



Conversational Ads

Make Marketing Talk. The Next Generation of Ads is Conversational

Marketers today use ads heavily to attract and engage with their audience with three main objectives in their mind: to inform them, remind them, and persuade them. But here is the hard truth - a picture and a single line of text is no longer enough to pique a user's attention and impact their final purchase choice. A cardinal rule of advertising, known as "The Seven Times Factor," says as a general rule, potential customers need to see an ad seven times or more before they buy. But what if you could reduce this drop-off by making your ads interactive from the very first interaction? What if you could talk to your users and give them all the information they need in the first interaction itself to make a purchase?

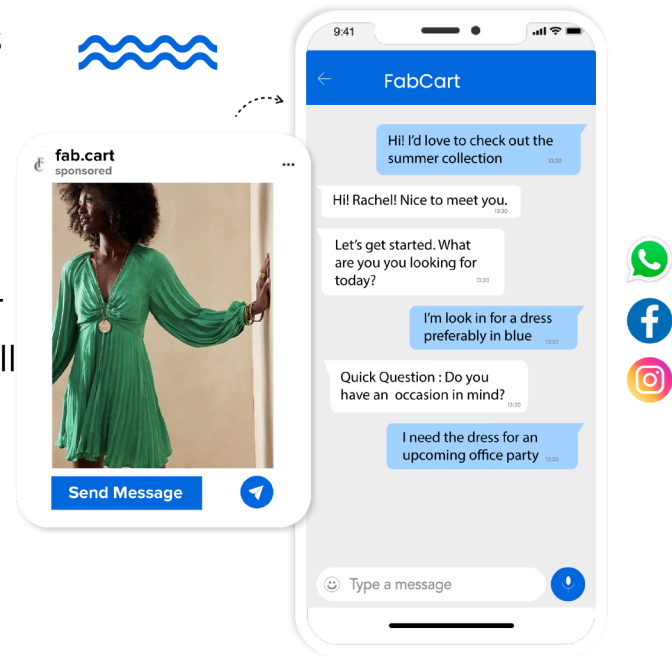
- The amount of time users spend across social media channels is now higher than ever — 95 minutes per day.
- In 2022, ad spending on social media is projected to reach over \$173 million.
- The "Seven Times Factor," a cardinal rule of advertising, states that potential buyers need to watch an advertisement at least seven times or more before making a purchase.
- 75% of marketers don't use any behavioral data in their digital ads.

Marketers are now turning to Conversational Ads to maximise their Return on Ad Spends (ROAS) and unlock tangible business outcomes versus vanity metrics.

What are Conversational Ads?

A conversation ad is an interactive advertisement that allows users to interact with a chatbot that can handle any in-the-moment queries.

Simply put, Conversational ads are interactive ads that allows users to interact with a chatbot that can handle any in-the-moment queries. AI-powered conversation and get instant responses to their in-the-moment queries. What could be just a visit to your website and a bounced-off user is now a direct 1:1 chat that proactively answers all of their in-the-moment queries. Conversational ads can help you get more leads or increase conversions - based on what your goal is and are especially powerful on social media platforms like Instagram, Facebook, and WhatsApp where your users already spend most of their time in a day - on an average, 95 minutes per day. With AI-driven intelligence, you make your social media handles a new channel of communication for your brand - just the way your users communicate with their friends and family.



What are the benefits of using Conversational Ads?

Higher Ad Engagement

By adding a conversational layer that can guide your user right from the moment they discover your ad till they perform the desired action.

Instant Lead Generation

Capturing user information during the conversation instead of using bulky forms that can trigger instant drop-offs.

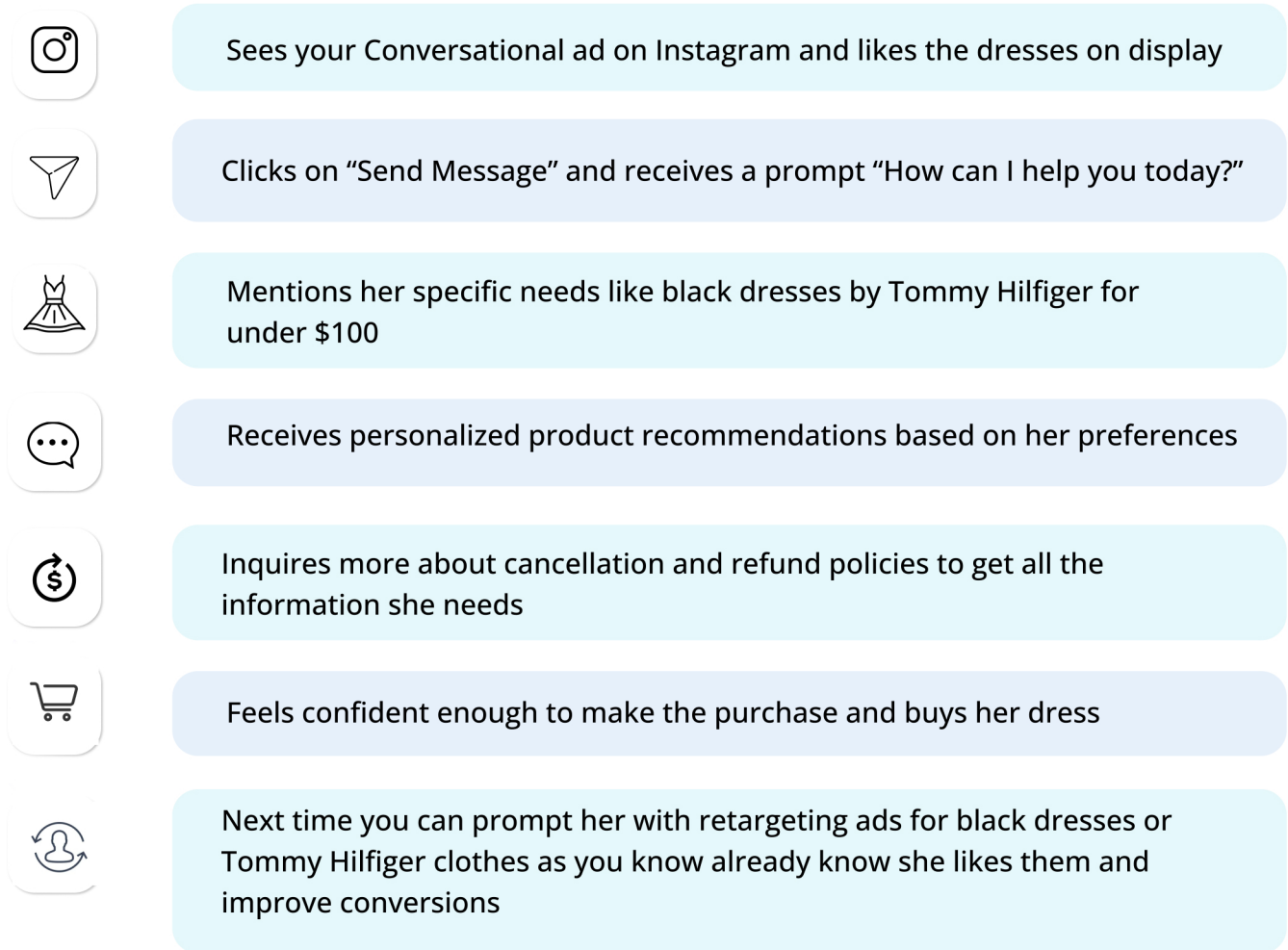
Better Return on Ad Spend (ROAS)

Maximising the same budget but with direct interactions with your users that nudge them towards conversion.

Behavioural Re-targeting

By using user preferences & attributes to build personalized campaigns instead of one-size-fits-all messaging.

To dive deeper into Conversational Ads better, let's look at an example of how a user journey (in this case, for Rachel) will look like for an online fashion store:



In today's digital world, customers are spoilt for choice. It's easier for brands to capitalize on users' initial attention instead of trying to win it back. More importantly, brands can benefit by effectively utilizing all the conversational data to create re-targeting ads that result in better downstream conversion.

Trusted by the leading brands



Connect with us at enterprise@haptik.ai to learn more about how your brand can benefit from Conversational Ads.