



PERSONA™

What is a Chatbot?

A chatbot is a series of **automated messages** on Facebook Messenger

Chatbots are **powerful** because unlike newsfeeds, they provide a **personalize direct-to-consumer** marketing tool

Why use a Chatbot?

70-80% of consumers open messages sent from our chatbots.

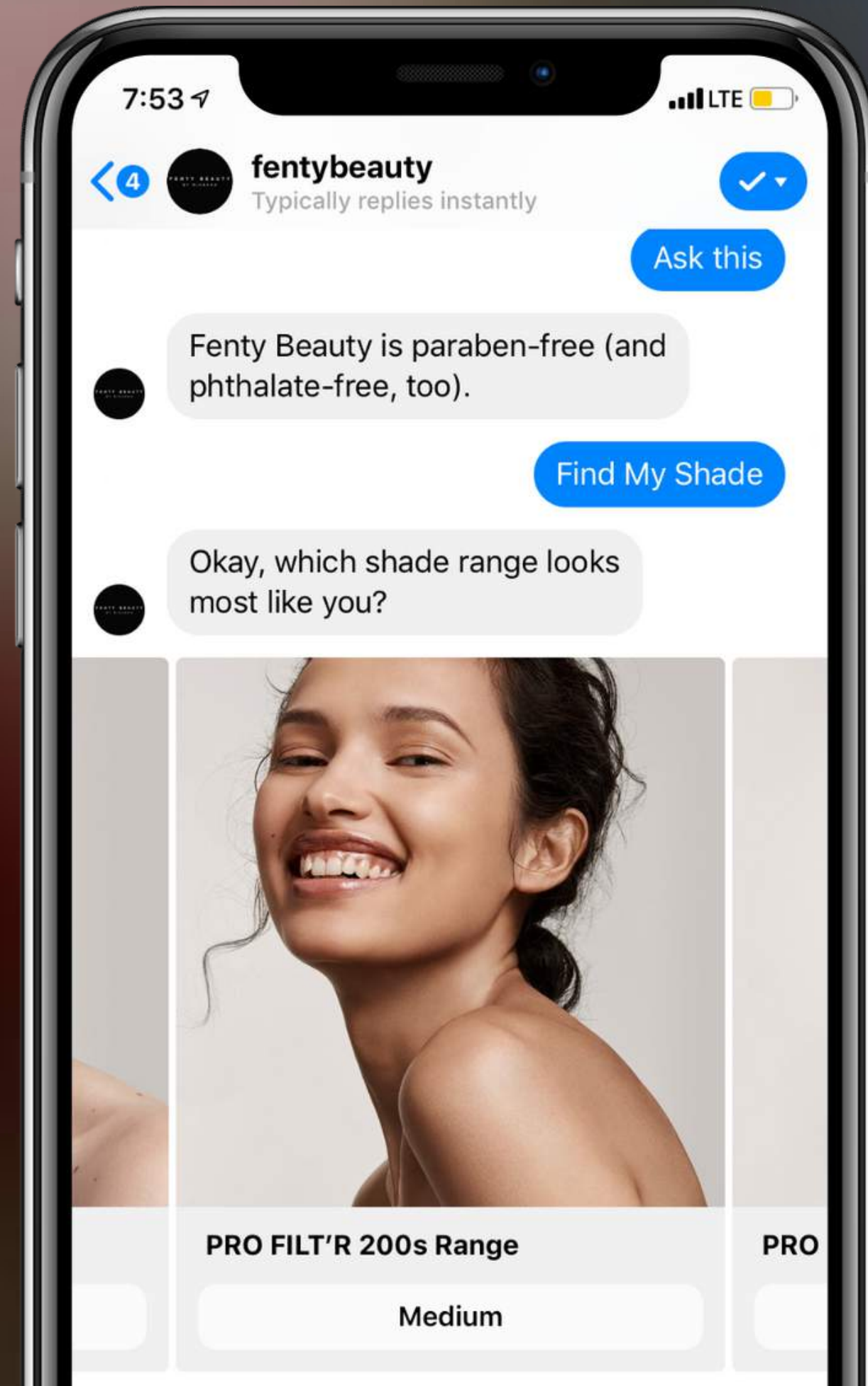
30-40% of consumers click links sent from our chatbots.

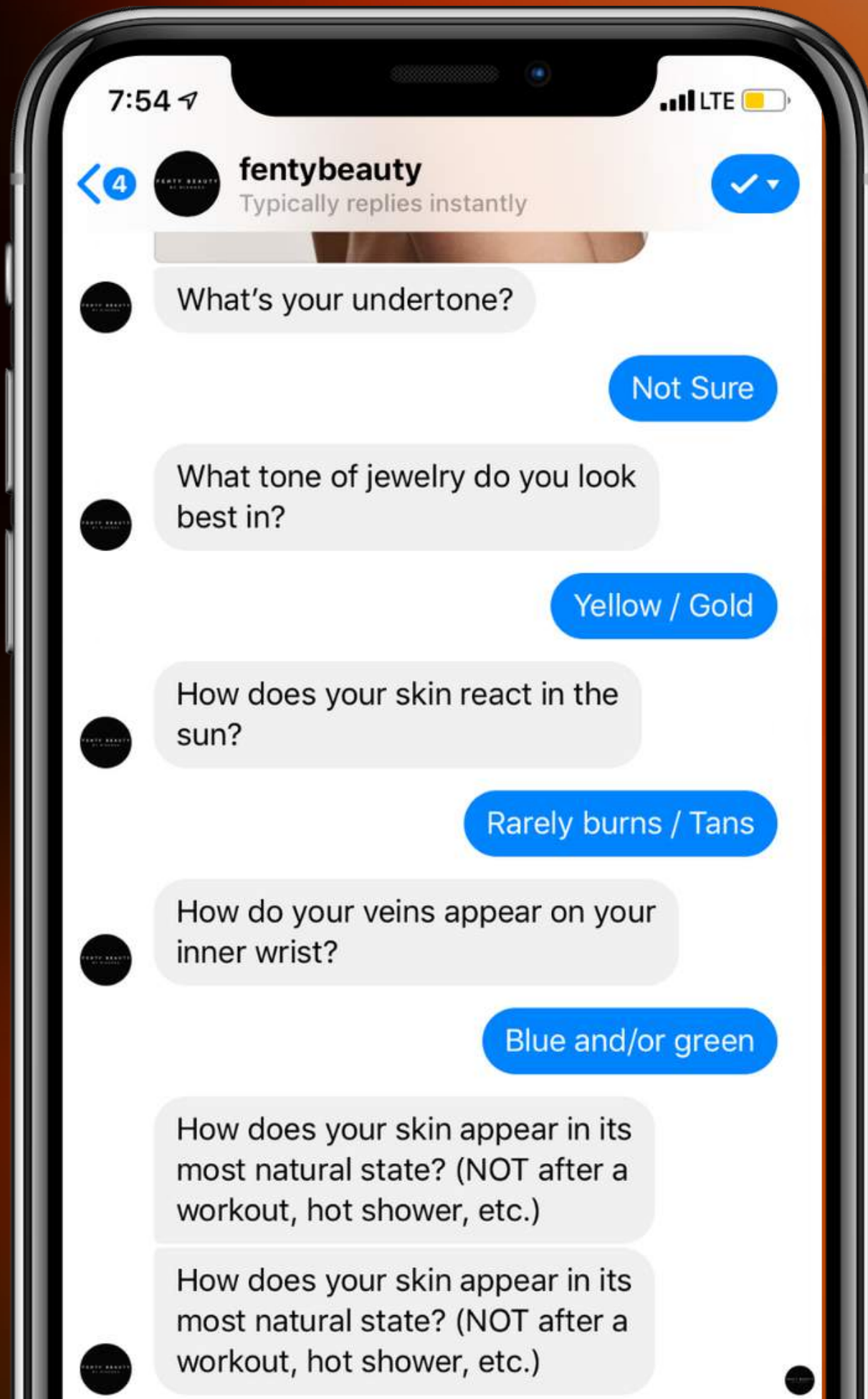
Chatbots reach 90% more consumers compared to Instagram

MESSENGER STORE

Re-engage users who abandon carts
with follow up messages

Customers can track shipping in
real-time without leaving Messenger





RECOMMEND PRODUCTS

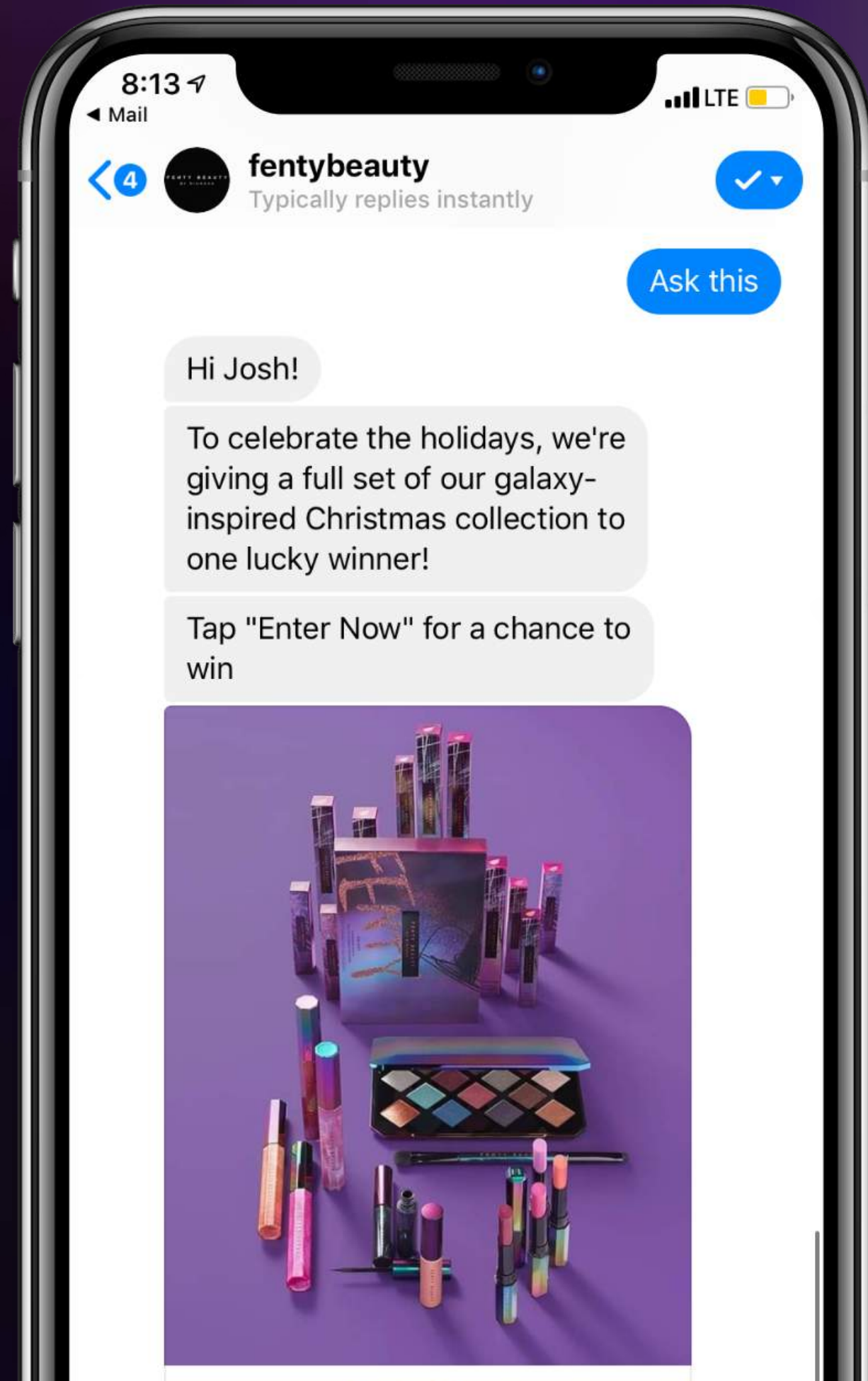
Give consumers a tool to identify the product / shade that best suits them

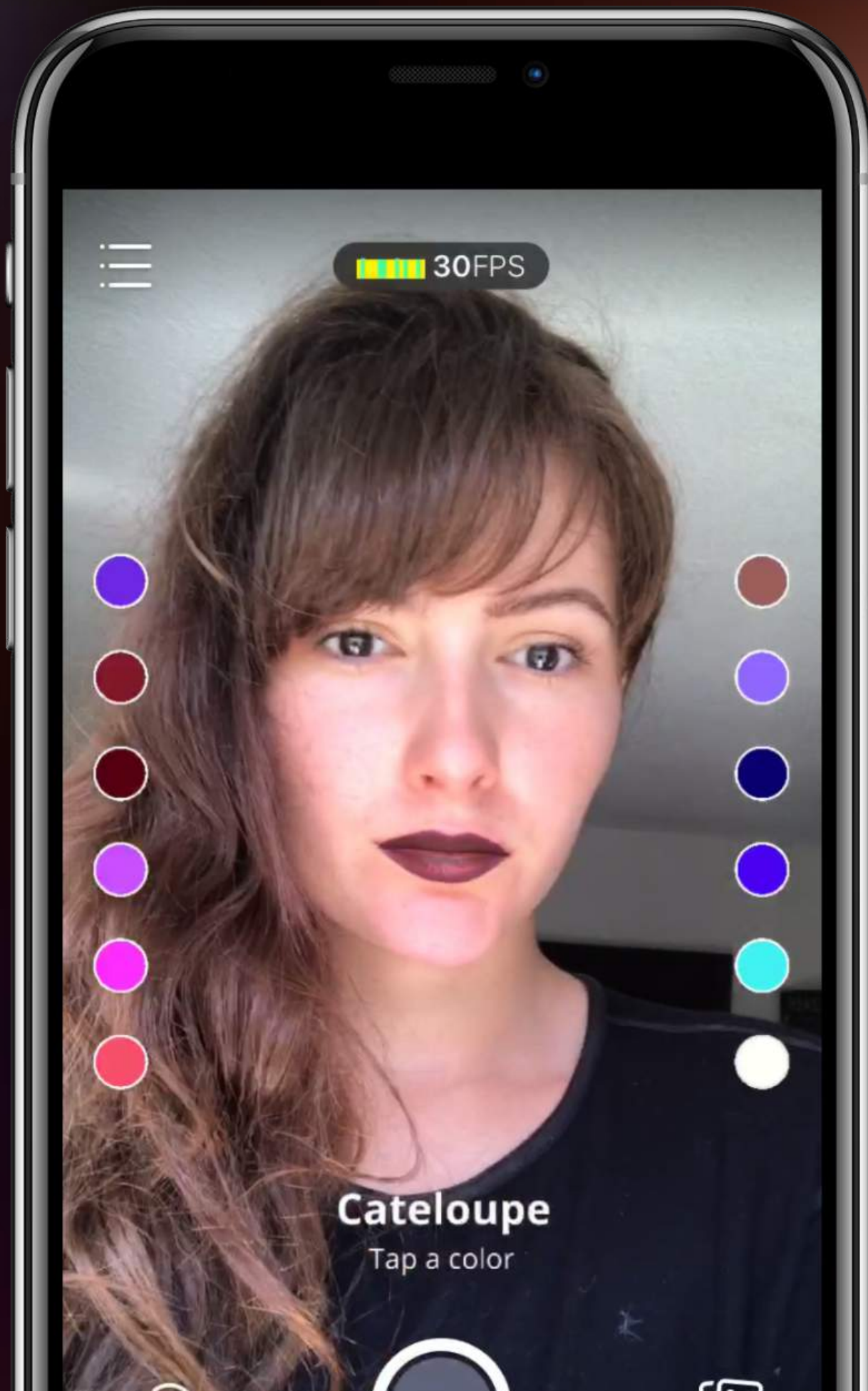
Consumers are more likely to buy products personalized to them

SEND MASS MESSAGES

Send mass messages to consumers when there's something new

Target consumers based on age, gender, location and more



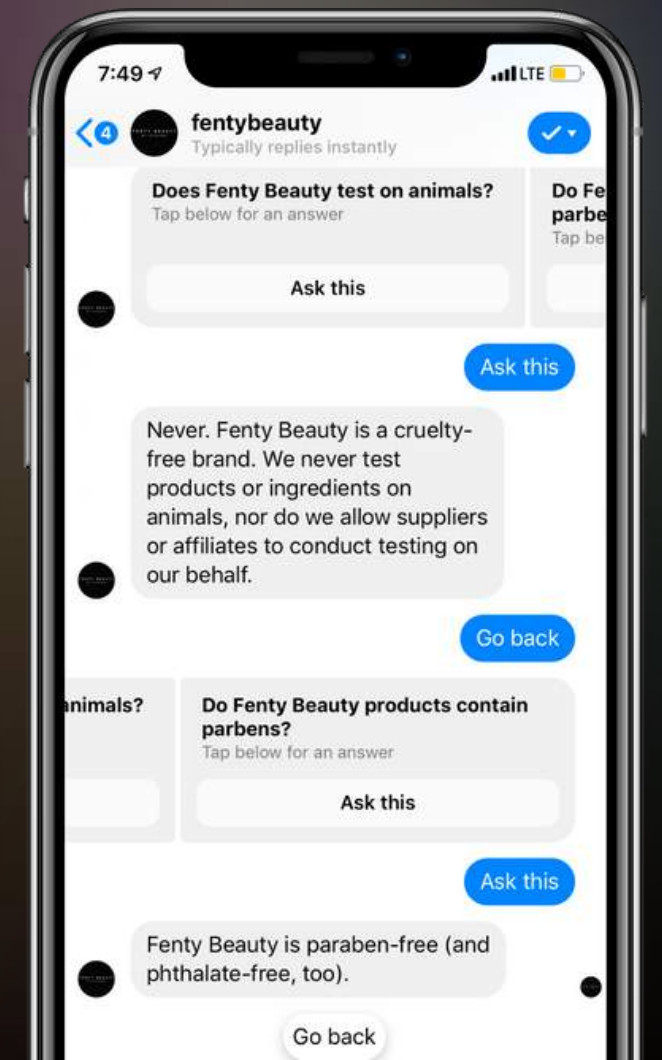
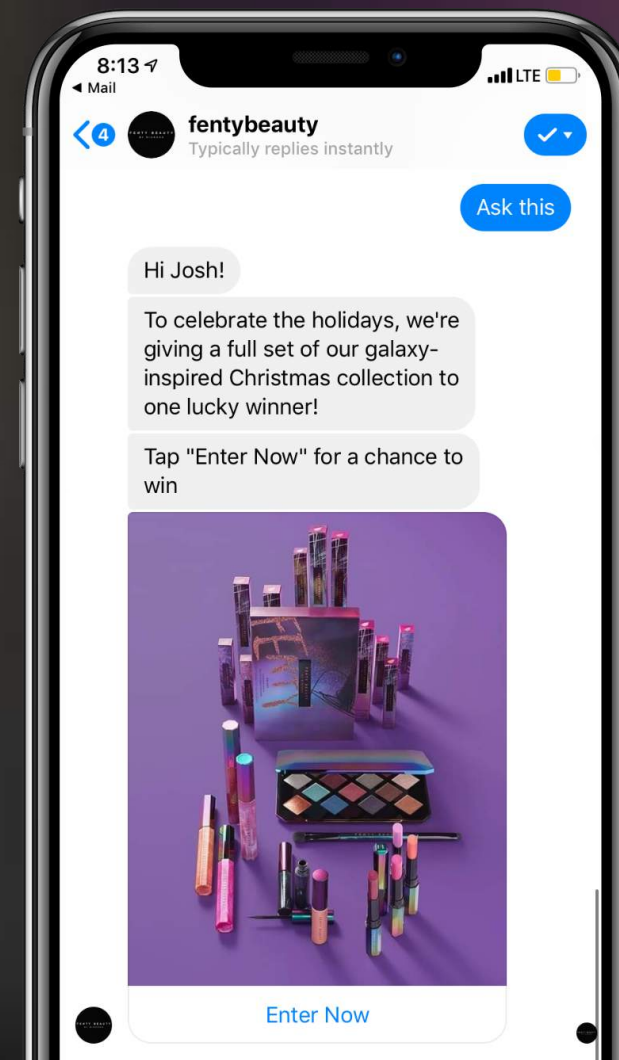
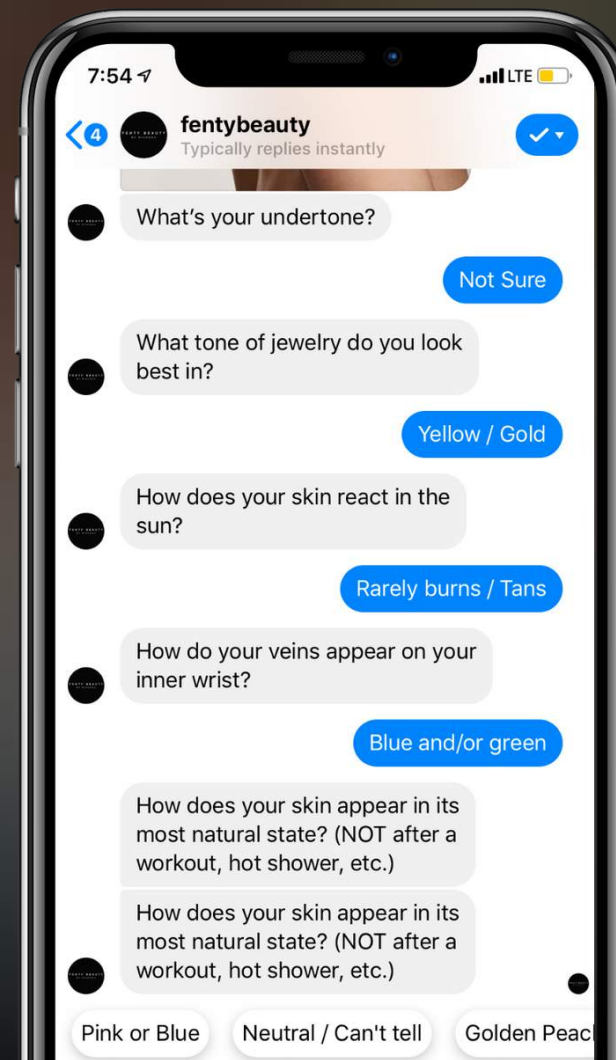
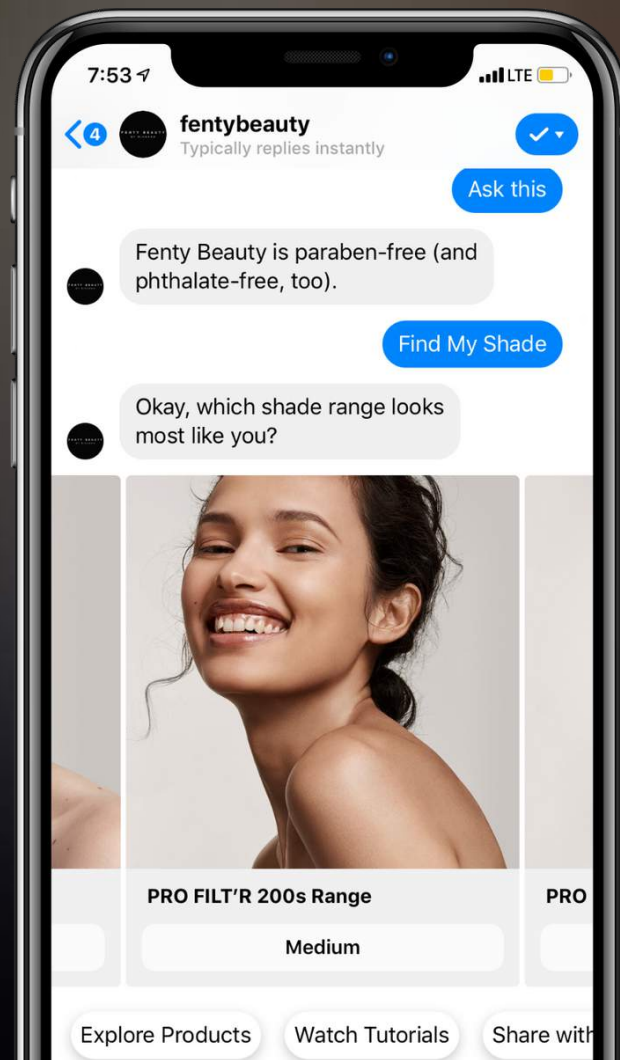


TRY BEFORE YOU BUY

Allow customers to try on, engage with, and share your lipstick colors using **augmented reality** on Facebook and Instagram

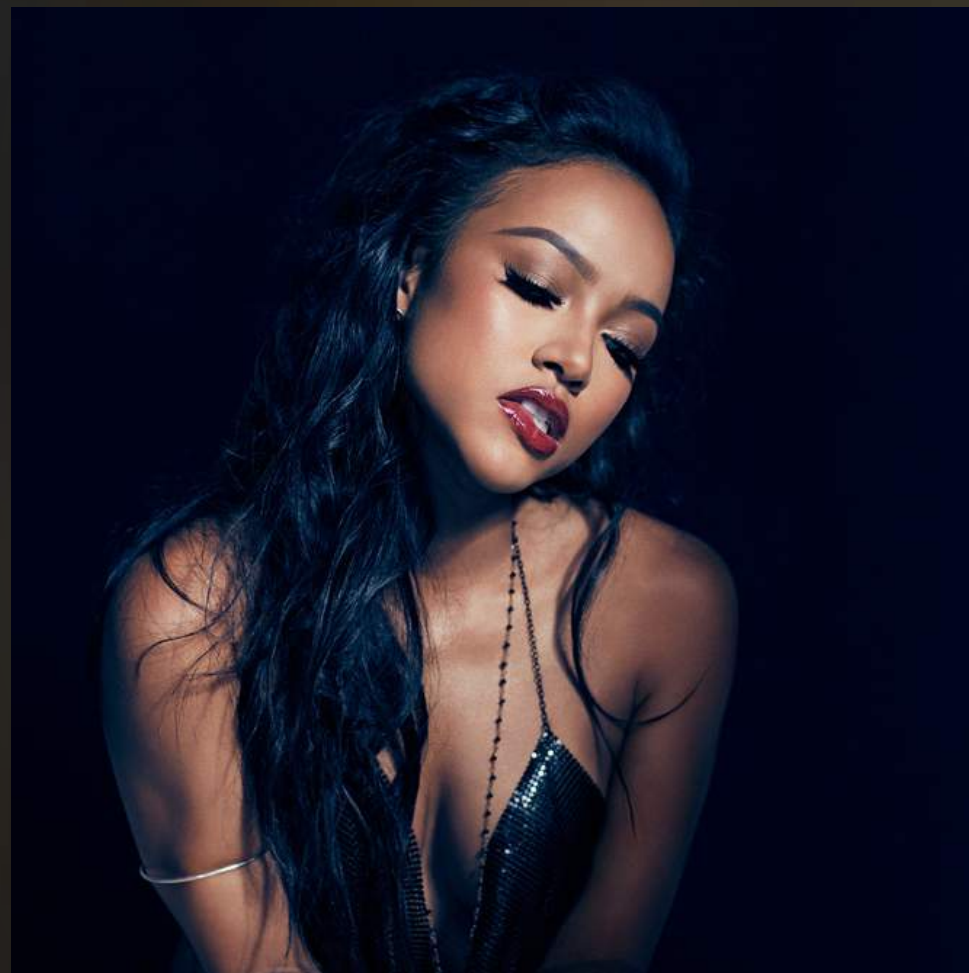
A CENTRAL HUB FOR BEAUTY

No app. No website. No email list.
No newsfeed. No ads. Just Messenger

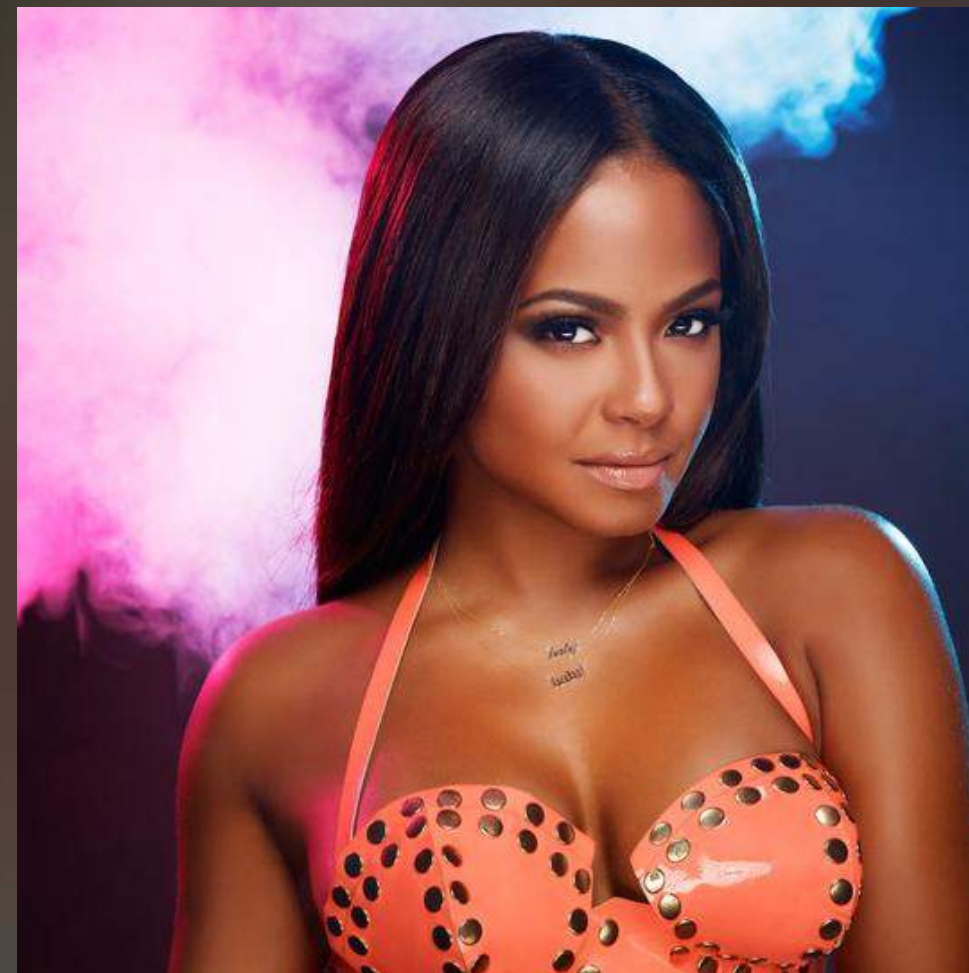


CASE STUDIES

Tap on a photo to view



KARRUECHE



CHRISTINA MILLIAN



KATY PERRY