

BABYCENTER USA

53% click through rate
from Facebook Messenger

ABOUT

BabyCenter is one of the most trusted pregnancy websites out there. One of their biggest draws is a sequential email campaign that follows you every step of the way through pregnancy, and their revenue model is based on advertisements and a strong affiliate sales program.

THE CHATBOT

BabyCenter created a bot on Facebook Messenger to do two things:

- Drive traffic to their website.
- Provide an alternative content delivery system.

As you can see in the image on side, the bot also provided a more interactive way for people to consume BabyCenter's content.

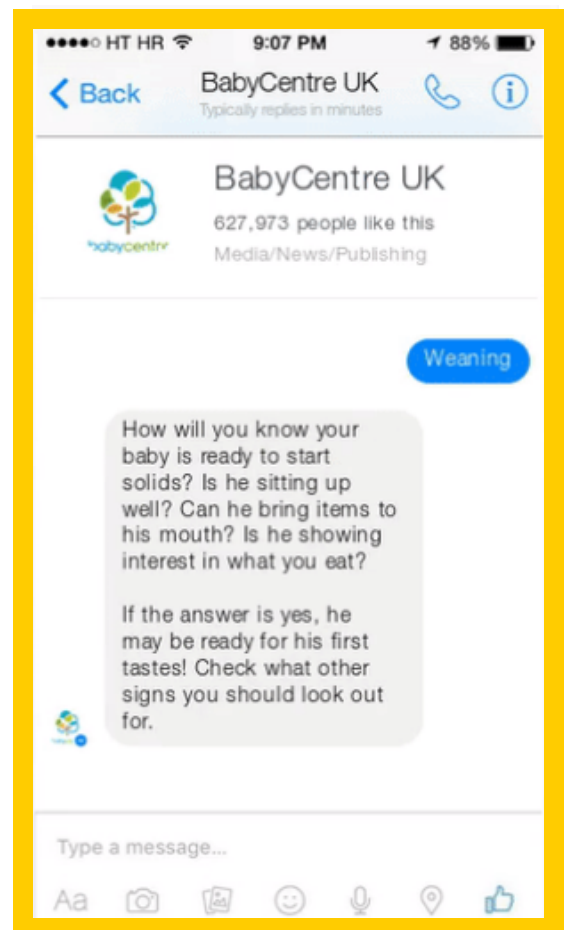
NUMBERS

- 84% read rate on automated messages.
- 53% click through rate from Facebook Messenger to BabyCenter.com

CONCLUSION

The new bot accomplished both objectives, with some impressive results. A couple of reasons why the bot may have had better open and click-through rates than email:

- The floating messenger icon and that little red number is a lot harder to ignore than an email.
- People are used to glancing at a subject line without opening the email.
- Far fewer brands are on Messenger, so a notification is more likely to be from someone you know. (And unless you're avoiding someone, you're probably going to open it.)
- The load time for a Facebook message is almost instant. Email? Not so much.
- It only takes two taps to open a message and click through. Email takes a little more navigation.
- Whatever the reason, a Messenger bot was clearly a viable content delivery system for BabyCenter. If enough people adopt it, the Messenger bot may even rival their well-established sequential email campaign.



GOOD SPA GUIDE UK

29% increase in
website traffic

ABOUT

As the name implies, Good Spa Guide reviews spas. They make money when people use the site to book a spa, so not surprisingly, they really value website traffic.

THE CHATBOT

Like BabyCenter, Good Spa Guide was looking for an alternative to their email list. They designed a Messenger bot that functions a lot like a typical "Ask Me" bot. It basically provides a more conversational way to navigate the website—but without actually being on the website. Check it out:

After a short conversation with the bot, people can go to the exact spa review page they need, and continue their hunt on the website.

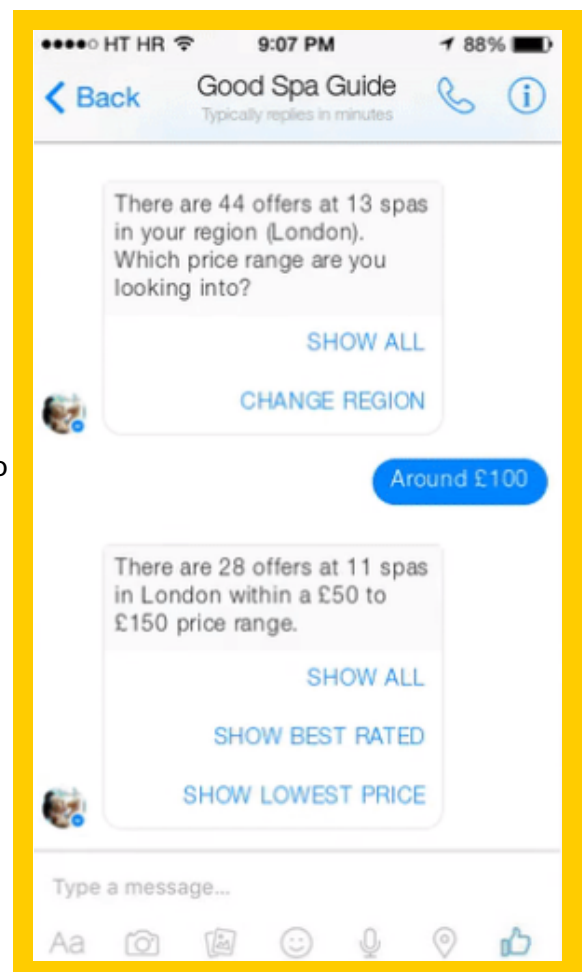
NUMBERS

- 47% click through rate on automated messages.
- 29% increase in website traffic in six weeks.
- 13% increase in spa bookings.

CONCLUSION

Messenger bots can help consumers navigate the website before they even get there.

With a 29% increase in traffic and a 13% increase in spa bookings, it looks like a Facebook Messenger bot helped Good Spa Guide either tap into a new audience, or engage their existing audience in a better way.



MY TRADING HUB USA

59% decrease
in churn

ABOUT

MyTradingHub is a web-based social and educational platform for people who trade on the foreign exchange market. They're after users, not customers, and they use a sequential email campaign to keep their users engaged.

Their **primary metric** is what they call "**Trader Training Completion**", which measures the number of people who have viewed 80% of MyTradingHub's content and performed specific tasks like quizzes. When this metric started declining, they learned that users weren't completing the training because "they forgot about it."

THE CHATBOT

In 2016, MyTradingHub was struggling to keep subscribers engaged. They decided to try an interactive Messenger bot to bring up the number of people who made it through training. They wound up creating a bot that could help people interact with the trading platform and continue their training.

NUMBERS

- MyTradingHub saw their TTC metric increase by 59% following the launch of the bot, and their training pages saw 17% more traffic.

CONCLUSION

Messenger bots can be very effective at keeping your audience consistently engaged.

In this case, it looks like a Messenger bot functioned as a sort of half-measure. MyTradingHub has been around since 2010, but to continue to be a strong "social platform," they probably need their own app. In the meantime, MyTradingHub's Messenger bot appears to be keeping users more engaged with their existing content.

