

# 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

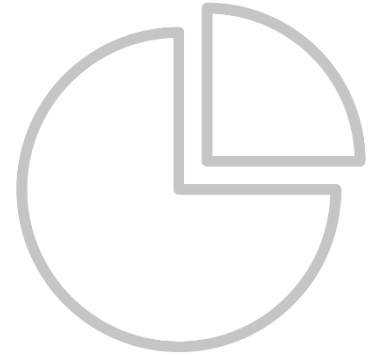






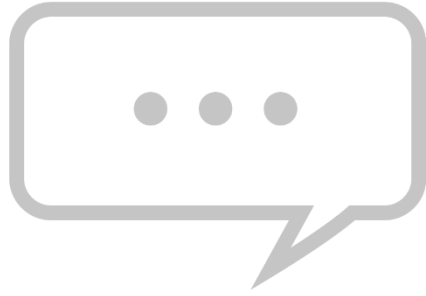
**Millennials now lead the way with **\$200B** in annual spending power.**

**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](http://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.**



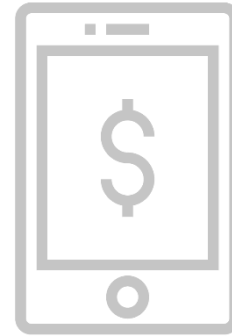
- "Generation Z: New insights into the mobile-First mindset of teens." Google, Dec. 2016.
- "Survey: Millennials, Gen Z Adults Prefer Texting Over Talking In Person." *Study Finds*, 18 Oct. 2017, [www.studyfinds.org/millennials-gen-z-communicate-texting/](http://www.studyfinds.org/millennials-gen-z-communicate-texting/).





**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](http://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.**





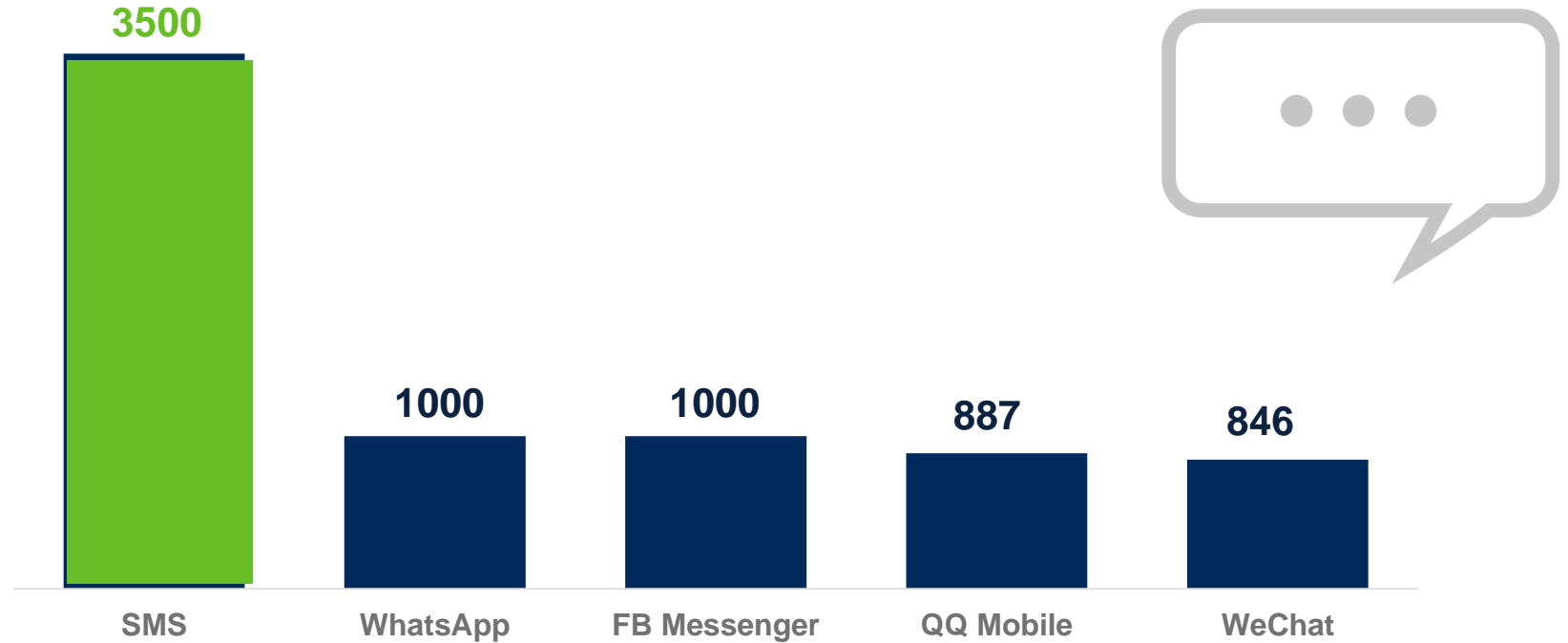
# Messaging as a Platform (MaaP)

**“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.”**

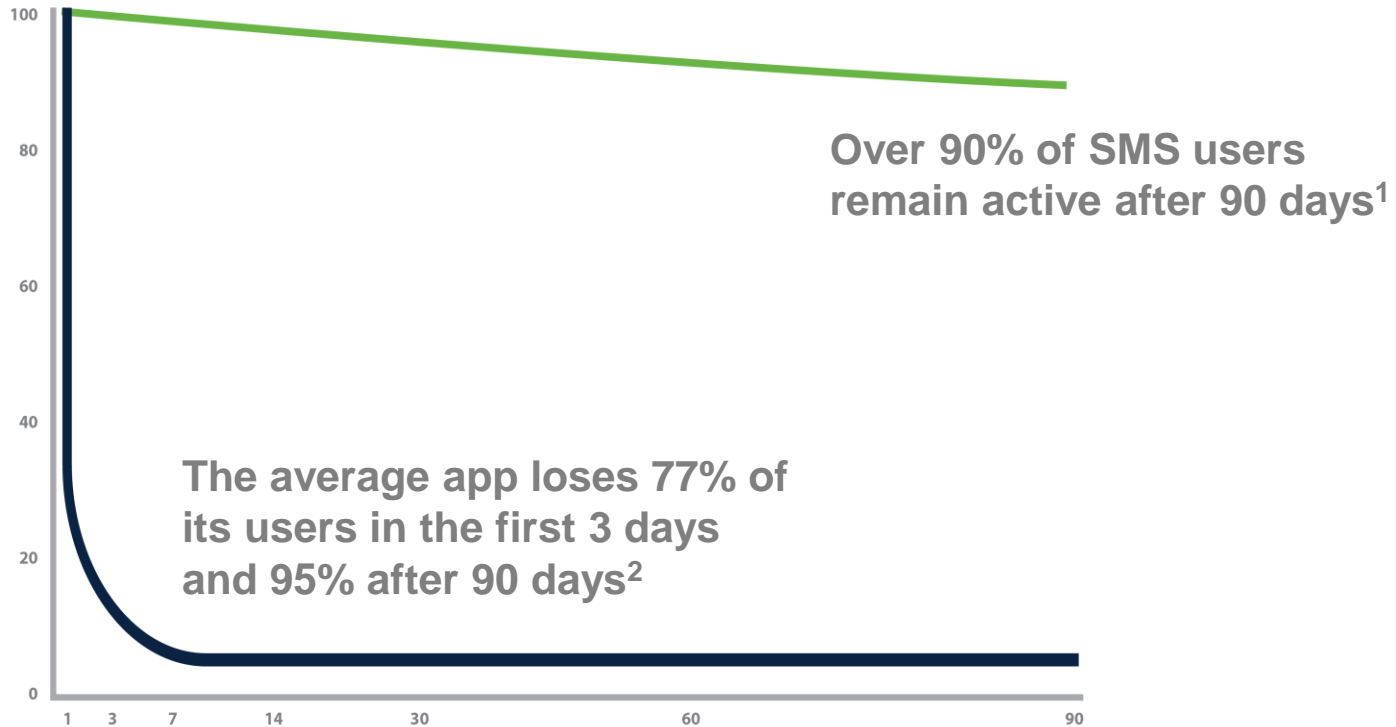
—Ted Livingston, CEO, Kik



## Messaging Apps by Monthly Active Users (Millions)



## Native App vs SMS User Retention (Days)

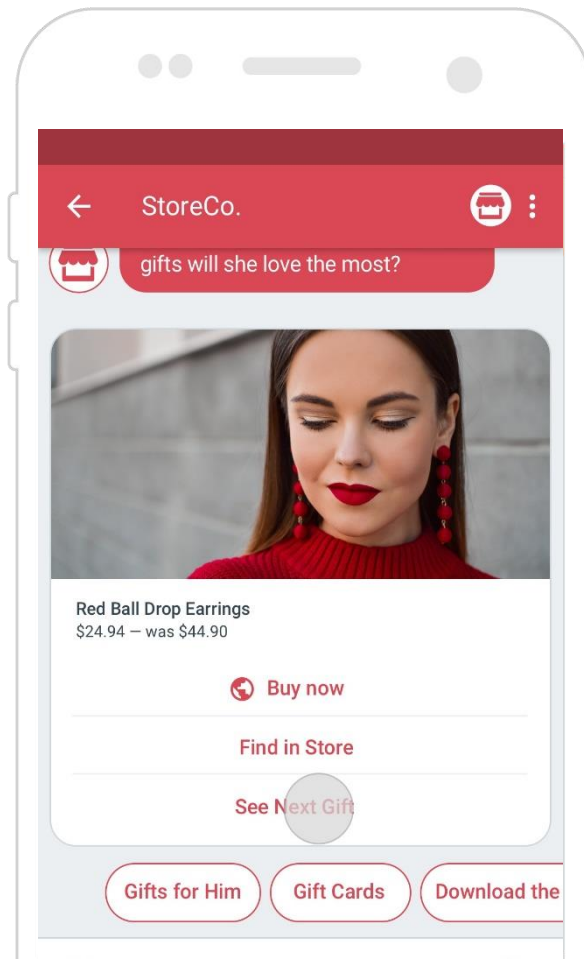
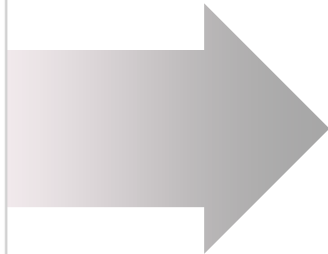
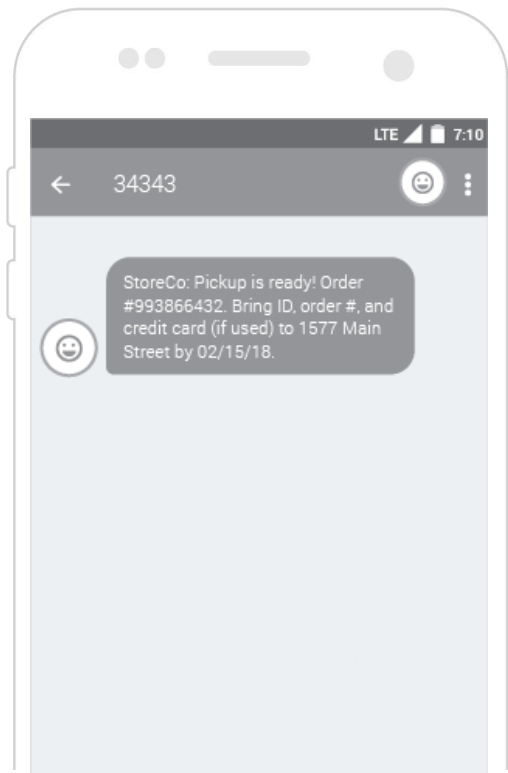


1. Data from average 3C client opt-out rates
2. Bolton, David. "The Average App Loses 77% Of Its Users..." Web. 3 Nov. 2016.



# Tomorrow's Experience with RCS

## Today's Experience with SMS



# THANK YOU!

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