

Hi. Welcome to the  
Quartz Bot Studio.



**@oxangiemarie**

QUARTZ | Bot Studio

**We build narrative  
experiences for messaging  
and voice platforms.**

**What?**  
**Why?**  
**How?**

**What?**

**Why?**

**How?**

# Push bots



FORECAST BOT 2:06 AM

Trump wins Pennsylvania. Our model now gives him a 93 percent chance of winning the election.



# Pull bots

## **Have You Experienced Hate Speech on Facebook? We Want To Hear From You.**

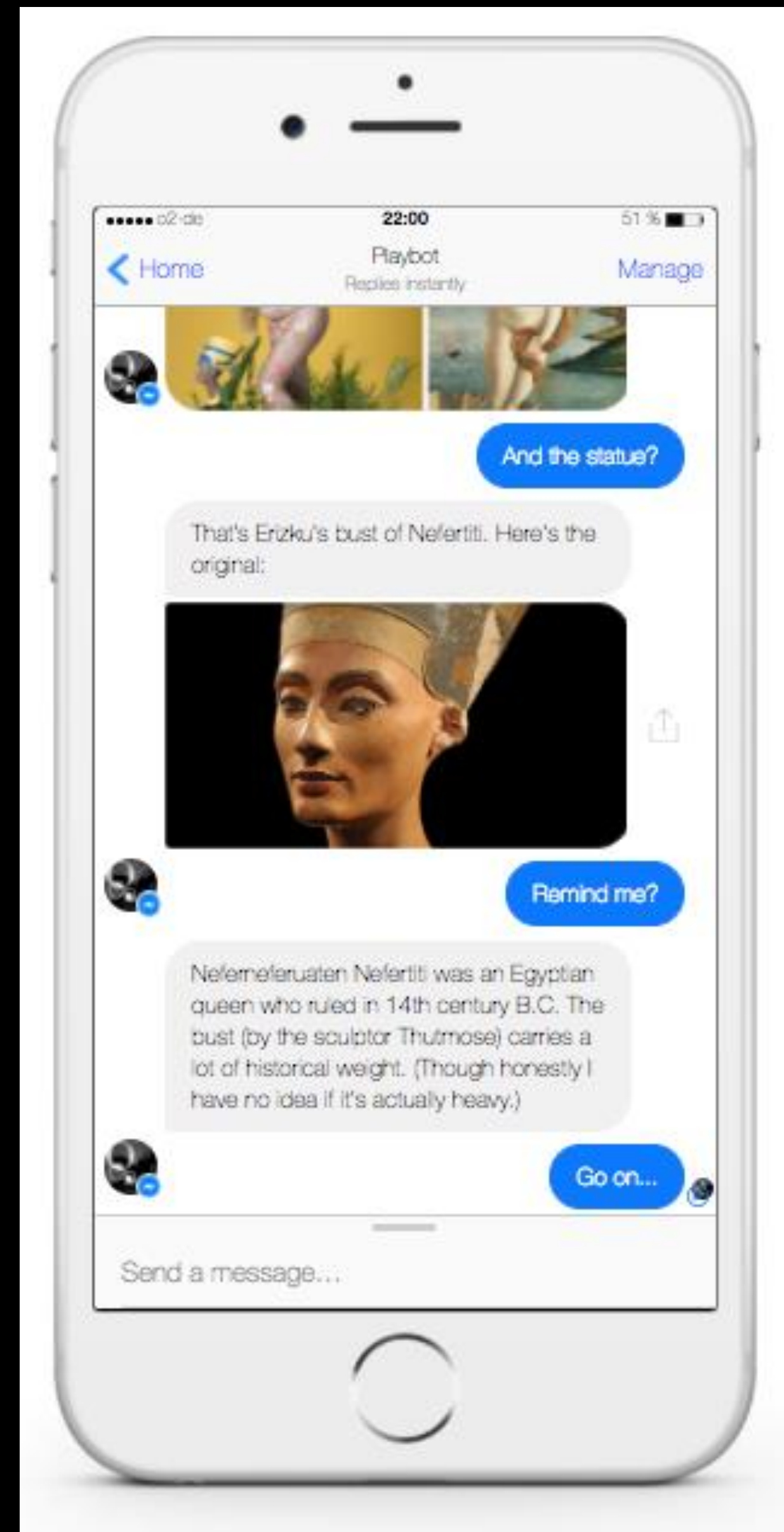
Help us investigate how Facebook's censorship policies actually work.

by **Julia Angwin**, **Ariana Tobin**, and **Madeleine Varner**, Aug. 29, 2017, 10:05 a.m. EDT

# Call and response bots

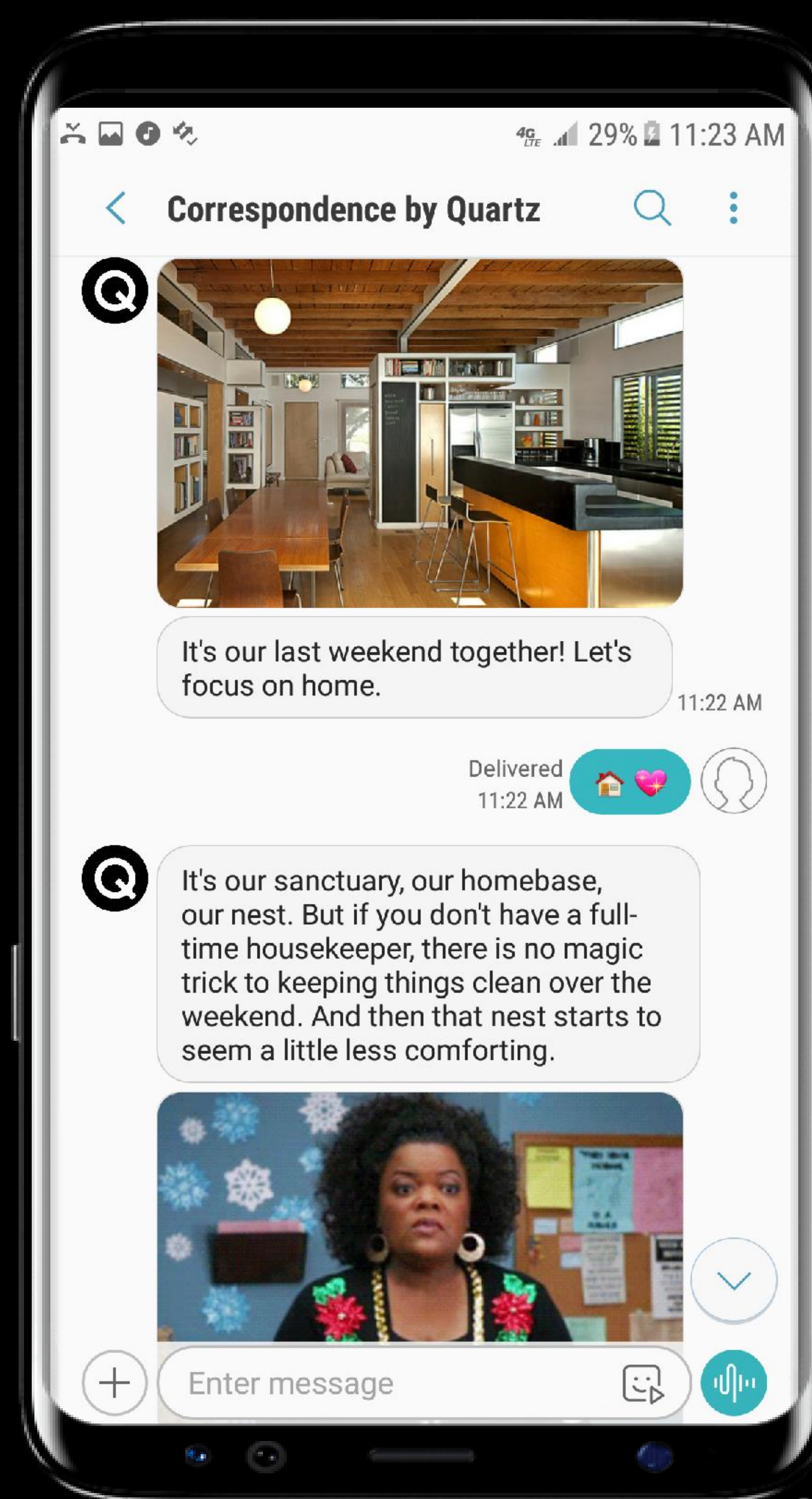
"Alexa, ask TD Ameritrade  
for the price of Amazon."

# Sustained dialogue bots, aka “chatbots” (that’s us!)

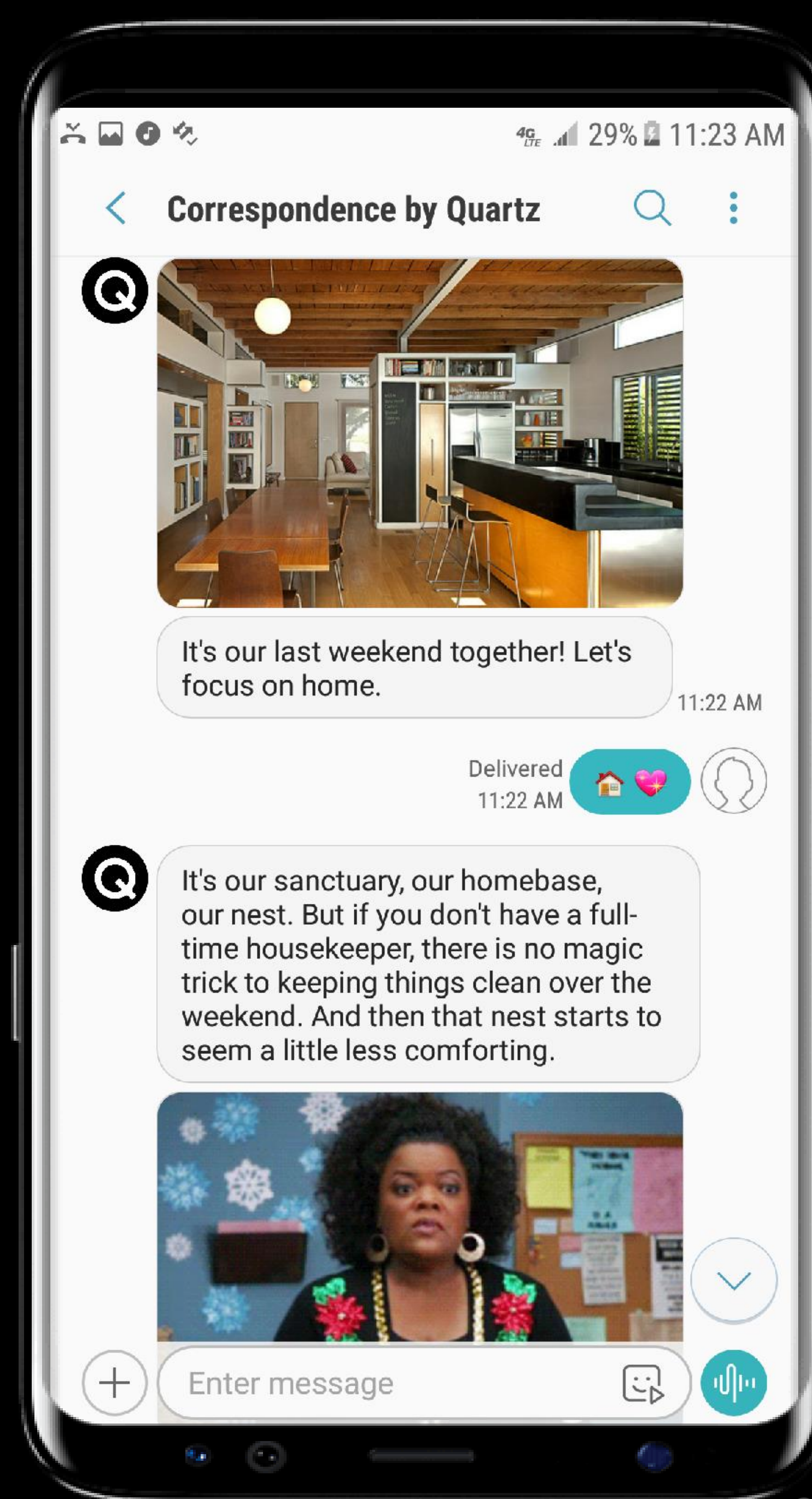




(Our bots are different.)

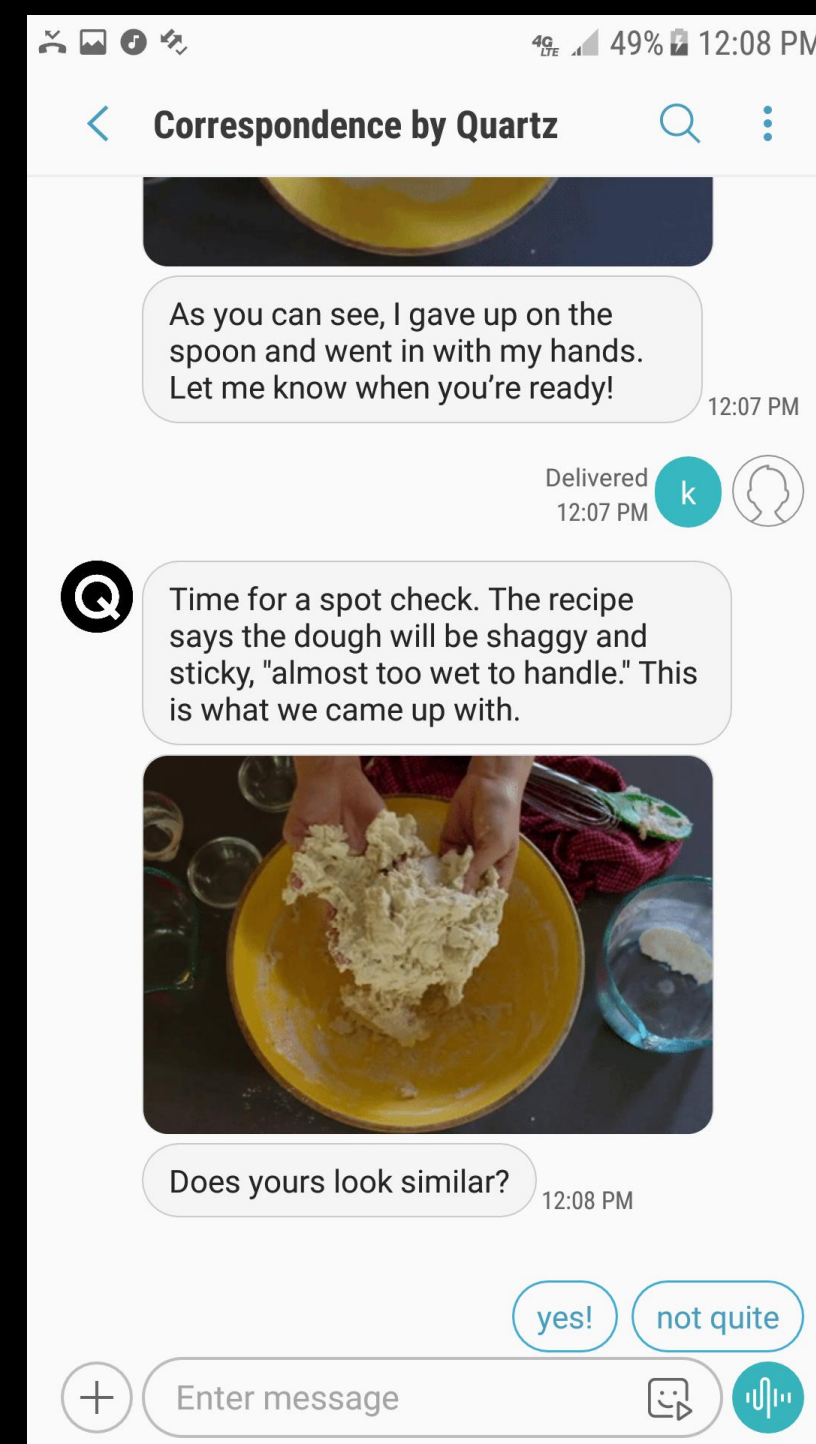
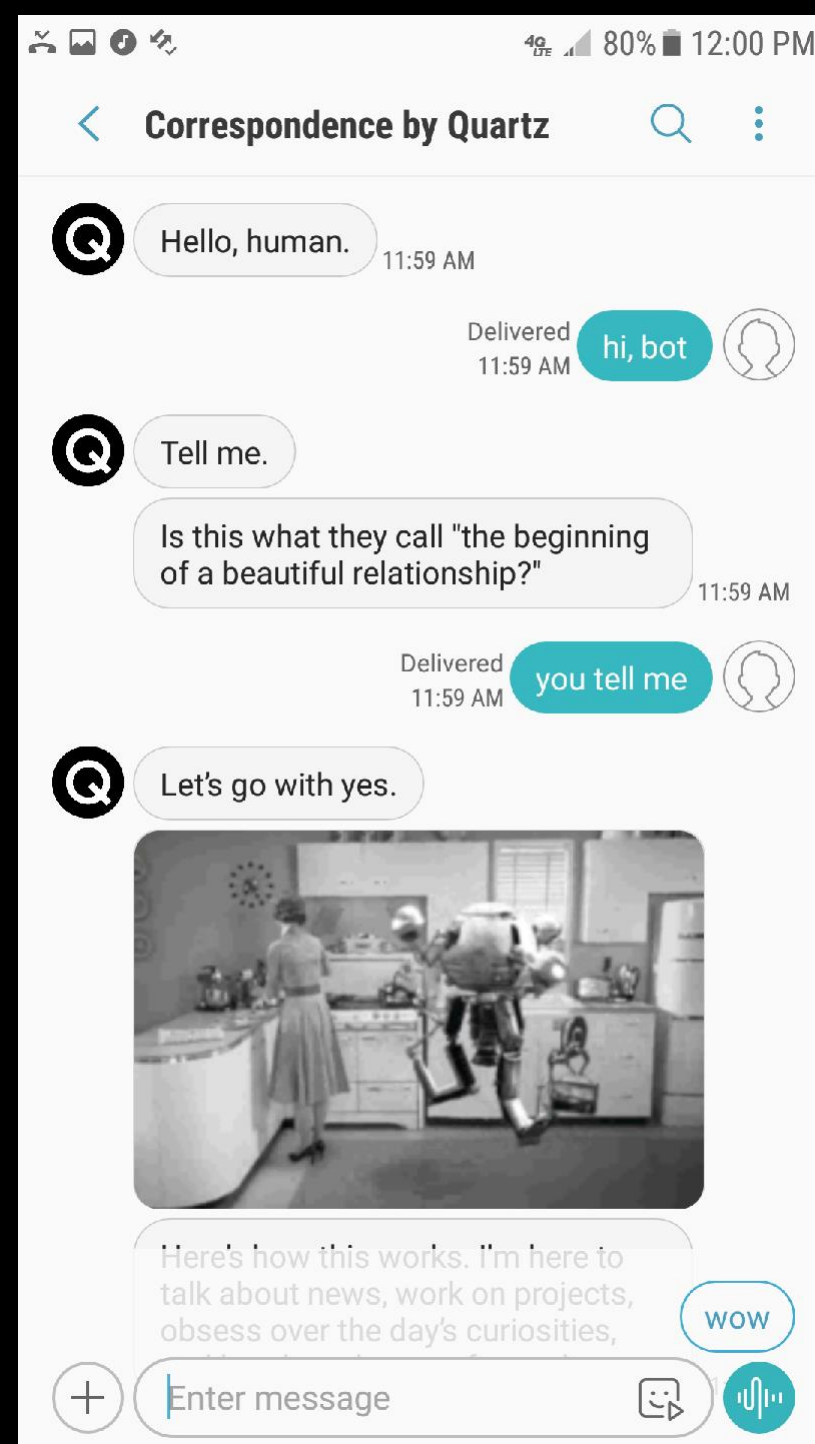


**We don't just  
build bots.  
We build  
relationships.**



# Correspondence by Quartz

An editorial bot that offers a mix of weekly projects, deep dives into fascinating topics, and daily news coverage to keep people coming back. As you use the bot, we learn your habits and preferences, and customize the experience.



Our retention rate is **7x**  
the industry average.

**What?**

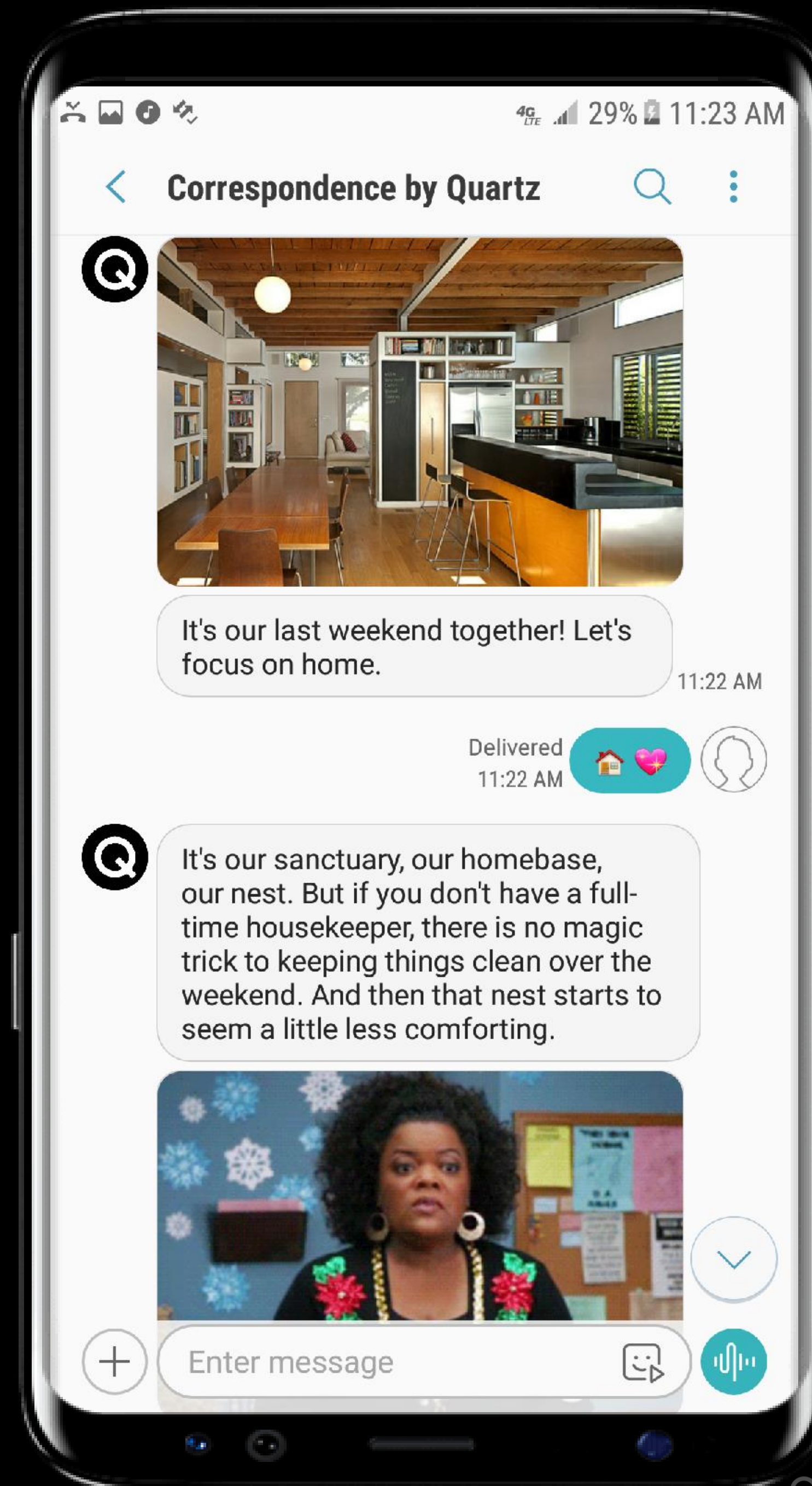
**Why?**

**How?**

**Why?**

**One-to-one is different.**

**We don't just  
build bots.  
We build  
relationships.**



very  
high  
**completion rates**

90%

**completion rates**



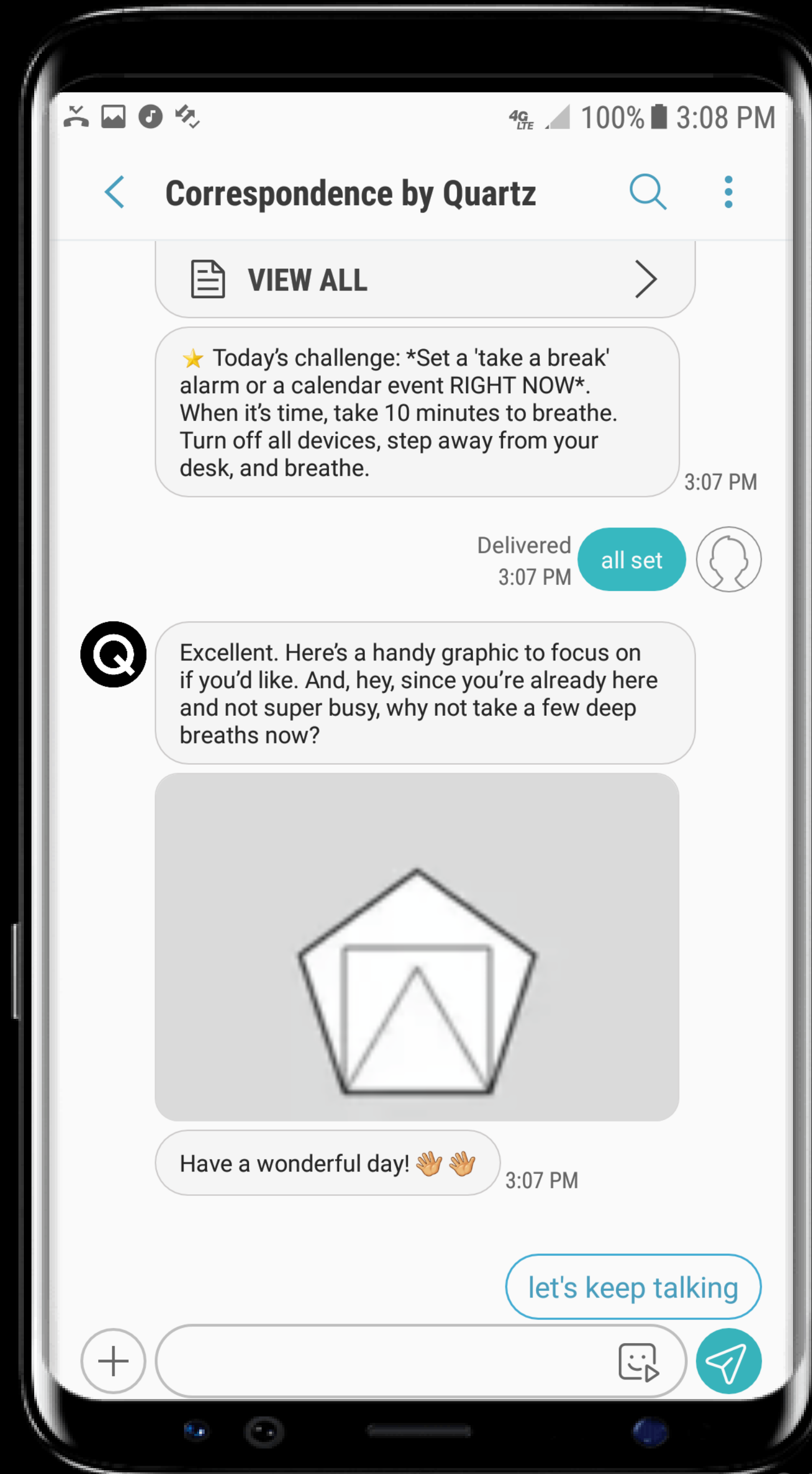


hey,  
you there?

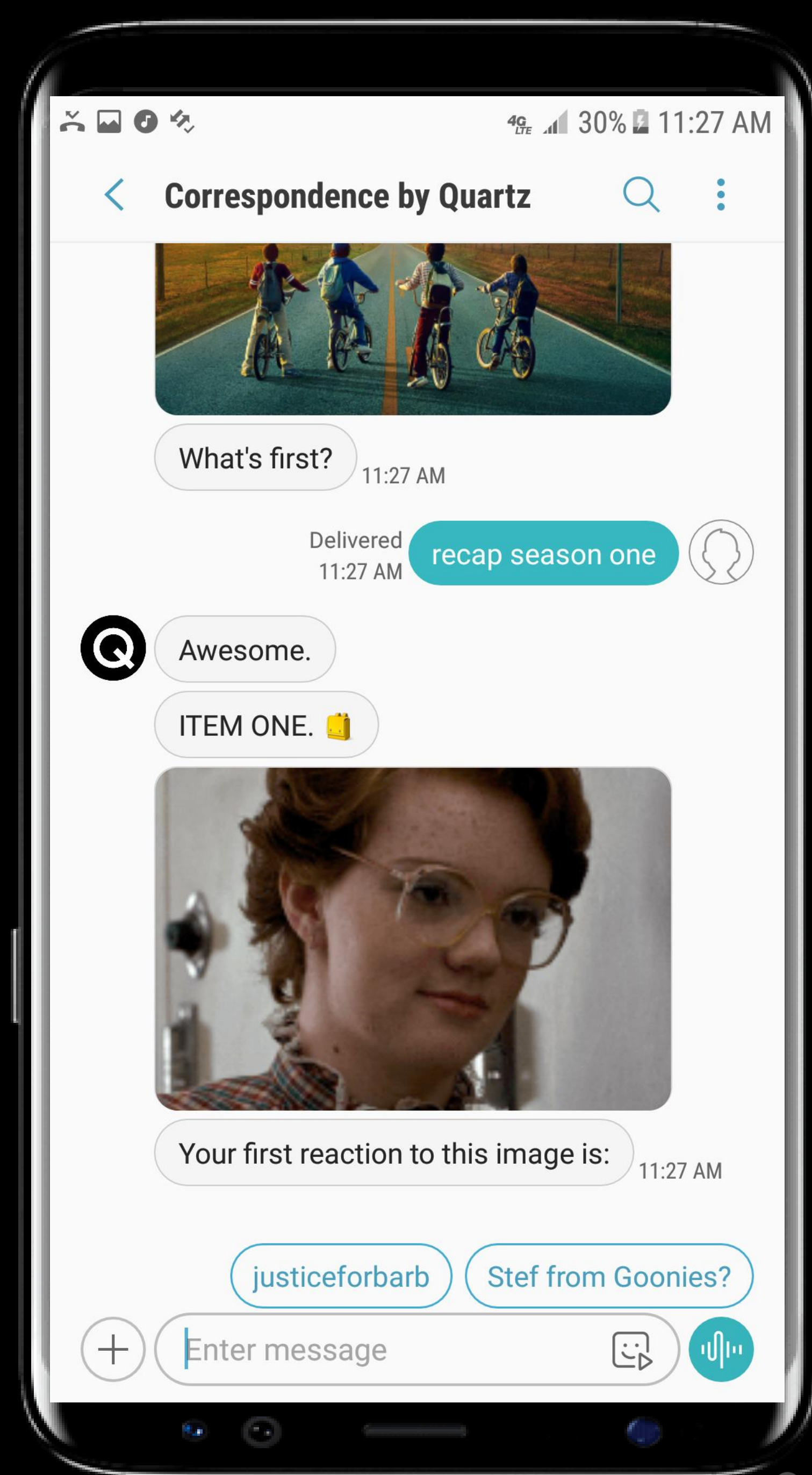
**What?**  
**Why?**  
**How?**

# The Quartz Approach

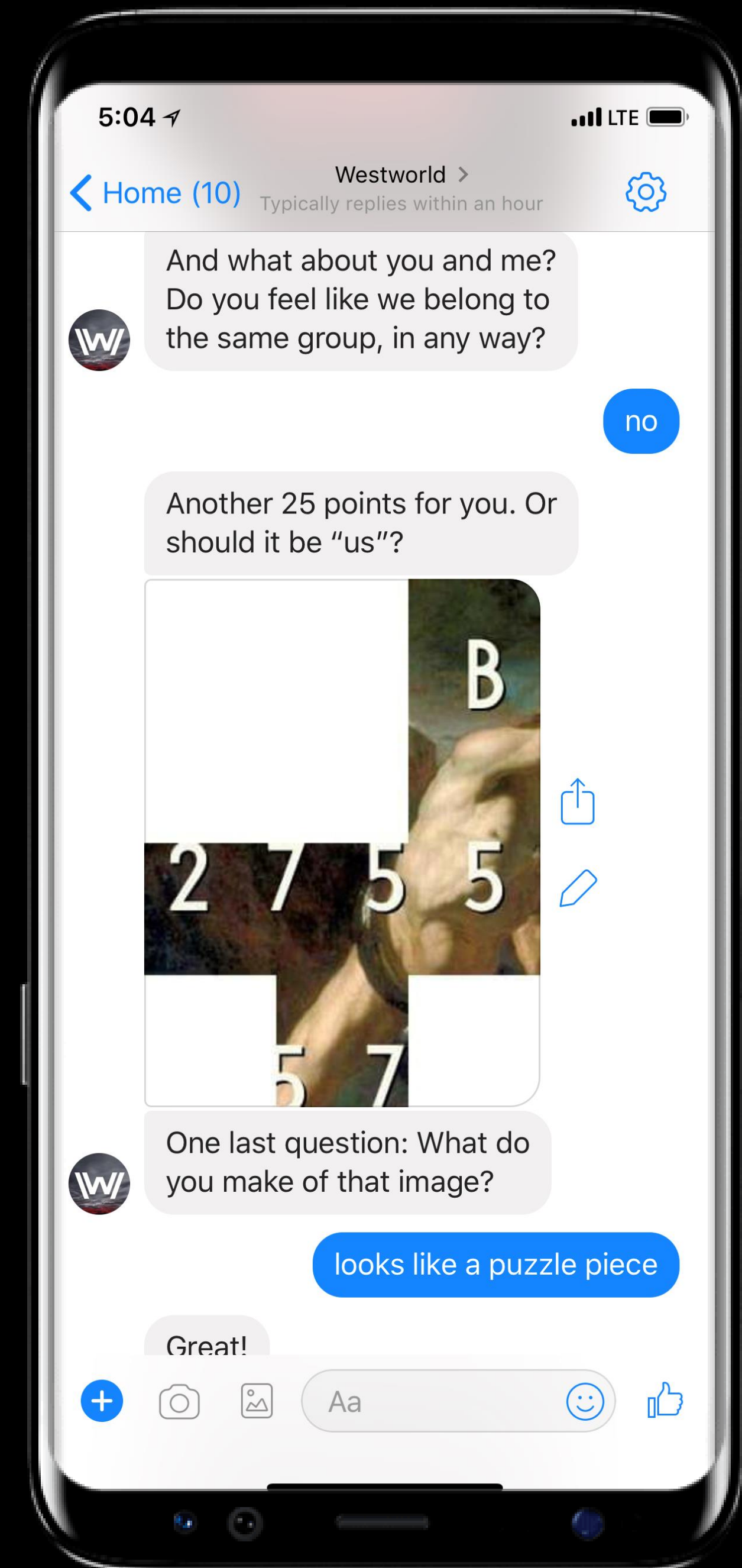
Focus on  
the user –  
each  
individual.



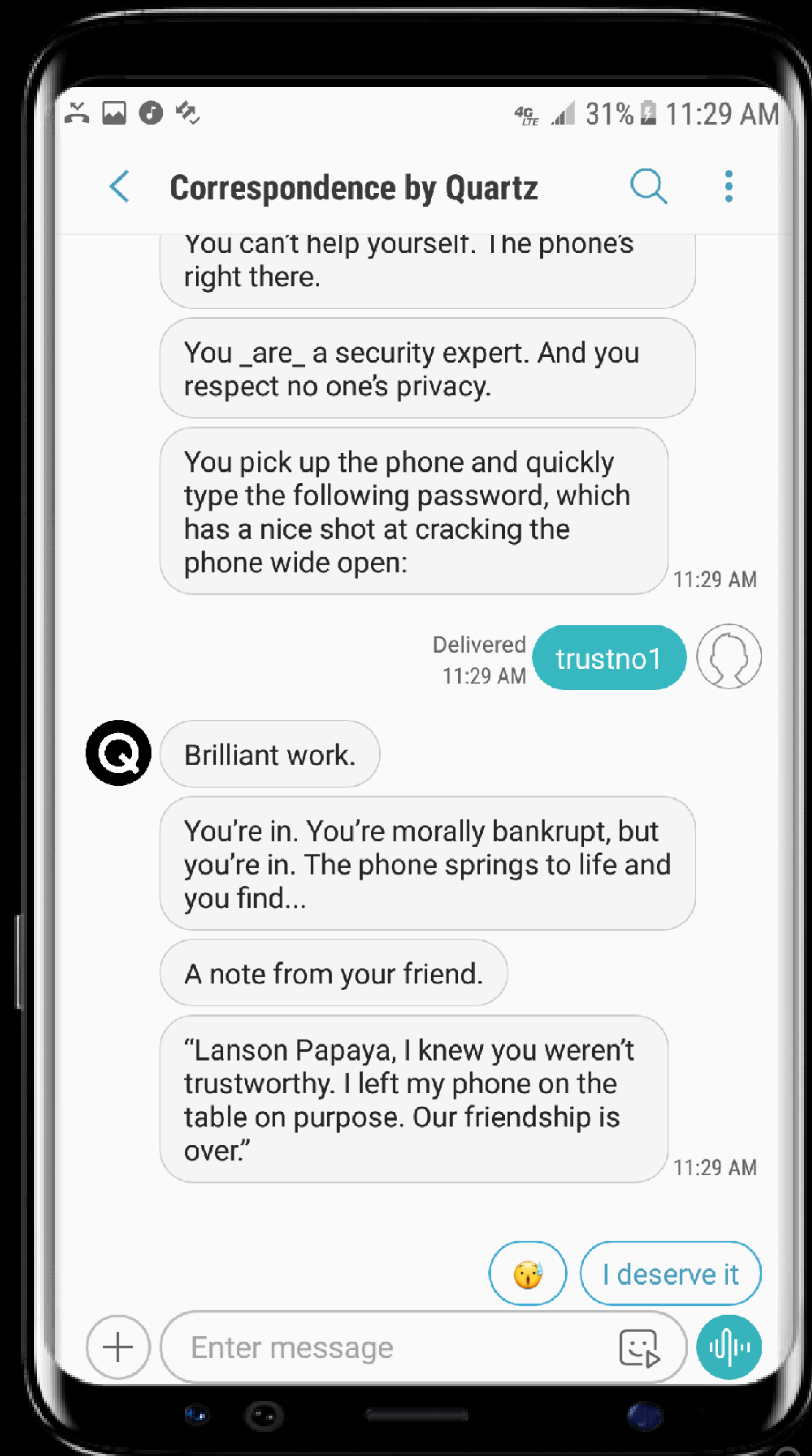
# Build toward shared moments.



Build toward  
shared  
moments.

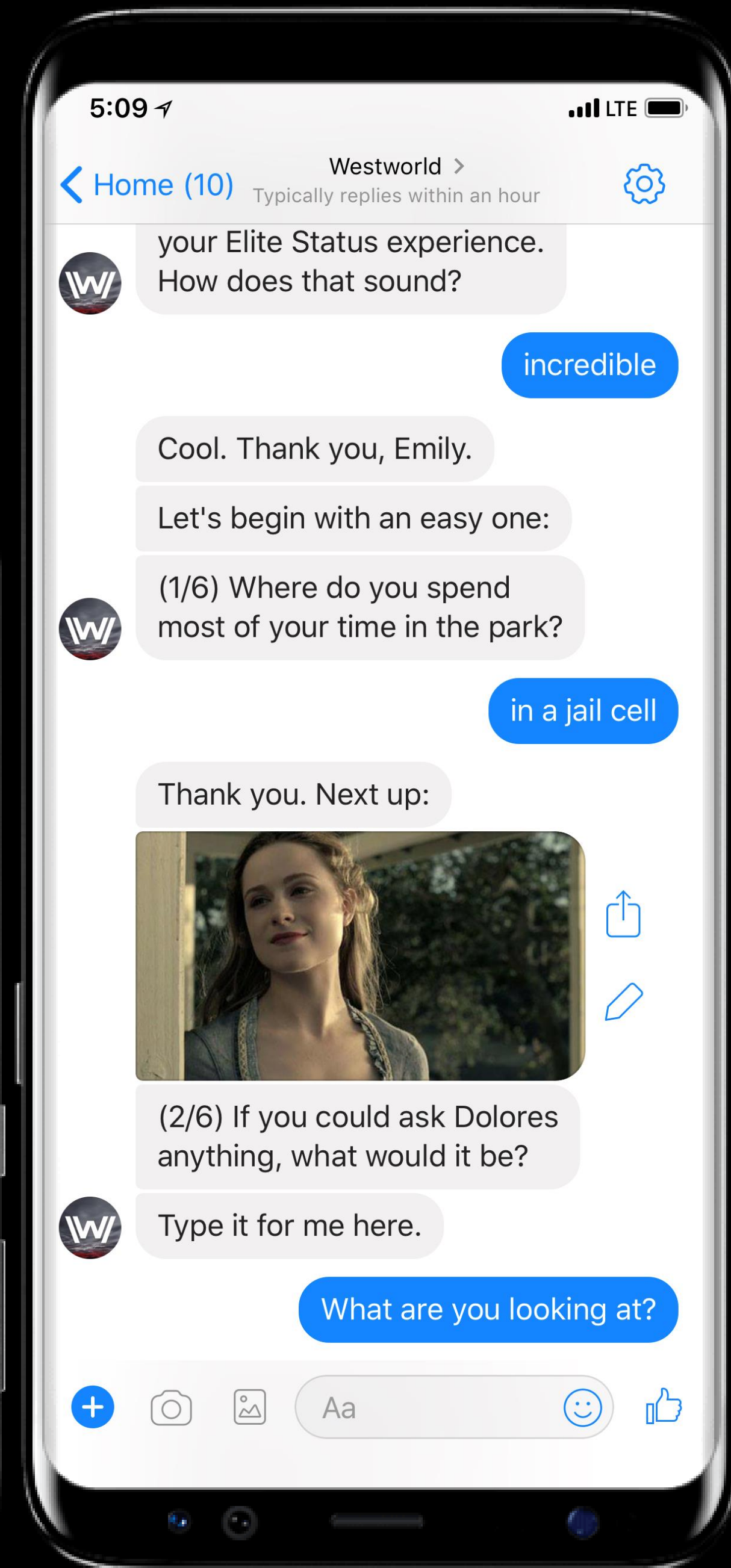
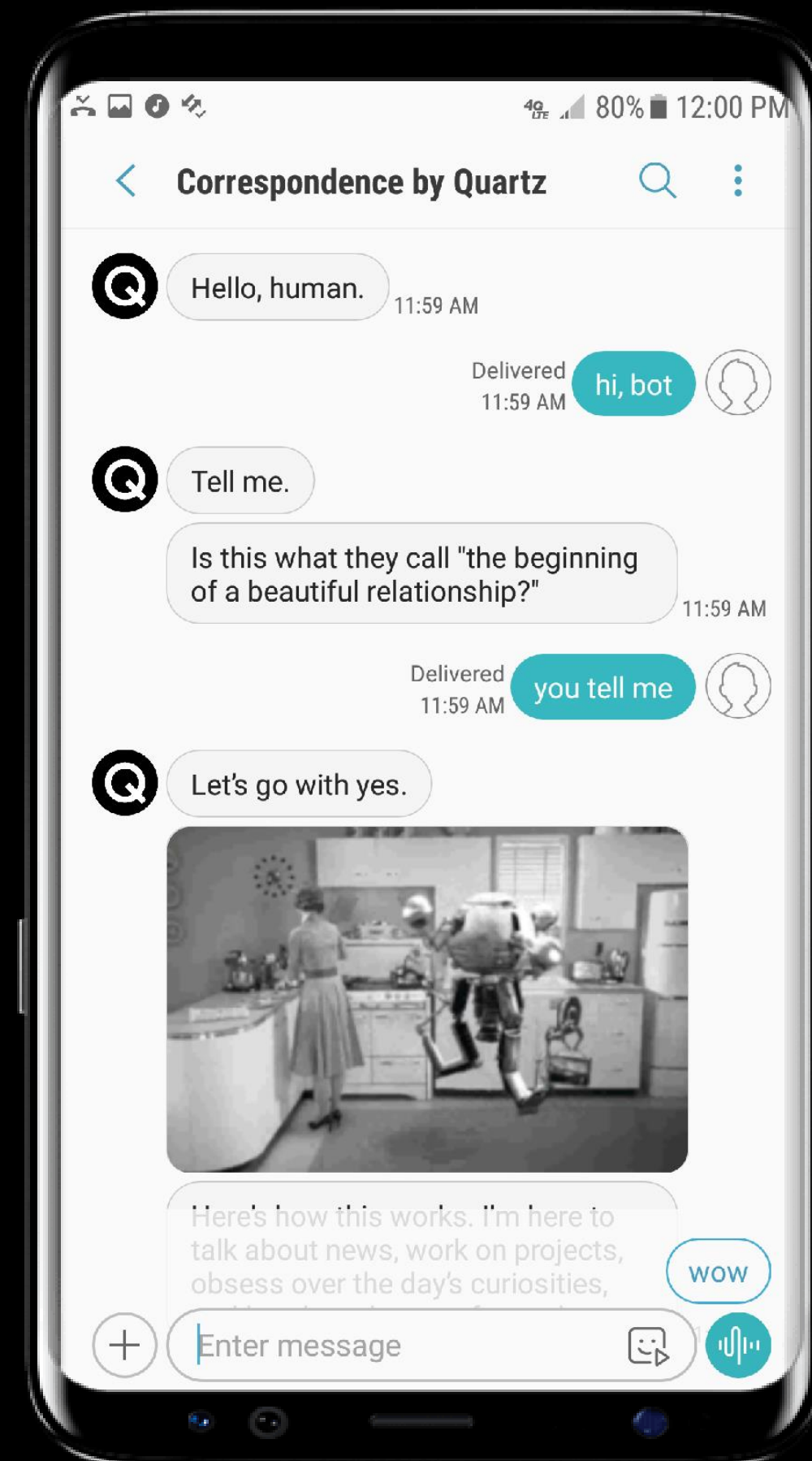


# Involve them in the story.





# Be weird, but clear.



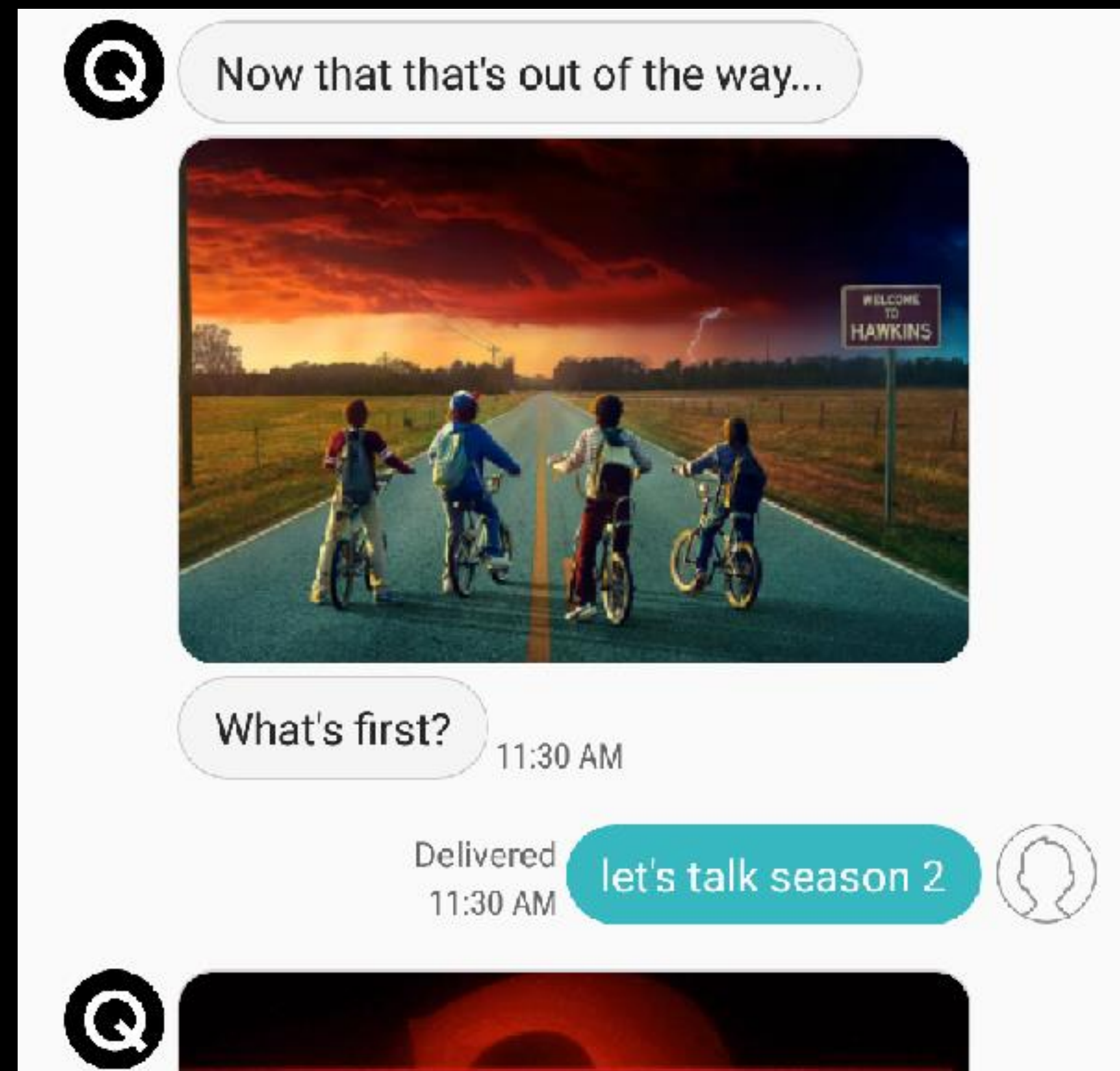
**Welcome your  
robot overlords,  
but  
acknowledge  
their limits.**



**Respect  
users' time.  
Push smartly.**



Emotional intelligence matters more than you think.



**Rigorously test  
your gut.**

So long from the  
Quartz Bot Studio. 🙌

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