Nike’s Jordan Brand Is Using a Facebook Messenger Bot to Deliver Content

Nike teamed up with conversational artificial intelligence platform Snaps on a Facebook Messenger bot for its Jordan Brand that it hopes will jump out of the gym among the sneakerhead community. Dan Harbison, global senior director, digital for the Jordan Brand, said his team looks at the two-way conversations enabled by Messenger bots as a… https://www.adweek.com/programmatic/nikes-jordan-brand-is-using-a-facebook-messenger-bot-to-deliver-content/