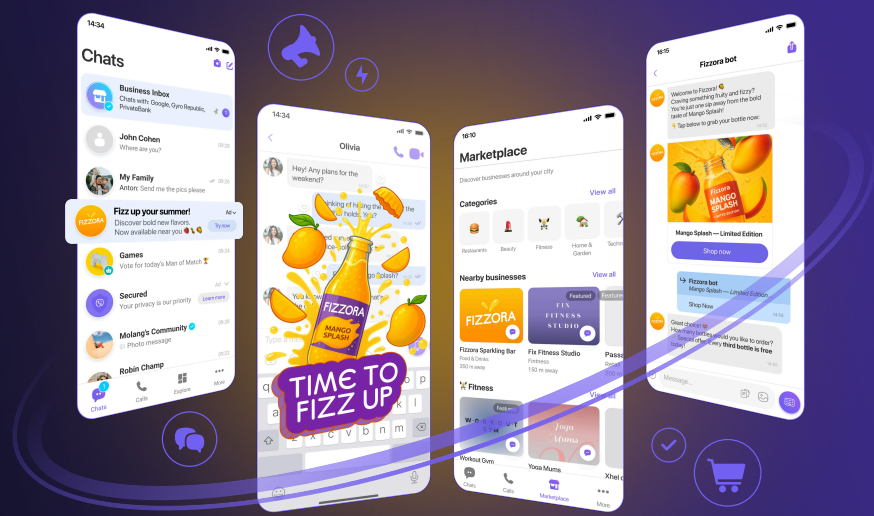


# Viber 360 Campaigns

An all-in-one communication journey designed to reach, engage, and convert your audience across Viber.



## What are Viber 360 Campaigns?

Viber 360 Campaigns combine Viber's full suite of business solutions into one integrated flow:

- **Build awareness** with ads and immersive in-app experiences
- **Spark engagement** by letting users open a chat with your brand in a single tap
- **Drive conversions** by guiding customers straight to your checkout page

One app, every touchpoint.



### Full-funnel impact

Seamlessly guide users from discovery to purchase with connected touchpoints.



### Multi-format storytelling

Combine ads, in-chat animations, AR-powered experiences, chatbots, and more into one cohesive journey.



### Measurable results

Track performance across every touchpoint and optimize campaigns for maximum impact.

## How it works

### Plan your customer journey

Define your objectives: awareness, engagement, or conversions.

### Sequence your campaign

Work with our team to combine Viber for Business solutions for maximum impact.

### Engage your audience

Deliver the right message at the right time in the most effective format.

### Measure and optimize

Access real-time campaign insights and refine performance.

