

Appier partners with Nespresso for community engagement and growth

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Appier, a software-as-a-service (SaaS) company that uses artificial intelligence (AI), unveils its latest collaboration with Nespresso. By integrating the conversational marketing platform BotBonnie with engaging gamified experiences, Appier has seamlessly united Nespresso's online and offline worlds for its users, achieving an impressive 97 per cent completion rate in customer interactions. This strategy not only fosters content sharing among LINE users but also amplifies community engagement and conversion rates, crafting a flawless O2O (Online-to-Offline) journey for every Nespresso customer.

Nespresso, a global leader in coffee excellence and sustainability, continues to enchant coffee lovers worldwide. In the dynamic capsule coffee market, Nespresso remains at the forefront, innovatively addressing evolving and diverse customer demands.

Leveraging Appier's prowess in digital marketing, Nespresso has revolutionised its customer interaction by deploying an interactive marketing strategy on its LINE channel. This collaboration introduces a suite of engaging gamified marketing scenarios, seamlessly bridging the online-to-offline (O2O) gap and enhancing the interactive customer journey with Nespresso Taiwan and its local users.