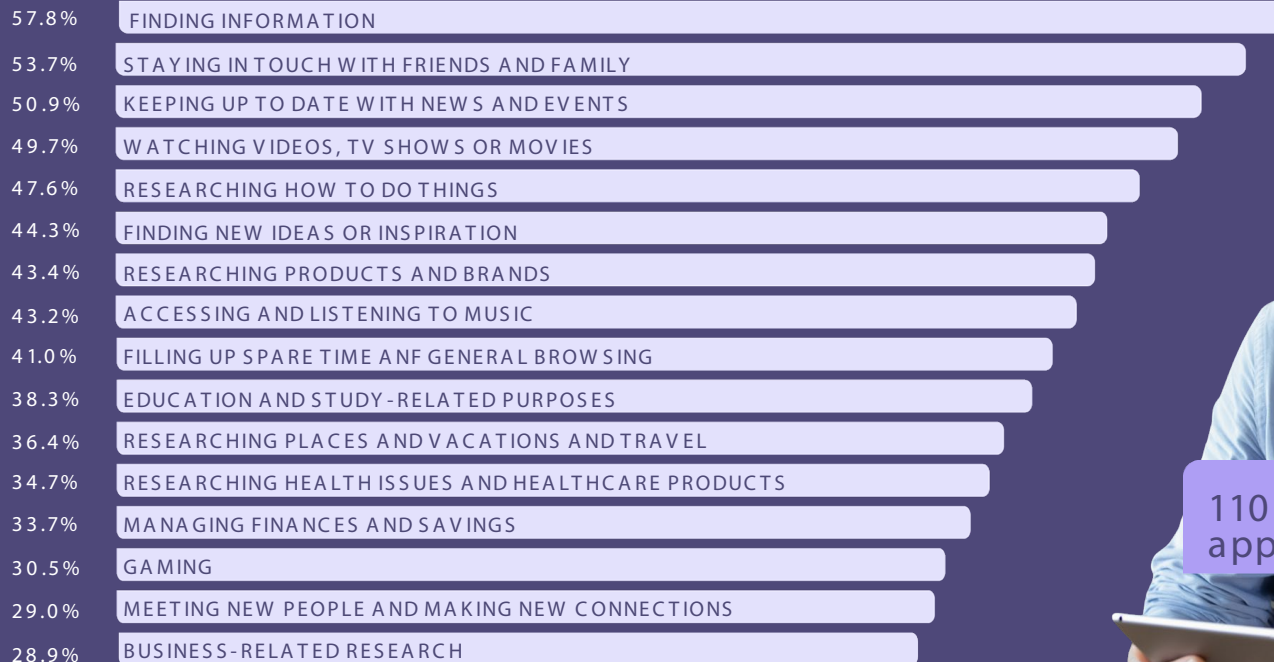


How can a single Superapp
address various business
needs of e-commerce
brands?

Nikos Syrios
Sales Manager, CEE



Busy, overwhelming life online



110
apps installed

Users want a one stop-shop for all interactions with brands

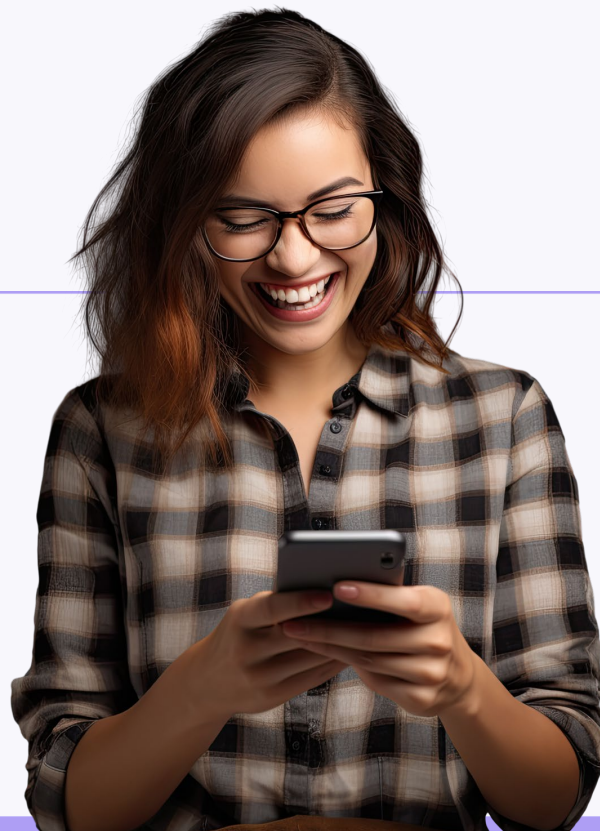
Almost

77%

of users spend
most of their time
on just 3 apps

50%

of these spend their
time in a **single app**



Users want a superapp

What does it take to be a Superapp?

large, active audience
that spends time on it

convenience for the
users

essential function users
would never give up,
such as communication

versatility and many
services



Bill &
Utilities
Payment



Financial
services



Communication



eCommerce



Food
delivery



Location




Travel
bookings



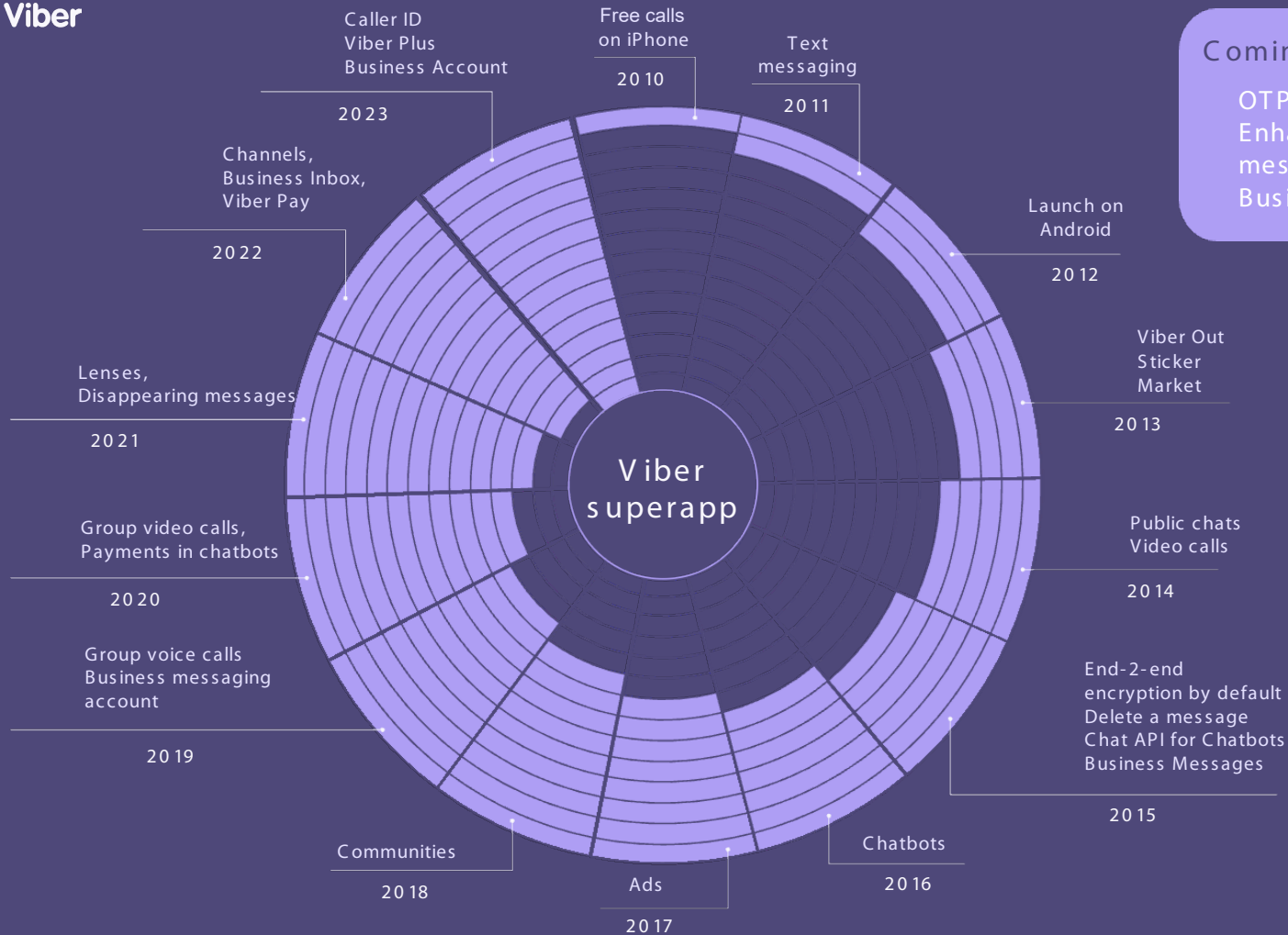
Health &
Insurance

#1 messaging platform in Greece: Rakuten Viber



91%
penetration*



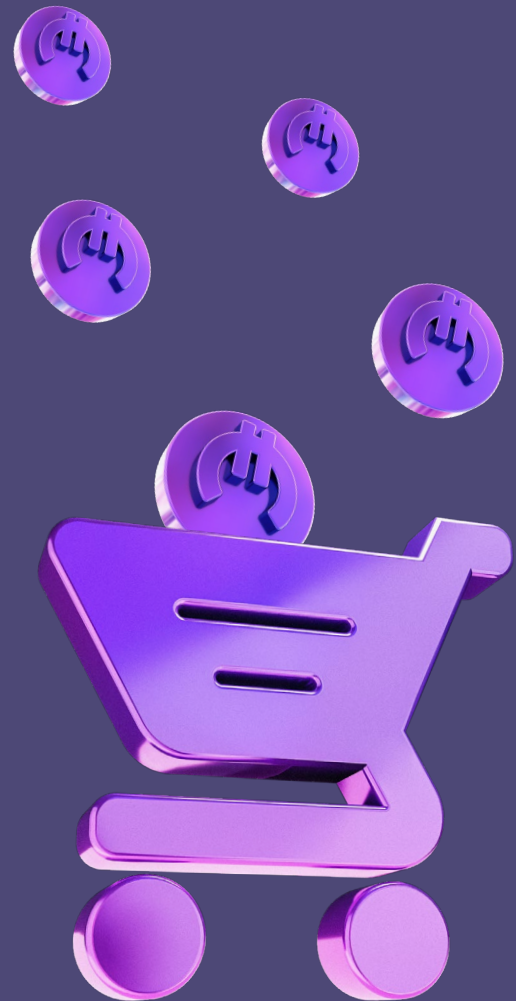


Coming soon

- OTP solution
- Enhanced-protection messages
- Business Calls

Rakuten Viber for Business:

an ecosystem of
solutions for all your
business needs



**Build brand awareness
and generate new leads**

Raise brand awareness and inform about products and services

Viber ADS

Rich Business Messaging

CTR
up to 4 %

Viewability rate is

22% HIGHER
than the industry standard

Pay only for
delivered messages

Rich media & up
to 1K characters

High send-out rate
(2K messages/sec)

Engage audiences & generate new leads

Branded Lenses

Branded Stickers

One-stop shop
for all branding

AR-powered
brand environment

Synergy
with bots

250 k+
Stickers shared
every minute

**Boost sales and
increase ROI**

Drive sales with custom offers

Viber Ads

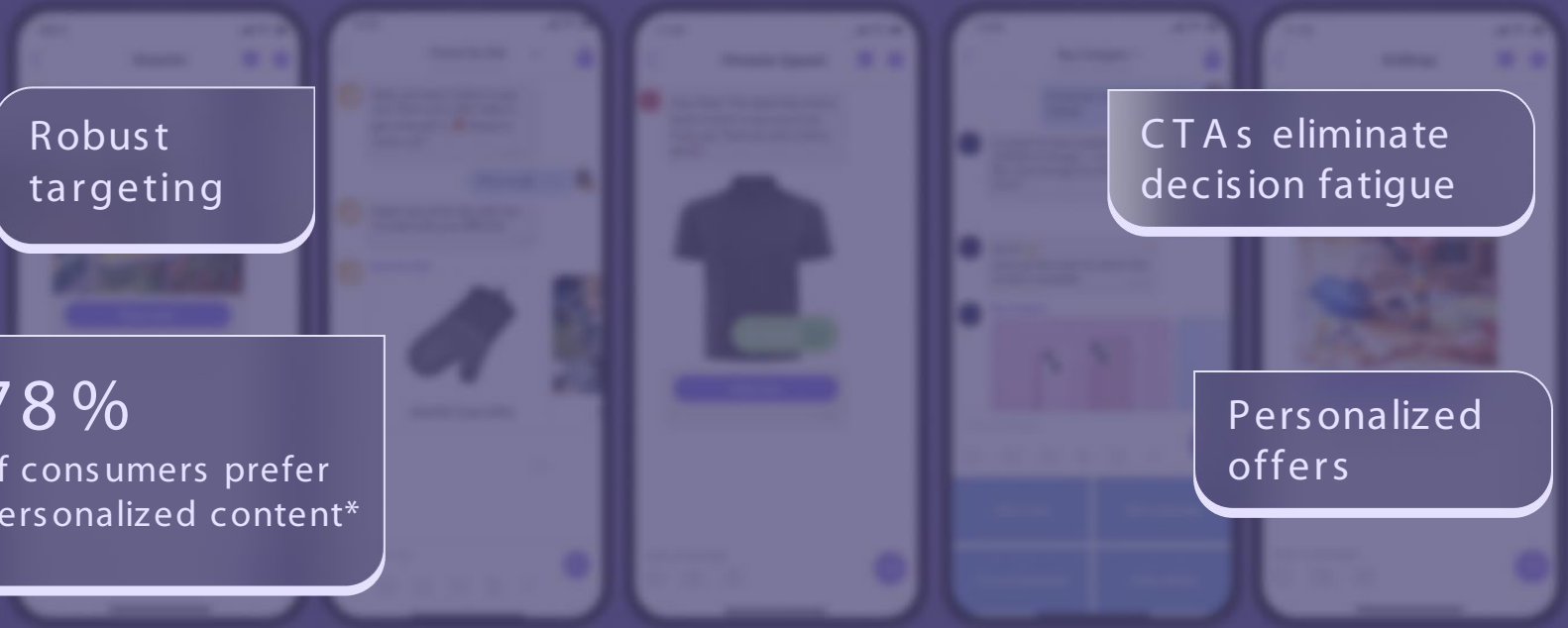
Rich Business Messaging

Robust
targeting

CTAs eliminate
decision fatigue

78%
of consumers prefer
personalized content*

Personalized
offers



Fight cart abandonment

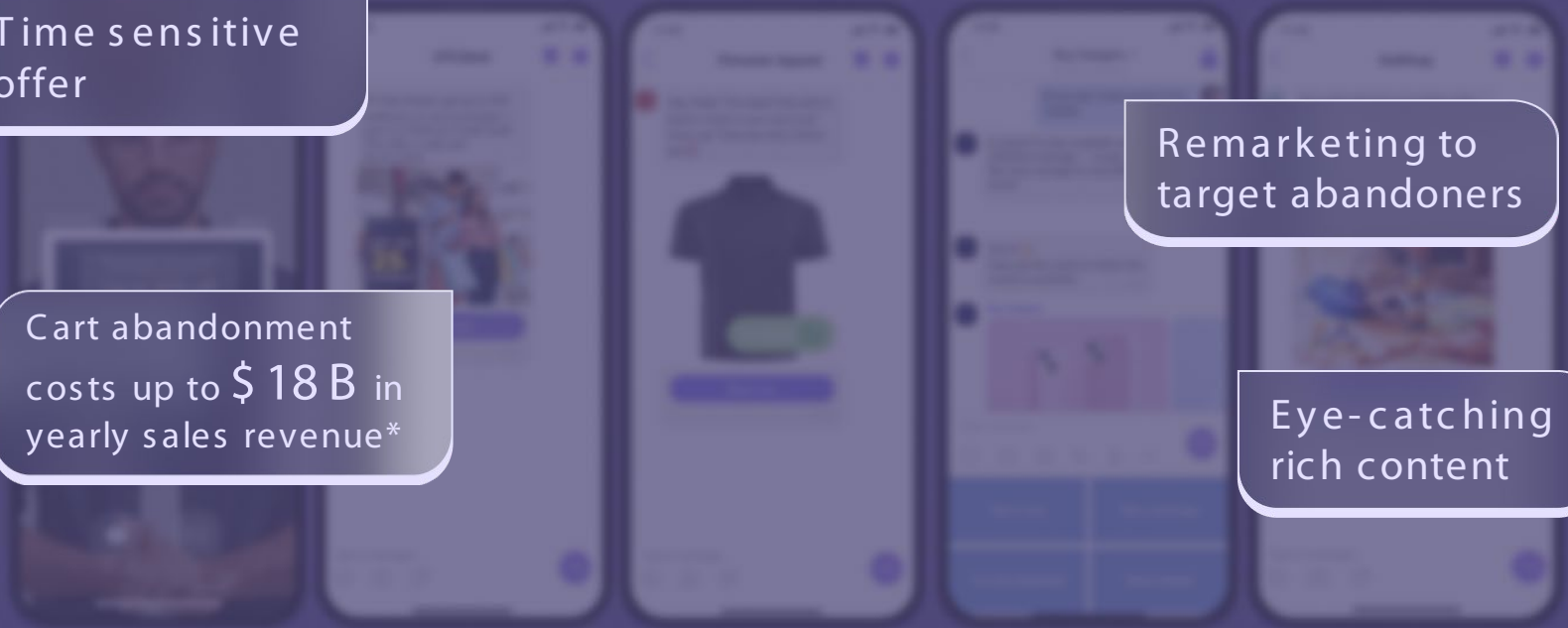
Rich Business Messaging

Time sensitive offer

Cart abandonment costs up to \$18 B in yearly sales revenue*

Remarketing to target abandoners

Eye-catching rich content



Upsell & cross-sell

Rich Business Messaging

Data-driven
cross-selling

Conversations
turn into
conversions

62%
of consumers prefer
personalized
recommendations*

Automated
upselling
algorithms

Foster customer loyalty

Build and support a loyalty program

Rich Business Messaging

CRM & CDP
integration

64 %
of loyalty program
members spend
more money*

Virtual
loyalty card

Long-term
relationship

Keep customers informed and support

Rich Business Messaging

Cost-efficient
notifications

SMS
fallback

TOP-3 most
secure messaging
apps

Instant 24/7
support

Convenient
2-way
communication

Live & automated
support

Don't miss out — join top brands
using Viber for Business !

20 000+
use Viber for
Business



Rakuten Viber

for business

Viber Media S.a.r.l - Proprietary and confidential

Get started with Viber for Business



Nikos Syrios
Sales Manager, CEE

