

Rakuten Viber
for business

Viber in 2023:
A superapp for brand-
user interaction



Agenda

11:20

*Viber in 2023: strategy
and key trends*

11:40

*Viber as a superapp:
new and upcoming
features*

11:30

*Viber for Business: a single
platform for brand-user
communication*

11:55

Brand success stories

12:00

Q&A

Viber in 2023: strategy and key trends



Atanas Raykov

*Viši direktor za razvoj
poslovanja, vodeča globalna
tržišta*

Trend #1 in Serbia: mobile messaging

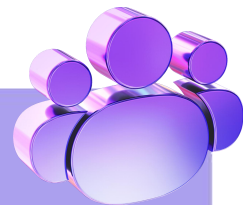
41.6%

*of consumer goods
eCommerce spend is
attributed to purchases via
mobile***



3.65M

*people purchased goods
via the Internet**



Effective & convenient

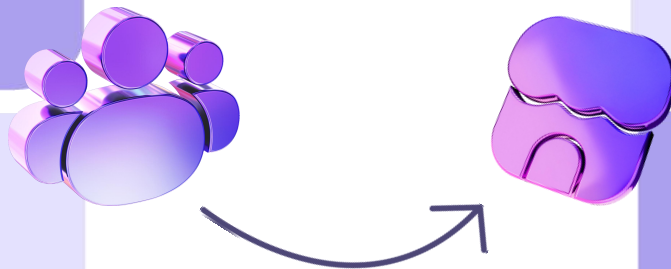
Consumers

71%

want convenient access to talking with brands***

58%

deem messaging the fastest way to talk with brands**



Brands

53%

have already made their customer engagement digital*


95%


consider good customer experience a top strategic priority****

Sources:

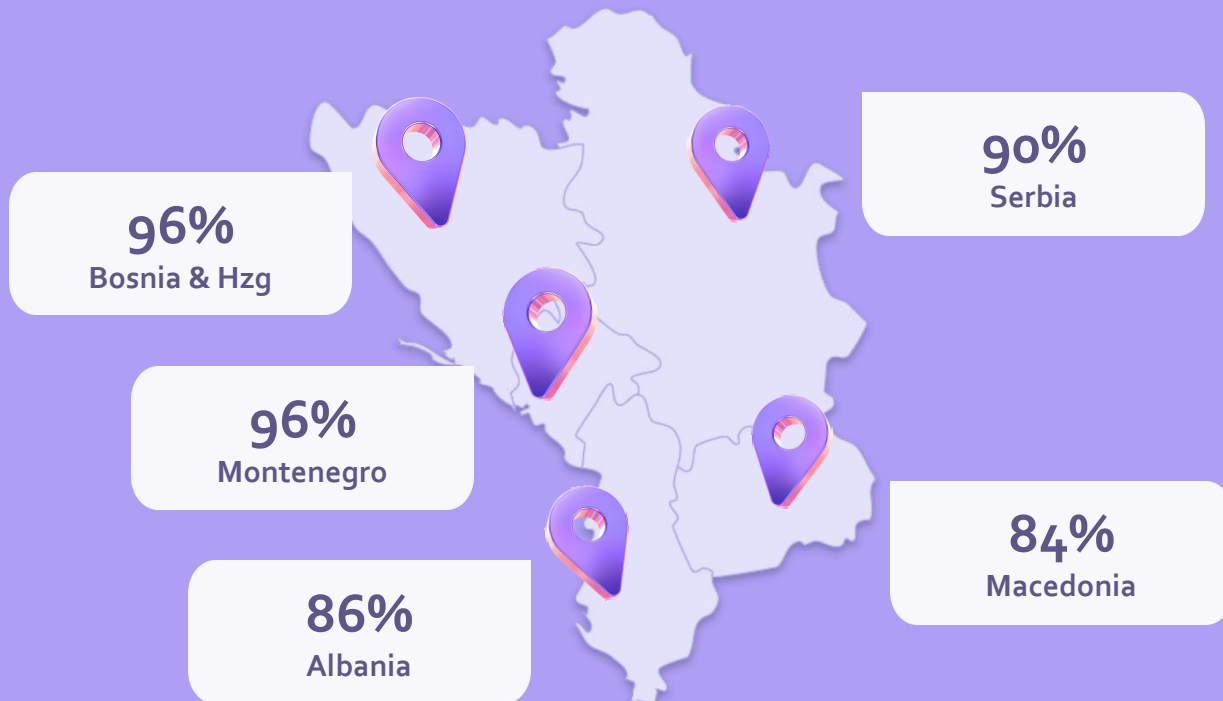
* Twilio 2022 State of Customer Engagement Report, ** Zipwhip 2021 State of Texting report, ***Attentive 2022 The State of Conversational Commerce, ****Navigate the Future of Customer

Viber delivers

 190+ countries

 44 languages

 1B+ Android downloads



Viber audience in Serbia:



49% women



51% men

52%

of Viber audience
in Serbia is payable
(25-50 y.o.)



Mobile 93% | Desktop 7%

OS:



94%



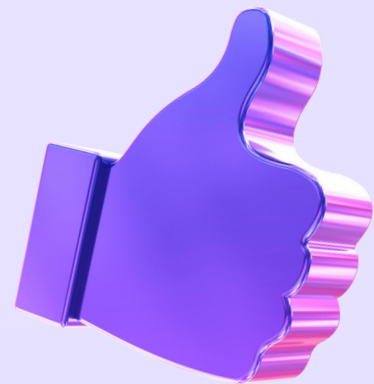
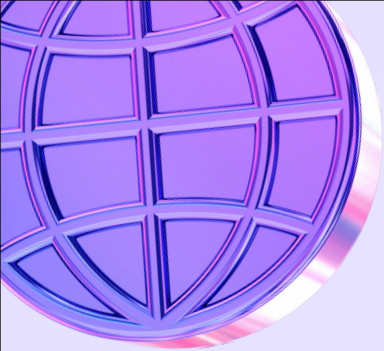
6%

Viber for Business: a single platform for brand-user communication

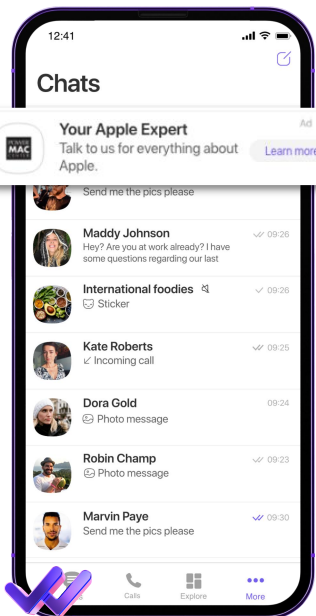


Konstantin Kostadinov

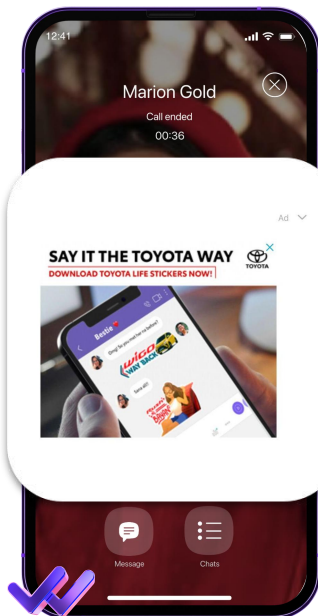
Viši direktor komercijalnog
odjeljenja, regije CIE ZND



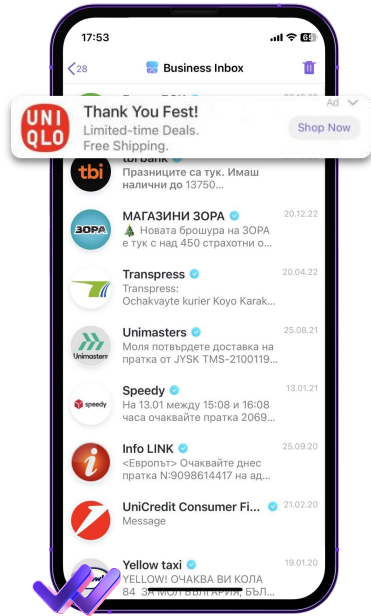
Viber's promotional tools



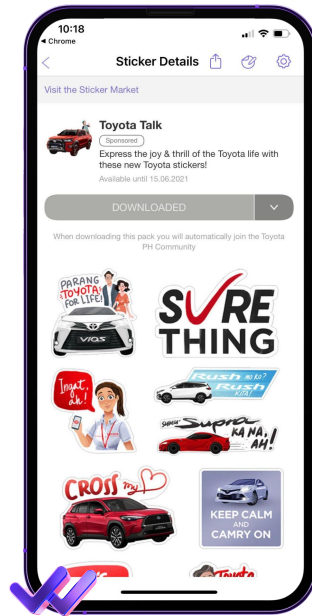
Small native Ad placements



Post-call Ads with rich media



Native Ad placement in Business Inbox

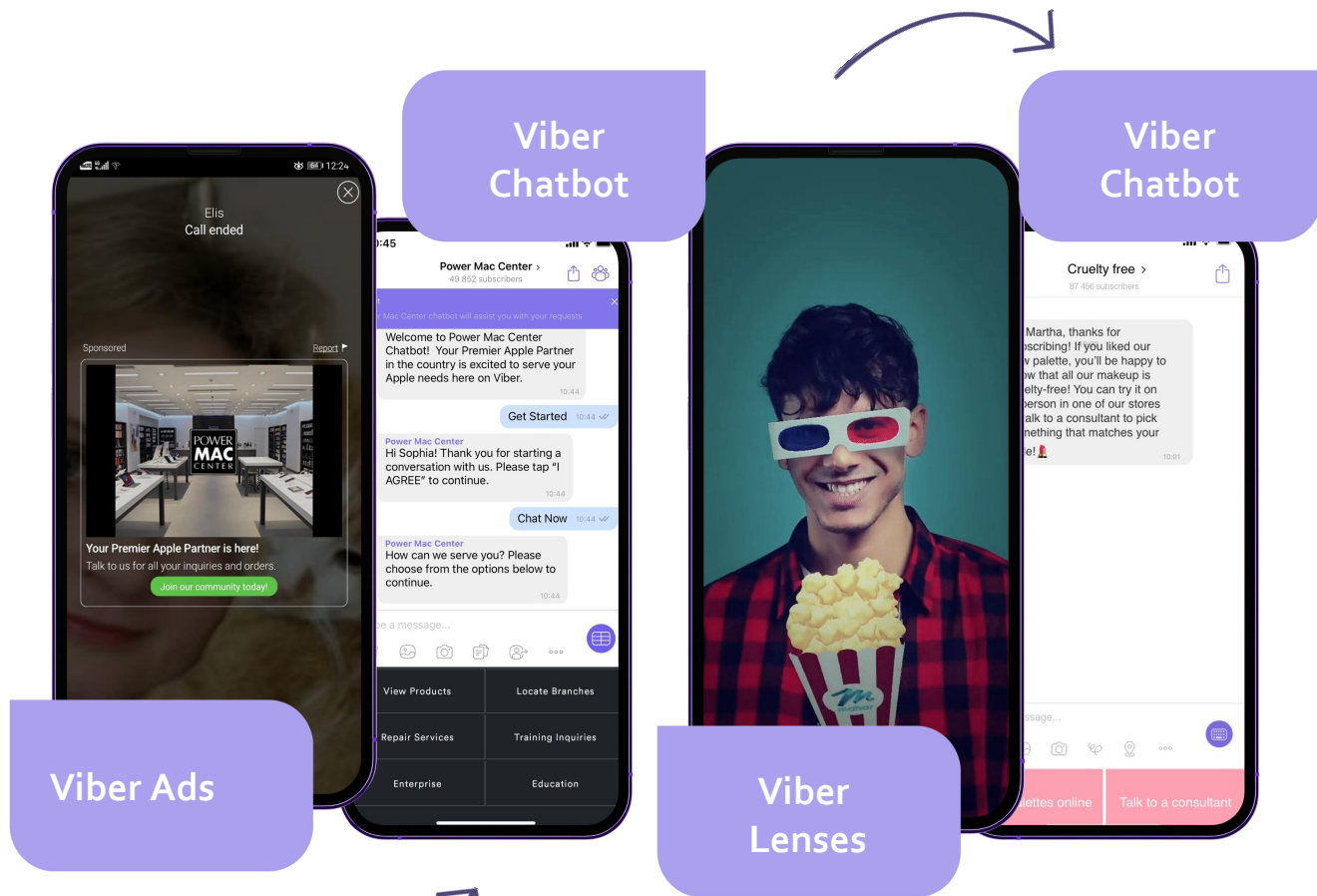


Branded Stickers

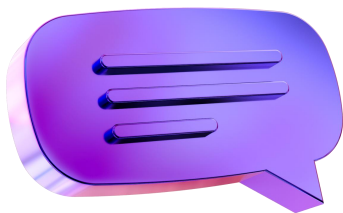


Viber Lenses

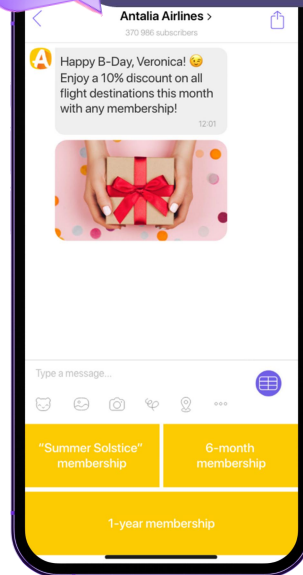
Solution synergy & enhanced campaigns



Influence customer interest

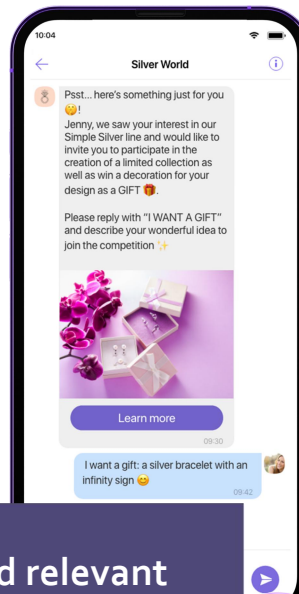


Nurture leads



Viber Chatbot

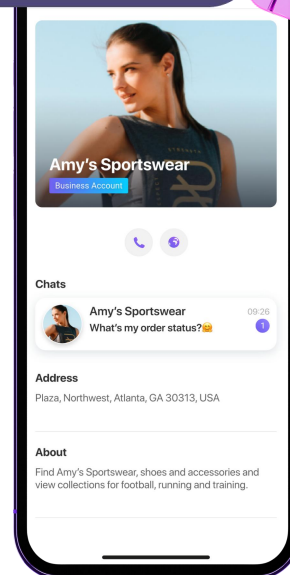
Promotional
Viber BMs



Send relevant
offers

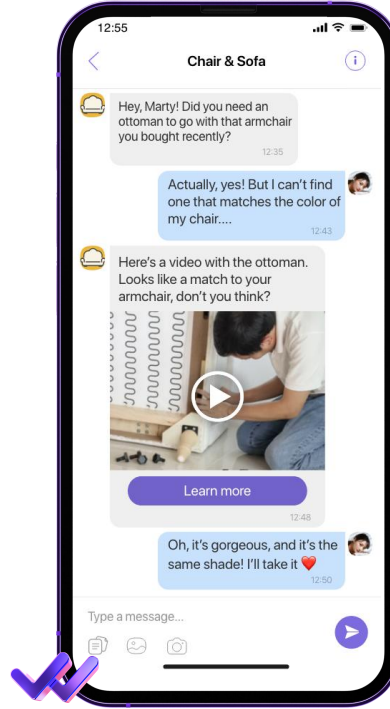


Be accessible &
discoverable

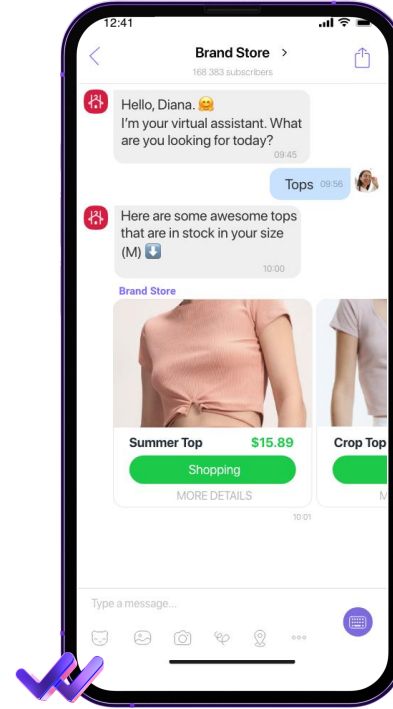


Commercial
Account

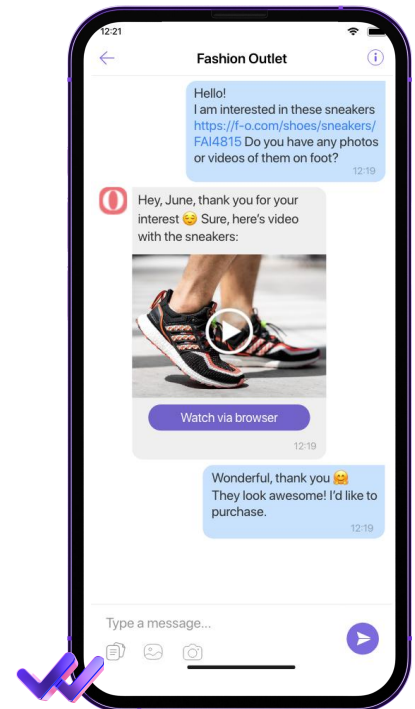
Drive conversions through conversations



Data-driven personalized offers



Rich media for driving sales

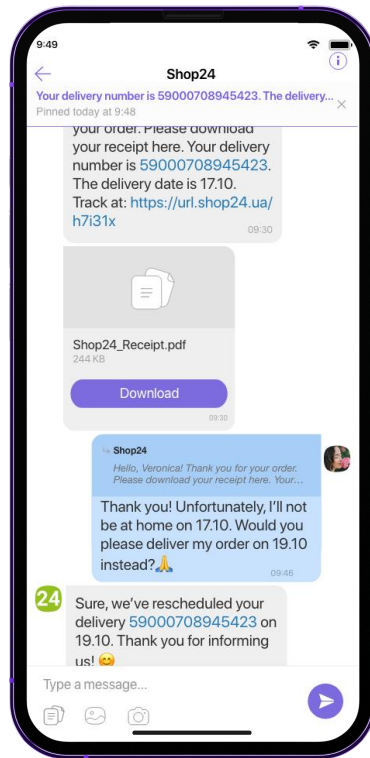


Real-time, 24/7 chats & support

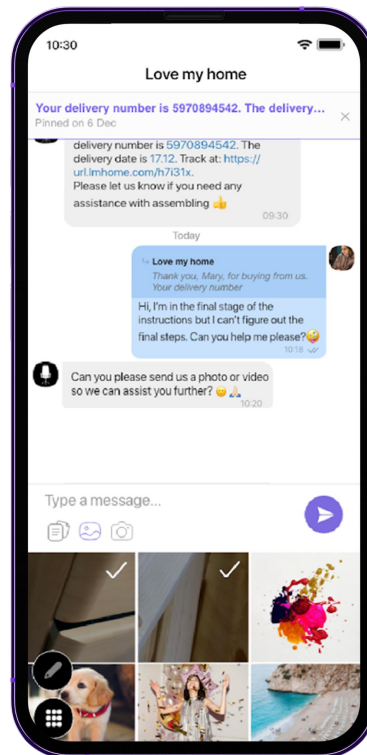
Nurture brand loyalty

Acquiring a customer
costs at least 5 times
more than retaining*

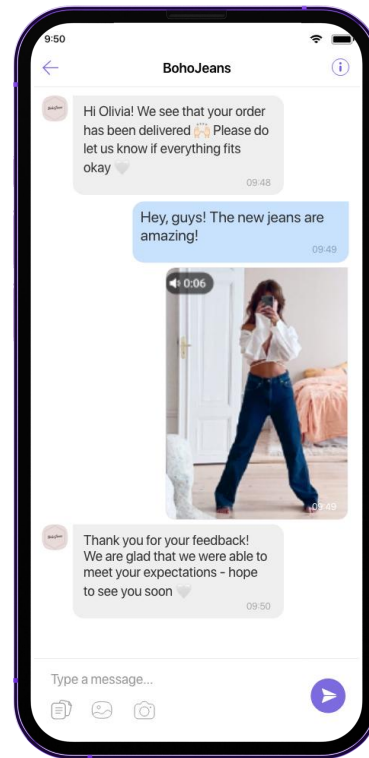
Manage orders and deliveries



Provide post-sales support



Collect customer feedback



Viber in Serbia: beloved by users & brands

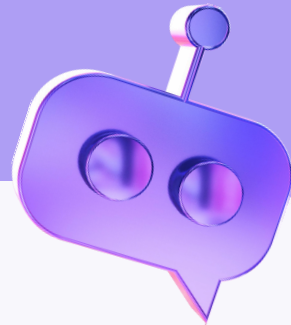
176%

*New Business
accounts*



170M

*Messages
exchanged in
chatbots*



601M

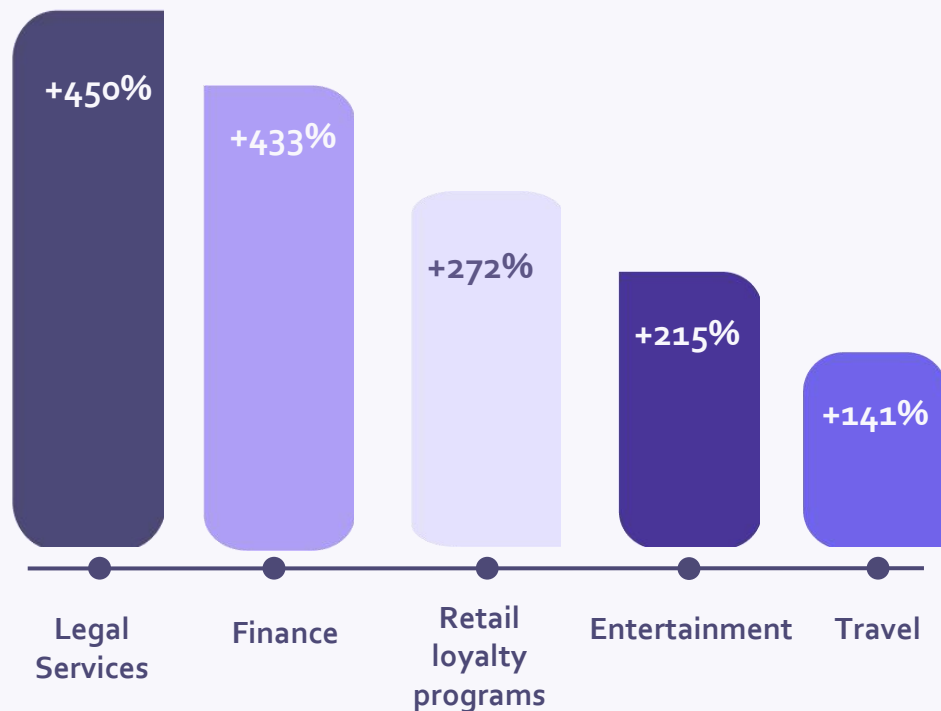
*Number of
average monthly
ads impressions*



Sources:

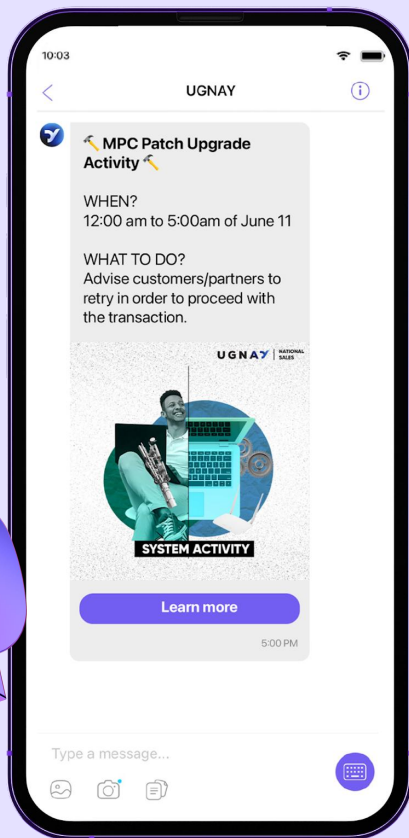
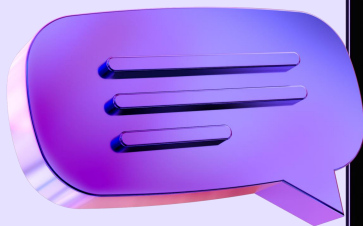
* YoY growth: Viber, 2022 vs 2021

Top-performing industries using Viber Ads in Serbia: growth in 2022



The period for YoY growth comparison:
Nov 1, 2021-Oct 31, 2022 vs Nov 1, 2020-Oct 31, 2021.

Viber Business Messages in Serbia



+46%
Promotional*

+57%
Business Messages*

+91%
Conversational*

+126%
Transactional*

Sources:
* YoY growth: Viber, 2022 vs 2021

Viber as a superapp: new and upcoming features



Berina Tanović

*Viša menadžerka za
partnerske odnose*

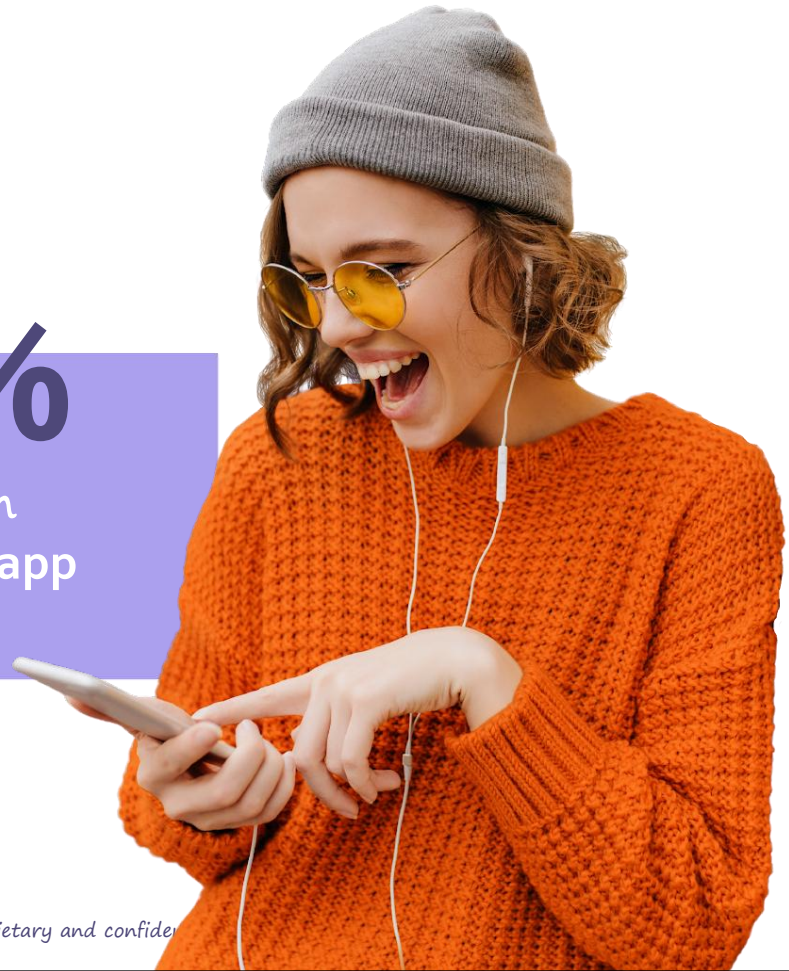
Viber: a single gateway to multiple services

Almost

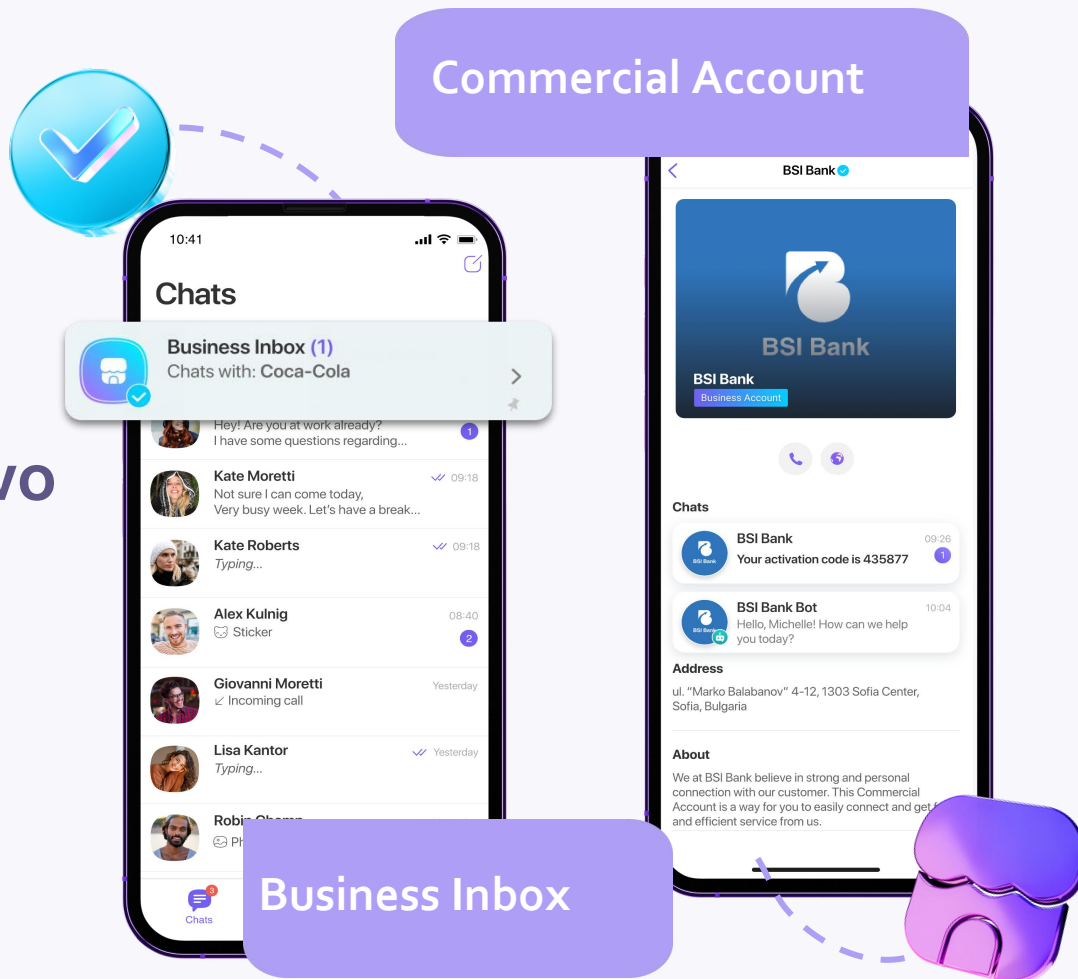
77%

*of their time
users
spend on their
top*

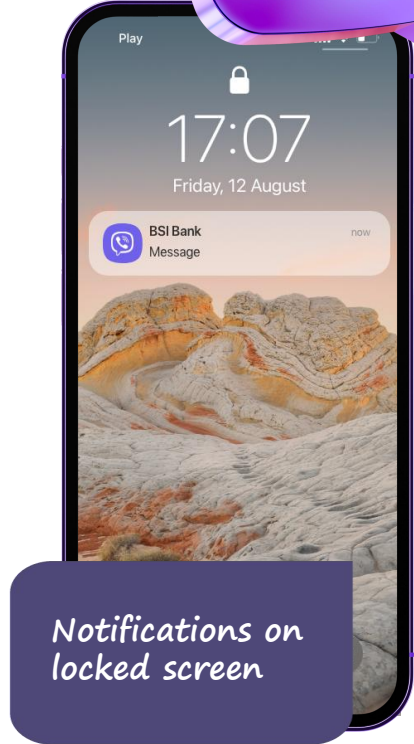
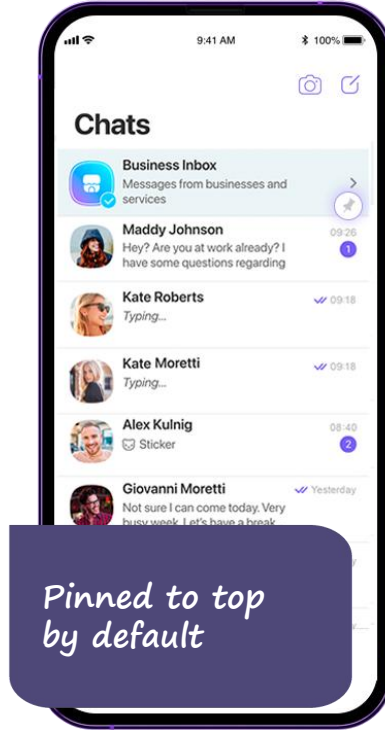
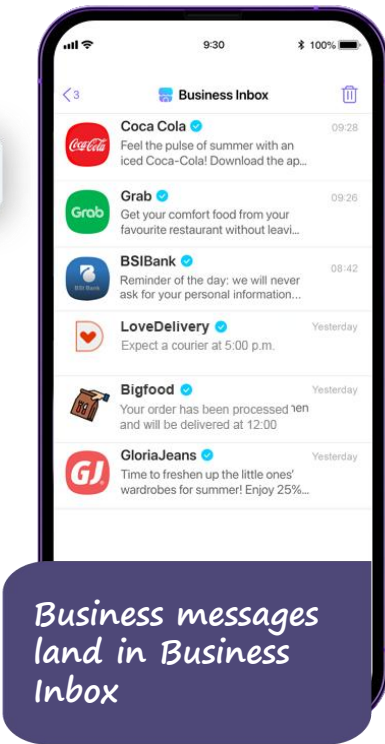
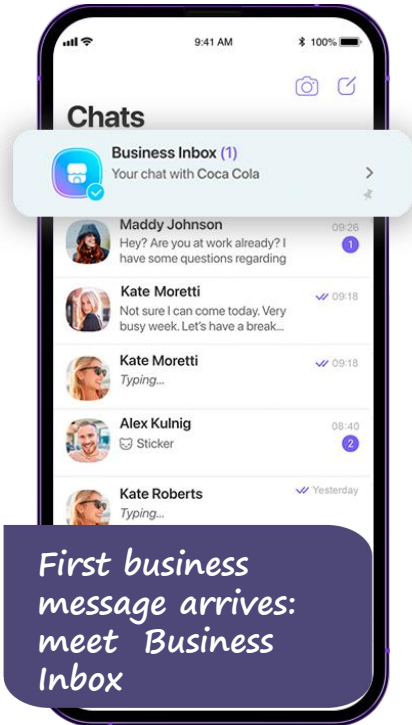
50%
*of time in
one single app*



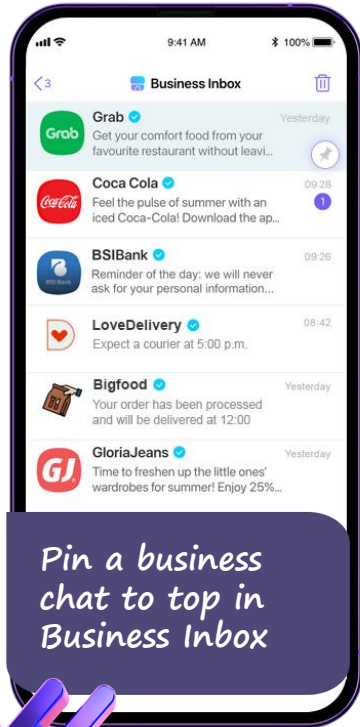
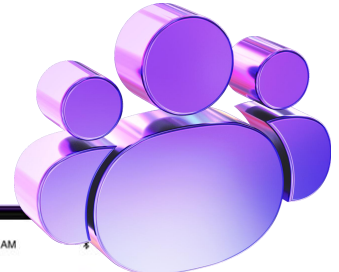
As part of our
global superapp
strategy, Viber has two
major launches in
January 2023



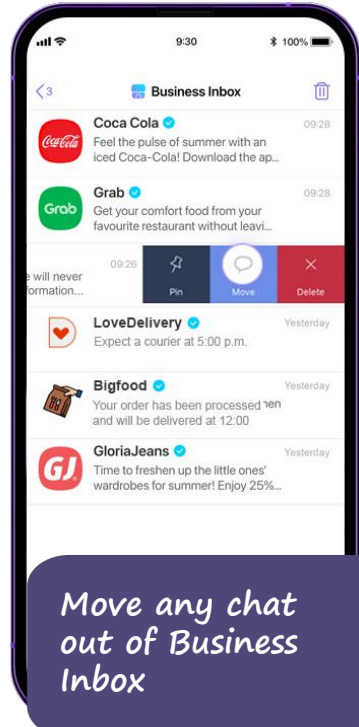
How does Business Inbox work?



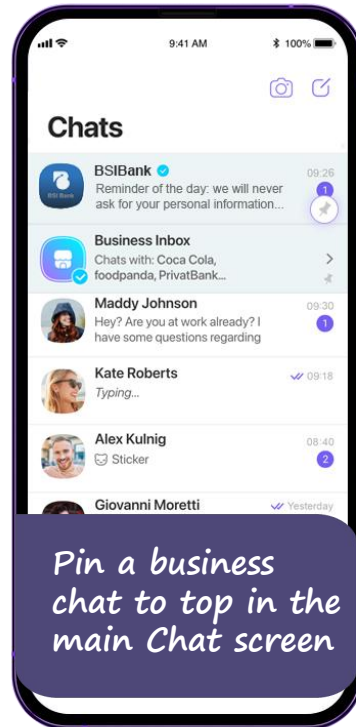
What can users do with Business Inbox?



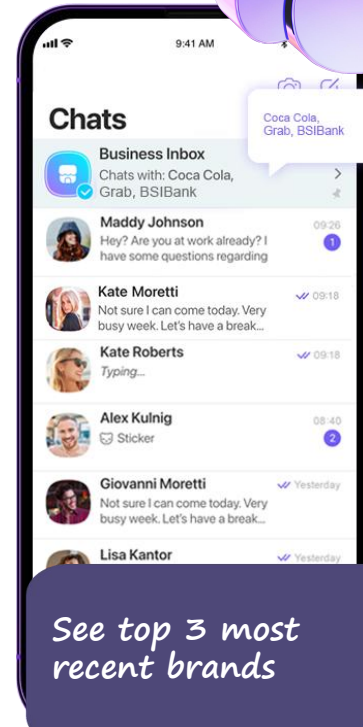
Pin a business chat to top in Business Inbox



Move any chat out of Business Inbox



Pin a business chat to top in the main Chat screen

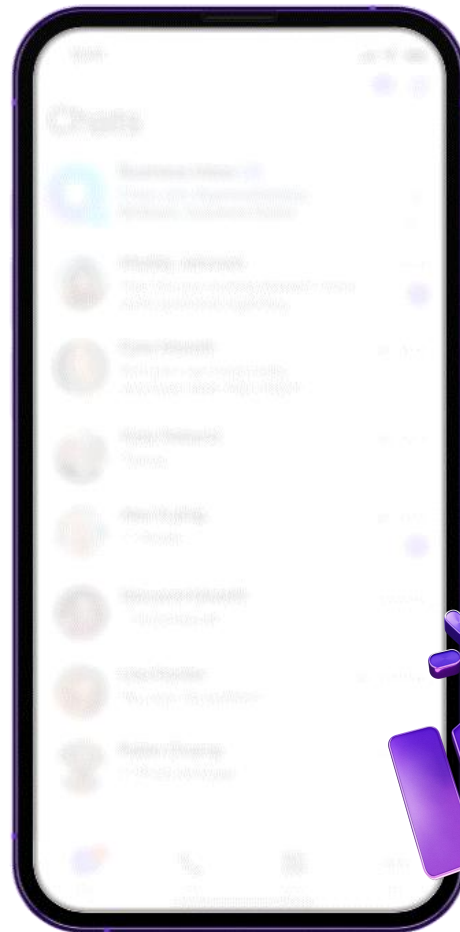


See top 3 most recent brands



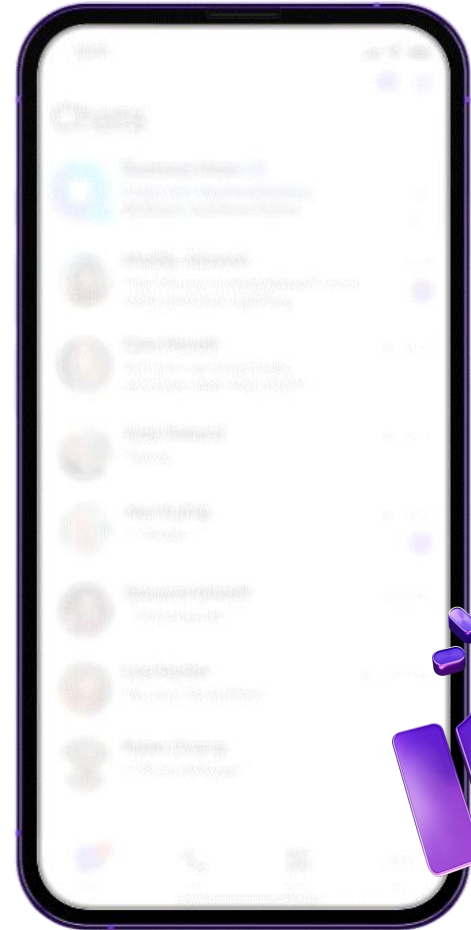
Benefits for users of Business Inbox

- Control over *in-app* experience
- Important updates are all in one place
- Convenient UI and notifications
- Messages from verified brands only



Benefits for brands of Business Inbox

- *Increased engagement and conversions*
- *No more overlay: reduced block and higher Open rates*
- *Improved customer experience & brand loyalty*
- *Guaranteed security and user trust*



What do users think of Business Inbox in CEE?

69%

viewed Business Inbox favorably and found it convenient

55.5%

want to receive messages in Business Inbox

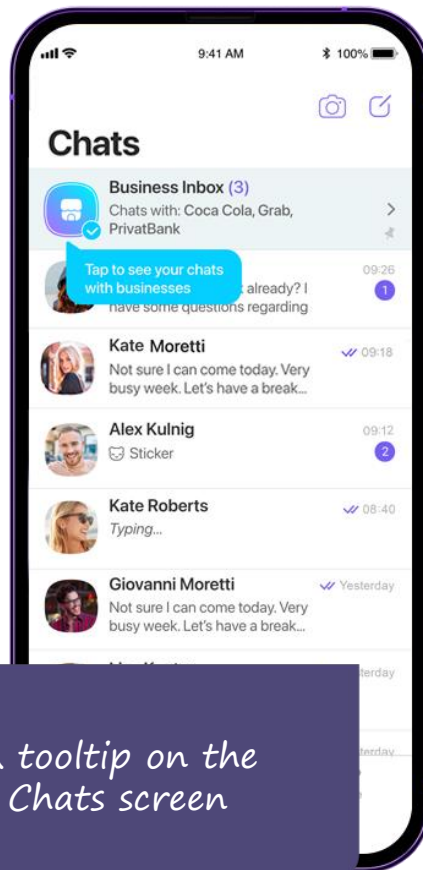
32%

will have a better attitude to business messages after Business Inbox is introduced



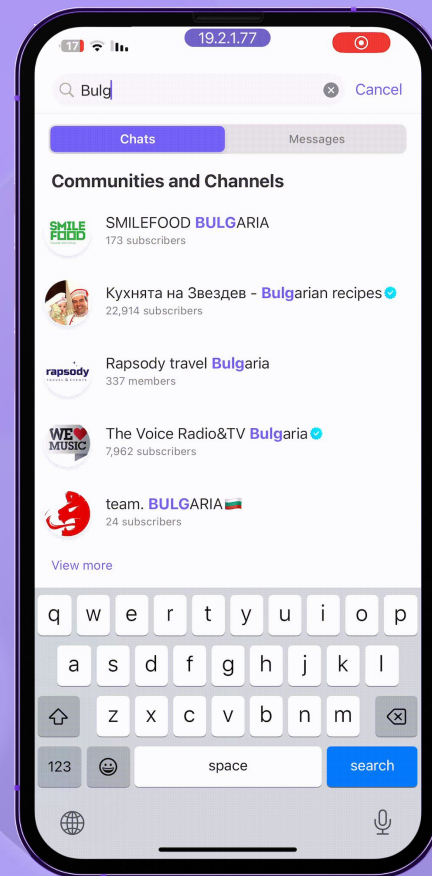
How will we continue to educate users about Business Inbox?

- *Tooltip in the Chats screen reminding Business Inbox*
- *CRM campaign to those users who haven't visited Business Inbox a few weeks after launch*



Commercial Account:

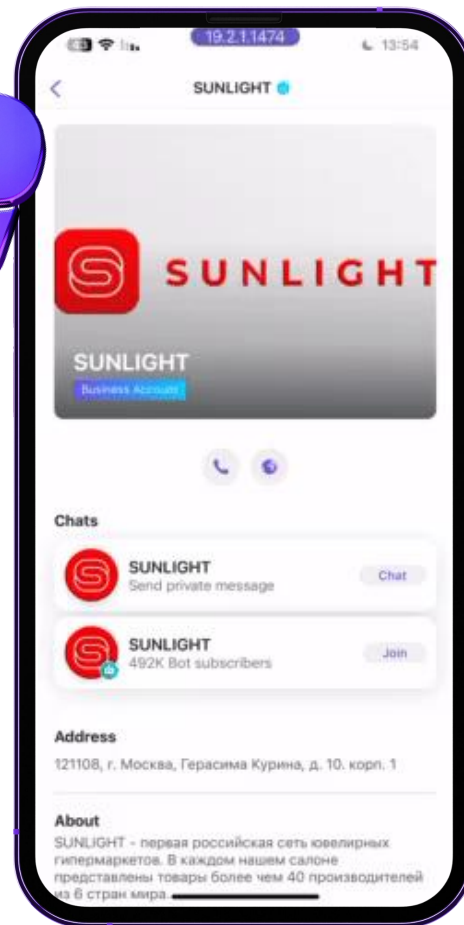
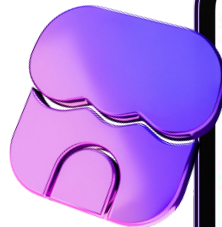
*a single business entity to
discover all business
information and channels in
one place*



How does Commercial Account work?

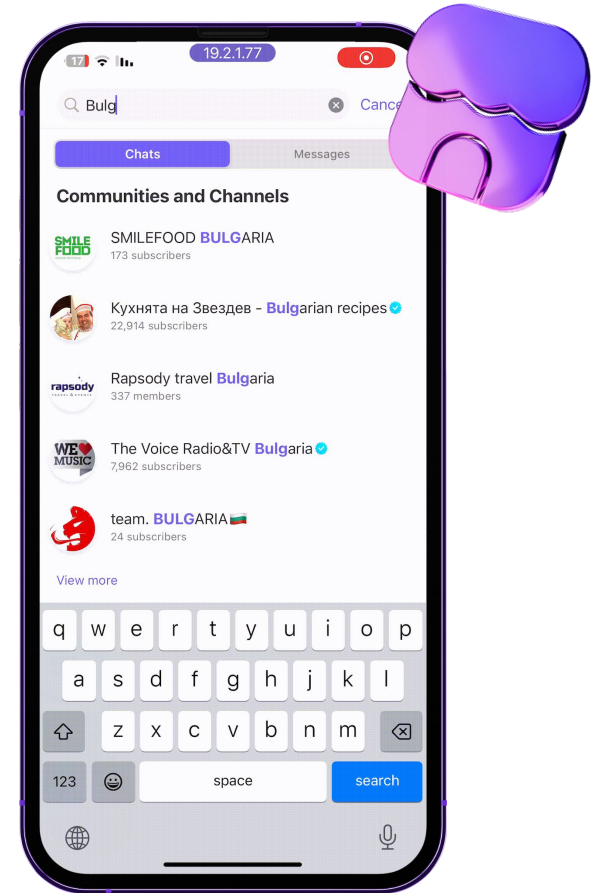
- *Searchable and discoverable*
- *Business chat and, later, chatbots under one account*
- *Managed via CAMP*
- *New info page: Commercial Account Page*

** the details about the criteria will be provided to each partner separately*



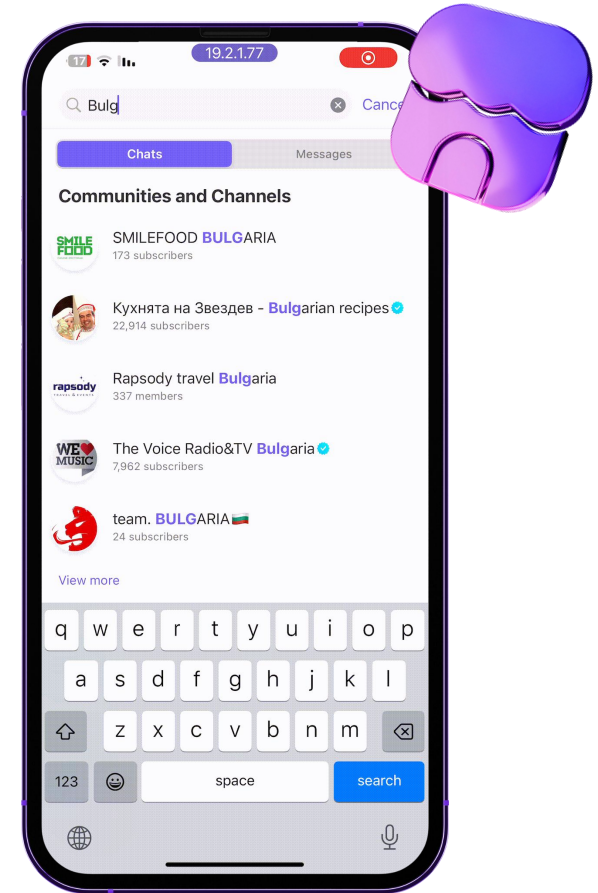
Benefits for users of a Commercial Account

- *Users can find brands and initiate conversations*
- *All business info is easy and quick to find*
- *Choose the communication channel you prefer*
- *Trustworthy brands are easier to recognize*



Benefits for brands of a Commercial Account

- *Increased visibility and easier engagement*
- *Users can search for brands and introduce others to them*
- *Improved customer experience & brand loyalty*
- *Brands are easy to recognize, harder to impersonate*



Paying for services

*1-2-1 conversations between
brands and customers*

*Augmented reality with
Viber Lenses*

Viber Pay

*Commercial
Account*

P2P money transfers

**Viber for Business: a
single platform for all
brand-user
interactions**

*Ordering food
delivery*

*Up-to-date information
on delivery*

Business Inbox

Utility payments

Native advertising for brands

Taxi order

Chatbot payments

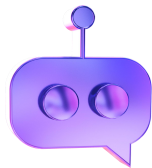
Choosing products

Financial education

Customer support

Conversational commerce

BRANDS' SUCCESS STORIES





Viber case study in A1 Serbia

Jovana Lapčević
A1 Serbia



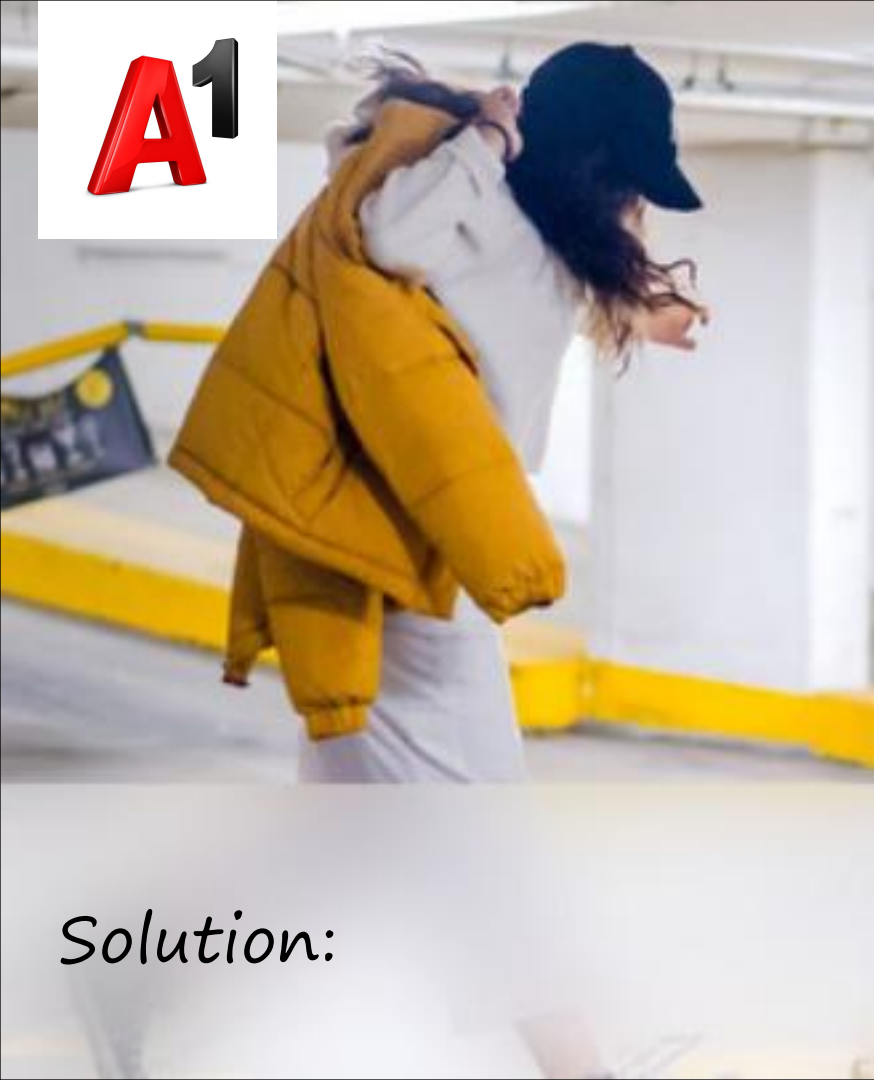


A1

Using *NTH Viber platform* without connection with A1 campaigning tools

- Main channels of communication, SMS, push notification and email, were integrated into Salesforce Marketing Cloud, but Viber wasn't
- We worked with external customer lists in order to send communication via Viber
- We were facing with target group overlapping and risk to duplicate communication via different channels

Challenges:

A1

Solution:

*Integrate main channels of communication into **Salesforce Marketing Cloud** as only campaigning tool*

- In cooperation with NTH, Viber is integrated in our process of communication and becomes important part of SFMC*
- Viber messages are used in one of our main customer journeys – renewal customer journey*
- It is used together with email, push notification and SMS communication and triggered in certain period of customer's renewal lifecycle*

A1

Results:

Communication with customer at **the right time**, via the **right channel** and with the **right content!**

- We are providing best E2E customer experience with more effective communication and higher customer satisfaction

68%

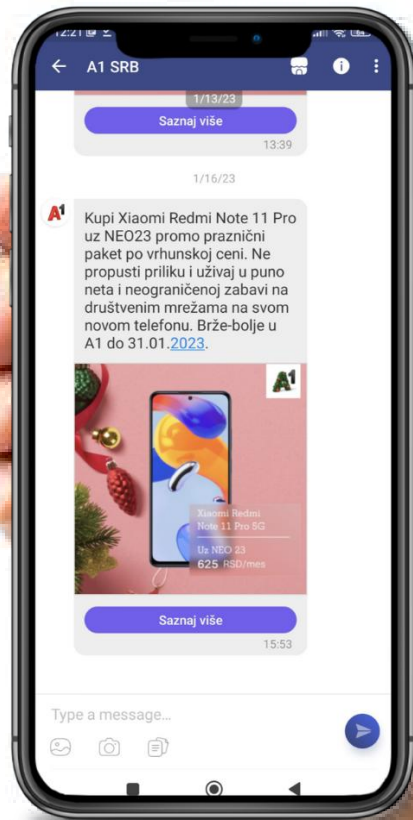
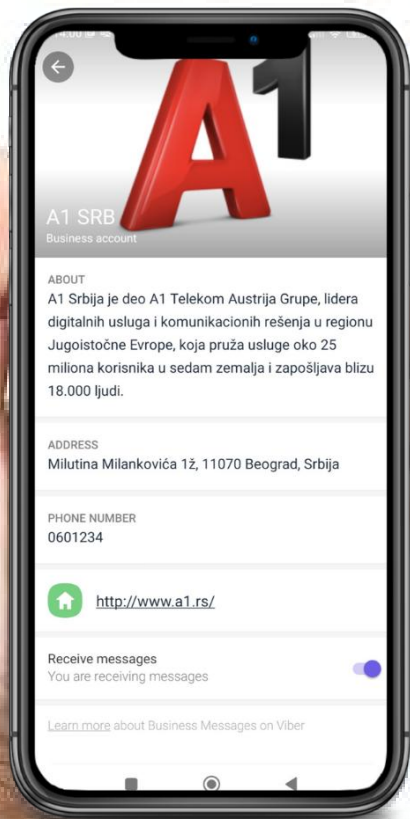
Viber delivery rate

76%

Seen rate out of delivered

20%

Viber share in 1 customer journey



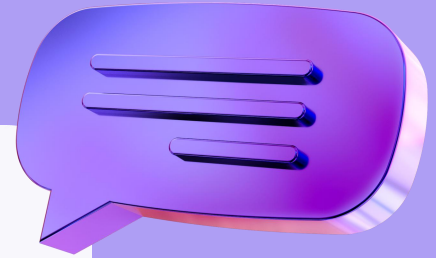
A1

Thank you!



Rakuten Viber

Q&A



Rakuten Viber
for business

Thank you!

