



Q4 REACH LABS

2017

# Customer - Test results

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ADS FOR BOTS AND SKILLS

*Alexa, how is  
the weather?*

“

***There's no better way to help a customer than to be there for them in the moments that matter***

LUCINDA BARLOW, GOOGLE

**Customer behavior has changed...**

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*„If you are in asia, just skype me...“*



*„Let’s check Airbnb, i need a holiday...“*



*„I need a innovative investment..“*



*„Who needs taxis? Take a uber!“*



*„I want to know something about...“*



*„Add me on WeChat!“*



*„I think i’ll stay at home tonight and watch a movie...“*



*„I’m going to buy today...“*



*„Siri, what is the weather today?“*

# Innovative traffic sources are the key to reach your future customer!



**CONVERSATIONAL INTERFACES**



**VOICE SEARCH**



## Conversational Interfaces

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### Let's Chat!

Automated chat messaging through the use of Conversational Interfaces (eg. Chatbots) lets you effectively reach your customers on the channels they are already on.



## Voice Search

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### Let's Talk!

Identifying the intent of the the questions that your customers ask will enable you to provide the right answer and grow your visibility.



## WHAT IS IT FOR?

**This test provides a low-risk environment for identifying valuable data, that helps you better understand the growing potentials of innovative traffic sources and how to take advantage of them.**



Flight conditions

Timeframe

Investment

Metrics

## The Test

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### Chatbot Traffic

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CAMPAIGN  
CREATION



AD  
INTEGRATION



TRAFFIC  
CONTROLLING

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*Whats next?*



**NEXT  
SPRINT**



*2018*



**FUTURE  
INNOVATIONS**