

ARE

# CHATBOTS

## THE FUTURE OF MARKETING?

**Chatbots** are computer programs that have been developed and deployed as an interactive agent, and have become channels for customer and user interaction.

**A well-designed bot is always on and available** to facilitate one-to-one, personalized interaction that enhances the customer experience.

**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.

**Chatbot technology enables companies to bring the experience of an immediate, one-to-one conversation to scale**, with a wide range of functions from customer service to companionship. We spoke to marketers and experts across industries to get their opinion on the value and viability of this emerging trend.



## KEY FINDINGS

**Adoption and use of chatbots is occurring rapidly**, with most deployments coming in the past year.



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

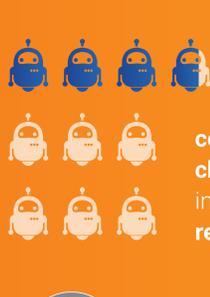
*"[Chatbots] are things that [marketers] may not even know they're using on an everyday basis."*

DOES YOUR COMPANY CURRENTLY USE CHATBOTS?



**About one-sixth of marketers use chatbots**, with fully half having started their deployment within the last six months.

Of those who are not yet using chatbots, two-thirds said their companies are likely to deploy a chatbot within the next year.



In fact, nearly 4 in ten marketers believe that chatbots **won't just complement traditional channels** for consumer interaction, but will **replace them**.



**Matt Marcus**  
VP and Executive Creative Director R/GA's Business Transformation Unit

*"The vast majority [of] interactions these days, have shifted from voice to chat interactions."*



Chatbots are enjoying the **greatest acceptance and success when deployed as a service layer focused on facilitating interaction**.

Once established in this way, they can become marketing engines of their own.



## Are you thinking about adding chatbots to your marketing mix?

ANA members have access to all of the research recommendations in the full report, but here are 3 steps to get you started:

1

### Start with an internal deployment.

Limiting the initial chatbot deployment to internal users helps ensure that customers aren't exposed to mistakes while learning how to effectively deploy chatbots.

2

### Set the proper expectations for chatbot usage.

Be very clear with the user from the outset about the nature and scope of interactions the chatbot can handle. Transparency is a critical success factor.



**Michael Morowitz**  
Executive Technology Director R/GA

*"One of the best practices that we follow is to be very, very clear that a bot is not a human being."*

3

### Exploit the data.

Companies need to include chatbot dialogues in their overall data management strategy, and use the proper analytical tools and techniques to turn this data into actionable information.



To learn more about how marketers are using consumer neuroscience, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.