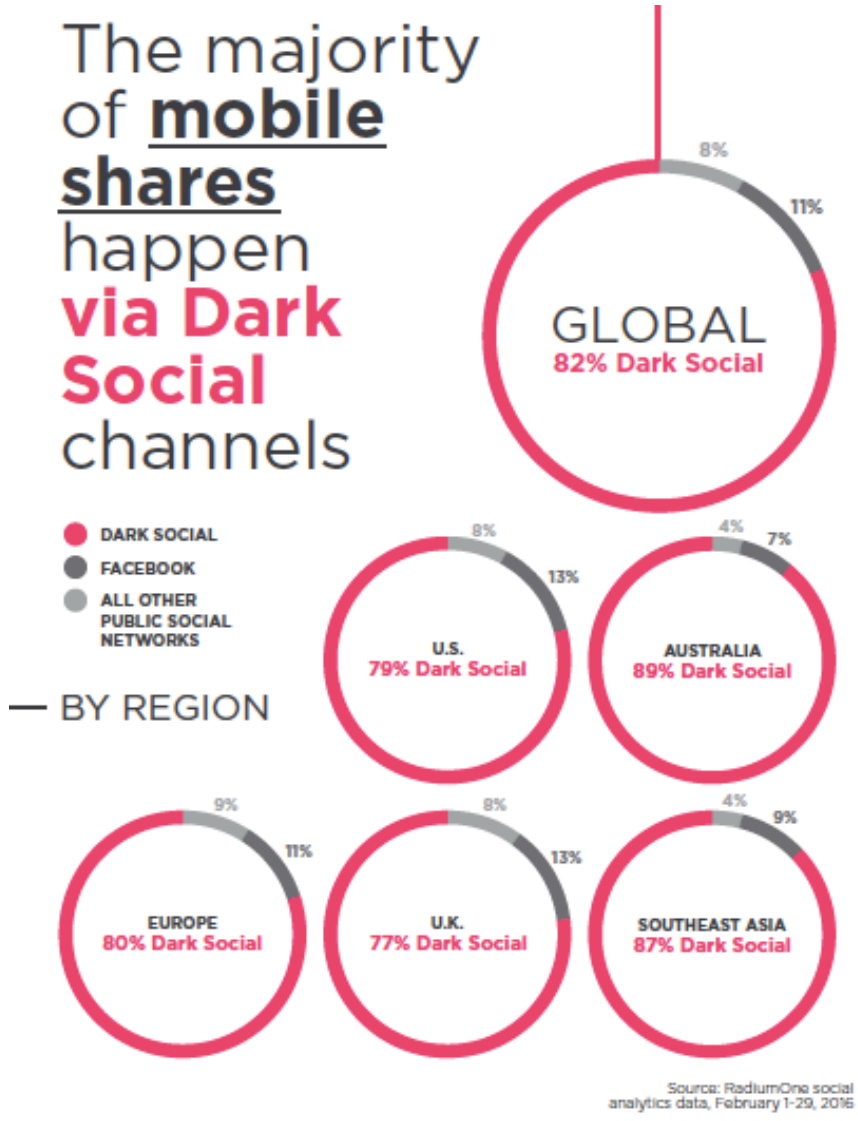
2.c DARK SOCIAL DOMINATES SHARING



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

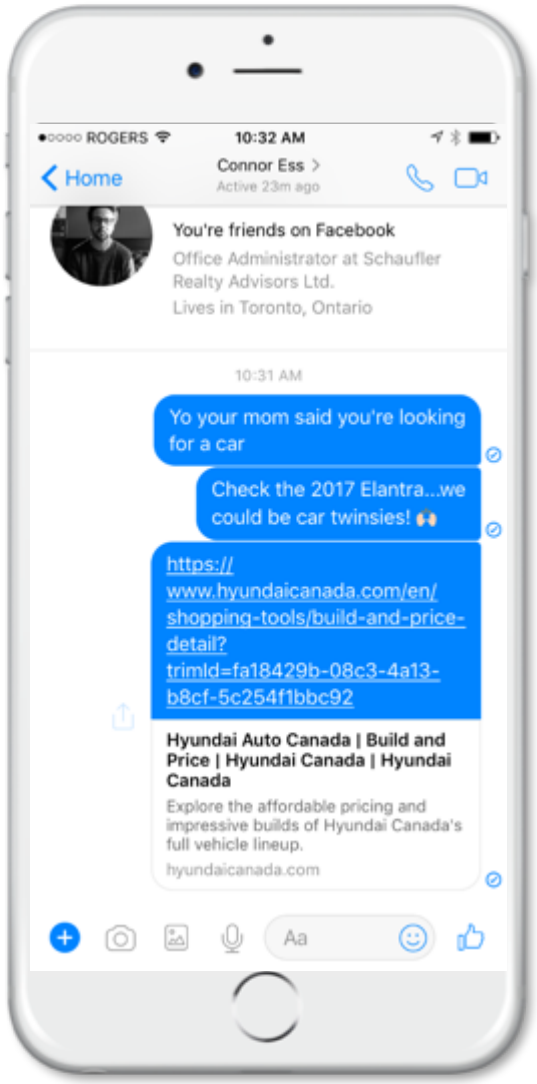
2d. THE INTERSECTION OF DARK SOCIAL AND MOBILE



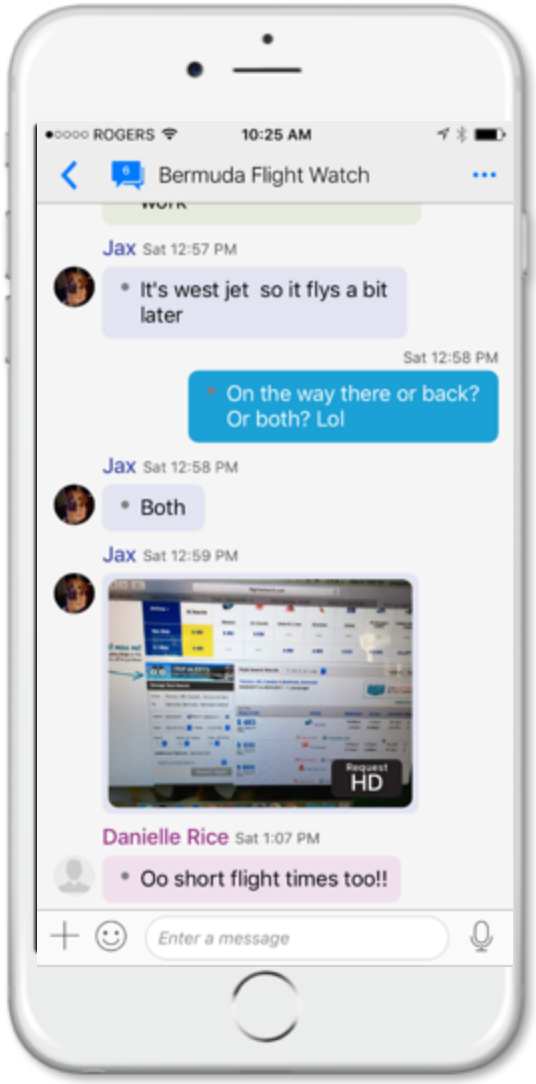


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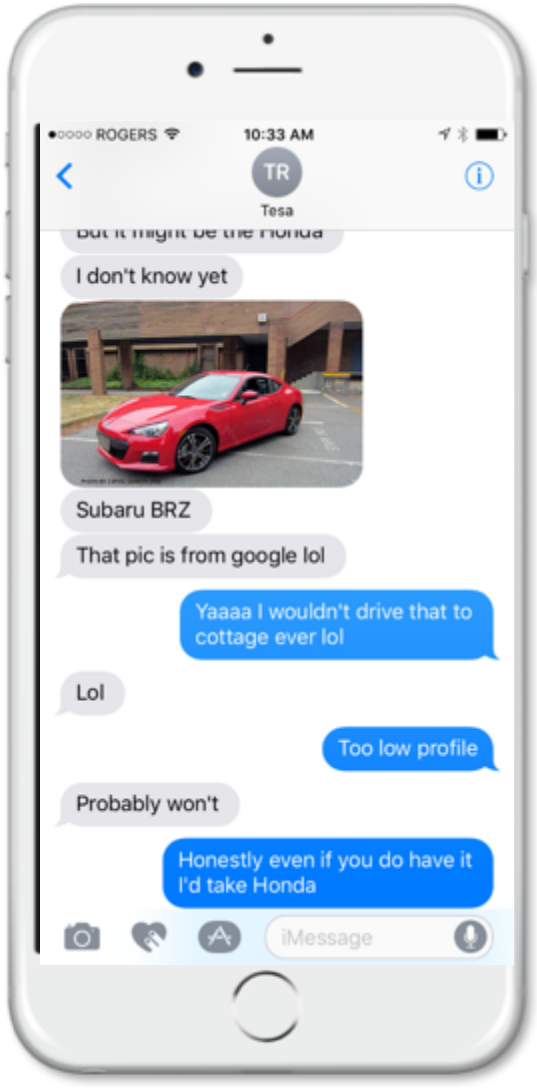
2.e HOW DO WE USE DARK SOCIAL?



FB Messenger



BBM



iMessage



Snapchat

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2.f SO WHAT IS THE PROBLEM?



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2.g THERE IS BIG DISCONNECT VS DOLLAR SPENT



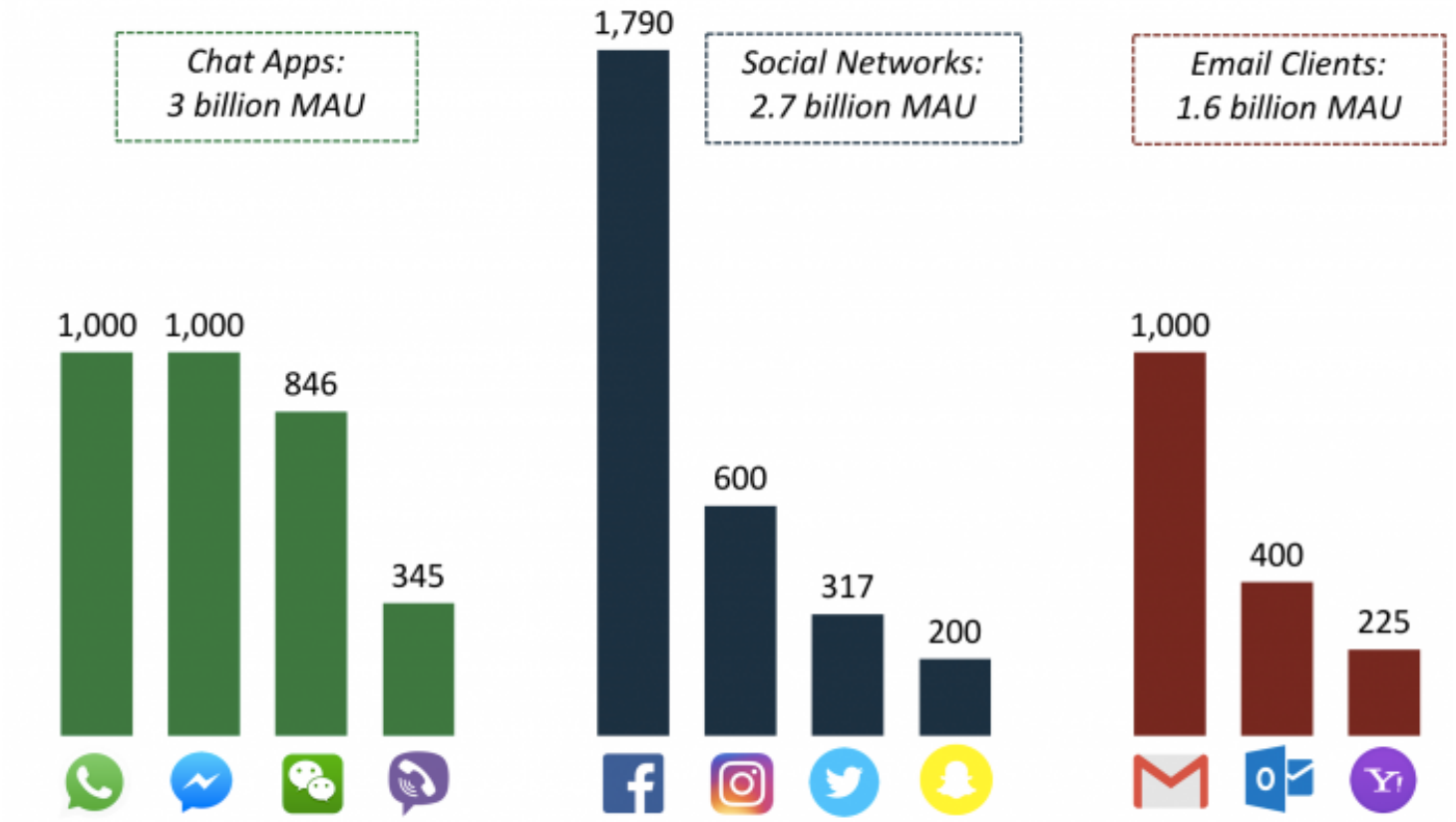
2016 CMO Survey

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3. CHAT MESSAGES: WHERE BUSINESS'S HAPPEN

Global Monthly Active Users, By Communication Type

Millions



Note: MAU based on most recent accessible data
Source: Company filings, 2017

BI INTELLIGENCE

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4. BRANDS AS CONVERSATION COMMERCE

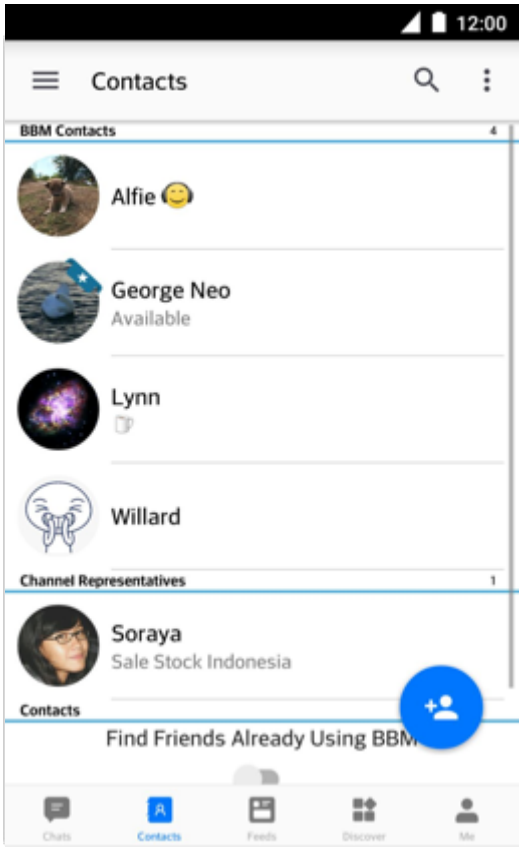
BBM CHATBOTS
nested in B2C channels



CHAT
with representatives

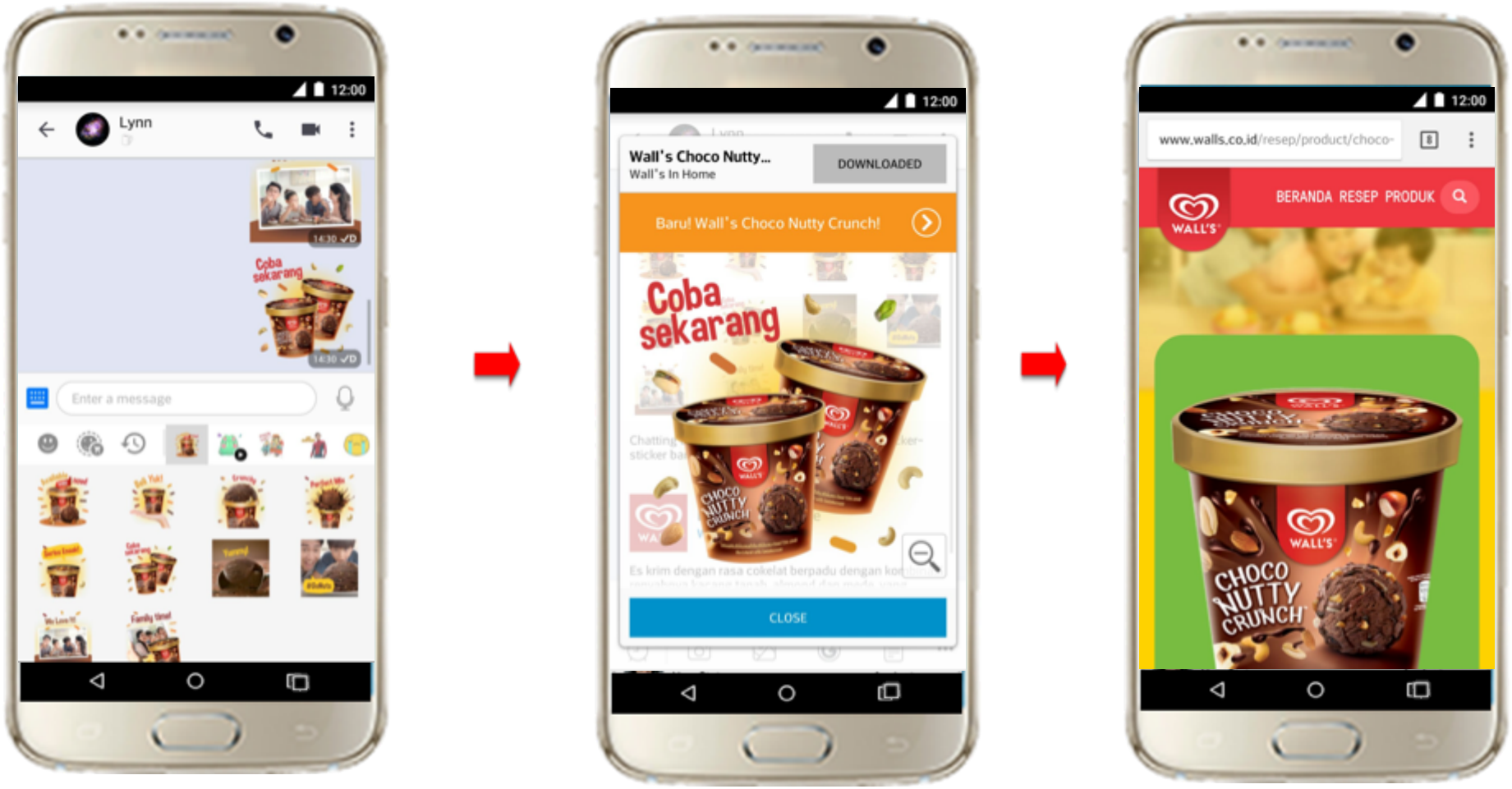


CONTINUE
conversations from you chat list

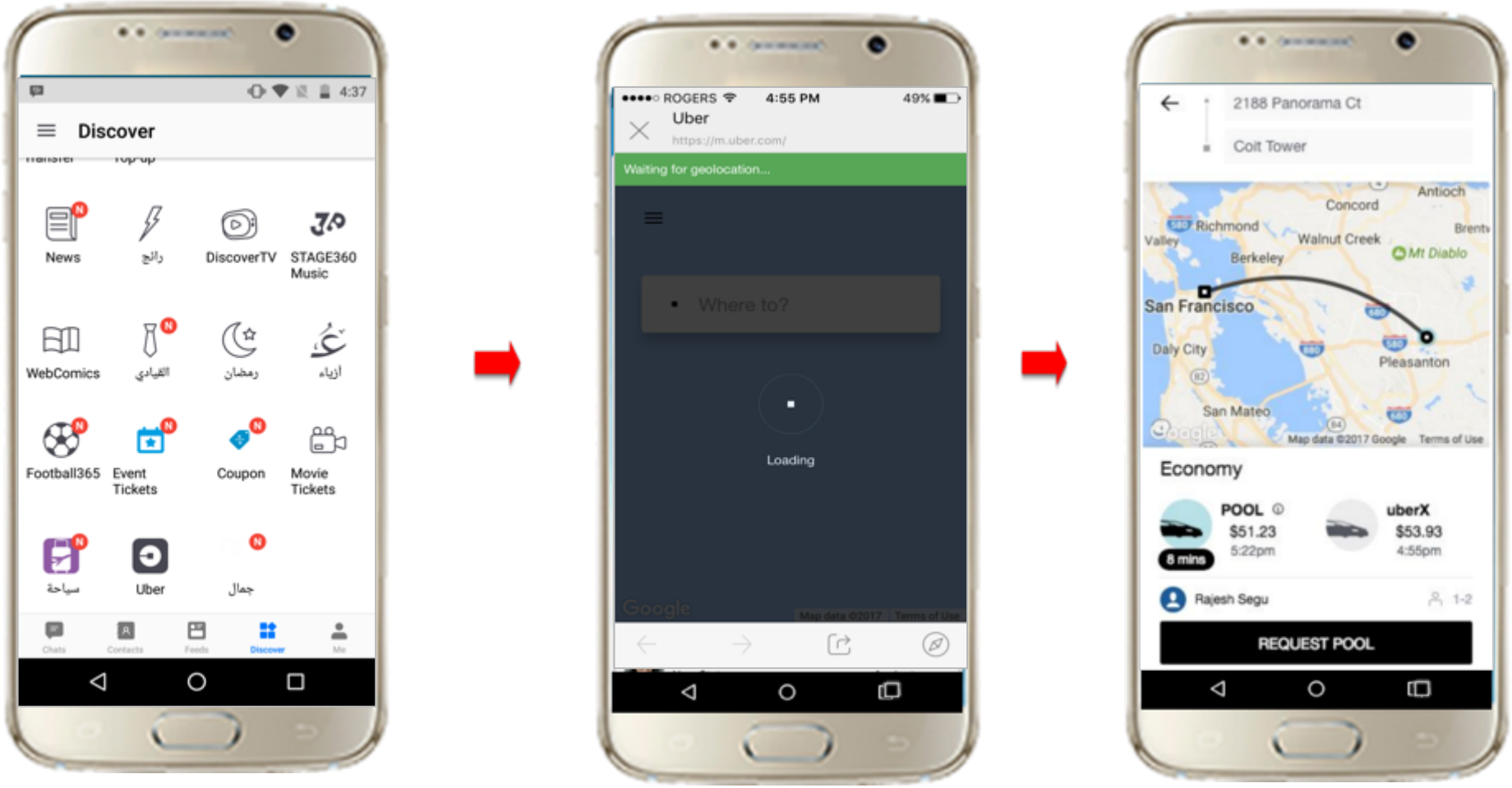


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5. BRANDS NEED TO BE PART OF CONVERSATIONS



6. SATURATION OF APP DOWNLOADS



OTHER FUTURE MESSAGING TRENDS?

7. Voice Diction

8. Wearables

9. Mobile Payments

10. Real Time stories in messaging

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THANK YOU
BBM PIN: reachkd

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