

Headline: Australian MarTech Startup Notifvia Launches Chatbot Platform

Sub-head: The SaaS company offers a self-service chatbot platform for marketers designed to eliminate the gap in the messenger bots market.

Body:

[Melbourne, Australia - 1st Feb 2021] Notifvia today announced the launch of its self-service chatbot platform that enables users to create powerful chatbots for Facebook Messenger. The software-as-a-service (SaaS) company makes it easy for marketers to build chatbots for Facebook through its no-code platform and one-click feature install process. Notifvia also helps to significantly reduce the cost of building a chatbot through its freemium and affordable monthly flat-rate pricing options.

Notifvia's platform provides additional features such as Product Catalog, Lead Generation, Live Chat, FAQ Manager, Gift Finders and many more, all via its one-click install option. The company's no-code solution does not require complex flow builders when designing the chatbot structure. While competitive solutions charge incrementally based on performance in addition to large setup fees, Notifvia only charges users a flat monthly \$49 AUD (\$39USD) fee for its Pro package, making it easier for marketers to forecast their budgets more accurately.

The company was founded by industry expert Abs Elmaz, who previously ran digital agency Social House Media founded in 2011 (the company officially rebranded to Notifvia in 2021). "During my time running the agency, it became apparent that there was a gap in the market for messenger bots that focused on building features for specific verticals such as Automotive and Retail, and for a self-service offering that was not overly complex for the average marketer to use", Elmaz explained. "At this point I decided to pivot from building custom ad-hoc chatbots to launching a completely self-serve chatbot builder for the Australian market." The chatbot messaging industry is projected to be valued at over \$100 billion by 2025.

Users can get started on the platform for free without a limited trial time or credit card requirement. The company is currently offering a free three-month Pro account to all businesses affected by the COVID-19 pandemic to help kickstart their 2021 marketing efforts.

Notifvia has been bootstrapped since its inception and has yet to take outside investment. Based in Melbourne, Australia, the company also has offices in India and the UK.

www.notifvia.com