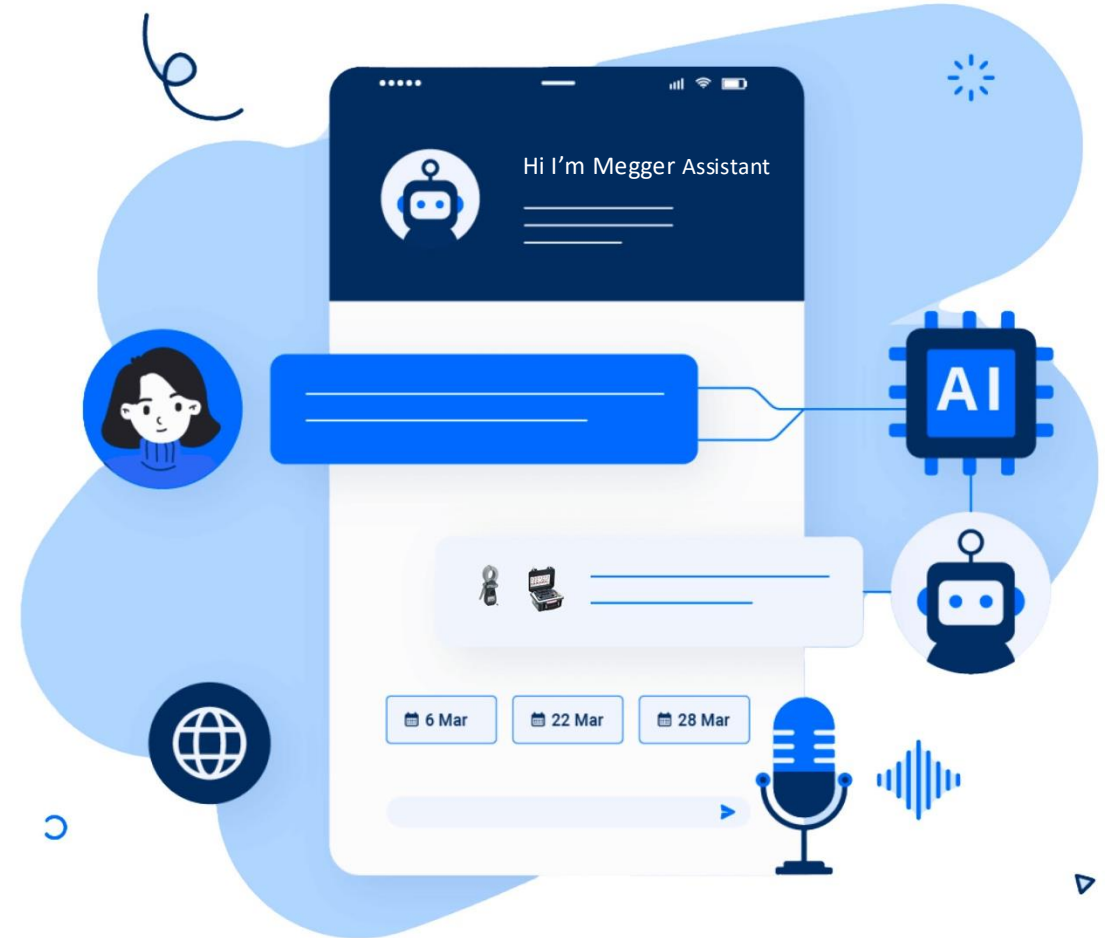


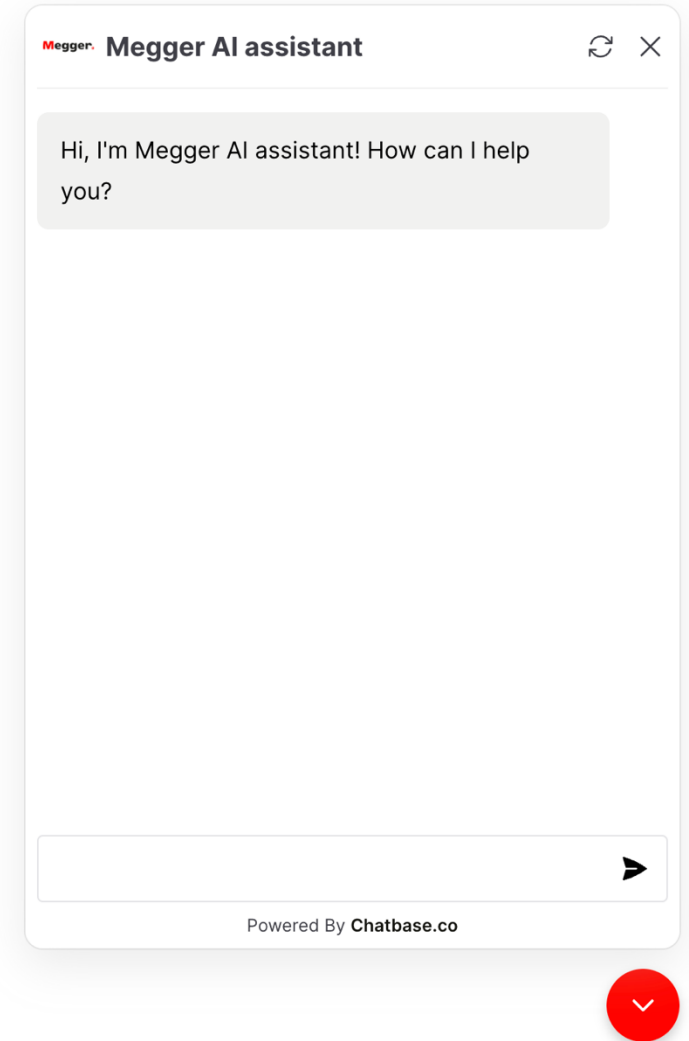
Enhancing PPC Landings

- ChatGPT 3.5+ Powered Chatbots
- Introduction to Chatbot Integration
- Benefits
- Possible uses
- Case Study



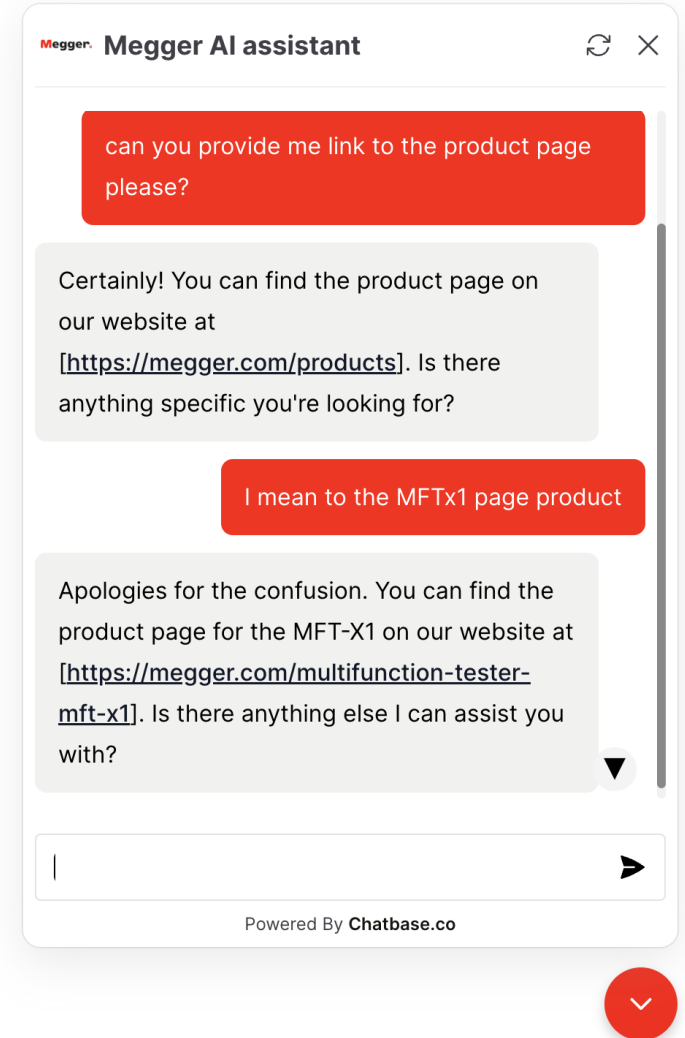
Benefits for User Engagement

- Instant response to user inquiries, keeping them engaged
- Personalized interaction, which can guide users through the landing page content
- Availability 24/7 to interact with users at any time, reducing bounce rates
- Translated into multiple languages: you can ask in many languages, and it will reply in the same language you ask



Boosting Conversion Rates

- Chatbots can answer product or service-related questions in real-time, reducing barriers to conversion
- The ability to direct users to specific calls to action (CTA) based on their queries
- Gathering user data and feedback to improve the PPC campaign's targeting and messaging
- Interactive Chatbot Assistance



Leveraging Chatbot Analytics for PPC Optimization

- Detailed insights into user questions and behaviour, providing valuable data for campaign optimization
- Identifying common concerns or interests that can inform ad copy and keyword strategy
- Understanding what really the customer is typing to find what they wants

Chat Logs

Filters

2023-10-10 ~ 2023-11-09

Confidence Score

Source

Export

Customer: can you provide me lin... 3 minutes ago
Bot: Certainly! You can find the product page on our website at [<https://megger.com/products>]. Is ther...

Customer: O que a megger faz? 3 hours ago
Bot: A Megger é uma empresa que oferece soluções de teste e medição para a indústria. Eles...

Customer: Who do you work for? 4 hours ago
Bot: I work for Megger, a company that specializes in electrical testing and measurement equipment....

Customer: voce fala portugues? 5 hours ago
Bot: Sim, eu falo português! Como posso ajudar você?

Customer: can I talk later? 1 day ago
Bot: Of course! Feel free to reach out whenever you're ready. I'll be here to assist you. Have a grea...

Customer: hello 1 day ago
Bot: Hello! How can I assist you today?

Source: Widget or Iframe

Hi, I'm Megger AI assistant! How can I help you?

can you provide me link to the product page please?

Confidence Score: 0.627

Certainly! You can find the product page on our website at [<https://megger.com/products>]. Is there anything specific you're looking for?

Revise answer

I mean to the MFTx1 page product

Confidence Score: 0.747

Apologies for the confusion. You can find the product page for the MFT-X1 on our website at [<https://megger.com/multifunction-tester-mft-x1>]. Is there anything else I can assist you with?

Revise answer

Monitoring and Security

- Monitoring chatbot through Chat Logs interactions to refine the user experience and conversion path continuously
- GDPR compliant, chat completely secure, no open source

Security

Visibility

public

'private': No one can access your chatbot except you (your account)

'public': Other people can chat with your chatbot if you send them the link. You can also embed it on your website so your website visitors are able to use it.

Only allow the iframe and widget on specific domains



Rate Limiting

Reset

Limit the number of messages sent from one device on the iframe and chat bubble (this limit will not be applied to you on chatbase.co, only on your website for your users to prevent abuse).

Limit to only messages every seconds.

Show this message to show when limit is hit

Too many messages in a row

Lead Generation, Analytics & Insights

- Name, email and Phone can be exported as leads
- Chatbot Analytics & Insights

Dashboard

Chat Logs

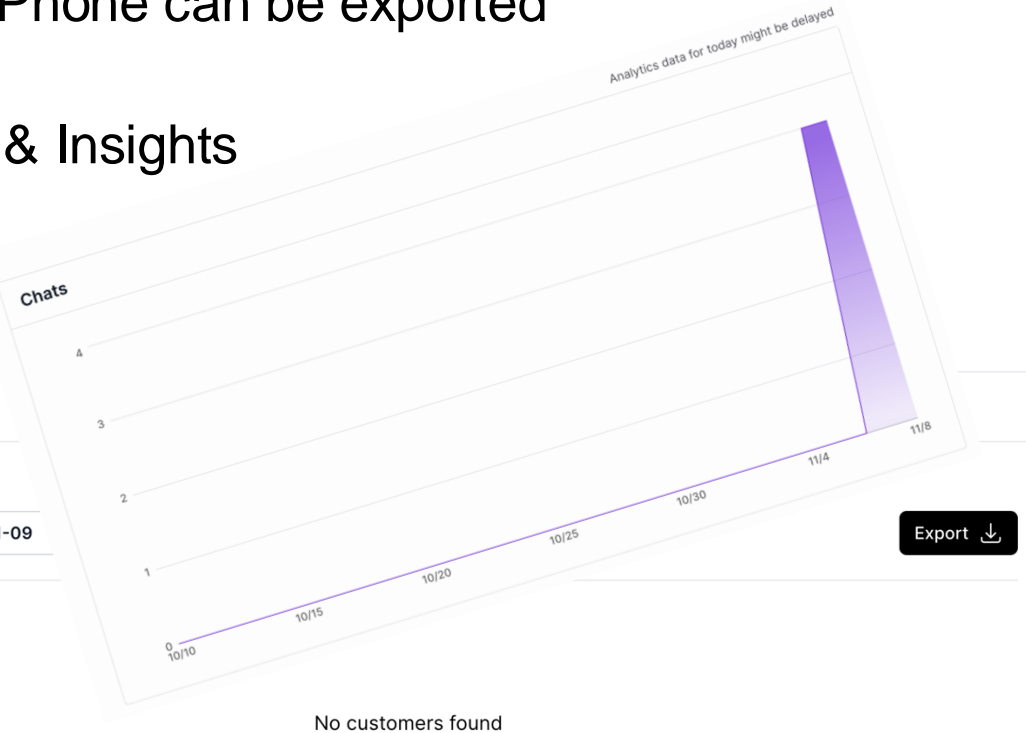
Leads

Analytics

Leads

Filters

2023-10-10 ~ 2023-11-09



Megger. Megger AI assistant

hi

Hello! How can I assist you today?

Let us know how to contact you

Name

Email

Phone Number

Powered By Chatbase.co

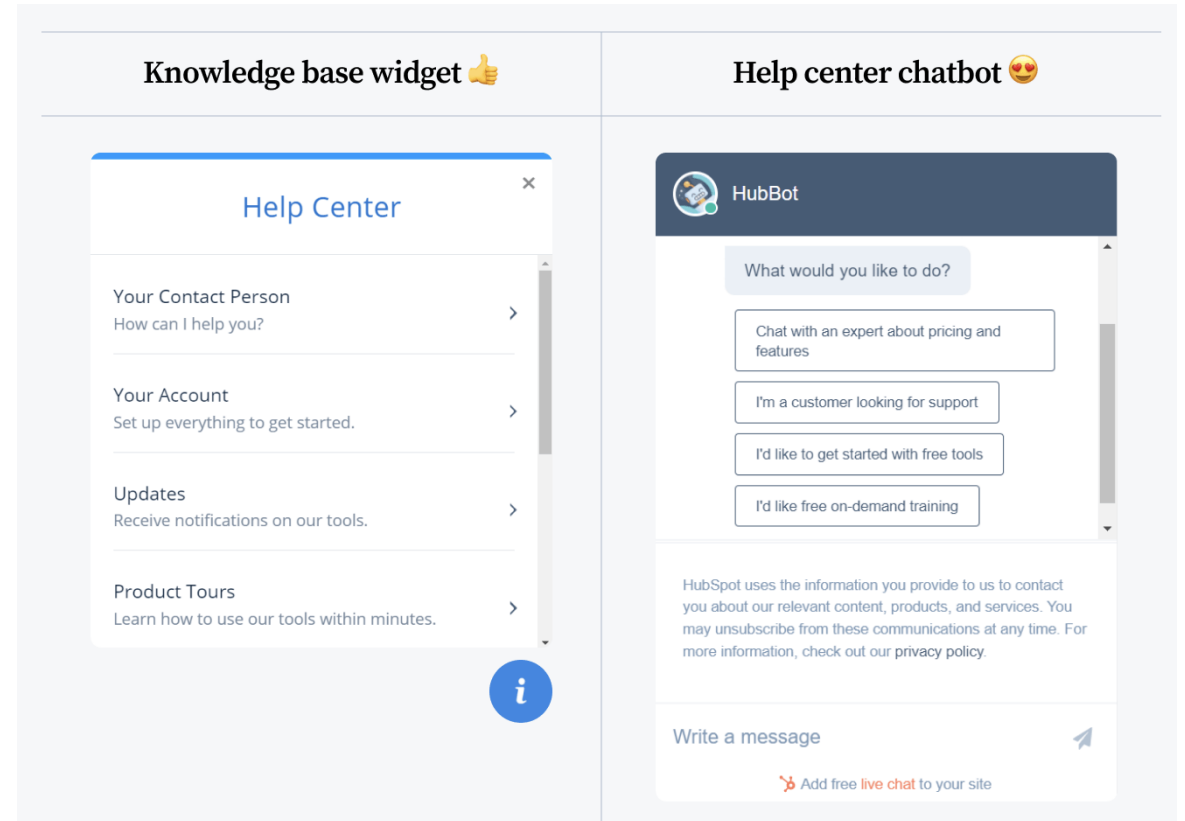
Case Study: Chatbot on MFTX1 microsite

- <https://mftx1-chatgpt-bot.webflow.io/>



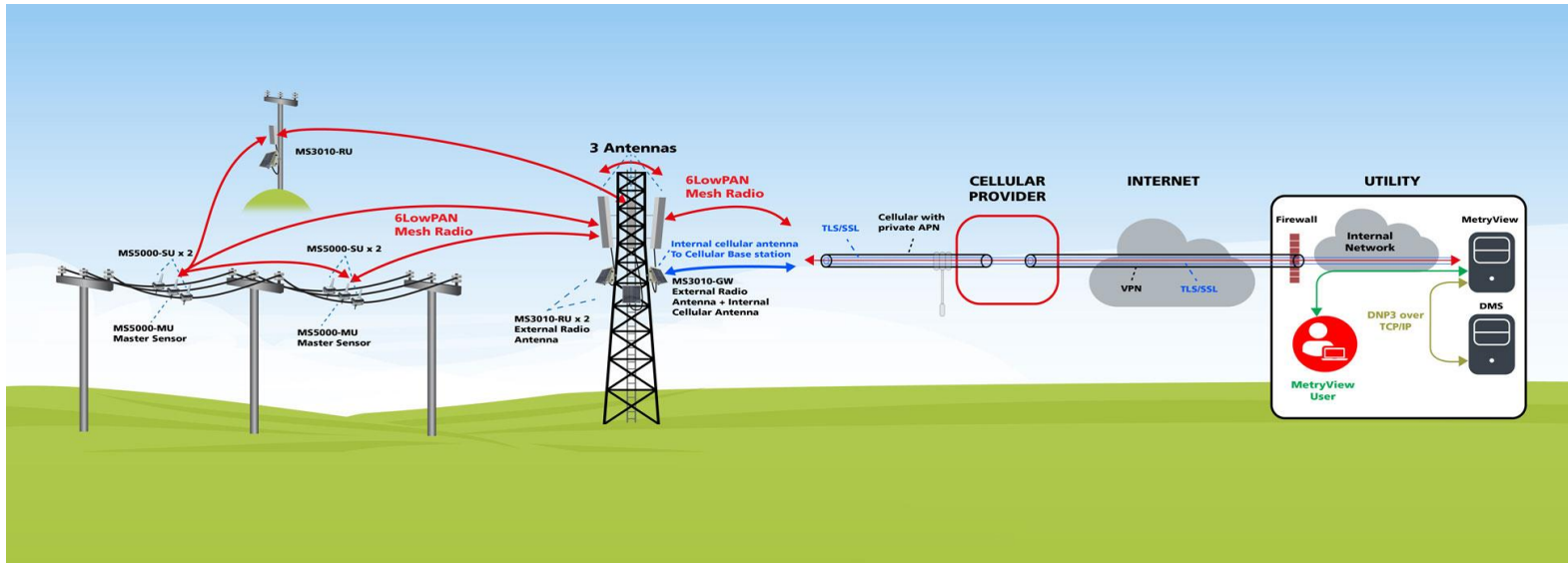
Other uses...

- Knowledge center helper
- Links to recourses
- Courses, Megger Certifications
- Serve as a digital librarian helping to gather webinars, datasheets, application notes
- Resources that contain the key phrase / query / information
- Further reading and information for the customer
- Conversational
- Engaging



Other uses...

- Grid Solutions explained
- Difficult technologies to explain




Megger. Megger AI assistant


you?

What are the products for grid solutions?

Our Grid Analytics Solutions offer a range of products to support grid solutions. These include:



Digital earth/ground clamp testers
DET14C and DET24C



High resolution earth tester
DET2/3

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