



MessengerPeople Study 2018

Part 1: Inside MessengerPeople

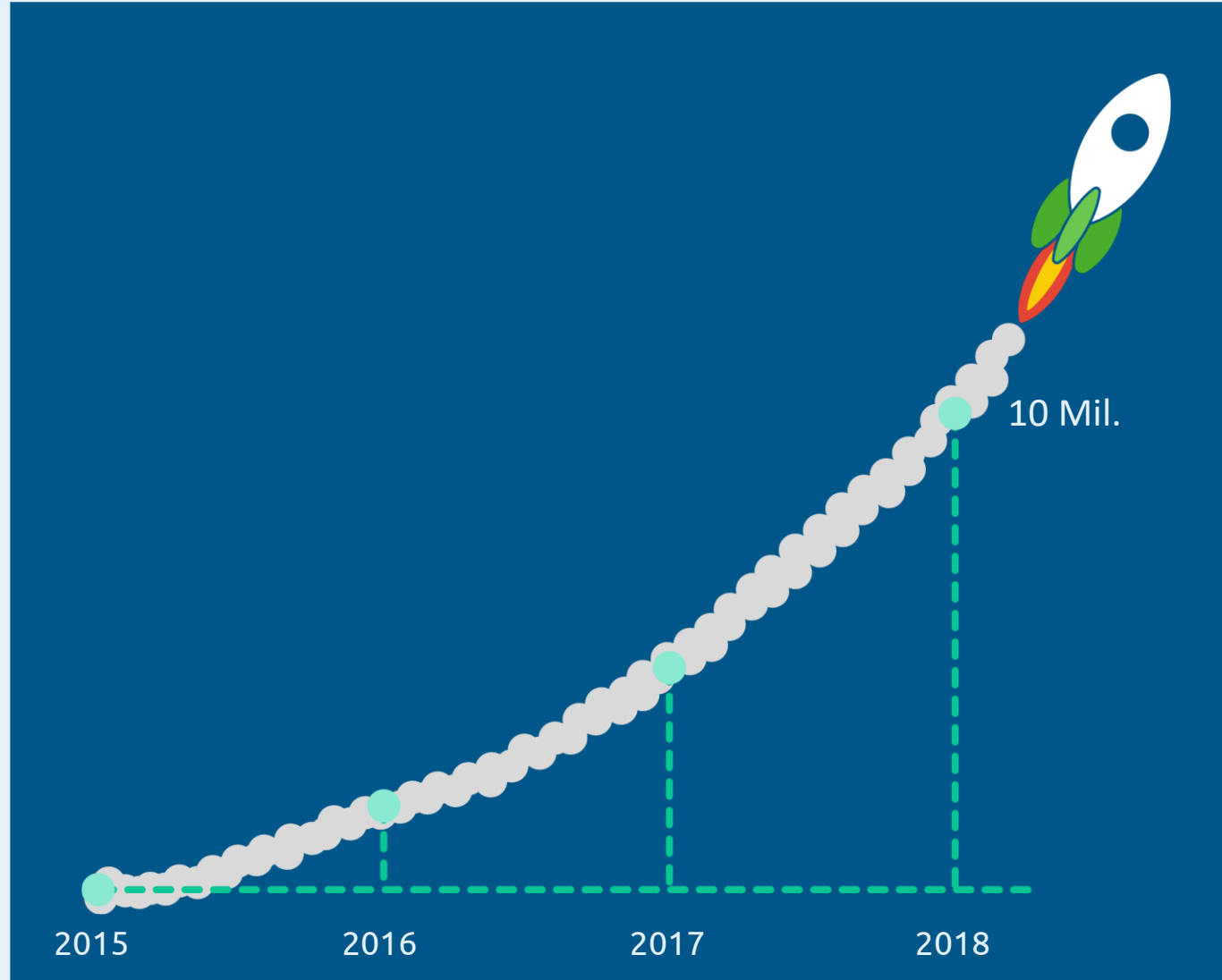


As the leading technology provider for professional messenger communication, MessengerPeople has compiled a knowledge bank of facts about messenger marketing.

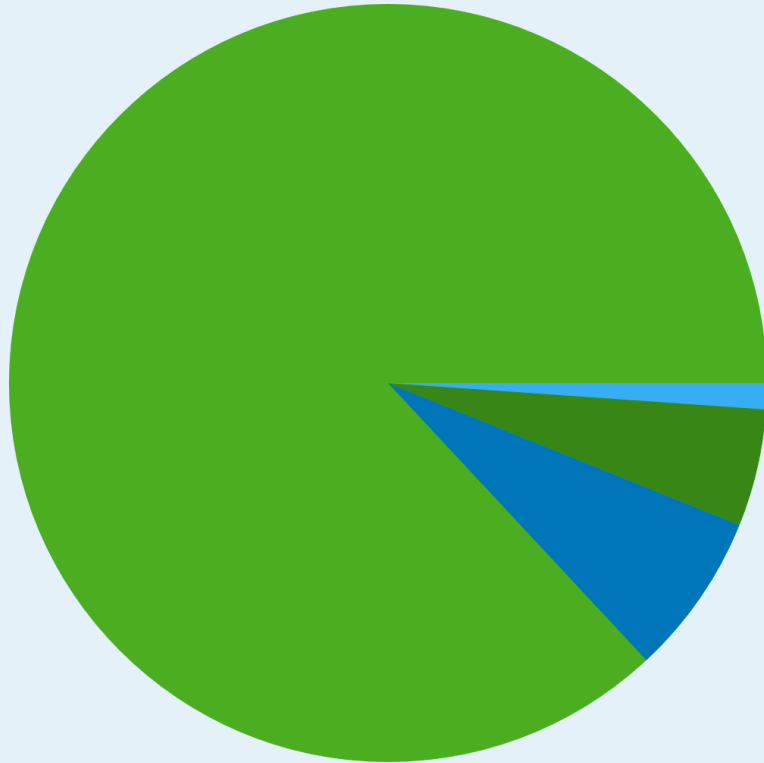
These insights are based on internal data:

- over 772 active Chatbots
- over 10 million messaging app subscribers
- over 50 million Chatbot answers
- Ø 18 million messages sent daily

October 2018: 10 million people have subscribed to at least 1 messenger newsletter



WhatsApp Newsletter is the User Favorite



Which messaging apps do our users prefer?

87% subscribe to messenger newsletters on WhatsApp

7% on Facebook Messenger

5% on Insta App

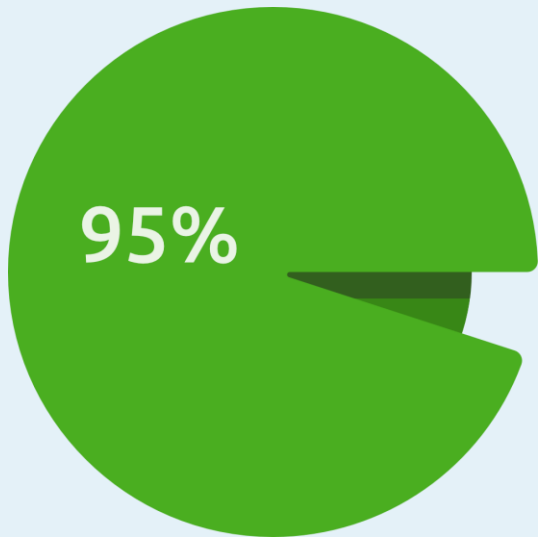
1% on Telegram

Quality Beats Quantity

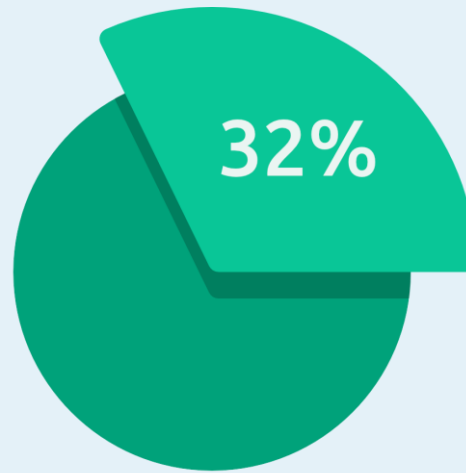


On average, our users are
subscribed to 1.6
messenger newsletters

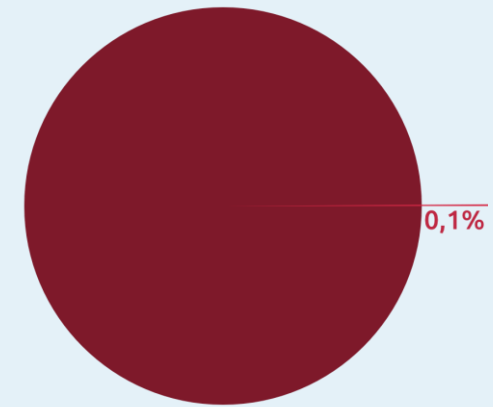
Messenger Communication Offers Convincing KPIs



The average **Opening Rate** for our messages is **95%** in the first 15 minutes.

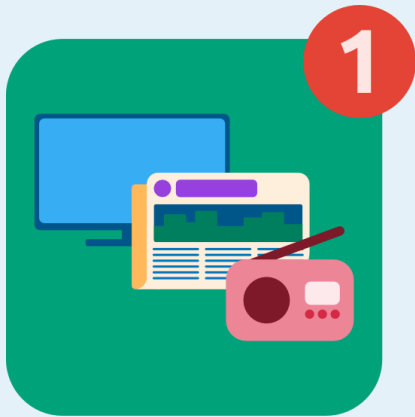


The average **Click-Through-Rate** for our messages is **32%**.



The average **Churn Rate** for our Messenger Services is **0.1%**.

The Most Successful Messenger Marketing Branches



Media



E-commerce



Banks &
Insurance



B2B
Communication



Sport

The Branches with the Biggest Growth in 2018



Cities and
Communities



Transportation
and Public
Utilities



HR and Internal
Communications



Parties,
Politicians, and
Teams

WhatsApp is Popular for Customer Service



117 million



customer inquiries
were received by companies in
the last year –
98% over WhatsApp



62% of all companies answer user inquiries within 24 hours

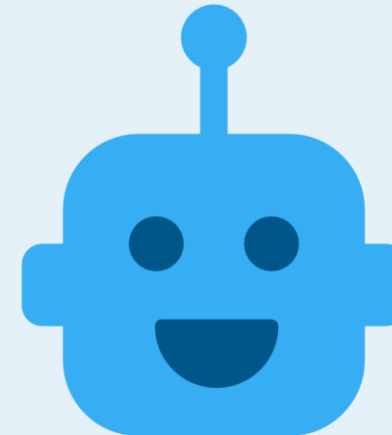
Chatbots Support Customer Service



In 2018, our customers answered

over 50 million
customer inquiries

using Chatbots



Thank you!



Ø 636 times a day,
customer service
Chatbots say

THANK YOU



Part 2: Messenger Communication Hacks



Using analysis of over one billion messages sent over our platform, MessengerPeople has prepared seven hacks for:



Professional Customer Service using Messaging Apps



Successful Customer Service using Messaging Apps

The accrued suggestions create a generalized cross section of all branches and use cases. It's strongly suggested that each company creates an individual strategy, analyzing KPIs and adjusting their messenger communication to fit their specific target group.

* Over a billion messages sent in August and September 2018

7 Hacks for Your Professional Customer Service via Messaging Apps



1

Quality

Use the advantages of asynchronous communication to direct the customer inquiry to the best-suited customer service agent.

2

Speed

Customer inquiries should be answered within 24 hours to ensure a high level of customer satisfaction.

3

Integration

Customer service via WhatsApp & Co. shouldn't be used as a replacement for service via phone or e-mail – the messaging app channel should be integrated into your current customer care concept.

4

Tone

Let go of formality – 95% of companies take a casual tone and even use Emojis! Make your business approachable: after all, you're now communicating with customers just like their friends and family members do.

5

Multimedia

Use as many types of media as makes sense!
When you send multimedia content (texts, pictures, videos, audio files, etc.) you can address complex questions more efficiently and creatively.

6

Automation

Around 80% of customer questions are consistently repeated – here, a Chatbot can help you out.
If the issue is too complicated, the Chatbot can forward the inquiry to a human employee.
Most important: Chatbots need to have access to „knowledge“ (a data bank) that can help the customers most quickly.

7

Feedback

Customer service via messaging apps is much more than just complaint management. Offer your customers regular surveys to get to know them, their needs, and their expectations better.

7 Hacks for Your Successful Content Marketing using Messaging Apps



1

Time

Good Morning: 7:00 – 9:00 am
After Work: 5:00 pm
Netflix Time: 9:00 pm

2

Quantity

News and Media: 3 – 5 daily
Content Marketing: 5 – 10 weekly
B2B: 3 – 7 weekly

3

Day

Monday is the best day for news.
Thursday is the best day for tips and advice.
Saturday is the best day for deals!

4

Tone

Make it personal!
Write directly to your customers.
Emojis are always popular. Use 3-5 per message --- thumbs up and smileys are the most popular 👍 👍 😊 😊 😊

5

Multimedia

Use all types of multimedia – thoughtfully!
Podcasts (up to 15 minutes long) are currently especially well-received.

6

Format

Content Marketing: Picture + Text + Link (just like social media)
News: Various topics with text and link (like e-mail)

7

Length

For an article or web news teaser – between 8 and 15 words + link
For teasers about deals – short description up to 8 words + link
For internal communication, associations, teams, and B2B, longer texts are fine!



Information about the study

- 1) Part 1: The numbers and facts from „Inside MessengerPeople“ are based on the experience that MessengerPeople has gathered with over 10 million messenger services users, over 772 active Chatbots, over 50 million Chatbot answers, and an average of 18 million messages sent daily. (Data as of October 2018.)
- 2) Part 2: The suggestions are based on analysis of over one billion messages sent between August and September 2018.

Graphics Note

The graphics created for the study can be used upon request.

When using the graphics, please include: © MessengerPeople 2018

Questions or Comments?



Feel free to get in touch:



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About MessengerPeople:

MessengerPeople is a pioneer in Messaging Services and the leading Software-as-a-Service provider for communication through messaging apps. The innovative platform allows companies to offer professional customer service and marketing over Apple Business Chat, WhatsApp, Facebook Messenger, Telegram, and Insta. Over 1,600 companies, cities and communities, associations, institutions, political parties, and influencers in over 60 countries use the MessengerPeople solution. The successful Munich startup was founded in 2015 as WhatsBroadcast GmbH by Franz Buchenberger and Maximilian Tietz. As of August 2018, the Munich company is known as MessengerPeople and currently has over 60 employees from 10 different countries.

More information at [MessengerPeople.com](https://messengerpeople.com).



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