



What **developers** are saying about Messenger Platform



"No one wants to call people anymore. Messenger has opened up the single greatest way to chat with businesses since the telephone. Add in bots, and it allows businesses to deliver instant service and even sell via Messenger at scale. The speed at which Messenger innovates is unlike anyone else. That's a win for both developers and brands."

-Laura Meyer, VP of Partnerships



"The rapid progress of the Messenger platform over the last year has provided fertile ground upon which entirely new categories can be created. At Automat we are focused on Conversational Marketing and have partnered with innovative brands like L'Oréal who are committed to adopting Messenger as a place to create engaging consumer experiences that bridge personalization, content creation and e-commerce opportunities. The results we're seeing are fantastic!"

-Andy Mauro, CEO



"What shocked me the most about working with Facebook and the Messenger team is that despite their scale, they're willing to take a pretty incredible amount of risk in terms of iterating on features and changing the paradigm. For a company like Blackstorm, this has been an unbelievable experience!"

-Michael Carter, CEO

"Messenger is now set to become the world's largest gaming platform they're revolutionizing the way that games are shared, played and enjoyed. We can't imagine a better place to bring our games and tech."

-Ernestine Fu, Co-founder

"Messenger and Instant Games have been an amazing platform for EverWing. The Instant Games team is constantly adding new features and working with us to build an awesome experience."

-Tom Fairfield, Co-founder



"Our vision is to make the life better for 1 billion people through our applications, and we strongly believe that chat platforms like Facebook Messenger will drive the next opportunities to reach, engage and offer products, services, and experiences to our customers. It's mandatory for us to invest as much as we can on these new opportunities. So far we are already providing this Messenger experience through ChatClub to more than 2M MAUs and 2,000 media companies and influencers that sum up more than 200M fans on Facebook."

-Eduardo L. Henrique, Co-Founder & Head of Global Expansion at Movile



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Chatfuel

"Messenger Platform's powerful features, and even more powerful team behind them complement each other. Both have contributed in a major way to the creation of countless successful chatbot experiences on Chatfuel. We look forward to continuing on the same path with Messenger, with chatbots headed for the wider adoption in 2017 and beyond."

-Dmitry Dumik, CEO



"Facebook's Messenger Platform represents a paradigm shift in how consumers communicate with businesses from commerce to customer care. The Messenger Platform's rich functionality combined with its massive consumer adoption is perfect for providing frictionless solutions for our global customer brands."

-Andrew Busey, Co-Founder and Chief Product Officer

conversocial

"Over the past year, we've seen a huge increase in the volume of customer engagements that our clients are handling over Messenger. The brands we work with who have promoted Messenger have deflected phone calls, reduced public complaints, and made it effortless for their customers to get their issues resolved, in-the-moment, through the same app they use to communicate with all their friends. But this is just the beginning. Messaging is more than just communication—it's the future of business. We're excited to be working with Facebook to help build that future."

-Josh Mark, CEO



"Messenger is by far the biggest platform our customers are building chatbots for, and the range of features available to developers is varied and constantly growing. The Messenger Platform team are definitely listening to feedback and quickly evolving the product to meet both the needs of developers and responding to a rapidly evolving market in chatbots."

-John Jackson, Managing Director



"Bots for Messenger give Gratafy's global brand clients the opportunity to start a conversation with new potential customers in a relevant and personalized way. It's not marketing speak, it's a dynamic dialogue that's contextual to each individual consumer and it's a conversation that results in real world benefit to that consumer. For example, brands like Bud Light and Absolut vodka are introducing their product to thousands of new consumers by allowing targeted Facebook users to chat their way to trialling the brand's product via Gratafy's Bot-integrated mobile commerce platform and retailer network. It's like being able to drop a real life brand ambassador in front of consumers right at the moment they're about to make a purchase decision and then observe what happens during every interaction through point-of-sale conversion for learnings."

-Ryan Halper, Co-Founder and COO



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"Conversational bots on Messenger present a great opportunity for brands to engage with their customers one-on-one at scale. Businesses can be available 24/7 on messaging - where their customers spend their time - in a scalable, personalized way, leveraging their brand's or character's authentic voice."

-Seth Greenfield, CEO Studios



"Messenger is the most engaging platform period. Our clients are seeing 10x results in terms of open rates and CTRs compared to any other channel of communication. We believe that it is the future of customer communication and that very soon over 50% of the messages between businesses and customers will be sent via Messenger."

-Mikael Yang, Co-Founder and CEO



"Messenger is poised to become the most powerful platform for businesses to communicate personally, and effectively, with their customers. Messenger is one of the most exciting platforms to develop on right now. We are impressed with the speed at which the Messenger team is moving to improve their bot platform, and we are already seeing Messenger become a very valuable platform for our customers."

-Matt Schlicht, Co-Founder and CEO



"Building on top of the powerful Graph API, the Messenger Platform takes page-customer interaction to the next level by enabling Page365 to offer tools that empower social merchants to close sales directly from their conversations. Nothing converts better than chat."

-Prathan Thananart, CTO



"Messenger lets brands converse with a nearly limitless audience, and the engagement we see through bots and computer conversation built on the PullString platform is remarkable."

-Oren Jacob, CEO



"The combination of Messenger, Servicefriend's artificial intelligence, and our Hybrid Bot Experience Surface for seamless Bot-Human-Bot handover, created an excellent opportunity for the digital transformation of customer care. Globe implemented our solutions in just three months to achieve significant productivity gains and vastly-improved customer experience."

-Shahar Ben-Ami, CEO



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"Integrating the Messenger Platform with Shopify was a no-brainer for us. Messenger has been a revolutionary new way for our merchants to engage with their customers, and to deepen their existing relationships. It has resulted in millions of valuable conversations to date all around the world. Messenger has also become an important sales channel for our merchants, as we've recently allowed the entire purchasing journey to start and close in a message thread. We now have more than 52,000 businesses using the integration and we'll continue to explore new use cases for the future."

-Satish Kanwar, Vice President of Product



"The Messenger Platform is the first mobile platform in the western world that combines the scale and the infrastructure to enable one-to-one marketing at scale. On Messenger, we've been able to deliver bleeding edge innovations for some of the world's top brands. As the system of record for brand's one-to-one conversations with consumers, we consider the Messenger platform a critical piece of our value chain."

-Christian Brucculeri, CEO



"At Sprinklr, we believe that digital transformation is essential for businesses to survive and thrive in today's hyper-connected social world - and that customer experience management is at the core of digital transformation. Messenger provides us an opportunity to help our brands deliver those great customer experiences at scale. When brands tailor workflows, automate responses, and facilitate valuable 1-to-1 conversations, they drive efficiency and continuity of their customer experience. And that makes happy customers."

-Paul Herman, Vice President, Product and Solutions Enablement Group



"Building on the Messenger platform has been a great experience. The team at Messenger moves super fast, is very receptive to feedback and has worked collaboratively with us to roll out features that move the needle for our business"

-Henry Shi, CTO



Messenger provides Swelly users the fastest way to ask their friend for opinions. Thanks to Webviews we could integrate our full App experience into Messenger. 80% of our users are on Messenger, it's an amazing channel for growth. The Messenger team always supports us and provides great feedback to improve our product."

-Peter Buchroithner, CEO and Co-Founder



What **developers** are saying about Messenger Platform



"In a region where most systems are broken and people live on social media, bots on Messenger can do for LatAm businesses 10X more than what websites did for US businesses. Take for instance Aeromexico, not only offers all the services that the app does on Messenger but also went from 0 to 96% automation in customer support through chat in just 4 months."

-Javier Mata, CEO



"We're proud to be one of the first gaming companies innovating on the Messenger Platform, delivering an immersive Words With Friends experience to word fans everywhere. As one of the most popular word games in the world, Words With Friends is a daily ritual in millions of people's lives, connecting them with their friends and family around the globe. We're excited to partner with Facebook in reimagining Words With Friends for the Messenger Platform – bringing its beloved gameplay and rich social experience directly to the places that people are already communicating."

-Vaibhav Sahgal, VP of Games and Head of the Words with Friends Studio



What **brands** are saying about Messenger Platform

DINING AND FOOD



"Messenger is innovating food ordering and improving the discoverability of restaurants. We're delighted to be able to offer users a casual, frictionless on-demand ordering experience by meeting them in the context of their conversations."

-Jed Kleckner, CEO



"OpenTable seats more than 21 million diners every month at more than 40,000 restaurants in 20 countries around the globe. We're delighted that now our millions of diners will have the ability to plan and book restaurant reservations with their Facebook friends at home and around the world all within Messenger."

-Catherine Porter, SVP Strategy and Business Development



"With our "Shake the Tree" game in Messenger run across 460 restaurants in the UK during Christmas 2016, we were one of the first restaurant brands in the country to engage with customers in such a fun and innovative way. Media coverage generated in "Marketing Week", "The Drum" and other leading titles helped us strengthen our brand as one of the most creative companies in the UK. The great positive response we received from the customers also encouraged us to develop another bot for booking restaurants directly in Messenger."

-Tim Love, Senior Manager Social Media

ENTERTAINMENT



"We look forward to taking our Messenger experience to the next level, and think the future integration of peer-to-peer communications, with Fandango as the helpful concierge, will convert moviegoers' interest in seeing a film into action."

-Mark Young, SVP, Strategy and Business Development



What **brands** are saying about Messenger Platform

FINANCIAL SERVICES

AMERICAN EXPRESS

"Because of its scale, Messenger is an excellent platform to extend our conversational servicing technology to allow Card Members to interact with us how and when they want, "We are continuing to invest in our partnership and evolve the features of our Amex bot for Messenger to deliver more value to our Card Members. We're doing this by combining the real-time nature of Messenger with American Express' rich history as a trusted service company."

-Luke Gebb, senior vice president, Enterprise Digital, American Express.



"The Mastercard vision is to support all forms of commerce – addressing the full range of merchant experiences and consumer needs, and ensuring that every one of our accounts is as digital as the people using them. Masterpass-enabled bots on Messenger offer both merchants and consumers innovative, compelling and secure digital payments on an extremely popular and active platform."

-Garry Lyons, Chief Innovation Officer



"Our goal is to let people send money anytime, anywhere, the way they want, using the platform they're comfortable with. Messenger's worldwide presence and reach is the perfect combination for MoneyGram's customers, further supporting MoneyGram's digital transformation."

-Youri Bebic, Head of Product and Innovation



"We recently rolled out a deeper platform integration within Messenger last year, enabling PayPal as a payment option across Messenger and Facebook's commerce experiences, as well as, the ability for customers to link their PayPal account to Messenger to receive receipts directly into a Messenger thread. Because of the flexibility of the Messenger Platform, and the simplicity of the code, the PayPal team was able to deploy quickly and seamlessly. Our focus at PayPal is to be a customer champion, and the flexibility of the Messenger Platform allows us to collaborate and work on other innovative projects together to create even better product experiences."

-Bill Scott, VP of Consumer Engineering



"Western Union's global money movement platform—trusted by millions of customers worldwide—can now be accessed through the world's largest social network platform, enabling convenience, access and simplicity to further connect individuals and communities all over the world. The Messenger Platform allows Western Union to interact with our customers where they are, when they need us, in the most natural, conversational way."

-Odilon Almeida, President, Global Money Transfer



What **brands** are saying about Messenger Platform

FINANCIAL SERVICES



"We're very excited about the opportunity to provide more personalized services for customers, and to bring those services directly to our customers. Our goal is to deliver information 'in the moment' to help customers make better informed financial decisions. AI technology allows us to take an experience that would have required our customers to navigate through several pages on our website, and turn it into a simple conversation in a chat environment. That's a huge time-saving convenience for busy customers who are already frequent users of Messenger."

-Steve Ellis, Head of Wells Fargo Innovation Group

MEDIA



"The Humans bot for Messenger had to function not just on a technical level, but as a complex extra layer of storytelling. It exceeded our expectations in both aspects. With over 5.1 million interactions, we're delighted with the levels of engagement. It has been a much-talked about part of the campaign and helped generate a real buzz around the return of Humans."

-Laura Ward, Deputy Head of Marketing



"CNN has an incredible global audience that loves to interact with our content on Facebook. With Messenger's significant mobile and global user base, it was a natural fit to develop a CNN presence on Messenger for users to engage on the Messenger platform, and in a more personal and one-to-one way users have grown to expect. CNN has seen impressive retention and engagement on Messenger. Approximately half of CNN's Messenger user base directly engages with the brand in a very personal way in any given month."

-Marvin Renaud, Sr. Director of Product Management, CNN Digital Worldwide



"Messaging isn't just a 'trend' anymore. It's the portal to the new, mobile internet. It's where most of your day-to-day exchanges with friends, acquaintances, and businesses occur. Within messaging apps like Messenger, entire ecosystems are starting to get built. Payments, ride-hailing, gaming, e-commerce..the list goes on. Bots are at the heart of this ecosystem. Whether it's automating a task, curating personalized news, or providing you with the weather each morning, bots help us navigate the new waters in this fragmented mobile world. Since launching, we've seen a few months where usage of our bot for Messenger has outpaced usage of our native mobile TechCrunch news reader app. We're always looking for new opportunities to engage our audience, and our bot for Messenger has turned out to be a winner."

-Travis Bernard, Director of Audience Development



What **brands** are saying about Messenger Platform

MEDIA



"The Food Network bot for Messenger allows us to expand our partnership with Facebook and work together to gain a deeper understanding of our mutual consumer. We will be able to learn from these developments and evolve our technical knowledge and abilities with the goal to interact with consumers wherever they are and better serve them with content that is most relevant to them."

-Sue Underwald, Senior Vice President, Business and Legal Affairs, Content Distribution & Marketing

"More than ever, consumers rely on mobile to find ideas and inspiration around food – whether searching for a dinner idea, or simply because they're in the store and see a specific ingredient on sale. We know that people are comfortable using Messenger, and we know they rely on Food Network as their best friend in food, so this helpful mobile experience is a natural addition to our digital offerings. Our ultimate goal is to help them find the perfect recipe quickly and prepare their meals with trusted Food Network recipes."

-Liesel Kipp, Vice President of Product Management at Scripps Networks Interactive.



"As we continue to experiment with mobile storytelling and news delivery, we see Messenger as an exciting new way to engage with our audience and new readers in a curated and easily digestible format."

-Carla Zanoni, Executive Emerging Media Editor, The Wall Street Journal

"Messenger has allowed us to create a whole new experience of WSJ that includes pace, immediacy and new ways of discovering related content. This is also helping us reach new audiences, who are now getting their WSJ news as part of their daily conversations on Messenger."

-Himesh Patel, Creative Director, Dow Jones



What **brands** are saying about Messenger Platform

NON-PROFIT & CHARITABLE



"We have found that areas with restricted access to healthcare also often have low bandwidth, so we chose Messenger over building an app. Those are the areas where GYANT creates a lot of value and Messenger is our choice and was instrumental to our fast growth."

"We have seen that especially young people are very open to using Messenger - a demographic that is very hard to reach for any party in the healthcare system."

"We believe that the interaction with Messenger is daily, continuous - and that's how you should interact with your own health."

-Pascal Zuta, Co-Founder and CEO



"Tarjimly instantly connects volunteer translators around the world to refugees and immigrants who are struggling to communicate. Messaging apps are often instrumental in their journeys, and millions of refugees already use Messenger as their lifeline to safety and their family back home. Beyond easy adoption, the platform has a rich set of communication tools, effortless registration with just a button or phone number, and existing support across many languages, all of which made it simpler to provide intelligent routing and anonymity to our users. Messenger is invaluable to our mission of putting a translator in the pocket of every person in need."

"We launched for translators on January 30, 2017 and generated 1500+ signups from volunteers within 24 hours with zero marketing beyond a Facebook post. People around the world are eager to take 5 to 15 minutes out of their day, on the train or at their desk, to help a refugee in need. Messenger makes these micro-moments of volunteerism a reality. Now, we're partnering with refugee resettlement organizations to improve the product in low-risk scenarios and plan to launch globally this summer. Our long-term vision is to empower a whole new market for person-to-person translation in every language."

-Atif Javed, Co-Founder



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NON-PROFIT & CHARITABLE

Connection & Platform:

"The U-Report bot for Messenger allows us to connect with young people in new territories where only a year ago it would not have been possible. The simplicity of the platform has enabled us to respond with speed so we can now establish scalable data collection systems on critical development issues in just a couple of days"

About reach and scale:

"Our biggest barrier to reaching millions of young people through U-Report has always been the cost of SMS. The Messenger Platform removes that barrier for us, not just for today but for a sustainable future of U-Report and all the UNICEF programmes it supports, allowing young people to speak out and positively influence their own environment"



Impact and internet penetration:

"We already know U-Report can impact policy, improve emergency response, and empower young people where previously they were not part of the conversation. U-Report bots for Messenger have enabled us to seriously accelerate how many young people can reach out to us, from all over - and take the U-Report platform to countries and places that would have taken us many years to reach otherwise".

"When it comes to quickly understanding young people's views on any development issue, or urgently getting them the access to critical and sometimes life saving information, the U-Report bot for Messenger allows us to do it with speed and simplicity in any environment with an internet connection - which means amazing reach today and unlimited potential to for tomorrow as more people get access."

-James Powell, Global U-Report Lead

SOFTWARE & BUSINESS



"The digital consumer experience is on the cusp of the most significant change since the smartphone. Messaging is becoming the new browser with Artificial Intelligence being the new user interface. Bots on Messenger provides users with the digital experience of the future: individualized, informative, immediate and seamless across the entire consumer journey. We're thrilled that the msg.ai deep learning platform is part of such a groundbreaking shift."

-Puneet Mehta, Founder and CEO



What **brands** are saying about Messenger Platform

SOFTWARE & BUSINESS

PHILIPS

"To drive digital transformation throughout the enterprise successfully, it's essential we draw from cutting-edge and best-in-class technologies. And, as a customer-obsessed organization, we have to communicate with our customers, on whichever platform, format and device they choose. Bots for Messenger enable us to do exactly that; we can connect with and support our customers in real time, improving response rate and delivering an improved brand experience."

-Blake Cahill, SVP Global Head of Digital Marketing and Media



"The best customer experiences today are smart, convenient, and on the customer's preferred channel. Connecting Salesforce LiveMessage with Messenger empowers brands to deliver an effortless, conversational service experience directly with consumers, using rich customer context from CRM."

-Adam Blitzer, EVP and GM, Service and Sales Clouds

SPORTS



"Messenger provides us with a new and straightforward way to send on-demand highlights directly to our fans as well as inform them as to where to watch our games. The Messenger team was extremely helpful during the development process, which allowed us to timely launch our bot for the 2016 NBA Finals."

-Melissa Brenner, Senior Vice President, Digital Media

theScore

"Taking theScore experience to Messenger made total sense for us. With more than a billion active users on the platform, this was an opportunity to provide a highly-personalized experience to a huge audience - serving sports scores and news quickly and concisely. We now send more than 2.5 million messages to sports fans every single day, with our users opening it on average seven times a week. That's really strong engagement, and we think the potential is there to continue growing our audience base here by working closely with the Messenger team to ensure we're giving users the experience they crave on this platform."

-Riaz Lalani, VP Product



What **brands** are saying about Messenger Platform

STYLE/FASHION



"Working with Messenger, where more than 1.2 billion people are already having conversation every month, provides eBay with the opportunity to connect with new shoppers. With Messenger, we're able to test and learn with eBay ShopBot, focusing on how we can better combine AI with eBay's breadth of inventory to create a simple and personalized shopping experience for everyone. As always, there's more in store for eBay ShopBot this year. We plan to build on our early momentum and continue to invest in the science of commerce."

-Dave Sweeney, VP Product Management



"Where do you usually ask for fashion advice? In Messenger, so we can finally be exactly where you are. Now getting dressed for an amazing day is as easy as texting!"

-Anastasia Sartan, CEO



"L'Oréal embarked on a journey of digital transformation three years ago. We see an opportunity to further accelerate our efforts by leveraging Messenger to deliver personalized consumer experiences through this important new communication channel. With our partner Automat we are pioneering Conversational Marketing approaches using artificial intelligence to authentically engage with our customers, and help them find and use the right products in much the same way as our Beauty Advisors would in a physical store. With over 1.2 billion users on Messenger, Facebook can truly help us achieve our goal of providing Beauty for All!"

-Lubomira Rochet, Chief Digital Officer



"At Sephora, our goal with digital tools and innovation is always to meet the client where she already spends her time organically, which is why the Messenger Platform capabilities appealed to us. We were enthused about combining ease and utility for Sephora reservations —enabling our clients to book a makeover with us in seconds, just by messaging Sephora."

-Mary Beth Laughton, SVP of Digital



"Digital innovation has been at the center of our strategy to democratize the runway, and the TMY.GRL bot on Messenger introduces a new level of accessibility, engagement and personalization for our global audience. The fantastic teams bringing this to life have created a style of consumer interaction and conversational-commerce that has not happened before. There was no better moment to launch the TMY.GRL bot than at our #TOMMYNOW fashion show – it is truly a moment where fashion, entertainment, pop culture and innovation are merging to create a new commerce model for our industry."

-Tommy Hilfiger, CEO



What **brands** are saying about Messenger Platform

TELECOM



"Globe Telecom used Messenger powered by Servicefriend's Hybrid AI technology to provide meaningful and efficient customer service in the digital age. Through a Messenger bot called Gie, the telco improved its customer service operations, increasing productivity by 3.5x and reducing calls to hotline by 50%."



"Be it texting, WhatsApp messaging, or talking to friends via Messenger, one thing is clear: Messaging is how our customers prefer to stay connected. So when we were presented with the opportunity to pioneer a new way for current and future customers to connect with T-Mobile via one of the world's most popular messaging platforms, we didn't think twice. Messenger's shopping experience is a low-touch way for mobile users to browse and buy our products and services. Our customers love it! The experience has proved to be so simple and intuitive that we're working around the clock to bring even more customers and products to Messenger."

-Nick Drake, Senior Vice President of Digital at T-Mobile

TRAVEL



"Mexicans are among the world's most frequent users of Messenger. We want to serve our customers in a digital space where they already love to spend time – on Messenger. It lets us have a conversation with our customers when and where the customer wants - as a chat, but also stopping and starting again if that's what's most convenient for the customer. And there is a record of all those interactions over time, in the conversation timeline."

-Brian Gross, Head of Digital Innovation



"With more than 1.2 billion active users, Messenger gives us the perfect opportunity to extend the reach of our own messaging platform, enabling us to potentially converse with a significant chunk of the earth's population. It also serves as an additional channel to supply our customers with the information they need - we simply take our chatbot straight to them. Just as with the Booking.com app, it empowers travelers to reach out to us anytime, wherever they are in the world."

-Pepijn Rivers, Chief Marketing Officer



What **brands** are saying about Messenger Platform

TRAVEL



"We're excited to extend our product offering on Messenger to enable our customers to find great travel deals and share them with a group of people. Hipmunk Deals are great for last minute travel. We've already seen from our web and app experience, which has an email sharing functionality, that people enjoy sharing deals, and we're looking forward expanding this capability to group bots."

-Nancy Hang, Senior Vice President of Product



"We want to be where our customers are and our results on Messenger fully underline that Messenger is a very important platform in our social strategy. Currently we receive more than 50.000 servicing mentions on Messenger per week which is 50% of the total volume. More than 15% of all KLM.com boarding passes are being sent via Messenger. It proofs the huge potential of such a powerful platform for a company like KLM Royal Dutch Airlines."

"We believe that a personal conversation with our customers on the platform of their choice is going to make the difference in the coming years. We offer our customers a timely, correct and personal answer to their questions on Messenger, but it doesn't stop there. Our KLM flight info bot on Messenger shows the huge potential of adding services that make the conversation even more relevant to the customer, leading to a personal approach supported by technology."

-Pieter Elbers, Chief Executive Officer



SnapTravel

"SnapTravel was built on the premise of simplifying hotel bookings. Messenger enables this, as users can browse and book over 1M hotels without having to download an app. With Messenger - we can reach 1 Billion+ people in a place where they already spend time."

"With Messenger we can tap into 1.2 billion+ people and instantly offer a simpler hotel booking experience. The platform offers a unique way to discover, connect and share content with friends, providing us at SnapTravel growth that is more organic and social by nature."

-Hussein Fazal, CEO



What **brands** are saying about Messenger Platform

MORE

ABSOLUT

"Using News Feed ads to drive traffic into the bot for Messenger allows Absolut to move beyond the call to action – it's a call to conversation, which ultimately leads to a conversion. It's a novel way to use Facebook ads to drive consumers from content to commerce. So far, our activation rate has exceeded execution benchmarks by 2x and we're looking forward to continued increases in activations driven by Newsfeed ads over the key holiday period."

-Joao Rozario, VP Marketing

LUAN
SANTANA

"When we launched the bot with ChatClub, we were the first ones in Brazil in the music segment. It was a big surprise for the fans to see all those functionalities inside Messenger and of course, for me too. Was it possible? We were discovering together. I remember when I entered in the group chat to talk to them, they couldn't believe it. I took a lot of pictures proving it really was me! It was great. Everything that can bring me closer to my fans is always welcome and the bot is one of our favorites, for sure."

-Luan Santana

"We used the bot for Messenger several times in Luan Santana's e-commerce campaigns. The results were incredible, mainly in the aspect of access, we managed to reach the big fan base he has on Facebook. The fans that are inside his bot receive first hand news about his career and along with his e-commerce news was really satisfying. The number of access and conversions multiplied by having this direct 'talk' with our target audience. The tool brought us closer to the fans and therefore helped us in the interaction with clients"

-Guilherme Fantin, Marketing of Luan Santana's e-commerce

mestic

"On Messenger, we focus on what user says and how we can best engage with them: tone of voice and relevance become the new design."

-Xavier de Baillenx, Innovation Lead

tenor

"The Messenger Platform will empower people to engage more deeply with Tenor, helping them find the perfect GIFs to better express their thoughts and feelings."

-David McIntosh, CEO