

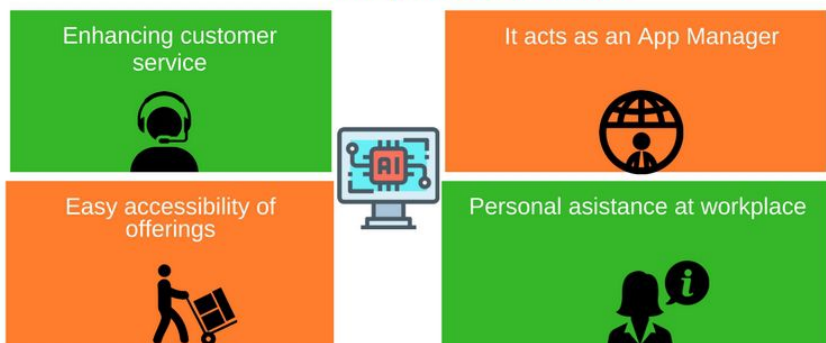
# CHATBOTS

## UPCOMING FUTURE OF MARKETING

LET'S UNDERSTAND THE **CORE OF CHATBOTS** AND HOW THEY WILL **TAKEOVER MOBILE APPS** IN NEAR FUTURE!

Chatbot uses **Artificial Intelligence** to conduct **conversations via text or voice commands**. The future of a chatbot in an enterprise depends a lot on the **advancement in AI**. As companies are adopting to this technology, more competitors will drive to this market so the **growth of chatbots will be exponential**.

Chatbots will revolutionize the Digital Experience of Business in **AI powered world**:



Chatbots will give **Real Time Analysis** to employees to build a better relationship with customers:



# V/S



Why **Chatbots** can replace **Mobile Apps** immediately ?

Unified Interface



Natural human like feel

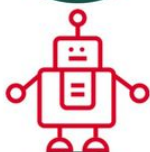


Faster than Mobile Apps

Technical Superiority



Faster Development



Visual Interface

The tech industry has always undergone **critical transformations** and Chatbots are one of them. Trends began when the **websites replaced client-server applications** so as the messaging **bots will be replaced by mobile apps** now.

## HERE ARE THE WAYS CHATBOTS WILL IMPROVE MARKETING TECHNIQUES:

- Bots can gather and store your customer's preferences and later personalize that interaction going forward.
- Retain your customers with fantastic acquisition and automation.
- Keep yourself up with the marketing Trends: Being Present on Messaging Platforms.
- Bots will Collect responses via Facebook Messenger can be more cost-effective than traditional web-based survey collection methods.

We at **ADG** stand to **Innovate, Create & Impact the best** in Digital solutions and campaigns