

nettle¹ • ai.

one stop shop for conversational AI

buying car online?

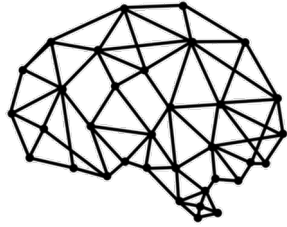
In the first six months of 2020, nearly 10% of cars were sold online, compared with just 1% of cars sold online during all of 2018.

source: [Think with Google](#)

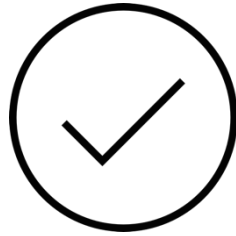
Chat is the new web browser
& chatbot is a way to deliver
do it for me (DIFM) experience
in automatized fashion.

Utilizing own technology,
we build AI driven conversational
commerce / marketing platforms to
enhance customer experience, and
drive business results.

technology & messaging agency



- nettle NLP/NLU AI technology
- smart ID capture & verification
- speech2text & analytics



- maximum data security:
on premise, cloud, hybrid
- call centre connectors



- payments
- Google Partner
- messaging, UX & design



The first “Banner bot” on
Google Marketing Platform
[\(Google Case Study\)](#)



Best use of AI
Marketing & Advertising



Google
Business Messages Partner

nettle AI
& automotive

USP

- conversational style which resonates with the target audience
- personalized car recommendations based on individual preferences
- smart response to customer inputs
- improves the customer journey by leveraging conversational insights

functionalities

- preferences based car selection guide & inventory search
- suggest nearest car dealership based on user location
- book an appointment & schedule a test drive
- financing & hand over the pre-qualified lead to a human agent
- schedule and pay for a service
- leave a review or a complaint

one chatbot, various marketing channels

- banner for google marketing platform / adform / local publishers
 - google business messages & RCS
 - web widget
 - facebook messenger
 - in app (available API integration)
- + custom development once desired

banner bot

business message bot

web page bot

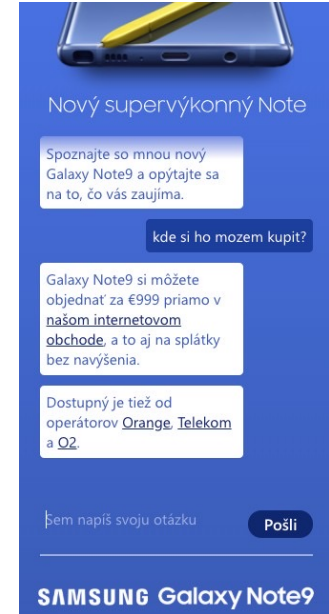
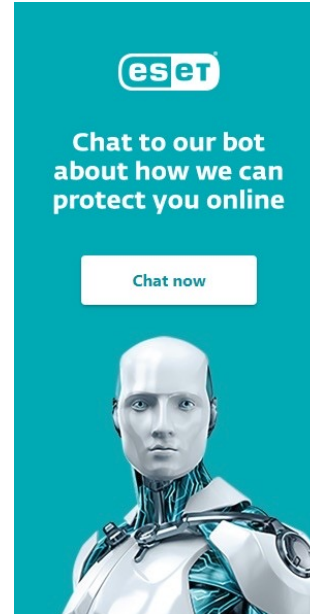
facebook bot

instagram (coming soon)

nettle AI
& banner bot

banner bot

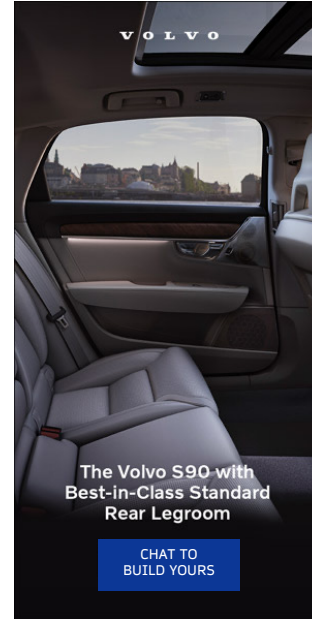
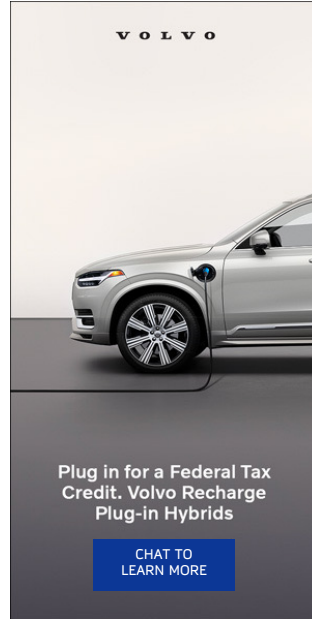
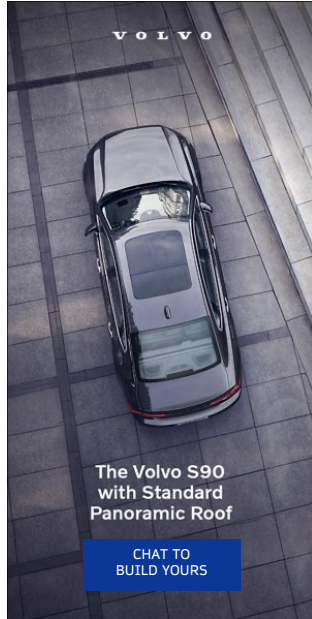
- chatbot that lies within display ads
- weave new life into traditional banner
- removing as many friction points from the customer journey as possible
- compared to its traditional click-through ads lift in engagement resulting in lower CPA



case studies - results

- ESET
the chatbot banner has a 57% lower CPA (purchase of the licence) than its static counterpart, and had achieved a 1.5x higher engagement (measured by CTR)
- SAMSUNG
4x higher engagement (measured by CTR) compared to standard banners

banner bot

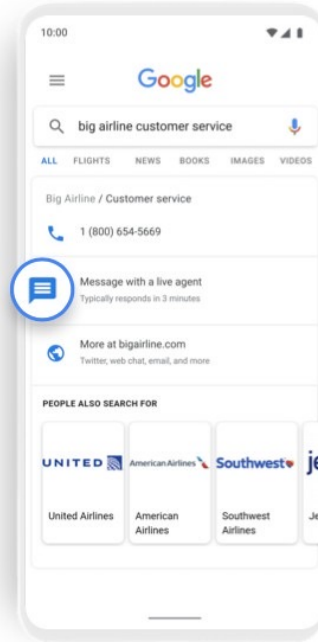
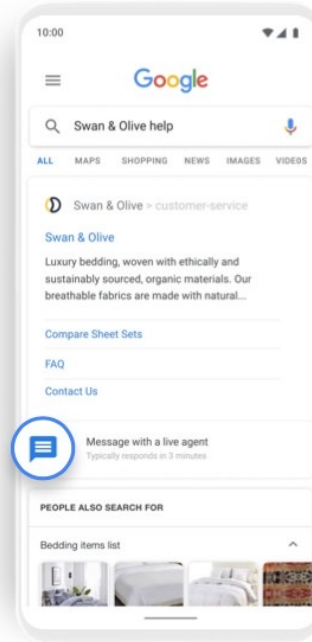
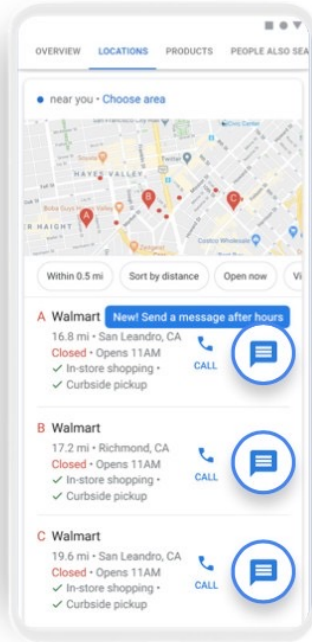
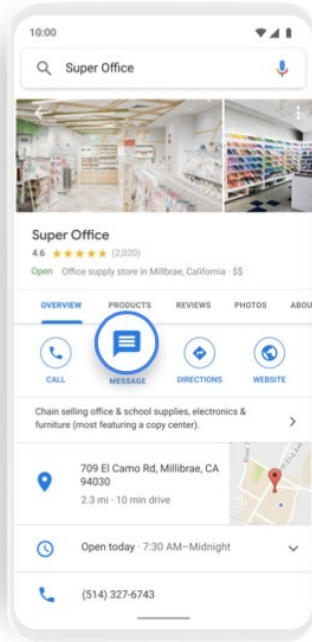


nettle AI &
google messages
partner

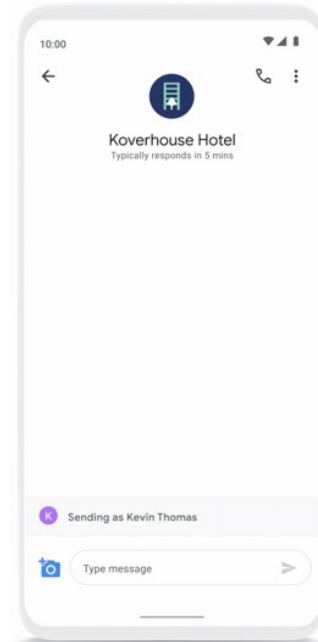
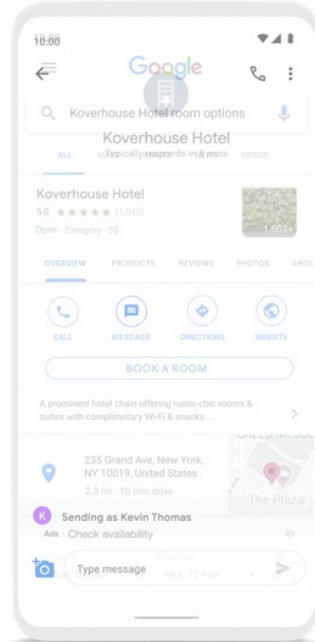
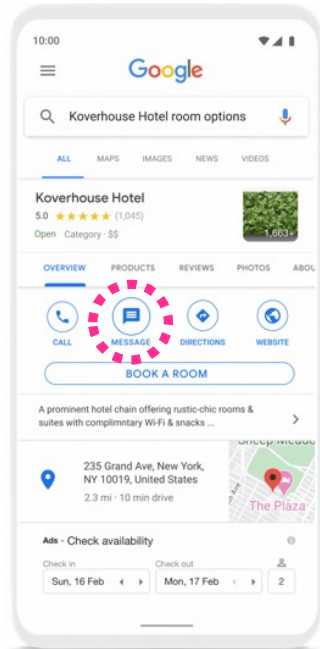
connections that count

- lead gen & acquisition
automated 24/7 customer care with the ability to connect with a live agent
- assisted shopping & rich media
drive loyalty, purchasing, scheduling, and upsell through rich features like carousels, suggested replies, and photos
- personalisation & re-targeting
30 days window possibility to reach out to the user by means of a push notification past the end of the original conversation
(no messaging costs)

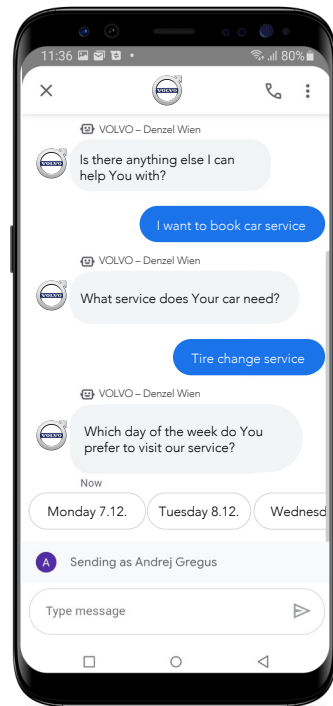
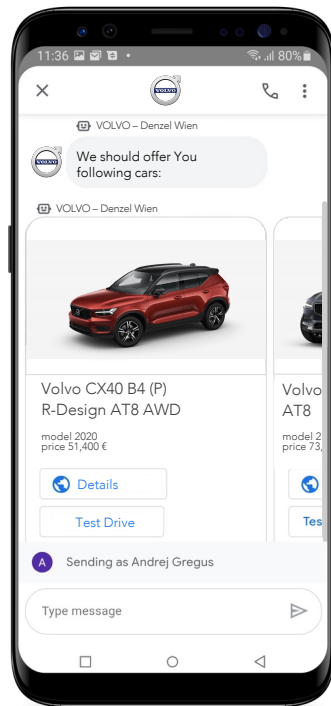
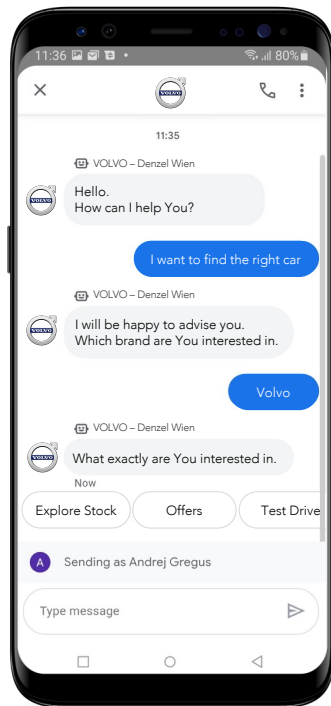
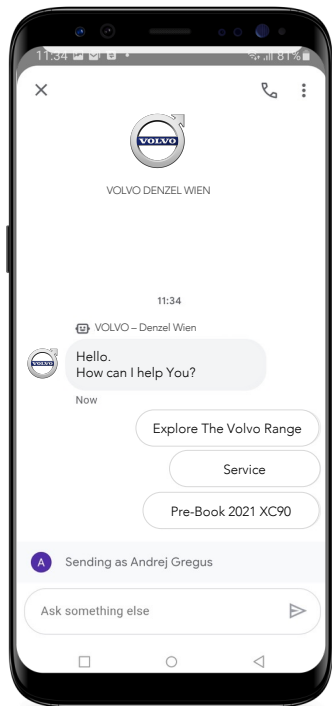
google messages on android & iOS



google messages



google messages



other google messages entry points



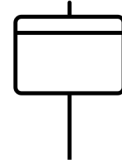
sms



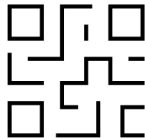
email



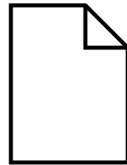
web



ooh



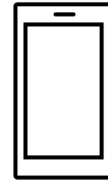
qr code



print



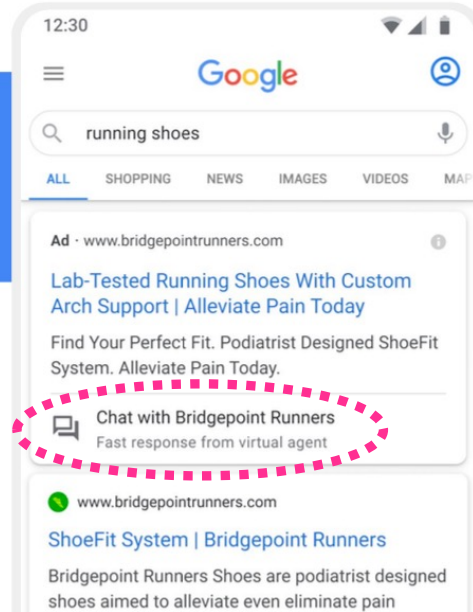
social media



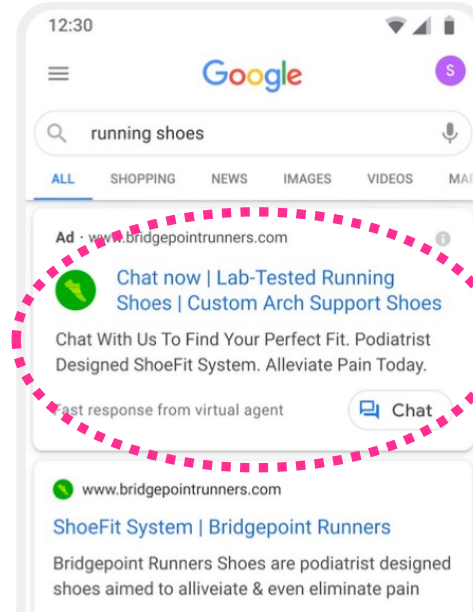
in app

other paid google messages entry points

Apply an
ad extension
to an existing text ad



and/or launch
a standalone
ad format



nettle AI &
web page bot

the web page bot

VOZIDLÁ ▾ KÚPIŤ ▾ VLASTNÍCTVO ▾ PREČO VOLVO ▾



Spoznajte Volvo

Konfigurátor

Podpora

Nájdite Volvo



PRE BEZPEČNOSŤ VŠETKÝCH

Volvo XC90

XC90 je navrhnuté tak, aby pomáhalo chrániť vás a tých, na ktorých vám záleží. Pretože občas to jediné, čo potrebujeme, je aby na nás niekto dal pozor.

Zistiť viac >



the web page bot

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Zistiť viac >



Hello. How can I help You?

Explore The Volvo Range

Service

Pre-Book 2021 XC90



nettle AI &
web page bot

the web page bot – 3D model



the web page bot – 3D model





THANK YOU!

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