

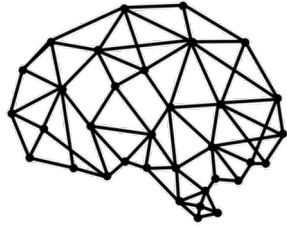
nettle¹ • ai.

one stop shop for conversational AI

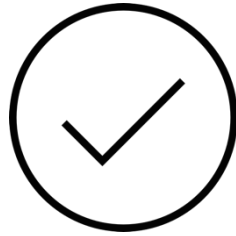
Chat is the new web browser
& chatbot is a way to deliver
do it for me (DIFM) experience
in automatized fashion.

Utilizing our own technology,
we build AI driven conversational
commerce / marketing solutions 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



- Google Partner
RCS & Business Messages
- UX & design, payments



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



Best use of AI
Marketing & Advertising



Google Business Messages
Demo Award winner

one chatbot
for various marketing
channels

banner

google business message

facebook messenger

instagram

web page

RCS...

nettle AI
& retail

USP

- conversational style which resonates with the target audience
- assisted shopping & inventory search
- smart response to customer inputs
- integrated payments
- improves the customer journey by leveraging conversational insights

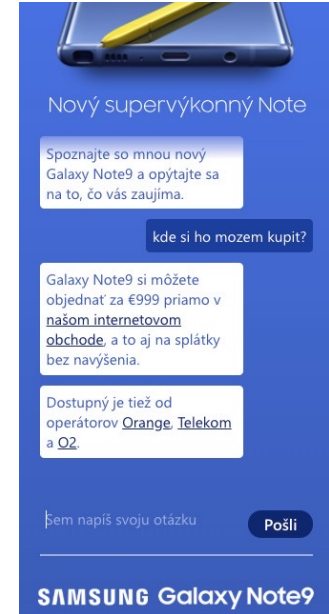
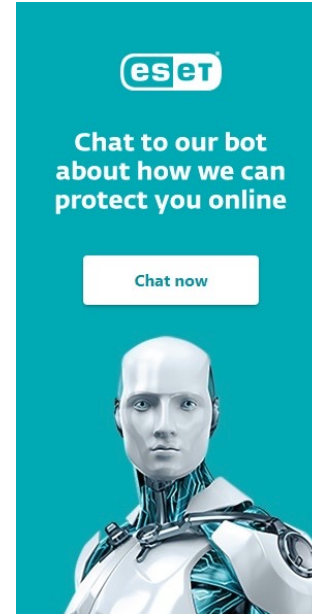
one chatbot, various marketing channels

- 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

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



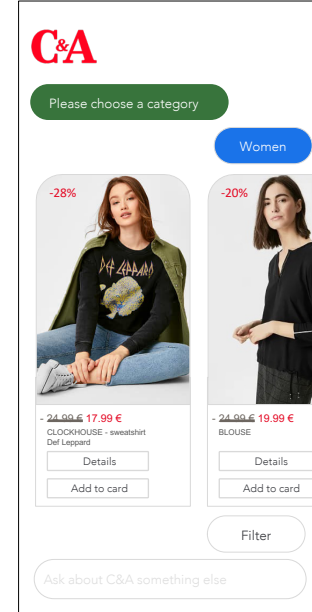
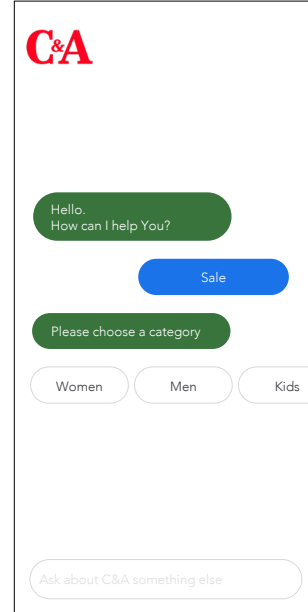
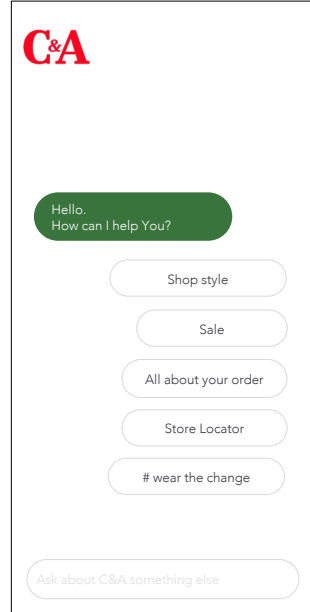
case studies - results

- 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



banner bot

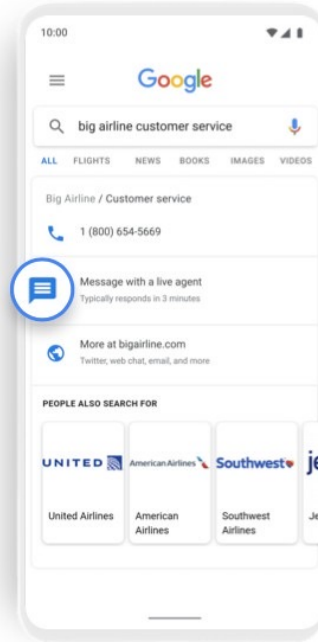
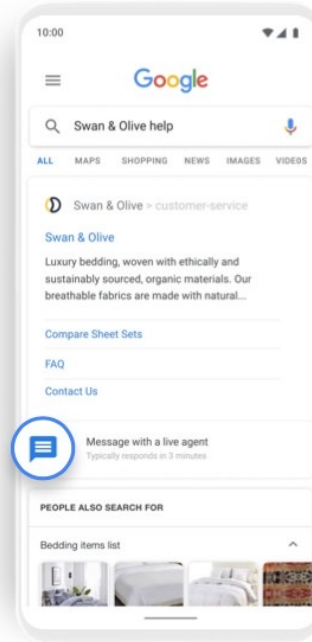
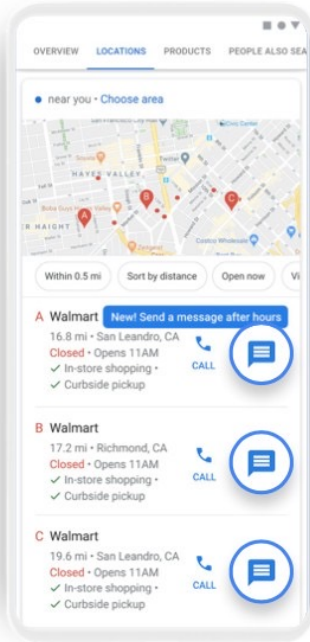
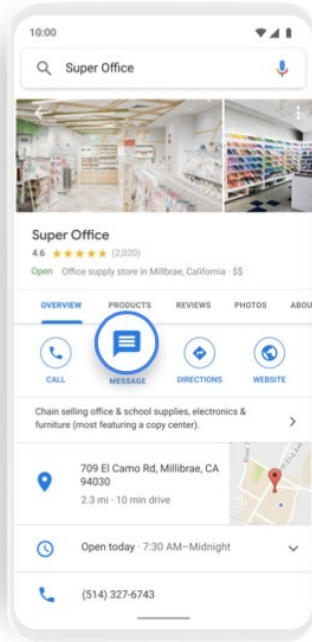


nettle AI &
google messages
partner

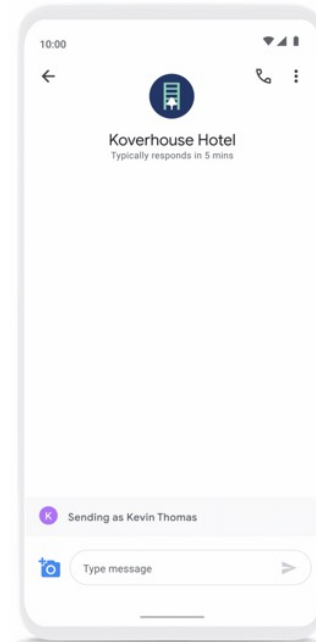
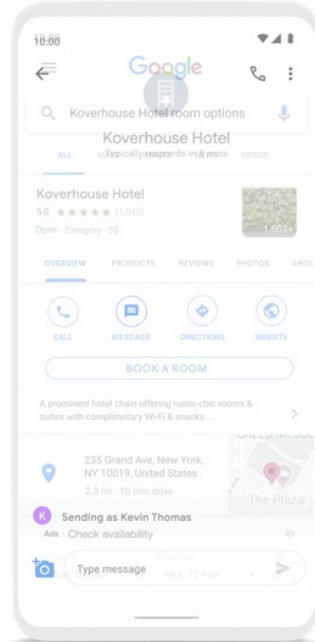
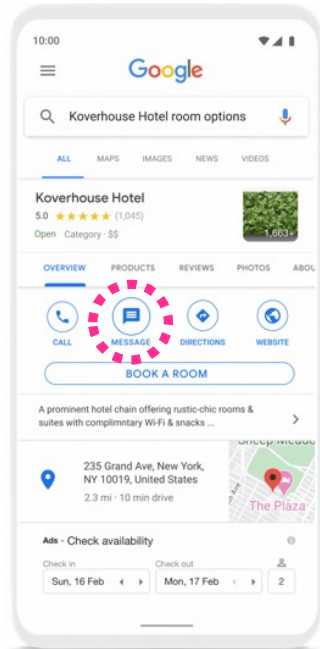
connections that count

- automated 24/7 customer care with the ability to connect with a live agent
- drive loyalty, purchasing, scheduling, and upsell through rich features like carousels, suggested replies, and photos
- comprehensive business messaging solution across Android devices, and through Google Maps on iOS
- 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

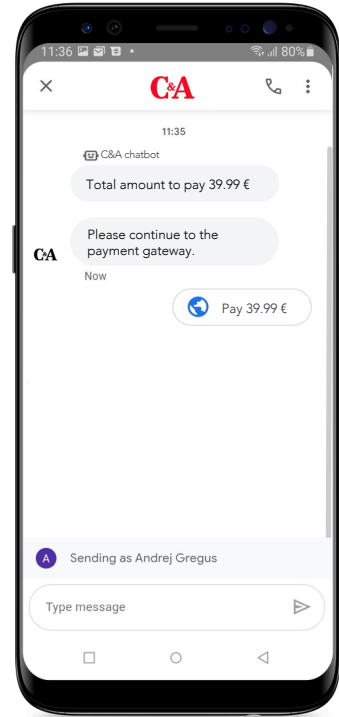
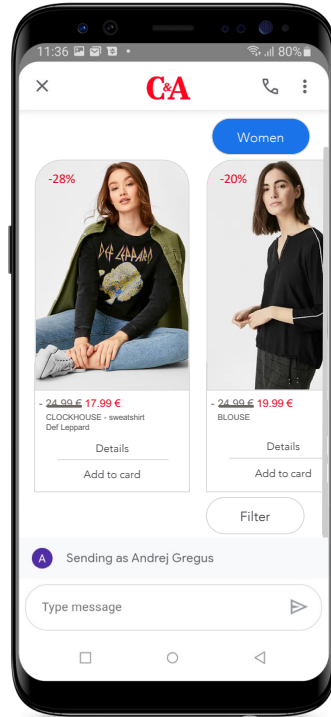
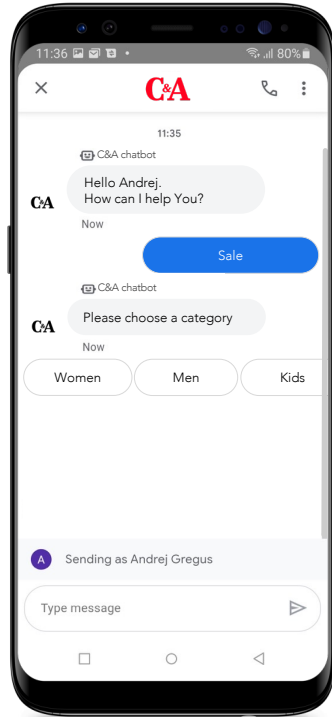
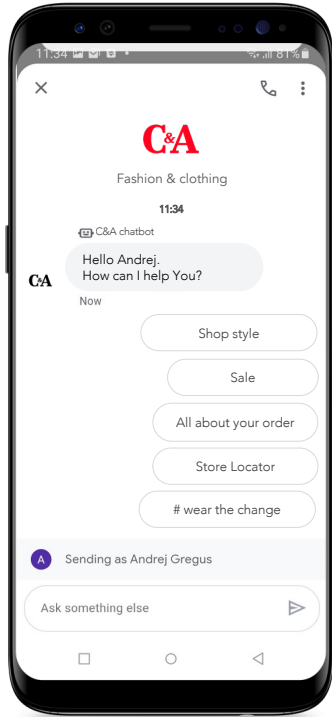
google messages on android & iOS



google messages

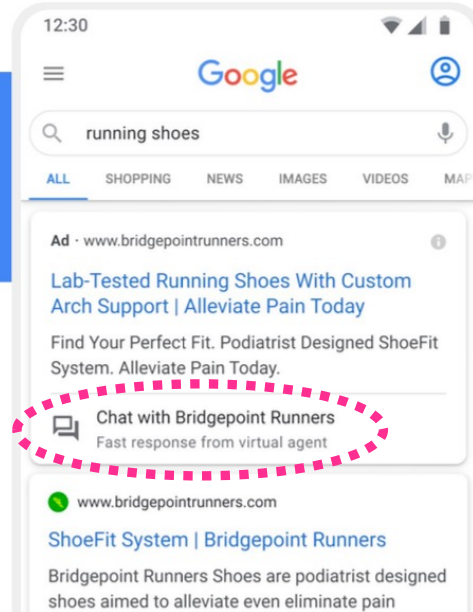


google messages

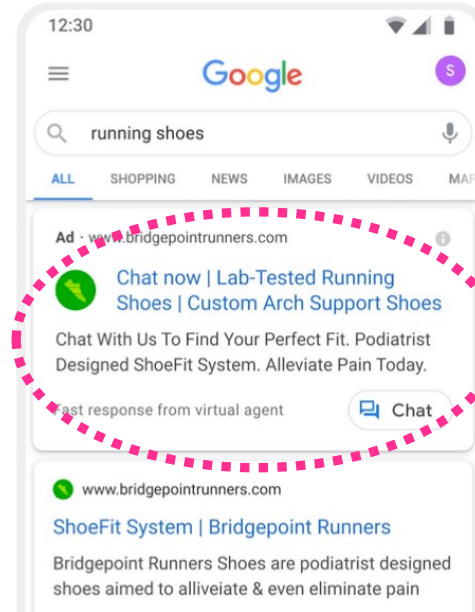


beta - paid google messages entry points

Apply an
ad extension
to an existing text ad



and/or launch
a standalone
ad format



other google messages entry points



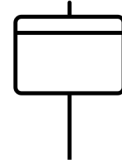
sms



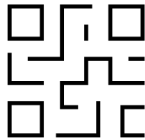
email



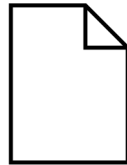
web



ooh



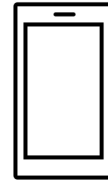
qr code



print



social media



in app

nettle AI &
web page bot

the web page bot

Language: [EN](#) | [RO](#) | [CZ](#)

🔍



[Store Locator](#) [Customer service](#)



[Women](#) [Men](#) [Kids](#) [Babies](#) [Sale](#)

Free delivery from 39 € and 60-day return time

[Women](#) > [Clothing](#)

Clothing

[Back to Women](#)

1901 Items

[Model](#) [Product](#)

☰ Filter

Clothing (1901)

All products (1901)

- [NEW in clothing \(244\)](#)
- [Dresses & Jumpsuits \(203\)](#)
- [Blouses \(177\)](#)
- [T-Shirts & Tops \(244\)](#)
- [Jumpers & Cardigans \(146\)](#)
- [Loungewear \(44\)](#)
- [Trousers \(243\)](#)
- [Jeans \(123\)](#)
- [Shorts \(37\)](#)
- [Skirts \(108\)](#)
- [Jackets \(122\)](#)
- [Blazers \(21\)](#)
- [Swimwear \(58\)](#)



the web page bot

Language: [EN](#) | [RO](#) | [CZ](#)

🔍



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Free delivery from 39 € and 60-day return time

[Women](#) > [Clothing](#)

Clothing

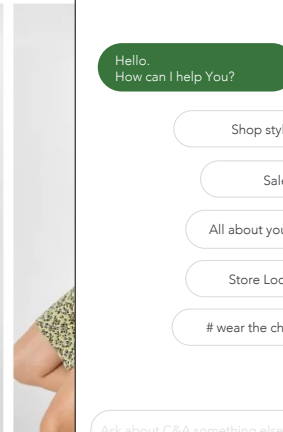
[Back to Women](#)

1901 Items

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X

Hello,
How can I help You?

Shop style

Sale

All about your order

Store Locator

wear the change

Ask about C&A something else

nettle AI
offer

deliverables

- static chatbot adapted for following channels:
 - banner 300x600 (optimised for adform or google marketing platform)
 - google messages
 - web page
 - facebook messenger & inastagram
- integration (stock API, call centre, CRM)
- analytics – chatbase analytics

deliverables optional

- free text based chatbot
- AV Facebook & Instagram filter
- chatbot for RCS (SMS 2.0)



THANK YOU!

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