



**MAVEN RCS**

# CONNECTING CARRIERS TO THE GLOBAL CONVERSATIONAL GRID

Presented by Rob LoCascio, Founder & CEO, LivePerson



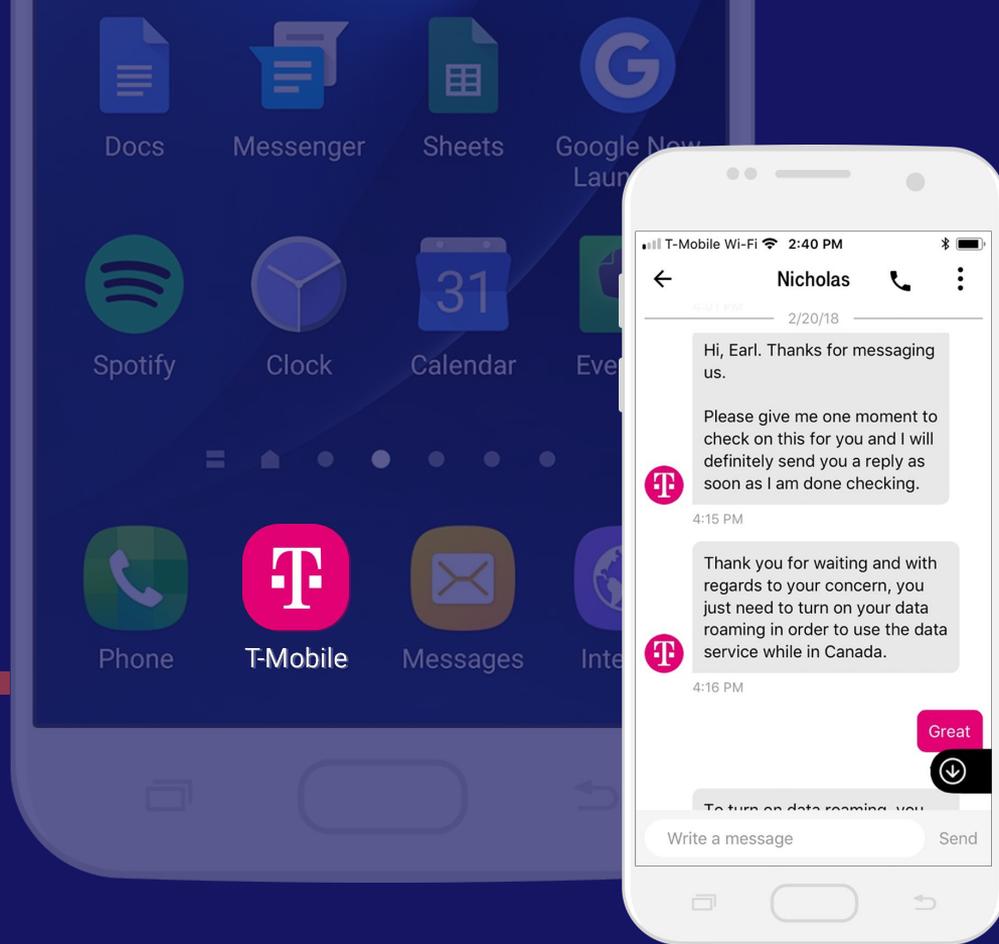
LIVEPERSON

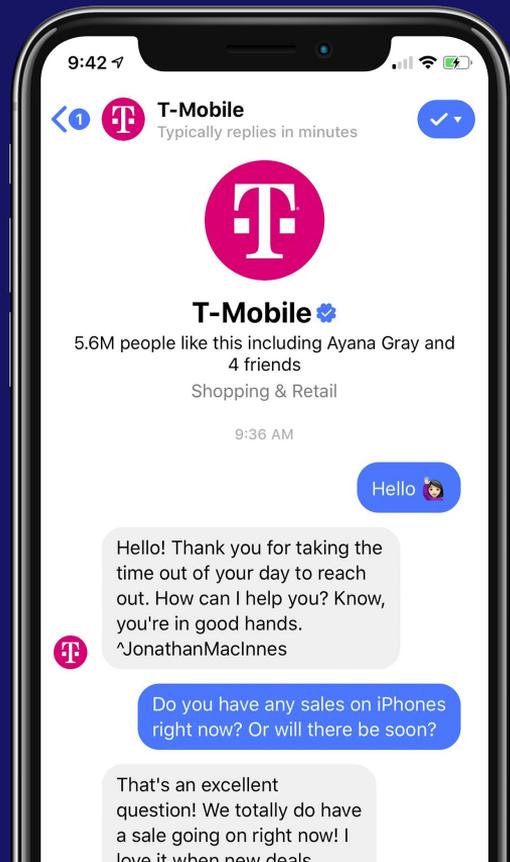
# 1997

The screenshot shows the SAS Customer Intelligence website. The header includes the SAS logo with the tagline "THE POWER TO KNOW" and the text "Providing software solutions since 1976". Navigation links include Home, Products & Solutions, Customer Success, Partners, Company, and Support & Training. The main content area features the title "SAS® Customer Intelligence" and the subtitle "Integrated Marketing Management. More Revenue, Less Guesswork." Below this is a "Watch the Video" button. A secondary navigation bar includes Overview, Products, Industries, and Resources. The main content area is divided into sections for "Digital Marketing" and "Marketing Analytics". A live chat window is open in the bottom right corner, displaying a message: "Our Online Representatives are currently unavailable. Send us a message and we'll respond as soon as possible or check back for chat assistance during normal business hours (9:30am - 5pm ET). You may also reach us at (919) 727-0025, option 2 or by emailing us at mcenter@sas.com." The chat window includes input fields for "Your Name" and "Company", and a "Submit" button. The URL in the chat window is "https://server.iad.liveperson.net/1c/42179880/?cmd=file&file=v".



# 2016



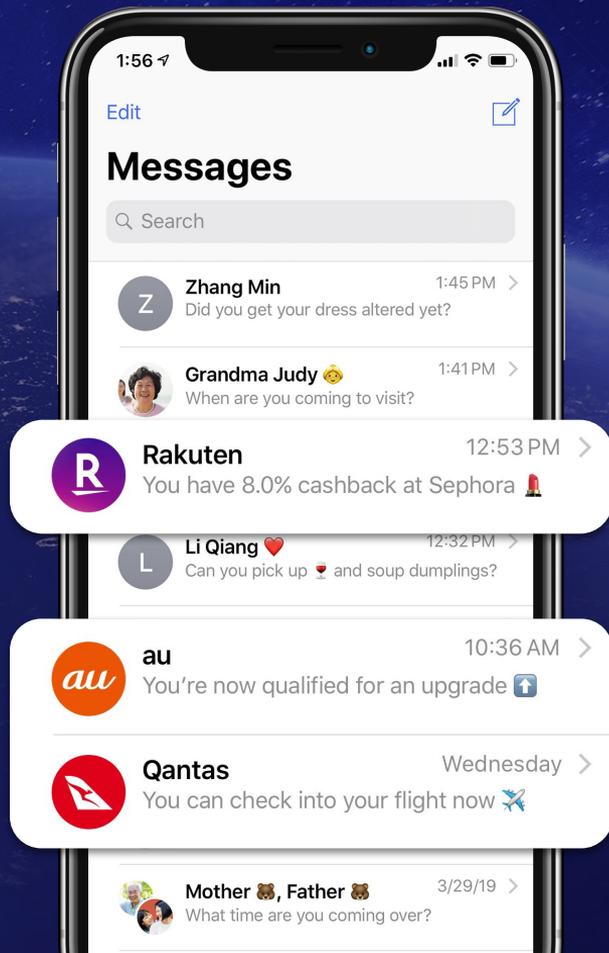


# 5 BILLION CONSUMERS ARE ON MESSAGING

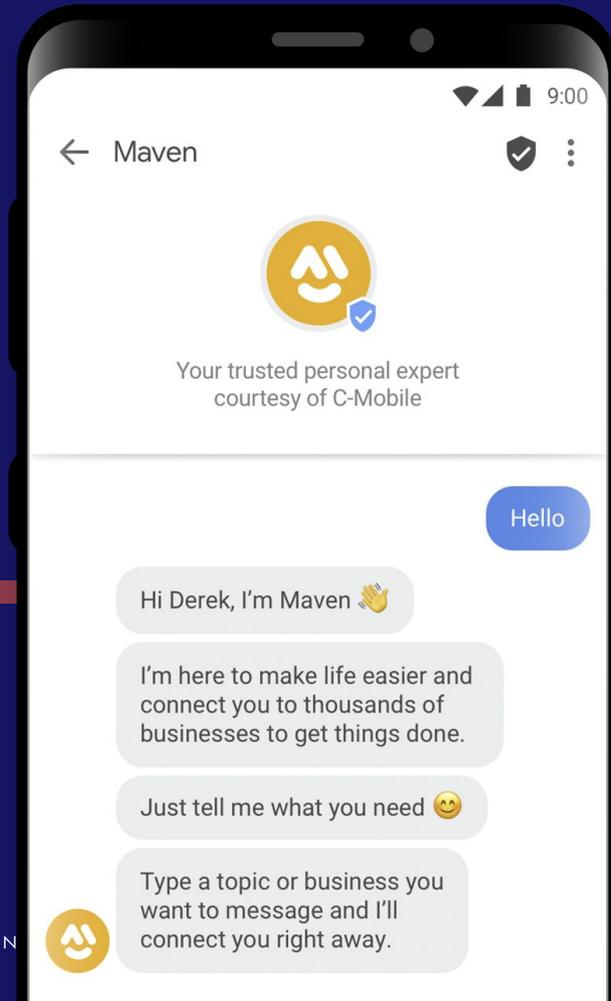


Source: GSMA Intelligence

20,000 BRANDS AND  
250+ OF THE LARGEST  
ENTERPRISES ARE NOW  
LIVE WITH MESSAGING  
ON OUR **LIVEENGAGE**  
PLATFORM



# 2019



# CONNECTING TO THE CONVERSATIONAL NETWORK

联  
Carriers

MAVEN CONNECTS **ALL  
CARRIERS** AND THEIR  
SUBSCRIBERS TO  
BRANDS AND EXPERTS



Maven

Julia Child did say that “people who love to eat are always the best people.” 😊❤️

Rumor has it that this is the place to go!



**Fuchun Xiaolong**  
650 Yuyuan Rd, Jingan Qu, Shanghai Shi  
Open now until 11:00pm

[Message Fuchun Xiaolong](#)

[Message Fuchun Xiaolong](#)

You got it!

I'm connecting you with Fuchun Xiaolong now.



Write a message



# WE HAVE CREATED AN ENHANCED CONSUMER EXPERIENCE



# MAVEN MATCHES INTENTS TO FULFILLMENTS



**Tiger Woods**

First-hand golfing tips and tricks from one of the greatest players in the history of the sport 🏌️

[Message Tiger](#)

## Influencers

I need a crash course on golf for a client outing tomorrow morning



**2019 Acura MDX**

A third-row luxury SUV with advanced safety features, superior performance and comfort 🚗

[Message Acura](#)

## Brands

I'm looking for a super safe third-row SUV for my growing family



**Tina Chen**

I am a total foodie and have tried close to every restaurant in the area!!!! Ask me about food 🍲

[Message Tina](#)

## Experts

I need recommendations for a dinner date tonight—something fancy please



**Add mobile service in a pinch**

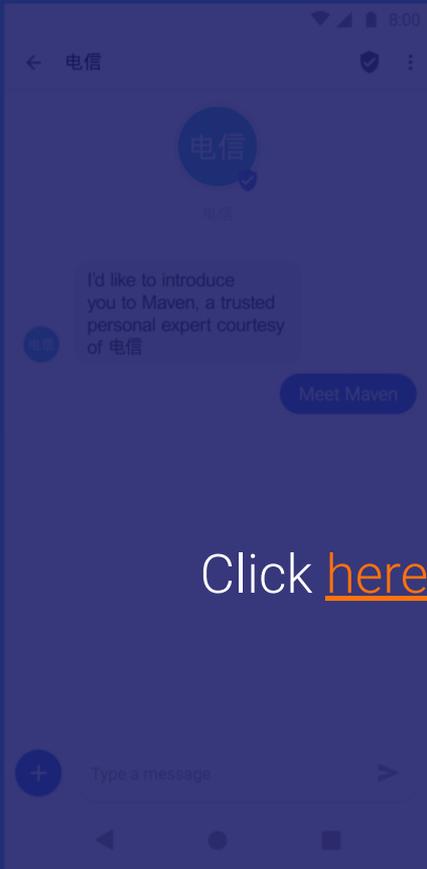
Running low on service? No need to head to the store. Just message us to add service 📶

[Message C-Mobile](#)

## Customer care

I need to add service to my phone ASAP—it's my Grandma's birthday!





Click [here](#) to see how Maven works

**BOTS**



Conversation  
Builder

**BOTS + HUMANS**



Conversation  
Manager

**HUMANS**



Conversation  
Intelligence



Maven AI

# CONVERSATIONS BOOST CONVERSION RATES



**17%**  
CONVERSATIONAL INTENT



**0.35%**  
IMPRESSION TO CLICK

Source: 2018 PPC Benchmark Report



**\$0.06 AVG.**

**A2P PRICING**

Outbound only

**MESSAGING PRICING RANGE**

**\$0.02 — \$0.10**



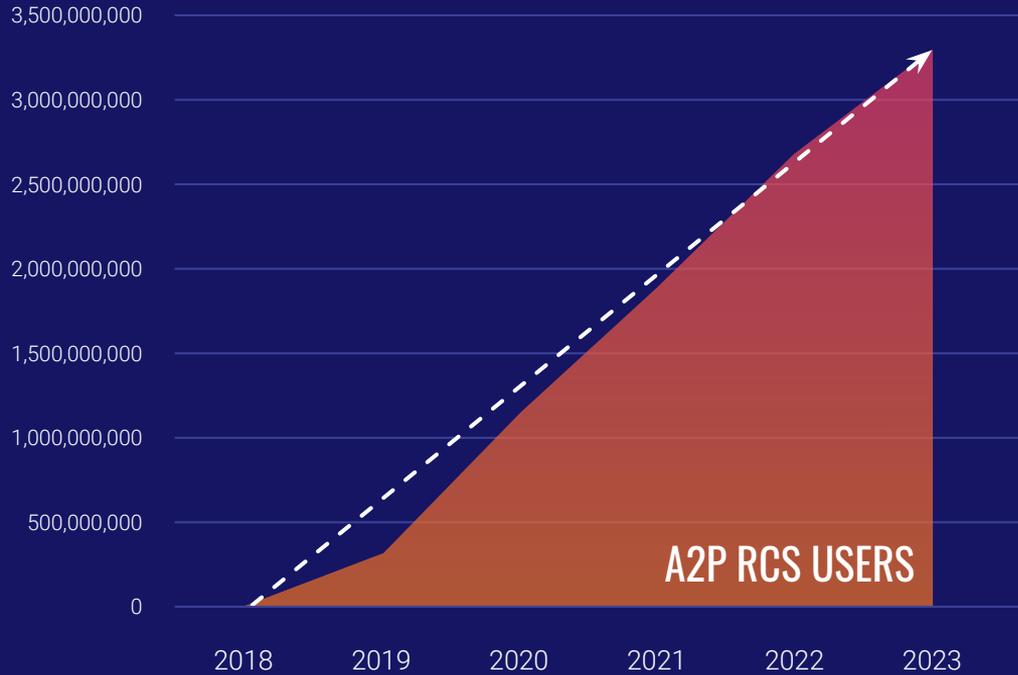
**\$1.80 AVG.**

**LIVEPERSON PRICING**

Inbound and outbound

**CONVERSATIONAL PRICING RANGE**

**\$1.00 — \$50.00**



LIVEPERSON COULD  
GENERATE REVENUES  
FOR MOBILE  
OPERATORS OF  
**US \$690M** BY 2022  
ACROSS COUNTLESS  
MARKETS OVER RCS



Meet with me in  
**SHANGHAI**





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