

Conversational Messaging - transforming D2C customer engagement

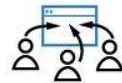


Beerud Sheth, Co-founder & CEO, Gupshup

D2C BRANDS NEED TO MAKE ONLINE ENGAGEMENT WORK



Bringing Store Customers Online



Acquiring Customers Digitally at lower CAC



Improving Product Discovery on website/app



Providing Shopping Assistance, tracking deliveries



Cross-selling, Upselling to increase LTV

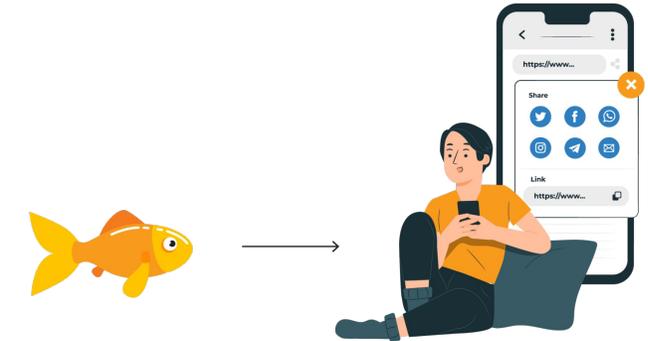
BUT ONLINE CUSTOMER ENGAGEMENT IS BROKEN



Mobile Web experiences
are clunky



Mobile Apps have reached saturation



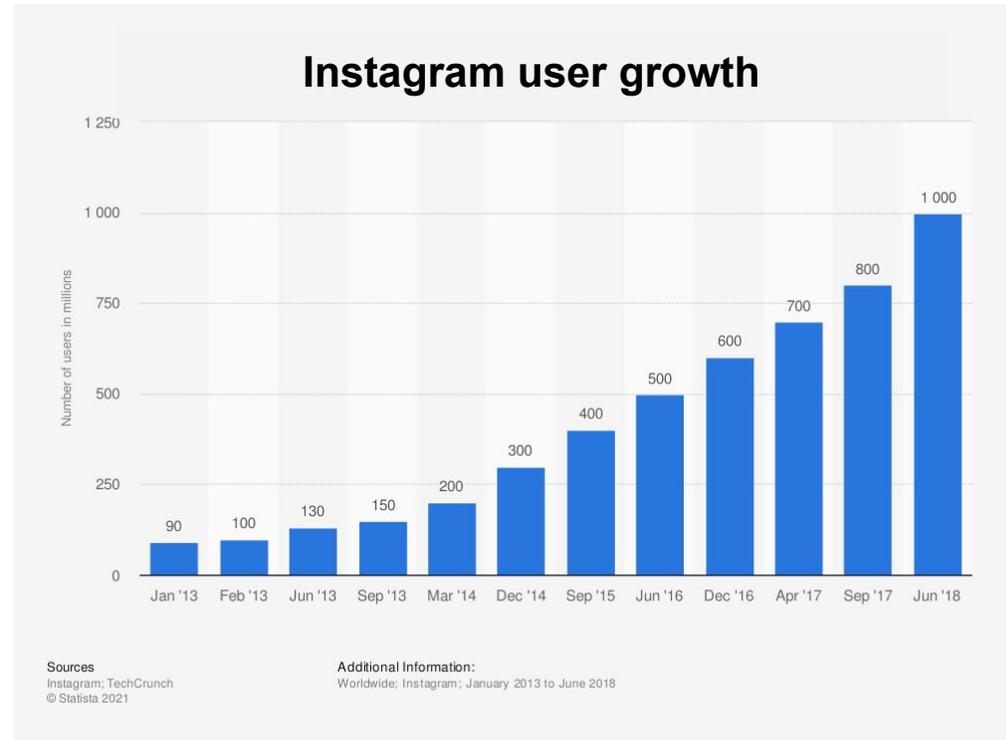
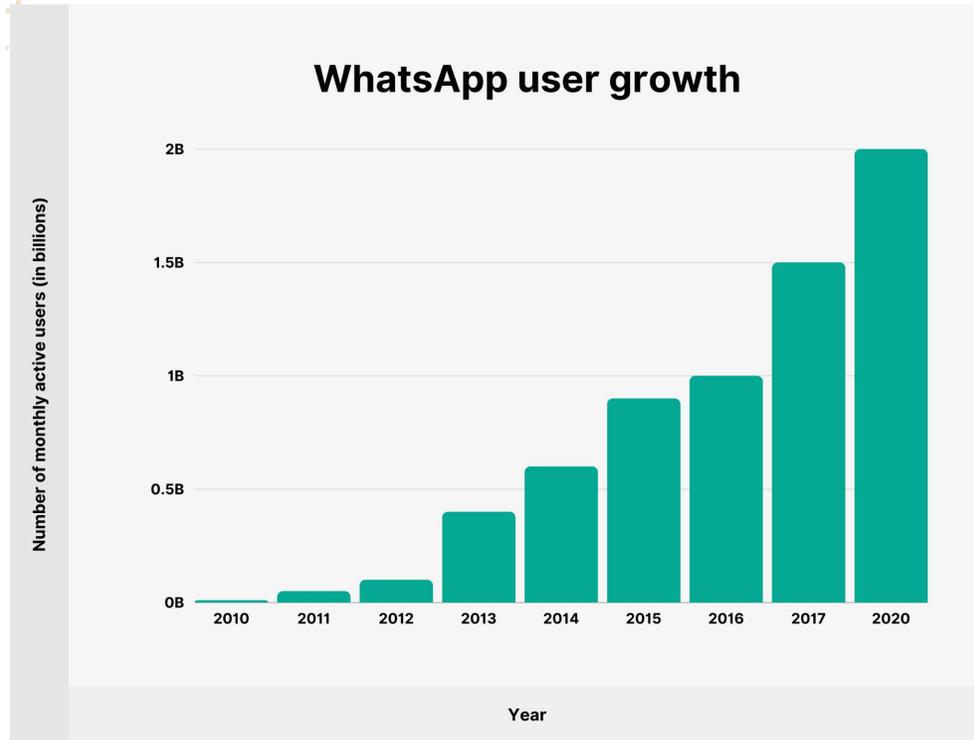
Attention Span
9 Seconds

Attention Span
6 Seconds

Consumer Attention Spans
are shortening

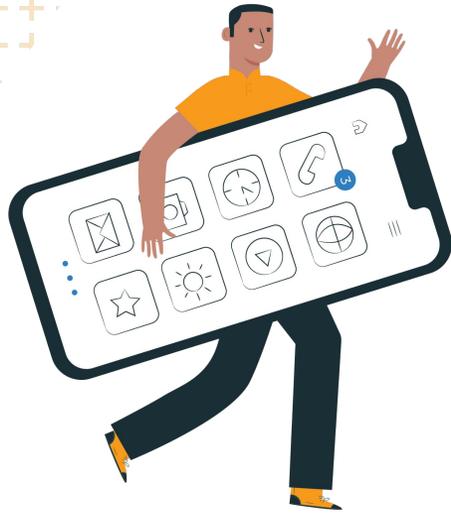
You need to build a **strong connect** with your consumer to make them buy from you and not go to a store or a online marketplace

HOWEVER, CONSUMERS LOVE THEIR MESSAGING APPS!!



Why can't D2C brands adopt Messaging apps as the new digital storefronts?

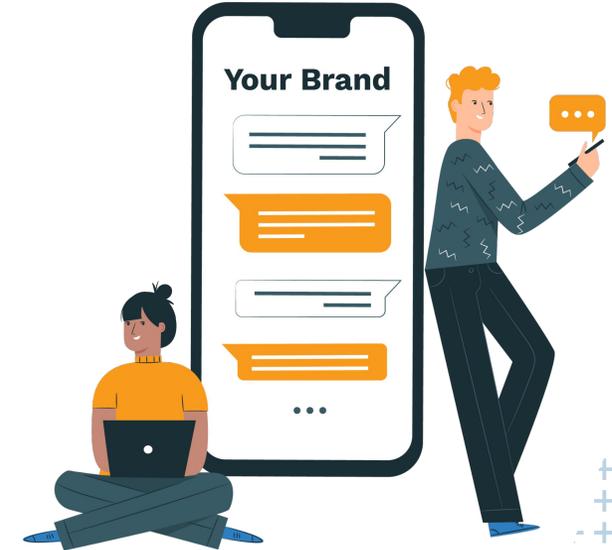
D2C BRANDS CAN NOW ~~engage~~ CONVERSE WITH CUSTOMERS TO BUILD STRONG CONNECTS



Be where your customers are - on their favourite messaging app

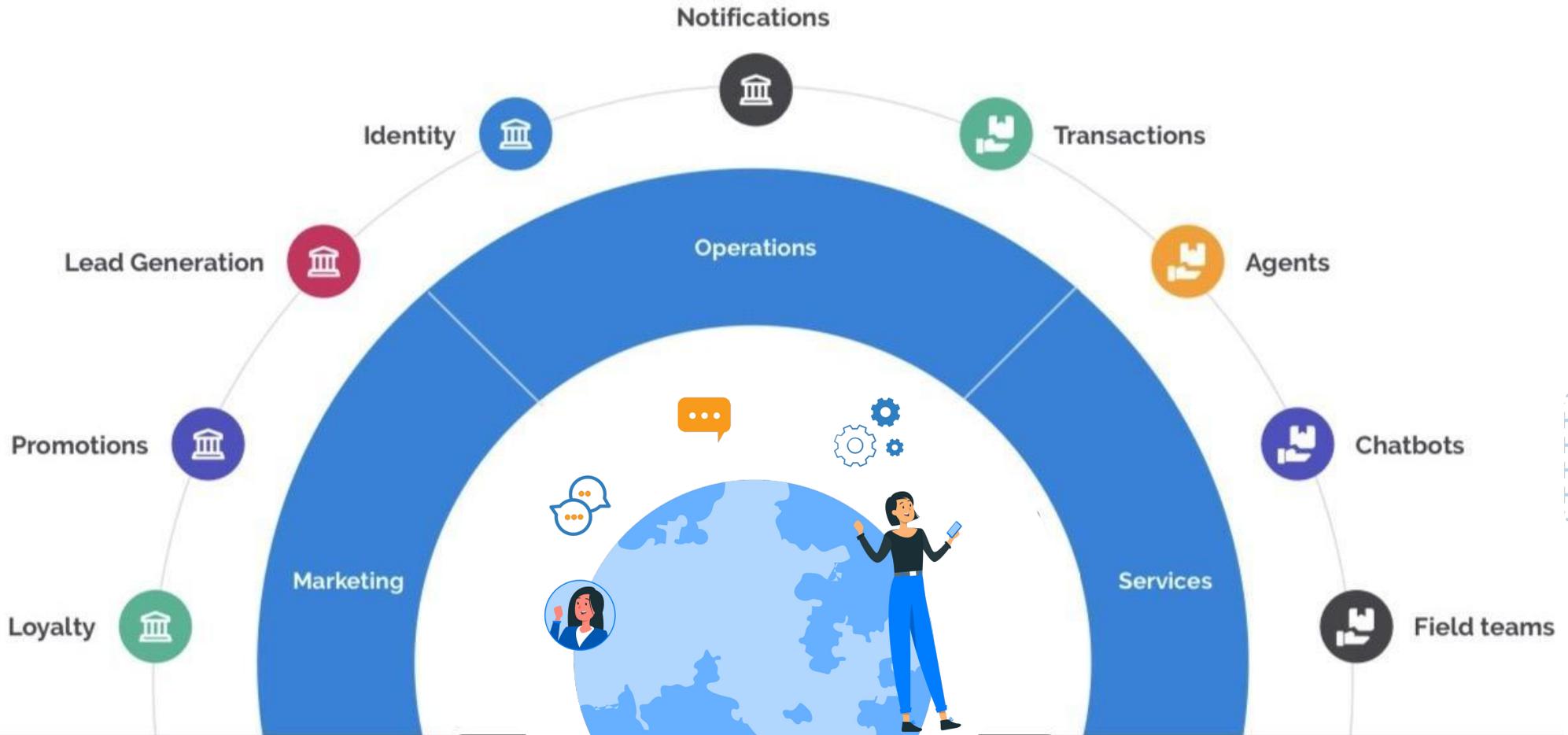


Converse with them in a language they are comfortable with, through product discovery, payment, support and delivery



Get them to talk to you, like they would with friends and family

TRANSFORM EVERY TOUCHPOINT WITH CONVERSATIONAL EXPERIENCES ON MESSAGING APPS



OFFER A **PERSONAL SHOPPING ASSISTANT** TO EACH CUSTOMER

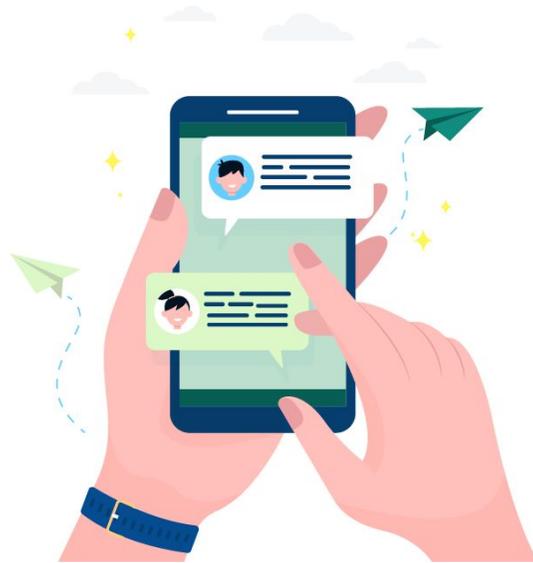
Who knows the brand well (about all your products, stocks, inventory, availability and will take you through a seamless experience and even help you make a choice.)

Who knows the customer well (shopping history, preferences, styles, budget etc.)

Who has intelligent conversations to understand customer requirements and make personalized recommendations



IMAGINE YOUR D2C BRAND AS A FRIEND TO MILLIONS



Past

Interactions on Brand Specific Channels like website, apps

No personalization

No way to engage with customers directly

Present

From one on many to one on one

AI + Human solving problems

Being at every touchpoint of customer engagement

Future

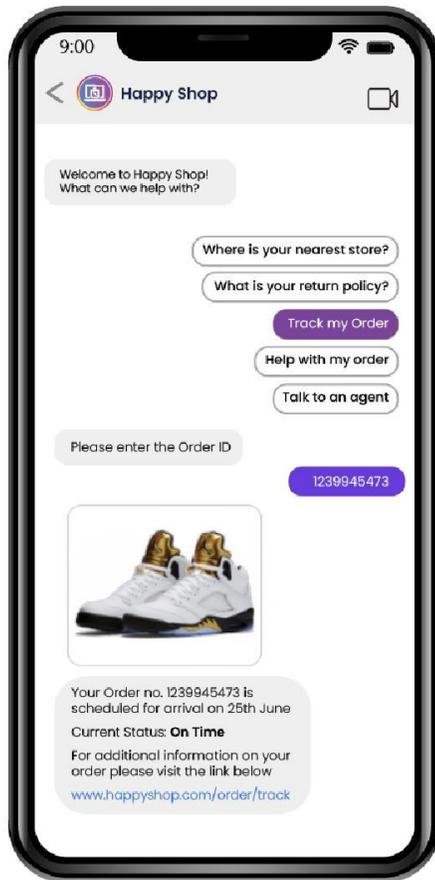
Tailored Experience for each customer at every step

Insights led commerce

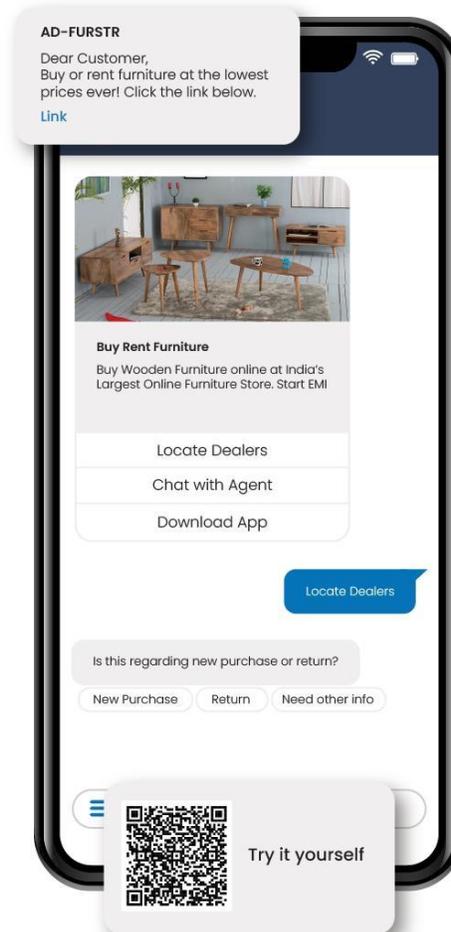
Convenience is key



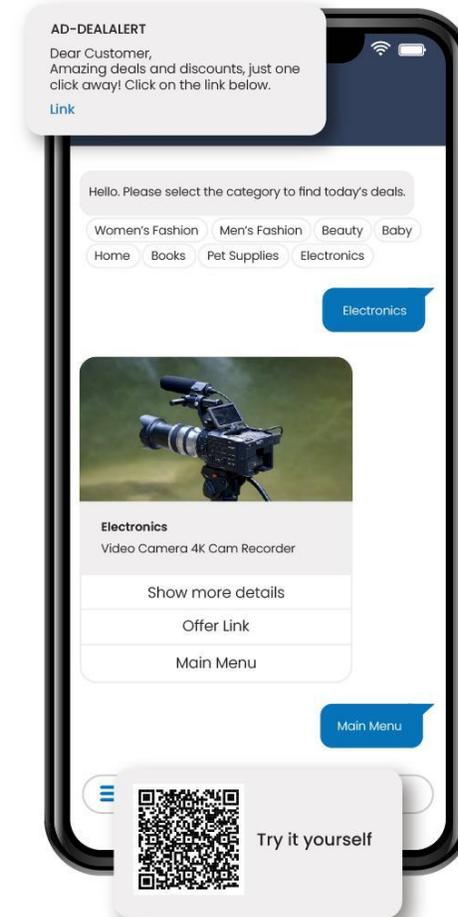
Use case 1: Offer Personalized Deals



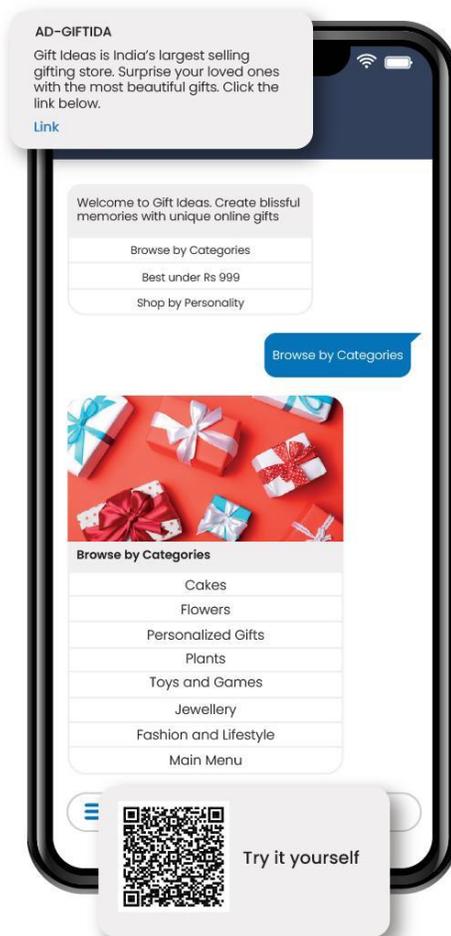
Use case 2: Live Chat Support



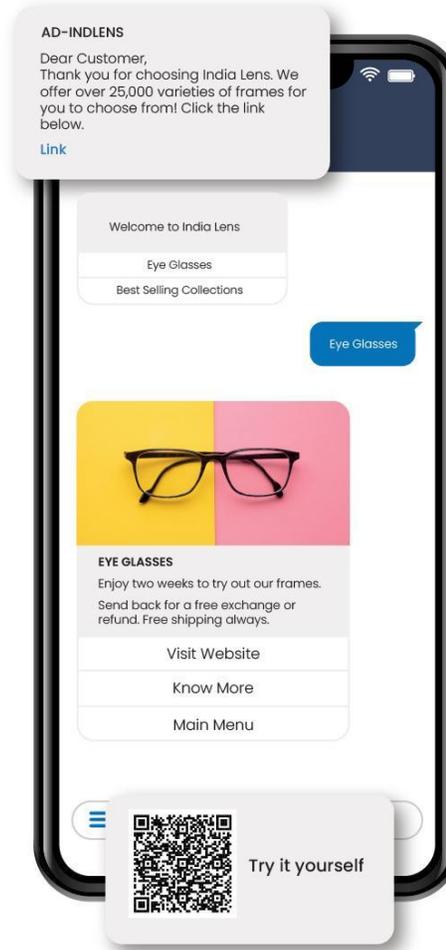
Use case 3: Deals and Coupons



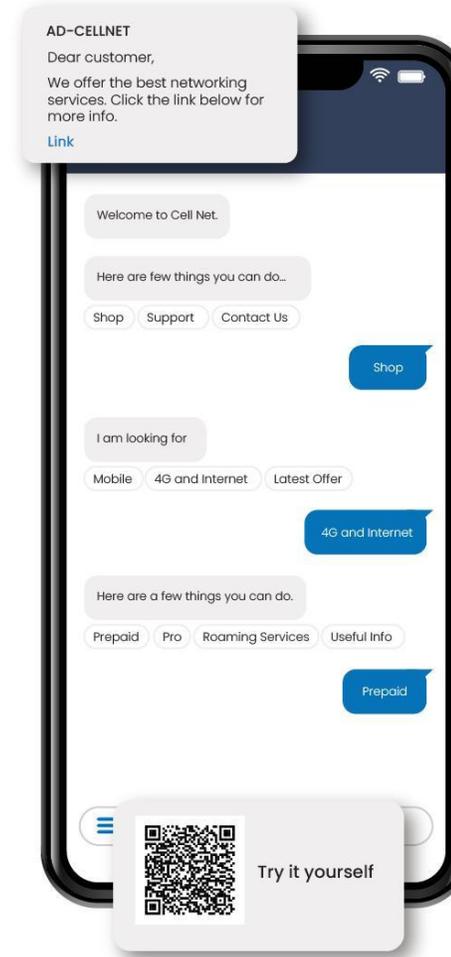
Use case 4: Online Gifts

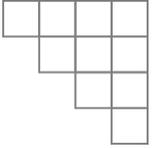


Use case 5: Shopping Assistance

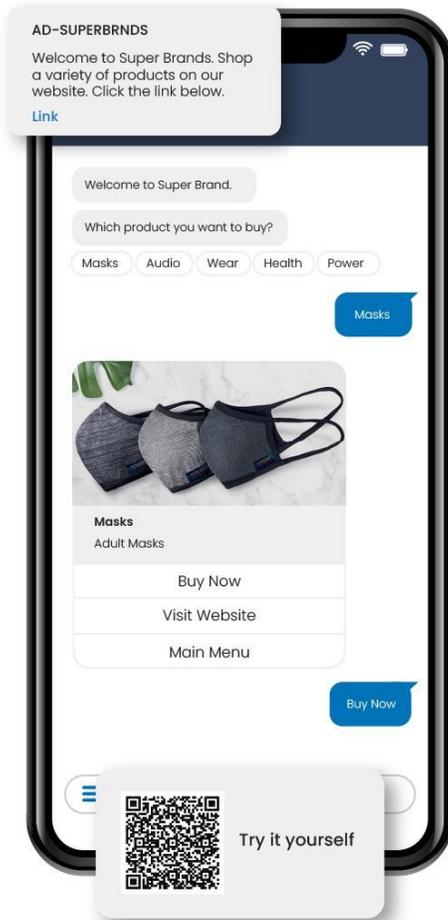


Use case 6: Product Discovery

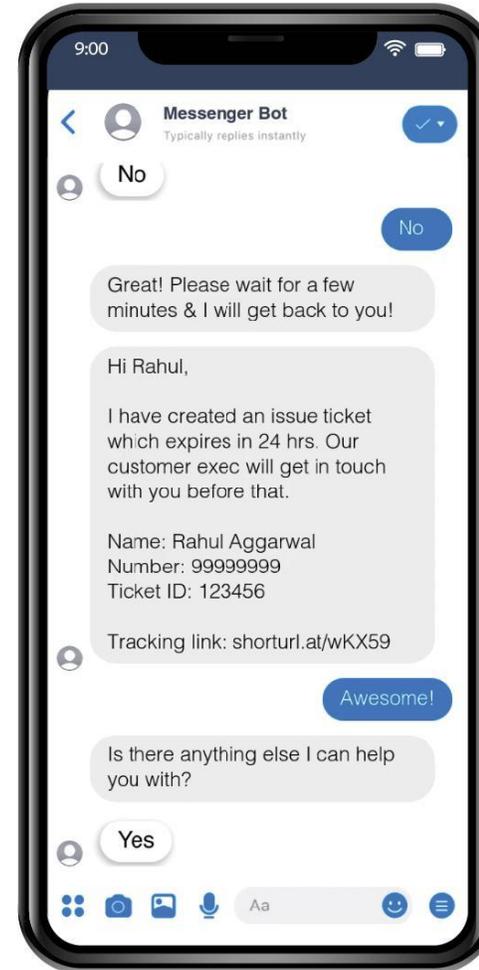




Use case 7: Catalogs



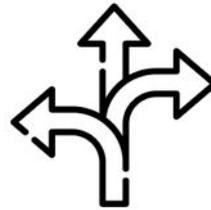
Use case 8: Social Bot



WIN THE D2C GAME - ADOPT CONVERSATIONAL MESSAGING



- Engage with customers in their preferred channel - the messaging app



- Personalize conversations through 1-on-1 interactions; personalized offers, deals



Achieve high LTV/CAC with cost-effective customer engagement