



VIBER

FOR BUSINESS

DRIVING RESULTS

A person's hand is visible holding a black smartphone. The person is sitting at a light-colored, speckled table. On the table, there is a white cup of coffee, a glass bottle of water, a plate with a sandwich, and a bowl of salad. A large potted plant with broad green leaves is in the background. The scene is brightly lit, suggesting a sunny day. A decorative torn paper effect separates the text from the background image.

People come to Viber to connect, share and call for free.

Viber for business increases awareness, consideration or conversions for your brand by connecting to active and engaged consumers around the globe.

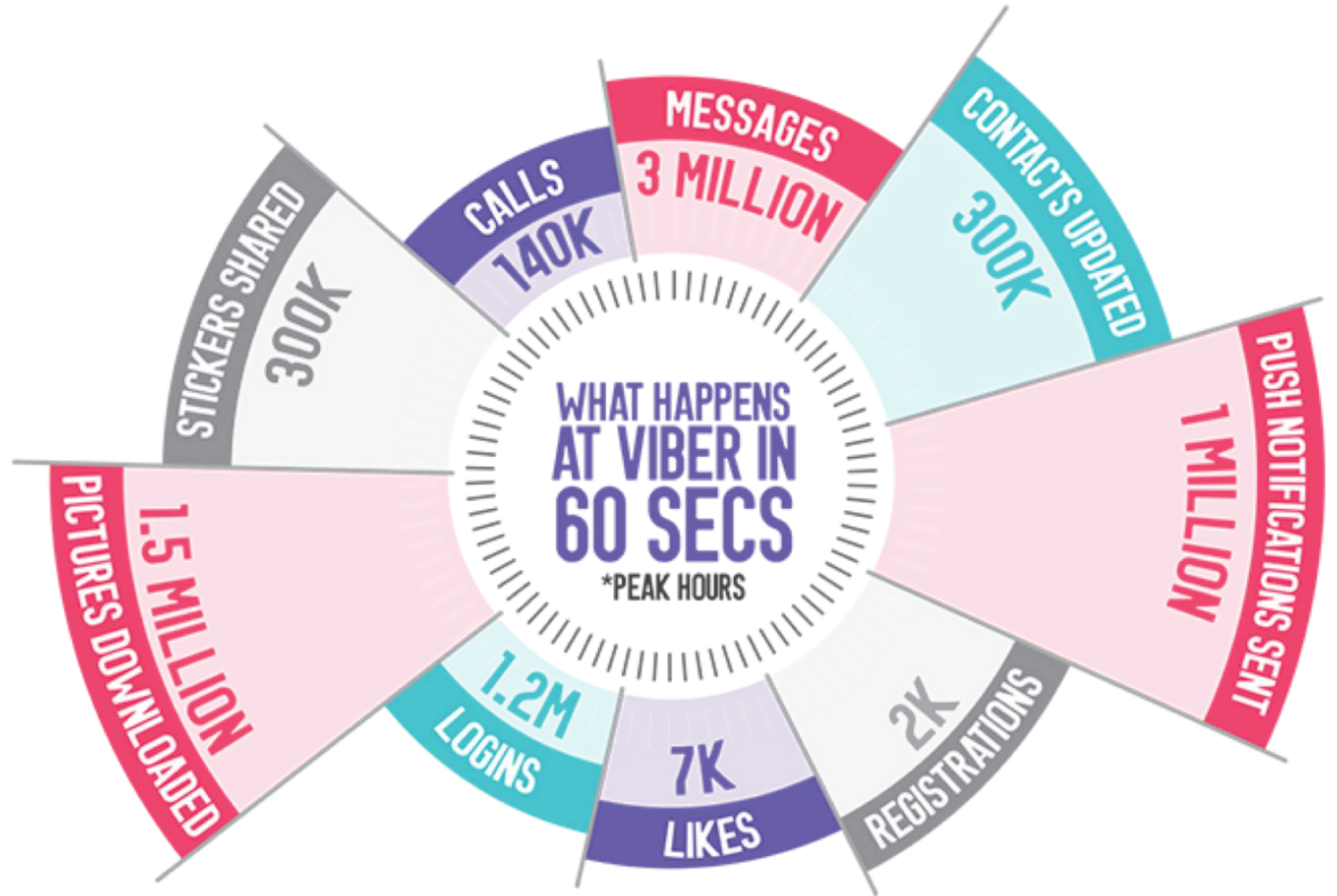
1 BILLION

UNIQUE REGISTERED USERS WORLDWIDE

Wide + Diverse Global Reach

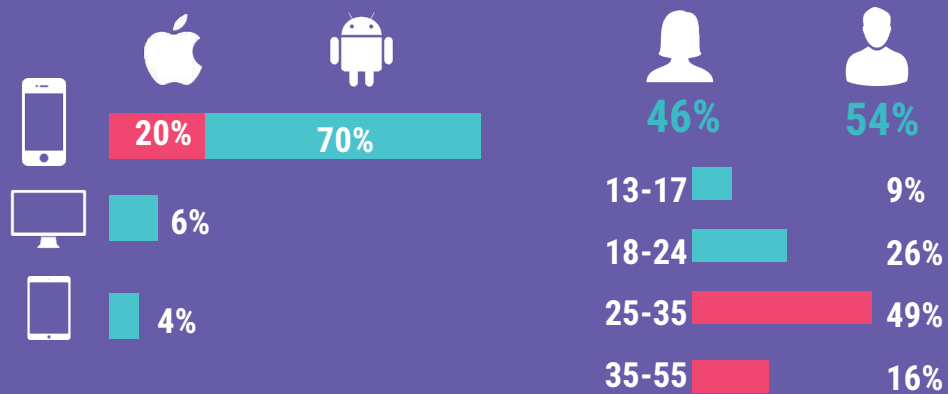


VIBER USERS MAKE 7M+ INTERACTIONS EVERY 60 SECONDS



USERS INSIGHTS

MOBILE 1ST AUDIENCE



AN ACTIVE AND ENGAGED AUDIENCE

-  **20+ messages sent** per day per user
-  **30+ minutes** spent on Viber per day
-  Viber is launched an average of **12 times** per day
-  **50%** share photos and videos daily
-  **30%** send stickers daily



USER INSIGHTS

Viber Feature Usage



Stickers: **48%**



GIFs, Doodles: **16%**



Video Call: **51%**



Photo, Video sharing: **67%**



VIBER 1ST MESSAGING APP FOR TRAVELLERS

45+%

international
messages

60+%

of friends/family
contacts living
abroad



THE VIBER ADVANTAGES



Active & Engaged Audience

Global and diverse users that are highly connected and attentive



Brand & Performance

One platform that both engages and transacts - achieving awareness, loyalty and conversion



Consumer-First Platform

Everyday consumer-app and tools that make marketing easier for brands to attract their audience



1-to-1 Marketing

Native brand solutions and active audience enable personal brand-to-consumer connections



Quality

Premium environment for communication with consumers



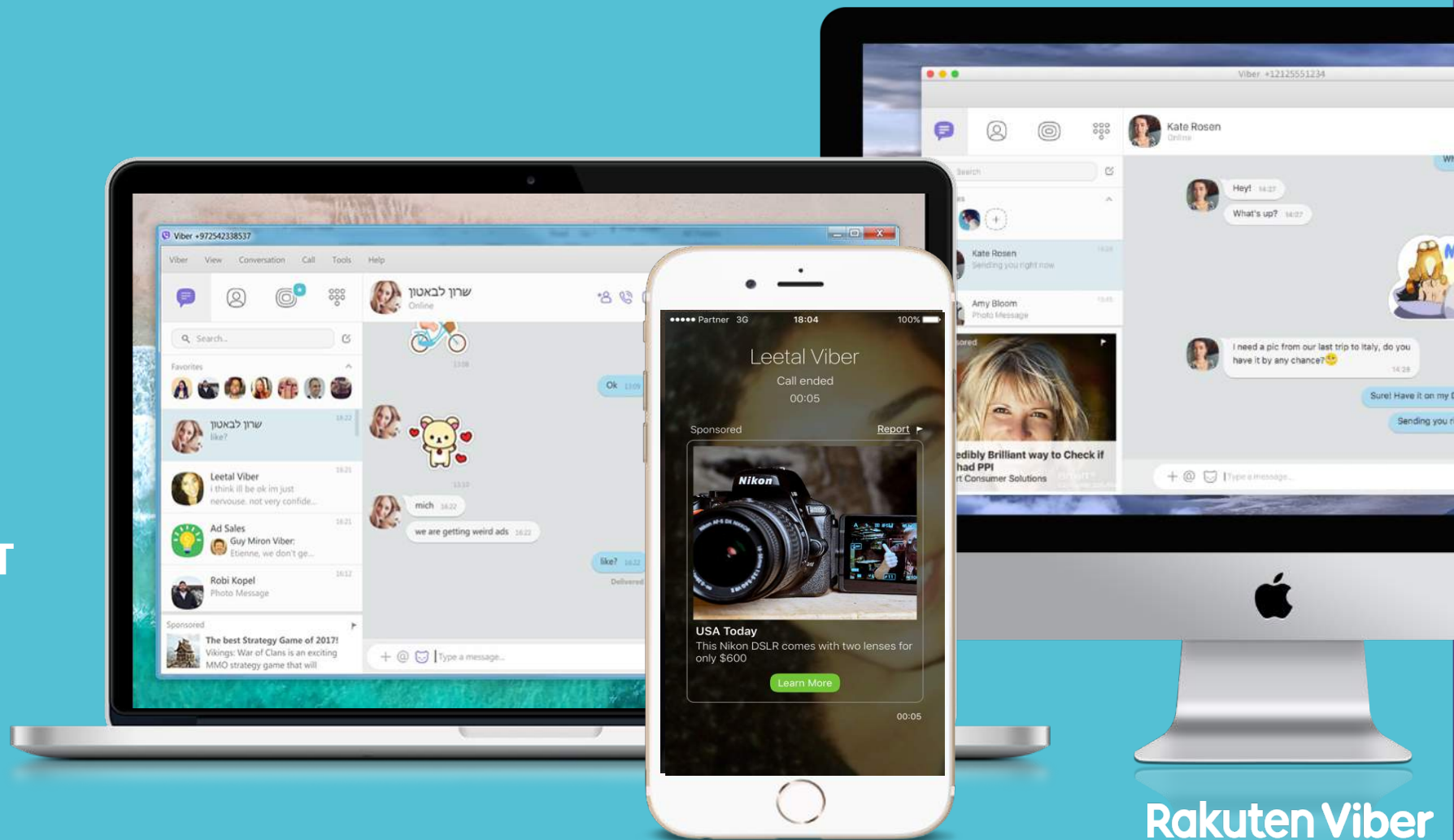
Service

Strategic and consultative account management with recommendations to grow your business

VIBER ADS SUITE

Reach a highly engaged and unique audience to tell your brand's story.

- NATIVE
- DISPLAY
- VIDEO
- CROSS DEVICE
- PROGRAMMATIC & DIRECT



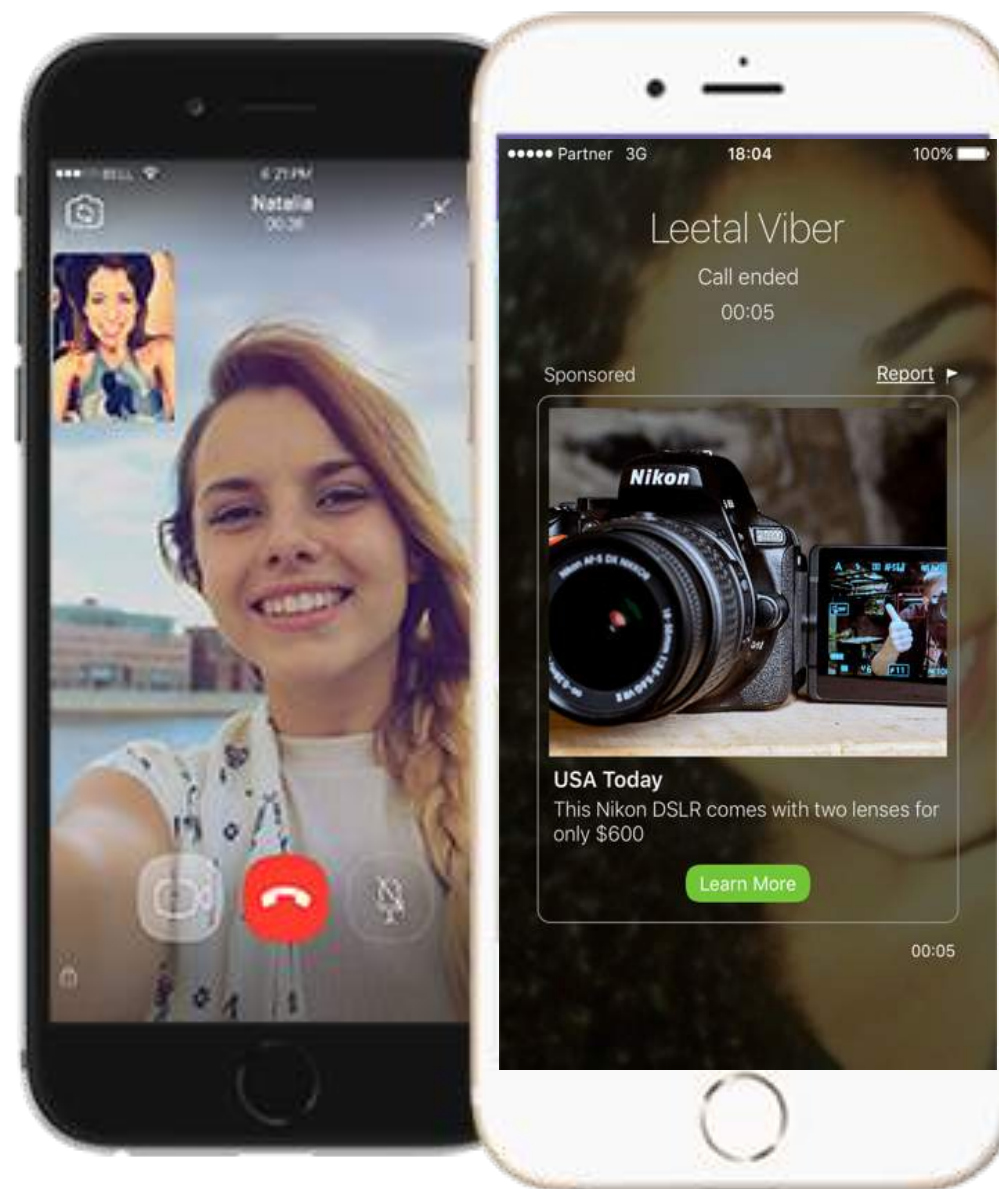
POST-CALL

Harness active attention in precious moments

- Appears when a Viber call ends
- Opportunity for advertisers to engage their audience at the right time
- Visually rich, non-intrusive format
- Contains a short text + image that links to a URL to track user interaction with your ad
- Mobile
- Native & Display
- CPM

2%

AVERAGE
CTR



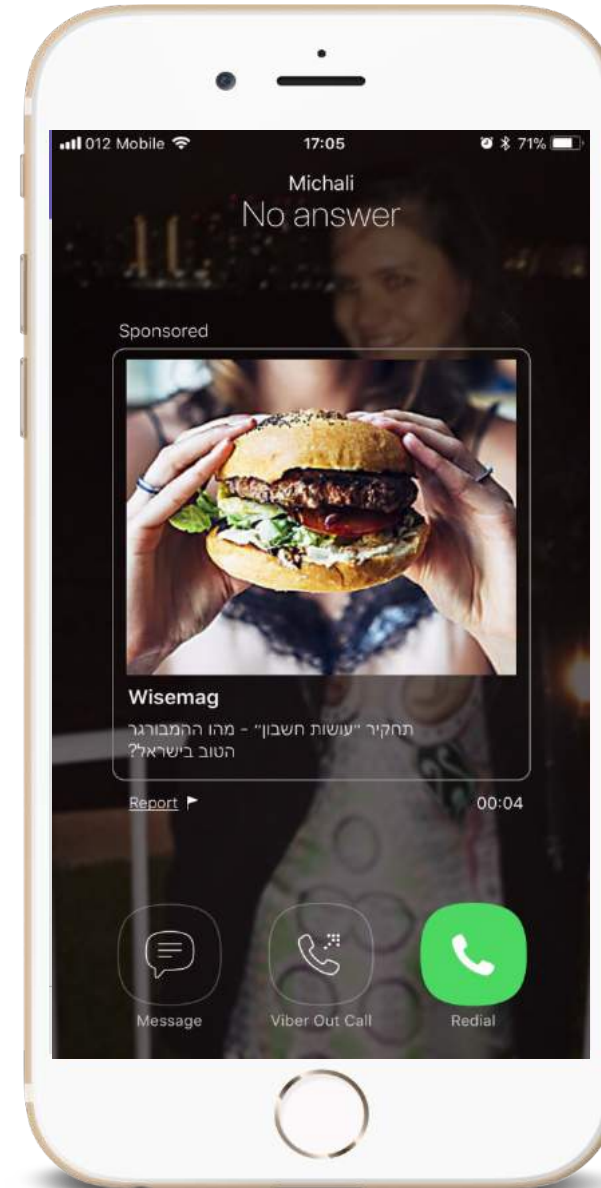
TIMEOUT

Break through with moment-based engagement

- Appears 40 seconds after a Viber call is unanswered
- Opportunity for advertisers to engage their audience
- Visually rich, non-intrusive format
- Contains a short text + image that links to a URL to track user interaction with your ad
- Mobile
- Native & Display
- CPM

1%

AVERAGE
CTR



STICKER DOWNLOAD & VISIT

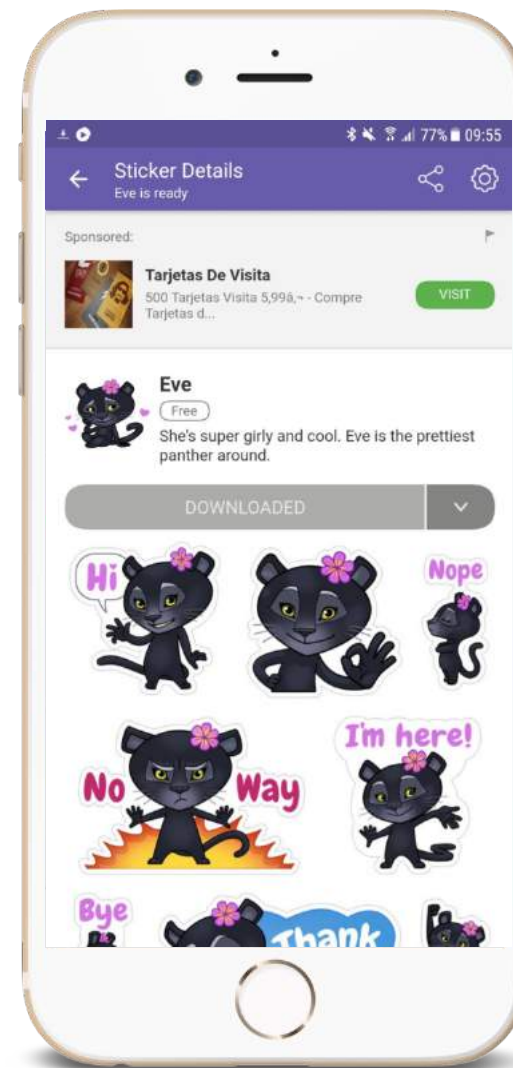
Communicate in a fun and engaging way.

Users receive an ad after downloading a free sticker pack

- Native in-feed format
- Non intrusive
- Mobile
- CPM

2.5%

AVERAGE
CTR



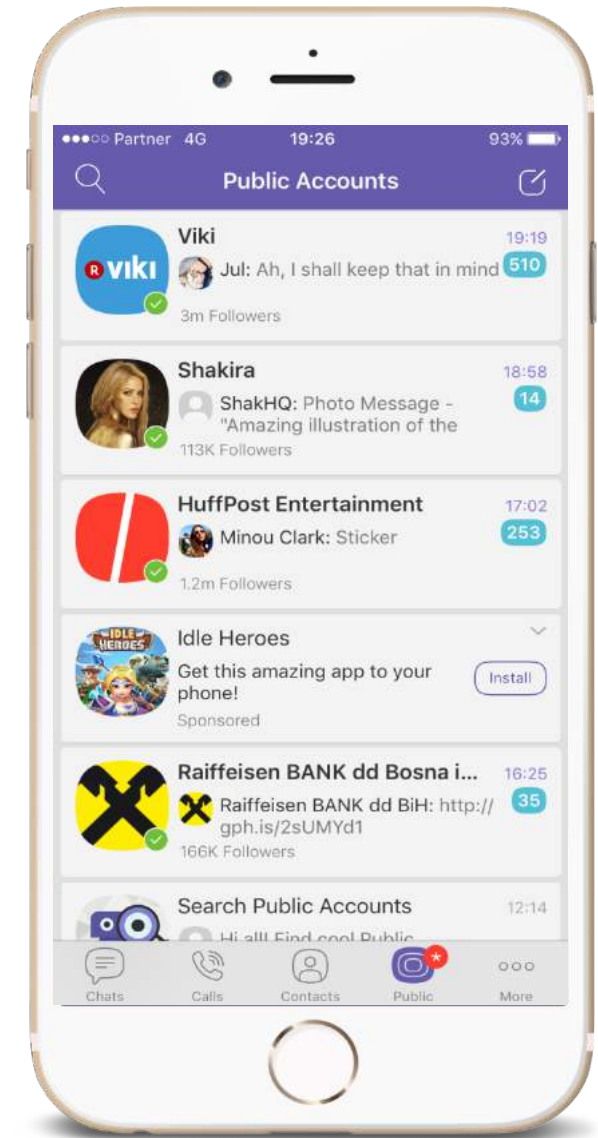
PUBLIC ACCOUNT

Build a digital extension to message, share and grow reach

- Appears on Public Account page within news feed
- Lets brands connect with Viber users around the globe
- Matches the consumer visual design and user experience
- Looks and feels like natural content with a call to action button
- Contains a short text + image that links to a URL to increase followers and track user interaction with your ad or your Public Account
- Mobile
- CPM

4%

AVERAGE
CTR



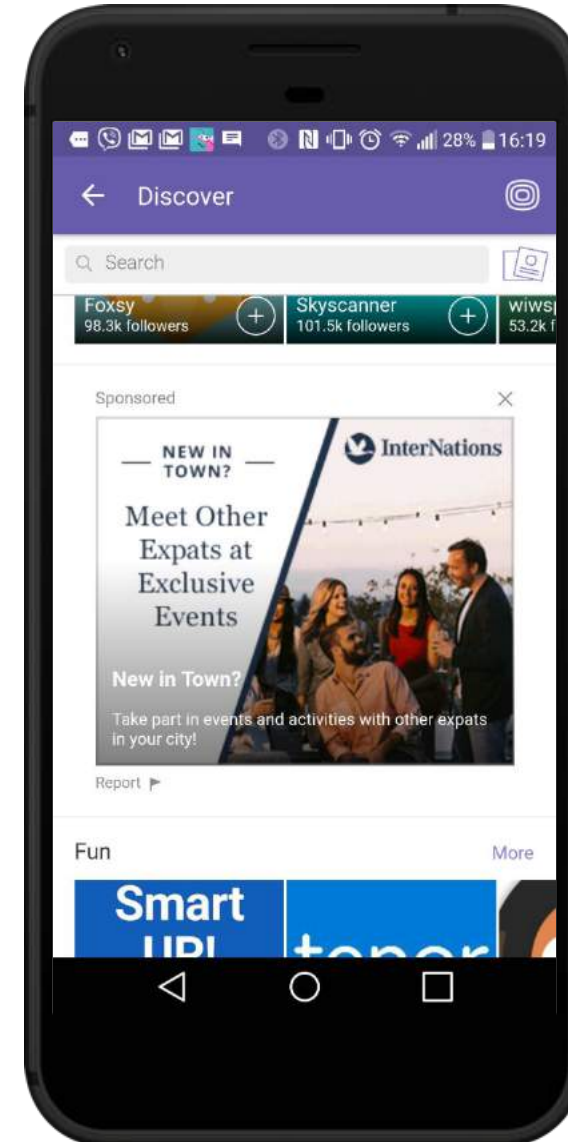
DISCOVER 300X250

Encourage direct exploration with brand

- Appears when user is browsing through Discover screen
- Opportunity for advertisers to engage their audience at the right time
- Visually rich, non-intrusive format
- Contains a short text + image that links to a URL to track user interaction with your ad
- Mobile (only on Android)
- Native & Display
- CPM

2%

AVERAGE
CTR



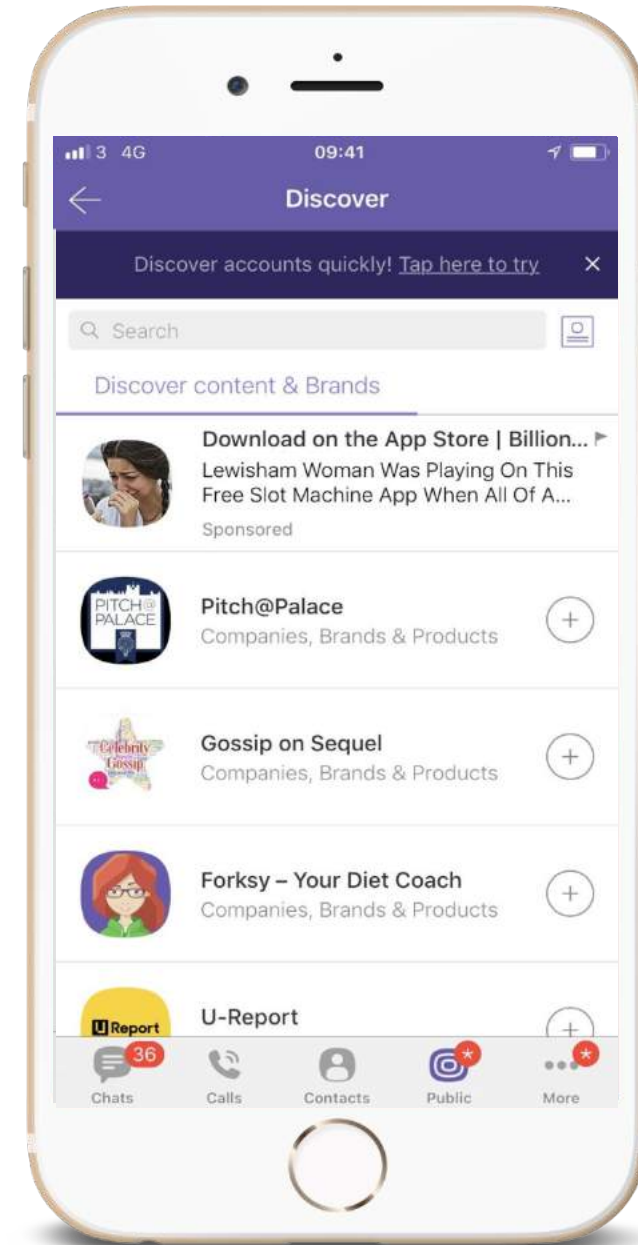
DISCOVER LIST

Reach consumers in a native and contextual way

- Opportunity for advertisers to engage their audience in the right moment
- Visually rich, non-intrusive format
- Contains a short text + image that links to a URL to track user interaction with your ad
- Mobile
- Native & Display
- CPM

1%

AVERAGE
CTR



DESKTOP DISPLAY

Engage, connect and transact with a global audience

- Appears on left-hand side of Viber screen under contacts
- Includes short text + image that links to a URL to track user interaction with your ad
- 300x250 or 320x50
- Formats: Display and Native
- Desktop
- CPM



AVERAGE CTR
300x250



AVERAGE CTR
320x50



DESKTOP VIDEO

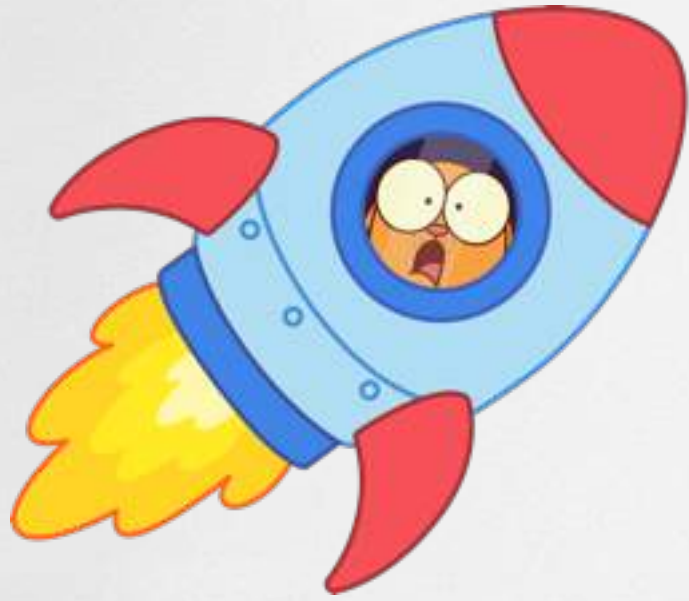
Captivate users with viewable, immersive ads

- Appears on left-hand side of Viber screen under contacts
- Loads in 300x250 display space and autoplays
- On load, sound is muted. If user hovers over ad, ad unmutes
- Video
- Desktop only
- CPM

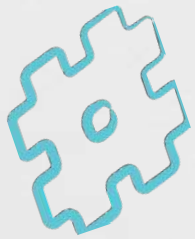
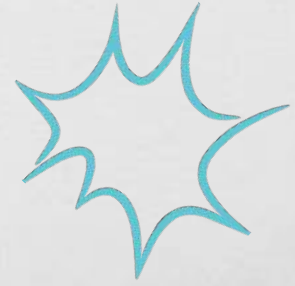
0.5%

AVERAGE
CTR





STICKER PACK CAMPAIGNS



STICKERS SUITE



STATIC

Personalized stickers that allow you to differentiate and provide consumers branded content.



FREE & FOLLOW

Immersive and shareable stickers that encourage engagement, user acquisition and earned media.



CLICKABLE

Launch a targeted sticker campaign within a conversation, that directs the user from a conversation to your promotion.



AUDIO

Connect with consumers through sound for full-funnel marketing initiatives.



ANIMATED

Bring your brand and stickers to life in a vibrant and expressive way.



PROMO

Offer exclusive stickers and prizes to reward your targeted audience.

FREE & FOLLOW STICKER PACKS

Boost engagement and reach to a mass audience

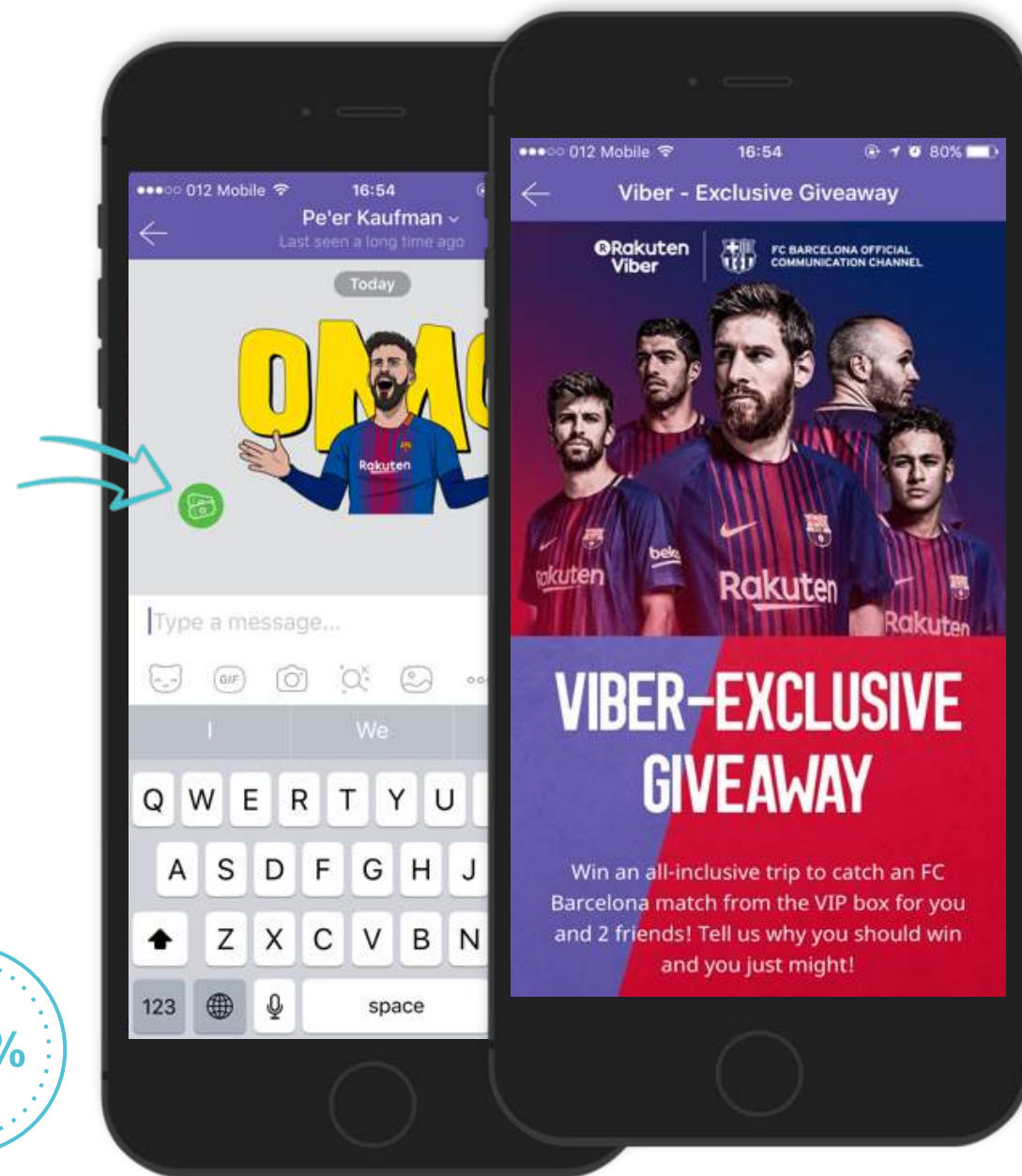
- Converse daily with current and new customers through the Viber suite of products and engagement tools: viber.com
- Grow your followers, reach new customers and a wider user base for all content and promotions
- Share your content in real time to millions of users worldwide
- Turnkey program with Viber team support



CLICKABLE STICKERS

Engaging, results-driven way to send consumers down the funnel

- Offer a fun way to interact with a brand with social stickers that offer interactions beyond just sharing
- Graphic elements lead to a sponsored landing page with relevant content to users
- Options for use include: special offers, coupons, movie trailers, festivals, etc.



9.35%

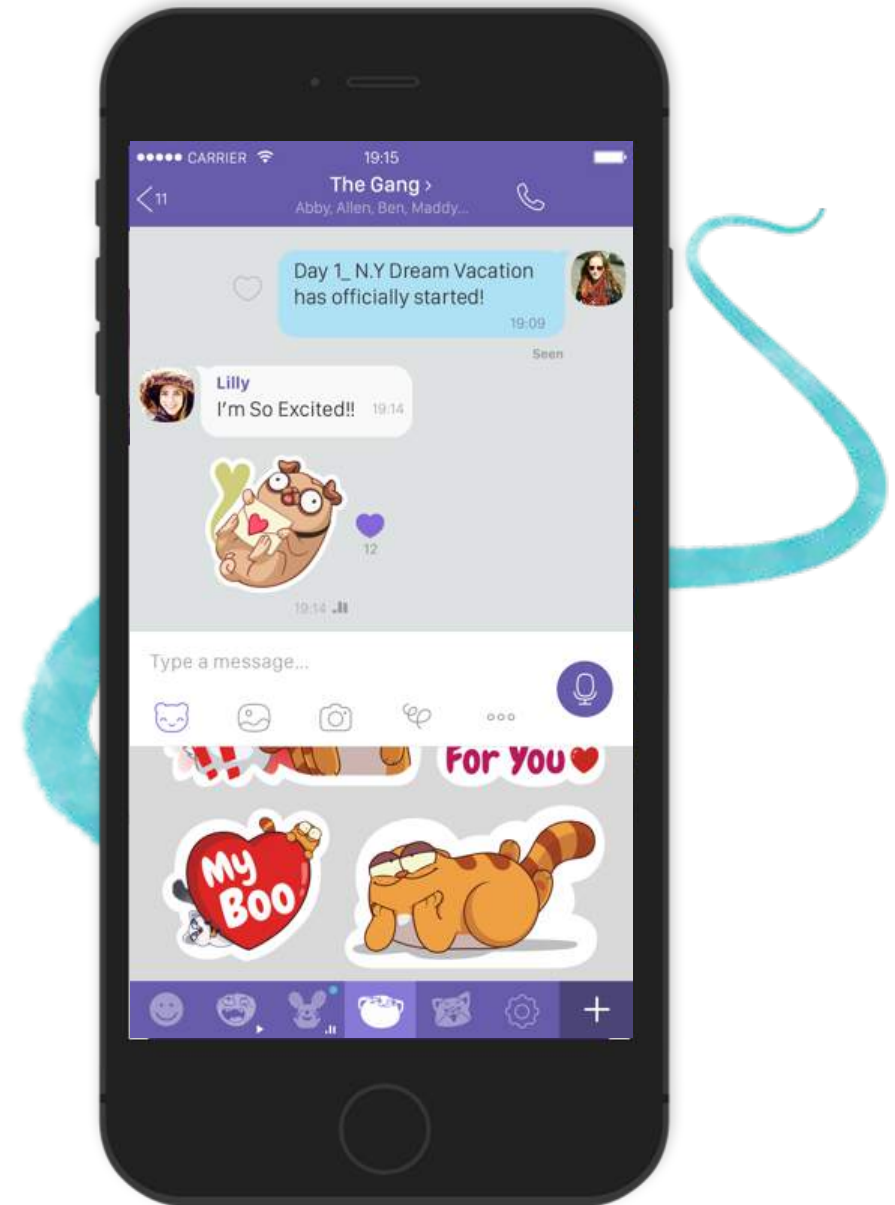
CTR

AUDIO STICKERS

Captivate consumers through a unique ad experience

- Use social stickers that autoplay* sound when shared with connections
- Sound can be paired with static or animated stickers
- Audio can be replayed over and over by the user
- MP3 sound file
- Options for use include: special offers, TV shows, movie trailers, artist album releases, etc.

*Note: Sound plays if the phone is not muted



ANIMATED STICKERS

Stickers move when received and clicked.

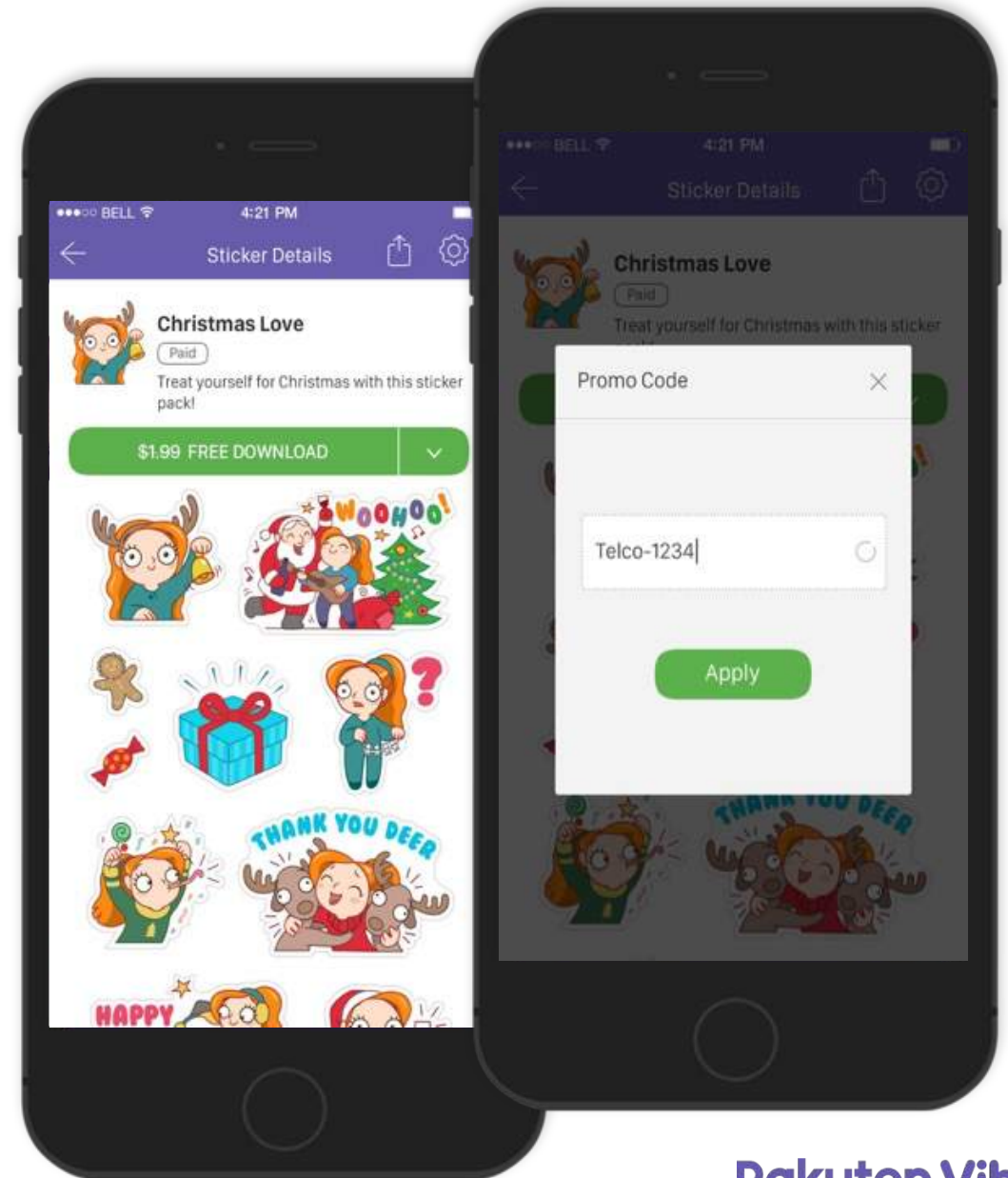
- Animated stickers bring your conversations to life in a Vibrant and expressive way!
- One of the most used and sent stickers on Viber
- Driving more engagement



PROMOTIONAL CODES

Exclusive Free Stickers

- Turn paid packs into free packs exclusively for targeted users
- Send users directly to the market with the promo code popup open, using a special URL scheme
- Hide the promoted pack to target it to the users you are most interested in, by using the hidden pack feature
- Partners and brands can limit the code by country, amount of users, and date



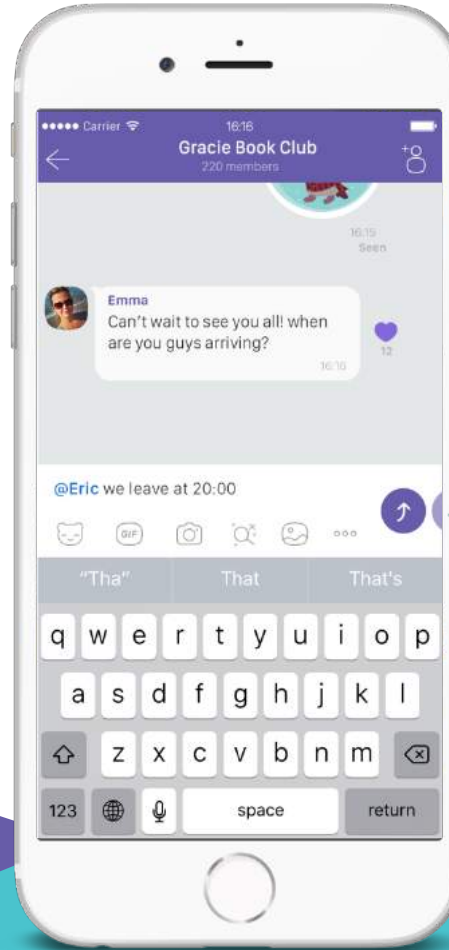
UPCOMING PLACEMENT

Rakuten Viber

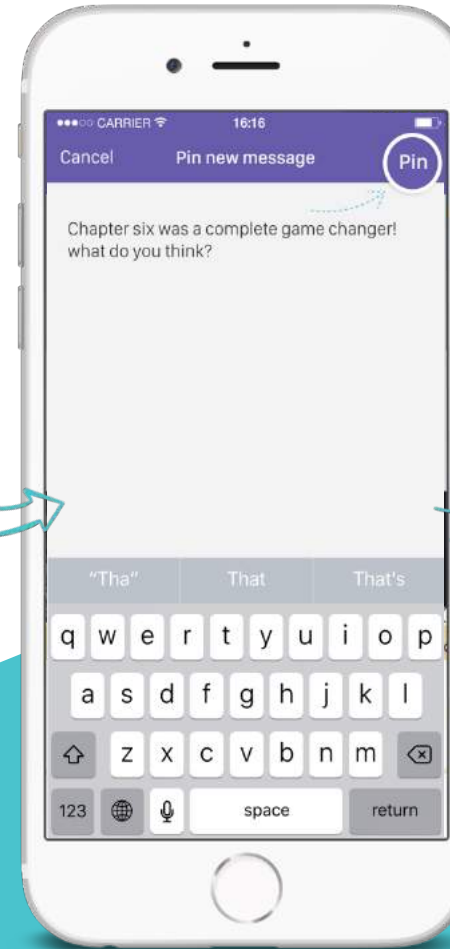
UPCOMING PLACEMENT - COMMUNITIES

Give your audience a voice

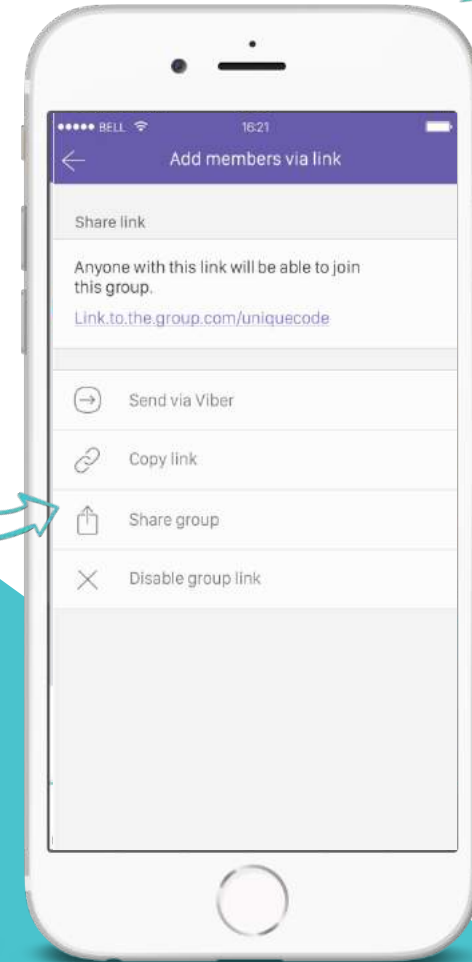
A new way to bring people with similar passions or interests together—with more participants, control and engagement tools—bringing everyday conversations to life anywhere, anytime.



COMMUNICATION



MODERATION



ACCELERATION



WHAT BRANDS CAN DO ON VIBER



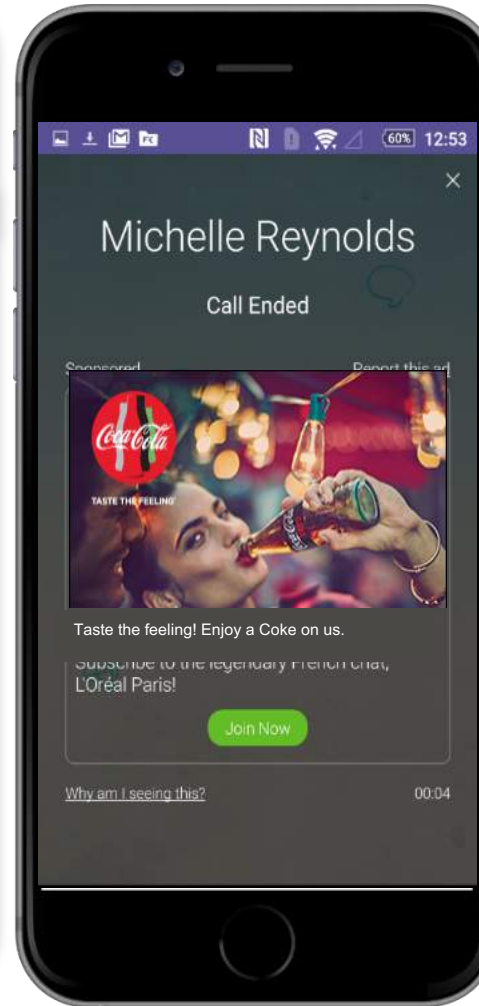
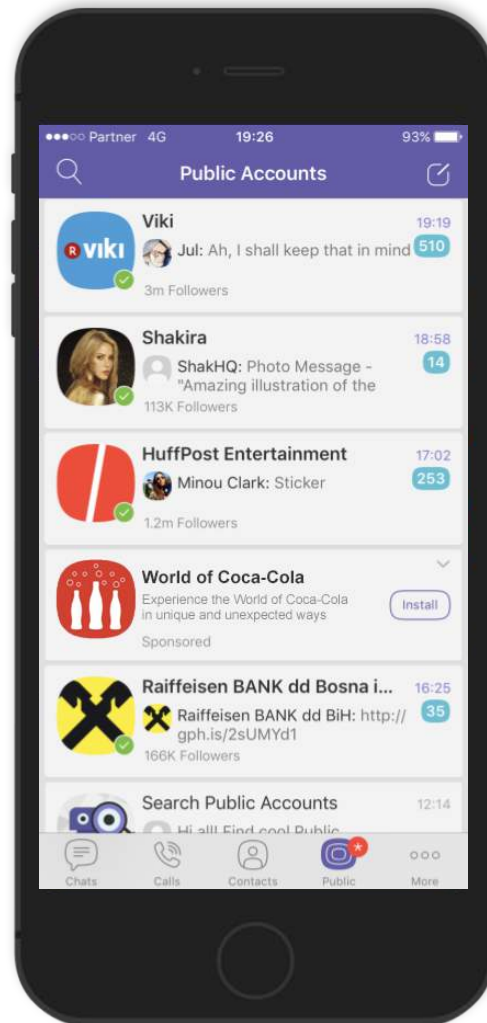
BRAND CAMPAIGN

Desktop Ad

In stream Ad

Post-Call Ad

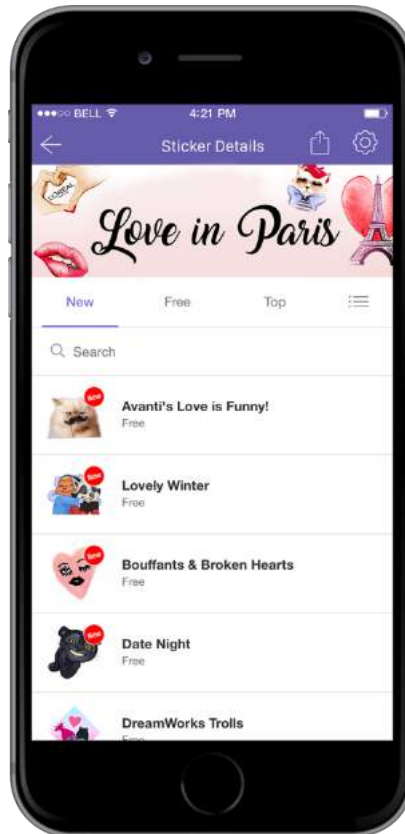
Free & Follow
Stickers



Note: Sample campaign

BRAND CAMPAIGN - L'OREAL

Stickers Exposure
in Market



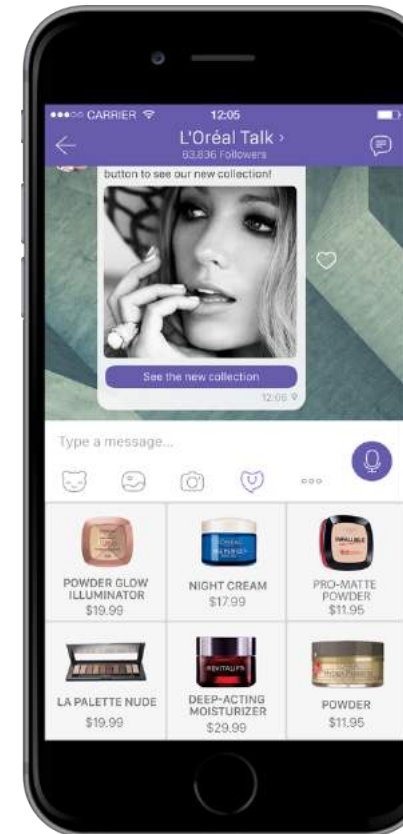
Download
& Follow



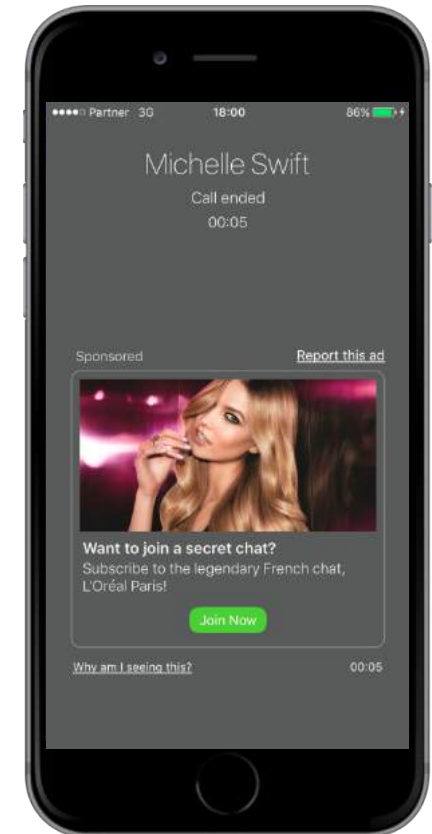
L'OREAL
Public Account



L'OREAL
Catalog



L'OREAL
Post Call Ad



A top-down view of a person's hands working on a laptop. The person is wearing a light-colored, ribbed sweater. Their left hand is holding a green, ribbed coffee cup with a white lid, while their right hand is typing on the laptop keyboard. The laptop is silver and has a keyboard with Cyrillic characters. On the desk, there are several small potted plants, a wooden pencil holder with several pencils, and a green folder. The overall scene is bright and organized.

CASE STUDIES

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

July - August, 2017

Objectives

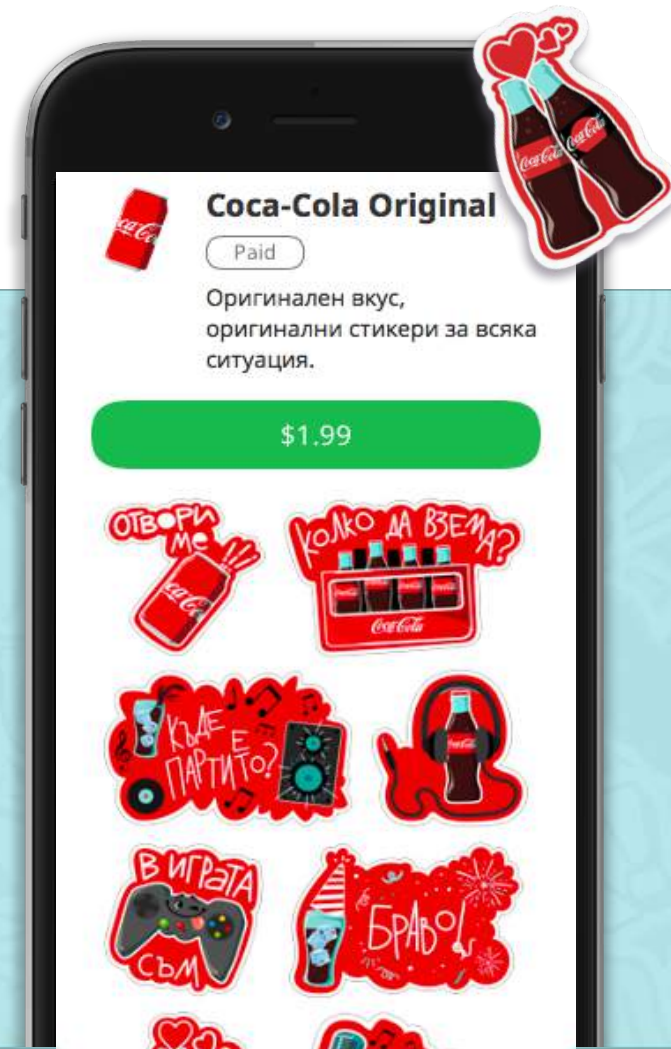
Boosting its mobile footprint, interacting with current and new consumers while providing an integrated digital experience—in- and out-of-app.

Solutions

Over a three-month period, Coca-Cola launched a Public Account, Sticker Packs with a promo code mechanism and a Chatbot experience on Viber.

Results

- 105K+ Sticker Pack Downloads
- 98K Chatbot Subscribers
- 680K+ User Chatbot Interactions
- 29K Redeemed under-the-cap codes
- 30% Conversion Rate: 10x above industry average



105K+

STICKER PACK
DOWNLOADS

98K

BOT
SUBSCRIBERS

30%

CONVERSION RATE

Coca-Cola

Rakuten Viber

VIBER DRIVES TOUR BUZZ & TICKET SALES FOR SHAKIRA'S "EL DORADO" TOUR

June - July, 2017

Objectives

Shakira sought to deepen the connection with her fans while making new ones, driving tour buzz and ticket sales.

Solutions

Launched a dedicated Public Account, Sticker Pack and a Bot experience that featured interactive content, fan messages and ongoing challenges.

Results

- 15K+ Tickets Sold
- 40M+ Exposed Targeted Users
- 410K Bot Subscribers
- 11% Pre-sale Code Conversion Rate
- 305K Public Chat Followers

15K+

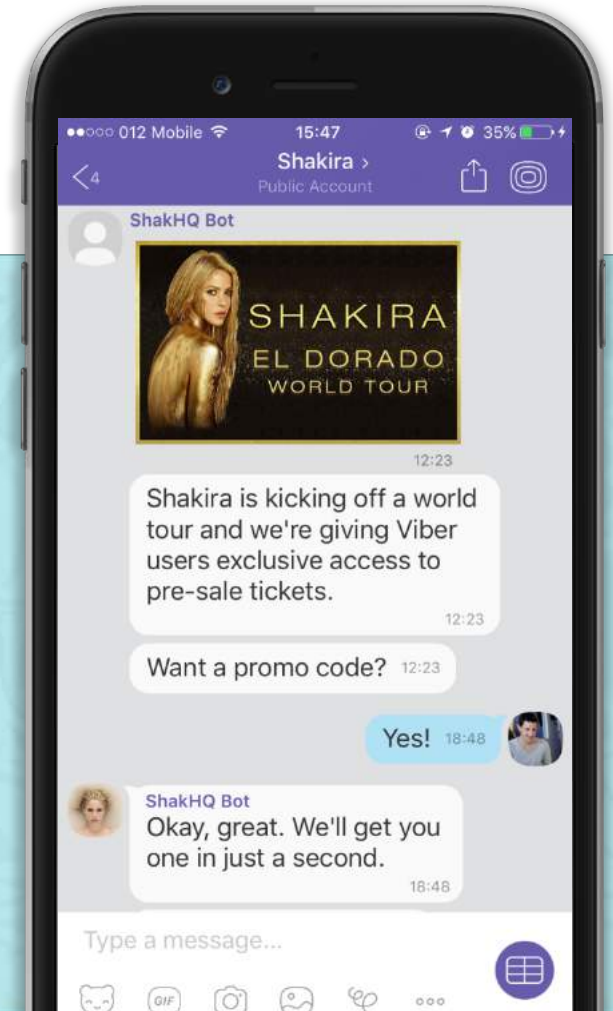
TICKETS SOLD

410K

BOT
SUBSCRIBERS

11%

PRE-SALE CODE
CONVERSION RATE



SHAKIRA.

VIBER DRIVES 5.3M STICKER DOWNLOADS

July 2017

Objectives

FC Barcelona sought to enrich their connection with fans while driving sticker downloads and creating a new community of global fans on Viber.

Solutions

Launched a dedicated Public Account, exclusive sticker pack and sticker-activated sweepstakes to Viber's active global audience.

Results

4.7M+ Public Chat Followers
5.3M+ Stick Pack Downloads
50M+ Exposed Users
9.35% Active Sticker Pack CTR
(>667% above industry average)

5.3M+

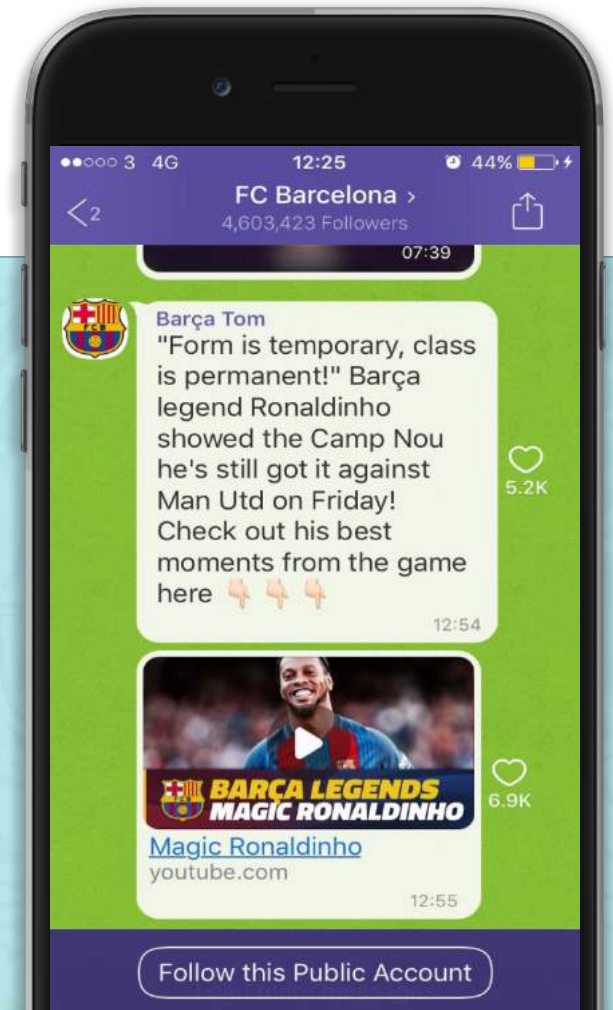
STICKER
DOWNLOADS

4.7M+

PUBLIC CHAT
FOLLOWERS

9.35%

ACTIVE STICKER
PACK CTR



BRANDS WE WORK WITH



Let's work together.

We can **customize** and
develop even **richer experiences** together.

Contact: advertisers@viber.com