



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Chatbots

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is a Chatbot?

A chatbot is an intelligent agent that helps people create value for little effort. In the case of conversational bots, it's communicated through a SMS messaging interface.

Why Should Marketers Care?

For marketers, chatbots provide an opportunity to reach millennials on the devices they use most: mobile. Additionally, chatbots allow self-service oriented consumers to get answers to their questions very quickly without having to navigate websites searching for information or products.

Key Chatbots Stat

According to the ANA Marketing Futures Chatbot study, **38% of marketers say Chatbots will completely replace traditional techniques.**

Expert Perspective



Brendan Bilko

*Co-founder and head of Product and Creative
Dexter*

“What’s generally missing when it comes to these types of projects is a true focus on the end user. What is the pain point that a chatbot is going to help alleviate? It’s got to start there, because if there is no reason for the user to use it, then there’s going to be no engagement for us to measure and draft for the next round, and figure out how to iterate on it.”

CASE STUDY

The Cosmopolitan



THE COSMOPOLITAN
of LAS VEGAS

The Cosmopolitan of Las Vegas is a luxury casino and resort that wanted to differentiate itself from other hotels on the strip. The Cosmopolitan of Las Vegas built Rose, a chatbot with a personality that used SMS messaging to deliver unique experiences to hotel visitors.

Rose was unlike any other chatbot in the market. Guests would find a calling card at check-in, and with a few simple text messages, could restock towels, snag hard-to-get dinner reservations, and get a tour of The Cosmopolitan's world-renowned art collection.

Every department within The Cosmopolitan, from Resort Services to Food and Beverage, put their input into Rose to ensure the program had the insights, secrets, and surprises that typical guests would not find on their own. Once Rose's tone was decided, over 1,000 conversation threads were created to offer guests ways to book experiences such as restaurant reservations, spa treatments, poolside cabanas, event tickets, and self-guided art tours.

Rose has achieved outstanding results to date. More than one in 10 guests invited to participate have texted Rose, over 6,000 in total, sending 44,000 messages. Of those, 60 percent have engaged by sending more than three messages. To date, Rose has driven a 39 percent increase in spending on property, compared to guests who did not interact with Rose.

The success of Rose's launch has opened doors to expanding the chatbot's presence to other messaging platforms (e.g., Facebook Messenger) and as a fully integrated media campaign to drive interest and bookings from non-Cosmopolitan guests.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.