

The "Messaging-as-a-Platform" Opportunity — Driving Conversational Commerce for Brands

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Whitney:

I need an outfit for date night.



What is Conversational Commerce?

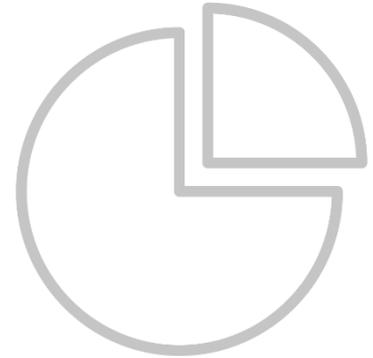
Utilizing chat, messaging, or other natural language interfaces (i.e. voice) to interact with people, brands, or services and bots





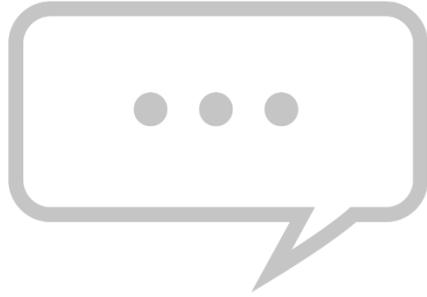
Millennials now lead the way with **\$200B in annual spending power.**

Gen Z makes up **over one quarter (26%) of the U.S. population with **\$44B** in annual spending power.**



- "Generation Z: New insights into the mobile-First mindset of teens." Google, Dec. 2016.
- Schroeder, Jules. "How To Tap Into The Millennial \$200 Billion Buying Power With Social Media." *Forbes*, Forbes Magazine, 1 Nov. 2017, www.forbes.com/sites/juleschroeder/2017/10/31/how-to-tap-into-the-millennial-200-billion-buying-power-with-social-media/#40c4e06b1161.





More than half (52%) of 13-17 year-olds say they spend 3 or more hours a day using messaging apps.

7 in 10 millennials and Gen Z prefer to communicate by text message than in person.



- "Generation Z: New insights into the mobile-First mindset of teens." Google, Dec. 2016.
- "Survey: Millennials, Gen Z Adults Prefer Texting Over Talking In Person." *Study Finds*, 18 Oct. 2017, www.studyfinds.org/millennials-gen-z-communicate-texting/.





90% of shoppers said they use their smartphones in stores while shopping.

53% of teens age 13 to 17 mostly use smartphones to make purchases online.



- "Generation Z: New insights into the mobile-First mindset of teens." Google, Dec. 2016.
- "Survey: 90 Percent Of Retail Shoppers Use Smartphones In Stores." *Marketing Land*, 23 July 2015, marketingland.com/survey-90-percent-of-retail-shoppers-use-smartphones-in-stores-135759.





**Mobile shopping revenue for
November & December grew 28%
over 2016 to almost \$36B.**

**Mobile shopping represented
33% of all online revenue
during the holiday season.**



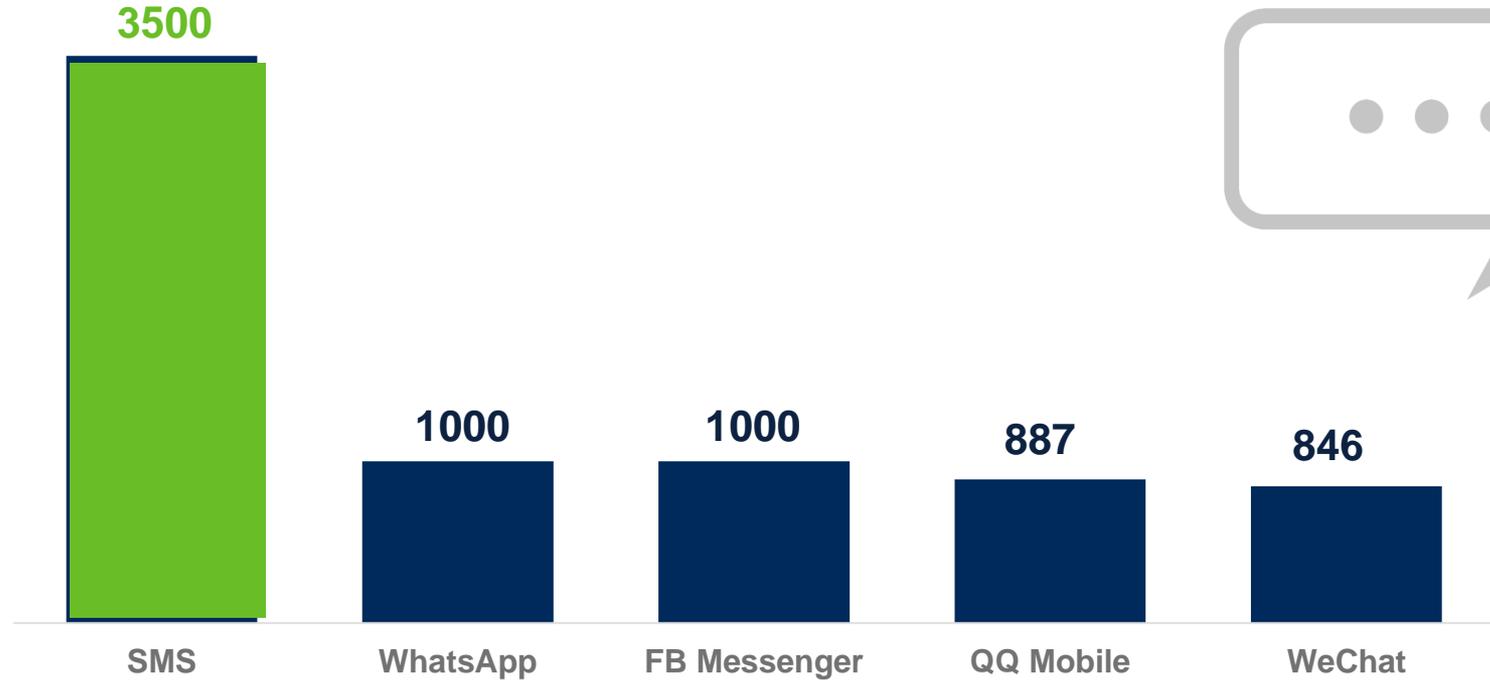
Messaging as a Platform (MaaP)

“Chat is going to be the next great operating system. Apps will come to be thought of as the new browsers; bots will be the new websites. This is the beginning of a new internet.”

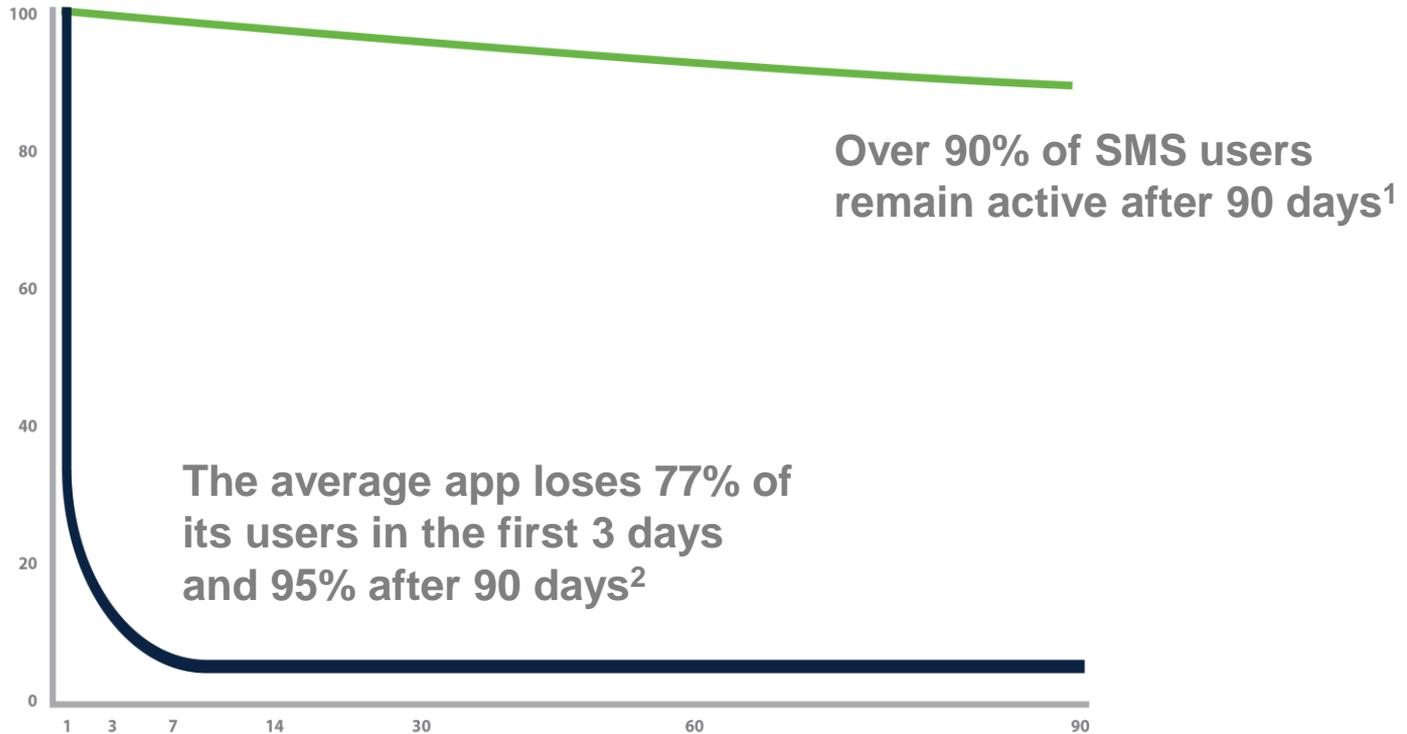
—Ted Livingston, CEO, Kik



Messaging Apps by Monthly Active Users (Millions)



Native App vs SMS User Retention (Days)

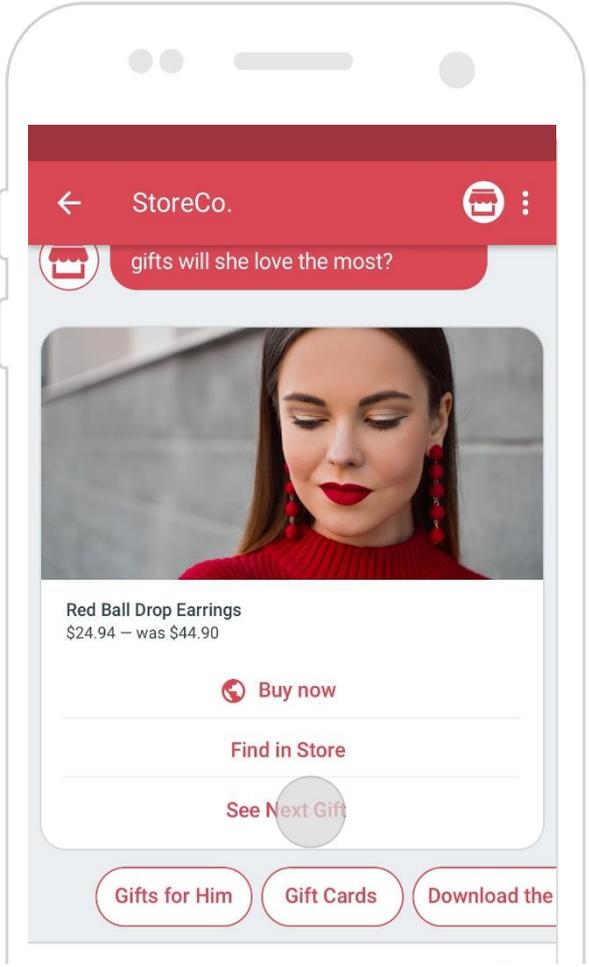
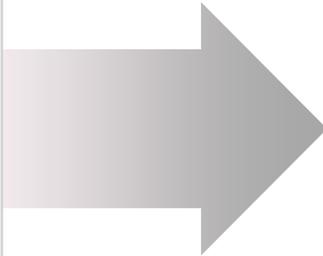
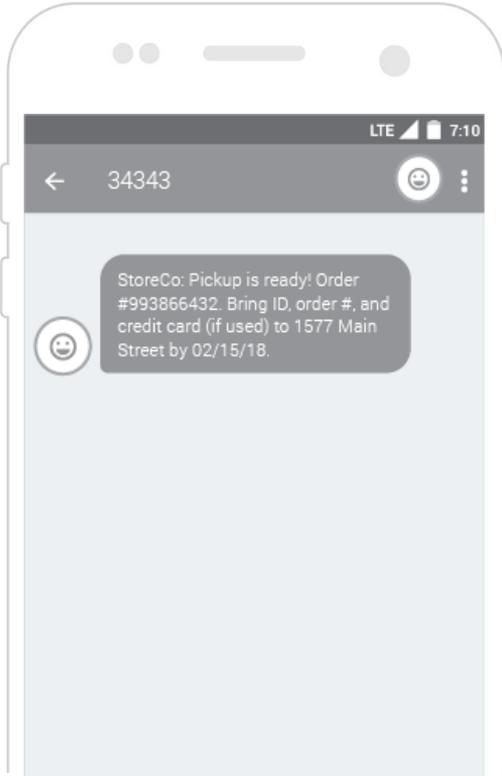


1. Data from average 3C client opt-out rates
2. Bolton, David. "The Average App Loses 77% Of Its Users..." Web. 3 Nov. 2016.



Tomorrow's Experience with RCS

Today's Experience with SMS



THANK YOU!

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