

1	Chatbot của Facebook sắp tới sẽ có những cải tiến gì đáng kể?	We will post updates on our communication channels when new features are available.
2	Shoppable tag đã có ở Instagram có thể dc available ở Facebook ko?	You can use product tags on Facebook to tag products from your Facebook shop or catalog in your photos and videos, please read more here: https://www.facebook.com/business/help/1655062744733202
3	Xin phép hỏi đại diện từ Facebook. Mình cảm ơn các nội dung đang dc chia sẻ, mình đang ghi chép lại. Mình có câu hỏi ngoài lề 1 chút: Mình đang cần hỗ trợ về acc quảng cáo facebook. Rất mong đại diện facebook có thể hỗ trợ. Acc No 217978109. Mình đang đầu tư vào hình ảnh cá nhân, rất mong nhận đc hồi âm. Cảm ơn rất nhiều	Facebook is a self-serve platform. If you are interested in becoming an Influencer, please visit https://www.facebook.com/facebookmedia/blog/businessinfluencers
4	Hiện nay việc nhắn tin ra từ FB đang là rất khó khăn khi FB liên tục chặn. chỉ có cách quảng cáo thì KH mới tương tác được với DN. Vậy phải làm ntn để tiết kiệm chi phí quảng cáo mà nhắn ra không bị chặn	If we understand your question right then you are asking for ways to improve the ROI of your advertising on our platform, again this is very much depends on what you are trying to do on our platform and what are your expected outcomes. You can learn more about our solutions via Blueprint: With more than 90 eLearning courses, Facebook Blueprint helps you learn the skills to move your business forward. https://www.facebookblueprint.com/
5	chat thì liên quan đến chat BOT và AI. vậy bạn có thể giới thiệu vài giải pháp tốt và ổn định có thể chạy được tại VN	Clicks To Messenger Ads, Lead Generations in Messenger. Beside, you can consider Organic Entry Points, QR code.
6	Do you have the research of impact of C-Commerce between B2C and B2B?	The research was primarily focused on B2C businesses
7	if a platform business (e.g. ecom) already have built-in chat feature, is it possible to integrate FB C-commerce products to these built-in chat feature? If yes, how to best maximize these chat features? Will it be too confusing for users as multiple message in different platforms?	Yes increasing we saw E-com adopting chat with customers and the scope of C-Commerce including that. Every businesses can decide what they would like to do with messaging then use the appropriate intergration and solutions. Our Messenger can be deployed in the earlier stage when customers are still in the discovery stage to attract prospects and can also give them suggestions based upon their needs and interests before directing them to the e-com site to close the transation or it can be used to up-sell, cross-sell and retargeting later on as well. These would be very much depends on what is the end goal that the advertisers/ sellers looking for.

8	how good is FB chat bot in Vietnamese?	Chatbot alone is just a bot, so if you want to leverage it then you will need to think what do you want the bot to do and if how the bot can help to solve your business challenge. Overall, chatbot has been applied quite a lot in Vietnam and received positive response from customers.
9	can you share more user profile, e.g. age, geography, profession, of FB C-commerce end-users?	All the slides in the deck are for public sharing, beyond that we can only share these information with NDA clients/ partners. Please contact your FB representative.
10	how targeted can FB be in this C-commerce (e.g. profession) beyond demography?	already have more data of people interested or interacted with your ads then we can use their actual behaviour to direct/ guide your approach in the lower funnel stages
11	On average, what is the recorded daily volume of order confirmed via Facebook using C-commerce? Do you have stats for this?	We do not share these information
12	C-Commerce can be Chatbot? Or similar to Call Center on OTT?	Chatbot is only one part of C-Commerce Eco system, in reality this need to be intergrated with many other things like FB Social Surfaces, Developer Solutions or your in-house solutions and the Outer Fringe Providers
13	C-Commerce is passive communication (waiting for consumer to connect with us) or can be active - 2 way communication?	C-Commerce is 2 ways communication and conversation-led and we definitely can approach customers proactively
14	Hiện nay, Facebook đã close phần segmentation or build a cohort to engage với NTD trên CRM?	We don't really understand the question perhaps you can reach out to our FB representative
15	chi phí đầu tư bắt đầu (cho mục tiêu xây dựng thương hiệu) sẽ từ mức bao nhiêu và việc thiết lập sẽ ntn?	It depends and can vary from a few thousands to a few hundreds thousand dollar for brand building at first and it starts with your business objective and the expected outcomes
16	Mình đã testing Messenger Ads của Facebook để tối ưu Lead cho campaign bên mình tuy nhiên gặp tình trạng users trả lời không đúng câu hỏi. Có hướng tối ưu phần này không ạ?	improve them so that they can better capture the intent later on. There is no single formula for optimization rather than experiment and improve over the time
17	Em đã và đang sử dụng chiến dịch messenger cho các mặt hàng tầm trung. Em muốn hỏi chiến dịch tiếp cận khách hàng bằng messenger với các sản phẩm dành cho giới cao cấp có phù hợp hay không? có thu hút và có được lòng tin của họ để đưa ra quyết định mua hàng được hay không ạ? Em cảm ơn	In the 3rd session Putting it together, one of the case studies is from Kielh's with L'Oreal. This is one of the premium skin care products within their profolio. We can also see the example with Mercedes Benz in Middle East, so the answer is yes as C-Commerce is not only immediate but also very much personal and therefore very well responding to high involvement products and services

18	Co case study nao co the order/payment tren fb mess thanh cong khong?	Payment feature has not been integrated in our messenger in Vietnam however in Thailand we have launched this feature and it proved success in cutting down the steps that consumers need to do in finishing one transation
19	Facebook ơi, tính năng chat bot đưa câu hỏi cho người dùng trả lời thì mình có gợi ý nào để tăng chất lượng câu trả lời của người dùng chính xác câu hỏi được đưa ra không ạ?	There is no single formula for optimation rather than experiment and improve over the time. You can do a few qualitative/ small scale quantiative surveys with your targetted audience then use the outcomes to inform your flow of conversations.
20	Chiến dịch tin nhắn Lead Generation sẽ phù hợp cho các ngành hàng nào tốt ạ, vì em đang tính gợi ý cho khách hàng về bank dùng hình thức này nhưng tới khoảng 5 - 10 trường thông tin thì có khả thi không ạ?	Lead generation in Messenger is recommended for service-focused industries (beauty services, education, financial services, real estate etc.) where the preliminary qualification process for potential leads can be done in an automated manner. It's best to test different sets of questions to see which works best for your business and improve further from there.