

LET  
**VIBER**  
BE YOUR THING



A Rakuten Company





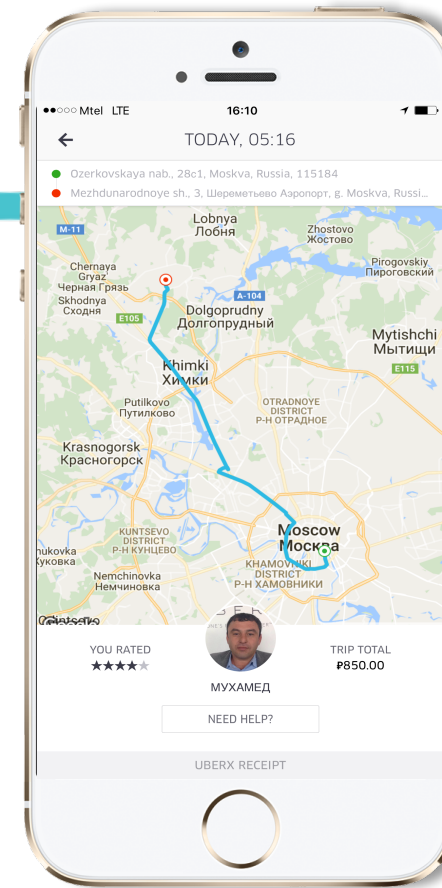
# PERSONAL STORY



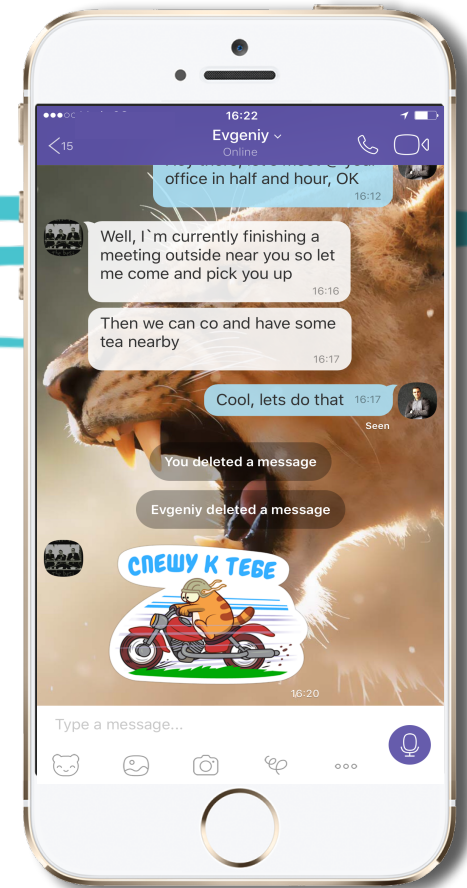
Business trip  
to Moscow:  
**good for the  
business**



Bought a local  
prepaid SIM: **good  
for the telecom**



Traveled with  
Uber: **good  
for my bank**

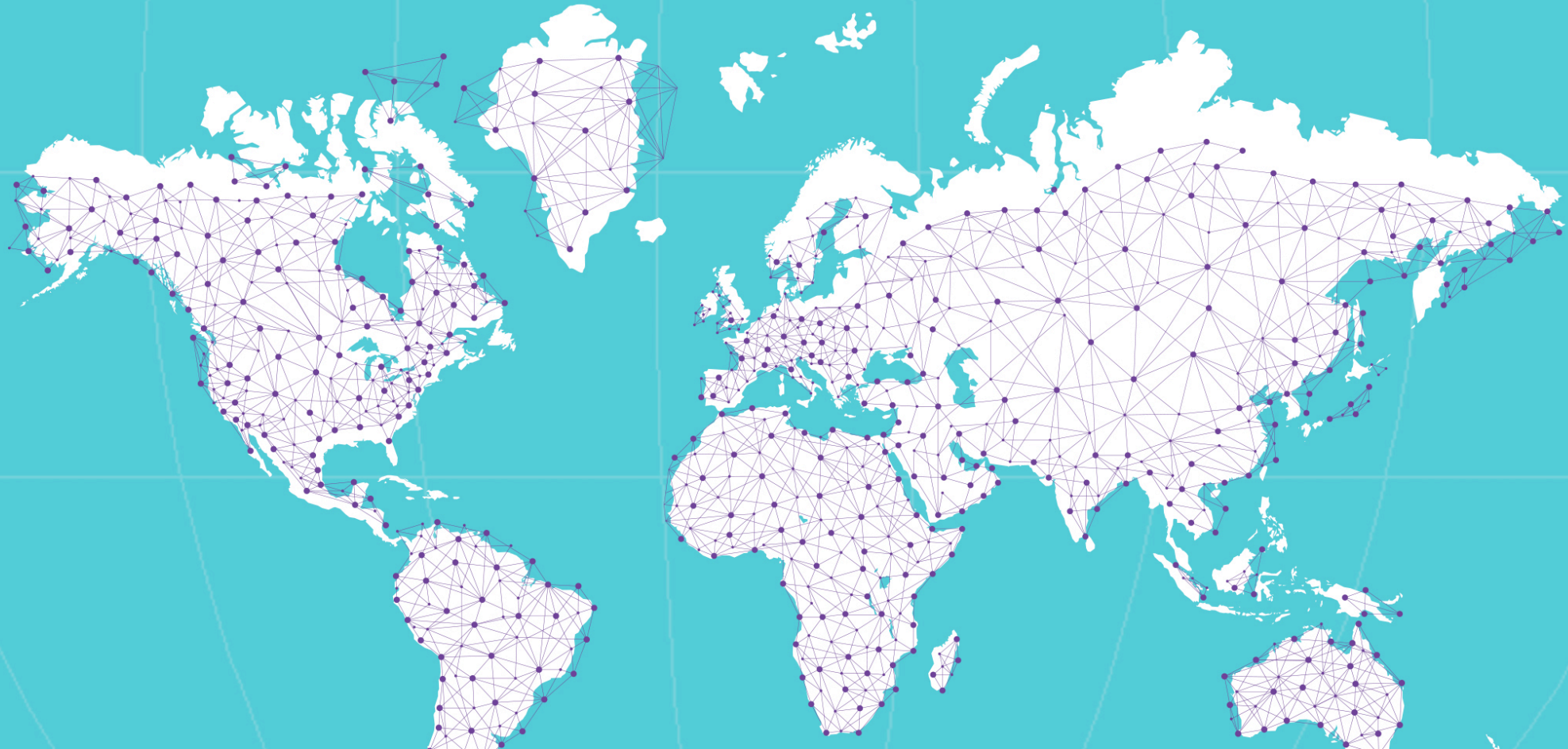


Scheduled via  
Viber: **good for  
the partners**



# THE BIG PICTURE

TECHNOLOGY CHANGES THE WORLD





THE OTHER BIG PICTURE ...

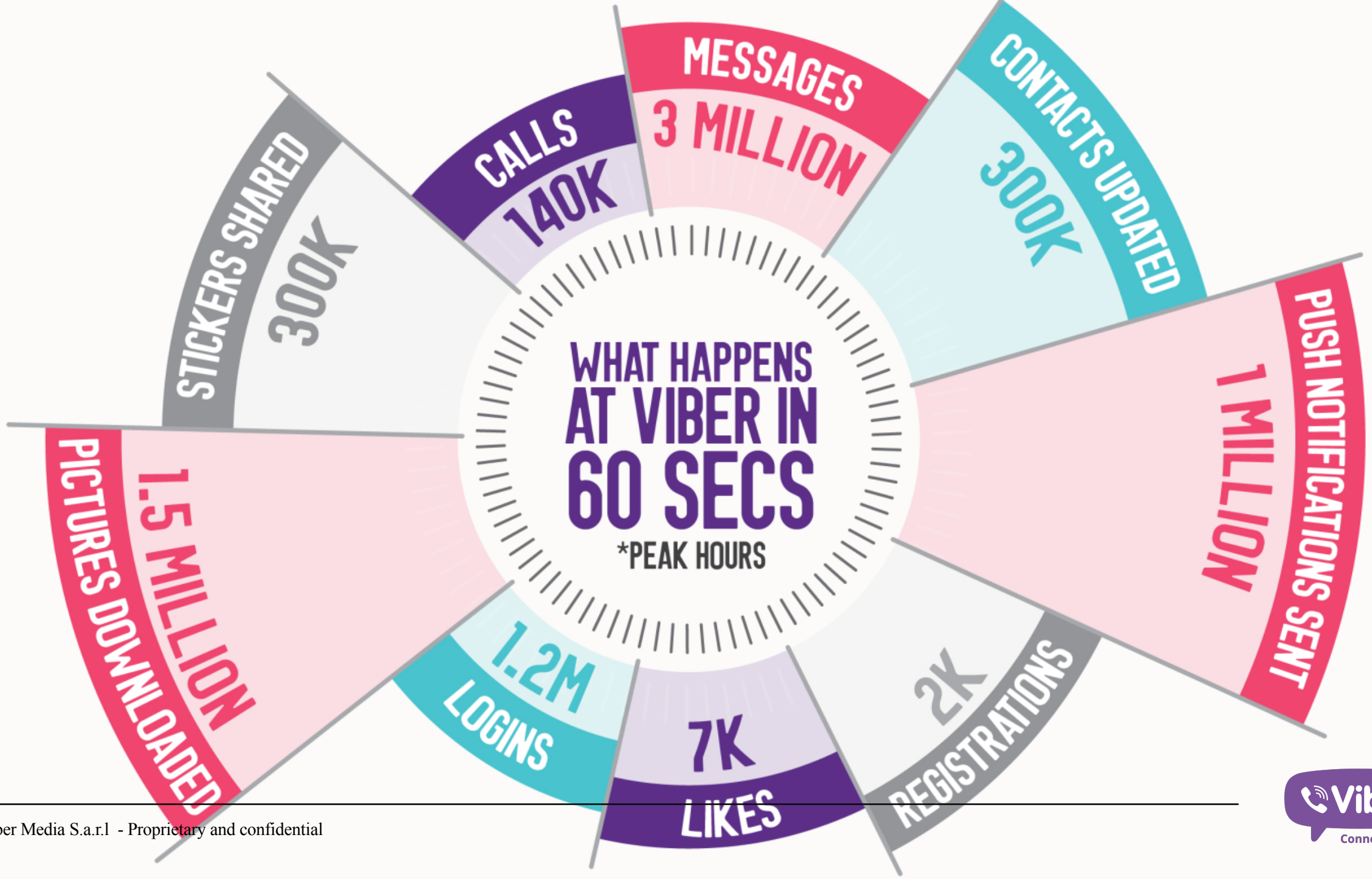
SINCE ITS ESTABLISHMENT  
IN 2010 VIBER HAS REACHED

**800 MILLION**  
UNIQUE REGISTERED  
USERS WORLDWIDE

**MORE THAN 30M USERS IN CEE**









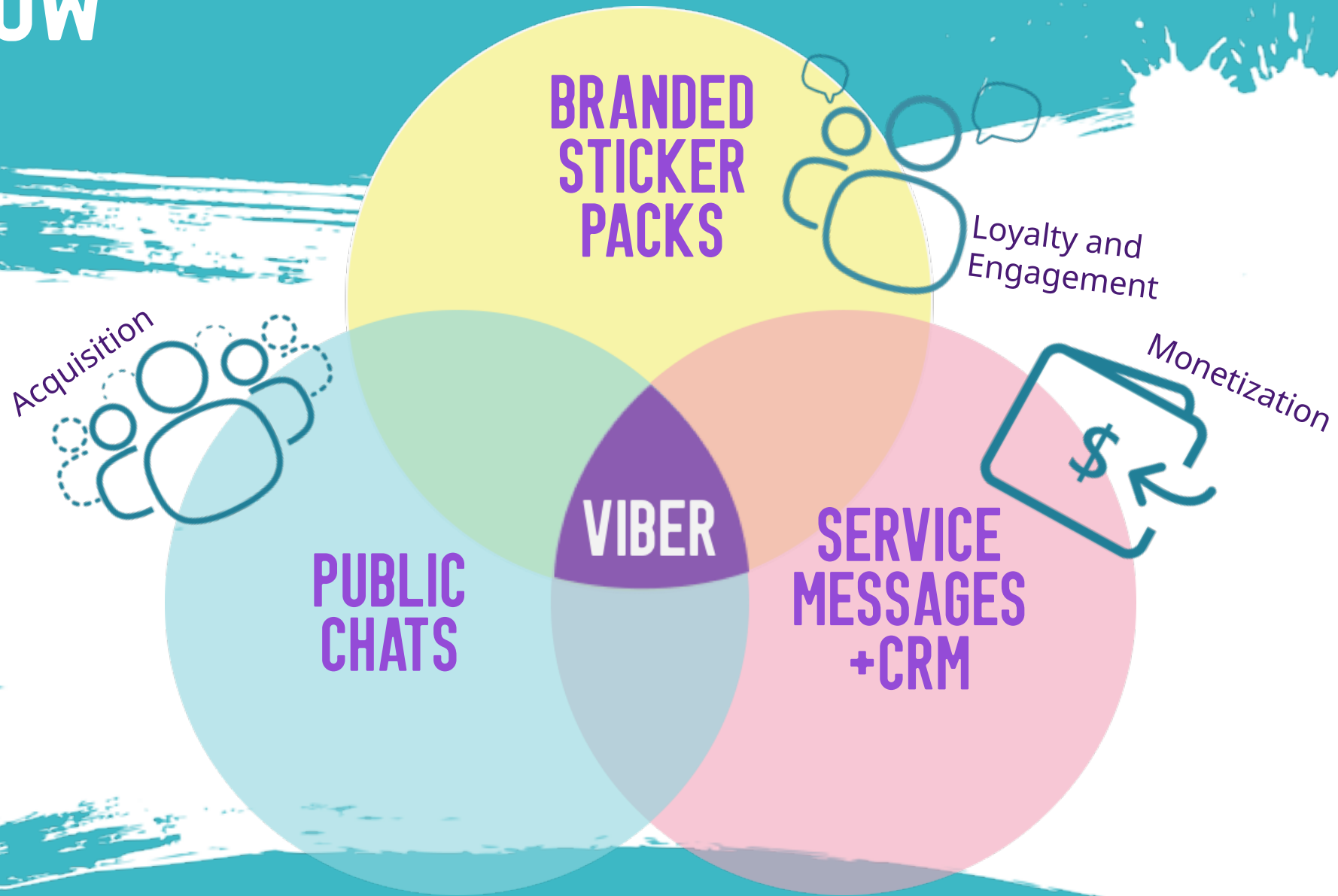


**VIBER IS THE ONLY OTT MESSENGER WITH WHICH YOU**

**ENGAGE YOUR CLIENTS**  
**IMPROVE YOUR IMAGE**  
**INCREASE LOYALTY**  
**BOOST CAMPAIGNS' RESPONSE RATES**  
**DECREASE CRM COSTS**



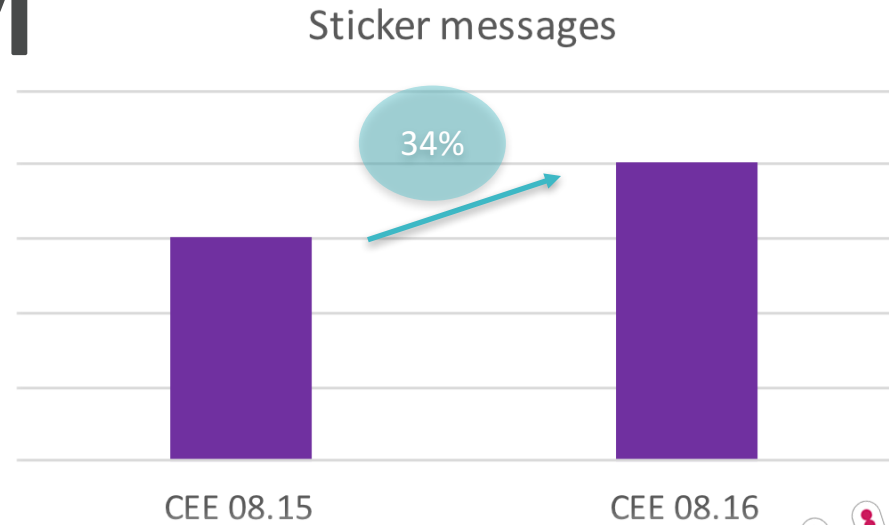
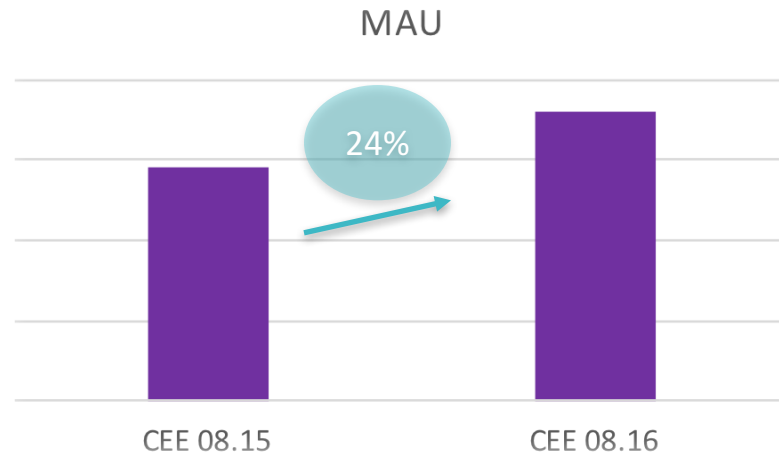
# BUT HOW



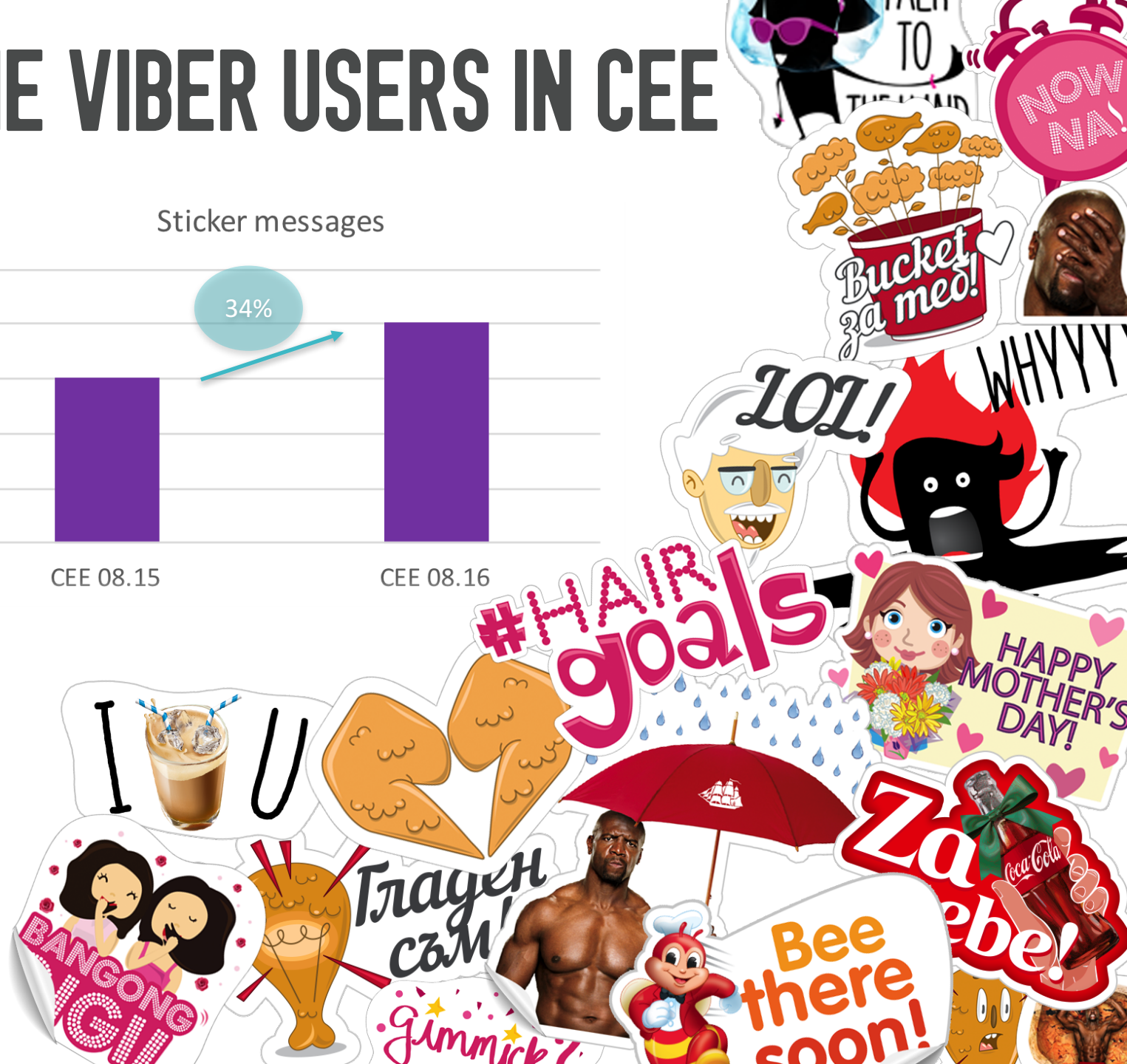
# HOW TO PUSH IT FORWARD



# STICKERS: 57% OF THE VIBER USERS IN CEE ACTIVELY USE THEM



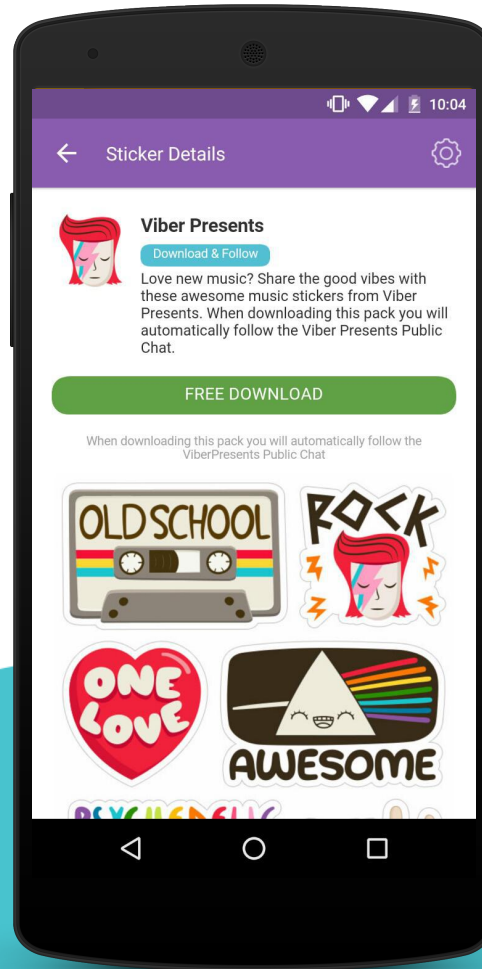
\*CEE includes Albania, Bosnia, Bulgaria, Croatia, Cyprus, Czech Rep., Georgia, Greece, Hungary, Macedonia, Montenegro, Romania, Serbia



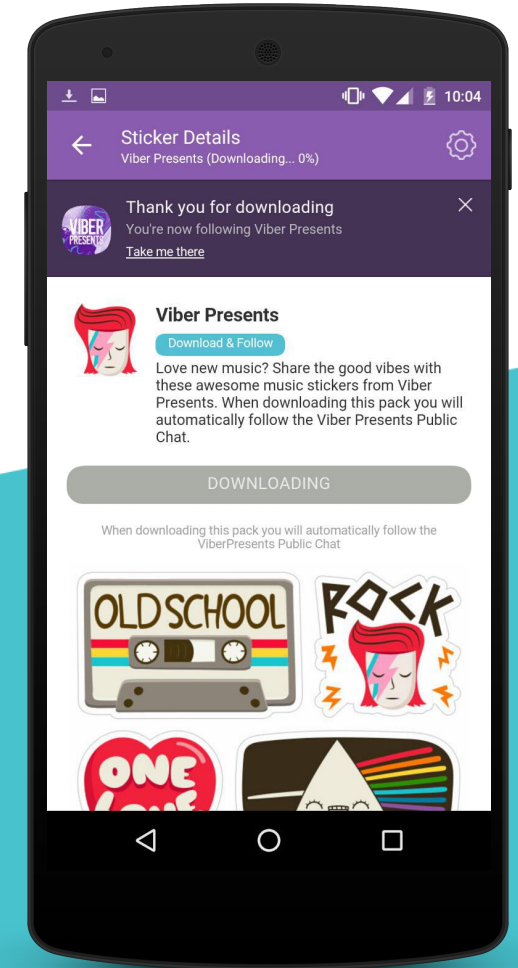
# FREE & FOLLOW PACK

THE PACKAGE IS AVAILABLE FOR  
FREE AND AUTOMATICALLY ADDS THE  
USER AS A FOLLOWER TO THE  
BRAND'S PUBLIC CHAT

Choose a  
sticker pack  
and click on  
free download



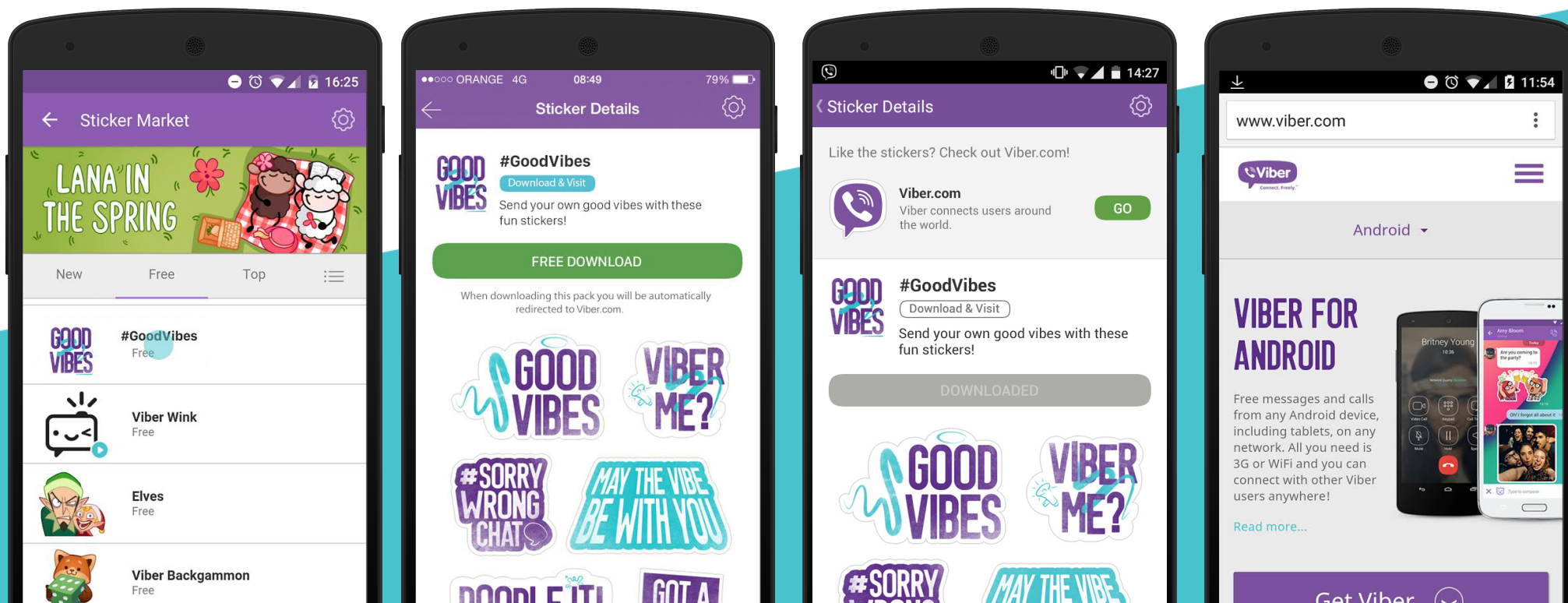
The sticker pack  
is downloaded  
and the user is  
now a follower  
of the Public  
Chat





# DOWNLOAD & VISIT PACK

THE PACKAGE IS FREE AND USERS RECEIVE A SUGGESTION TO VISIT AN EXTERNAL URL (WEBSITE, LANDING PAGE, GOOGLE PLAY, APP STORE, ETC.)



# PROMOTE AND GROW YOUR AUDIENCE

## 1. BRANDED STICKERS

Become part of the conversation

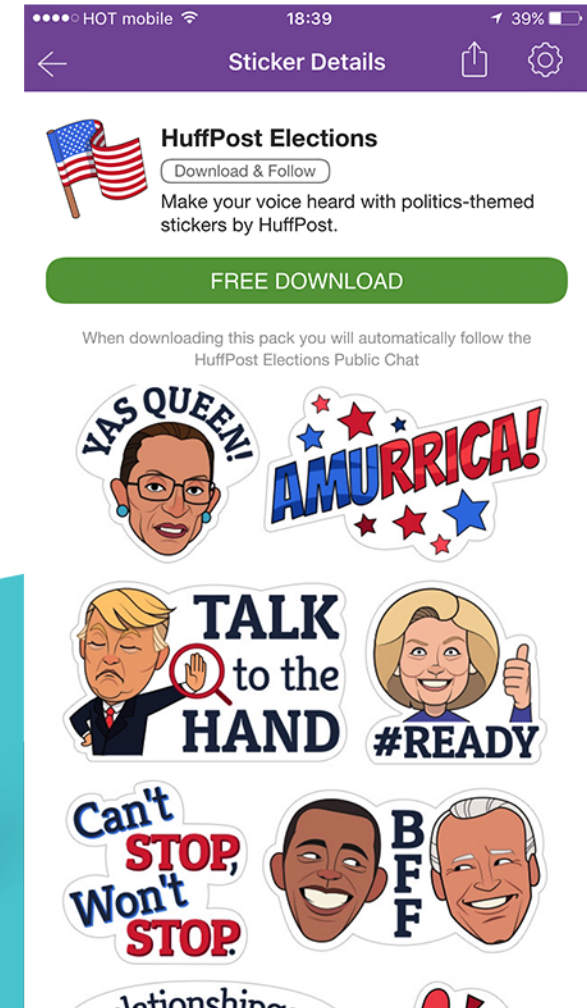
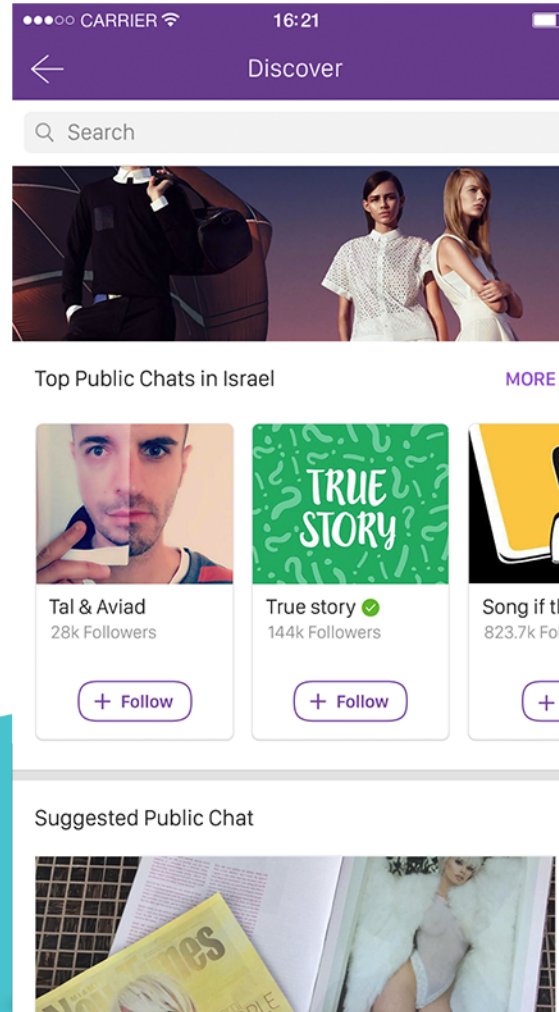
26B stickers shared last year

Brand awareness boost

Engagement increase

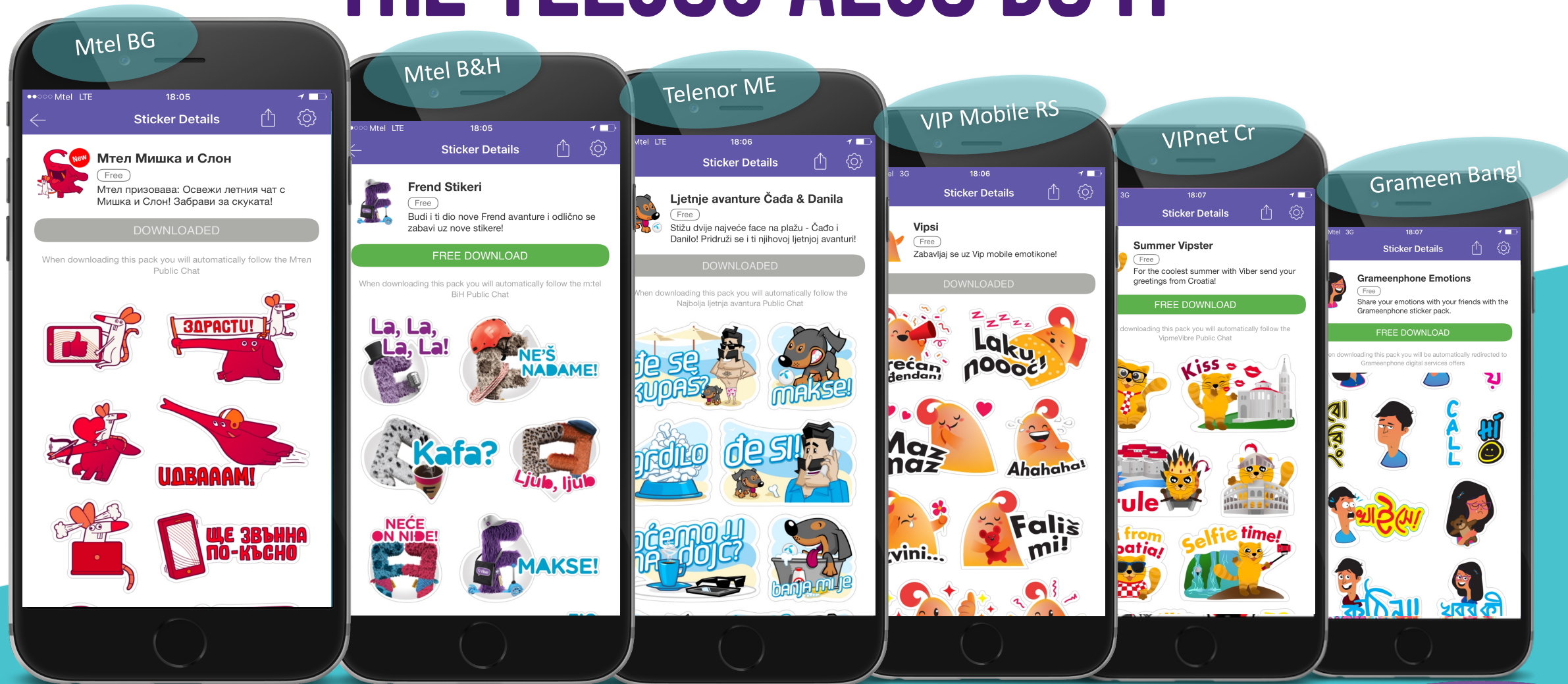
## 2. Promotion

Use the Discover screens and send direct messages to users





# THE TELCOS ALSO DO IT







# CRM TOOLS THAT WORK

## SERVICE MESSAGES AND CRM



# YOU'VE SEEN THESE (BUT SHORTER)

## PERSONAL AND INFORMATIVE MESSAGES:

- "Dear Mr. <name>, your appointment to your personal banker. <name> has been scheduled for May 7<sup>th</sup> at 12AM at our office on 25<sup>th</sup> Lincoln St. For any change or cancellation please reply to this message to contact our appointment center"

## TRANSACTIONAL MESSAGES:

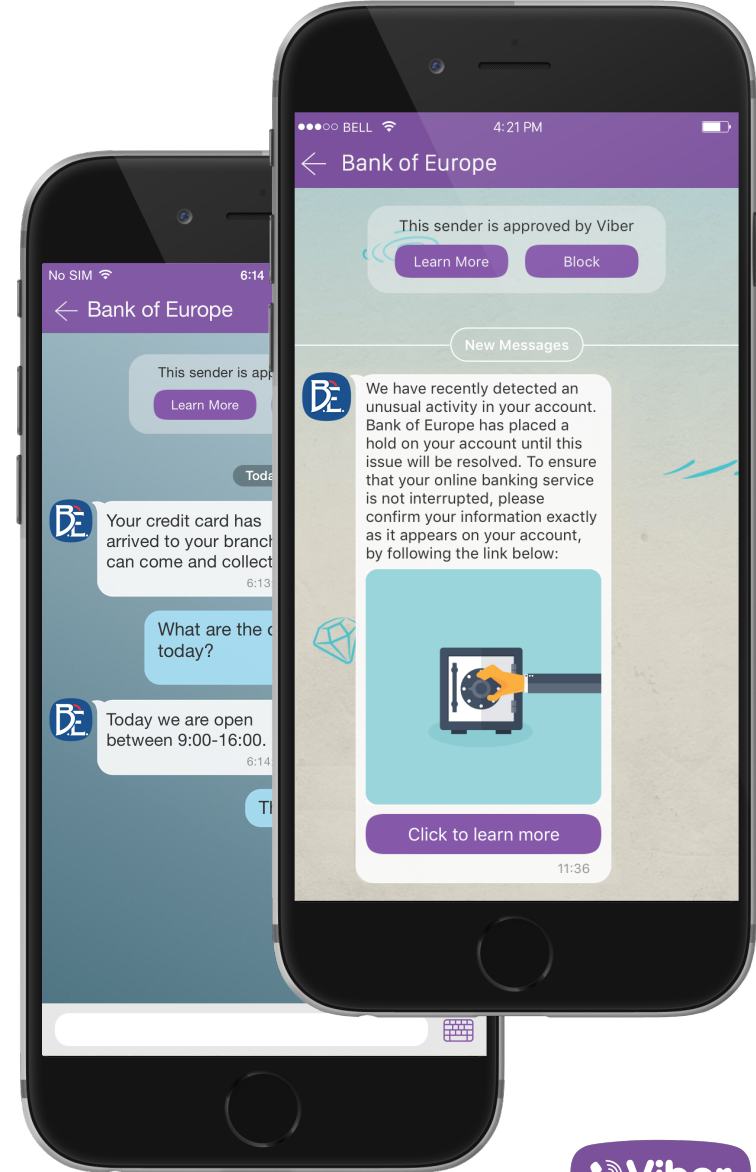
- "Dear customer, you withdrew 200\$ from your account, your balance is now: 9,285\$"

## PROMOTIONAL MESSAGES:

- "Dear Mr. Smith, we are happy to inform you that we opened a new shop in Brat St.! Come visit us"
- "Last day for our special summer sale offer in our online stores – reply "summer sale" if you are interested and we will send you a coupon code"

# SERVICE MESSAGES: HOW DOES IT WORK?

- After a simple integration to the Viber platform you can begin communicating with your customers
- The service messages you send will **arrive as a Viber message**
- Your business will be **easily identified** with a profile picture and service name
- Service messages can **contain text (up to 1,000 characters), multiple images, and buttons** (that link to a URL) within a single message
- Once you send a message, you will get a callback with the **status of the message**

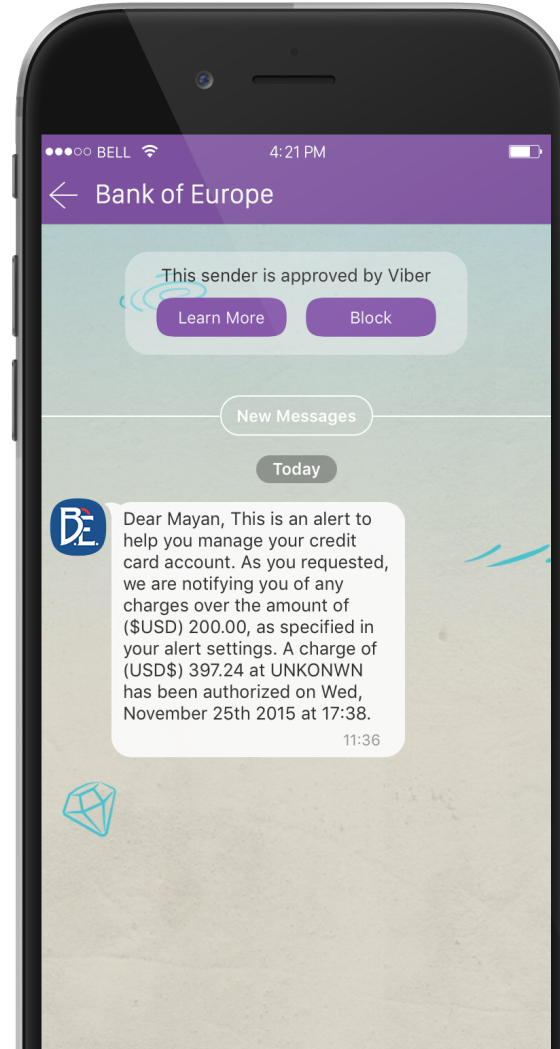




# SERVICE MESSAGES: CHOOSE THE WAY OF COMMUNICATION

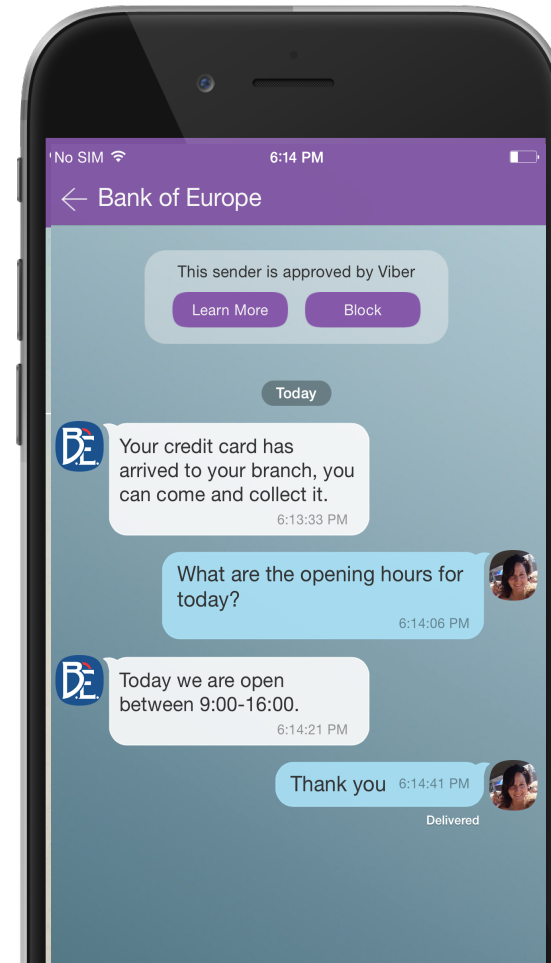
## ONE-WAY MESSAGING:

Your customers will receive messages from you without having the ability to reply



## TWO-WAY MESSAGING:

Your customers can reply to your messages and initiate a conversation with you



# ACQUIRE AND RETAIN



## Rich bulk messaging:

- text (up to 1000 symbols)
- multiple pics
- Buttons (link to an URL)
- Delivery status
- Time to live
- Encryption

**SERVICE  
MESSAGES**

**CRM**



## CRM on the go:

Incoming customer requests

Up-sell through chat-bots

Engage customers

Build a loyalty platform

Outgoing blast campaign

what's  
coming?



# LET VIBER BE YOUR THING

WE CAN CUSTOMIZE AND  
DEVELOP EVEN RICHER  
EXPERIENCES TOGETHER.