

OCTANE AI LAUNCHES INTEGRATION FOR SHOPIFY, ECOMMERCE CONVERSATIONAL COMMERCE PLATFORM, AND NEW PARTNERS

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SAN JOSE, Calif., May 1, 2018 /PRNewswire-iReach/ -- **Octane AI**, a platform for conversational marketing, is releasing its new conversational commerce platform for Facebook Messenger after six months in private beta. In addition, Octane AI is unveiling **Octane AI for Shopify**, its first major ecommerce platform integration.

Octane AI gives stores a new, personalized channel for engaging their customers in a two-way conversation. Stores in the Octane AI private beta, including VerClare Boutique, Pure Cycles, Apt2B, Pearl Paradise, Filly Flair, Sweat Tailor, and Epic Rights, on average had 1 out of 9 Messenger messages sent convert into a sale, over 75 percent open rates on messages sent to customers, and recovered twice as much abandoned cart revenue. Stores in the private beta have made over \$750,000 in new revenue.

Quote Text

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"Octane AI dramatically improves the customer experience on online stores," said Matt Schlicht, CEO of Octane AI. "We are not trying to replace ecommerce websites or apps -- we are making them measurably more profitable and effective by combining them with an automated concierge, and we have the numbers to prove it. Our goal is to help brands easily enable automated two-way communication with customers in 2018."

Octane AI's new conversational commerce platform includes an array of new features tailored specifically to the needs of online stores:

- Integration for Shopify: The 600,000+ stores using Shopify can now directly link Octane AI to their Shopify accounts, allowing stores to track revenue earned, sync up abandoned carts, and much more. Octane AI for Shopify is now available in the Shopify App Store and at OctaneAI.com.
- Product and gift finders: Stores can give their bot concierge a personality and create conversational product and gift finders to suggest products based on customer tastes and preferences. GoPro, for example, uses Octane AI to help its customers find the right GoPro camera for their needs.
- Shipping, receipt, and post-purchase notifications: Octane AI can automatically send receipts, shipping notifications, and more on behalf of stores. This greatly improves the customer experience and helps stores save time and money.
- Smart Response: Octane AI allows stores to train their concierge bots to respond to common customer queries, freeing up their time and money.
- Abandoned cart campaigns over Messenger: Stores can integrate Messenger into the shopping experience, giving them the ability to directly message customers when they abandon their shopping carts. On average, Octane AI stores can message over 90% of customers who abandon their carts, and 1 out of 9 messages sent convert into a sale.
- Purchase and location-based targeting: Stores can automatically create customer lists and target their messages based on location, time, new customers, past purchases, spending, conversation history, and more.
- Revenue dashboard: Octane AI's revenue dashboard lets stores launch campaigns, track how much revenue they've earned, and analyze customer behavior.

"We are thrilled that Octane AI is launching its new conversational commerce platform," said Andrew Kritzer, Product Manager for Messenger Platform. "This product connects customers to their favorite stores in a personalized way, leading to top line impact for stores and a fundamentally better shopping experiences for customers."

Octane AI ecommerce partners such as Kiehl's Since 1851, Warner Music Group, GoPro, and more are seeing results, including:

- 75 percent read rate on Messenger notifications sent
- An average order value of \$95
- 7 to 25 percent lift in ecommerce revenue
- Over 1 million people connected to businesses and stores via Octane AI

"Since going live a few months ago, Octane AI has helped us connect with over 10,000 customers and increased our ecommerce revenue by 14 percent," said Jordan Schau, co-founder of Pure Cycles. "We are able to broadcast messages to our followers and automatically answer their questions. This is another way for our customers to get to know us."

Octane AI is backed by an esteemed group of investors, including General Catalyst Partners, Evernote founder Phil Libin, and Adrian Fenty's M Ventures. Octane AI for Shopify is **available today in the Shopify App Store**. Sign up to experience Octane AI today at **<http://www.octaneai.com>**. You can also subscribe to Octane AI's Ecommerce Magazine **here**, Chatbots Magazine **here**, and follow Octane AI on **Facebook** and **Twitter**.

About Octane AI

Octane AI enables conversational commerce and Messenger marketing for online stores and businesses. Octane AI increases sales for stores by 7 to 25 percent and enables them to recover abandoned carts, answer common customer questions, and send marketing campaigns over Messenger. The company was founded in 2016 by Forbes 30 Under 30 recipients Matt Schlicht, Ben Parr and Leif K-Brooks and is based in San Francisco and New York.

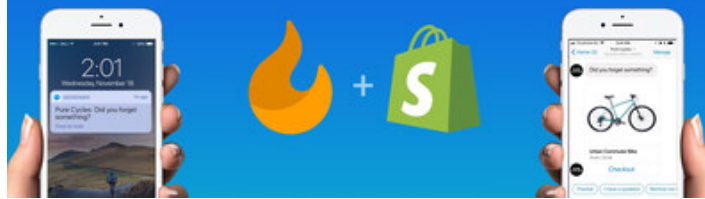
Media Contact: Ben Parr, Octane AI, (310) 241-3764, ben@octane.ai

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Introducing Octane AI for Shopify:
Optimize Revenue with Facebook Messenger



Octane AI for Shopify

