



MAVEN RCS

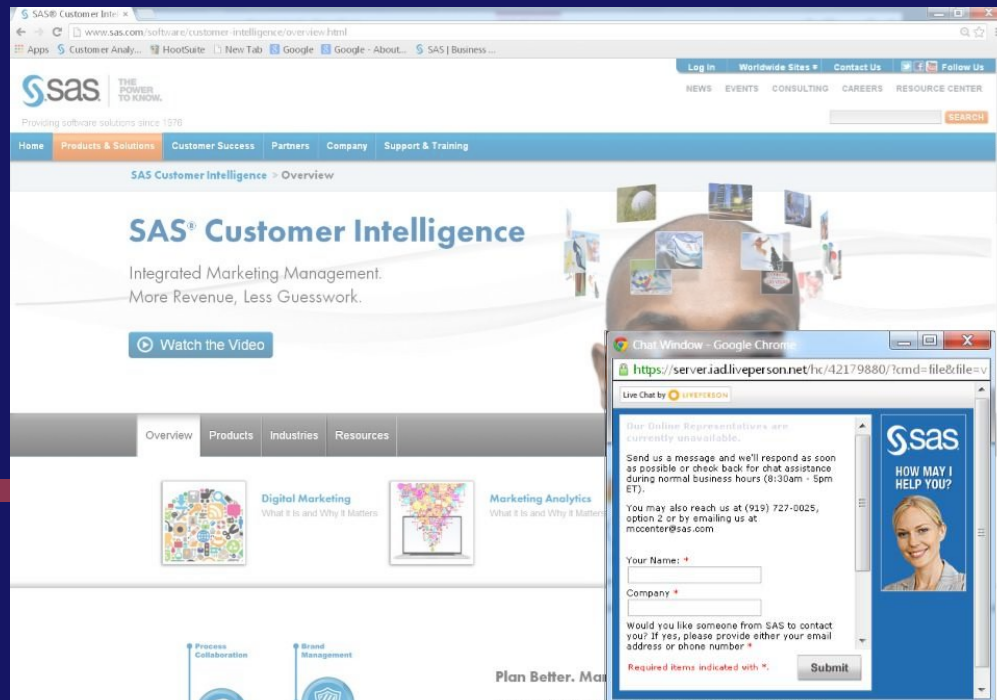
# CONNECTING CARRIERS TO THE GLOBAL CONVERSATIONAL GRID

Presented by Rob LoCascio, Founder & CEO, LivePerson



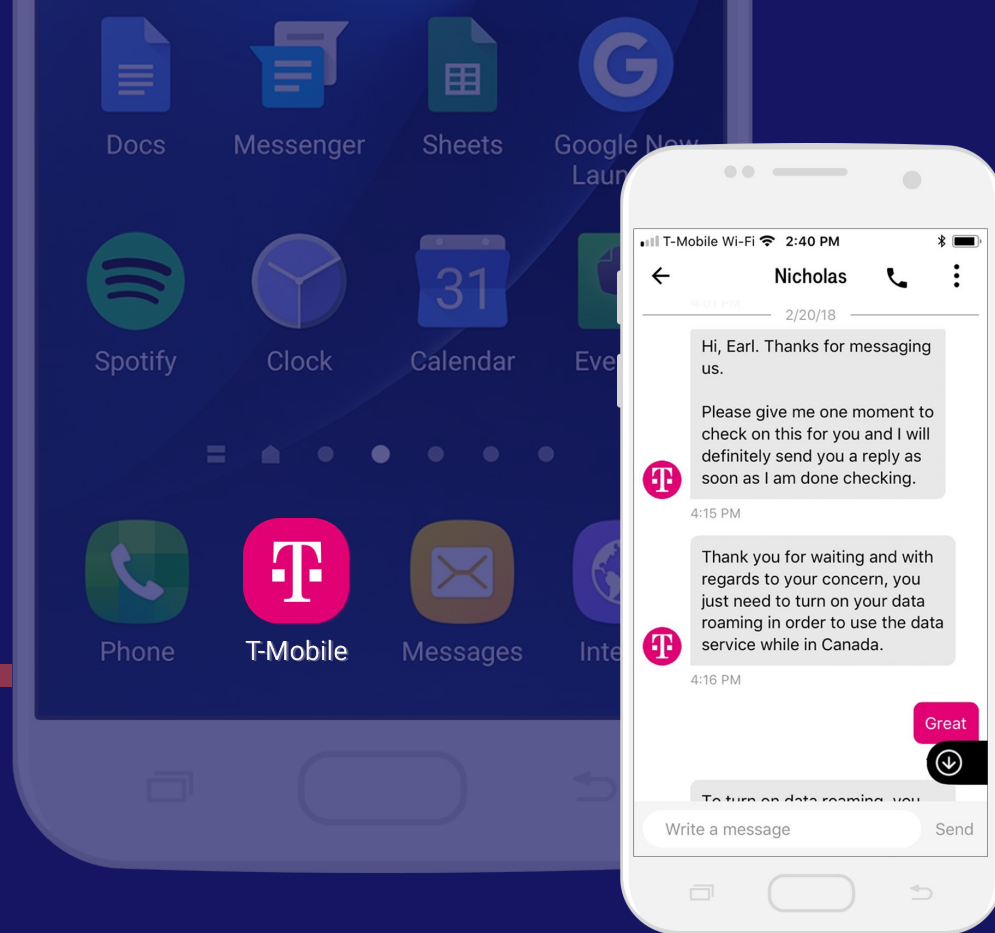


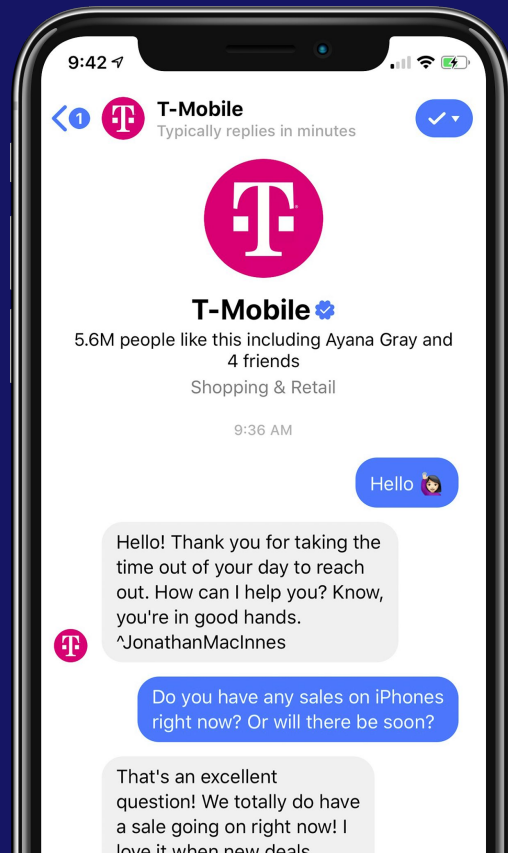
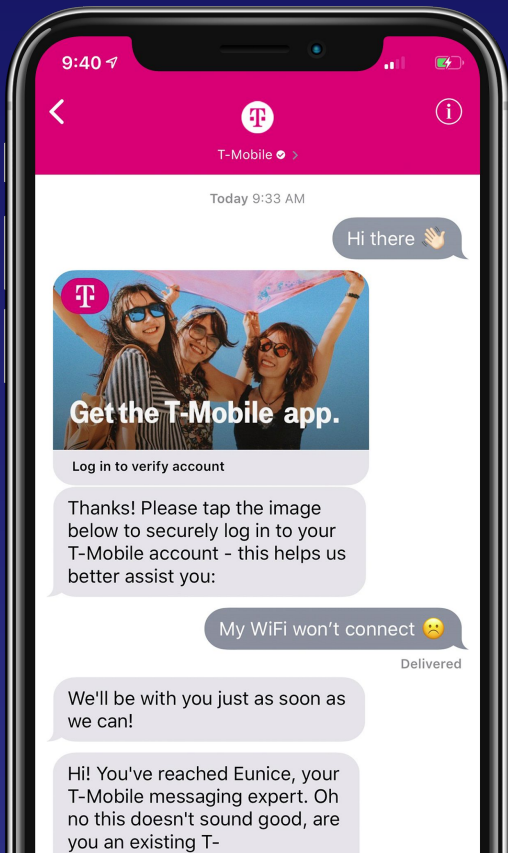
# 1997





# 2016





# 5 BILLION CONSUMERS ARE ON MESSAGING



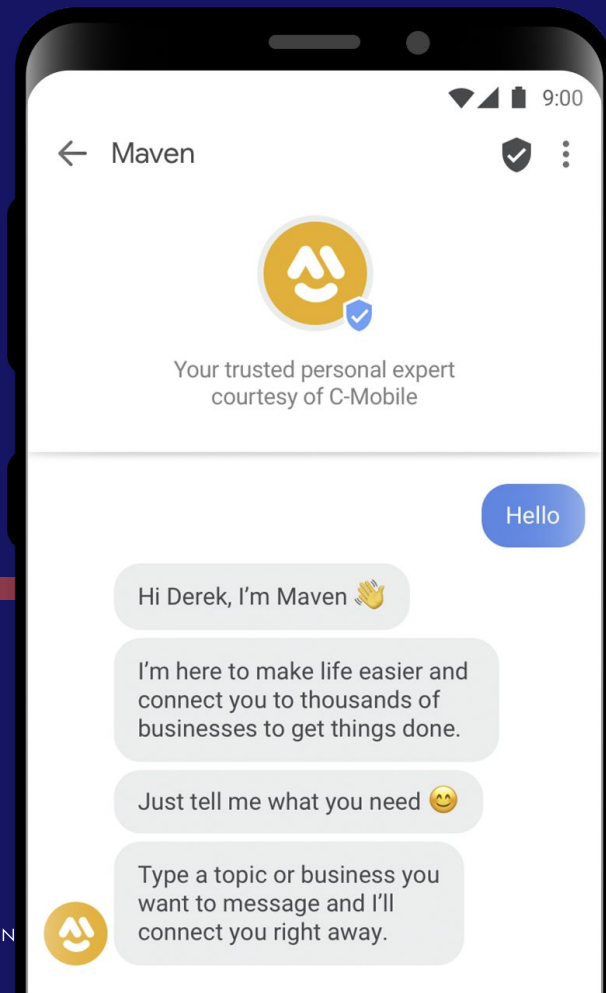
Source: GSMA Intelligence

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





# 2019



# CONNECTING TO THE CONVERSATIONAL NETWORK

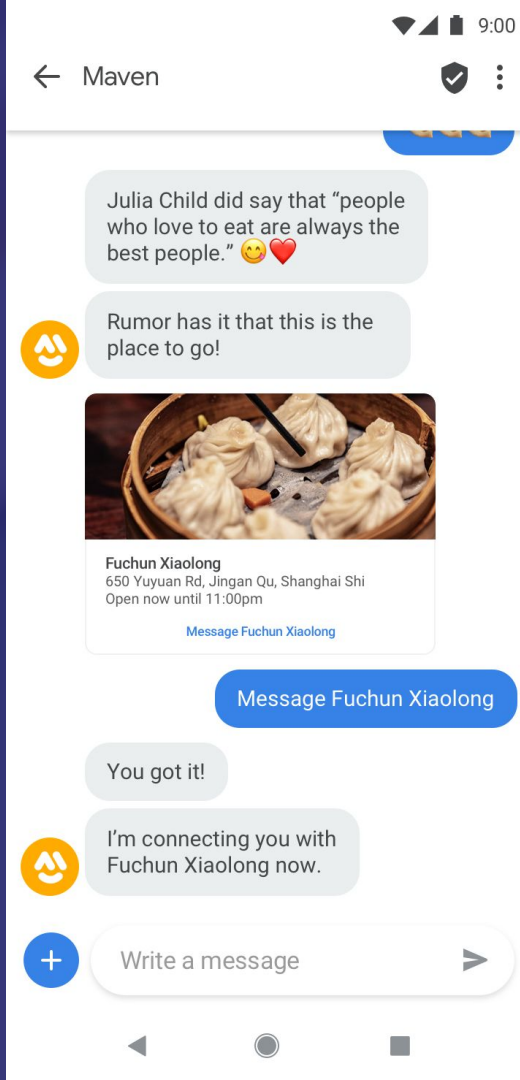


Carriers

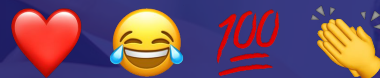
MAVEN CONNECTS **ALL  
CARRIERS** AND THEIR  
SUBSCRIBERS TO  
BRANDS AND EXPERTS



Maven



# WE HAVE CREATED AN ENHANCED CONSUMER EXPERIENCE



# MAVEN MATCHES INTENTS TO FULFILLMENTS

## Influencers



**Tiger Woods**

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

[Message Tiger](#)

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



## Brands



**2019 Acura MDX**

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

[Message Acura](#)

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



## Experts



**Tina Chen**

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

[Message Tina](#)

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



## Customer care



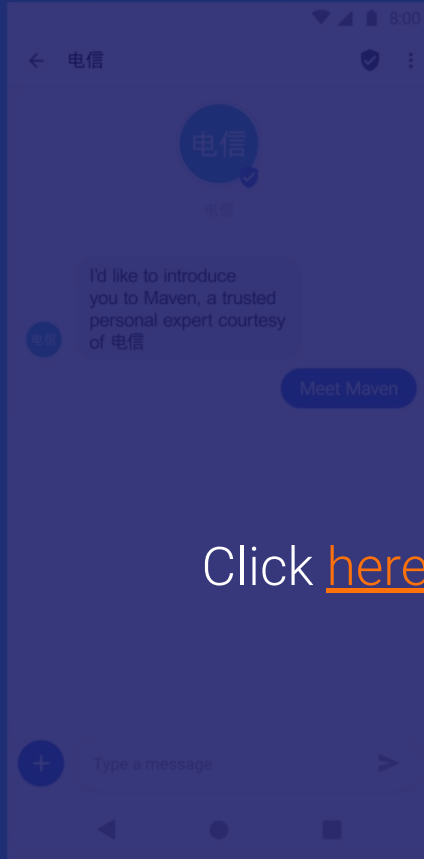
**Add mobile service in a pinch**

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

[Message C-Mobile](#)

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



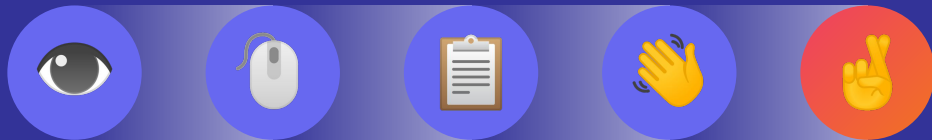
Maven AI



# 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**



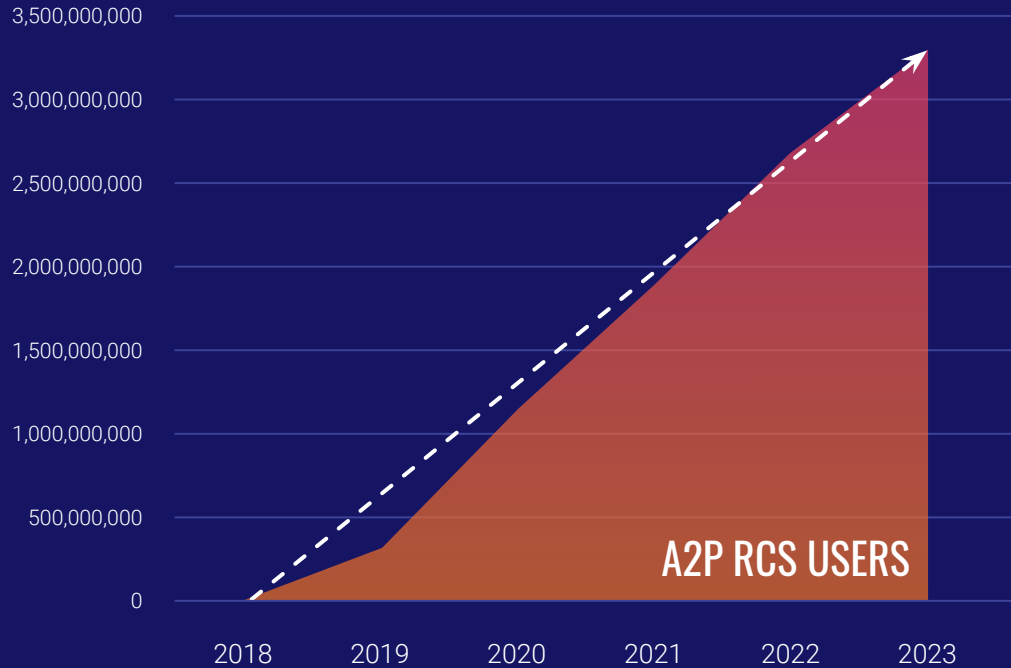
**\$1.80 AVG.**

**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**





MAVEN RCS

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