



Viber Business Proposal

2023 Myanmar



Rakuten Viber Official Reseller in Myanmar

www.ethantech.net

Ethan Tech Company

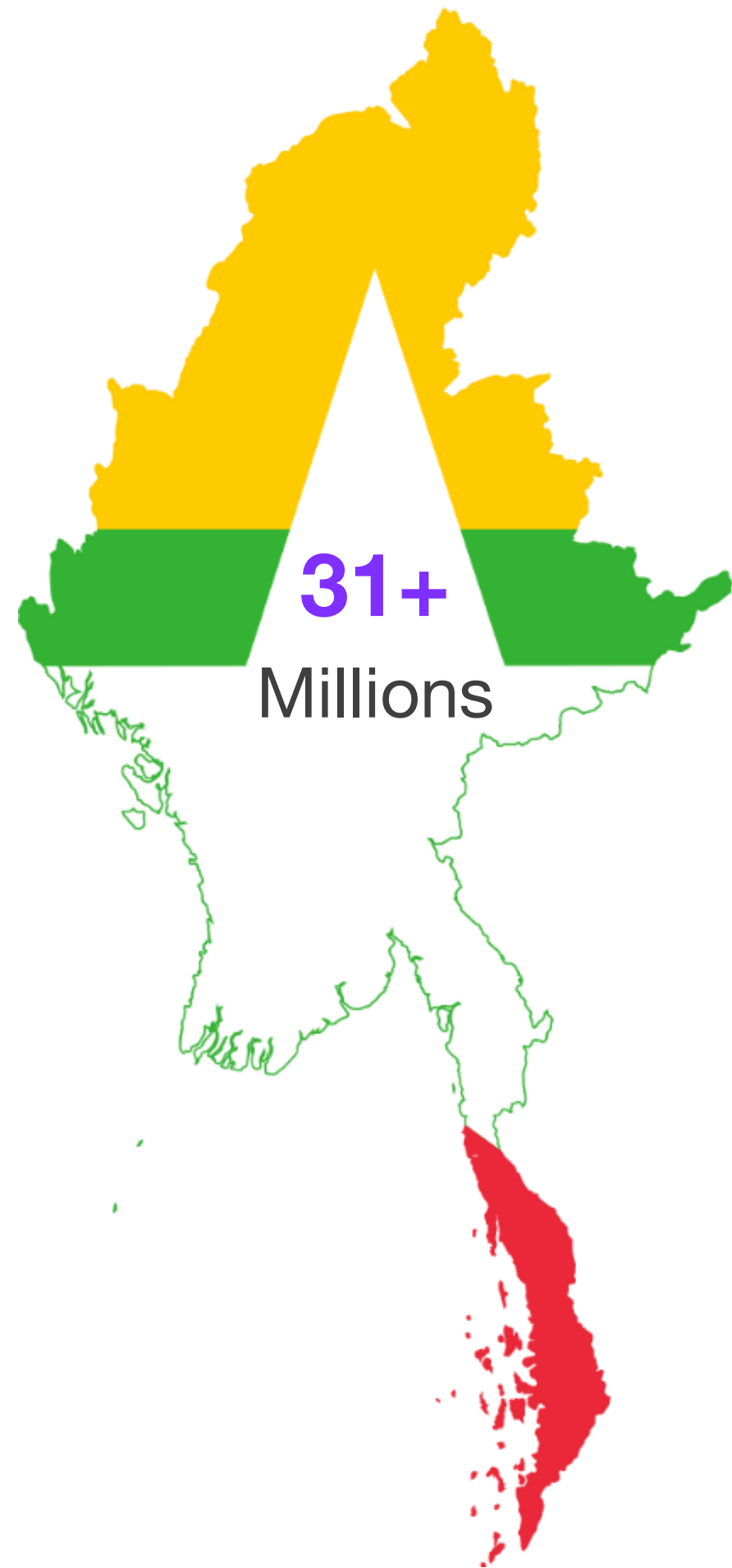
Ethan Tech serves as one of the leading digital innovative campaign solutions in Myanmar. We provide our clients with Omni-campaign packages. These packages include call center, SMS, Viber, Chat bot and AR. We arrange a variety mid-range packages to save client's marketing budget. We always target to help in providing the highest quality solutions in a very simplified way.”

Content
Service &
Aggregation

Payment
Gateway
Solution with
Operators

Digital
Service

Marketing
Campaign
Management



Millions User in **Myanmar**

- **Myanmar**
- **Top 10 Downloaded App of All Time**
- **MAU% worldwide smartphone penetration**

- United States 5-10%
- Canada 5-10%

NA

- Australia 5-10%
- New Zealand 20-30%

AZ/NZ

- Iceland 35%
- Switzerland 10-20%
- Russia 50%
- Ukraine 96%
- Belarus 98%

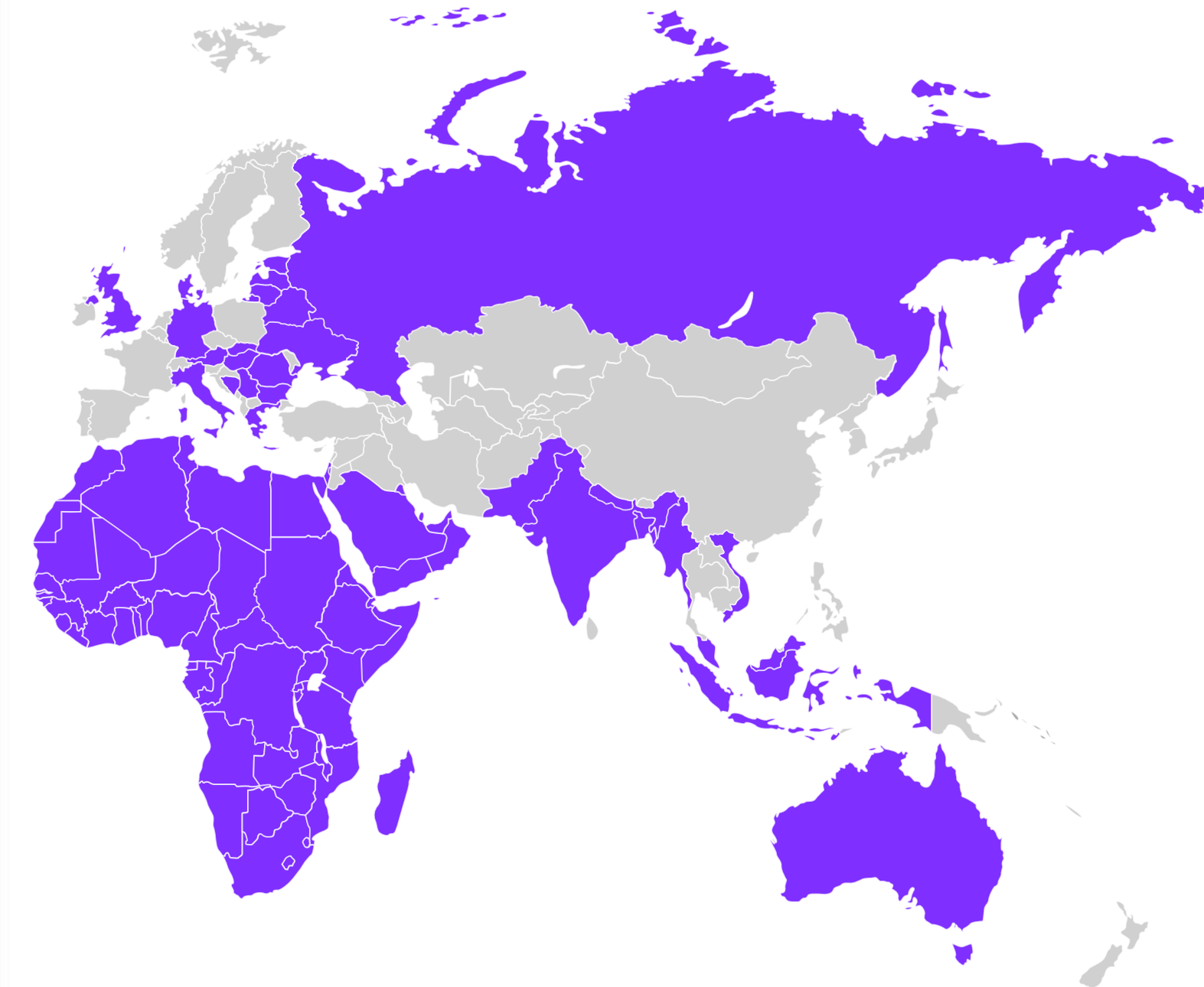
CIS

- Hungary 68%
- Serbia 82%
- Croatia 78%
- Bulgaria 94%
- Greece 91%
- Slovakia 47%

CEE

- France 5-10%
- Germany 5-10%
- United Kingdom 5-10%

W.EUROPE



Billion User in **190+** countries!

KEY METRICS MYANMAR



31M+

Registered users



7M+

Interactions every
single day



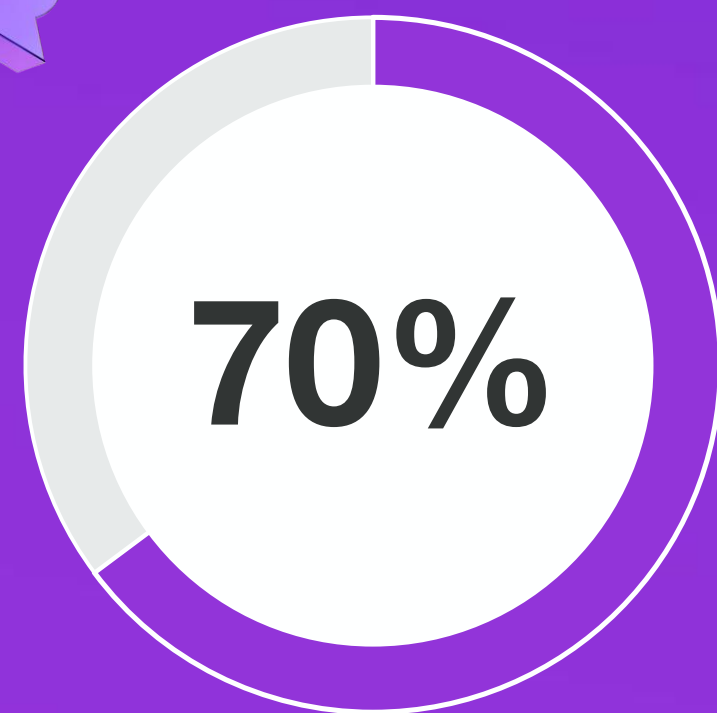
Top 10

Download apps all
the time



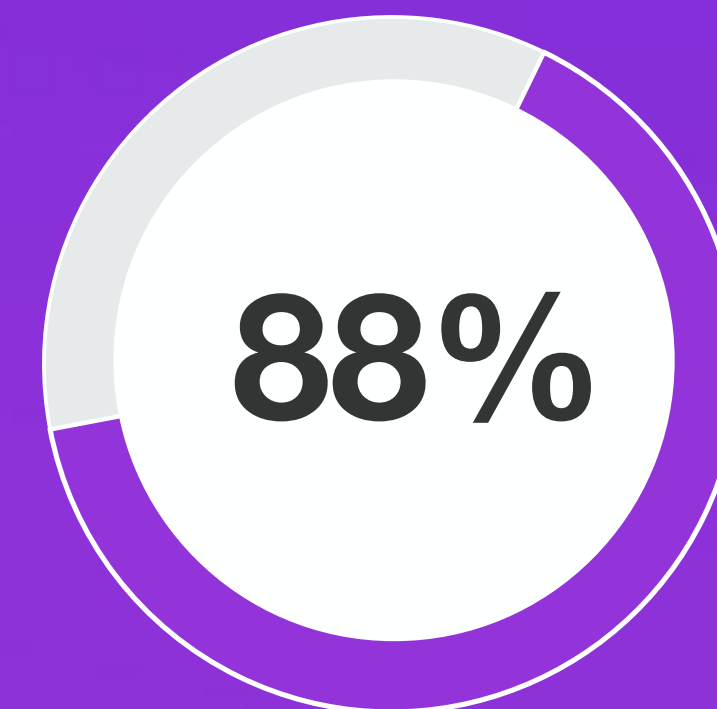
25~30 Min

Average time spend in
app



70%

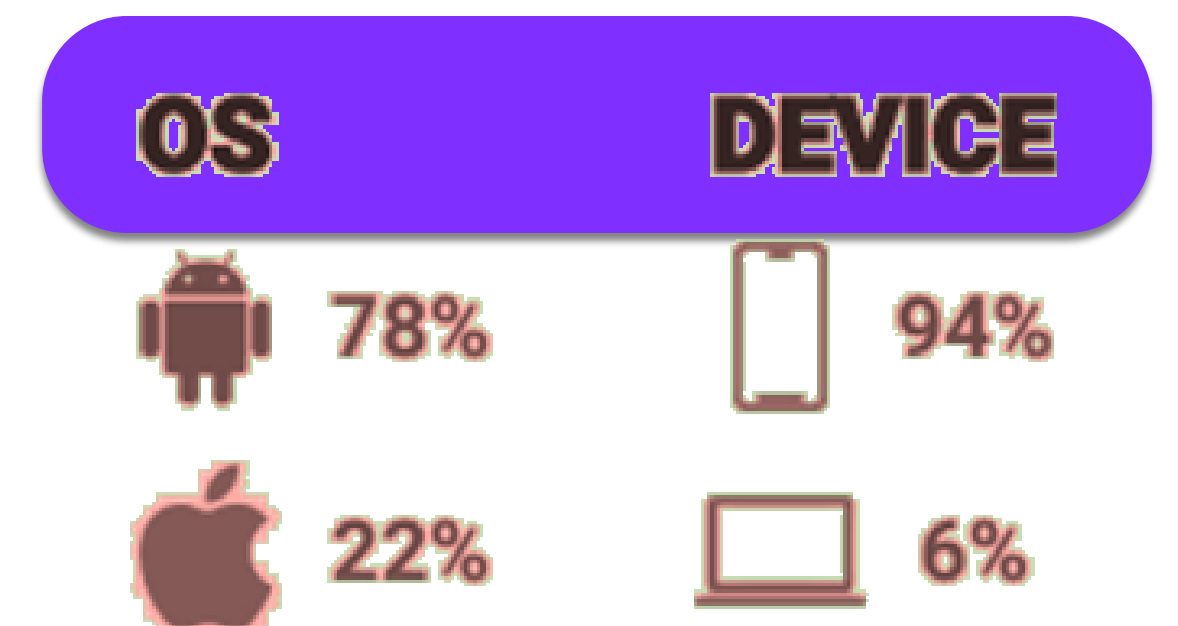
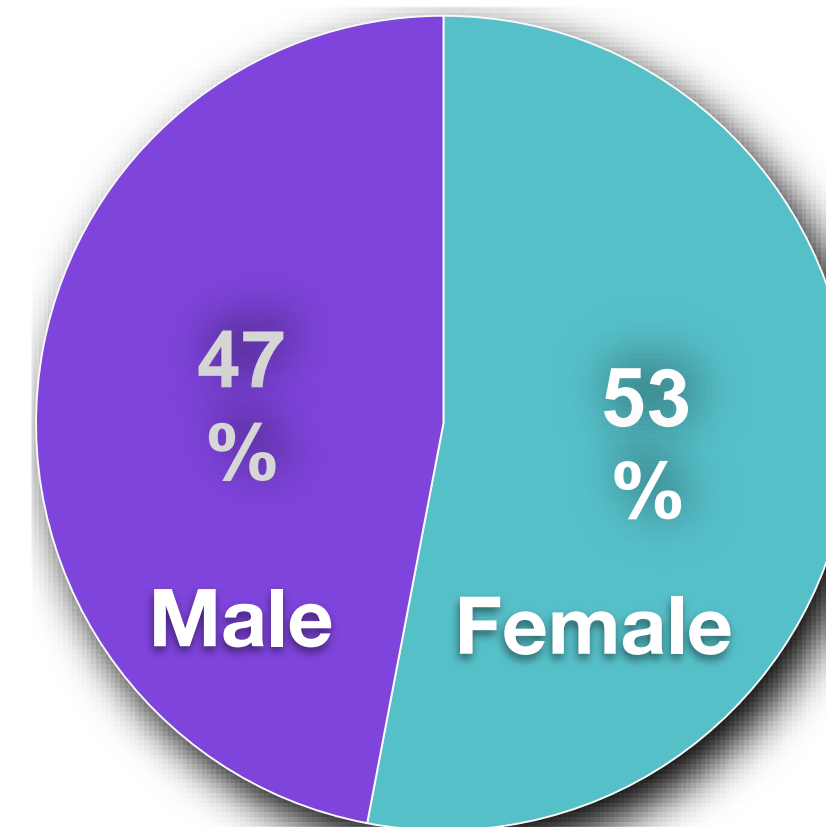
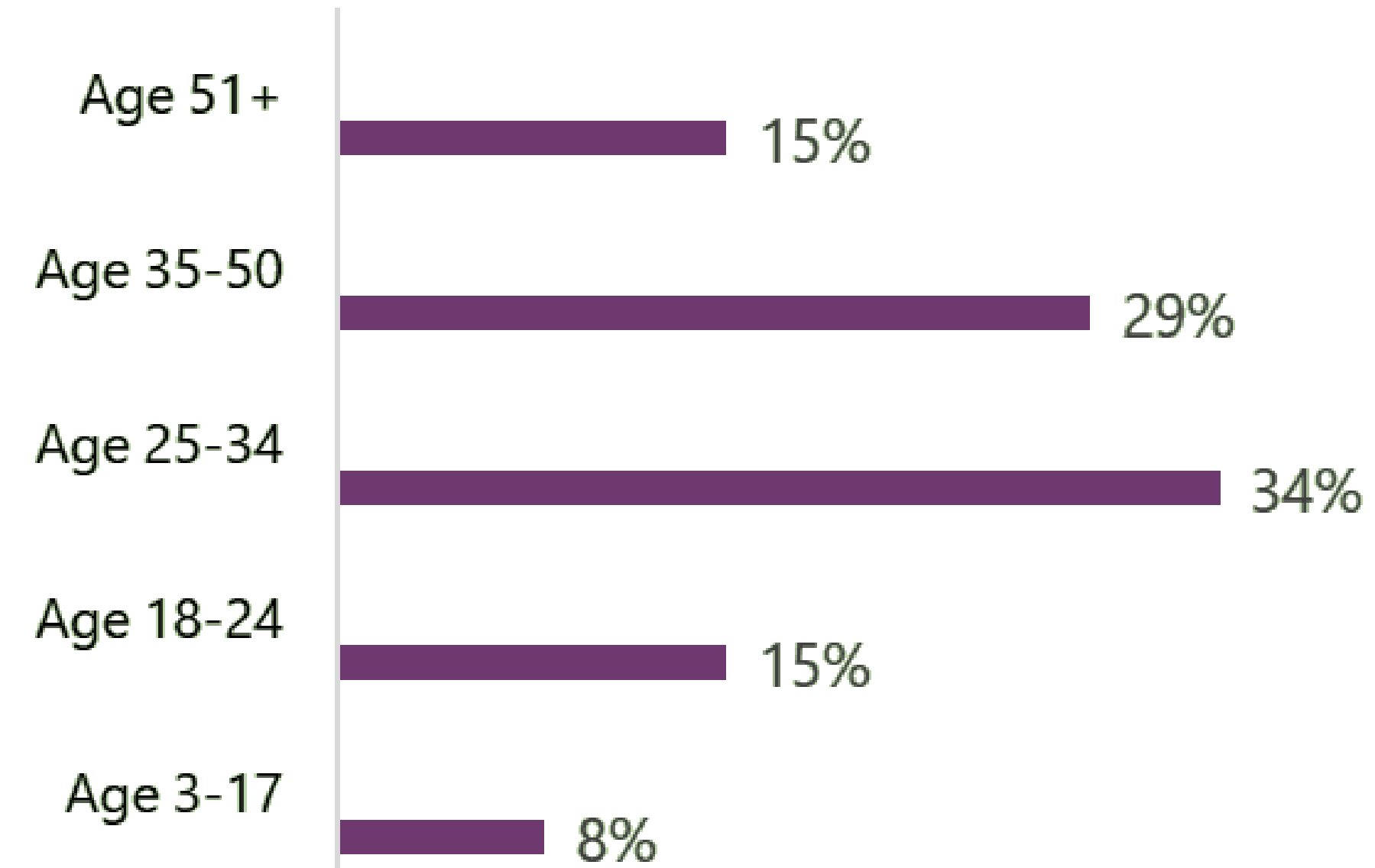
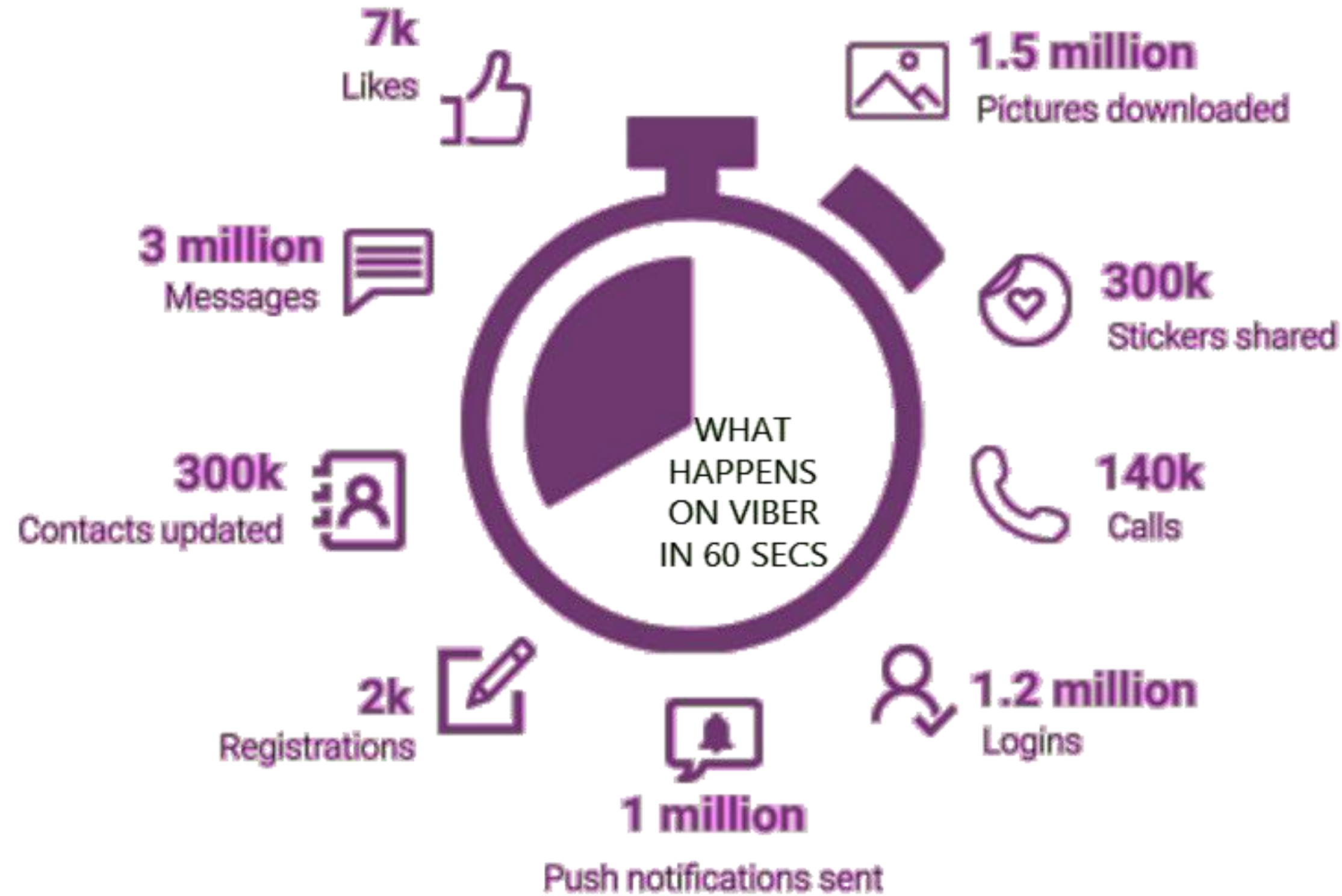
18~34 users



88%

higher amount of users
25~34
than Twitter, Facebook &
Snapchat


Viber helps brands breakthrough to an active and global audience with immersive and engaging ads.



Viber Internal Survey

Our Viber Services

+



Viber Chat Bot

+



Viber Sticker



Viber Business Messaging Service

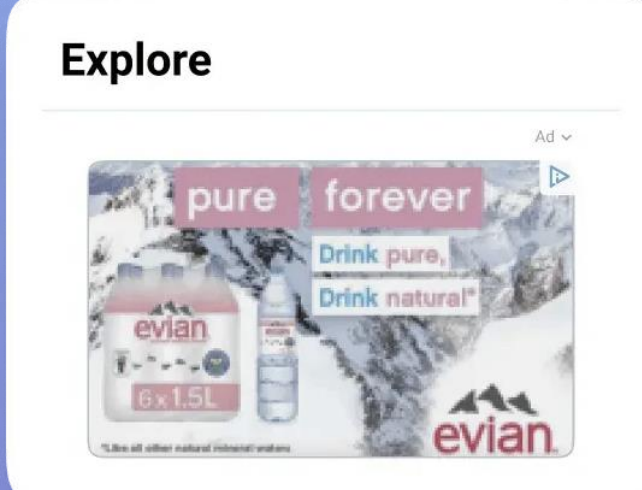
One Way, Two Way

+



Viber Whitelisting Call

+



Viber Ads



Rich text messages
(Character limit: 1,000)



Verified senders



Business page



Supports time-to-live
(TTL)



Seamless
integration



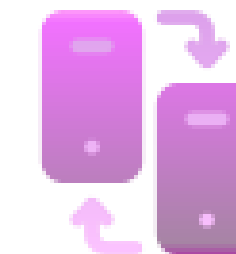
Expressive content
with emojis



Interactive buttons
and links



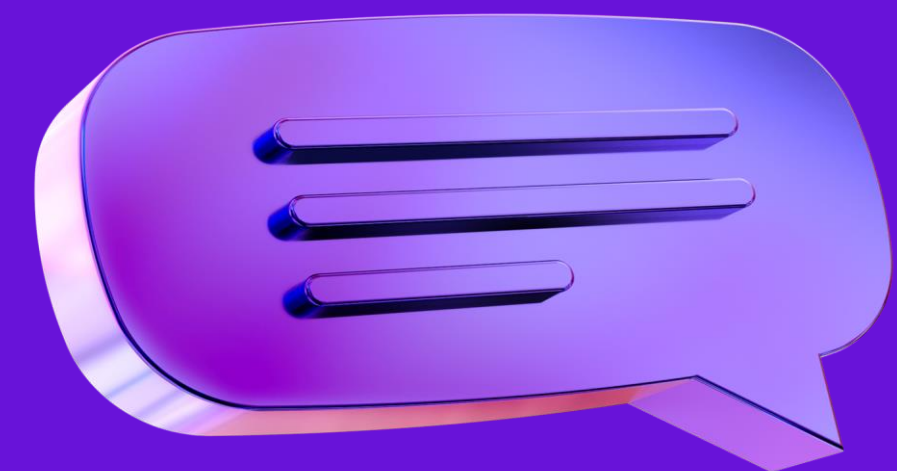
Sender ID with logo &
company name



Duplex dialogs
(two-way sender IDs)



End to End Encryption



Why Viber Business Managing Service?



Verified Sender

Earn your customers' Trust on Brand effortlessly

Business Profile

Increases Brand's credibility, Viber users can reach out to the organization through its phone number, website, mailing address.

Rich Content Messages

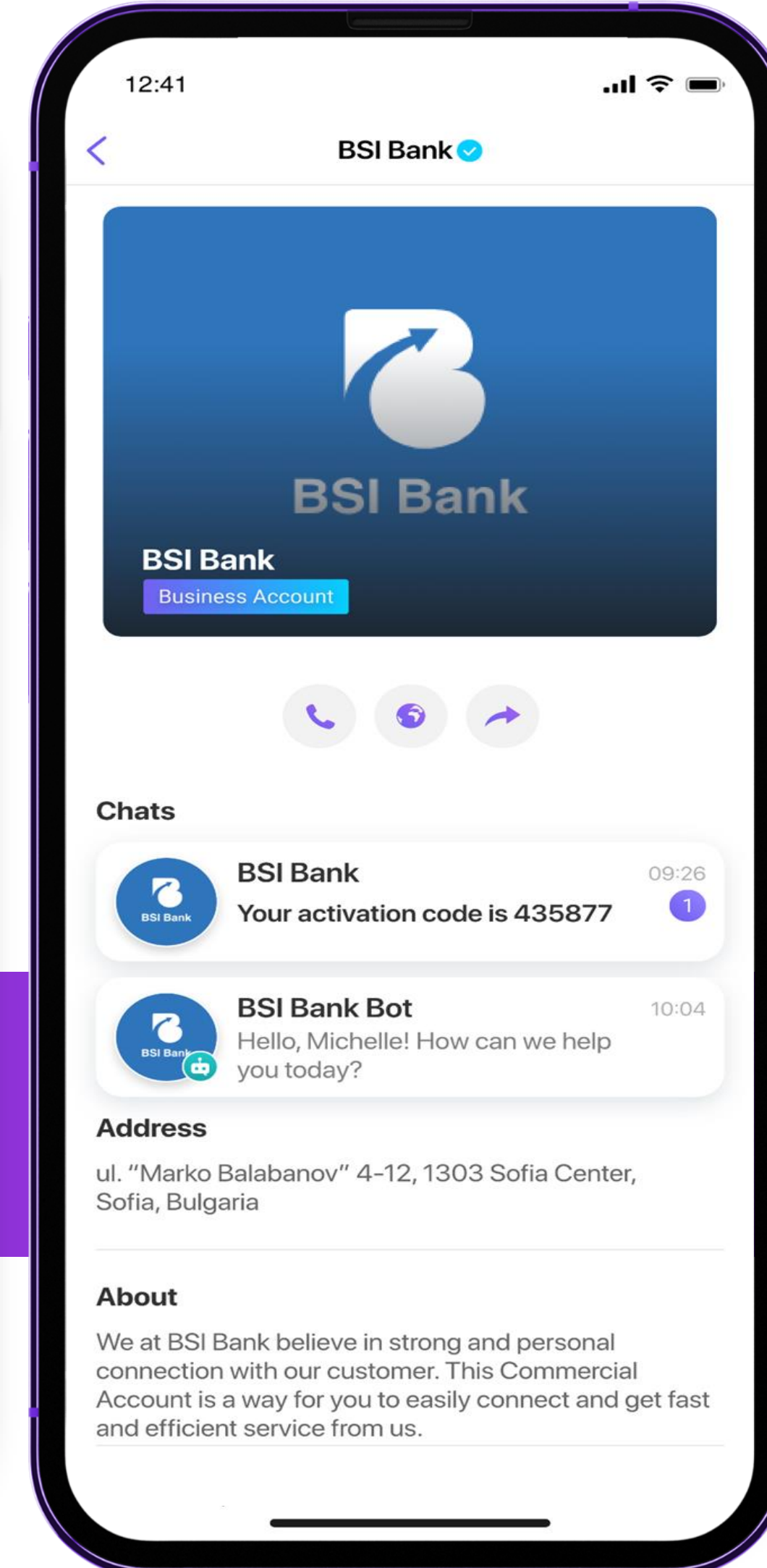
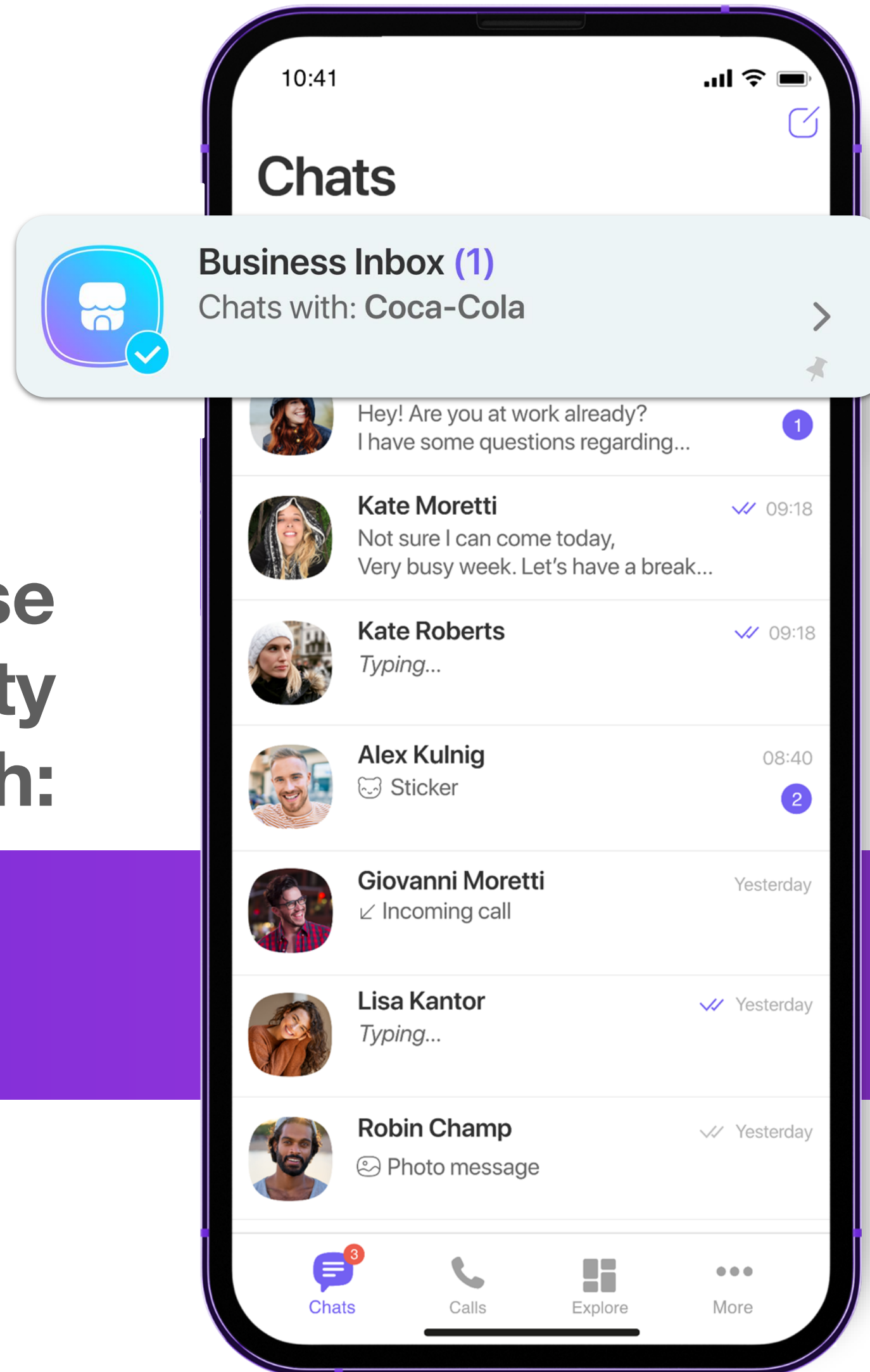
1,000 characters, Expressive emoji, Images, Interactive "Call-to-Action" button, Interactive links.

- ✓ Send transactional/promotional notifications and manage real-time conversations
- ✓ Offer high quality customer care in a real-time conversation, powerful 1-to-1 communication tool to engage with your customers
- ✓ Track the deliverability of your most important messages.
- ✓ Support Time-to-live: When Brand send bulk messages (blast) to their customers, Viber will try sending messages again and again for 3 days (72 hrs) to those who aren't online and didn't receive messages by the time of blast.



**Business Profile Increase
your Brand's credibility
through:**

- ✓ Organization's profile or description
- ✓ Brand's logo



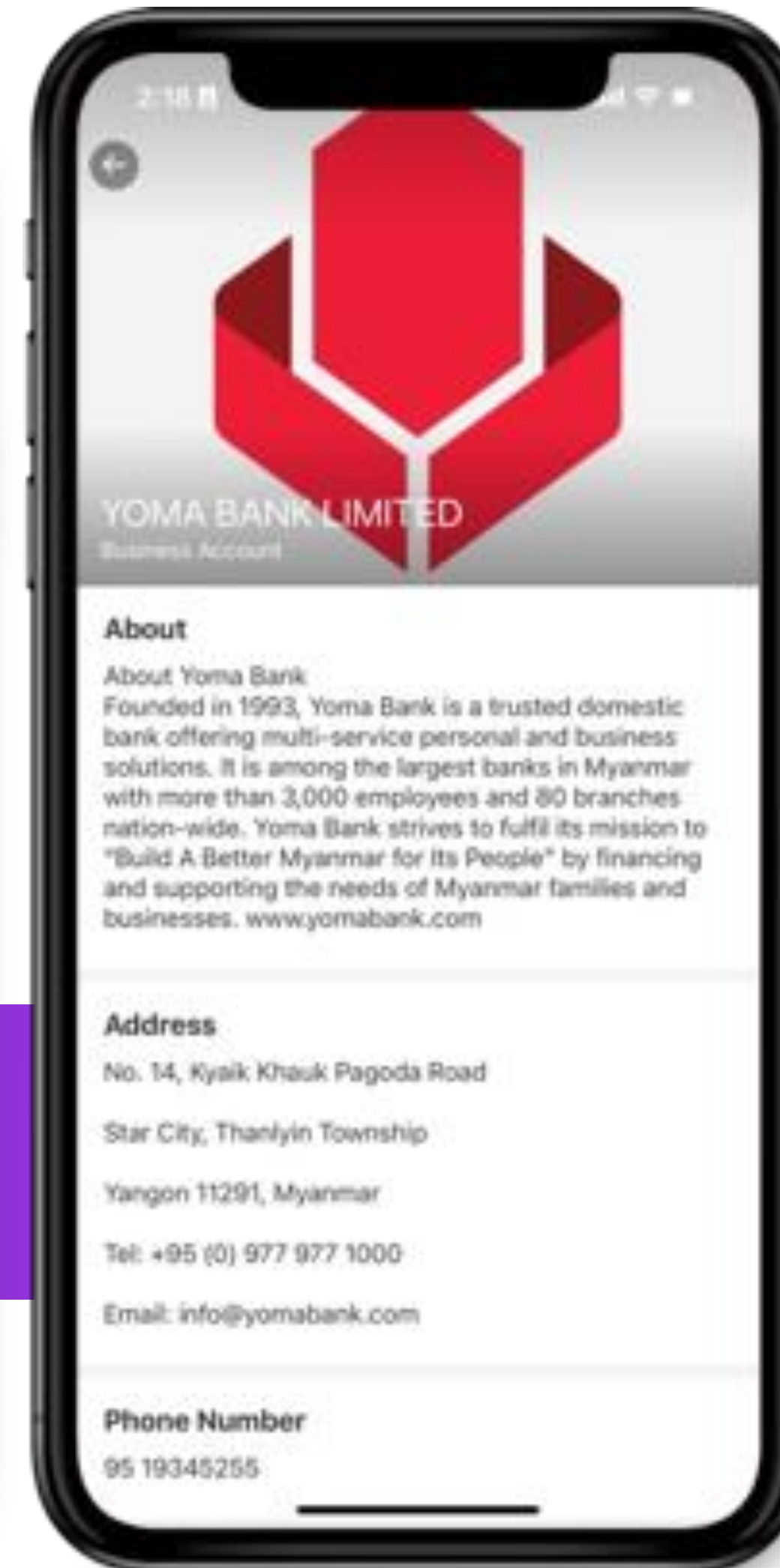
**User directly
reach out to the
organization
through its:**

- ✓ Phone number
- ✓ Mailing address
- ✓ Website



Business Profile Increase your Brand's credibility through:

- ✓ Organization's profile or description
- ✓ Brand's logo



User directly reach out to the organization through its:

- ✓ Phone number
- ✓ Mailing address
- ✓ Website

Commercial Account beyond launch: long-term vision and more advantages we plan to add for brands

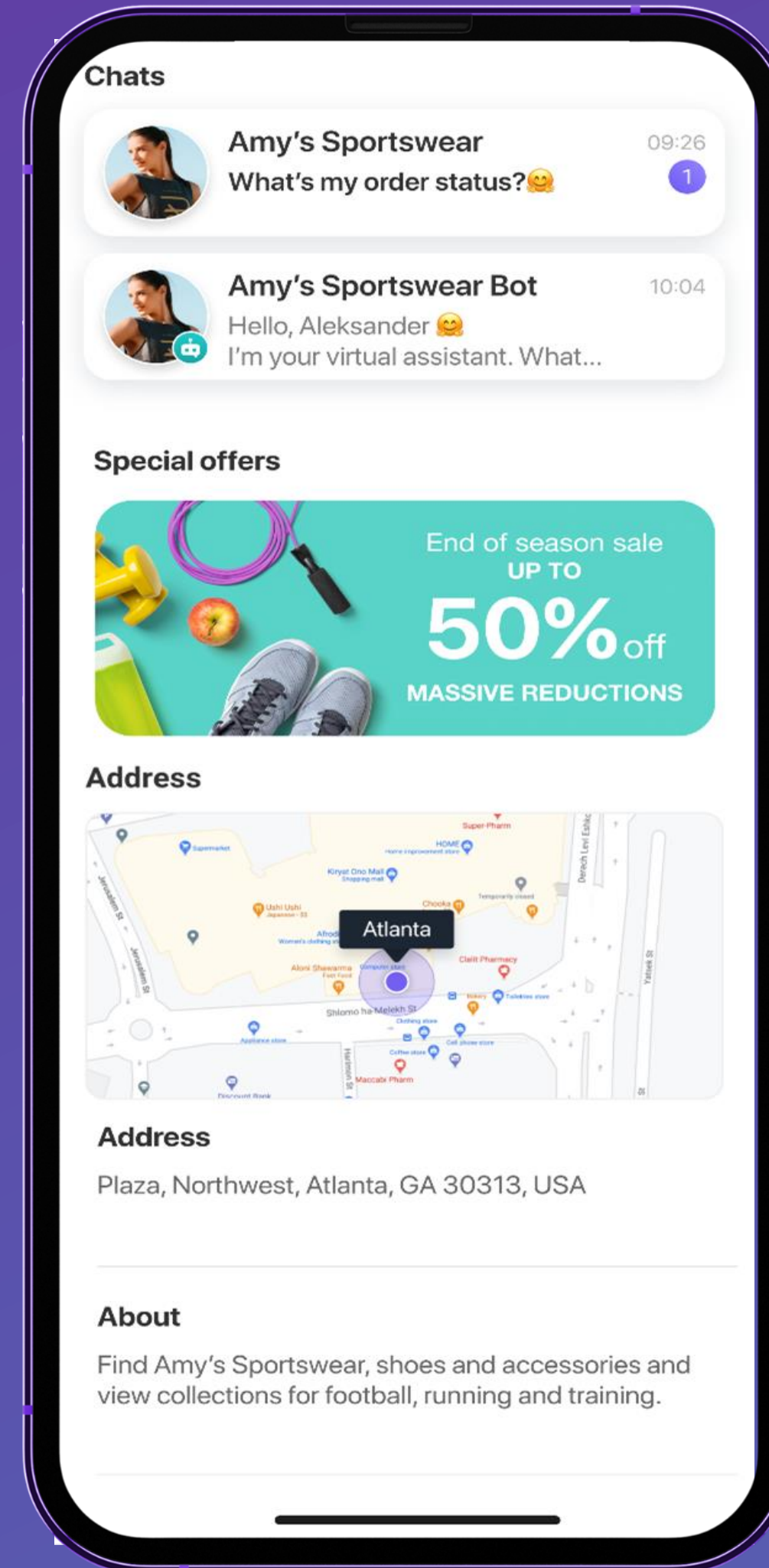
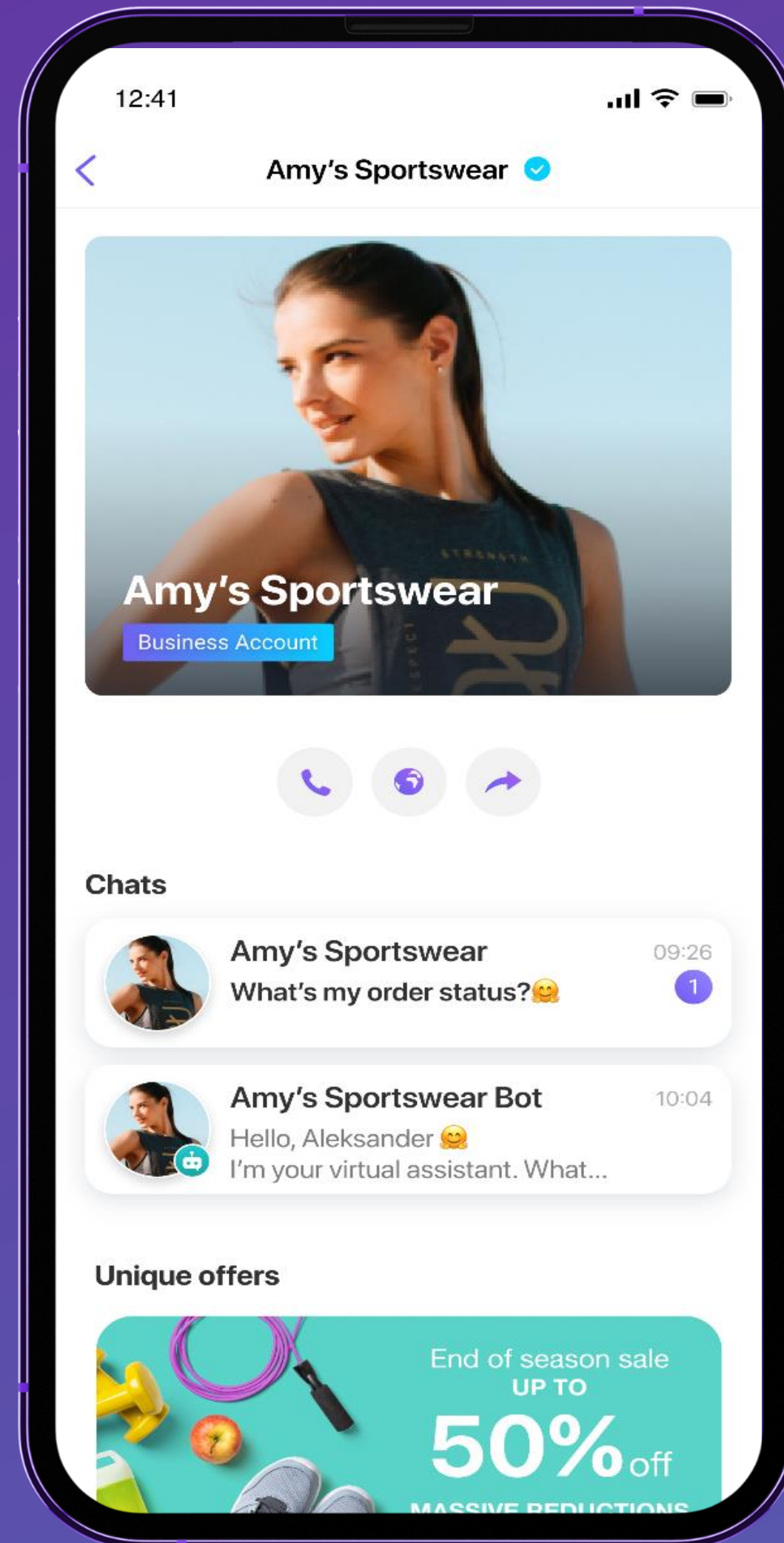
More channels of communication—
at users' fingertips



More services under a single account

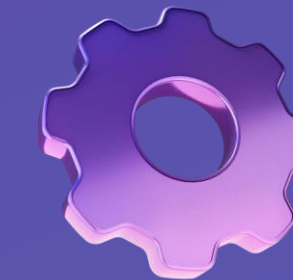


The final look and features of the product will be **subject to change** before and after the launch



Special offers

One-stop shop for all brand-user interactions



Extended features:

booking, location, calling a business, and more

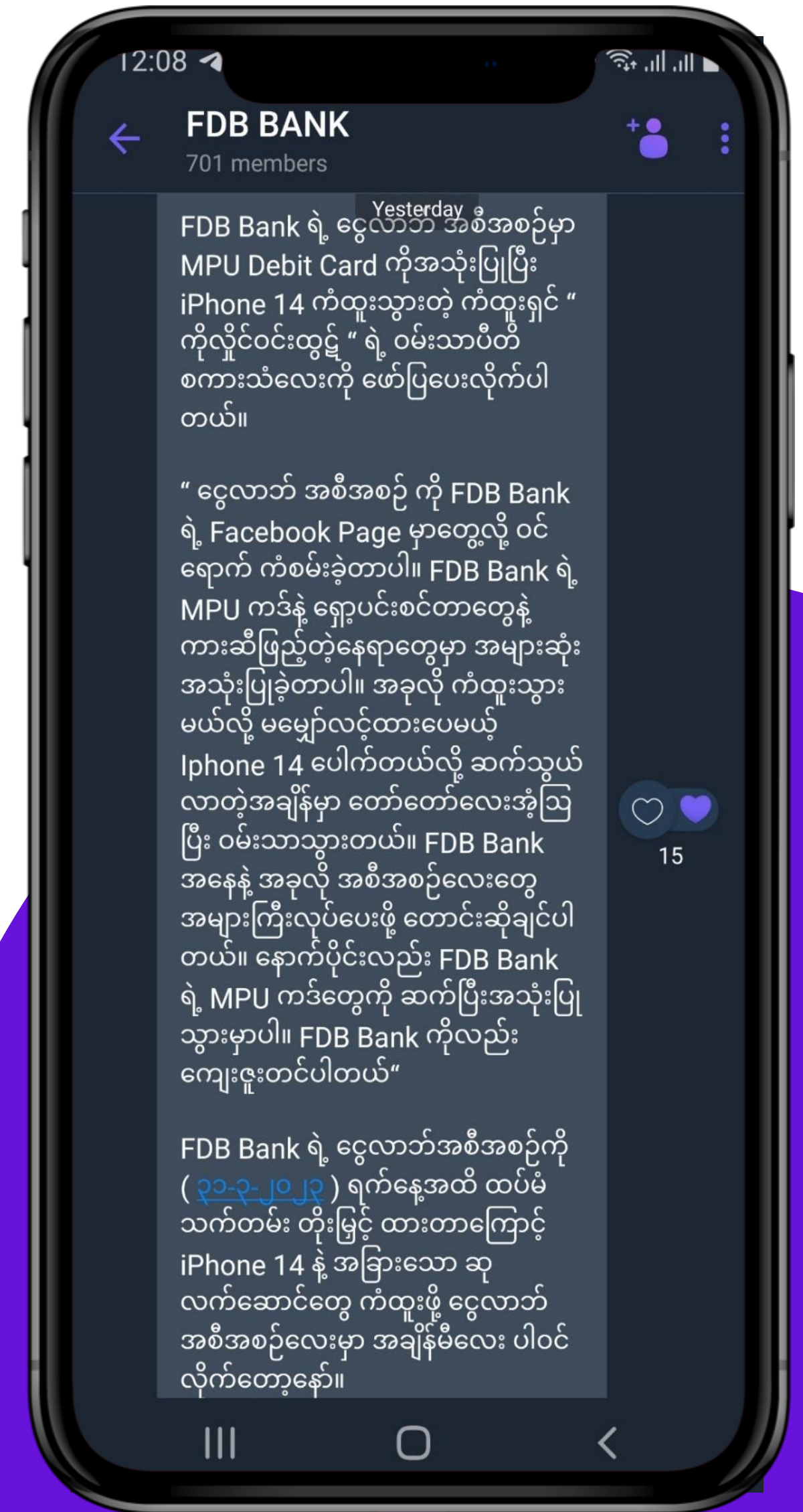
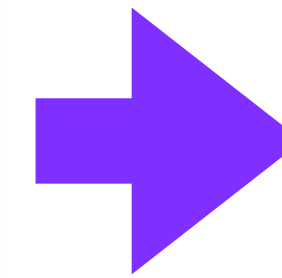
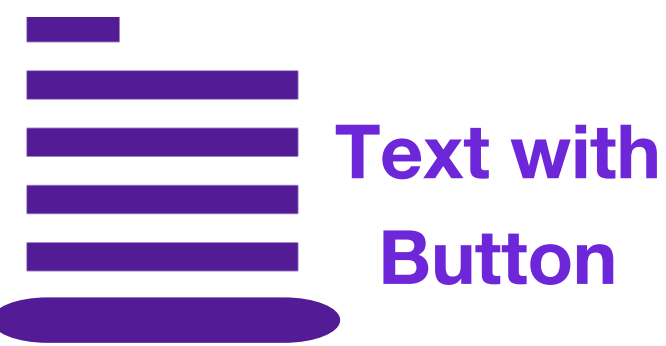
Sender ID & Content and Layout

Sender ID Features

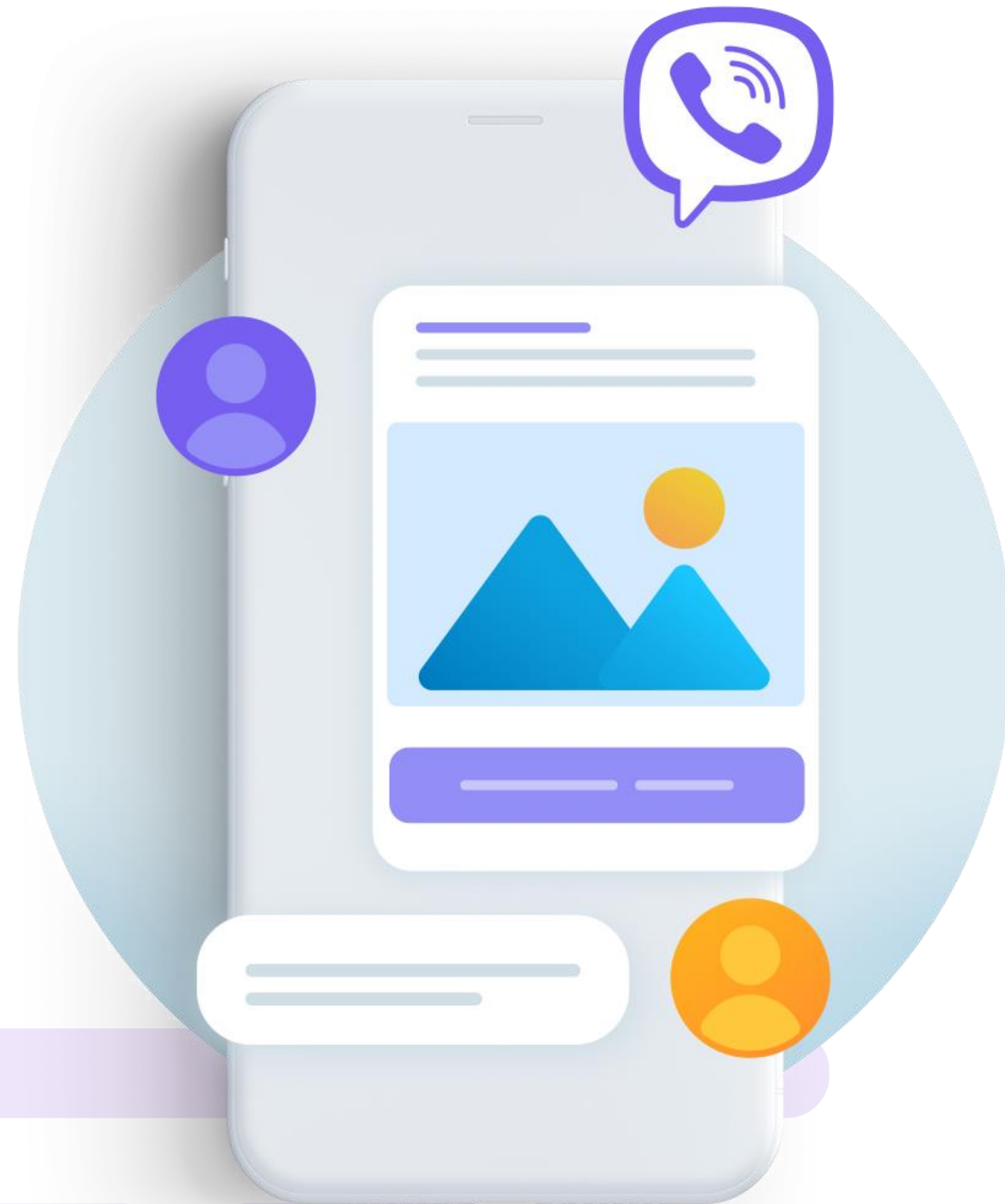
- Supports a length up to 100 characters.
- Supports special characters.

Content Specifications

- Length of 1,000 characters for any language
- Supports all special characters and emoticons.
- Supports image JPG 400 x 400 px.
- Highlights links.



Message flavors



Transactional Message

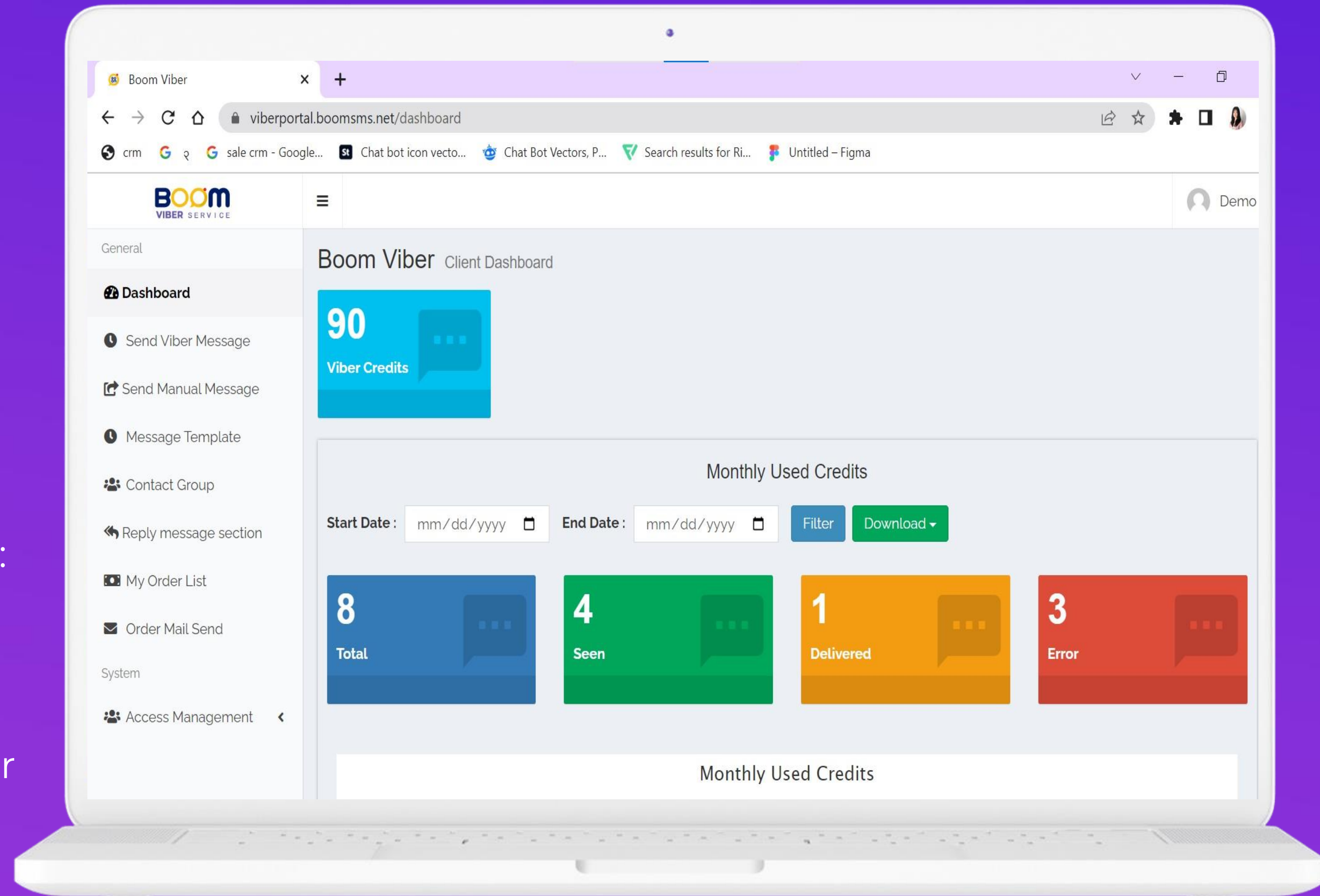
- ✓ One Time Passwords
- ✓ Order Confirmation
- ✓ Delivery Tracking
- ✓ Register Confirmation

Client Viber Dashboard

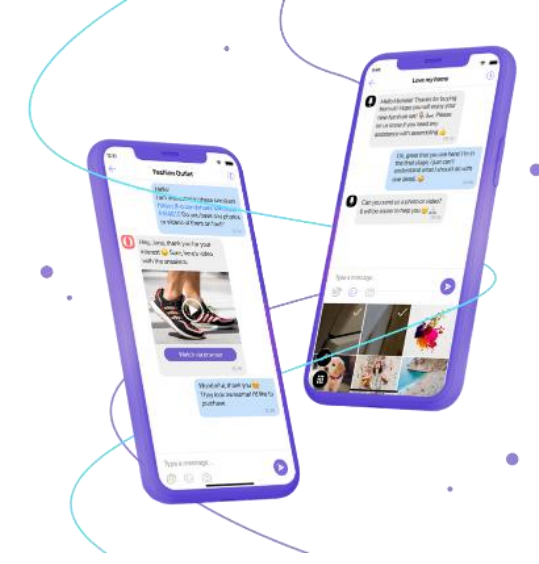
Viber Delivery Status

With **Viber Business Messages**, brands can find the status of their messages. The message statuses received are as follows:

Note : Viber users have every right to Unsubscribe to Messages from a Brand, by simply accessing their settings for a particular Chat.



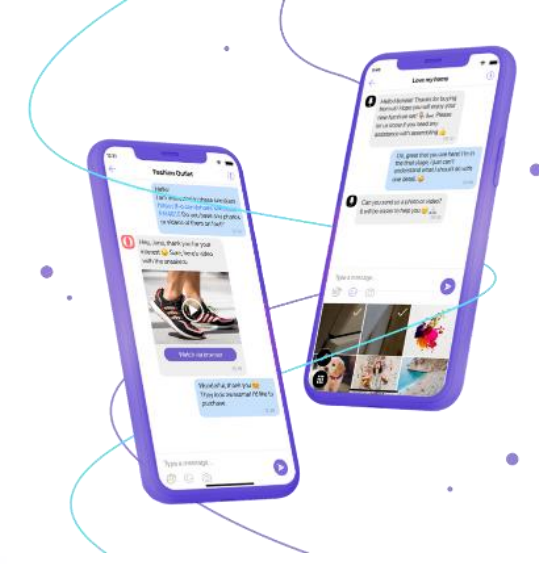
Viber One Way Packages



Basic	Plus	Pro
30,000 Credits	40,000 Credits	50,000 Credits
212 USD	259 USD	294 USD



Viber Two Way Packages



Basic

30,000
Credits

212
USD

Plus

40,000
Credits

259
USD

Pro

50,000
Credits

294
USD



One Time set up fee will be charge 800,000 MMK per Viber account (1 admin).

Required Documents From Business



Warranty Letter

Service Form

Company Registration Form

Company Website

Business Logos

(50x50, 65x65, 100x100, 130x130, 360x280)

Service Contract

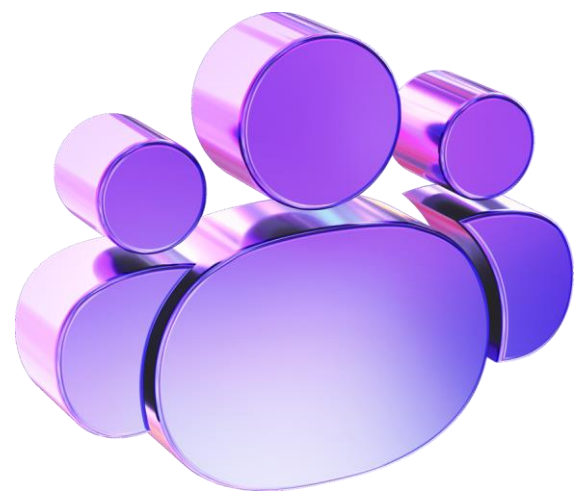
Note: Viber's workweek is Sunday - Thursday. They won't be able to approve new service requests on Friday, these requests will be handled on Sunday and will be available by Monday. Creating a new sender ID usually takes **48 hours** from the submission date.

Viber Whitelisting Number 2023 Myanmar



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Viber Whitelisting Calls

Outbound



Phone Number
09*****



CALL US NOW!
09*****


**After Whitelisting
Your Number**

**Video
Calls to
Customer
(Un-
limited
Numbers)**



Inbound

Customer



**Call Whitelisting
Number**

**Video
Calls to
Brand
(Un-limited
Numbers)**



Viber Whitelisting Call Package

Monthly Changes

Monthly
Whitelist
fee/ Number

200 USD

Including Minutes

Video Call
time Between
Customers
and Brands

**5,000
Min**

Additional Minutes

Additional
Minutes

**90 MMK/
Min**



Viber Chatbot

2023 Myanmar

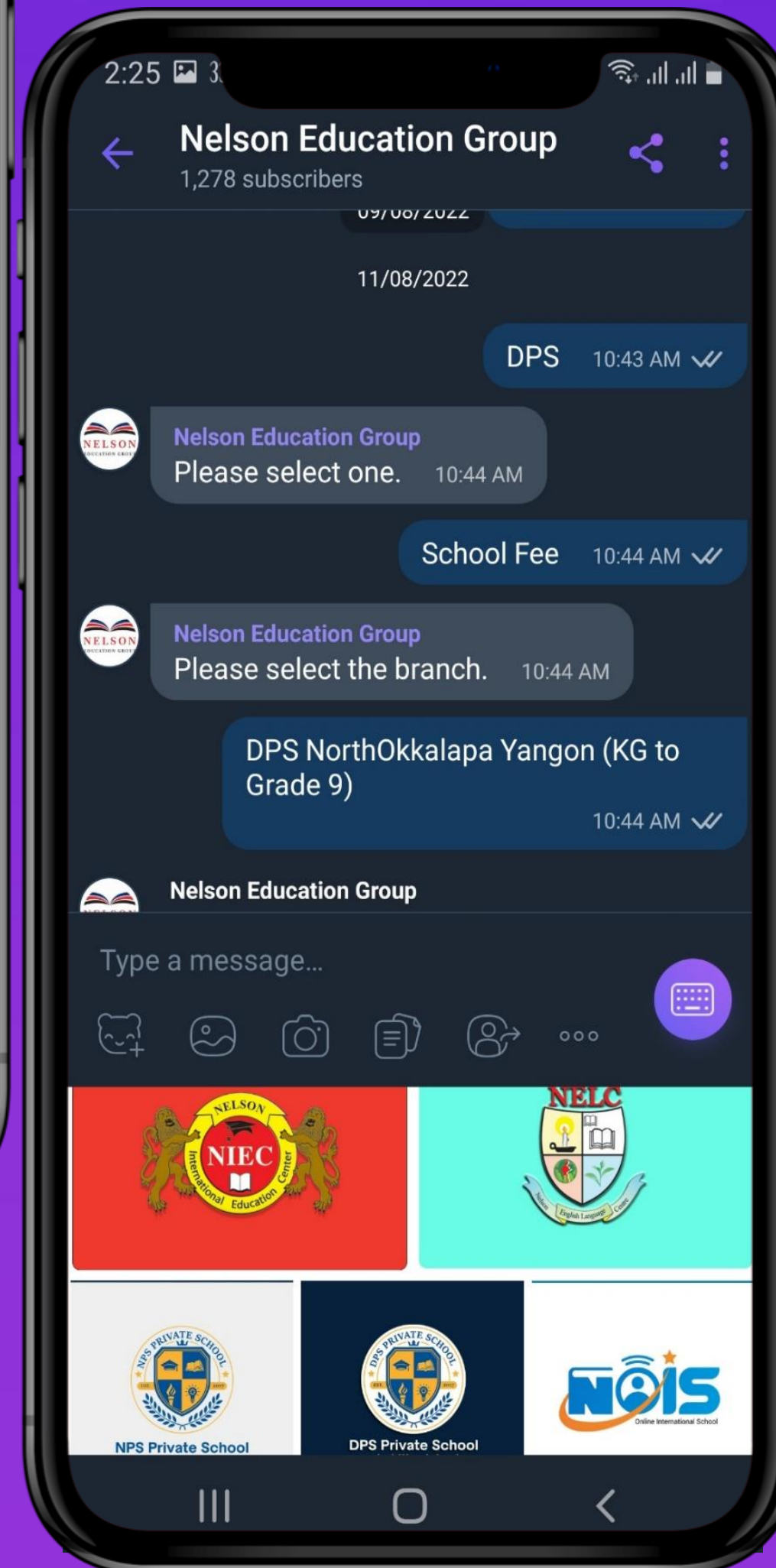
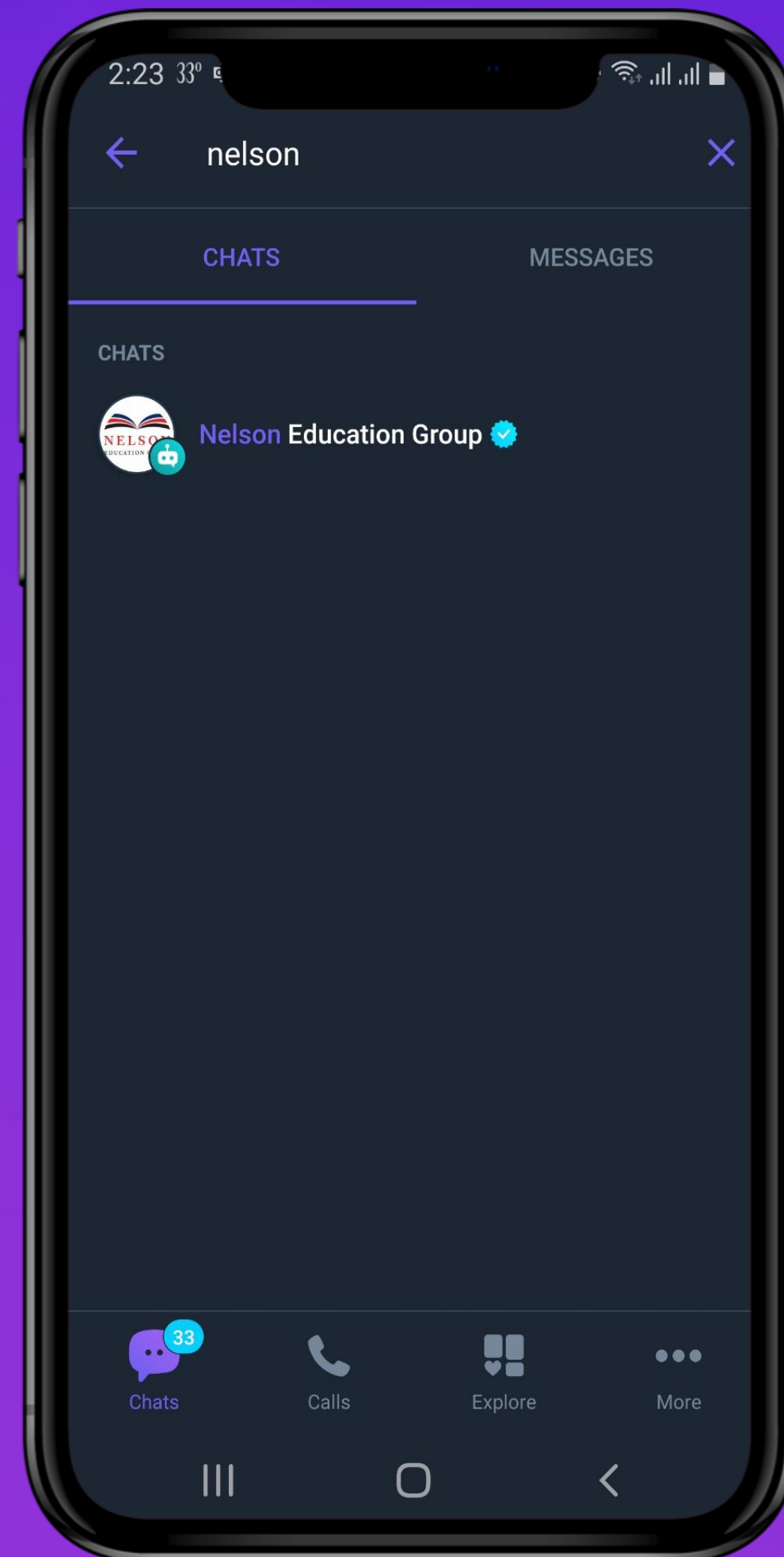


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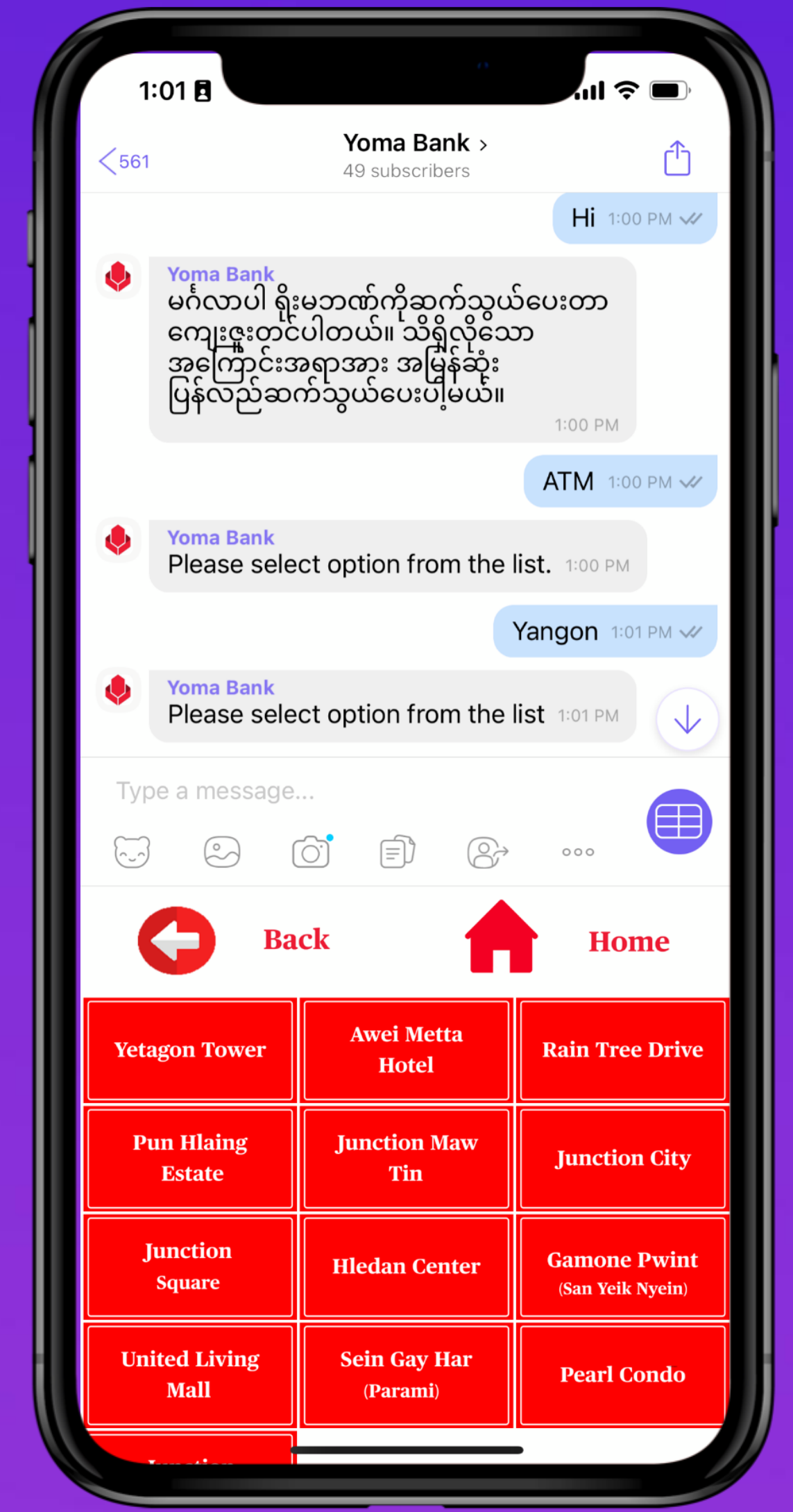
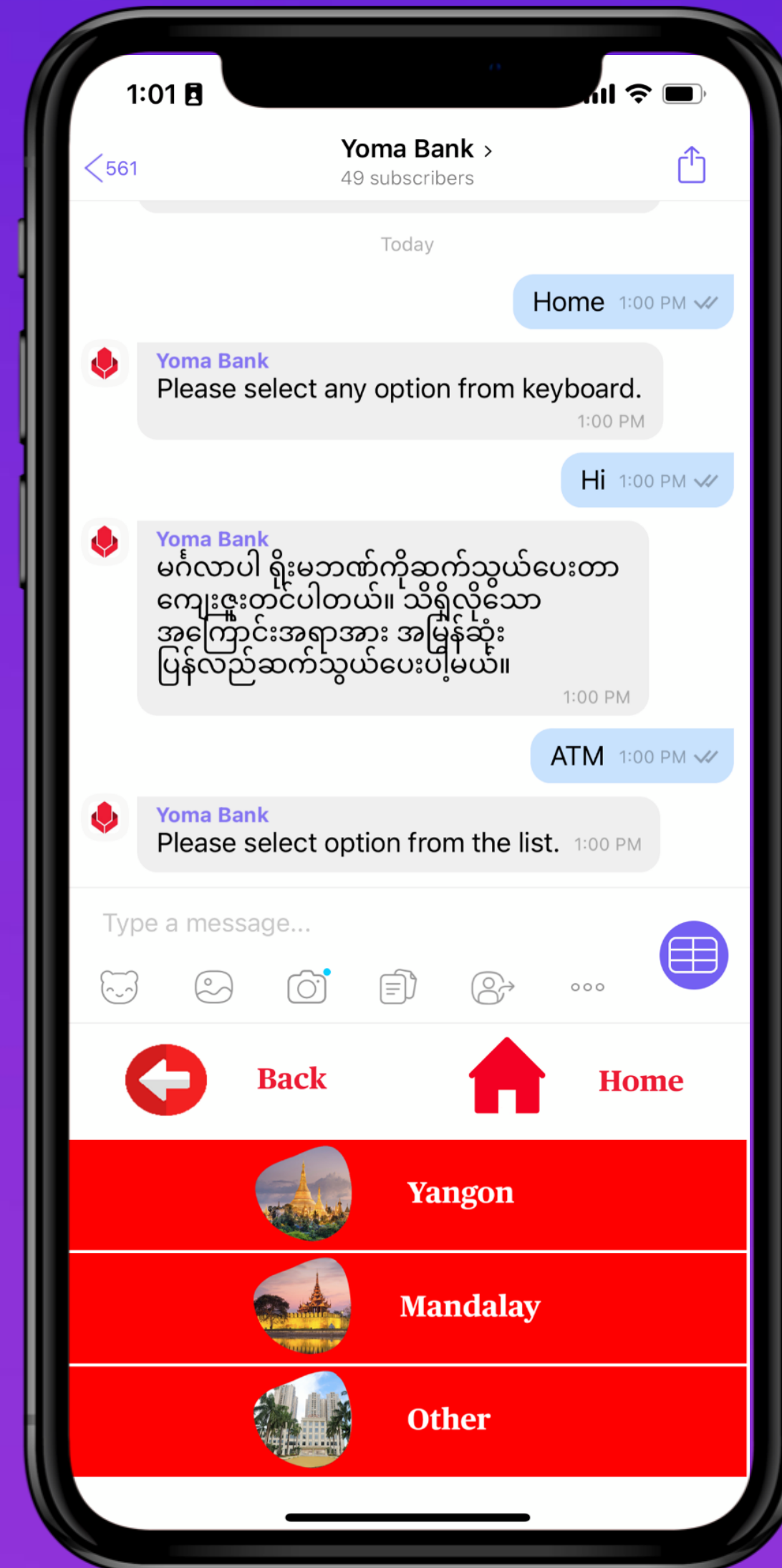
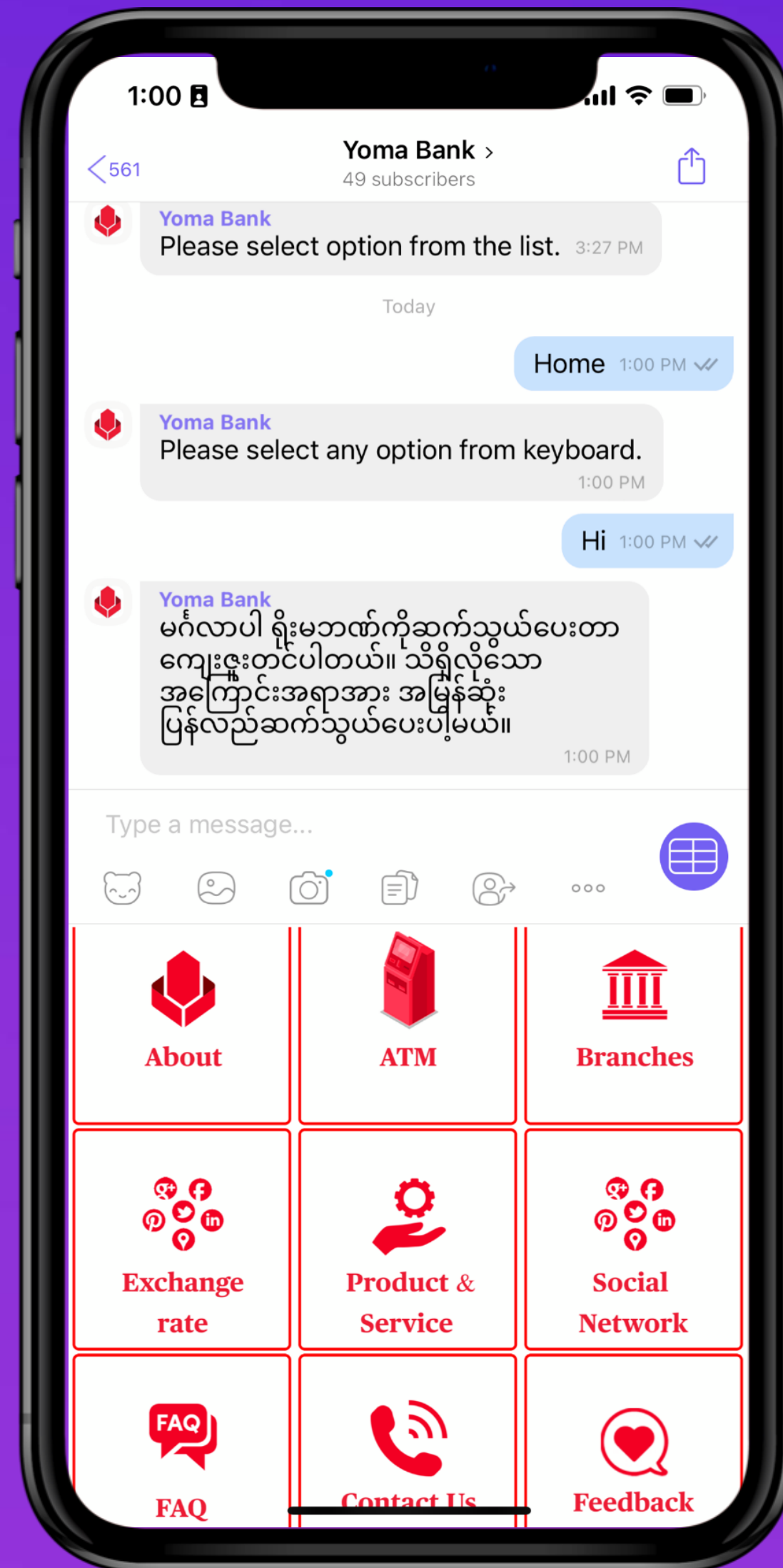
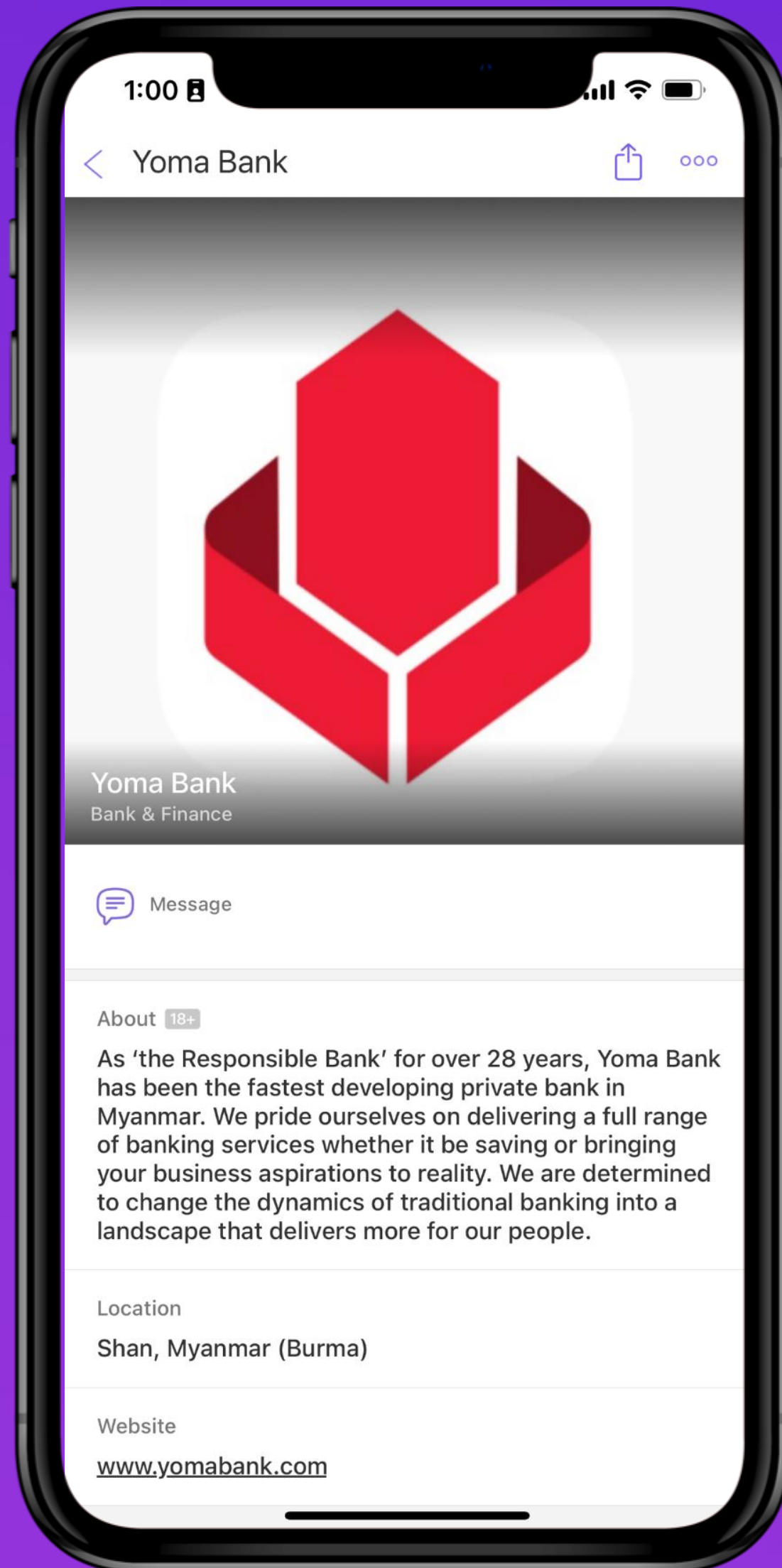


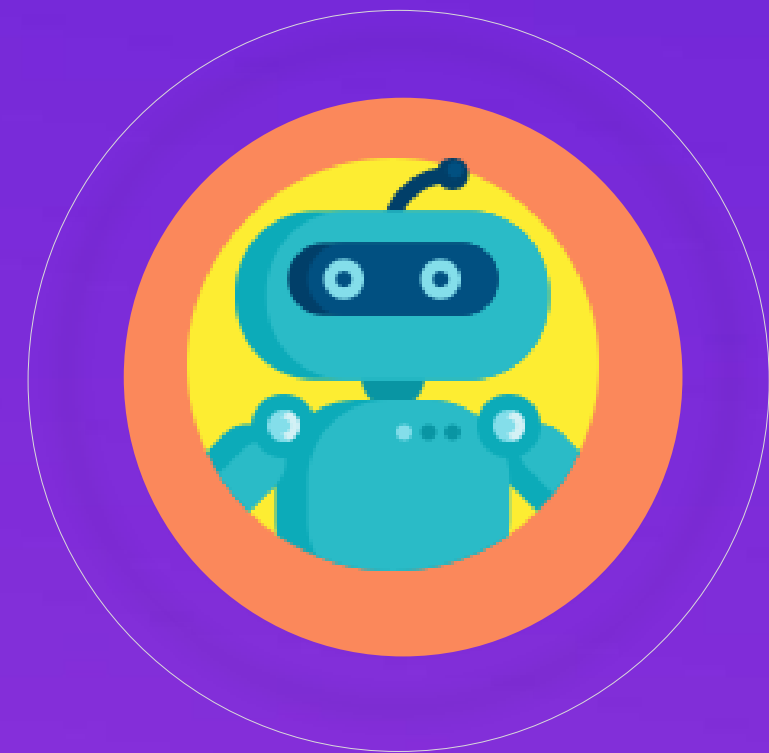
Viber Bot



- Flow Builder with multimedia support
- Custom UI panel
- Works in most popular global languages
- Bot learning or training from a web URL
FAQ or document
- Bot to human agent handover
- API integration
- Proactive messaging (condition-based
date/time)







**Bot to Human
Agent Handover**



**Send Image from
Both Sides**



**Conditional Human
Intervention**



**Specific Query
Intervention**



**Agent Can View
User's Chat History**

Chat Bot Package Pricing

Description	SME	B2B	Enterprise/ Corporate
User	1~1,000	1001~5,000	5001~10,000 +
One Time Charge	-	888 USD	1477 USD
Consulting and UI Development Training Fees	-	-	-
Monthly Platform + Storage Charges	208 USD	353 USD	443 USD
Message Fee per session (24 hrs)	100 USD	100 USD	100 USD





Viber Ads

2023 Myanmar



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Viber Ads

Mobile Format

Native (Images + Copies)

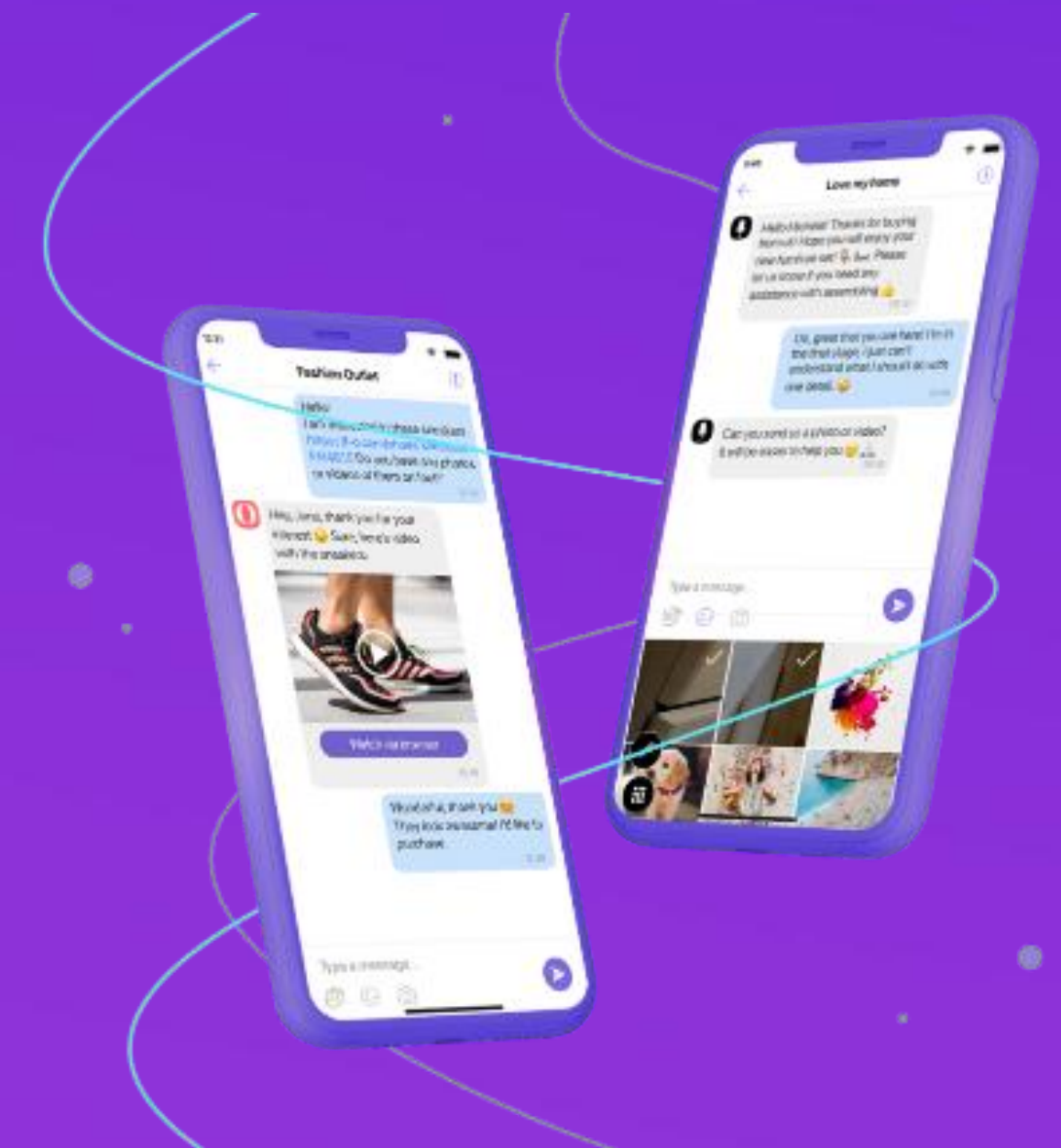
- ✓ Main Chat
- ✓ Call Tab
- ✓ More Screen
- ✓ Chat Extension
- ✓ Post Call

Banners (Images + Video)

- ✓ Post Call
- ✓ Explore Screen

Desktop Format

Banners (Images + Copies)



Post Call

Banner Post Call

Image 300x250

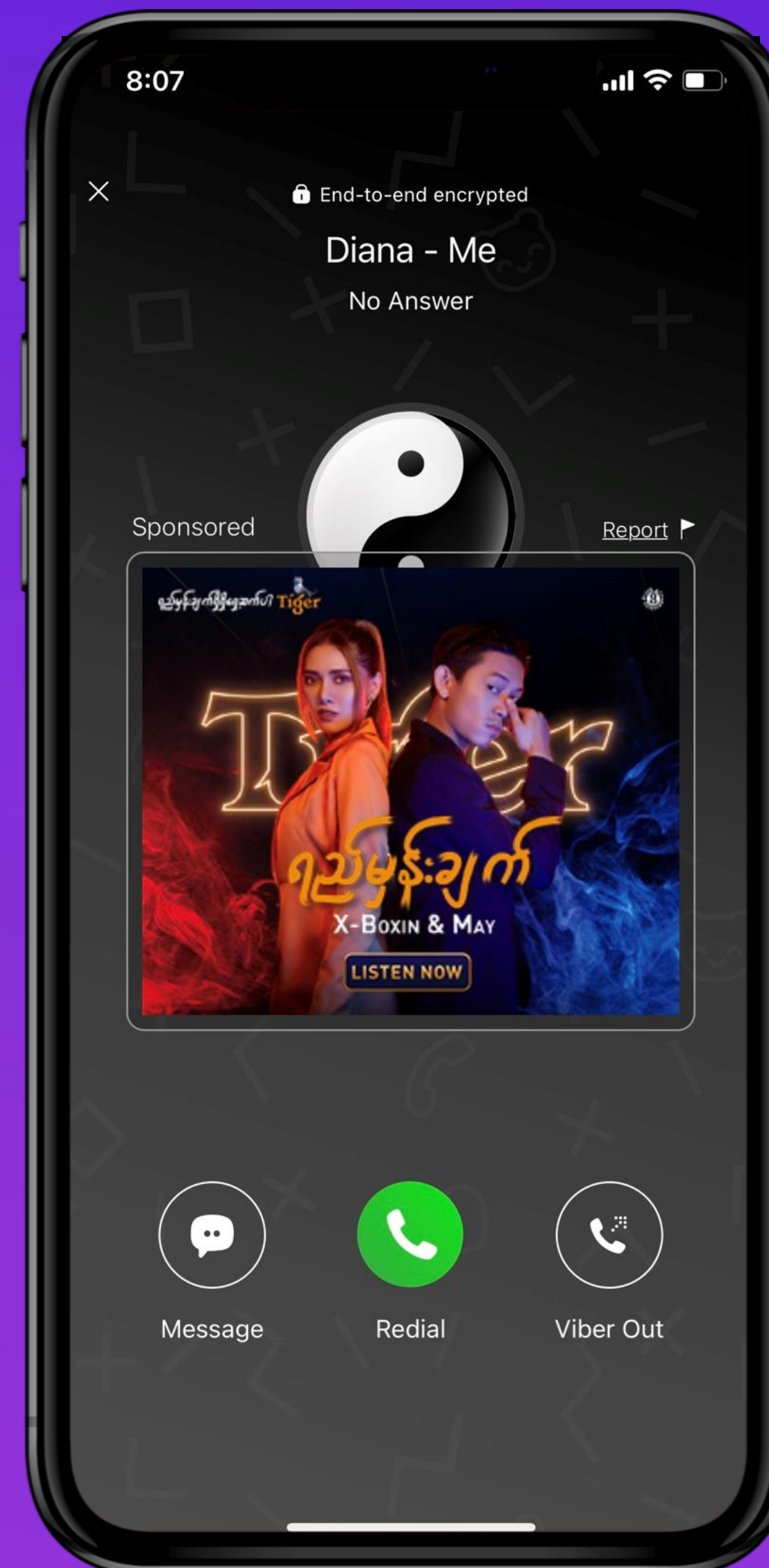
Size <1Mb

Video Post Call

MP4 300x250

Size <5Mb

Duration < 15 seconds



Viber Ads (Mobile Format)

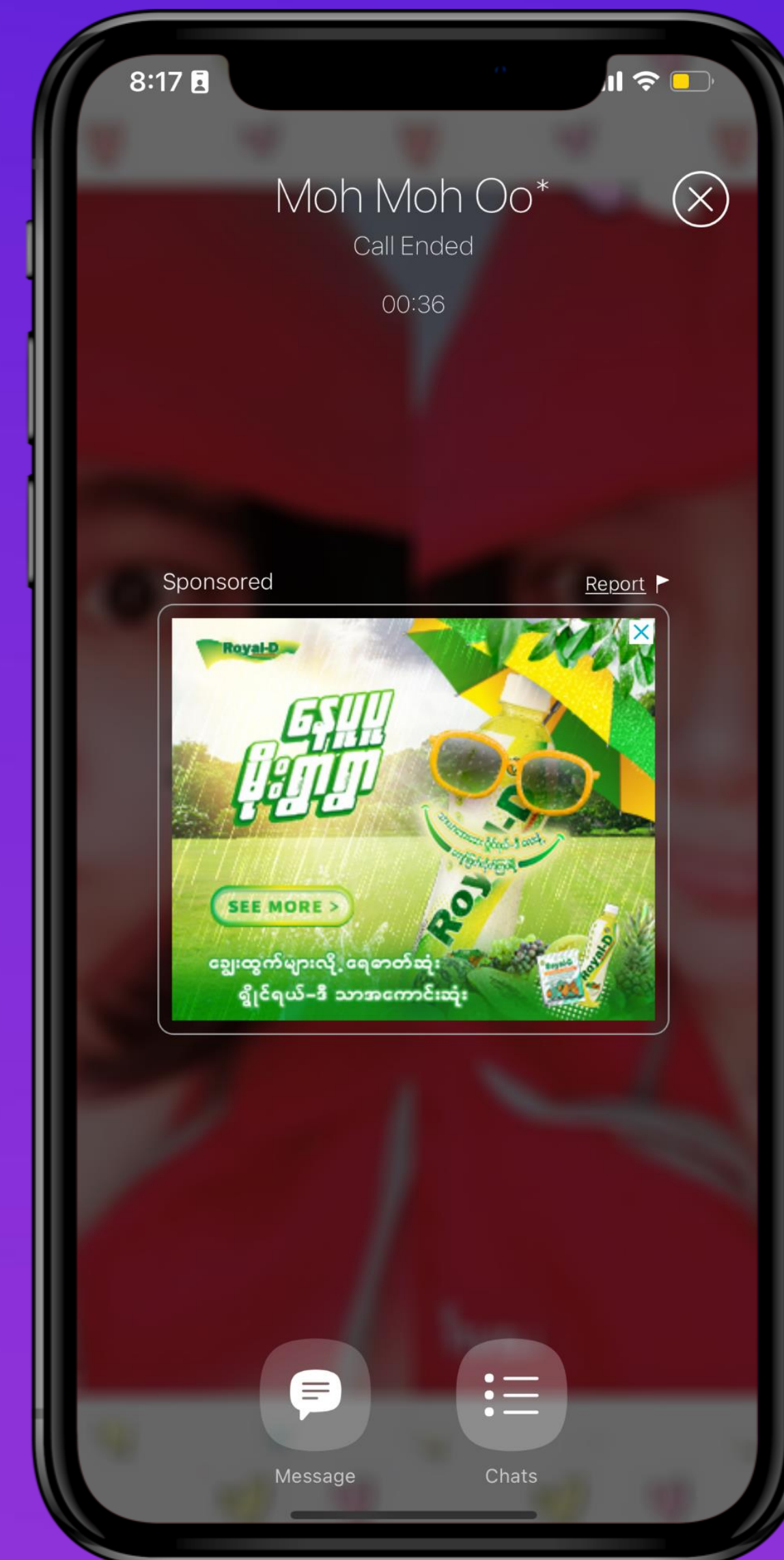
Native Post Call

Image 300x250

Size <1Mb

Field	Characters Max (Including Spaces)
Title	30
Summary	90
CTA Button	30

* Better to use image with minimum details on it, logo is the best option.



Natives (Main Chat, Call Tab, More Screen, Chat Extension)

Square image

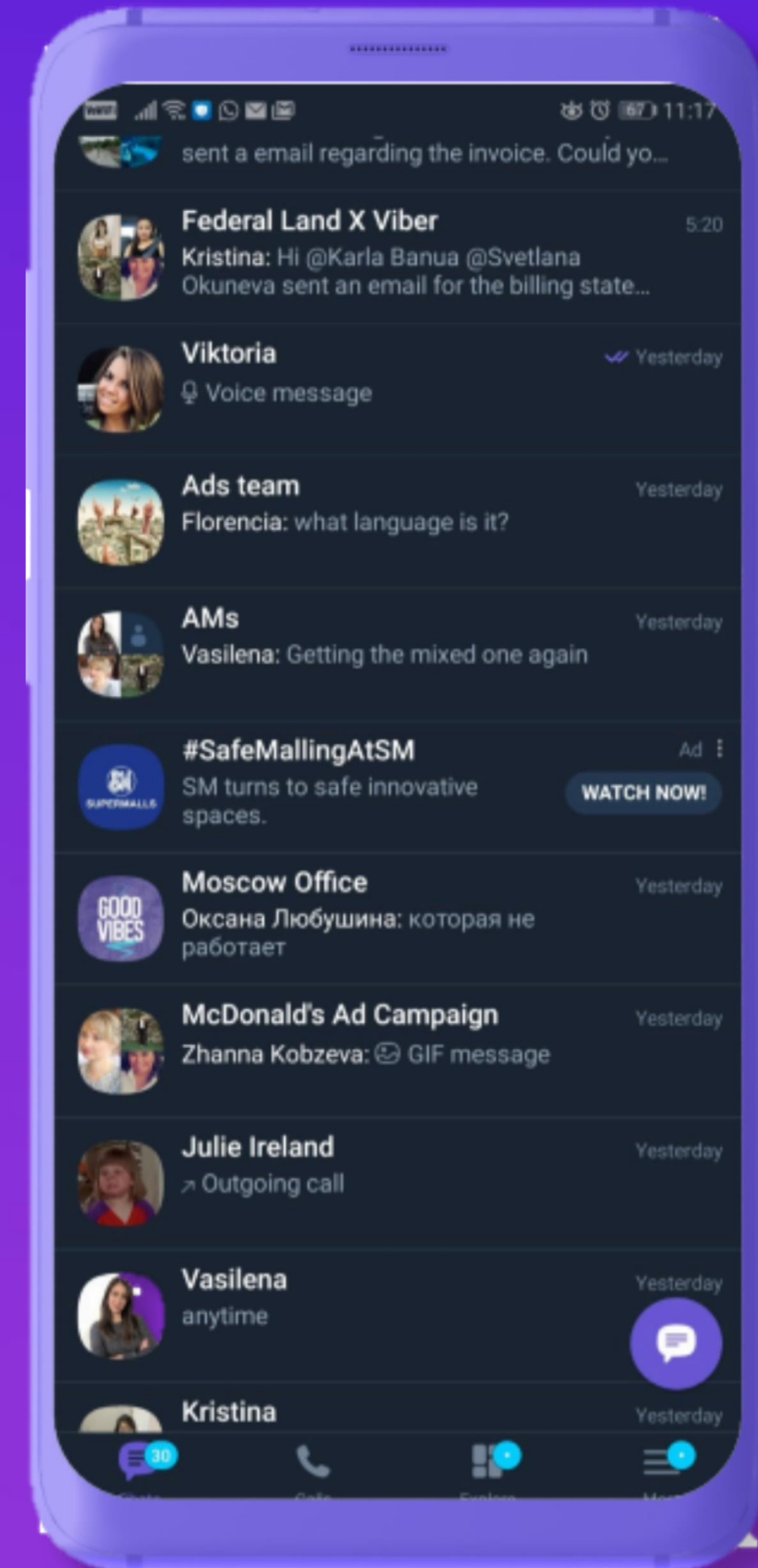
(208x208px - 1000x1000px)*

Size <1Mb

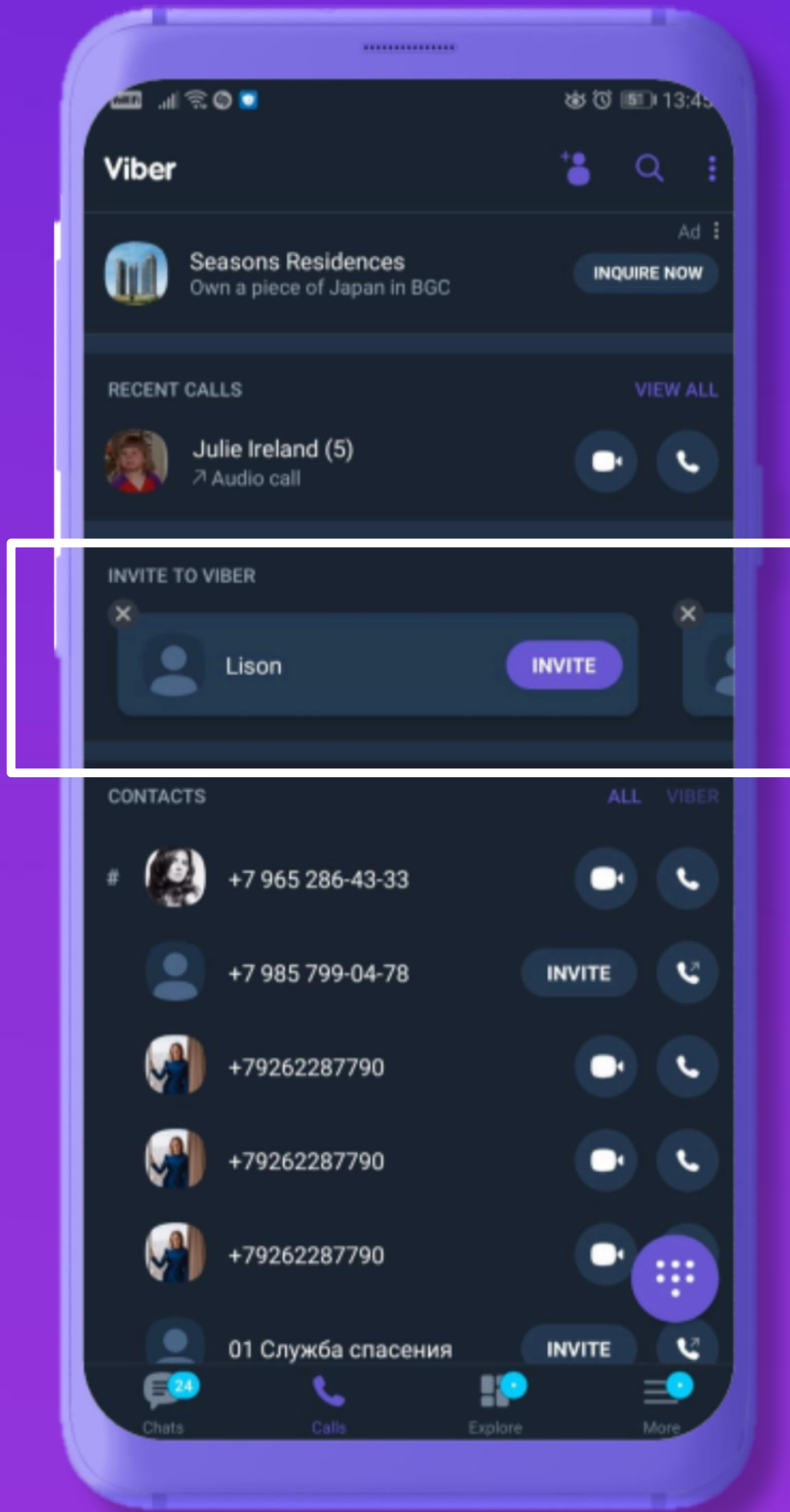
Field	Characters Max (Including Spaces)
Title	17
Summary	40
CTA Button	10

* Better to use image with minimum details on it, logo is the best option.

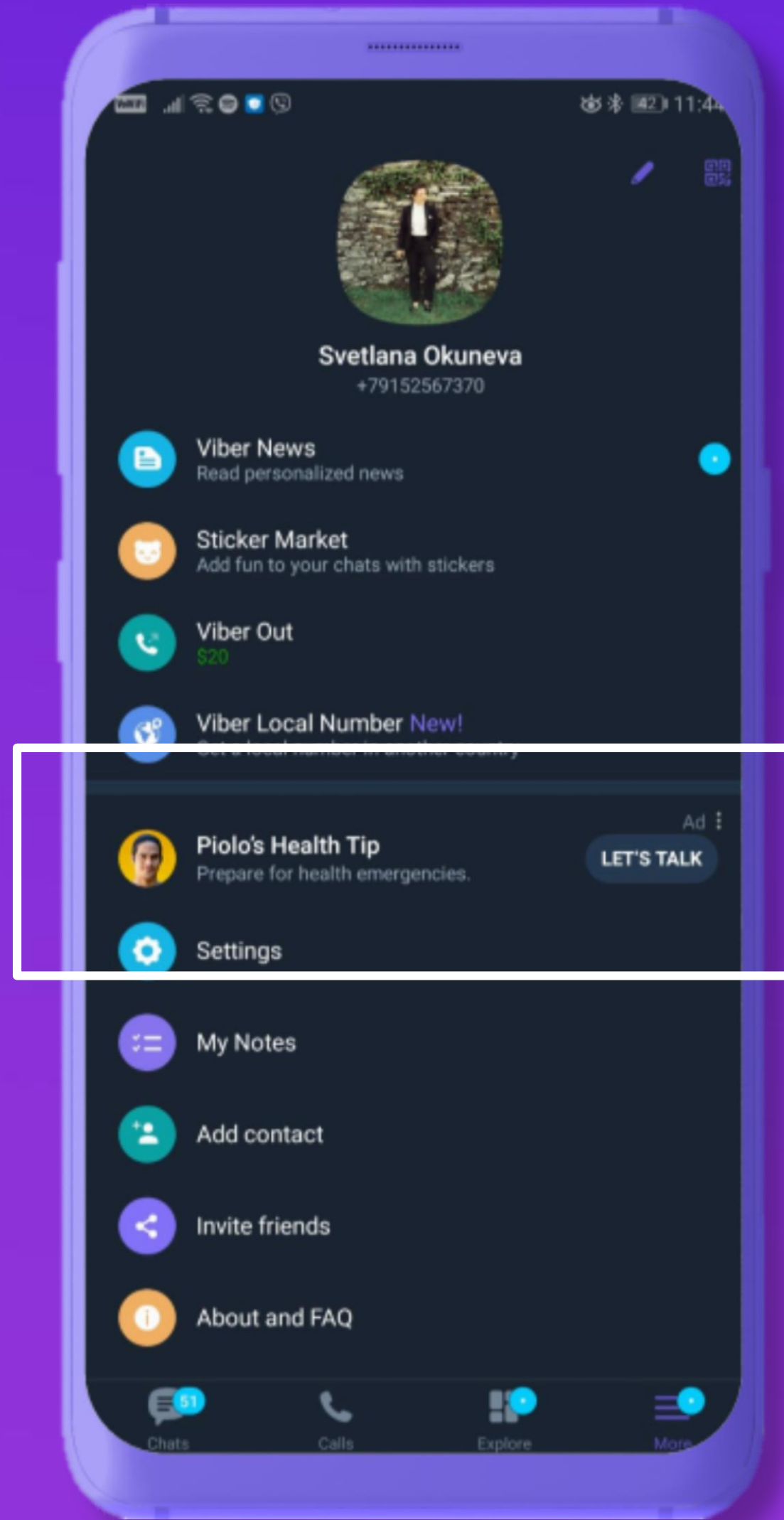
Main Chat



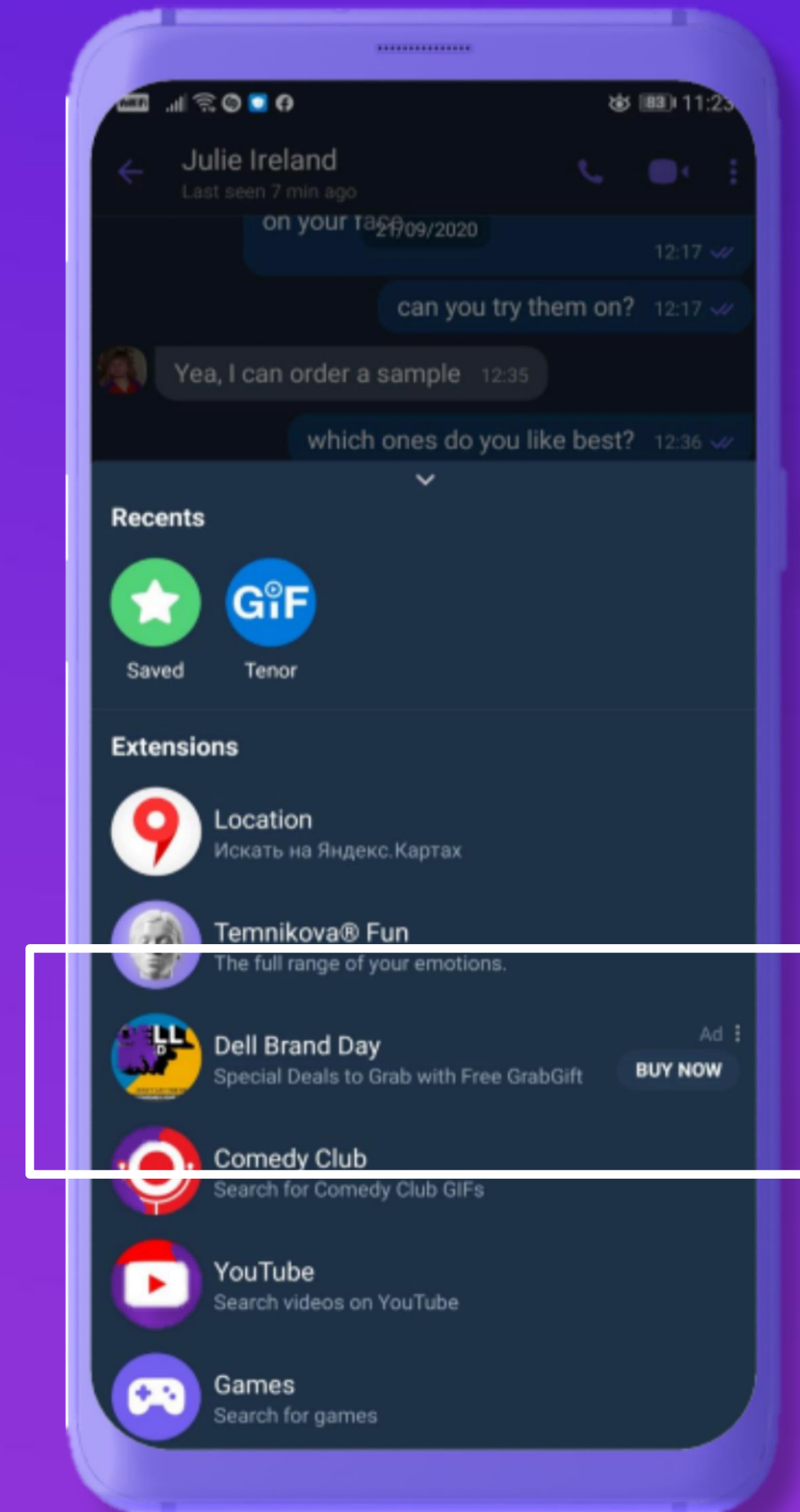
Call Tab



More Screen



Chat Extension



Banner Explore Screen

Image 300x250

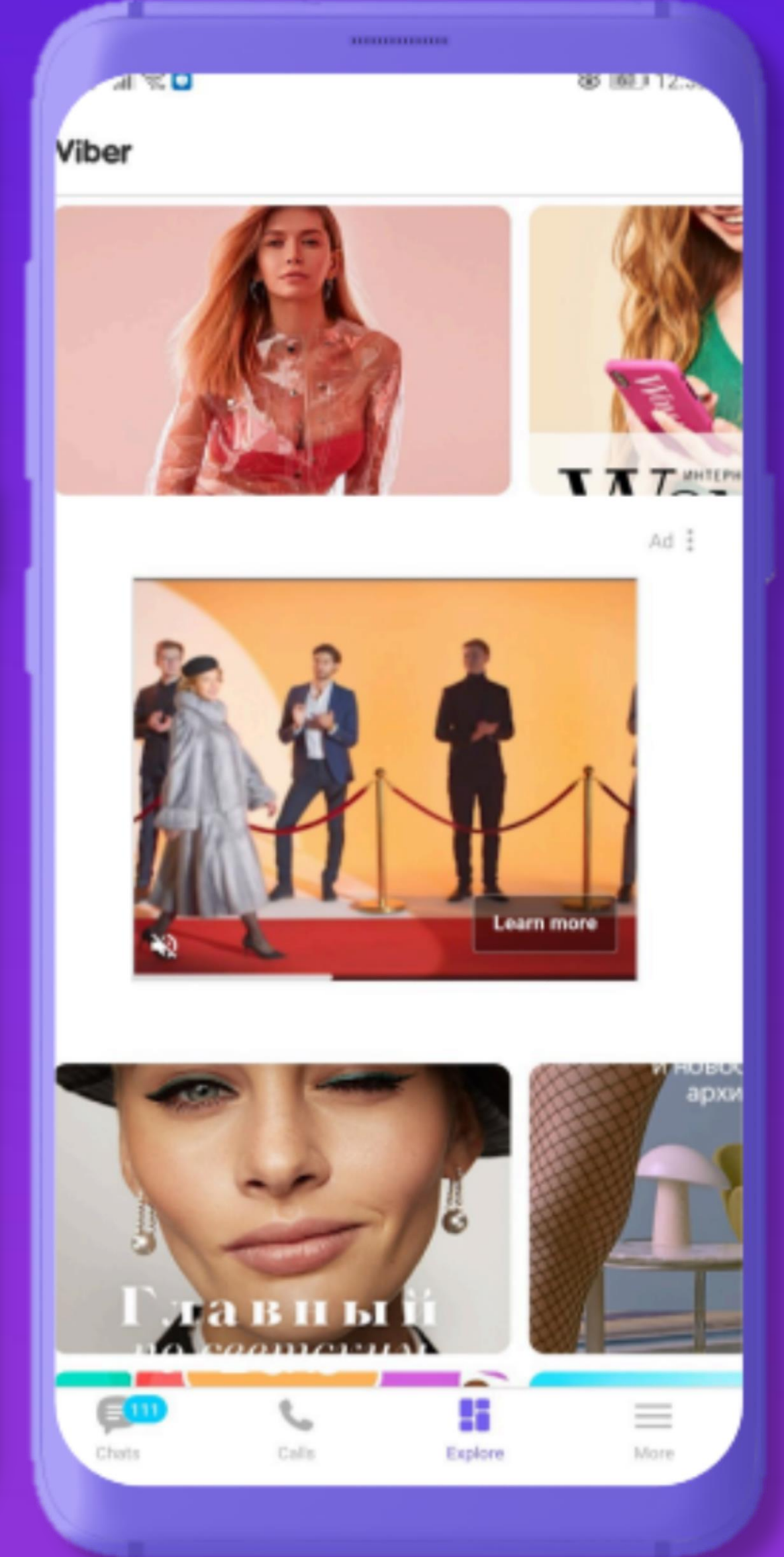
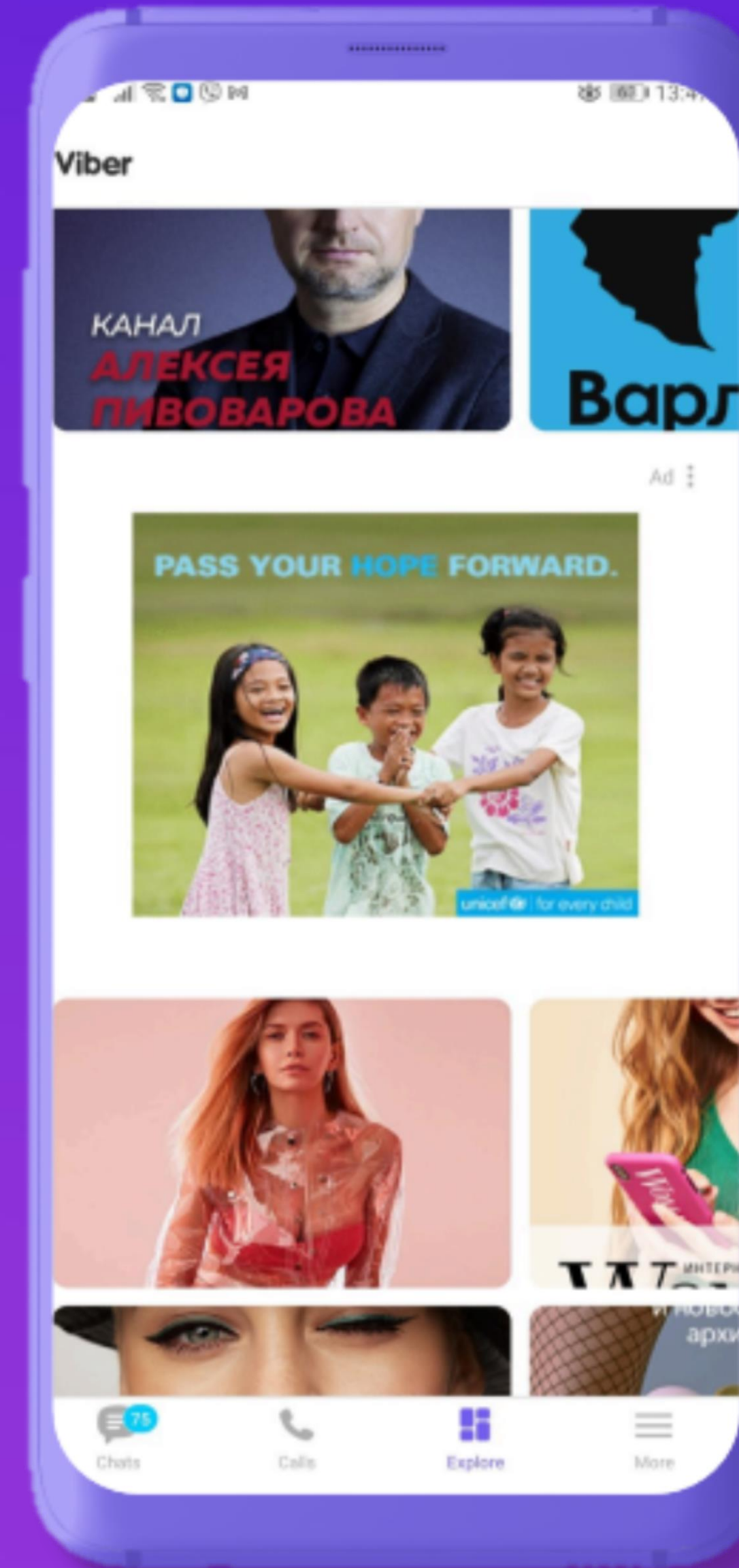
Size <1Mb

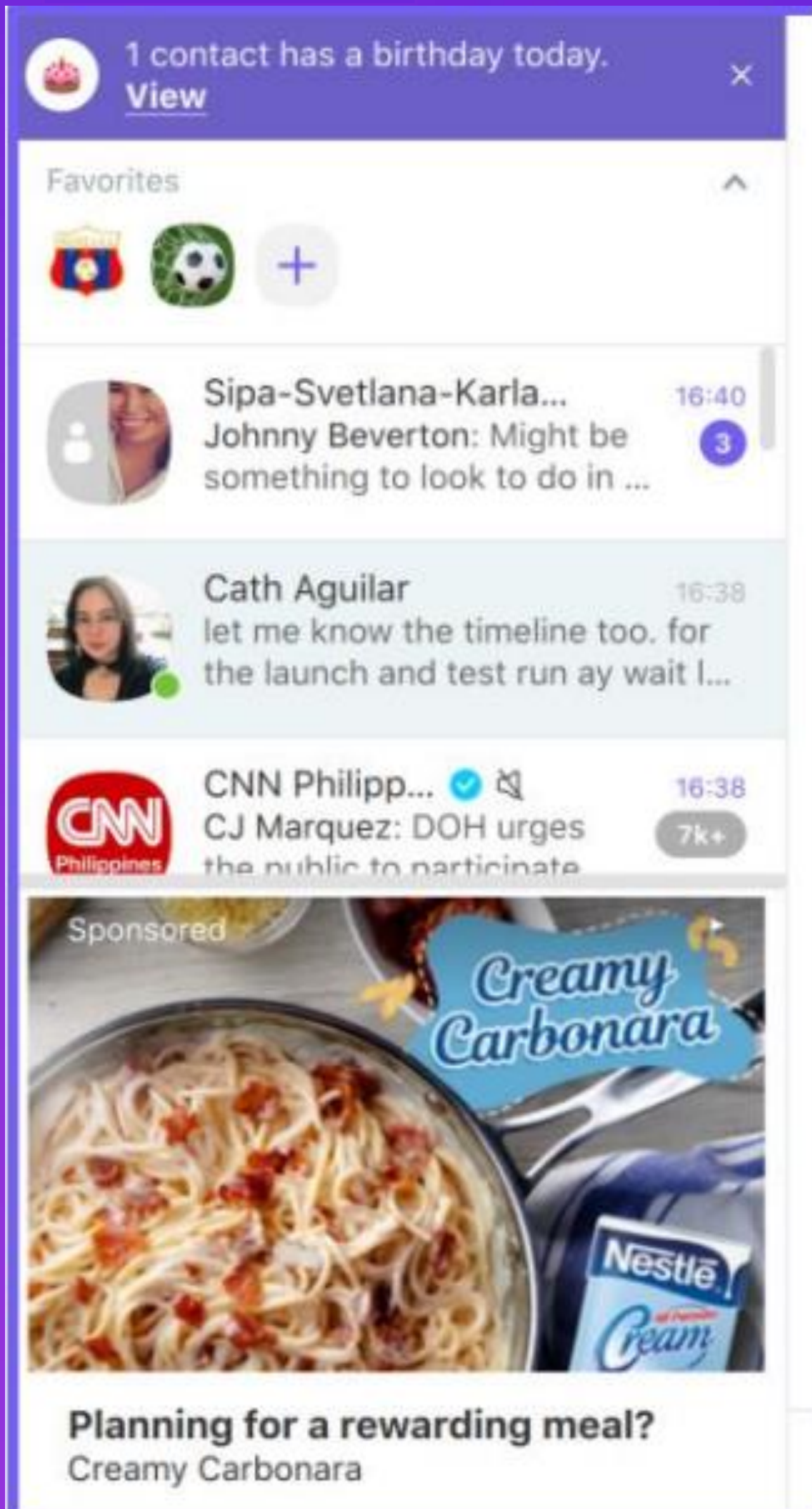
Video Explore Screen

MP4 300x250

Size <5Mb

Duration < 15 seconds





Native Banner 300x250 (image + copies):

Image 300x250

Size <1Mb

Banner 300x250

Image 300x250

Size <1Mb

Field	Characters Max (Including Spaces)
Title	33
Summary	50
CTA Button	30

MOBILE								DESKTOP		
Post Call + Timeout		Main Chat screen		Call Screen		More Screen		300x250		Video
Daily Inventory	CPM	Daily Inventory	CPM	Daily Inventory	CPM	Daily Inventory	CPM	Daily Inventory	CPM	CPM
1,043,302	3.4	875,000	3.4	337,150	3.4	14,117	3.4	403,207	2.4	6

- Cost per CPM
- Updated rates to cover campaigns until December 2023



- ❑ Minimum investment for Mobile is 5500 USD for 1 month liquidation.
- ❑ Minimum investment for Desktop is 3000 USD.
- ❑ Segment targeting requires +25% ON CPM cost. Minimum spend is 10,000 USD.
- ❑ Post Call & Explore Screen using video creative is 6.5 USD.
- ❑ Gaming or gambling ads have a fixed CPM rate of 9 USD.





Viber Sticker

2023 Myanmar



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www.ethantech.net

Viber Sticker

A viral and interactive solution to reach a wide audience

✓ Virality

Each Sticker is shared 11 times on average. Over 1 billion stickers are sent every month.

✓ Incremental Visibility

Engage with Viber user emotions and catch their attention during their daily discussions.

✓ Result Driven

Quickly grow your brand's audience on Viber by linking your bot or community to your sticker pack.



Types

✓ Statics

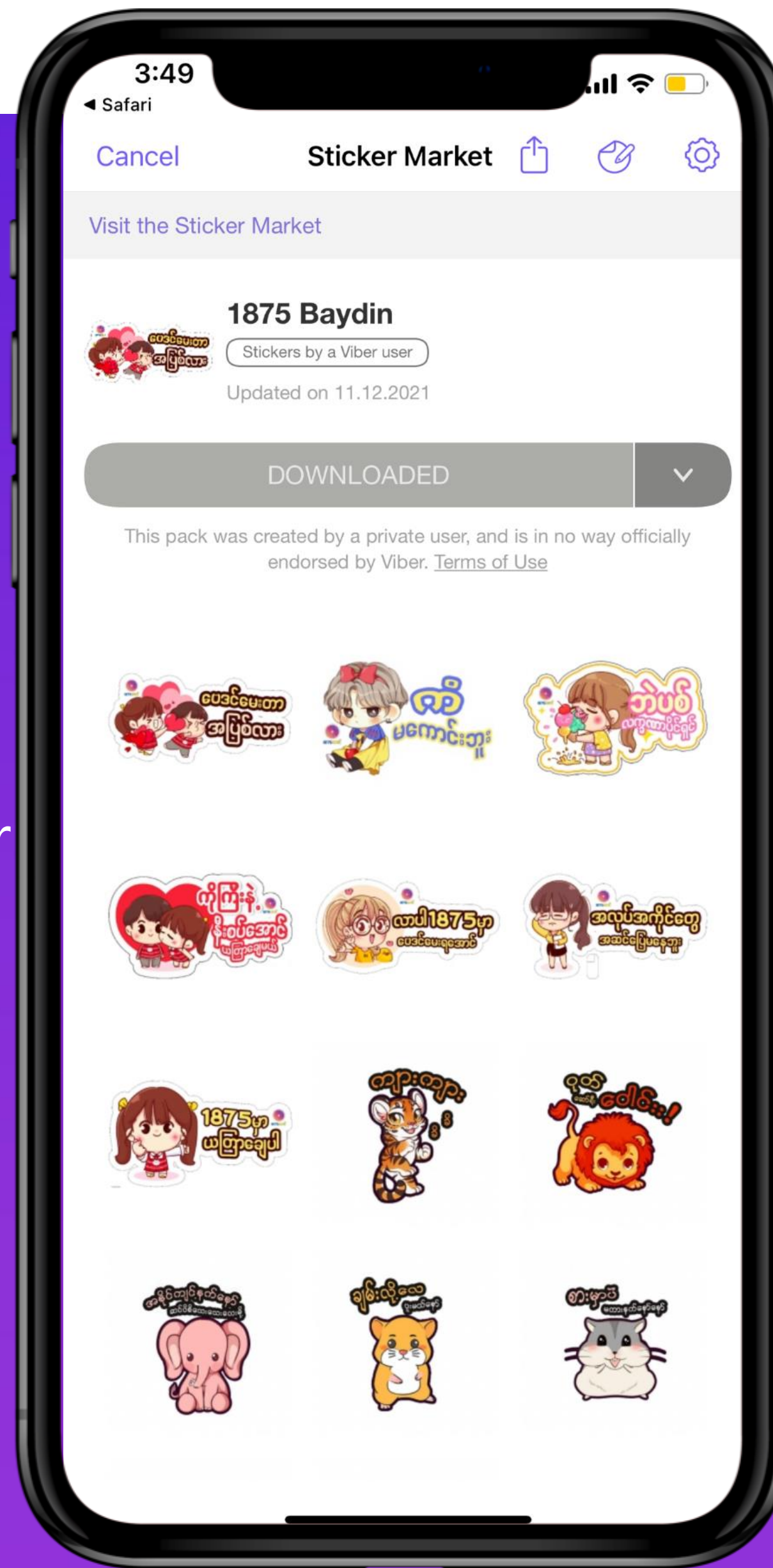
Provide Customers branded content

✓ Audio

Connect with customers through sound for full-funnel marketing initiatives

✓ Animated

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



Mechanics

✓ Free to download

Increase Brand Awareness and let users communicate with your branded stickers

✓ Free & Subscribe

Increase Engagement by automatically subscribing users to your Chatbot

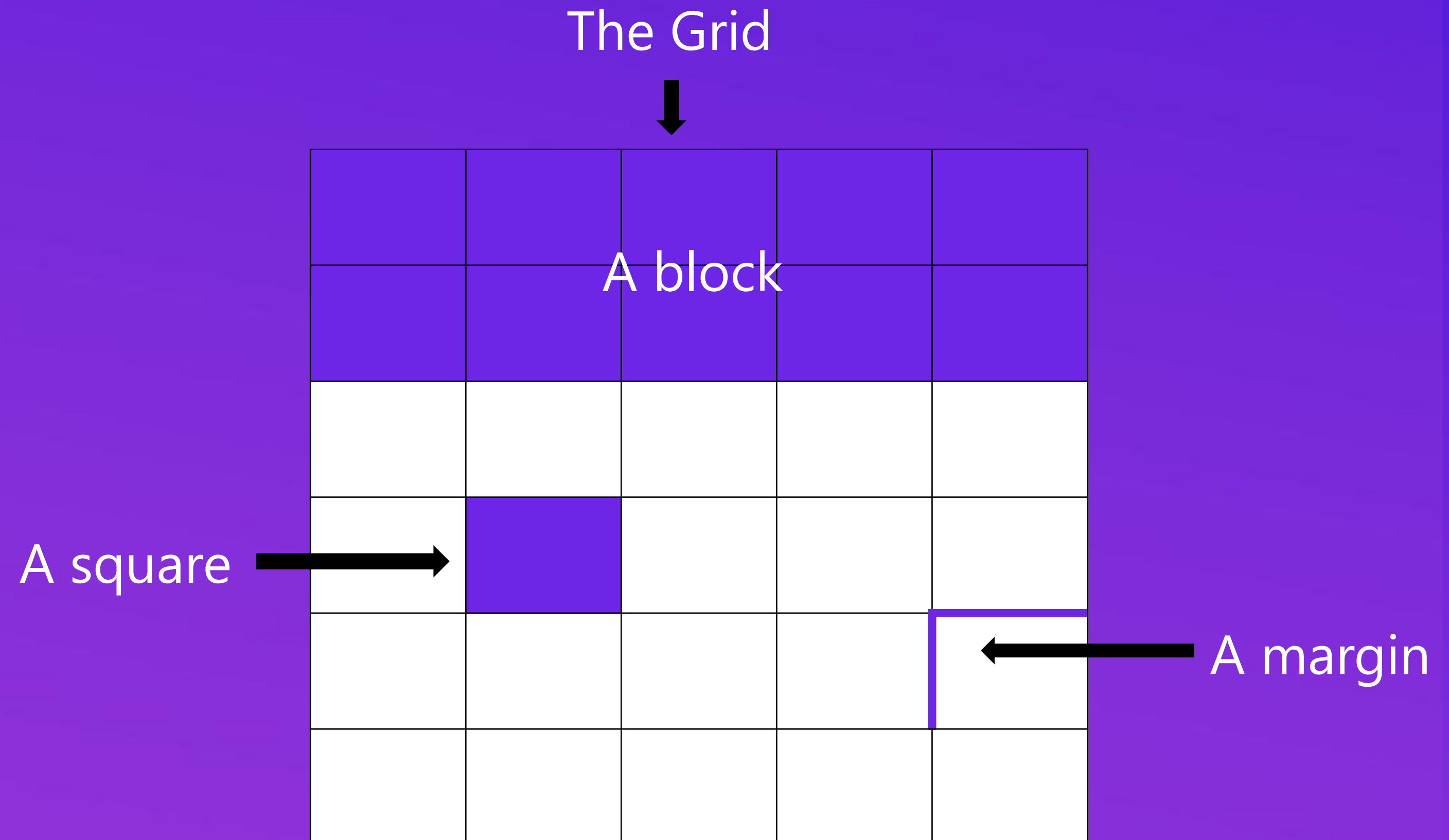
✓ Free & Join

Grow the audience of your Community and share relevant information to your followers

Technical Breakdown-The Grid

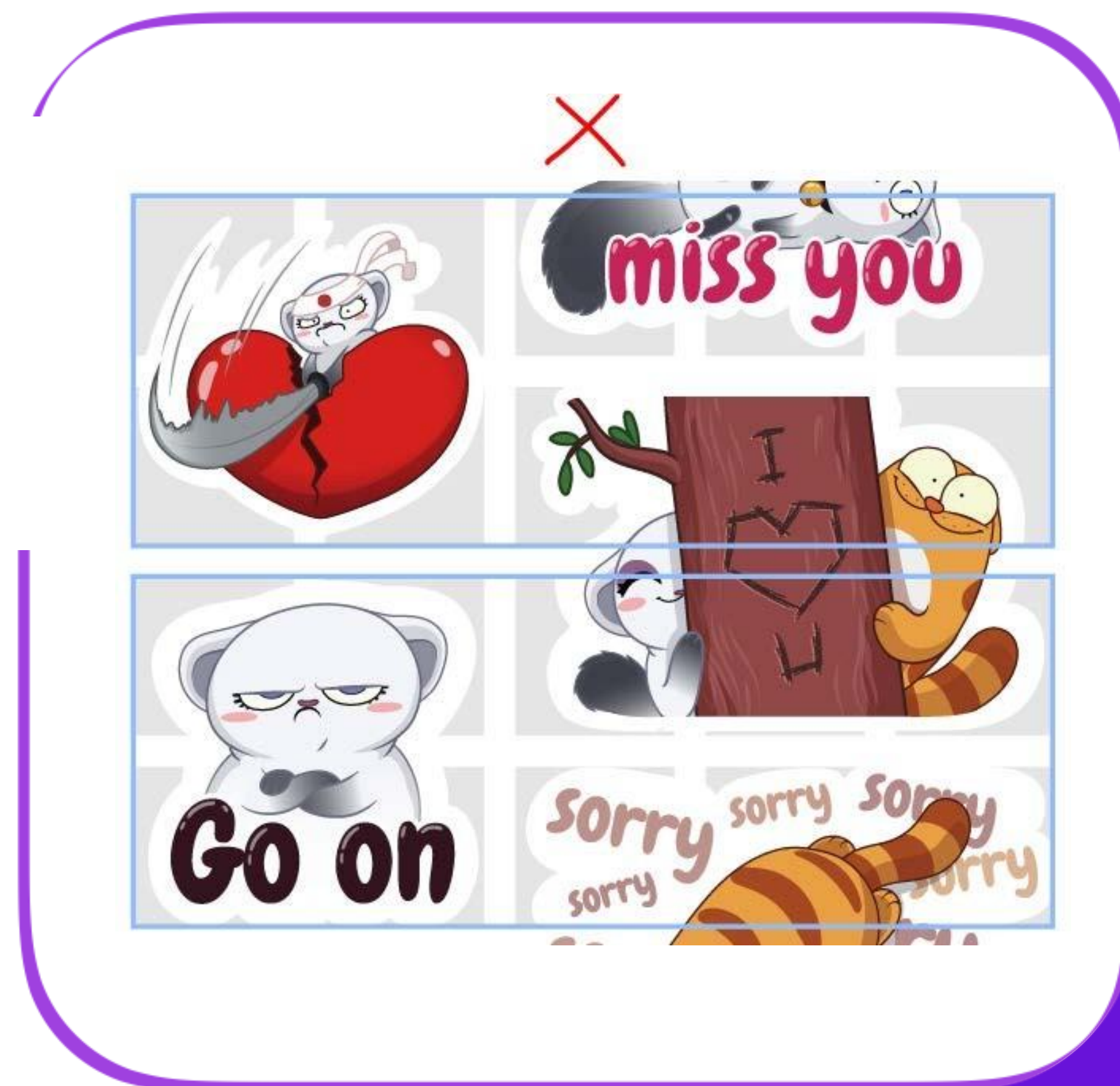
Stickers are arranged on a **package grid**, which is made up of many squares.

Each square is 300x300 pixels. 10 squares in the arrangement of two (2) rows and five (5) columns are called a **block**.



Technical Breakdown-The Grid

Blocks must be designed in a way that they can be cut from the grid without cutting a sticker in the middle. The stickers must be placed inside the block, and cannot be placed between 2 blocks:



Creating A Static Pack

Stickers can be designed in **6 sizes**. The numbers (1x1, 1x2...) show the number of squares on the grid the sticker is taking:

1x1

2x1

1x2

3x1

2x2

3x2



Sticker packs should always have an even number of blocks and include **16-18 stickers** (around **8 blocks**).



Pack Theme

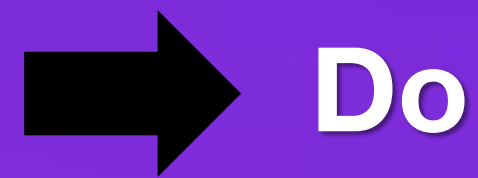
Successful sticker packs are based on a theme or character.

Examples:

- Christmas
- Love
- Seasonal
- Branded

Do & Don't

*TIP:Stickers should be contextual and communicative. If you can't think of a situation where a sticker can be used in a chat, remove it.



- Expressions
- Mood
- Emotions
- Activities
- Situations
- Basic/Commonly used messages
- Fonts that complement the art



- Drugs
- Nudity
- Graphic Violence/Sexual content
- Defamation of likeness
- Copyrighted images
- Biased politics
- Religious content (with the exception on holidays)
- Stereotypes based on: race, religion, gender, nationality, sexual orientation etc.



Delivery

An editable file in .psd or .ai format with separated layers (**white border, background, text, image, etc.**)

Important Note

- PSD files should be in high resolution (1 square on grid = 300x300 pixels)
- Include a PNG version of the sticker pack
- Please make sure to turn all fonts into shapes / rasterize them. Otherwise, include the font that was used in the pack
- Please make sure to embed images in the source files before sending





Animated Sticker Guidelines

Once the Sticker pack is approved, it can be turned into animated pack with **Viber's** in-house animation. **Animation process takes 1 month and can only start once we have approved the source files of the static pack.**

Requirements

1. Stickers pack needs to be created and sent to Viber in Vector files (Using Flash / Illustrator)
2. Static pack should be stripped of all filters (such as blur) including mesh gradients. Use only linear or radial gradients.
3. Inner structure should be simple as possible – vector shapes should have as few data points as possible.
Pack should be designed in vector and not converted from a bitmap.

Adding Sound to Sticker Packs (1/2)

Sound effects can be added to both static or animated stickers. Below are guidelines for providing sound files for your sticker pack.

Static Stickers with Sound

Sounds can either be a spoken word or phrase, or a sound that relates to the visuals of the sticker (popcorn sound for a sticker that shows popcorn for example), between 1-3 seconds. Each sound should be very clear, without too many noises playing at the same time.

Sound file guidelines:

- Each sticker should have its own separate sound file
- Clearly number every sticker on the grid and send sound files with corresponding numbering
- Save sound files in MP3 format in 'High Quality', max limit of 500 Kb,
- Sounds should start immediately as the file starts playing, no silence at the beginning





Static Stickers With Sound

Same guidelines as static stickers (above) and:

- Sound length should be as long as the animation run-time
- Take into consideration the number of loops an animation plays and match the loop in the sound file
- If sound is meant to reflect a character speaking, sound should sync the character's mouth movement

Viber Additional Messages



Viber Sticker Type	Price	Currency
Free to download	20,000	USD
Free & Join	25,000	USD
Audio (Additional)	2,000	USD
Animated (Additional)	10,000	USD



Design Charges are not included for this rates. These rates are for going on Viber's Sticker Platform.

***Rates are in MMK for a 3 month campaign**

*Free & Join - Users that download the sticker pack automatically become Subscribers to the brand's bot or Members of the brand's Community

*Audio - The stickers play a sound

*Animated - The stickers move





Viber Sticker Report

Downloads - the amount of times that the sticker pack was downloaded from the sticker market.

Sent 1on1 - the amount of times that any sticker from the sticker pack was sent in a 1 on 1 conversation.

Sent group - the amount of times that any sticker from the sticker pack was sent in a group conversation

1on1 Exposure - the number of daily unique users who sent or received the sticker pack from a 1 on 1 conversation.

Group Exposure - the number of daily unique users who sent or received the sticker pack from a group conversation

Public Chat Exposure - the amount of users who sent or viewed the sticker pack in a public chat.

Exposed Users - the number of unique users ever who sent or received the sticker pack in any of the Viber platform.

Required Documents From Business



Warranty Letter

Service Form

Company Registration Form

Company Website

Business Logos
(50x50, 65x65, 100x100, 130x130, 360x280)

Service Contract

Note: Viber's workweek is Sunday - Thursday. They won't be able to approve new service requests on Friday, these requests will be handled on Sunday and will be available by Monday. Creating a new sender ID usually takes **48 hours** from the submission date.

- ▶ This plan based on client requirement and quotation will be set and advised.
- ▶ This quotation is only valid within 1 month after quotation sent.
- ▶ All prices are exclusive of 5% commercial tax.
- ▶ Ethan Tech shall provide required tools for Viber portal and dash board.

Additional Charges

- ▶ The client shall pay any additional charges for remittance if have.
- ▶ There could be additional charges for customized report, the database of customers' phone number from BOOM and other additional requirements.

Payment Terms

- ▶ One Time Set-up fees should be paid 100 % in advance.
- ▶ For Viber Blast, Viber SMS should be pre-paid in order to keep sufficient message credit in the account balance before the campaign starts.
- ▶ For Account Registration, monthly payment terms with invoice submission to xxx Group after report reconciliation in the first week of every month.



THANK YOU

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