

Rakuten Viber
for business

What is a Superapp

and what does it bring
to marketing?

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CIS at Rakuten Viber



Do you know what these apps have in common?



Zalo

Rappi

Careem



Grab

Superapp: a single gateway to multiple services

Almost

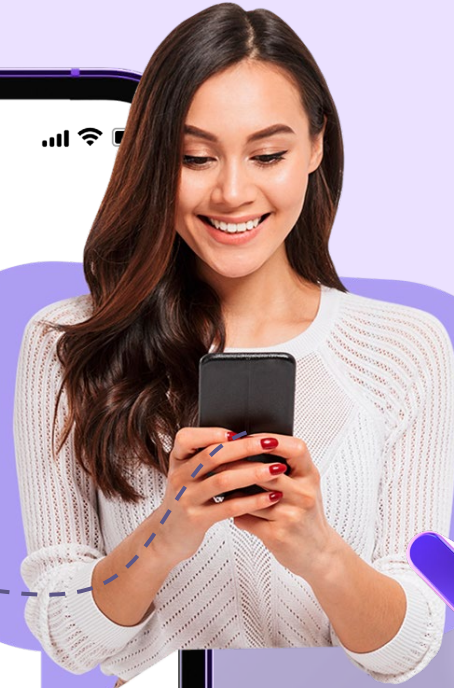
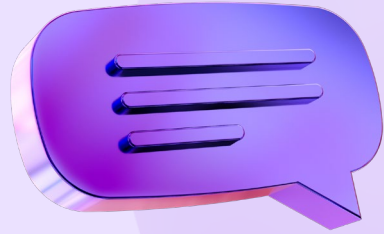
77%

of time users spend
on their top
3 apps

50%

of time in
one single app





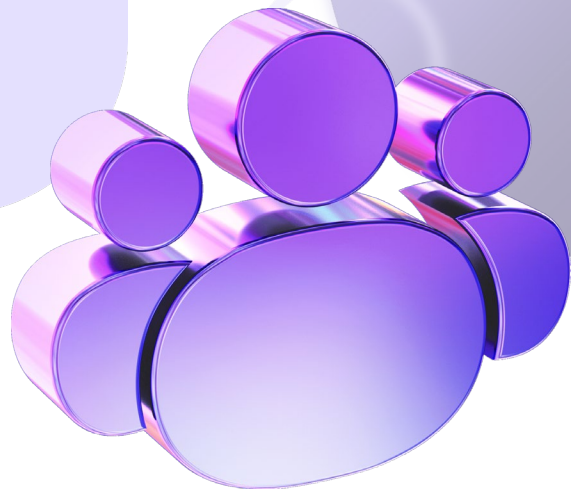
The age of messaging

3:43 h

av. time spent using the
Internet on **mobile
devices** worldwide. It
accounts for **53%** of all
Internet time

95.6%

of Internet users
access chat and
messaging apps



The state of messaging in Greece

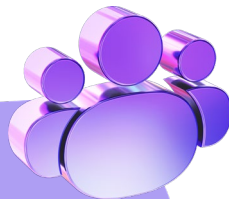
7.4 M

Greeks use social
media and messaging
apps



91.7%

of users in Greece access the
Internet via smartphones



What can marketers do with superapps?

Upsell and cross-sell

Promote your brand

Assist via 1-2-1 conversations

Create an official account

Personalize offerings

Superapp

Drive conversions

Generate leads

Advertize natively

Use audience segmentation

Build awareness

Unleash creativity

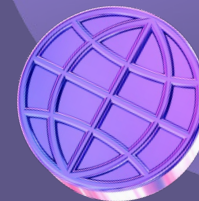
Provide customer support

Increase sales

61% of professionals
plan to use superapps for
marketing in the near
future*

Viber delivers

190+ countries, 44 languages, 1B+ Android downloads



Viber's TOP countries:

CEE

Albania 86% | Bosnia & Hrg 96% | Bulgaria 94% | Croatia 78% | Georgia 56% | **Greece 91%** | Hungary 68% | Macedonia 84% | Montenegro 96% | Serbia 90% | Slovakia 47% | Slovenia 88% | Ukraine 98%

SEA

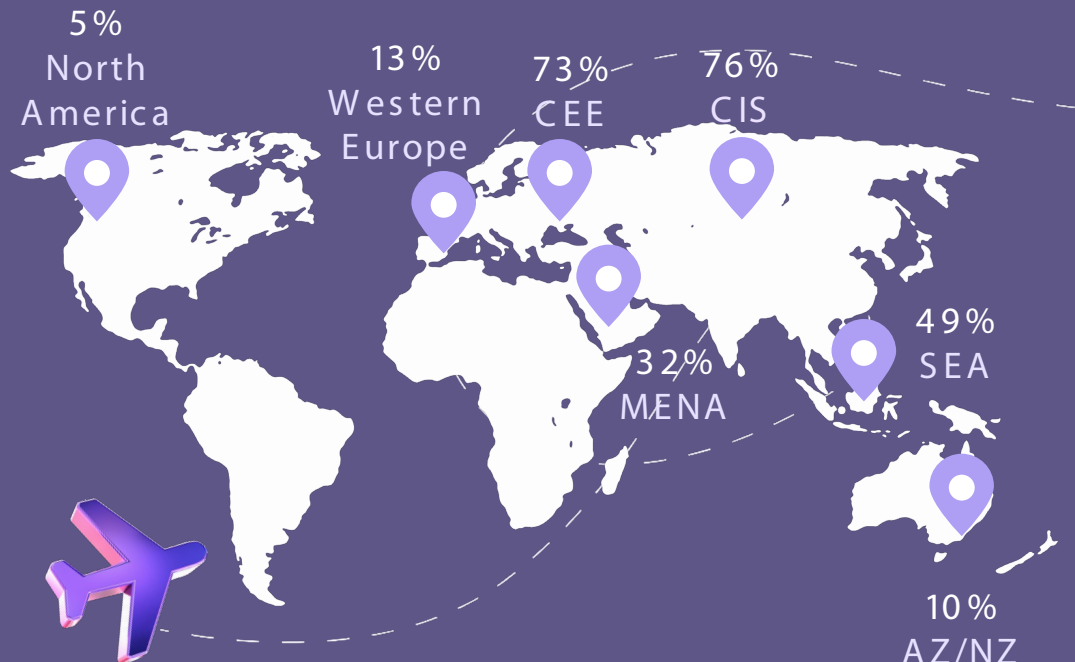
Maldives 76% | Myanmar 71% | Nepal 23% | Philippines 71% | Sri Lanka 19% | Vietnam 40%

MENA

Algeria 54% | Egypt 21% | Iraq 55% | Kuwait 40%

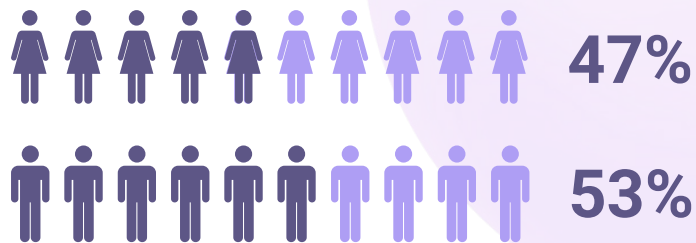
CIS

Armenia 93% | Belarus 76% | Moldova 82% | Russia 60%



MAU% worldwide smartphone penetration

Viber user demographics in the world



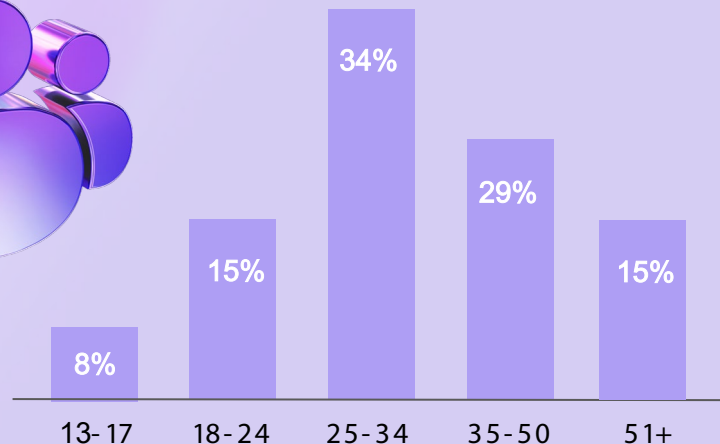
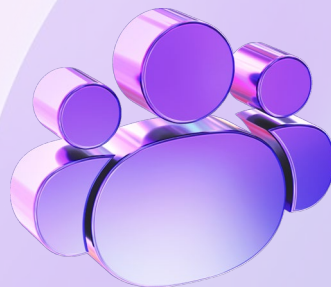
GENDER



OS



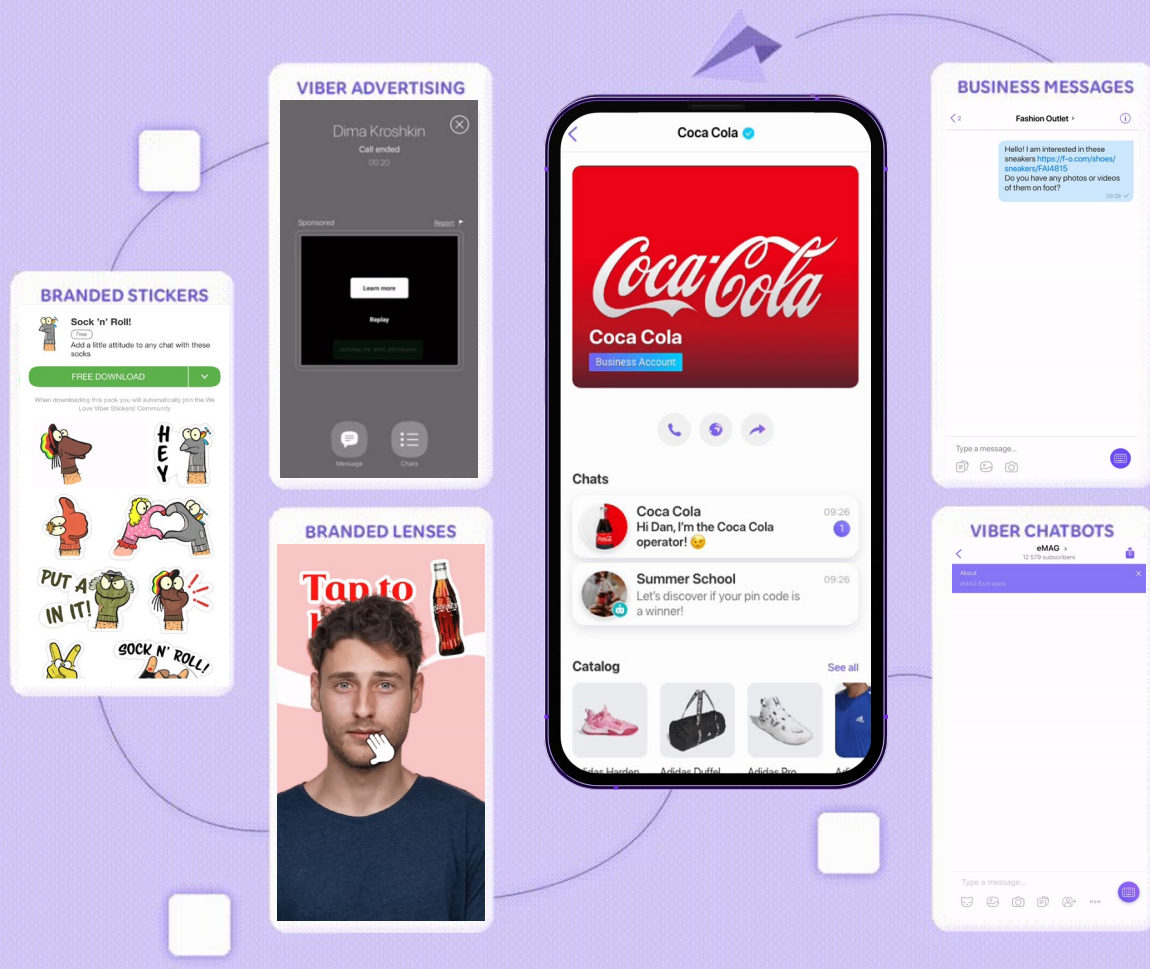
DEVICE



AGE

Source: Viber internal report, 2021

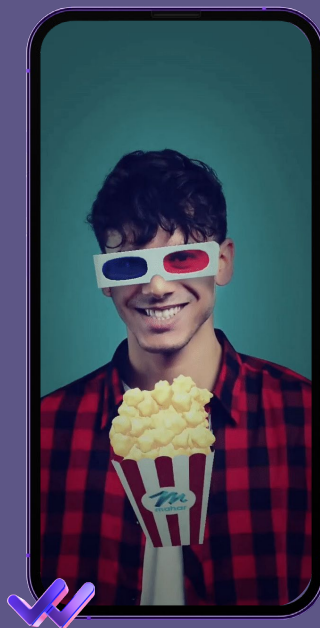
Viber for Business solutions for each step of the customer journey



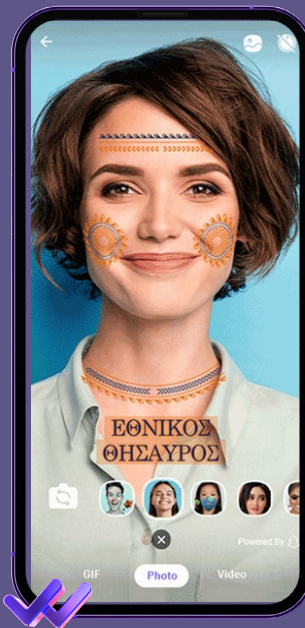
Unleash the creativity and build brand awareness with Viber Lenses



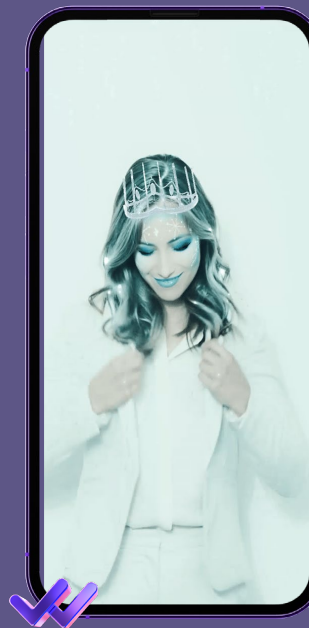
Create an engaging brand image



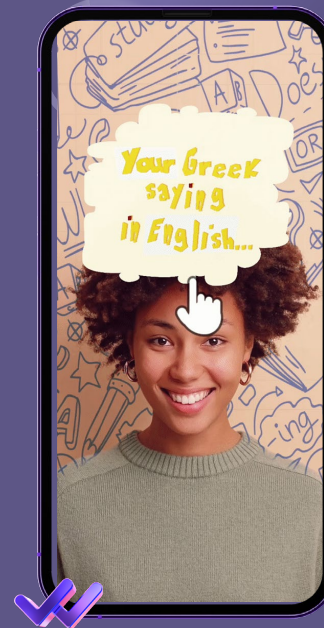
Increase your mobile presence



Connect with your customers



Reach Gen Z users



Make it viral & interactive

AR opportunities to express your brand identity

- ✓ Brand logo
- ✓ Beautification
- ✓ Color filter
- ✓ 3D elements
- ✓ Sound effects
- ✓ Customized partial and full-character animation
- ✓ Connection with a brand's chatbot, channel, or website
- ✓ Lenses landing pages with a link and a QR code leading to the app

200 %

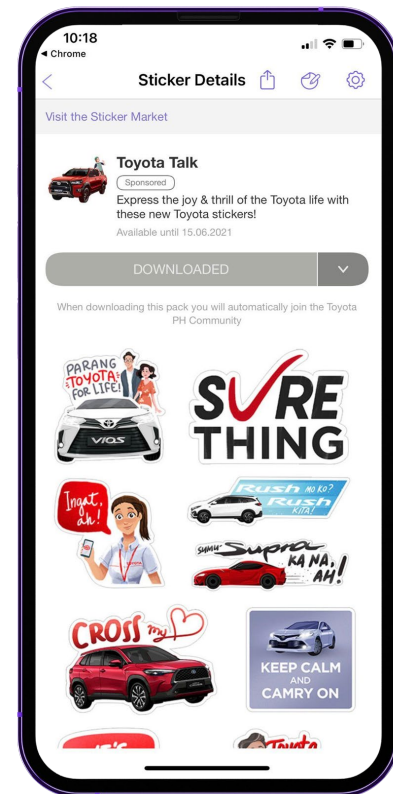
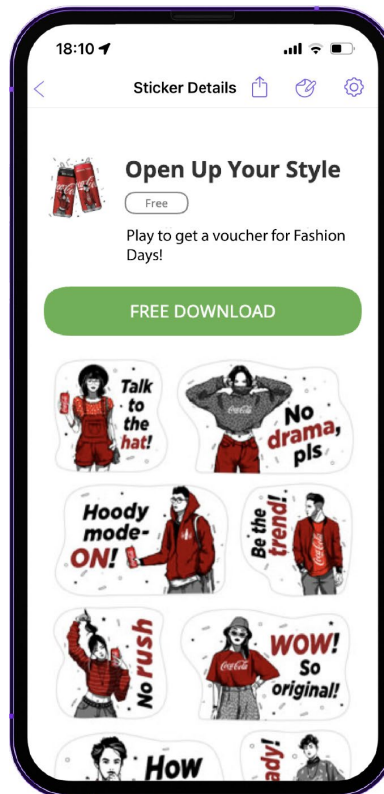
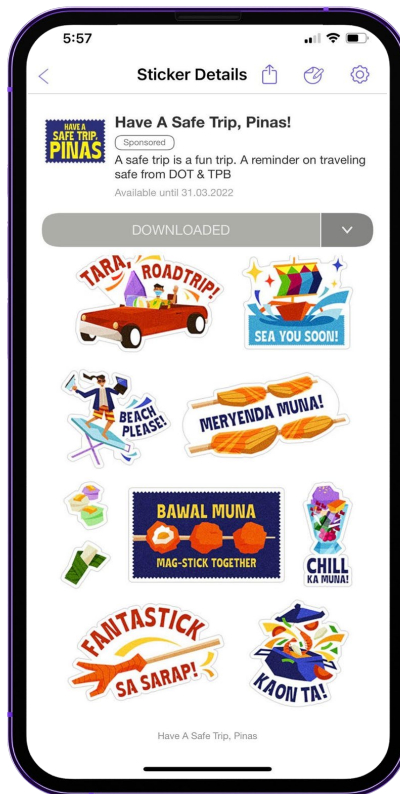
More engagement
VS
non - AR experience



Get viral through Viber Stickers

Each sticker is
shared **11 times**
on average

Over **1 billion**
stickers are sent
every month

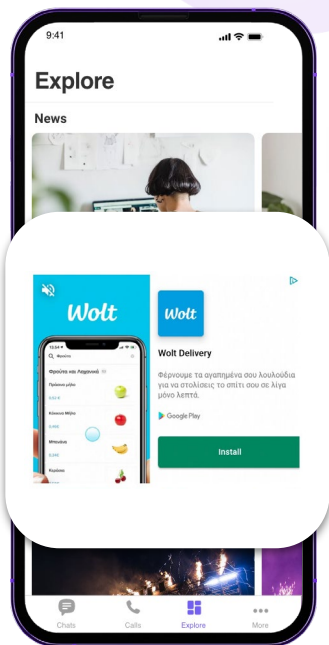


Stay top-of-mind with Viber Ads

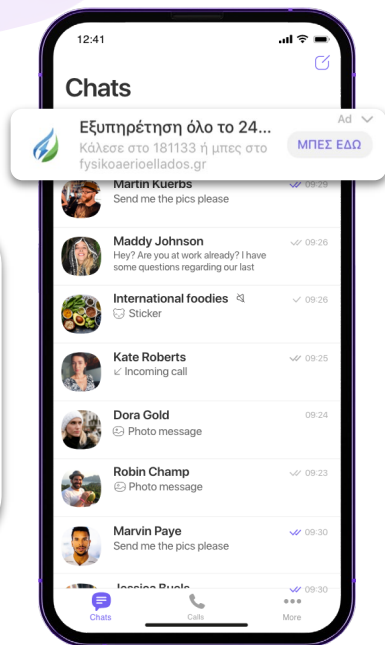
Viber Post-Call



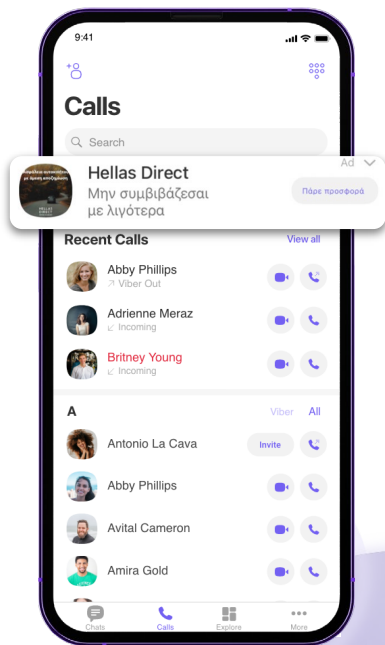
Viber Explore



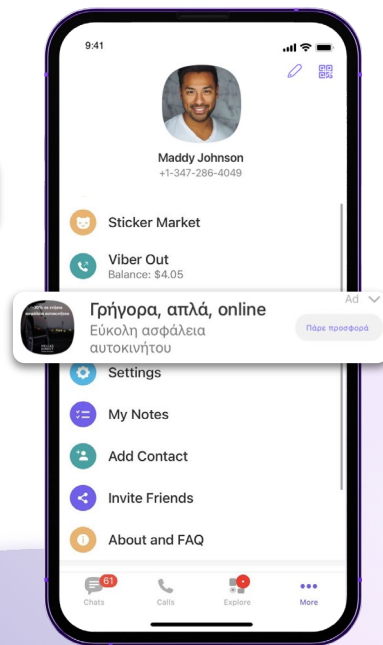
Viber Chats



Viber Calls



Viber More

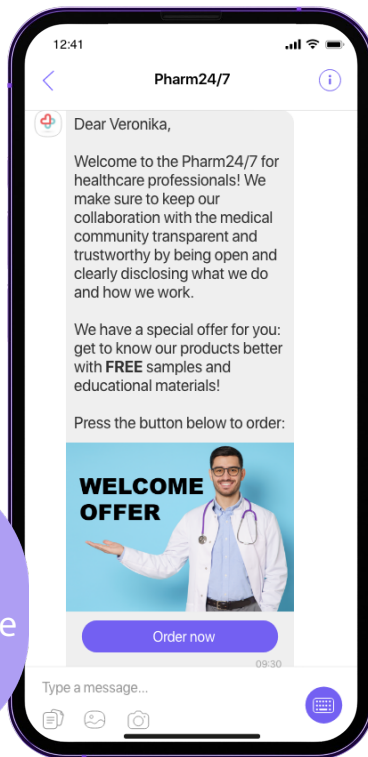


Personalize customer offers with Promotional Viber Business Messages

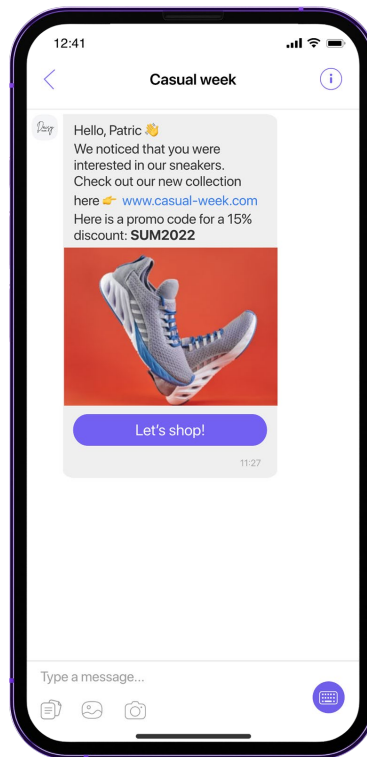
72%

of users want to receive
individual offers from
businesses*

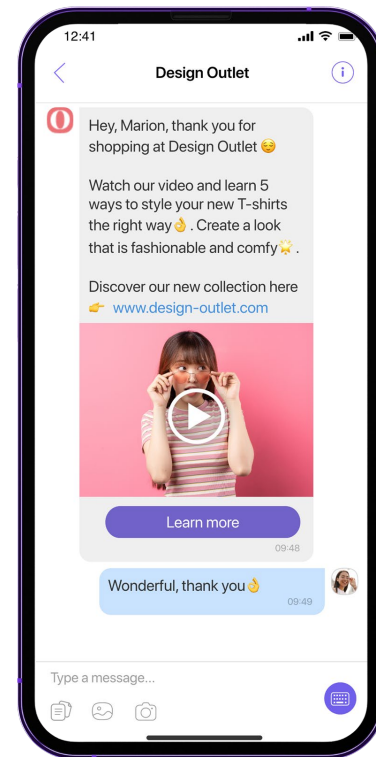
Personalize it from
the ground up



Reduce cart
abandonment



Trigger to repeat
purchases



Send important information and timely updates with Transactional Viber Business Messages

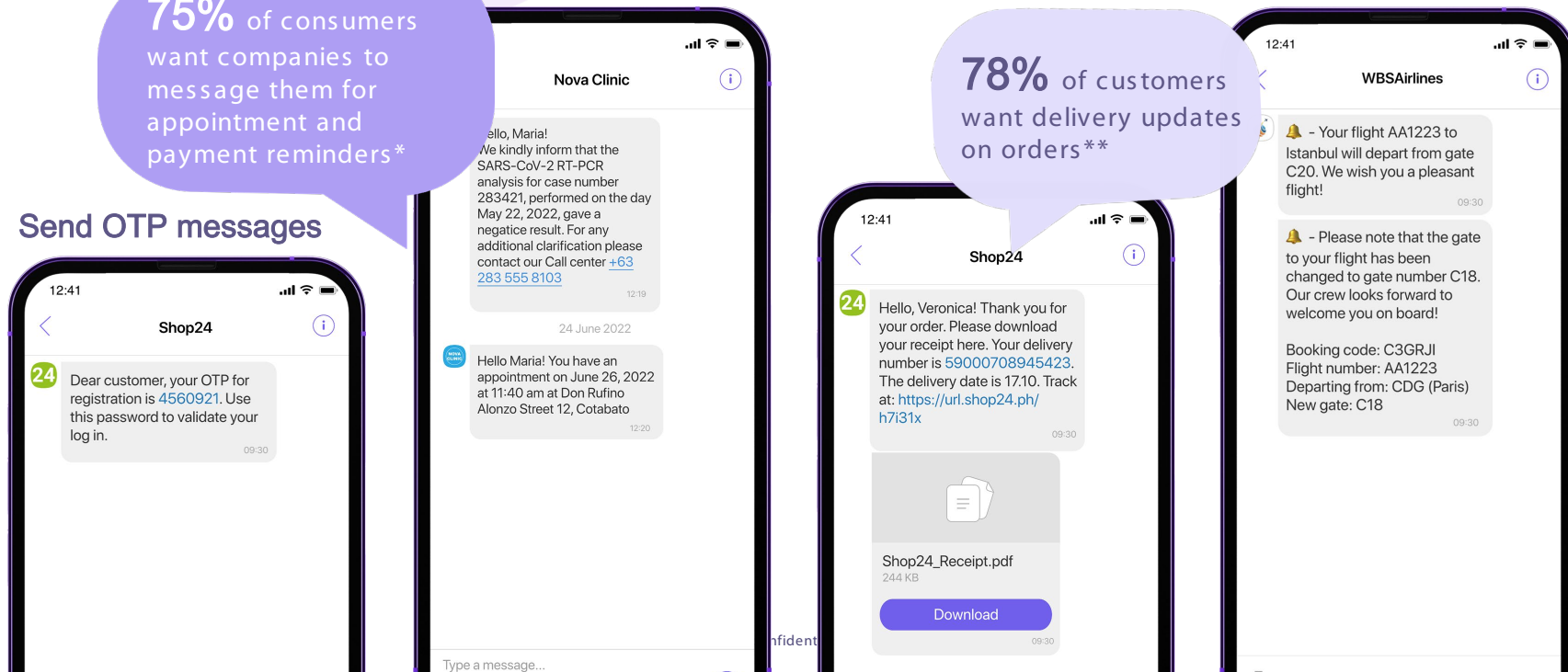
Share updates, statuses, reminders

75% of consumers want companies to message them for appointment and payment reminders*

Send OTP messages

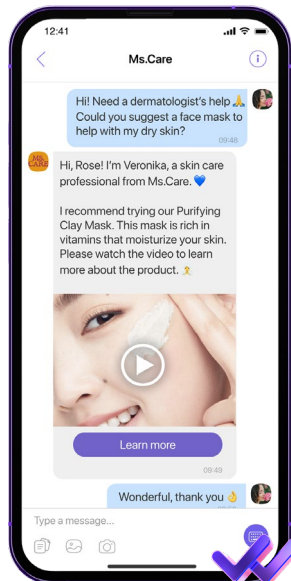
78% of customers want delivery updates on orders**

Sources: *
Listrak Ways to Use
Transactional Messaging, **
Via Data Snack 2021

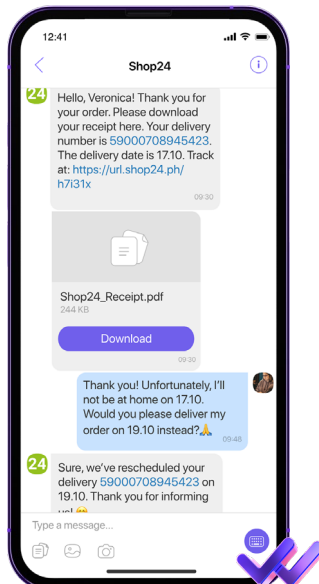


Build lasting customer relationships with Conversational Viber Business Messages

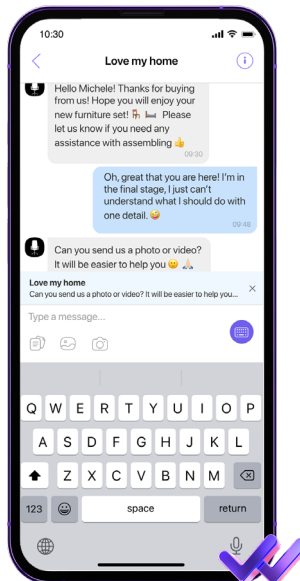
Assist customers
and increase
conversions



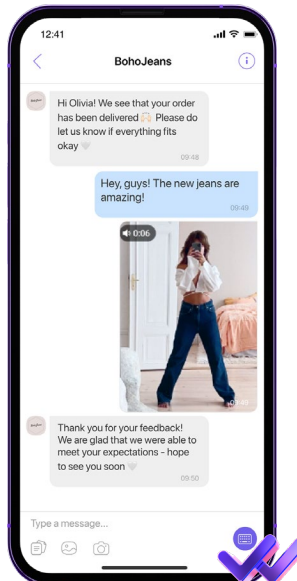
Manage orders
and deliveries



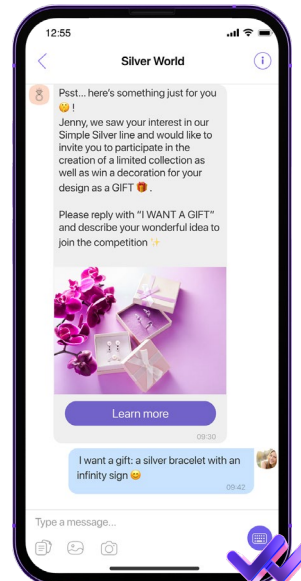
Provide post -sales
support



Collect
feedback



Build
customer
loyalty



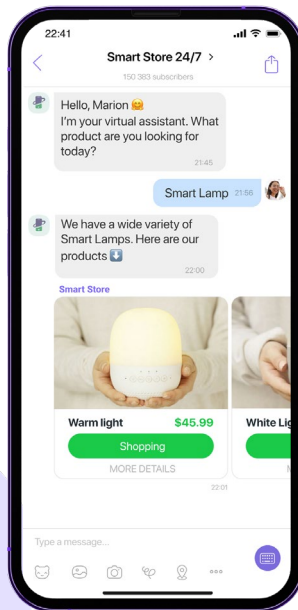
Automate user experience with Chatbots

82%

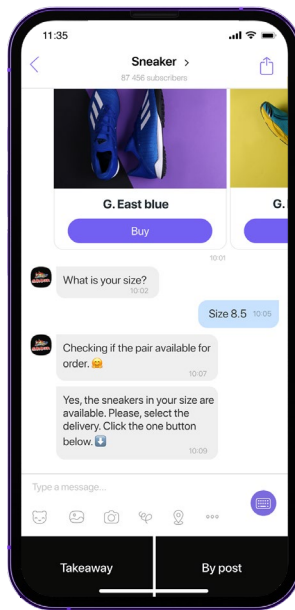
of consumers expect
immediate responses on
sales or marketing
questions*



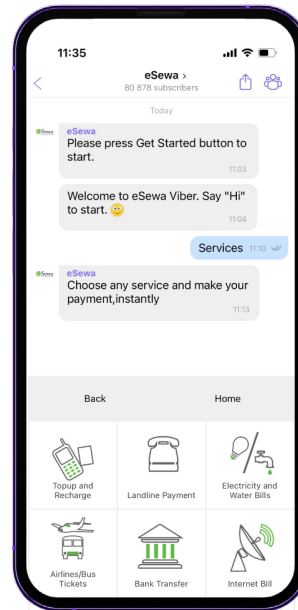
Be available for
customers 24/7



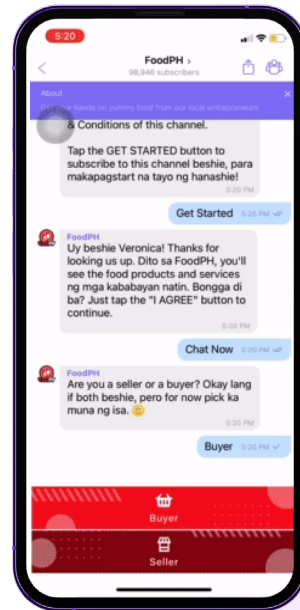
Let your
customers shop



Enable easy
payment



Automate your
user flow

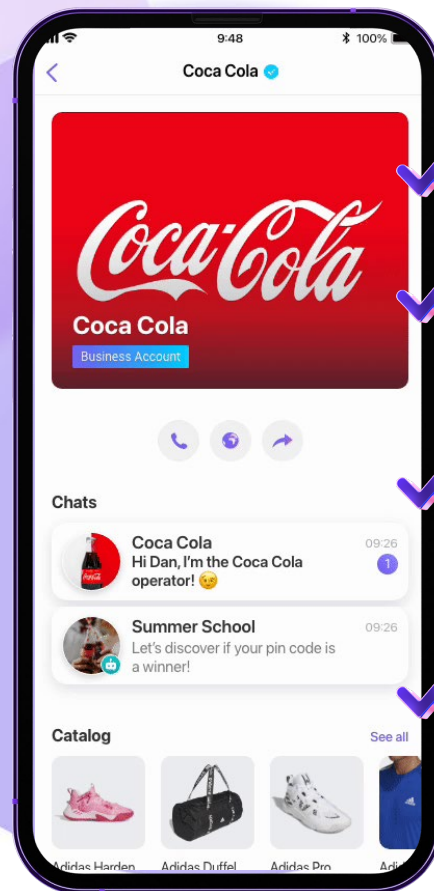


Let your customers reach you easily with an all-in-one Commercial Account

Meta business entity

All channels under one account

Searchable: by name, category,
location, rate



Call, message,
and share

Active
channels
(bots, communities,
channels)

Link
to Catalog

Business
Info

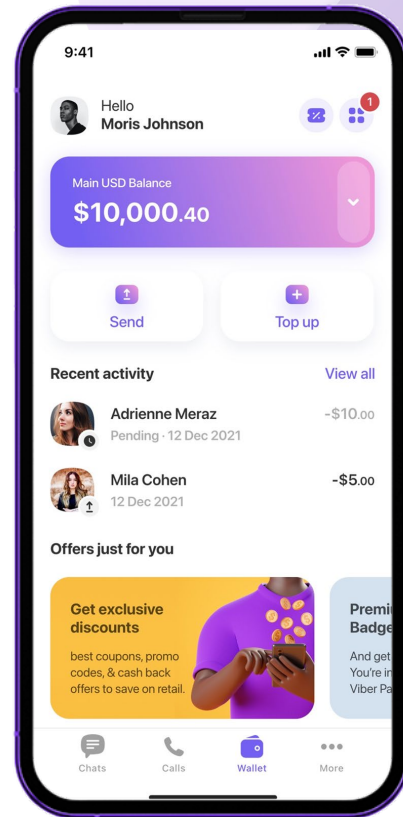
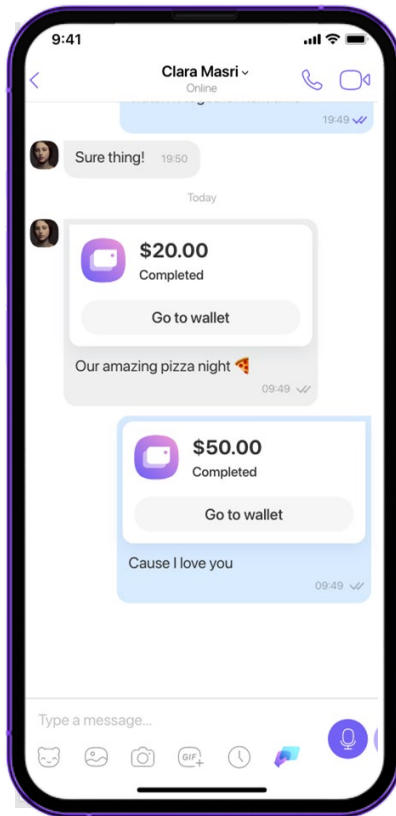
What about payments?



Viber Pay

Viber Pay allows Viber users to send payments to friends and family as easily as sending a message. It's secure, fast, and free.

76% of subscribers in the Viber Pay waitlist are from Greece

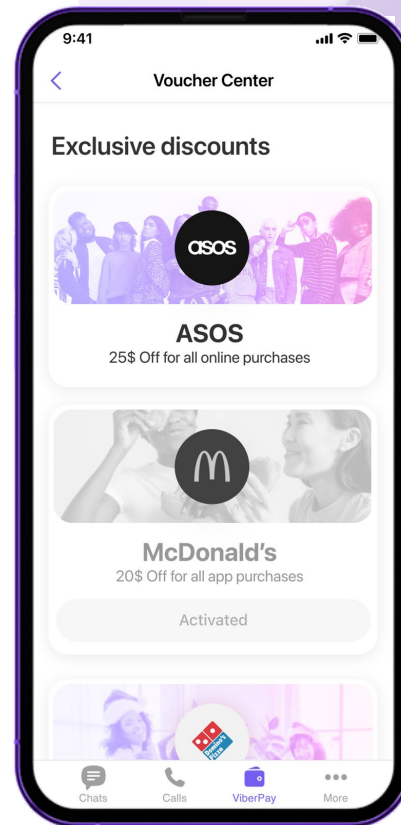
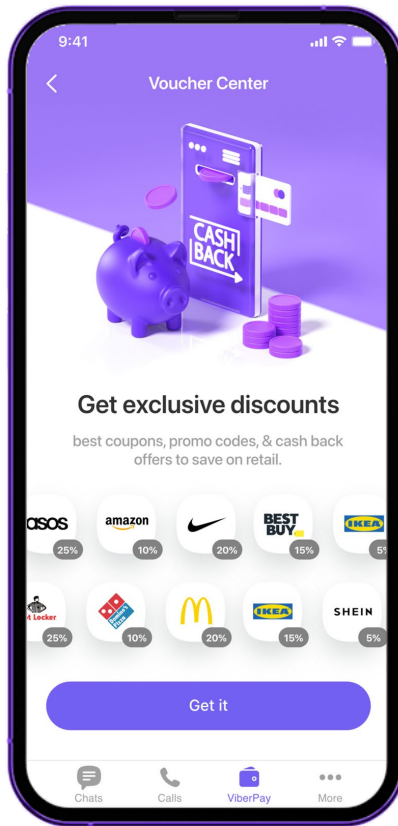


Viber Pay Rewards

Give users attractive offers from industry-diverse brands with clear and easy redemption

Who will offer rewards on Viber:
brands' industries

- ✓✓ Retail
- ✓✓ Food & Beverages
- ✓✓ Education
- ✓✓ Fashion
- ✓✓ Fuel & Energy



Q&A

Rakuten Viber
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Thank you!

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