



How to Use Messenger API to Get Tens of Millions of Orders Daily!

Messenger API X Sanuker
Industry-Leading Automated Messaging Solution

Real-time Chatbot Conversation with Potential Customers

Curate Unprecedented Conversational Business Model
with Effective Marketing Funnel

New Marketing in The New Normal

The Next Chapter of Digital Marketing

Alienating social distancing and anti-epidemic measures for countering pandemics are hampering relationship-building between enterprises and customers. As sustaining customer communication becomes a significant business challenge, Sanuker's conversational business solutions come in handy for enterprises to connect with customers to understand their needs and provide relevant services or products. Over the past five years, the solutions have proven effective for more than 100 international companies and 1,000-plus domestic and overseas SMEs. Heavier use of social media-driven by the pandemic has made Messenger one of the most popular social platforms. Coupled with a tailored chatbot, Messenger can help companies respond to general customer inquiries 24/7, as a means of providing instant personalized services that contribute to elevating brand image, customer experience and sales.

Sanuker provides seamless omnichannel solutions that enable enterprises to use chatbots on Meta's Facebook or Instagram platforms to conduct innovative and compelling brand marketing campaigns that could reach billions of active users, thus helping brands develop a potential clientele expand business and achieve success in targeted markets.

As post-pandemic consumption habits continue to evolve, the automated messaging experience will be an important strategic initiative to meet changing needs and stay ahead.



Automated Messaging Solution Becomes a Upcoming Trend for Customer Interaction

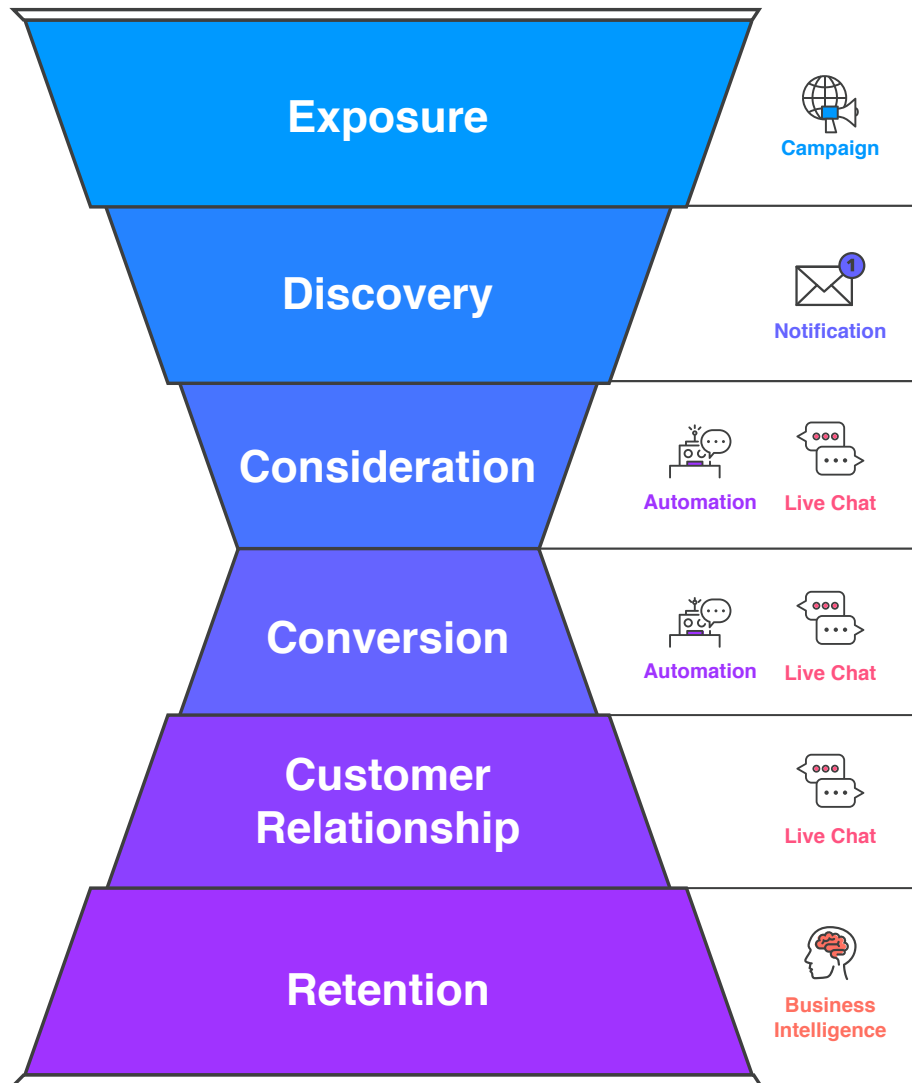
Thriving e-commerce has led to booming conversational marketing during the pandemic, as companies increasingly prefer using instant messaging apps to communicate with customers. A study about Messenger shows that as of 2020, companies and customers exchanged an average of more than 20 billion messages per month, and there were 1.3 billion monthly active users (MAUs) for messaging¹, not counting the one billion MAUs of Instagram². The chatbot technology used with messaging apps has taken off too as enterprises strive to meet customers' demand for instant response in their endeavors to consolidate leadership in the quickly evolving market and enrich their brand stories.

Committed to creating an efficient and personalized conversational marketing experience for enterprises, Sanuker as a Messenger partner since 2017 has been providing one-stop automated messaging solutions for enterprises. Applying highly flexible APIs, the solutions are integrated with Facebook, Instagram and other social media and corporate communication platforms. Internal and external corporate communication channels are seamlessly connected, while chatbots are created to connect with customers effectively. Through machine learning and natural language processing (NLP) for artificial intelligence (AI), Sanuker's chatbots serve customers at any time and any channel. Customer queries and dialogue processing are optimized to deliver personalized responses that enhance customers' experience and access to the latest product and service information.

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The digital funnel of Sanuker's messaging solution flow



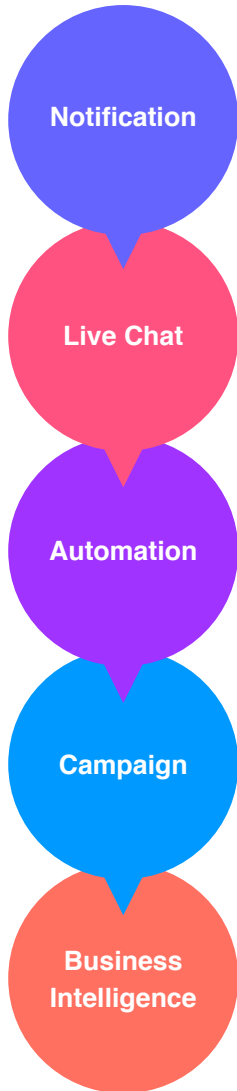
Key to Success of Sanuker's
Exclusive Automated Messaging Solution

Integrating Messenger API and Funnel Marketing for Effective Digital Transformation

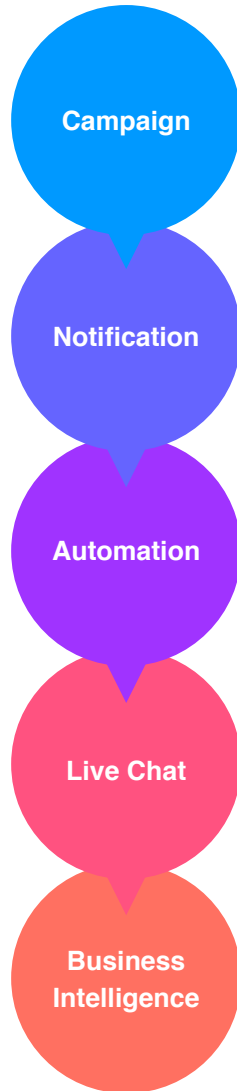
Messenger was developed by Meta which is naturally compatible with Facebook or Instagram's advertising platforms to create an enhanced interactive experience. Its mobile app offers a notification function to keep customers informed of the latest information or offers at all times. Cross-platform chat communication records are also available.

Compared to other communication platforms, Messenger-based automated messaging solution can be integrated throughout the marketing funnel, from top to bottom, to deliver a superior digital transformation experience, with the following characteristics:

Typical sales process



Sanuker x Messenger sales process



Sales process

Campaign

Use innovative and interactive campaigns to engage customers in dialogue and increase brand awareness and exposure.

Notification

Regularly send out notifications via chatbots to establish relationships with potential customers.

Live Chat and Automation

Instant processing of a large volume of real-time communication at low cost in the consideration stage of the consumers' decision-making process.

Business Intelligence

Collect data of customer preferences with Messenger's cross-platform messaging records to formulate targeted sales strategies and collate business intelligence to facilitate customer retention and hence, increase customer loyalty and conversion.

Six Attributes of The Messenger X Sanuker Enterprise Automated Messaging Solution

- 1** Automated instant response at all times across channels
- 2** Answer frequently asked questions, so manpower can be used flexibly for enhancing corporate competitiveness
- 3** Strategically support multiple customers simultaneously in high volume, with personalized dialogue to elevate customers' experience
- 4** Design innovative and effective promotions to increase interactivity and conversion
- 5** Integrated analysis of customer communication to understand consumer behaviors and support higher precision targeting
- 6** Applicable across sectors to discover market opportunities

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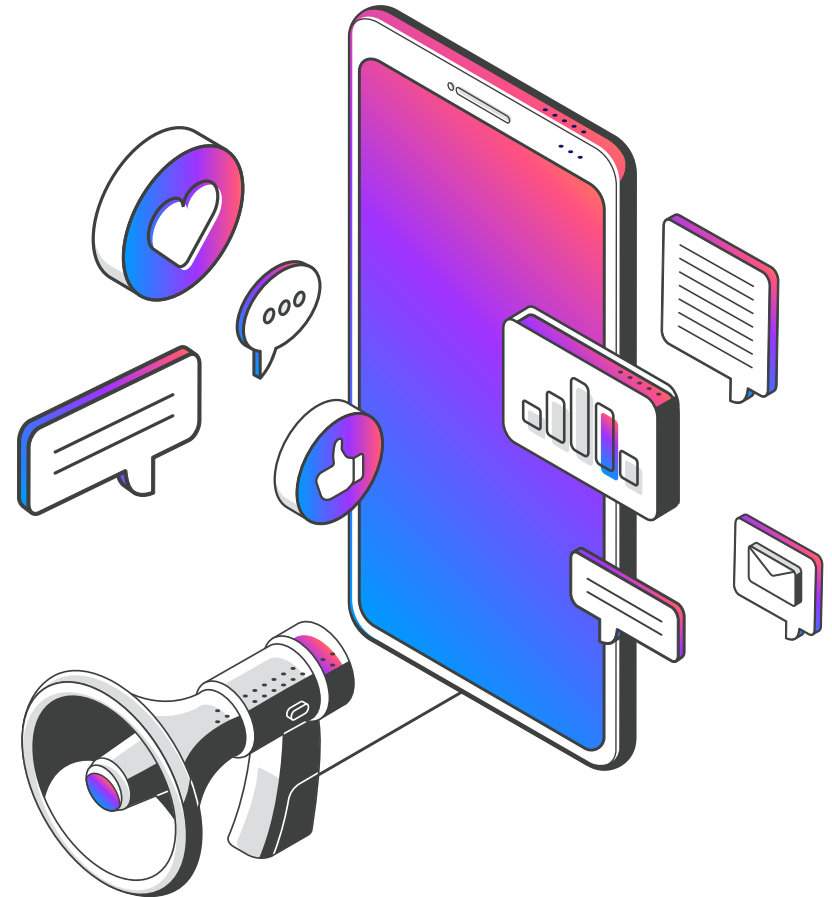


What You Should Know About Messenger API

Messenger API provides a platform for developers like Sanuker to create excellent bots on Messenger and Instagram. Besides text messaging, Messenger also allows multimedia chat elements such as audio, video and image. Message templates, quick replies and buttons are available as structured messaging options.

Frequently used conversation components

- Auto Reply
- Quick Reply
- Message Template
- Broadcast
- Instagram Story Tag



Messenger is the most popular social media with 1.3 billion MAUs

Frequently used conversation components

Auto Reply

More than just typical text replies, Messenger API enables you to create a chat experience with multimedia assets in individual messages or as added components to a message template.

These assets are supported:



Quick Reply

A set of preset options can be prominently displayed above the “Type a message” box. Images can also be added in a quick reply.



Message Template with buttons and image carousel

Message templates are built to support different usages, with carousel and button for expanded functions.

Message templates also support buttons for new functions such as open WebView, send a response to Webhook and share content, etc.



Broadcast

Messenger API allows companies to broadcast a message to opt-in customers in proactive communication exercises.

Instagram Story Tag

From June 2021, brands can send automatic messages such as coupon rebates, likes or private messages to the users who have tagged the brand in their Instagram Stories to augment interactivity.

Leverage Messenger API to Promote Conversational Marketing and Consolidate Market Leadership

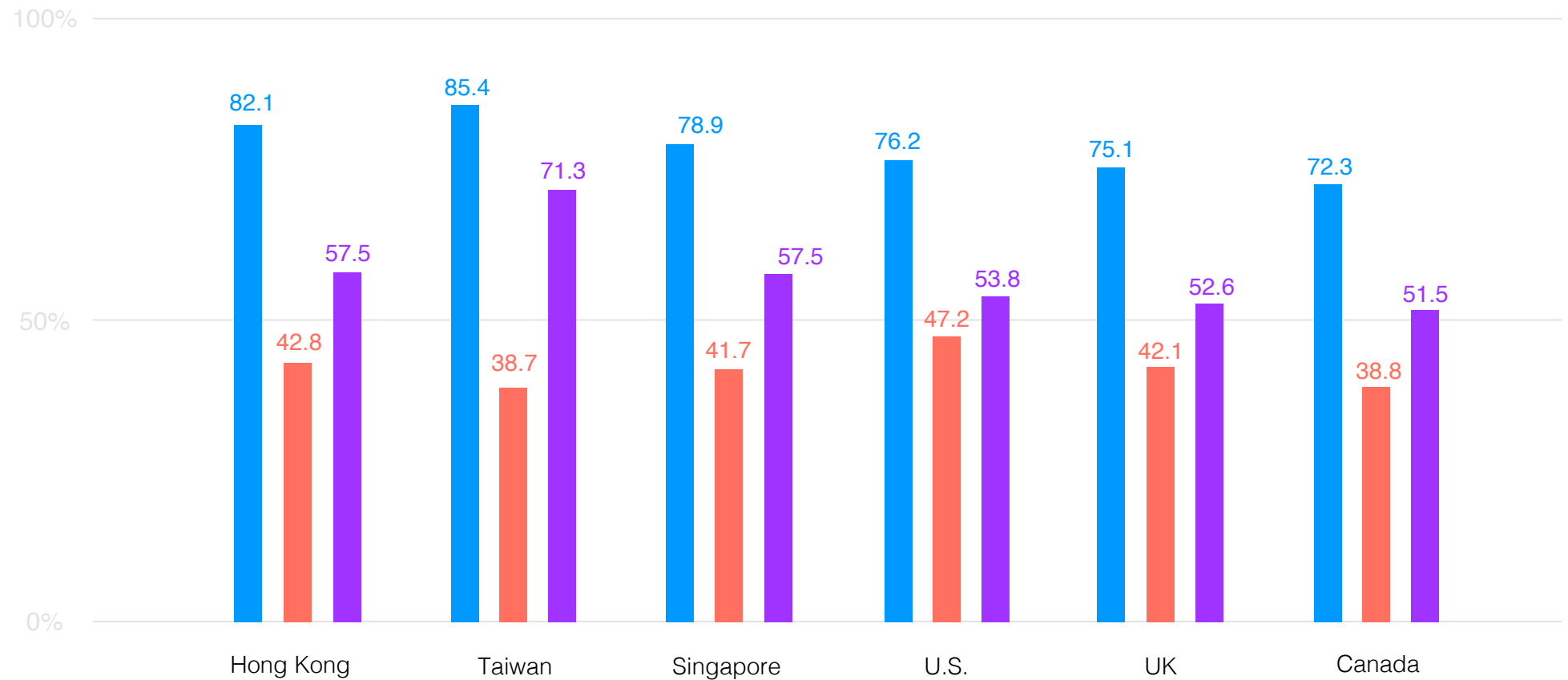
Consumption and shopping have been turned on its head since the onset of the pandemic and people are less inclined to go out. Businesses that didn't think much of e-commerce began to look for innovative alternatives. The *"Adobe Digital Economy Index: COVID-19 Report"* released in March 2021 shows that COVID-19 has given e-commerce an extra boost of \$183 billion, and online grocery shopping increased 230% in February 2021 compared to January 2021³. A CommonThread report also states that 58% of consumers use communication apps more often due to the growing popularity of online shopping, and 91% of consumers plan to continue to use such apps heavily in the future.

The change has highlighted the inadequacy of conventional customer support services or communication means by telephone, e-mail etc. The *"Zero Friction Solution Guide"*⁴ compiled by Facebook IQ identifies common friction points for support, such as poor redressal process, limited channels for feedback and support, and customer support delays. The guide has also cited *"The 2017 SAP Hybris Consumer Insights Report"*⁵ finding that 89% of those surveyed expect a merchant to respond to them within 24 hours.

89% of consumers expect merchants to respond within 24 hours

Facebook IQ also points out that by using Messenger, businesses can directly and instantly respond to customer inquiries. A diverse range of software is always available from Facebook partners to provide more means or channels for responding to customers, while optimizing the customer service experience. Indeed, Messenger on Facebook and Instagram is a default communication channel for chatting with friends, participating in social media campaigns, or checking with merchants about products or services. In the survey report *"Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)"*⁶ released in June 2018, Meta observes that Messenger is widely regarded as a "modernized communication tool". Meta also projects that Messenger users will reach 2.4 billion in 2021⁷. The user volume points to evolving communication preferences towards easier, more convenient and direct communication means, especially for online shopping. Customers are impatient with convoluted customer service conversations, and desire real-time and practical responses instead. However, Facebook IQ notes in the report that 56.6% of surveyed companies still have not set up social platform communication channels⁴.

User share of Facebook, Instagram and Messenger by country and region (as of October 2021)⁸



- Facebook
- Instagram
- Messenger

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Automated Chatbots Stimulate Purchasing Instinct

Consumers message with brands through chatbot for various reasons, as identified in another Facebook IQ report, *“Why Conversation Is the Future of Commerce”*⁹ – 45% of consumers want product or pricing information, 35% want instant response at any time, 33% find it an easier way to shop, 31% hope to get personalized advice, and 30% expect to negotiate prices or offers.

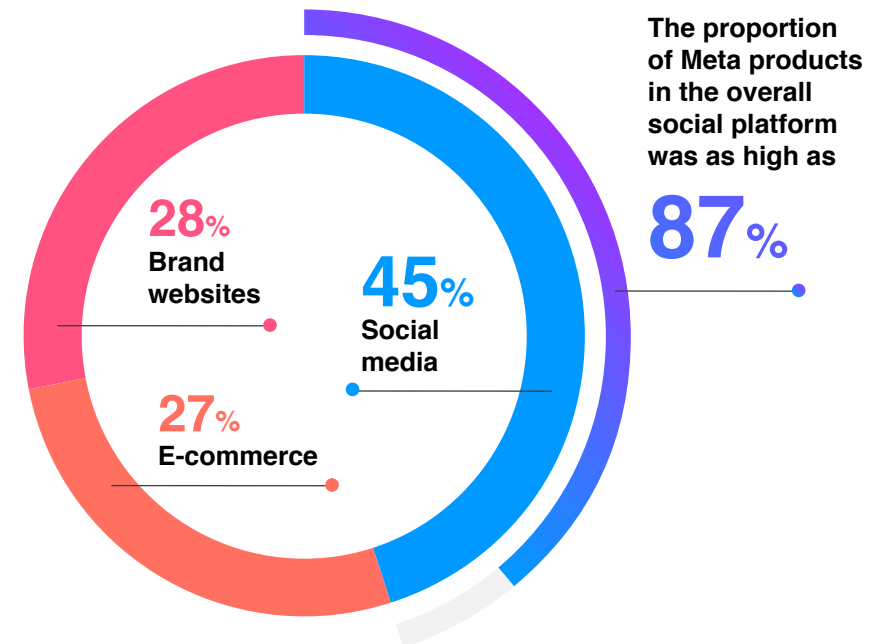
For brands, chat automation can make customers feel that they are respected and cared for, as they can get immediate responses, more information and effective help through a continuous dialogue, at a time when the pandemic forces people to keep their distance. Chatbot help to create a virtuous cycle encouraging consumers to use chat programs as the main channel for making inquiries or accessing information.

As Messenger is increasingly used, companies will have to grapple with a greater volume of communication. Instead of adding manpower to deal with this demand, chatbots are clearly better alternatives in delivering on quality and quantity.

The attributes of conversational commerce are borne out in the *“Conversational Commerce – The Next Gen of E-com”*¹⁰ survey report released by the Boston Consulting Group (BCG). Two findings point to the importance of social media platforms for conversational marketing – 15% of online shopping transactions in the United States are generated through young people using chat programs; and nearly 45% of conversational commerce takes place on social platforms, with Meta platforms capturing 87% of that.

Global e-commerce value for 2020-2021 reaches
US\$240 billion

Where do buyers make purchases through chats for conversational commerce in the US?



Messenger Helps Brands Deliver Personalized Services

Meta surveys show that more than 20 billion Messenger messages are exchanged between brands and their customers every month. Businesses use Messenger to process customer queries, promote products, and develop business anytime, anywhere. To keep Messenger integration hassle-free and low cost for corporate managers, Meta has formulated simple solutions for building dedicated corporate Messenger as well as high-performance chatbots that are operational 24/7. The tools serve to boost interactivity with customers, connect with potential customers and increase sales.

As Instagram's user volume expands, and consumption preferences evolve¹¹:

87% of consumers act after seeing product information on Instagram

54% make an instant purchase when or after seeing a product or service on Instagram.

42% say Instagram helps them discover products or services.

65% visited a brand's website or app after seeing it on Instagram.

Meta is planning a dedicated version of Messenger for Instagram. Sanuker, a Messenger partner, has also launched a chatbot for Instagram Messenger since June 2021 for merchants of IG Shop to manage their Instagram messages and share information through mobile apps, as well as through Instagram Feeds, Stories, Mentions and DMs, through seamless integration with Meta for optimal complementary benefits.

Upon implementing the Instagram Messenger API, Kiehl's from Malaysia is able to process its Instagram messages with ease. The results led to a 20% conversion rate from consultation to sales. Cosmetics brand Sephora can amplify its ability to be engaged and active since the API integration. The brand can serve 100% of Sephora's customers who reach out on Instagram through the platform, and it took 15% fewer responses on average to resolve customer inquiries, thus increasing overall efficiency.¹²



Chief Business Officer
smarters
Pietro Bujaldon

“From the internal testing phase of Instagram’s integration of Messenger API, we have been selected as one of the first partners to participate in the deployment. In terms of communication efficiency, the result is that our clients managed to save an average of 40% of their time in communicating with their customers. We are very pleased to have extended this service to more clients now and help them connect with and acquire more new customers through effective communication channels.”



CEO
Banggood.com
Aron Chen

“As the trend of online live broadcasts on social platforms is on the rise, we need to take this into account for our digital sales strategies. Meta’s instant messaging program Messenger helps us provide customers with an automated and seamless communication experience, allowing users to get the latest news, discount details and product information to increase purchase intentions and sales.”



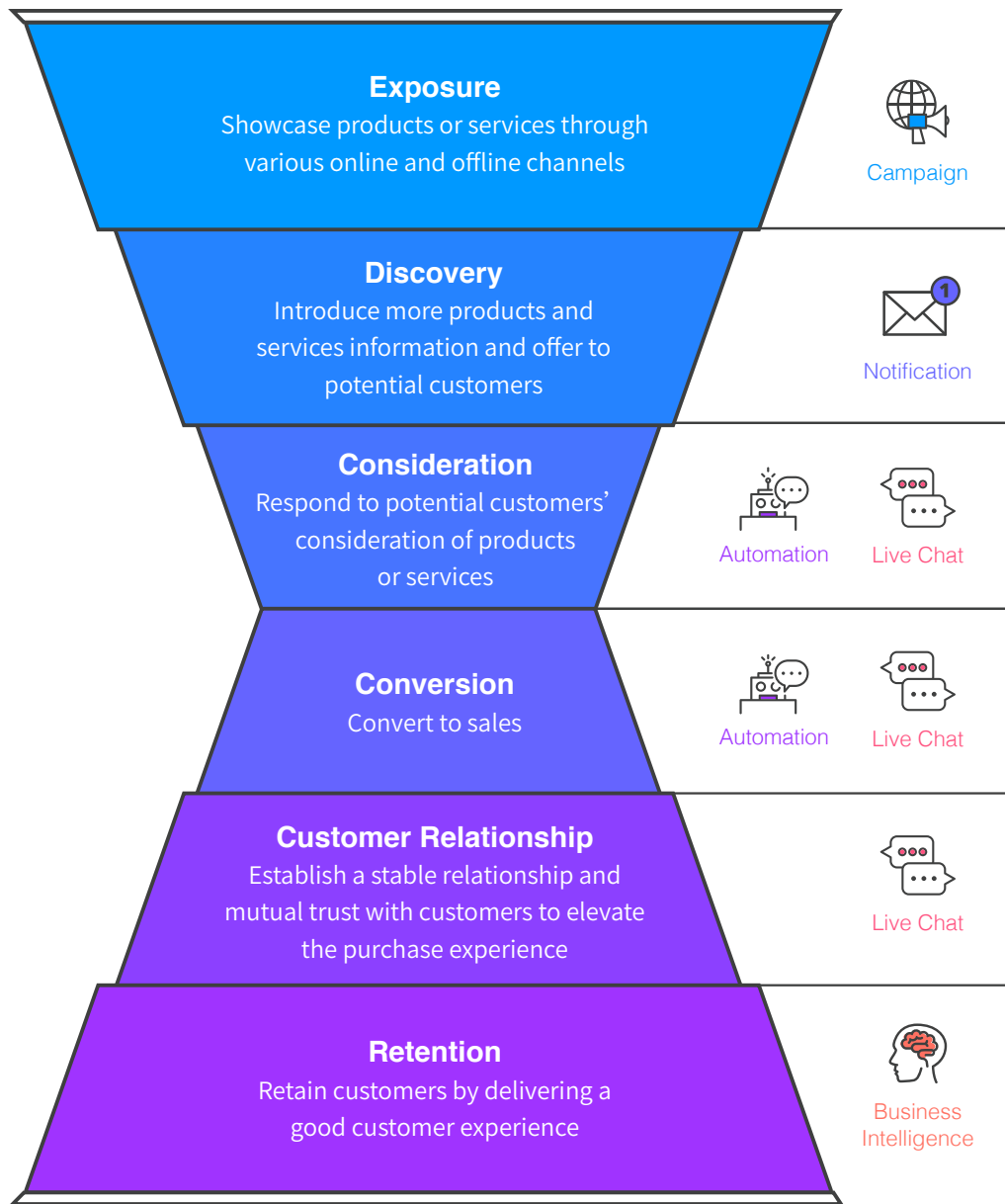
Head of Digital Banking
TP Bank
Hoai Nam Tran

“Messenger is an efficient tool that helps services become automated. With BoostML, we can provide customers with a smoother, more convenient and comprehensive customer service experience while also saving operating costs. Customers can use our banking services at any time through any online channel based on their needs.”



Global Communications Specialist
H&M
Sanne Busschots

“We are delighted to be among the first to use the Instagram Messenger API. Through Instagram Messenger, we can deliver messages to customers quicker. After integrating the service process for customers, our efficiency has improved by 31%, and customer satisfaction has been raised by 9.5 points.”



Realising the Enormous Potential of Chatbots

Chatbots can bring significant business opportunities and advantages. In the case of the “digital funnel” usually applicable for messaging marketing, Sanuker’s Messenger automated chatbot is integrated with its unique sales process to widen the usually narrower bottom layer of the customer relationship, and add a new layer of customer retention, bringing a stable source of customers to ensure sales and more room for development for a brand.

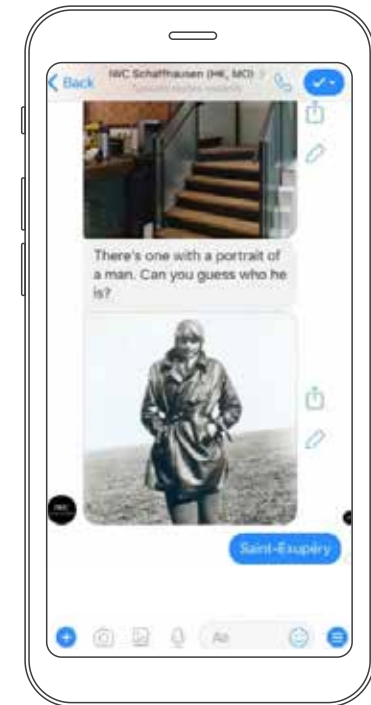
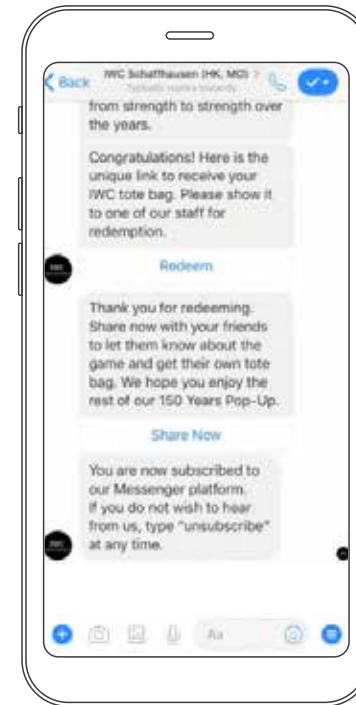
IWC Schaffhausen 150 Chatbot Game



Campaign

Exposure

IWC, a watch brand of the world's second largest luxury goods group the Swiss Richemont Group, celebrated its 150th Anniversary with various promotional activities, including opening a pop-up store. The brand collaborated with Sanuker to build the brand's chatbot for an O2O anniversary chatbot game. The campaign targeted people aged between 25 to 35. Participants had to answer five simple questions for the brand to recommend their favorite watch. The campaign increased customer traffic flow, helped the brand respond to a high volume of customer service needs, and increased interactivity with on-site pop-up store staff.



The chatbot game successfully generated following data:

100,000+

chatbot dialogue

Attracted more than

11,000

participants

↑45%

Drove sales-floor visits from online traffic

Increased pop-up store daily traffic by

20 times

Customer data collected by up to

23%



N-Time Notification Beta

Notification

Discovery



Meta's new N-Time Notification function underwent advanced internal testing in November 2021. This function allows companies to push the latest promotional information to opt-in customers daily, weekly, or monthly basis. The function encourages participation by potential customers, and companies can also update customer preferences on a regular basis to redesign sales strategies. Brands participating in the Beta test reported these initial results:

Messages distributed have

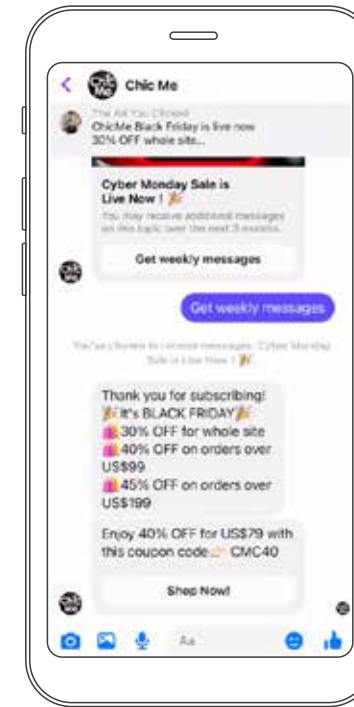
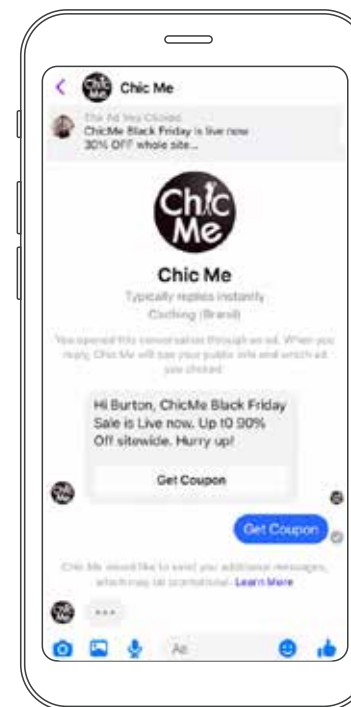
2X

in volume

The rate of messages read was

7X

higher than eDMs



ChicMe Responds to Customers with Chatbot and Natural Language Processing



Automation/Live agent

Consideration

Conversion

Customer Relationship

ChicMe, an online platform for discovering trendy clothing internationally, has enlisted Sanuker to add entry points to its Messenger experience, using chatbot's natural language processing (NLP) to process and analyze a high volume of natural-language data, especially frequently asked questions. Sanuker has set keywords to generate responses with NLP message templates, complete with pictures, videos, files and other elements, to answer customers' queries. Sanuker has also developed ChicMe-specific examples for Google DialogFlow to train NLP for dealing with complex questions on real-time channels. A Guest Mode has also been created for customers who do not have a Facebook or Instagram account to contact the company through Messenger.

Li Feng, Chief Technology Officer, ChicMe

“The agility we gain from the Sanuker-built Messenger experience has helped us gain immediate insights about customer expectations and the benefits of every emerging market opportunity.”



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In just six months, ChicMe's has achieved notable performance improvement:



↑ 20%

in conversion rate across all Messenger entry points

↓ 30%

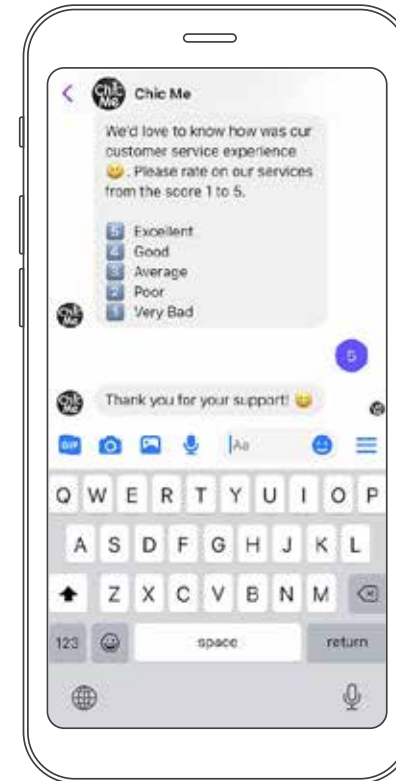
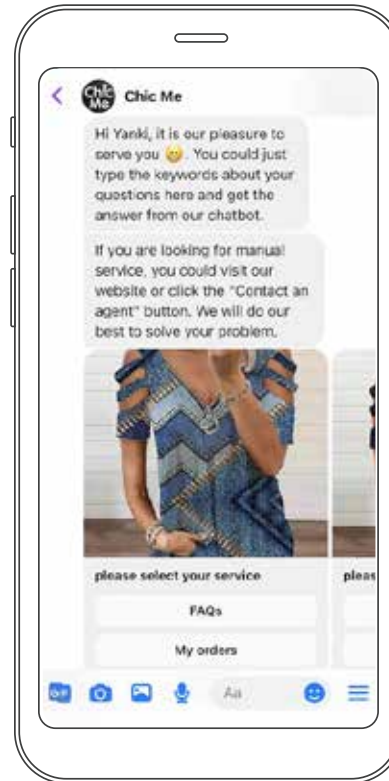
in the volume of international phone calls

↑ 15%

in customer satisfaction rate

36%

more people started a conversation via Messenger



Lexus NX

Be Your True Self Chatbot



Business Intelligence

Retention

Chatbots can help companies gain insights into customer preferences and valuable data for analysis and crafting targeted sales strategies. The Lexus Chatbot created jointly with Sanuker can identify a color match for a customer's personality traits based on answers to a set of interesting questions. A ticket will be automatically created to alert the sales team to follow up. Lexus can also collect data on customers' preferences and driving behavior, as references for future promotions. The significant amount of data collected by the chatbot can help the company analyze and identify potential customers, and build stronger customer relationships.

↑ 40%
increase in sales turnover

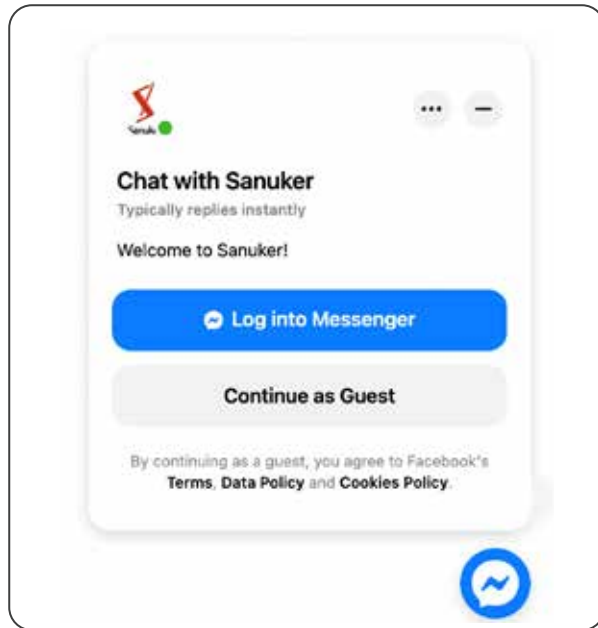




Messenger Creates Entry Points for Corporate Sales

Many companies attest to Messenger and chatbots' efficacy in bringing business opportunities and operational advantages for consolidating market position, especially in the era of automated messaging marketing. To facilitate conversations with customers, Messenger has numerous entry points that enterprises can use to establish Messenger chatbots in different channels, to more easily engage with customers in dialogue.

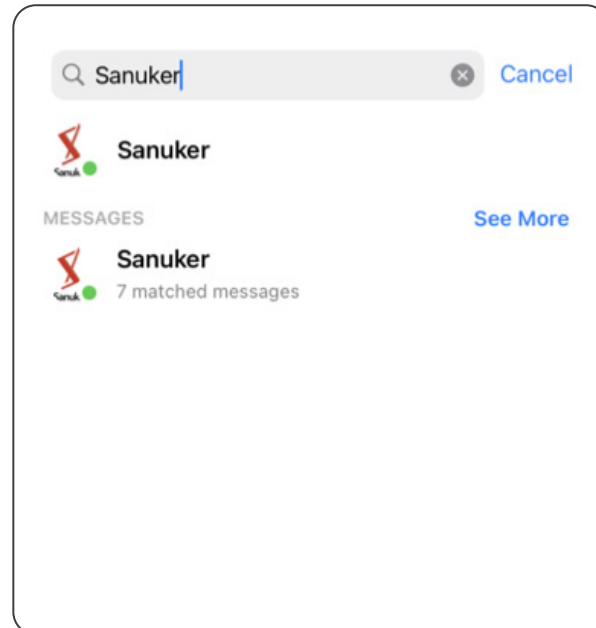
Chat entry point



Chat Plugins for websites

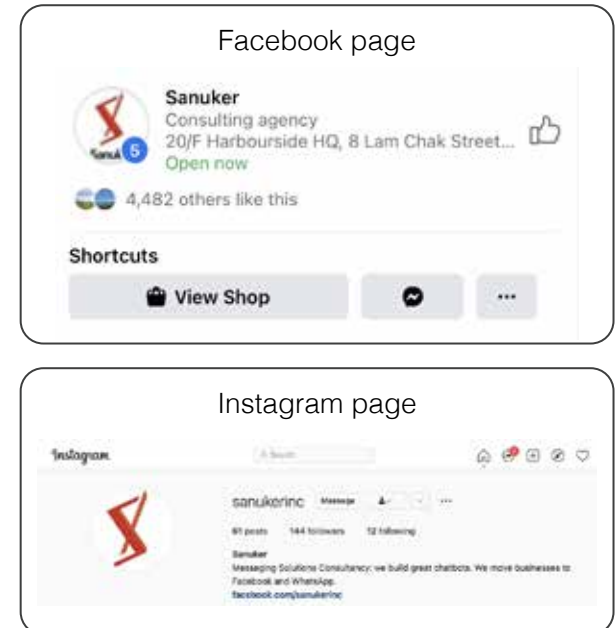
Adding a chat plugin to a company website can integrate Messenger to the website and has it prominently displayed for customers to start a conversation anytime with a click. Working together with the chatbot program, the setup can provide product and service information when customers need it, on an ongoing basis. The system can also guide customers to start different kinds of chat with the company, such as greetings, topics, language, and others, to enable a more personalized customer experience.

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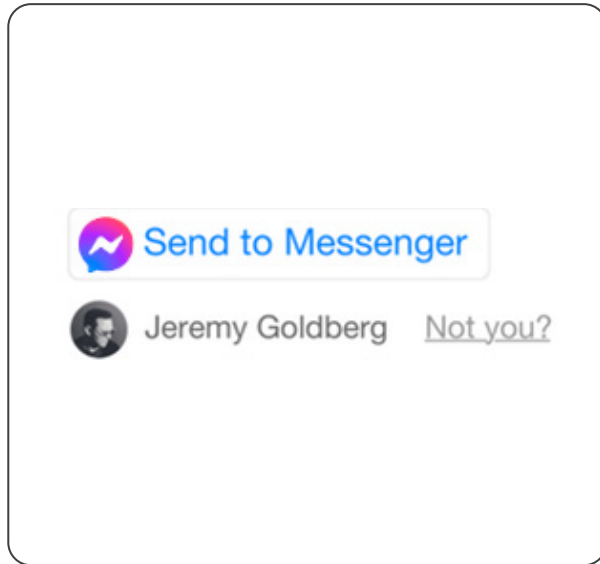
Search

Customers can input keywords of the company's chatbot in Messenger's search window to start a chat, and Messenger's smart identification system will show users suggested word strings.



Facebook / Instagram Page

Customers can also use the "Send to Messenger" function to open the chatbot by searching the content of the company's Facebook or Instagram page or news posts.



Web plugin

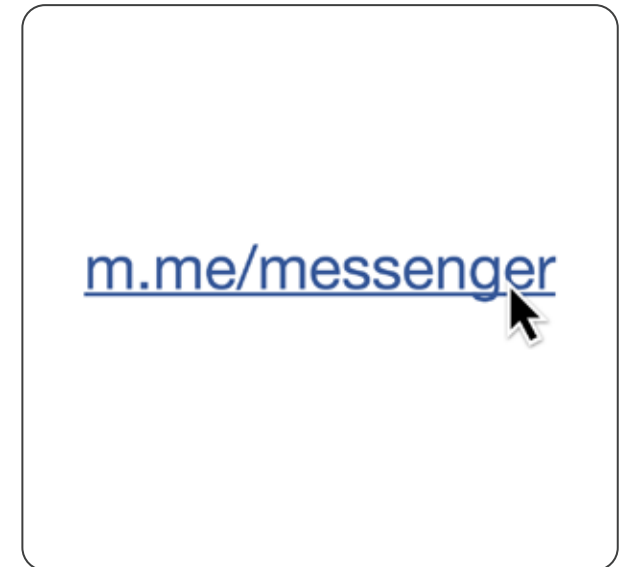
Messenger provides various add-ons for easy integration, such as: “Message Us”, “Messenger Direct Ads”, “Checkbox Plugin”, to help customers navigate from a web page to the chatbot.



Login Connect with Messenger

in public testing

Set up a login link to let customers log in to Messenger directly through a mobile app or Facebook or Instagram on the website. This also helps companies gauge customers’ preferred communication channels, and make targeted strategies accordingly to improve customer service quality.



m.me Links

m.me is a short URL service provided by Meta. Add the m.me link to Meta, corporate website and email to be directed to the corporate Messenger chatbot.

Increase entry points to encourage interaction with chatbot

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When Instant Response is a Norm for Customer Experience

Driven by conversational marketing, instant response to user inquiries has become necessary. Immediate response can help build relationships especially with first-time customers, and convert interest into a purchase more effectively. Shoppers can also get a better experience in the buying process.

Chatbots can help companies push out product or service information for potential customers to discover. Customers will be assured of the sellers' reputation and have greater confidence in a product. Through messages, images or videos, and even thoughtful personalized suggestions, customers will better understand products and add-ons, which is a win-win for buyers and sellers.

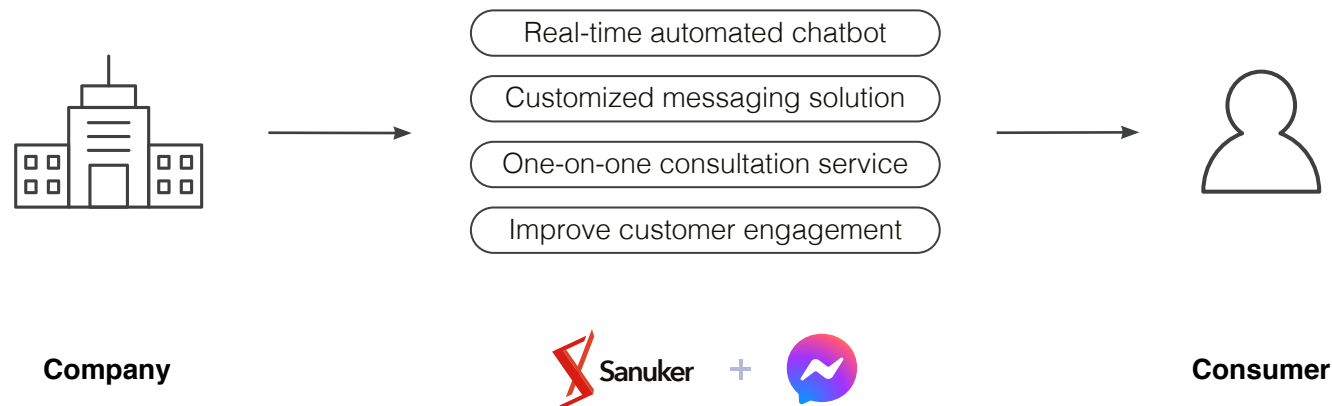
Customers can define their content through chatbots, making it easier to shop for suitable products and get better offers or discounts, or more flexible arrangements for delivery, payment or other after-sales services. Should a problem occur after a transaction is completed, the chatbot can resolve the issue more effectively and efficiently, and customers can receive updates on related products or services in the future to enjoy a holistic shopping experience.



Simple Integration of Communication Models for Different Industries

Sanuker is a partner of Messenger focusing on helping companies deliver business messages in an innovative and effective way. Sanuker is committed to providing consulting, design, training and installation services for one-stop automated messaging solutions, delivering opportunities for companies in all sectors to consolidate their market position with automated messaging marketing.

Sanuker x Messenger gives your business an edge:



Chatbot for different sectors

e-Commerce

- Integrate customer data and promotions across Facebook, Instagram, Messenger and websites
- Connect with potential customers through sales promotions
- Provide sales information based on customers' consumption habits
- Enhance customer satisfaction rates

Travel

- Set simple questions to help travel destination selection
- Enhance customer satisfaction rates

Retail

- Provide O2O shopping experience
- Deliver promotional offers to attract customers
- Encourage customers to join innovative sales activities
- Elevate brand image
- Enhance customer satisfaction rates

Catering

- Share festive promotional offers

Luxury goods

- Encourage participation of innovative events
- Guide customers to browse product catalogs and recommended products through pre-set questions

Insurance

- Process general customer queries about products
- Set up simple screening questions to help product selection
- Instant connection with agents

Banking

- Announce new product information to stimulate interest to register

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References




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- 2 [#Market Intelligence – Instagram 2021 statistics that you should know @ Instagram growth rates]
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- 4 Zero Friction Solution Guide
- 5 The 2017 SAP Hybris Consumer Insights Report
- 6 “Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)” by Sentient Decision Science
- 7 20+ Incredible Facebook Messenger Statistics in 2021
- 8 NapoleonCat.
- 9 Why Conversation Is the Future of Commerce
- 10 “Conversational Commerce – the next gen of E-com” by BCG
(Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug2019. Respondents, who bought from a business in the past 3 months using messaging, or sold to a customer in the past 3 months using messaging, May-August 2019. Source for internet messaging (IM) penetration is survey data and time spent on IM is an estimate based on ComScore data and survey data.
- 11 How Businesses Can Maximize Mega Sale Day Moments in APAC
- 12 The Wait Is Over: Messenger API for Instagram Is Now Available to All Developers



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