Facebook Messenger Bots Will Soon Have Multiple Personas

Facebook Messenger bots will soon begin expressing themselves through multiple personalities, but it’s not schizophrenia—just one of the updates to Messenger Platform that were announced Friday. Developers of Messenger bots now have access to the new Persona API (application-programming interface), in open beta, which enables them to add multiple personals to their bots for different… https://www.adweek.com/digital/facebook-messenger-bots-will-soon-have-multiple-personas/