

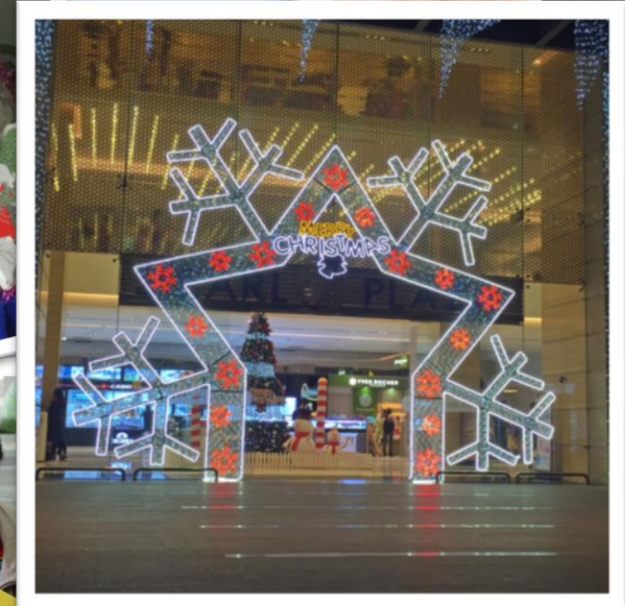
The Christmas Robot

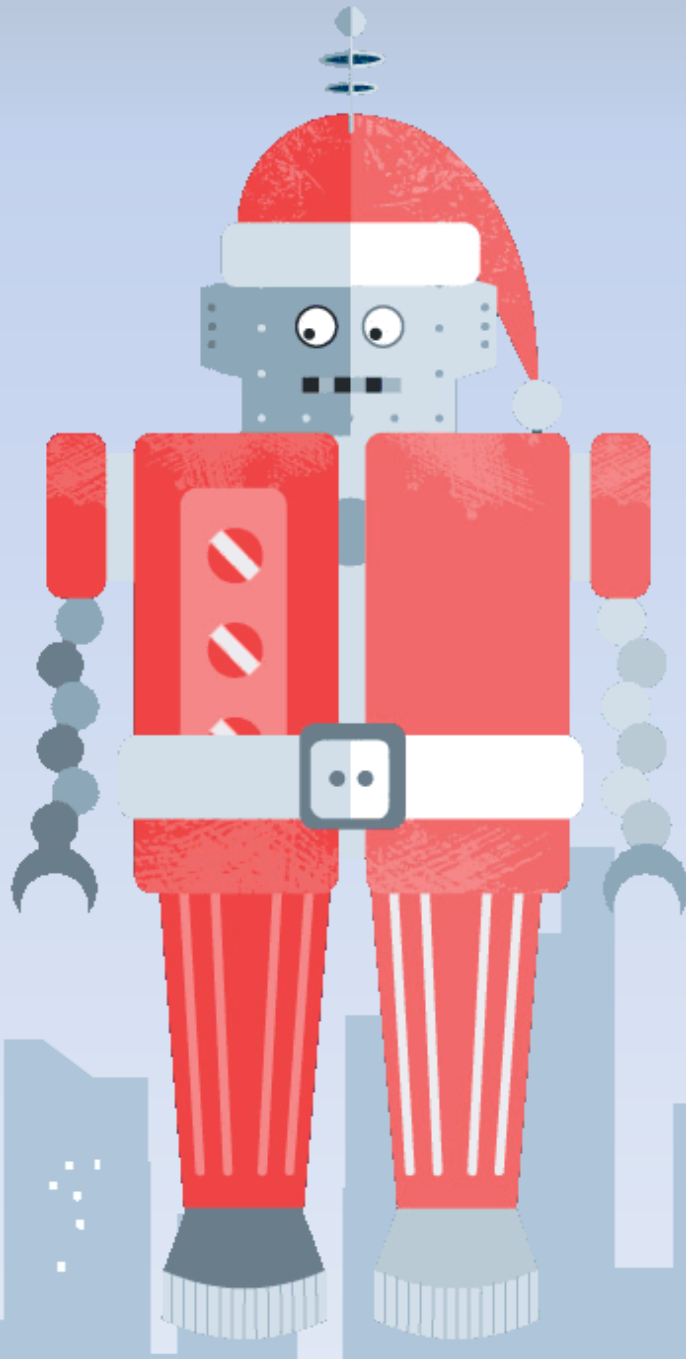
A Facebook Messenger chatbot
filtering for spiritual seekers



Three Questions

- *Who are they?*
- *Where are they?*
- *What do you want them to do?*





By The Numbers

- **47** Individuals who wanted to speak to a person and/or learn more about Jesus (no Xn influence)
- **\$5.16** spent per each of those 47 individuals
- **\$242.71** total spend (\$177.71 on ads; \$50 stock images; \$15 Chatfuel service)
- **40** hours (approximate) spent writing, translating, designing the bot and ads
- **38** days bot was live
- **493** people engaged with the bot
- **192** people made complete navigation through the bot