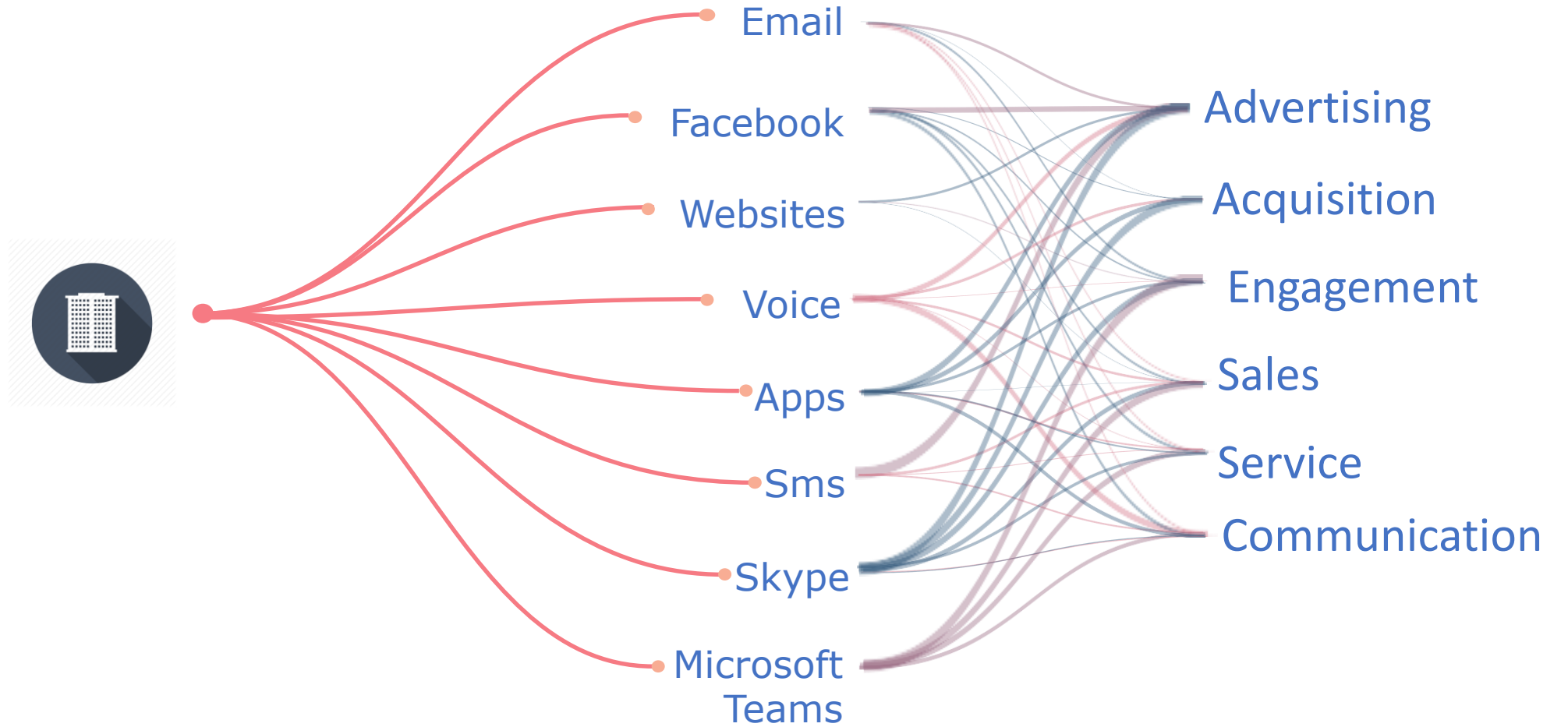


Yellow Messenger

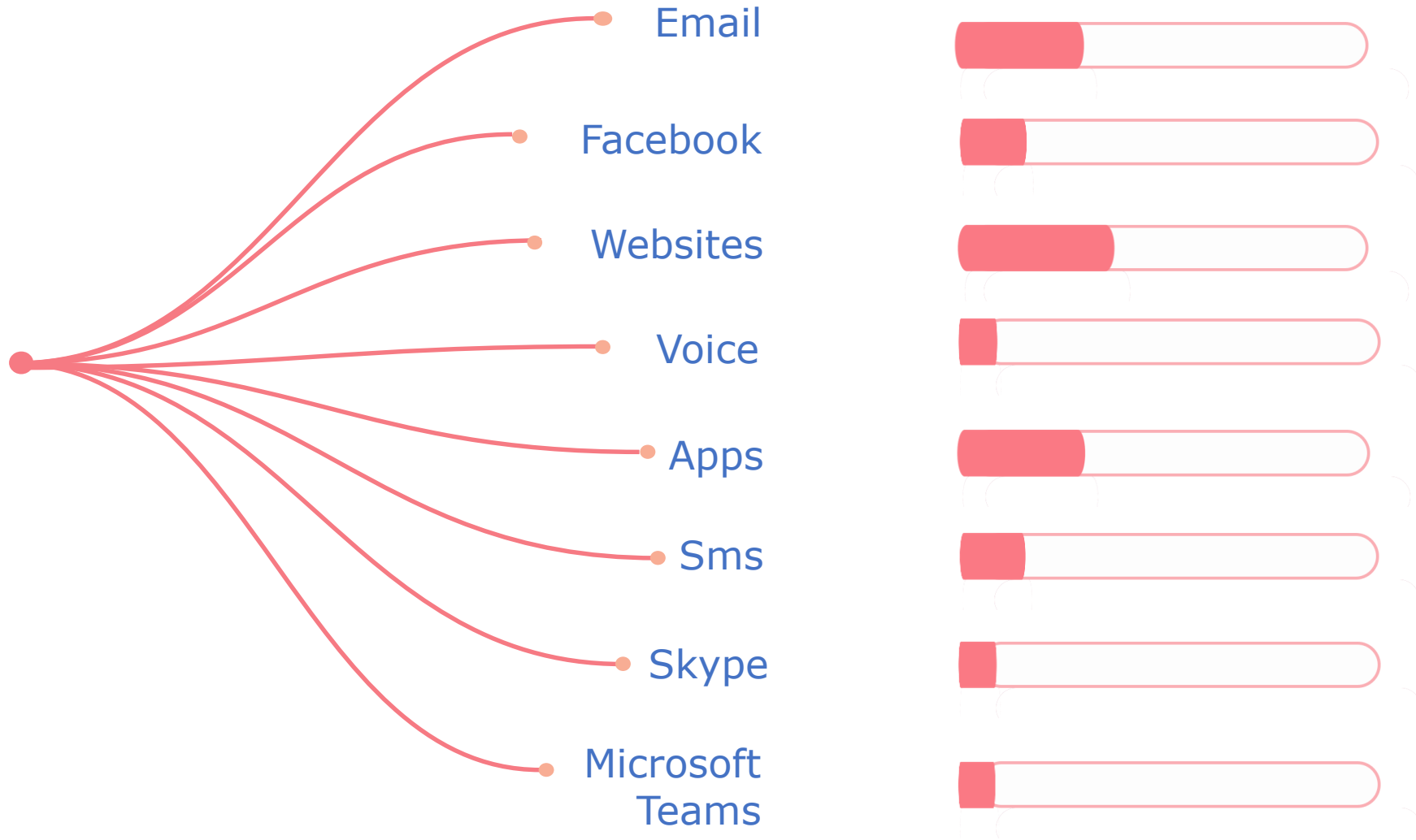
Conversational marketing Powered by
Artificial Intelligence



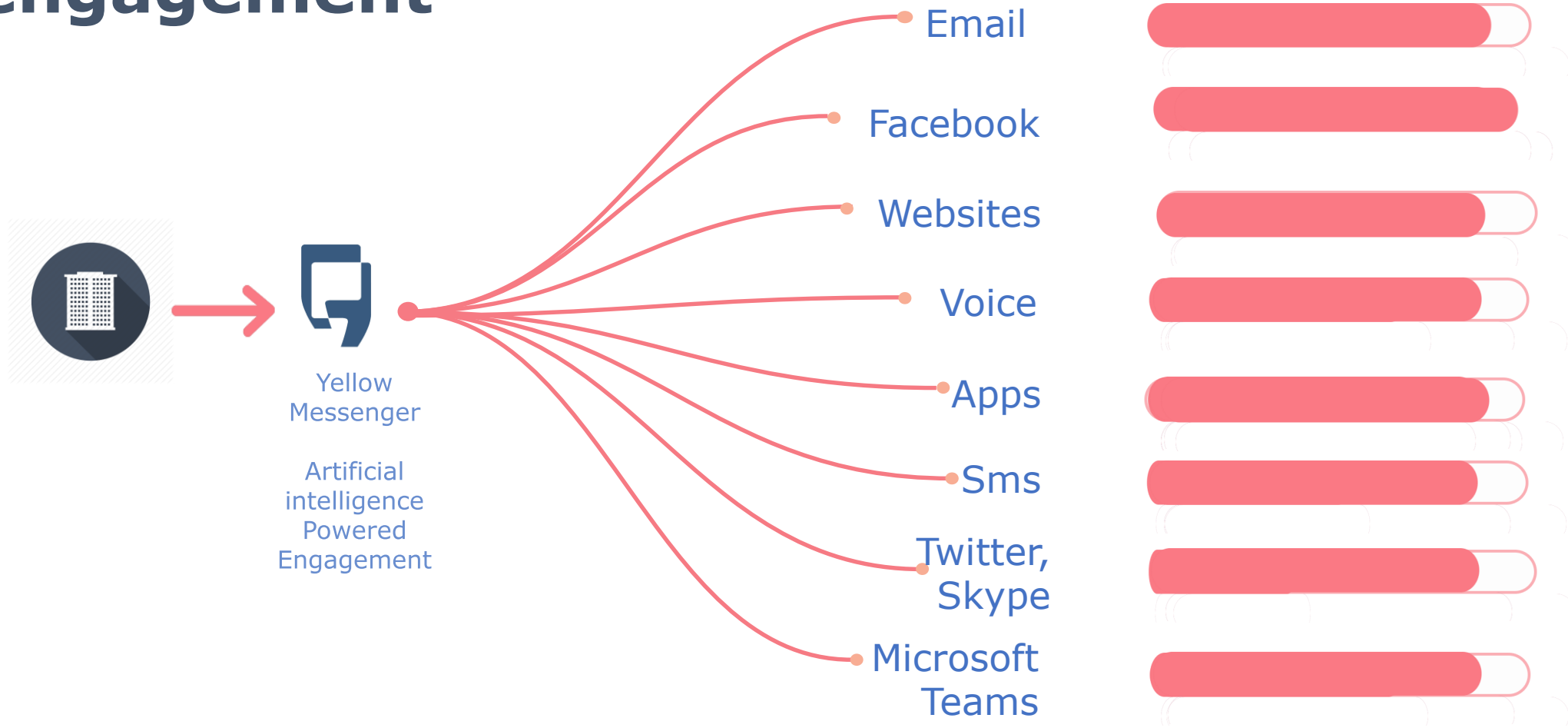
Current enterprise channels



enterprise channels utilization



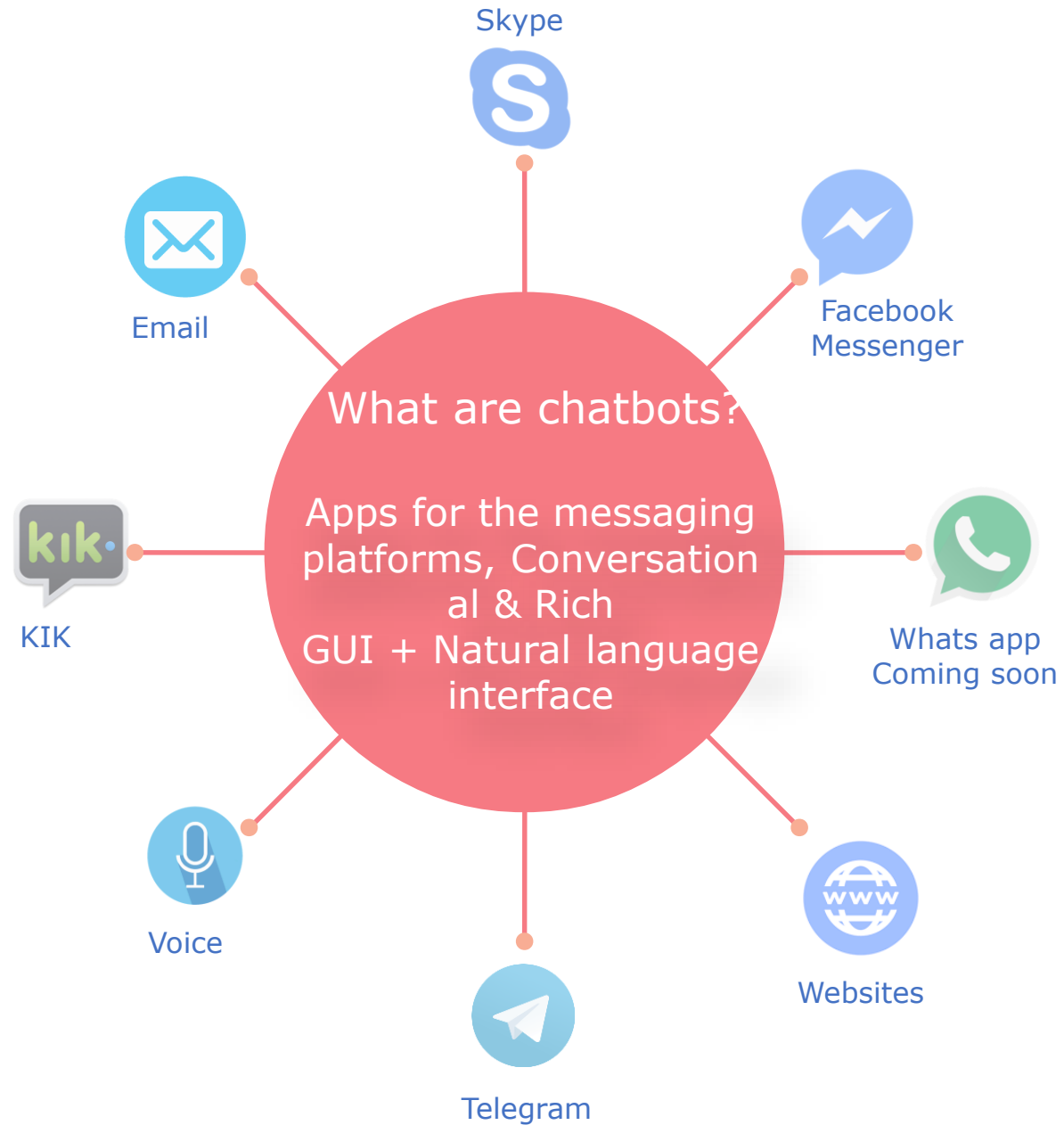
Increase engagement and conversions across channels with AI powered conversational engagement



Customer Impact



Platforms




Platform & Products

Magnetik
banners

AI
Chatbots

Magnetik
pages

App
assistant



5X ROI on Banner media and Display
advertising
With
AI powered Conversational Banners



conversational advertising

Problems with Banners

- Banner Blindness
- High Friction to the users
- Loss of engagement to publisher
- Not Personalized
- Fraud999 more reasons

Conversational Banner advertising

- Banner Ads that talk to the user
- Banner Ads powered by Chatbots
- Convert the users within the Banner (No friction)
- Publishers do not lose users
- Increase conversions by 500%

INCREASE ENGAGEMENT & CONVERSIONS on BANNER ADS by 500%

Looking for something exciting to buy today?

Yes, I am!

Yes, I am!

Here are few shirts

(Powered by yellowmessenger's AI powered Chatbot platform)



United Colors of Benetton Men's Casual Shirt

Buy

Filter

Show Similar



Ads by botplatform.io

New Products



NEW



NEW



NEW



Manicure & Pedicure
\$22.00

Add to cart

Add to Wish List Add to Compare



Manicure & Pedicure
\$22.00

Add to cart

Add to Wish List Add to Compare



Manicure & Pedicure
\$22.00

Add to cart

Add to Wish List Add to Compare

Conversational Banners

Banner advertisements with Artificial Intelligence

Banner advertisements that the user can converse with

Fully personalized based on the conversation

Engagement and Conversion within the Banner AD

Increase effectiveness of Media Advertisements for Nestle by
500%



5X ROI on Advertising
with
conersational landing pages



Conversational landing pages

Personalized landing pages that converse with your user in real time

Surface content based on personalization

Drive up the engagement

Increase effectiveness of your AD Spend by 500%

Looking for something exciting to buy today?

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Yes, I am!

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Conversational Banner ADS

Banner advertisements with Artificial Intelligence

Banner advertisements that the user can converse with

Fully personalized based on the conversation

Engagement and Conversion within the Banner AD

Increase effectiveness of Media Advertisements for Nestle by
500%



Drive Commerce





Conversational Commerce

Access 1 Billion+ highly engaged users on Messaging Apps

Increase sales and conversions on your website and mobile app

2X lower acquisition cost

2X ROI on Re-targeting





Customer Engagement





Frictionless engagement with messaging

Engaging conversations that can reach 1B + users

Increase Brand recall and Retention

1:1 engagement with consumer without huge investment in support agents

Engage in multiple languages





Customer engagement

Message broadcasts to users

Powerful audience segmentation and message notifications

Personalization of responses and content

Conversational notifications : notifications that engage





Natural language + UI based interface

Faster selection of simple responses with the UI based conversational interface

Natural language understanding to get to the selections faster and for complex queries.

Sentiment analysis to gauge the emotion of the users



Yellow Messenger : NLP Technology

Intent recognition

Entity extraction

Text classification

Context management

Domain correlation

Response generation

Spell correction

Synonym correction

Natural language search

Exception Handling

In context learning

Supervised training module

Personalization

User profiling based on each interaction

Custom audience persona with memory of preferences and choices using machine learning

Linguistic, Physical, Time, Sentiment based context modelling

Multilingual support

Hindi (हिन्दी) Bengali (বাংলা) Telugu (తెలుగు)
Marathi (मराठी) Tamil (தமிழ்) Gujarati (ગુજરાતી)
Kannada (ಕನ್ನಡ) Malayalam (മലയാളം) Odia
(ଓଡ଼ିଆ)

Punjabi (ਪੰਜਾਬੀ) Assamese (অসমীয়া) Nepali
(नेपाली)

Bodo (बोडो) Dogri (डोगरी) Konkani (कोंकणी)
Maithili (मैथिली) Manipuri (মণিপুরী) Sanskrit
(संस्कृत)

Kashmiri (कश्मीरी) Sindhi (सिंधी)



Conversational content management system






Upload and Update custom content for the
Chatbot directly from the console

Data / Catalog Tables
Website content
Images
FAQs



Conversational content management system

Showing 1 to 10 of 254 records

_id	name	alcohol	ingredients	recipe	searchable_ingredients	image	history	brand
58623c64ee5bf3348c6d6142	The Whisky Sour	scotch and whisky	30 ml Signature Rare Aged Whisky 20 ml lime juice 20 ml sugar syrup Lemon Wedges Maraschino Cherry	Step 1: Fill a cocktail shaker with ice Step 2: Pour in Signature Whisky, lime juice and sugar syrup Step 3: Shake and strain into a glass Step 4: Garnish with a slice of lemon and Maraschino Cherry	lime juice sugar syrup Lemon Wedges Maraschino Cherry		true	edit x
58623bf5ee5bf3348c6d6141	Signature Rickey	scotch and whisky	30 ml Signature Premier Grain Whisky 10 ml lime juice Dash of Soda Lemon Wedges	Step 1: Pour Signature Whisky into an ice filled high - ball glass Step 2: Squeeze in the juice of half a lime Step 3: Stir them together, and then top up the glass with soda water Step 4: Garnish with half a slice of lime and serve	lime juice Dash of Soda Lemon Wedges		true	edit x
58623b88e05319572919574f	The Green Gimlet	scotch and whisky	30 ml Signature Premier Grain Whisky 3-4 basil leaves 10 ml lime juice 20 ml sugar syrup	Step 1: Pop 3-4 basil leaves into a shaker Step 2: Pour in Signature Whisky, lime juice, sugar syrup and mix together Step 3: Add ice and shake until cold Step 4: Strain into a tumbler and garnish with a basil leave	basil leaves lime juice sugar syrup		true	edit x
58623b1fee5bf3348c6d6140	Grapefruit Whisky Sour	scotch and whisky	30 ml Signature Rare Aged Whisky Cold Grapefruit Soda Lemon Wedges	Step 1: Fill the glass with 3-4 ice cubes and add Signature Whisky Step 2: Top up with Grapefruit Soda Step 3: Add lemon wedges and serve	Grapefruit Soda Lemon Wedges Grapefruit		true	edit x
5857e002317b69fe3cf56c62	Scottish coffee	scotch and whisky	45ml Johnnie Walker Red Label 80ml of black coffee(HOT)	Make coffee and add whisky and honey. Cream can be added if desired.	black coffee honey		true	edit x

Screen Shot 2017-02-24 4:41 PM



Proprietary Conversational Analytics

Analytics platform specifically developed to
analyze conversation

User Spread of Intents

Conversation funnel analysis

Sentiment Spread

Conversational engagement



Omni Channel conversational notification platform

Notification that start conversations
Segment users based on conversations
Segment and Notify users across
Web
Mobile
Facebook messenger
Skype
Telegram

Leading the wave of AI powered conversational engagement

