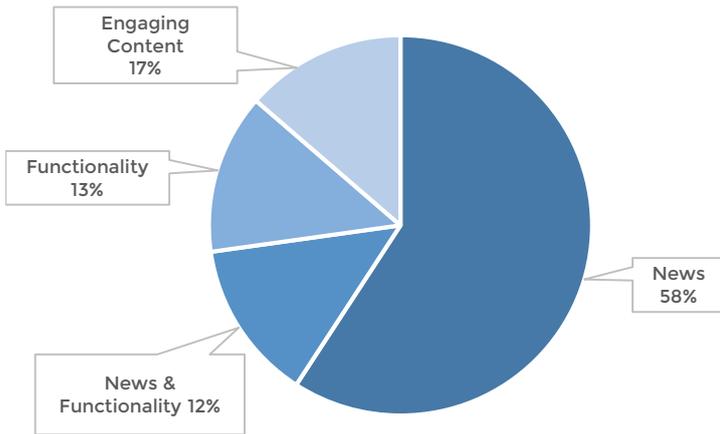


Methodology - we reviewed nearly 30 bots from major publishers that are active on different messaging platforms during the first half of June 2016. We analyzed the bots conversational structure, user experience, and the core technological capabilities. Here are the key findings -

## What do publisher bots do?

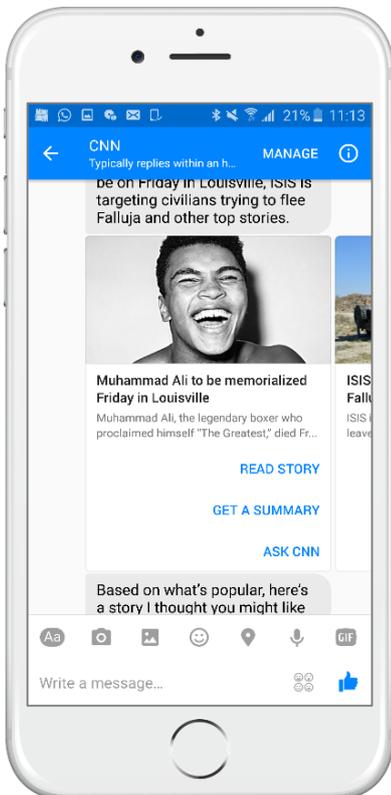
Publisher Bots - Key Use Cases



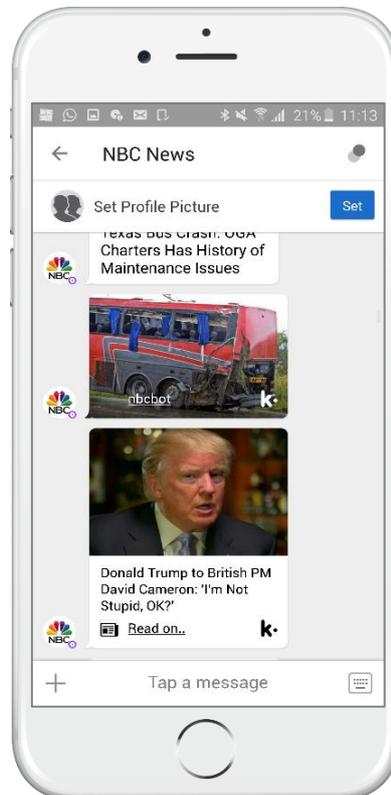
The majority (70%) of publisher bots currently deliver news, with interactions usually revolving around top stories of the day and basic content exploration features.

A second type of bot that we are seeing publishers launch (25%) is more functional in nature - delivering info such as daily weather forecasts, sport scores or stocks. There are also publisher bots that combine news with functional utility, for example The WSJ's Messenger bot, which provides daily news updates together with the ability for users to follow specific stocks and receive financial information.

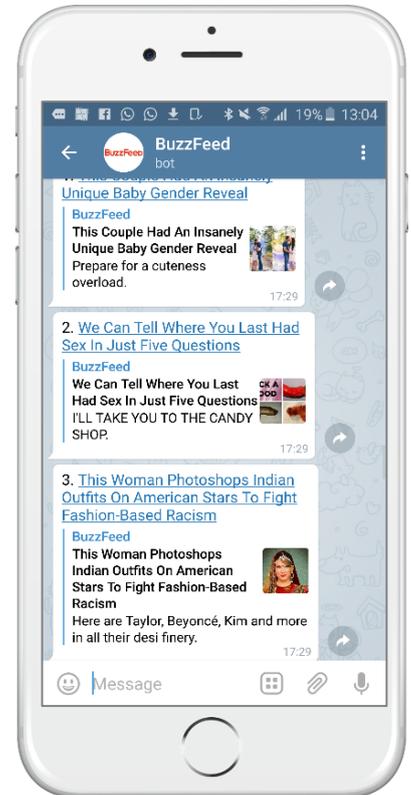
Examples of daily news and stories on publisher bots:



CNN on Facebook Messenger



NBC News bot on KIK



Buzzfeed on Telegram



## What type of user experience do these bots offer?

- 13% of the reviewed bots have some sort of a persona - using a name for the bot or leveraging other "human characteristics". The rest of the bots present chat as a channel - a guided way to read and navigate through the content that the publishers provide.
- 25% of the bots have user identification capabilities - the bot refers to the user by name. Mostly, this personalization appears at the beginning of conversations when the bot greets a user.
- With one exception, all of the bots reviewed are using "suggested response" buttons, allowing users to choose from pre-populated answer options when interacting with the bot. These suggested responses are intended to keep the experience intuitive and frictionless.
- Only 25% of the bots are designed to respond effectively to free-form discussion, and most of those do so with basic "friendly" conversational phrases such as "how are you?", "what time is it?", etc. More complex exchanges are not supported, keeping the experience focused on the bot's content instead.
- However, an additional 50% of the bots can respond to specific keywords used in free-form conversation that are relevant to the bot's key functionality or content. For example, some news bots are responsive to words like "elections" or "menu". These experiences are still prone to occasional error, and don't always understand user intention.
- 21% of the bots reviewed are providing custom alerts - scheduled or custom content notifications that users choose to receive automatically. For example, following stocks or preferred sports team updates.
- 67% of the bots reviewed allow a forward/send option - sending the content to other contacts within the messaging platform. This is mostly a standard "share" feature provided by the chat platform. One bot allows the addition of personal text captions into an image that can then be shared.

## Key Learnings and Recommendations

### 1. Create engaging experiences.

There are so many ways publishers can leverage bots beyond using them just as an RSS feed. Publishers can add polls, trivia questions, contests and more. Adding these experiences alongside daily news and stories increases engagement and stickiness. Supporting UGC creation also elevates the bot experience- letting users add pictures, videos and text that they can share with friends or family.

### 2. Keep the experience fresh and up-to-date.

Most publisher bots are repetitive in nature, offering a closed loop experience that presents the same navigational text over and over again. To keep things fresh, publishers can provide a library of social messaging which optimizes language and content and randomly serves it to readers.

Find fun ways to encourage readers to receive latest updates and stay connected through this exciting new channel.

### 3. Deliver on reader expectations by using buttons or suggested responses.

Suggested responses create a frictionless experience. The viewer knows what the bot can and can't do, and the conversational flow is clear and directed.

We recommend that publishers avoid free-form discussion features that tempt users to test the bot's limits. Such an experience often undermines the real "wow" factor the publisher is looking to create.

### 4. Set clear objectives.

When launching a bot, publishers need to plan around clear KPI's. Increasing traffic to mobile/web digital properties is a solid start, but doesn't have to be the only goal.

Publishers can look to reach untapped audiences or gain more followers in new regions across alternative messaging platforms. Some publishers are intimidated by activating content on several messaging platforms, but with the fragmentation of audiences in the chat user landscape, it is critical to have objectives that encompass more than simply one platform.

Many publishers are creating unique experiences and generating new content built specifically for chat apps to achieve these exact goals.

### 5. Get started.

2016 is all about building new audiences on messaging platforms, and early adopters are seeing big returns on investment. Messaging is by far the fastest growing digital channel for publishers, and the audience is already there spending considerable time each day engaging in conversations with friends and family. But in order for a publisher to take advantage of this and build a strong audience base, they need to quickly learn their audiences preferences and what the optimum experience for growth is. This can only be done by going live, so why not get started today!

To learn more about how Chatsuite can help your business, please contact:

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