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Conversational Messaging transforming D2C customer engagement

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D2C BRANDS **NEED TO MAKE ONLINE ENGAGEMENT WORK**



Bringing Store Customers Online



Acquiring Customers Digitally at lower CAC



Improving Product Discovery on website/app



Providing Shopping Assistance, tracking deliveries



Cross-selling, Upselling to increase LTV

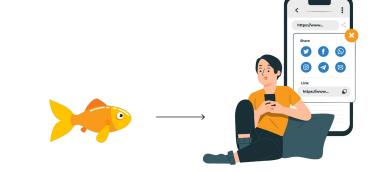




BUT ONLINE CUSTOMER ENGAGEMENT IS BROKEN







Attention Span
9 Seconds

Attention Span
6 Seconds

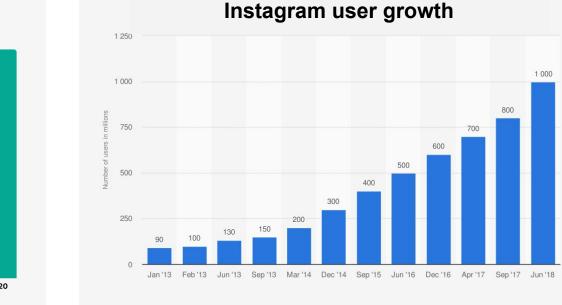
Mobile Web experiences are clunky Mobile Apps have reached saturation

Consumer Attention Spans are shortening

You need to build a **strong connect** with your consumer to make them buy from you and not go to a store or a online marketplace

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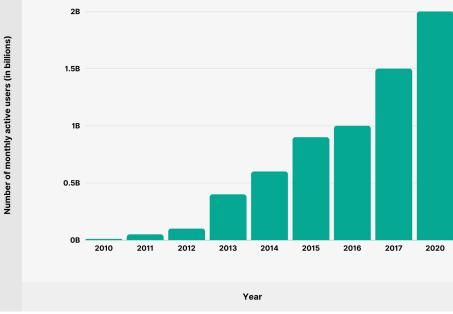
HOWEVER, CONSUMERS LOVE THEIR MESSAGING APPS!!



Additional Information:

Worldwide: Instagram: January 2013 to June 2018

WhatsApp user growth



Why can't D2C brands adopt Messaging apps as the new digital storefronts?

Sources

Instagram; TechCrunch © Statista 2021

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D2C BRANDS CAN NOW engage CONVERSE WITH CUSTOMERS TO BUILD STRONG CONNECTS

Salut

Hi

Hallo



Be where your customers are - on their favourite messaging app

Converse with them in a language they are comfortable with, through product discovery, payment, support and delivery

Ciao

Hej

Bonjour

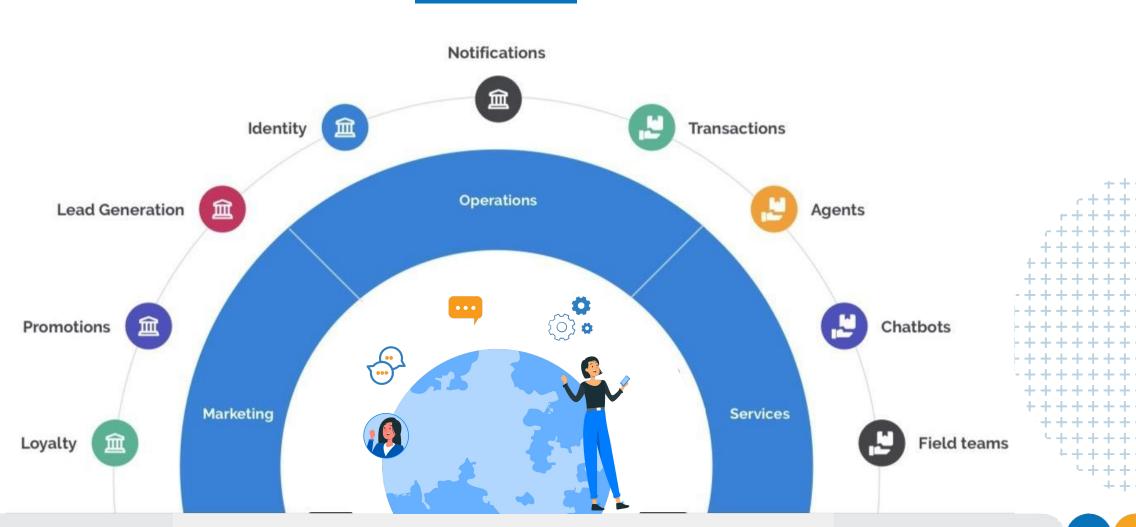


Get them to talk to you, like they would with friends and family

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TRANSFORM EVERY TOUCHPOINT WITH CONVERSATIONAL EXPERIENCES ON MESSAGING APPS



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OFFER A PERSONAL SHOPPING ASSISTANT TO EACH CUSTOMER

Who knows the brand well (about all your products, stocks, inventory, availability and will take you through a seamless experience and even help you make a choice.)

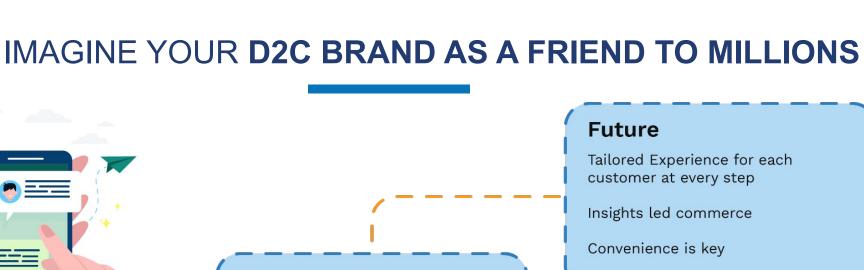
Who knows the customer well (shopping history, preferences, styles, budget etc.)

Who has intelligent conversations to understand customer requirements and make personalized recommendations





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Present

From one on many to one on one

AI + Human solving problems

Being at every touchpoint of customer engagement

Future

Tailored Experience for each customer at every step

Insights led commerce

Convenience is key



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Past

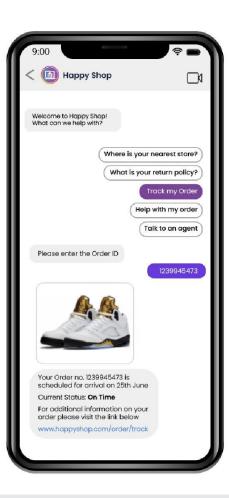
Interactions on Brand Specific Channels like website, apps

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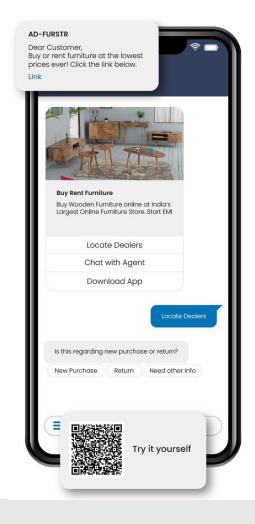
No personalization

No way to engage with customers directly

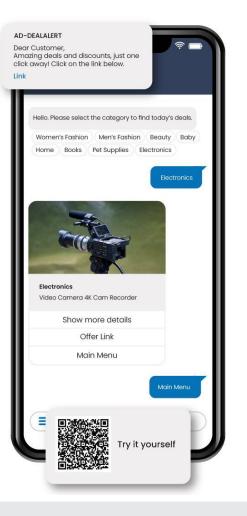
Use case 1: Offer Personalized Deals



Use case 2: Live Chat Support



Use case 3: Deals and Coupons



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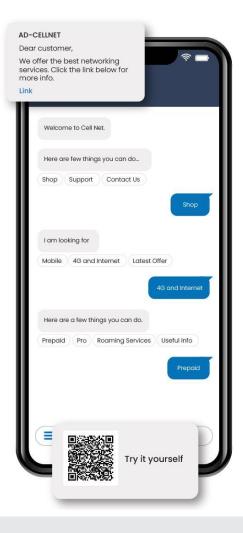
Use case 4: Online Gifts

| AD-GIFTIDA |
|---|
| Gift Ideas is India's largest selling gifting store. Surprise your loved ones with the most beautiful gifts. Click the link below. |
| Link |
| |
| Welcome to Gift Ideas. Create blissful memories with unique online gifts |
| Browse by Categories |
| Best under Rs 999 |
| Shop by Personality |
| Browse by Categories |
| Browse by Categories |
| Flowers |
| Personalized Gifts |
| Plants |
| Toys and Games |
| Jewellery |
| Fashion and Lifestyle |
| Main Menu |
| Try it yourself |

Use case 5: Shopping Assistance

| ink | | | J | |
|-------------|--|---|------|--|
| v | Velcome to India Le | ns | | |
| | Eye Glasses | | | |
| | Best Selling Collecti | ons | | |
| | | 0 | | |
| Enj | e GLASSES oy two weeks to tr | | nes. | |
| Enji Ser | | exchange or | nes. | |
| Enji Ser | oy two weeks to tr nd back for a free und. Free shipping Visit We | exchange or always. bsite | nes. | |
| Enji Ser | oy two weeks to th nd back for a free und. Free shipping | exchange or always. bsite | nes. | |
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Use case 6: Product Discovery

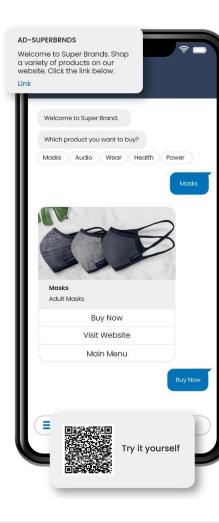


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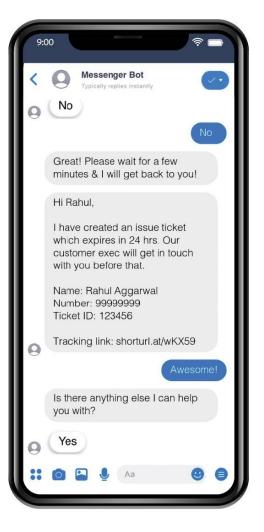




Use case 7: Catalogs



Use case 8: Social Bot



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WIN THE D2C GAME - ADOPT CONVERSATIONAL MESSAGING



Engage with customers in their preferred channel the messaging app



 Personalize conversations through 1-on-1 interactions; personalized offers, deals







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