MMA FORUM SINGAPORE
JUNE 9, 2017 | SINGAPORE



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

Name of Speaker: Matthew Talbot

Designation: CEO

Company Name: 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.”

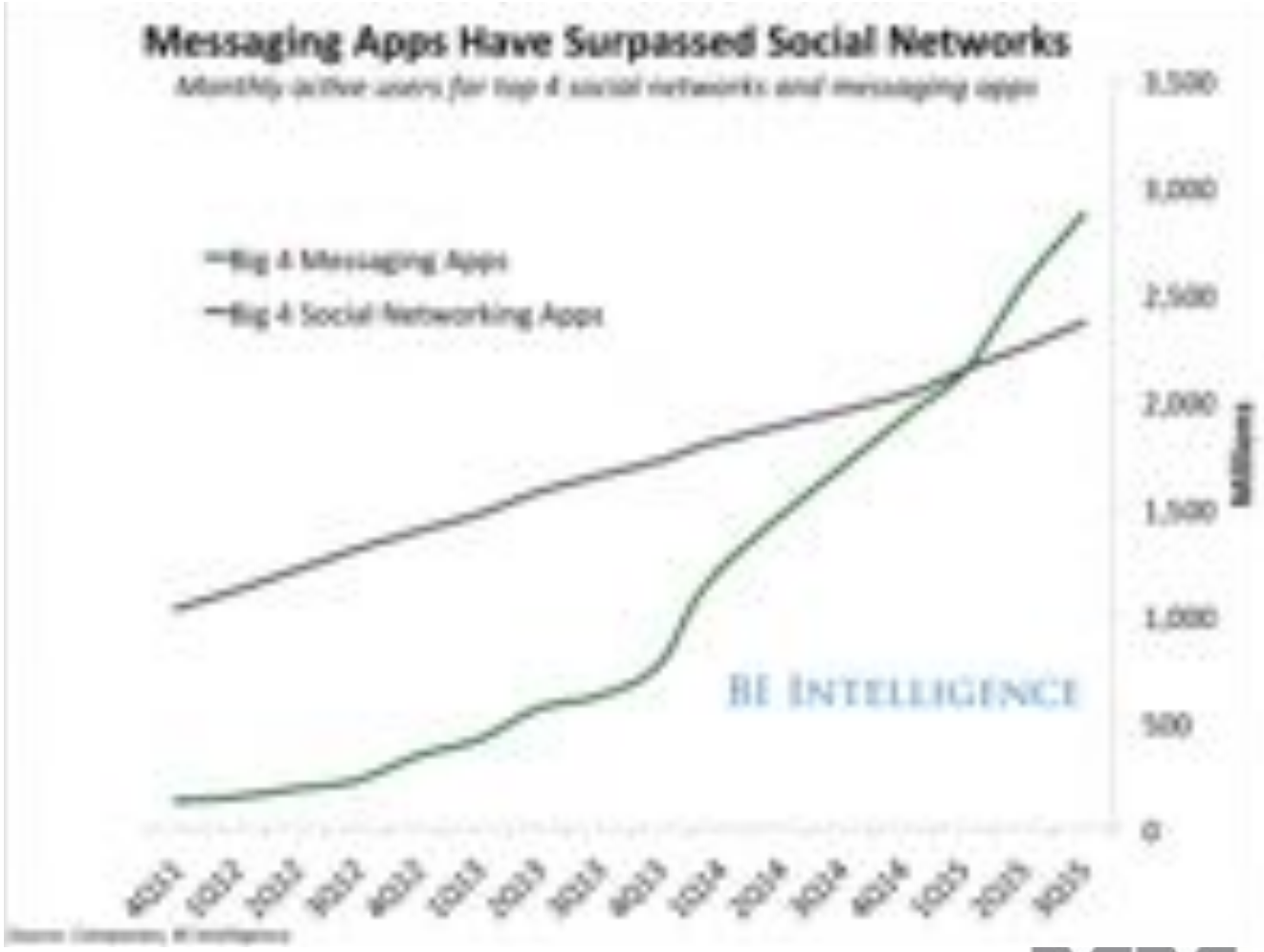
- The Economist, Apr 2016

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MESSAGING APPS - BIGGER THAN SOCIAL NETWORKS





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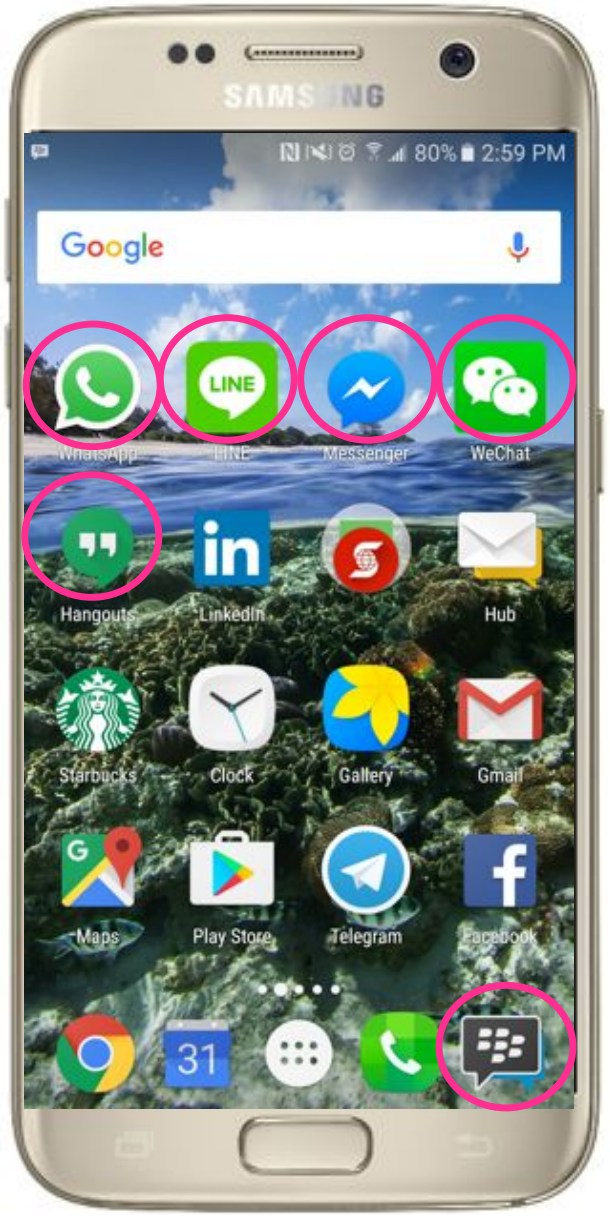
WHY MESSAGING APPS ARE BECOMING THE GO-TO ECOSYSTEMS?

- 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

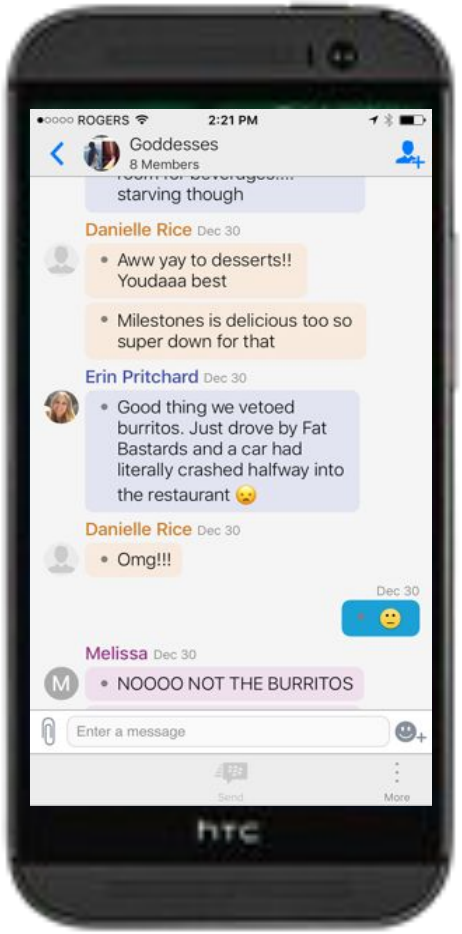




MESSAGING APPS EVOLUTION



P2P SMS



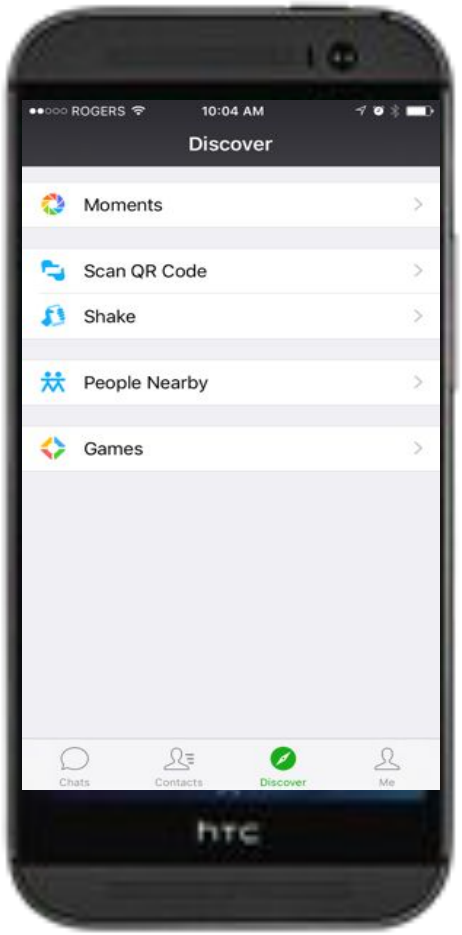
Group Messengers



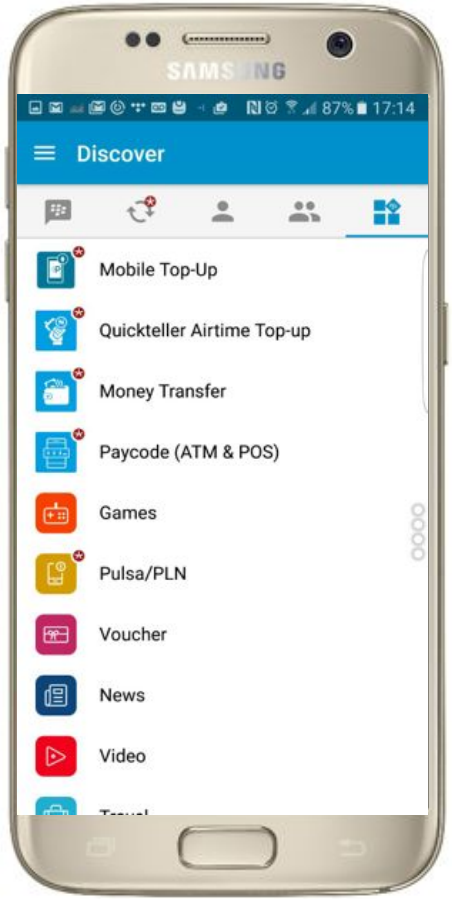
New Features, Services & Content

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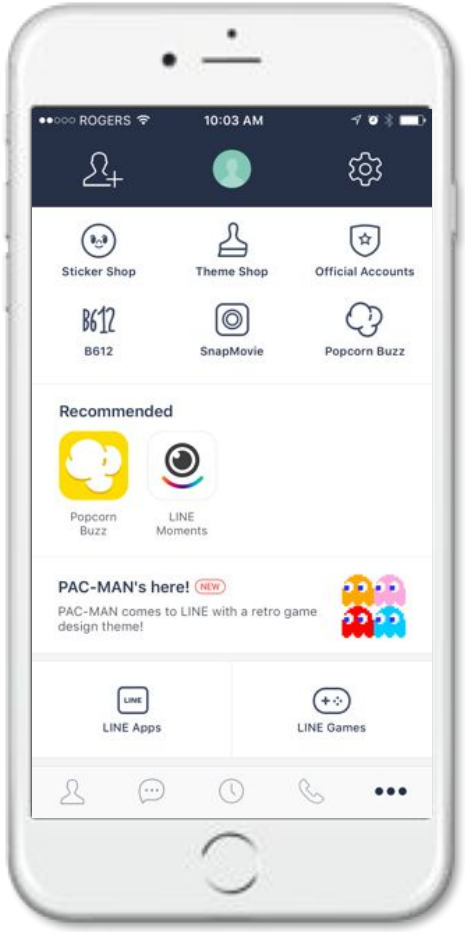
TRANSFORMATION OF MESSAGING STARTED WITH CONTENT



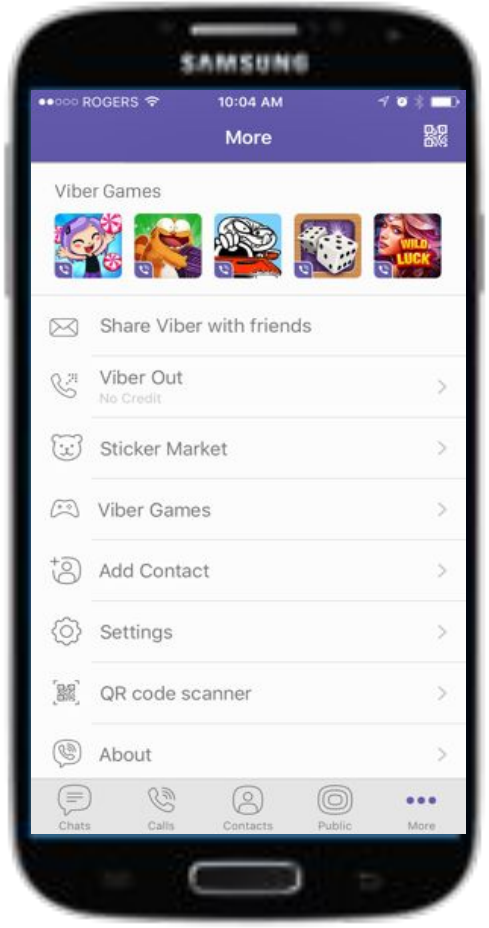
WeChat



BBM



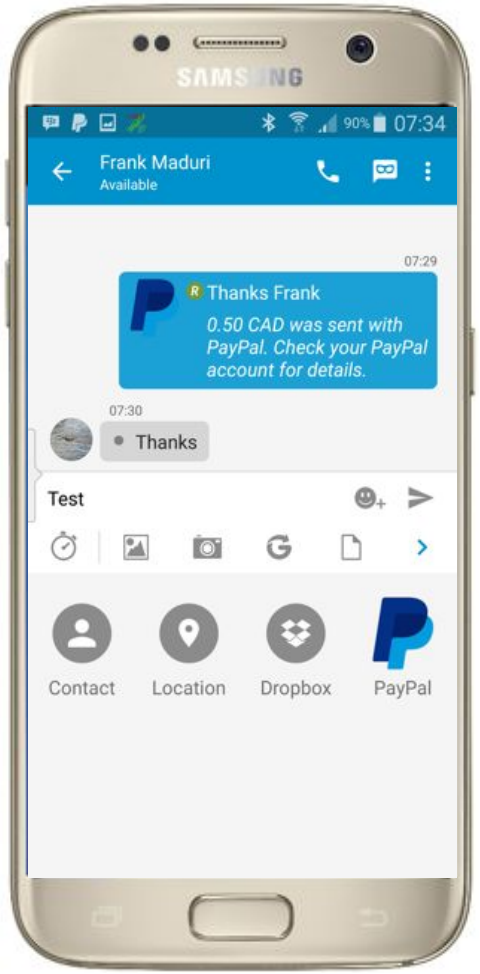
LINE



Viber

THEN PAYMENTS WITH P2P, BILL PAYMENT & TOP-UP

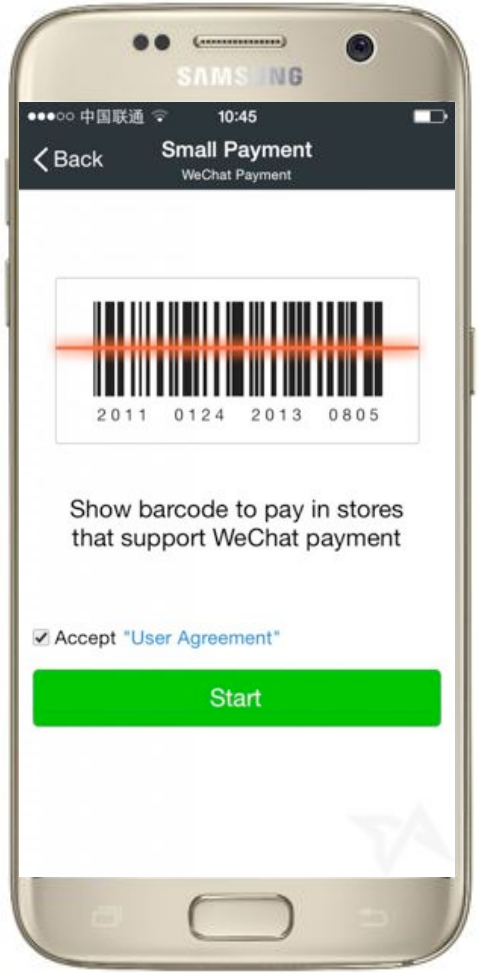
- Sending Money is a logical extension to sending photos or files within Chat
- Catering to the demographics that expect instant gratification & action, and trust the messaging app with their most private images and conversations



BBM

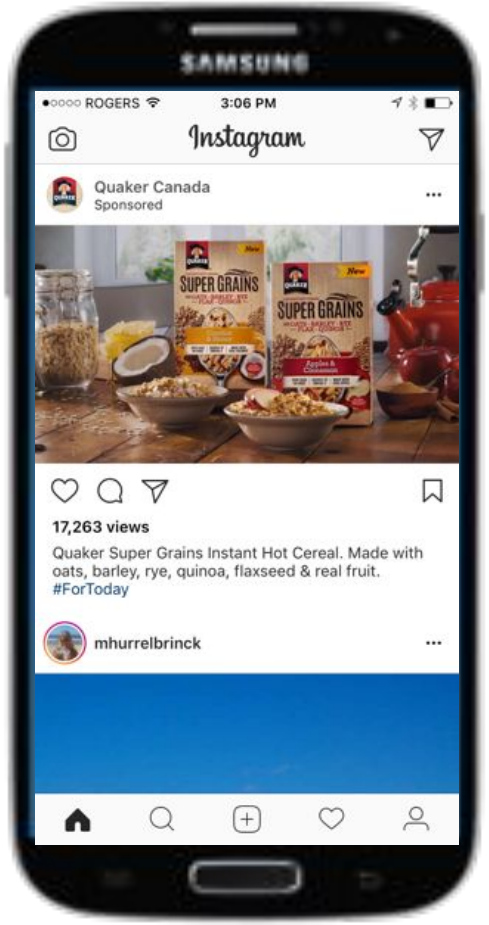


FB Messenger



WeChat

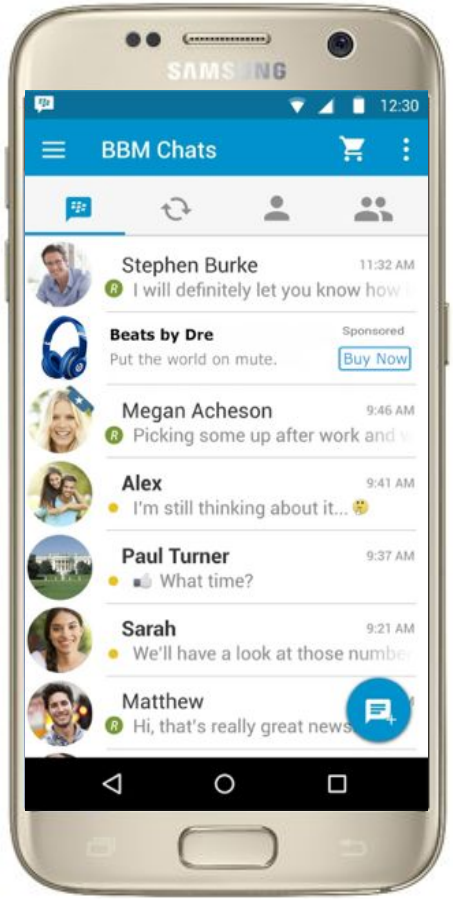
TRANSITIONED INTO BANNERS & NATIVE ADS, PUSH MESSAGES & 'BUY NOW' BUTTONS



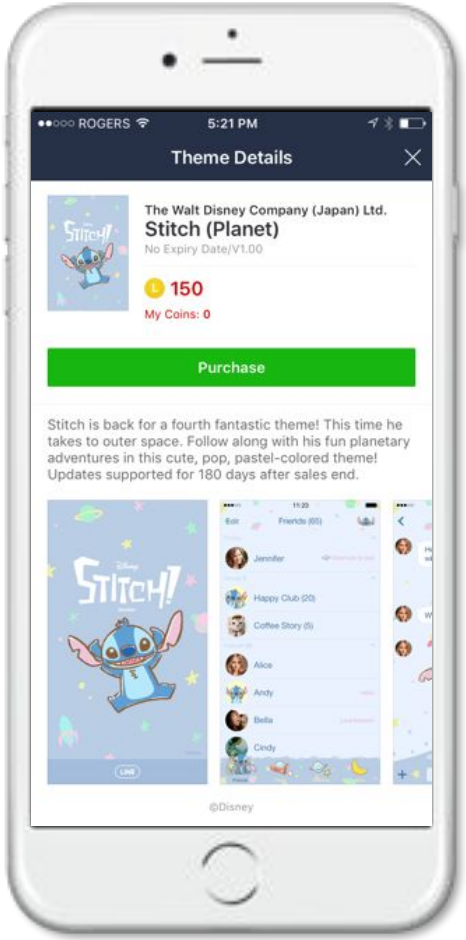
Instagram



Snapchat

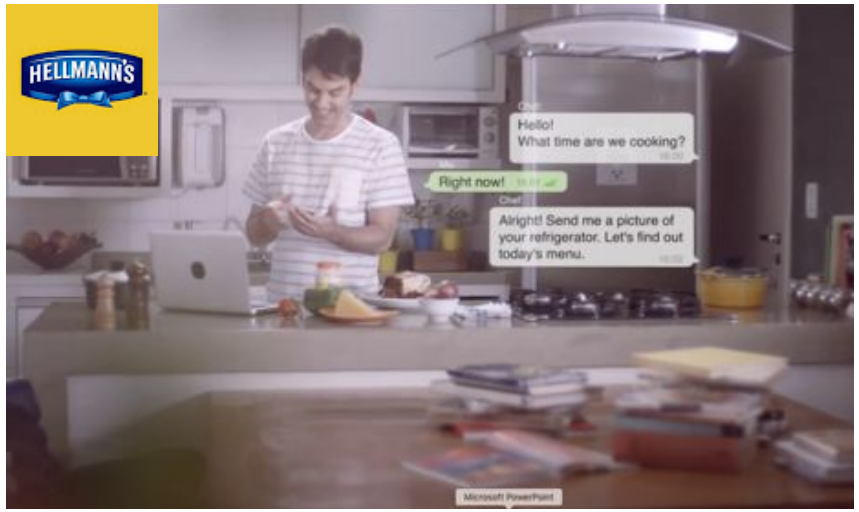


BBM



WeChat

NOW LEADING THE WAY WITH BOT INTEGRATIONS…



KLM



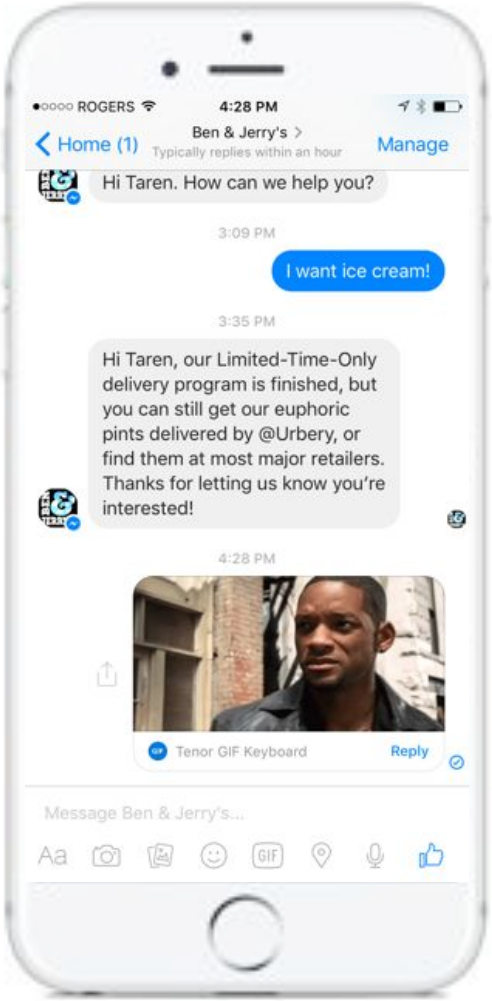
UBER



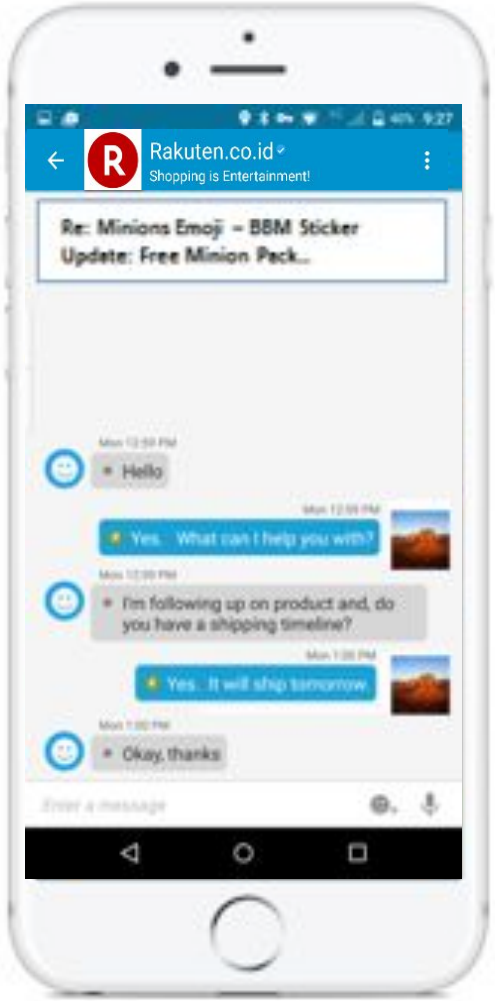




NOW THEY ARE LEADING THE WAY WITH BOT INTEGRATIONS



FB Messenger



BBM





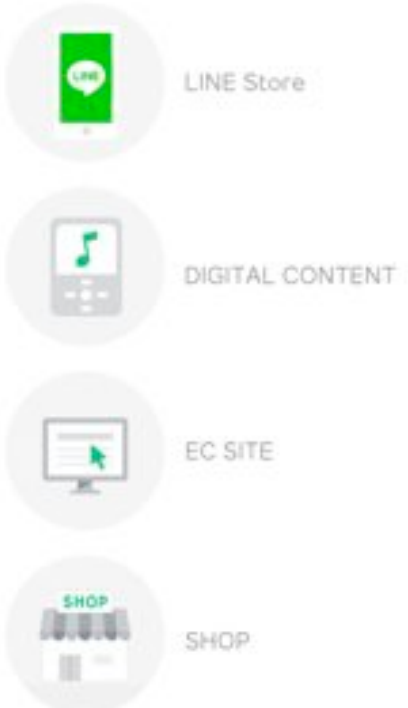
ECO-SYSTEMS COMBINING SOCIAL & COMMERCE

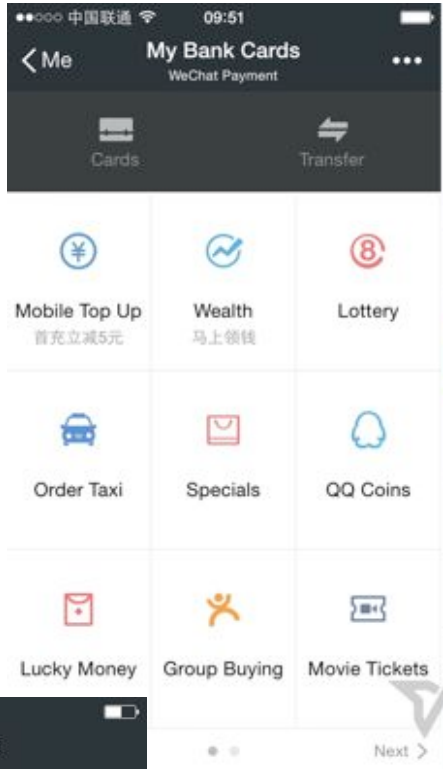
- Communication
- Shopping Online to Offline
- Consuming Content & Services
- By-passing existing market places & payment instruments
- No reliance on specific carrier, device type or OS

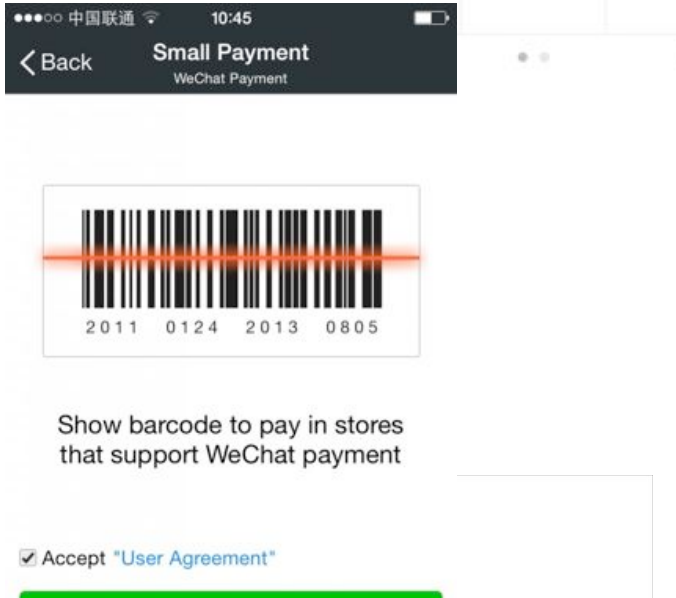












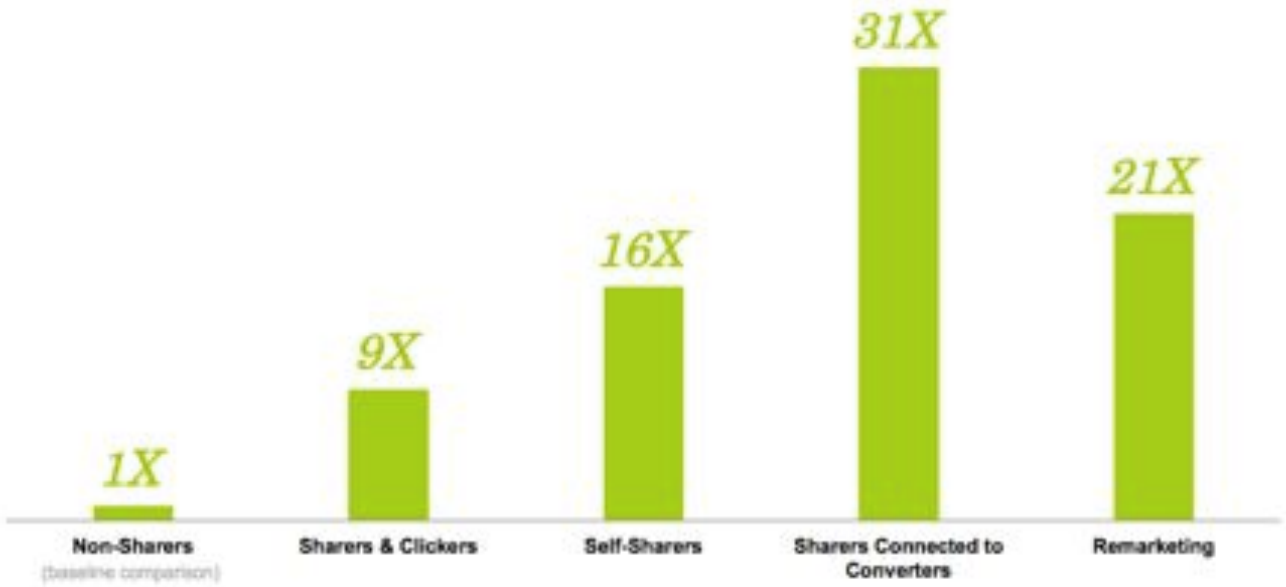
BUT WHAT DO THESE USERS HAVE IN COMMON? SHARING….



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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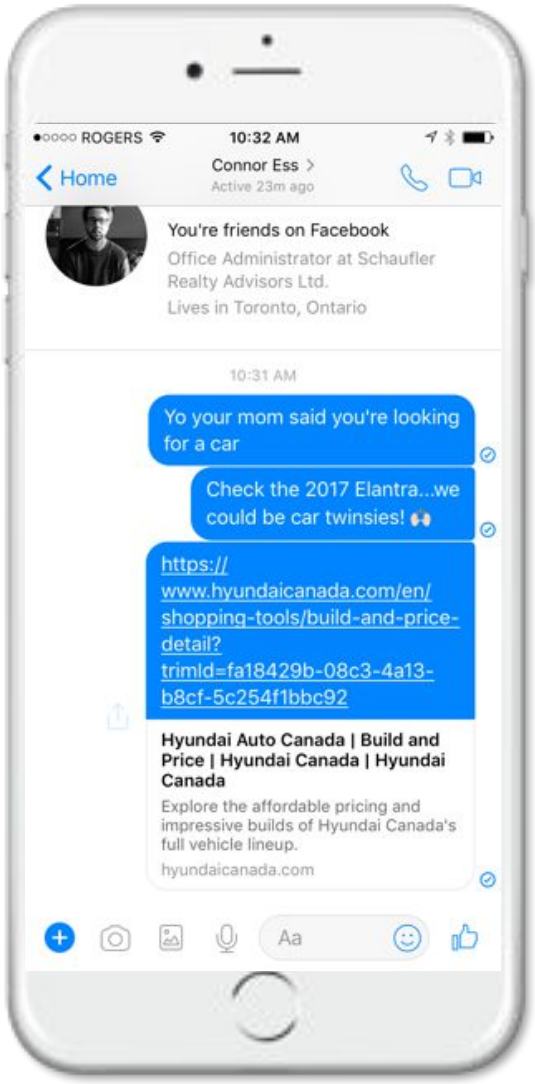
THE INTERSECTION OF DARK SOCIAL AND MOBILE



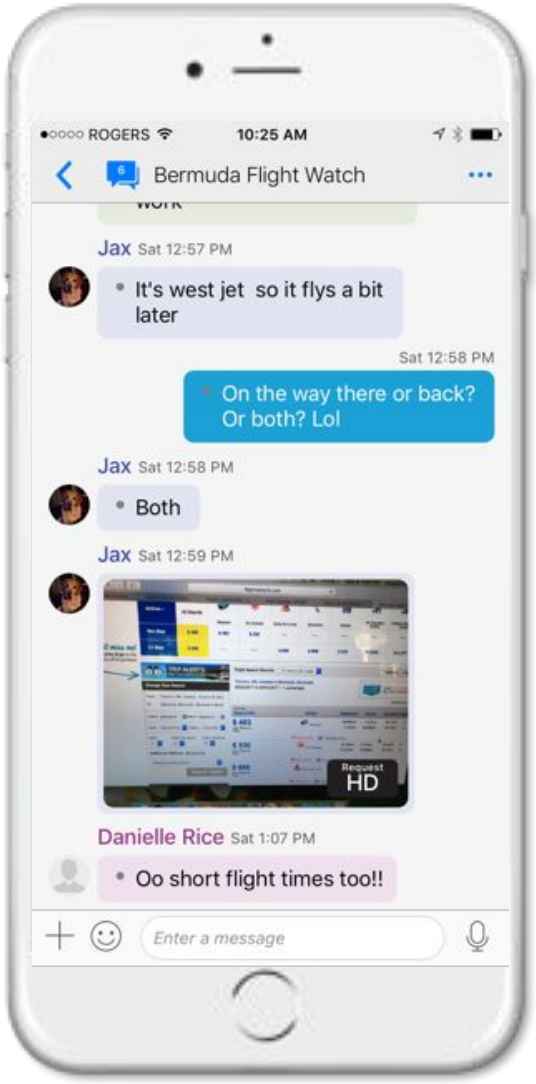


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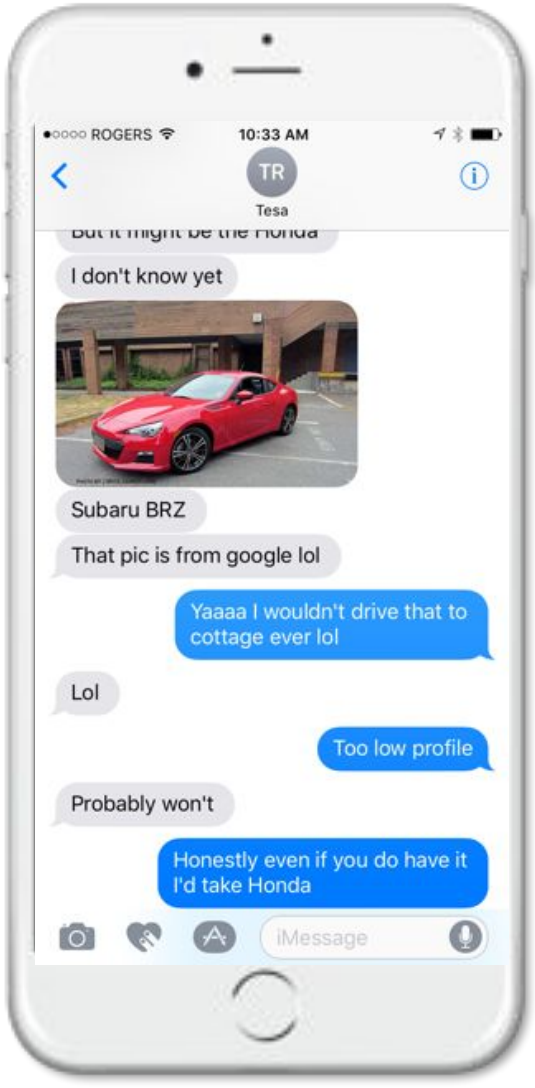
HOW DO WE USE DARK SOCIAL?



FB Messenger



BBM



iMessage



Snapchat

SO WHAT IS THE PROBLEM?



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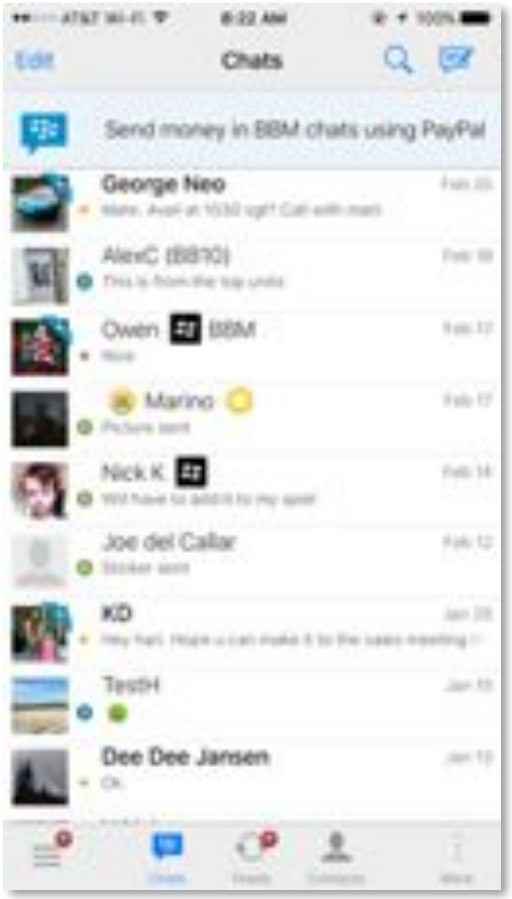
THERE IS BIG DISCONNECT VS DOLLAR SPENT



2016 CMO Survey

BBM ECO-SYSTEM EVOLUTION

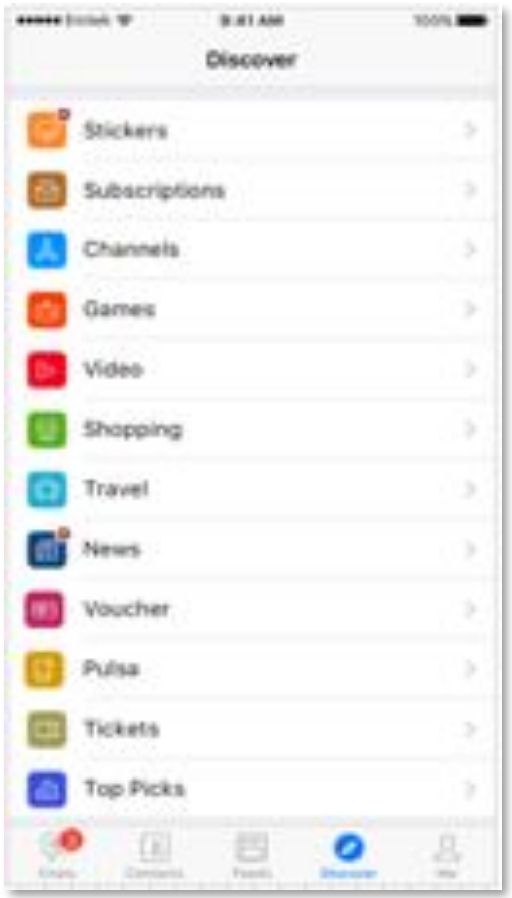
COMMUNICATION



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

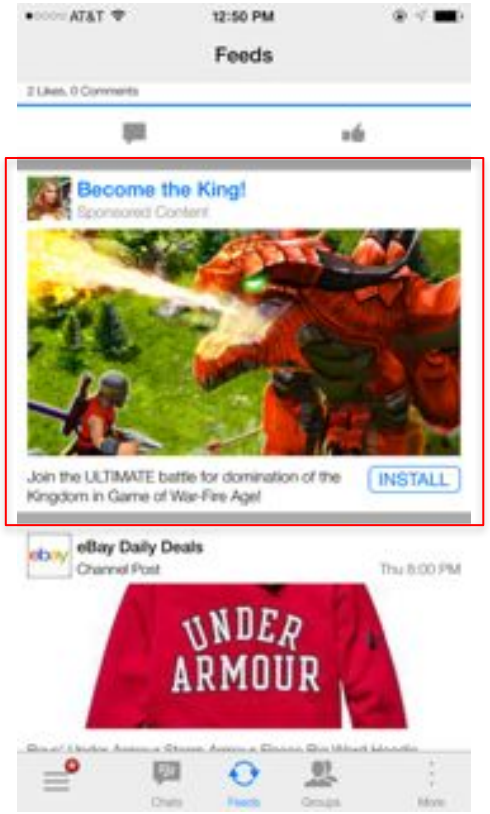


Polls

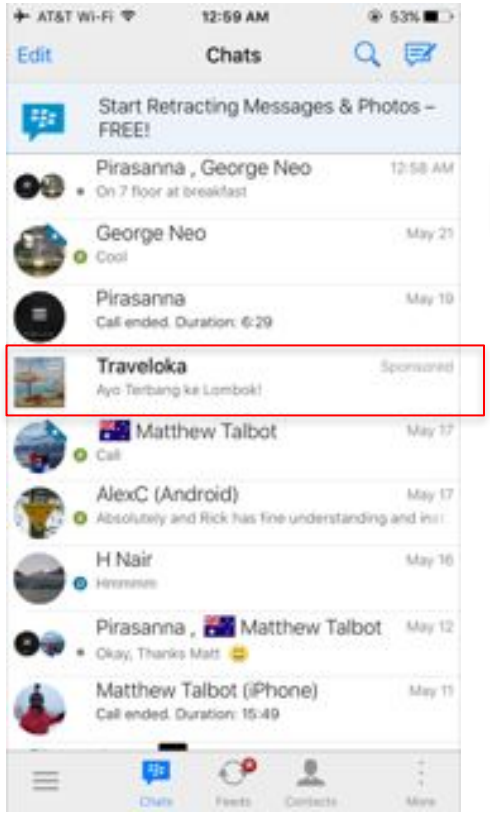


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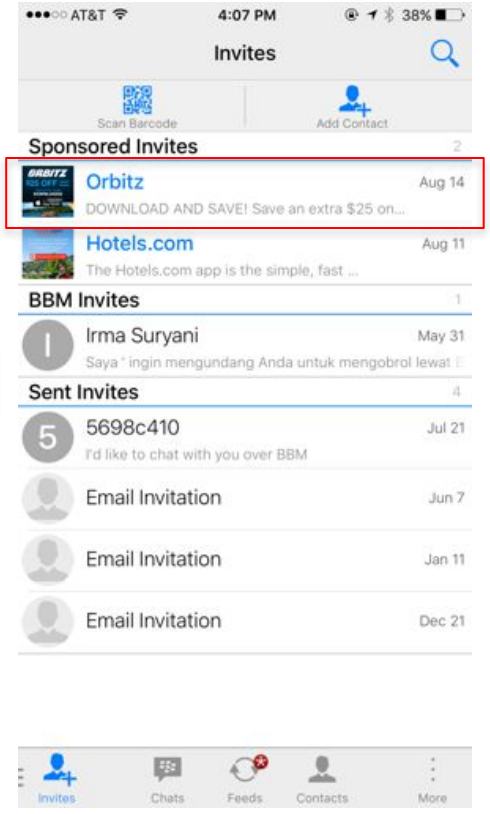
BBM ADVERTISING UNITS



Feed



Chat List



Sponsored Invite



Bulletin

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BRANDS AS THE CONVERSATION

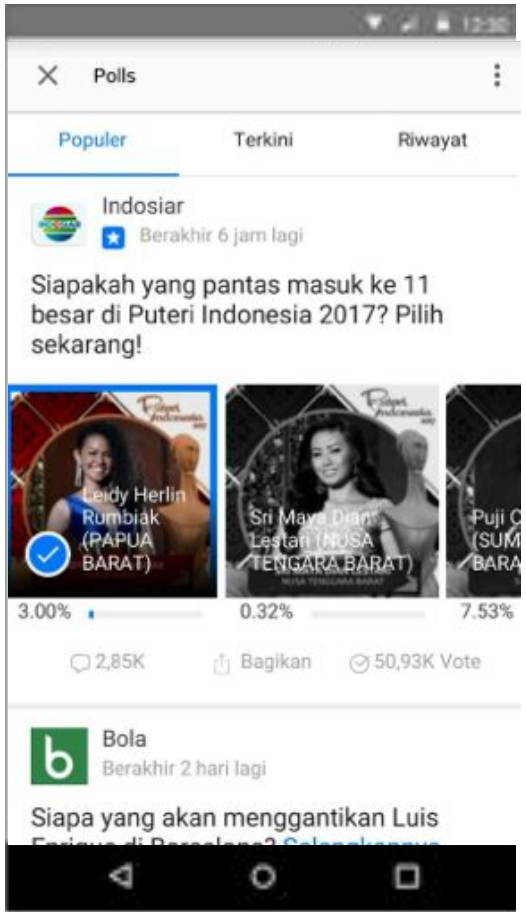
BBM POLLS

give users a voice



INVOLVE

them actively in decisions



NURTURE

a community of followers



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BRANDS AS CONVERSATION COMMERCE

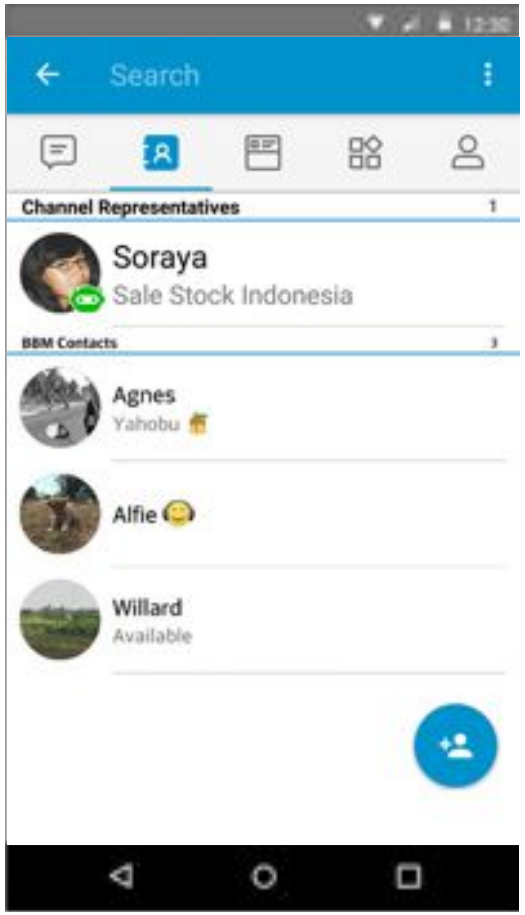
BBM CHATBOTS
nested in B2C channels



CHAT
with representatives

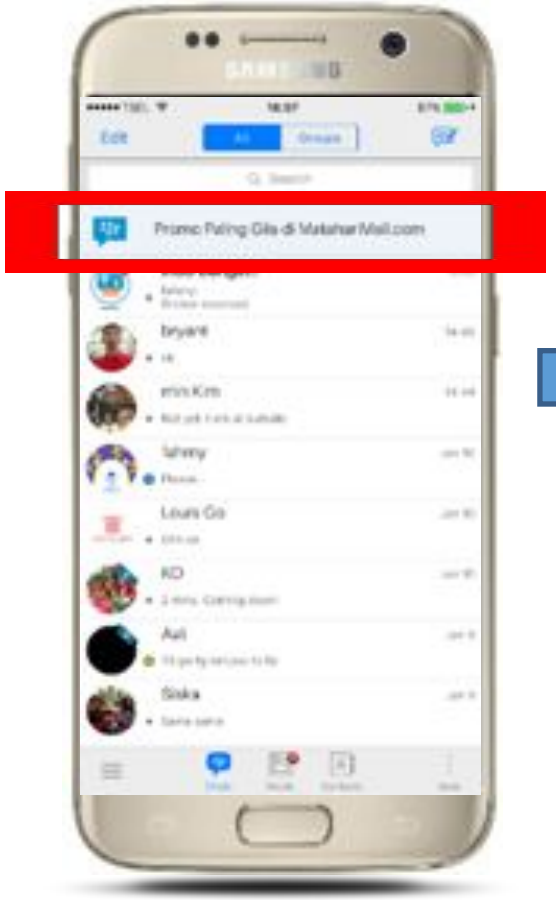


CONTINUE
conversations from you chat list



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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



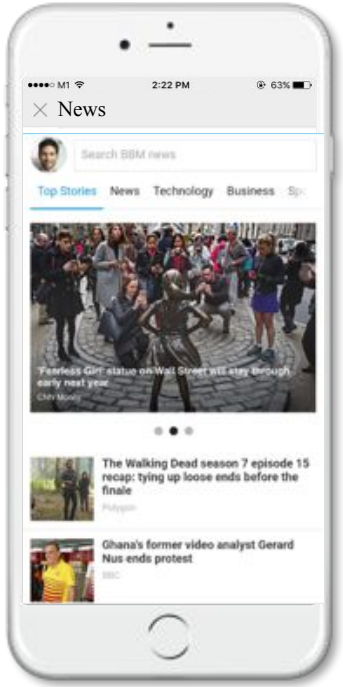
Transaction process

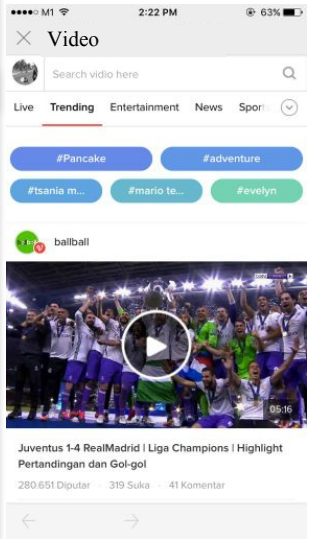
BRANDS AS SPONSORED STICKERS (one 2 one sharing)

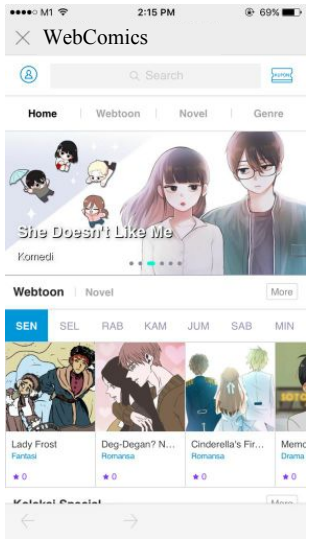


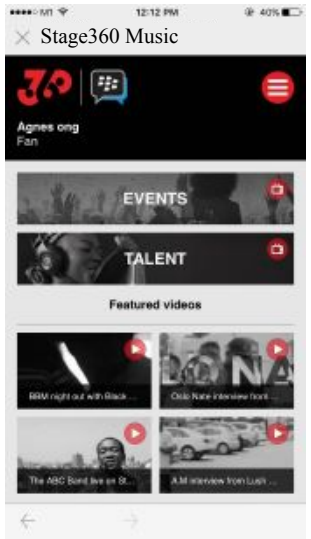
DISTRIBUTING SERVICES TO MILLIONS OF USERS

CONTENT

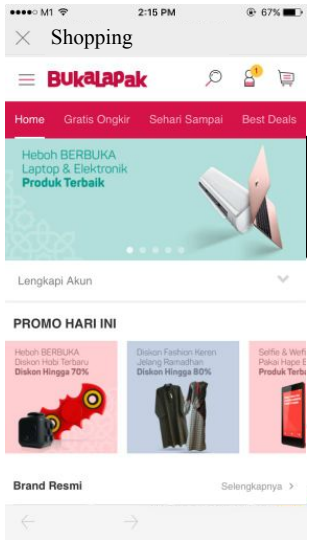


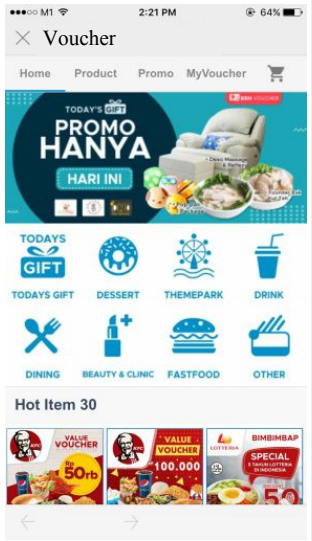






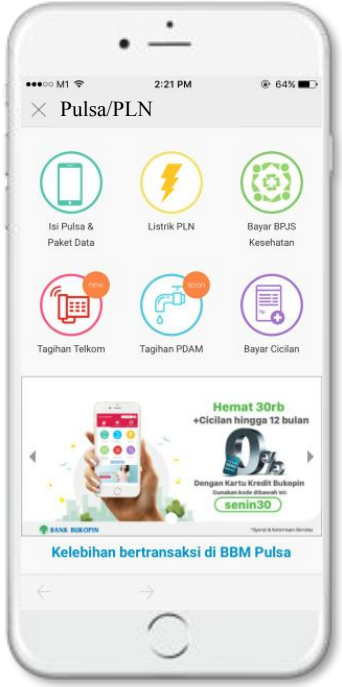
COMMERCE



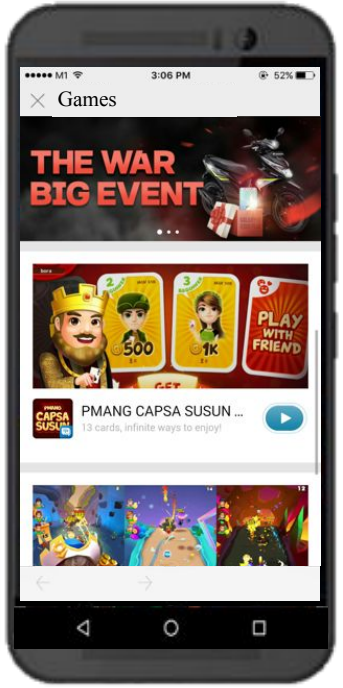




UTILITIES



ENTERTAINMENT



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THANK YOU

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