



Quick Start Guide

Greetings! This guide provides an overview of the AdChat conversational advertising platform and some requirements for getting started. There are a few sections to help you understand what's involved.

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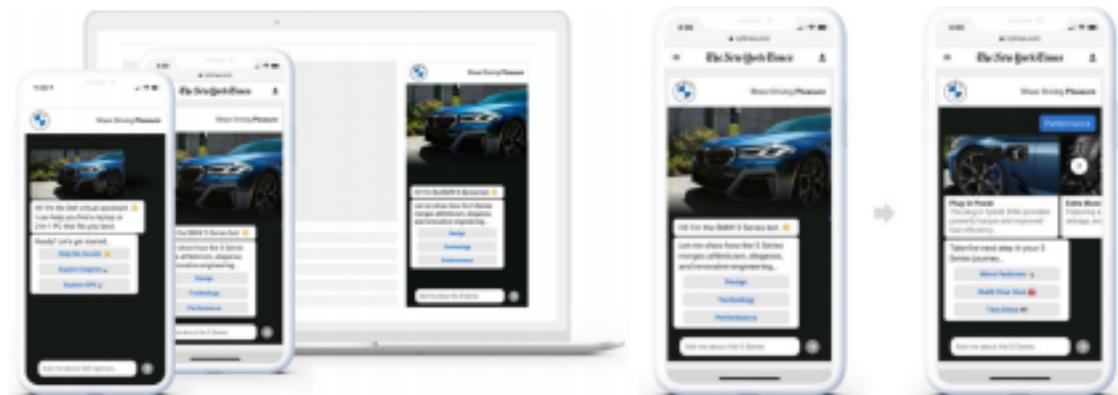
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Overview

AdChat is a 'build once, deploy everywhere' platform. We build one conversational assistant that can be deployed wherever a brand wants to engage with an audience across programmatic display and social.

Our platform can be utilized for anything from awareness campaigns to quizzes, product recommendations, and lead capture, with full CRM integration.



Conversational Display Ads
IAB-Standard HTML5 Ad Format for web,
mobile web and mobile apps.

Conversational Social Ads
In-feed/in-app experience on
Instagram, Facebook, Twitter, and LinkedIn



Campaign Goals, KPIs, & Analytics

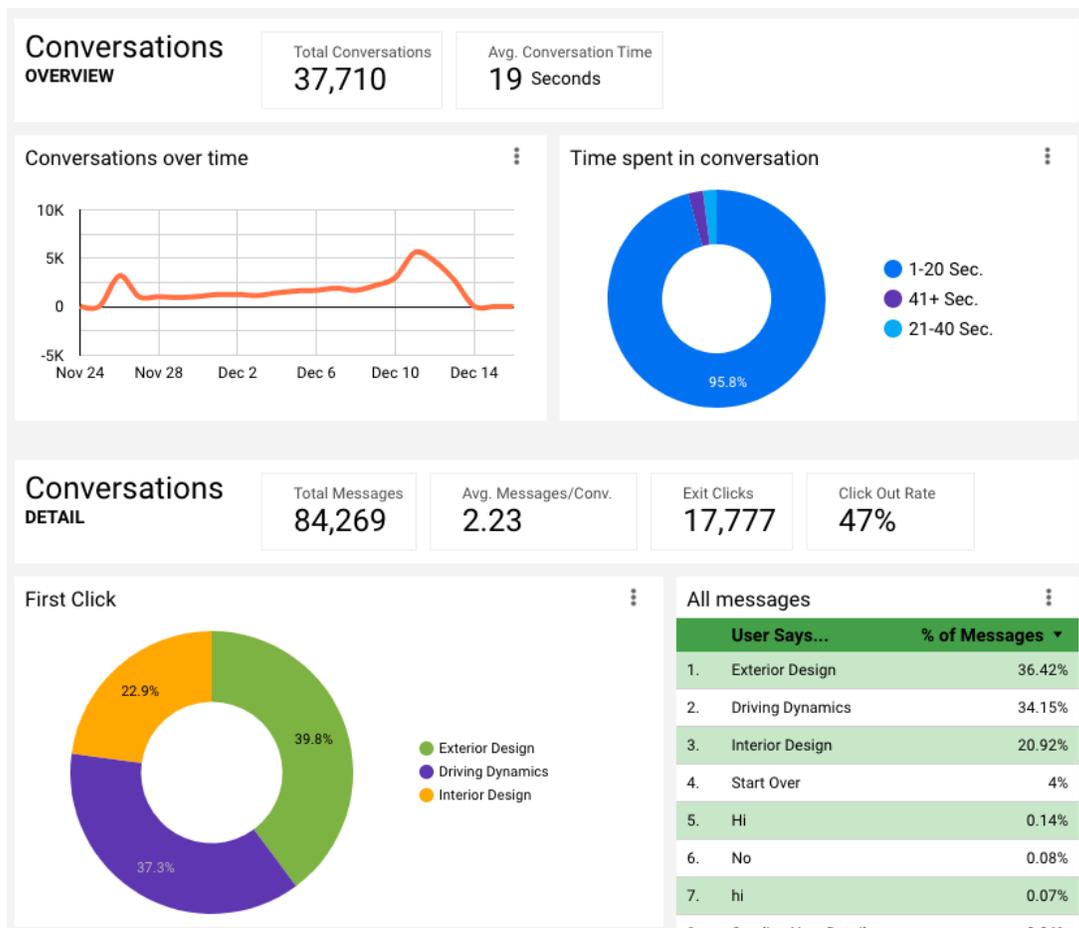
We track the metrics that matter for conversational AI:

- Count of unique user **conversations** (sessions).
- **Average time spent** per conversation.
- Average number of **messages per conversation**.
- Tracking of all **messages sent**, ranked by %.
- **Exits** to external URLs.
- **Click out rate** to external URLs.

Benefits:

- Collect and enrich **1st-party data**.
- Pixel/track specific **user preferences** for 1st-party data profiles.
- Optimize and inform creative based on **audience behavior**.

Reporting is delivered via Google Data Studio, with the option of daily or weekly reports to your inbox.



Here's how we recommend using these measures, depending on your campaign goals.



Campaign Goal	Example Usage	KPIs
Awareness	<ul style="list-style-type: none">• Brand affinity• Product/service promotion• Lead generation• Develop new audiences	<ul style="list-style-type: none">• Total conversations• Time spent• Most common messages
Consideration	<ul style="list-style-type: none">• Product recommendation• Product/service consideration• Provide information	<ul style="list-style-type: none">• Total conversations• Time spent• Exits to website• Click-out rate• Most common messages
Conversion	<ul style="list-style-type: none">• Product recommendation• Downloads• Drive to website/purchase page• Lead capture• App installs	<ul style="list-style-type: none">• Total conversations• Time spent• Exits to website• Click-out rate

Content & Creative Assets

The conversational experience is made up of the conversation flow (ie. copy) and visuals (images, emoji, etc.)

Copy/Content

To write the conversational dialogue, we need access to information about your product(s)/service(s). This can be anything from a website to existing sales/marketing materials. We require as much information as possible regarding the key product features/benefits and other information that the conversational experience should contain.

If your internal or agency team is writing the dialogue, we will provide a formatted copy deck template in Google Docs or Word format that outlines character limits for various elements.

Google provides some excellent resources for writing natural, user-centric conversational dialogue: <https://designguidelines.withgoogle.com/conversation/#welcome-how-to-use-this-site>

Visual Elements

Images and other visual elements like emoji keep the experience engaging. For example, showing a computer from various angles, showing a car in multiple colors, or using emoji to accent your text.

Images can be square or 'landscape.' Of course, square images take up significantly more vertical space in the viewport.

Square images must be 573x573 pixels at 72dpi, and landscape images must be 573 x 300 pixels at 72dpi. AdChat can perform all sizing and cropping for raw images if they are not provided cropped.



Landscape: 573x300 pixels



Square: 573x573 pixels

There are some strict character limits, as outlined below.

Character Limits

Text bubble/Text bubble with buttons

Text fields have a 640-character limit.

Emoji count for 2 characters.

Buttons have a **20-character limit**, including spaces.

Hi! 🙌 I'm the Ford F-150 virtual assistant. Start exploring the 2020 F-150 below, or ask me a question.

[Explore Capability](#)

[Explore Tough](#)

[Explore Power](#)

Images, Cards & Carousels

Images are square (573x573 px), or have a 1.91:1 aspect ratio (573x300 px).

Card titles have an **80-character limit**, including spaces.

Card descriptions have an **80-character limit**, including spaces

Optional buttons (up to 3 per card) have a **20-character limit**, including spaces. Don't forget that emoji count for 2 characters!

We recommend 3-5 cards per carousel. A maximum of 7 are allowed.



Smart Towing Features

A smart trailer tow connector alerts to connectivity issues, lighting and battery problems.

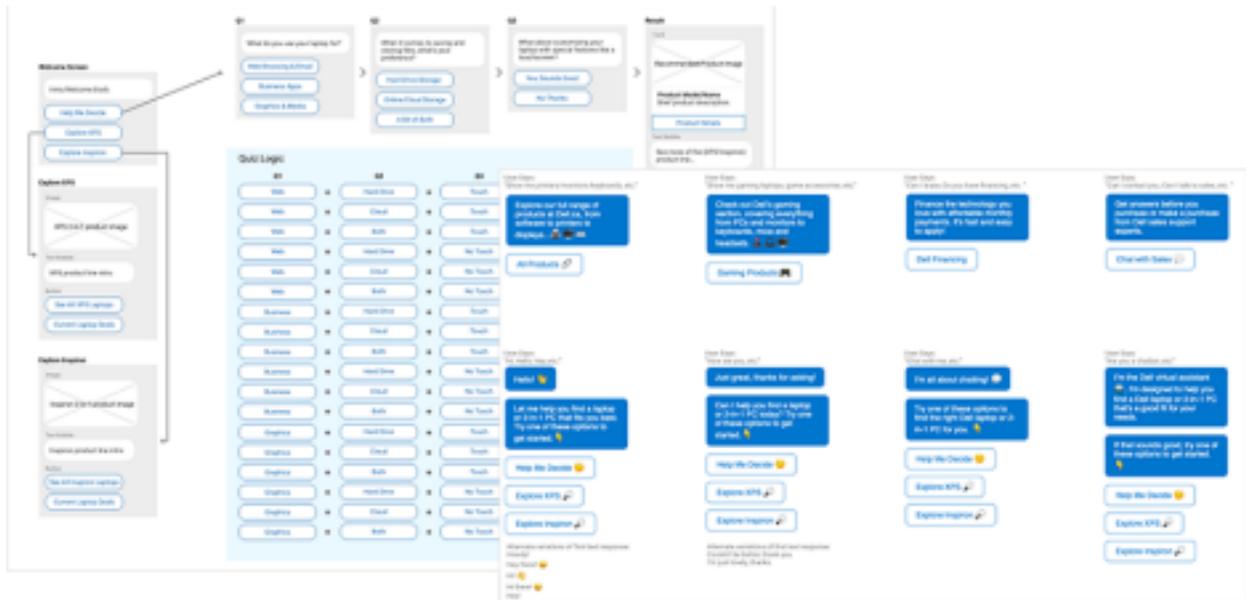
[Build & Price Your F-150](#) 🛠️



Conversational Assistant Development

Building a conversational assistant starts with a brief. Essentially, we need to understand what you're trying to accomplish with your campaign. It could be a product recommendation engine, generating leads, or building awareness of your product's features and benefits.

Based on the brief (and likely a discussion or two), we'll map out a recommended user flow that outlines all of the content available in the conversational assistant.



The user flow shows all possible user paths and content for the conversational experience and provides a reference for copy and content development.

After the user flow is approved, we'll write the dialogue and deliver a copy deck to you for approval. Once approved, we'll build the conversational assistant in our system and provide a review link to you.

Deployment, Media & Ad Serving

Once the conversational assistant is approved, we're ready for deployment:

- **Display Ads** - Deployment for display/programmatic campaigns will depend on your ad serving preferences. Please see below for more details.
- **Social Channels** - Our social integration uses an instance of the in-app browser built into major social apps. The conversational assistant must be hosted on a web server. We can deliver files to your technical team for integration on a website that you manage, or we can securely host the conversational assistant for you on a 'vanity URL' in the cloud.



Ad Serving

AdChat's conversational ad format can be deployed for desktop, mobile web, and mobile app placements. Our format is built as IAB-standard rich media/HTML5. It works seamlessly with existing inventory from exchanges/SSPs and will work with your DSP of choice.

We recommend a 300x600 ad size although we can also create 320x480 units. If you have custom sizes in mind, including expandables, we can look into building ads that work for your buy.

Ad serving is most commonly handled by pushing final display ads to an advertiser's/agency's Campaign Manager (formerly DCM) account. If you use a different 3rd-party ad-serving platform, we're happy to integrate. AdChat can also provide ad serving if required.

 Campaign Manager	
For serving with Campaign Manager (formerly DCM) we will push the ad(s) from Google Studio to your Campaign Manager account. We require the trafficking email address associated with the CM account.	If AdChat is handling ad serving, we will provide you with standard ad tags for your DSP. Additional fees apply.

Tracking Pixels

We can fire tracking pixels (from your DSP or social platform) at pretty much any point in the conversational experience - when a user views a particular product, for example. We usually discuss this on a kick-off call.

Timing

Timing is highly dependent on the complexity of the conversational experience, and of course, on the availability of decision-makers for approval and feedback. Generally, however, once we have approved copy and visual assets, we can turn around deployment-ready programmatic and social ads within 7-14 days. If CRM integration is required for lead generation/capture, more time may be required.