

TASTE THE FEELING OF VIBER

2017 Coca-Cola Campaign Recap



COCA-COLA BROKE THROUGH TO VIBER'S ACTIVE AUDIENCE WITH A HIGH-IMPACT STICKER PACK PROGRAM

Campaign Summary (July 24-August 28)

1.1M STICKER PACK IMPRESSIONS

296K STICKERS SHARED

91K STICKER PACK DOWNLOADS

303K # OF STICKER PACK EXPOSURES/VIEWS

3.24 AVERAGE # OF SENT STICKERS/USER

3.31 VIRALITY RATE (Exposed User/Download)

VIBER CHATBOTS DROVE USER ENGAGEMENT AND CONVERSIONS THROUGHOUT COCA-COLA'S SUMMER CAMPAIGN

87K CHATBOT SUBSCRIBERS

165K USER-CHATBOT INTERACTIONS

5K REDEEMED UNDER-THE-CAP CODES

5.8% CONVERSION RATE

2X ABOVE INDUSTRY AVERAGE

* 3,000+ re-downloads of the 1st Sticker pack has occurred, hence the difference between the Unique Users interacted with the Bot and total number of downloads.

VIBER DELIVERS ACTIONABLE & EFFICIENT RESULTS



ROI-BASED MARKETING

€11.4K BUDGET

€0.04 COST PER STICKER SENT

€0.12 COST PER DOWNLOAD

€0.04 COST PER EXPOSURE/VIEW

ASSETS

