



CORRECTING THE MISTAKES OF THE PAST

# MAVEN RCS WAS MADE FOR CARRIERS

Presented by Eddie DeCurtis, Vice President of Network Distribution, LivePerson





Our mission is to  
make life easier by  
transforming how  
people communicate  
with brands

# 20 YEARS INNOVATING BRAND-TO-CONSUMER CONNECTIONS



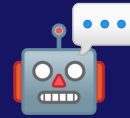
**1997**

LivePerson invented  
web chat for  
customer service



**2000**

LivePerson goes  
public on NASDAQ:  
LPSN



**2016**

Launches LiveEngage  
messaging & bot  
platform

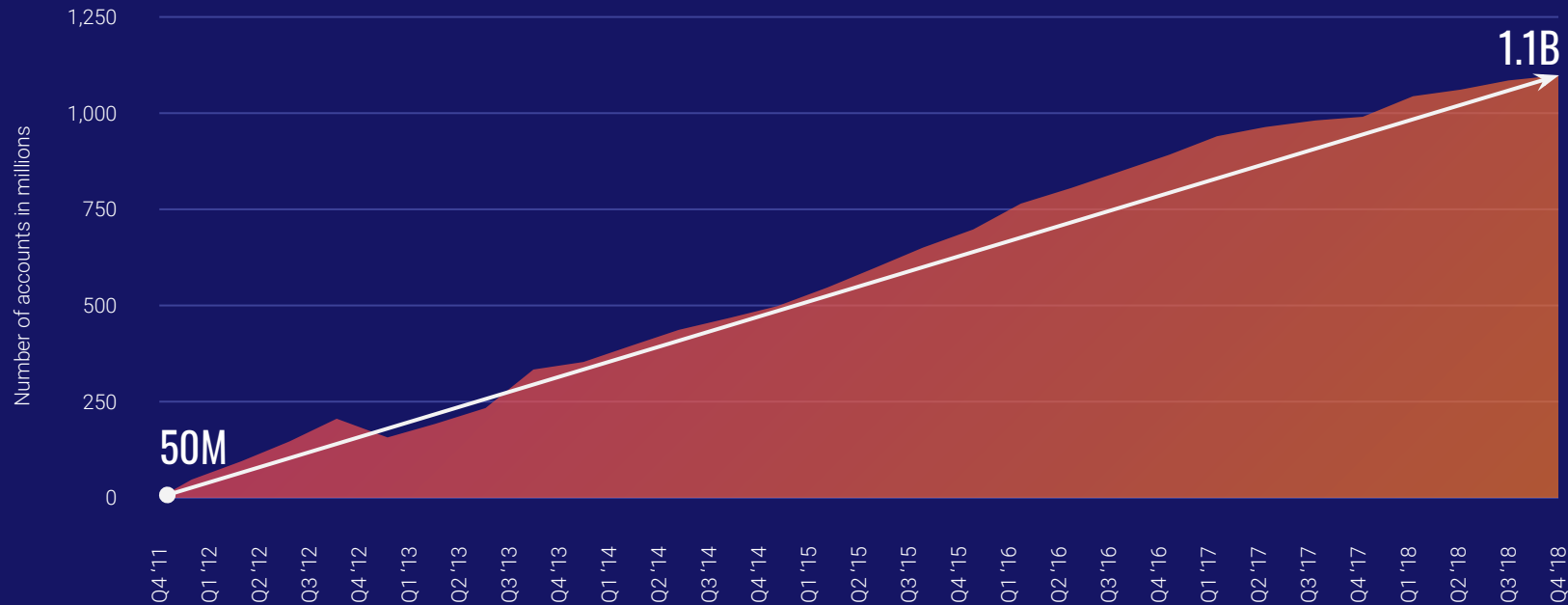


**2019**

Launches Maven  
RCS

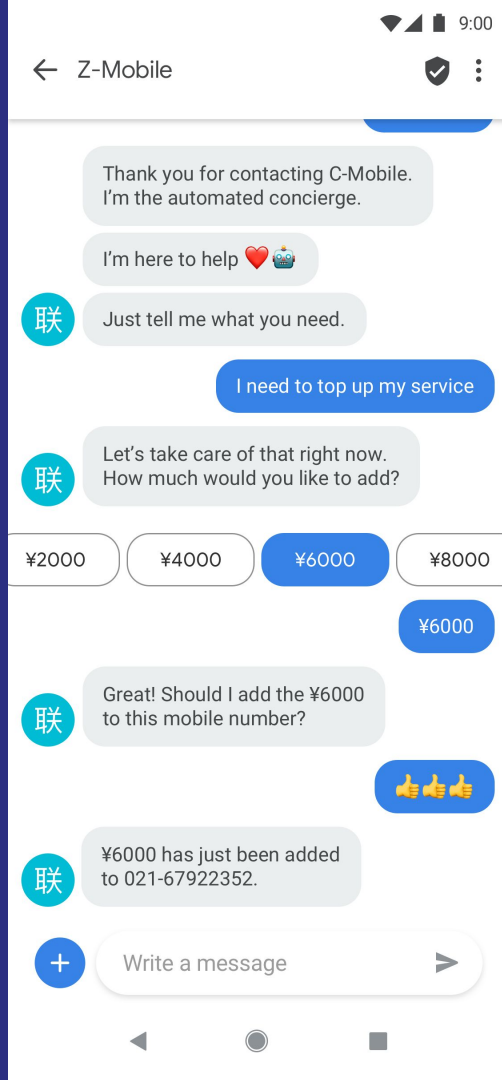
# MESSAGING IS THE CONSUMERS' CHANNEL OF CHOICE

1,900% growth in WeChat users over 7 years 



Source: Statista 2019





Apple Business Chat



Amazon Alexa



Google AdLingo



Google Home



RCS



In-app messaging



Instagram



Line



Messenger



SMS



WeChat



WhatsApp

# RCS IS THE FUTURE



# ¥511B

RCS APPLICATION TO PERSON  
MESSAGING BUSINESS VALUE BY 2021

Source: GSMA



# 20X

HIGHER CUSTOMER ENGAGEMENT IN  
RCS COMPARED TO SMS

Source: Mobilesquared

# THE CURRENT UNIVERSE



CARRIERS



DEVICES

REVENUE



BRANDS



CONSUMERS



# A NEW WORLD FOR CARRIERS





**\$0.06 AVG.**

**A2P PRICING**

Outbound only

**MESSAGING PRICING RANGE**

**\$0.02 — \$0.10**



**\$1.80 AVG.**

**LIVEPERSON PRICING**

Inbound and outbound

**CONVERSATIONAL PRICING RANGE**

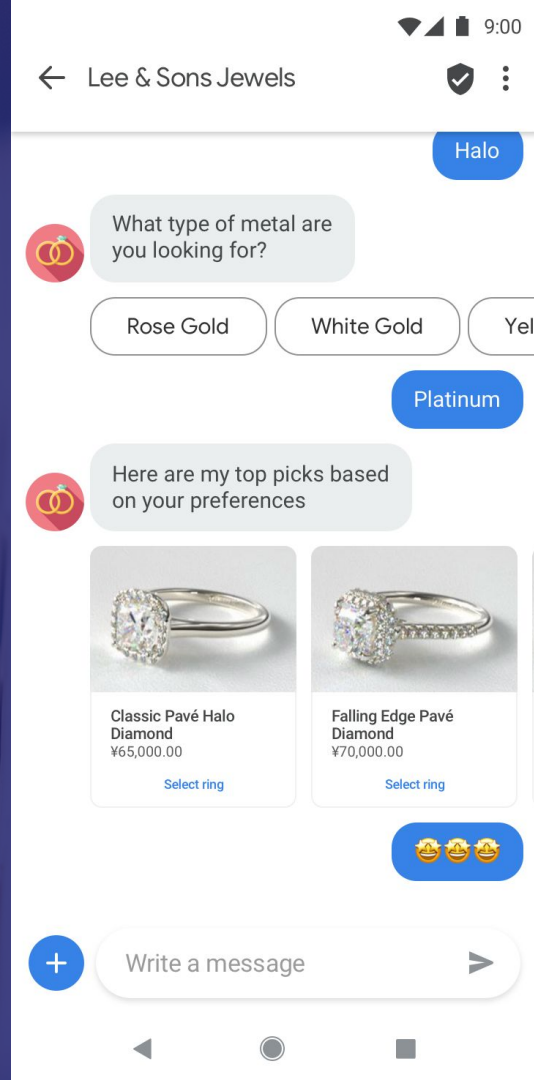
**\$1.00 — \$50.00**

# MAVEN RCS STRUCTURE





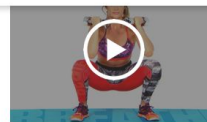
# MAVEN CONNECTS TO BRANDS



# MAVEN CONNECTS TO INFLUENCERS



← Emily Skye



Workouts for home or  
at the gym  
Lower-body focus

Workout



Meal plans to fuel  
your body  
Weight-loss focus

Nourish

The right meal plan and mental  
wellness are an important part  
of your physical health as well.

I'll check back in after 3 days  
to see if you would like to  
continue your fitness journey  
with me!



Please do!

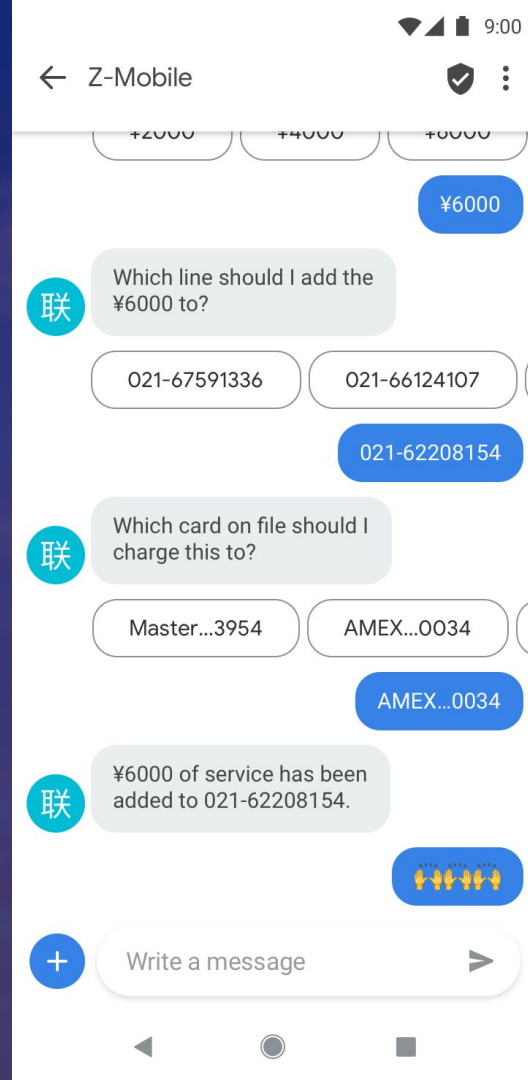
I can't wait to get started!



Write a message



# MAVEN CONNECTS BACK TO YOU





I want to plan a trip to New York in May 2020 🚗

I want about a dozen soup dumplings 🥟

I want my selfies to look more fabulous 😁

I need financial advice for my son 🏦

I desperately need new golf clubs by next week 🏌️

I need a sparkly red dress for New Years 🐼



**BOTS**



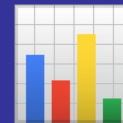
Conversation  
Builder

**BOTS + HUMANS**



Conversation  
Manager

**HUMANS**



Conversation  
Intelligence



Maven AI



# LIVEPERSON'S NETWORK

20,000

BRANDS ACROSS THE GLOBE

250+

LARGE SCALE ENTERPRISES

# Meet with us in **SHANGHAI**







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