

# WhatsApp for Business

From Chat to Checkout:  
The Next Era of Customer Engagement



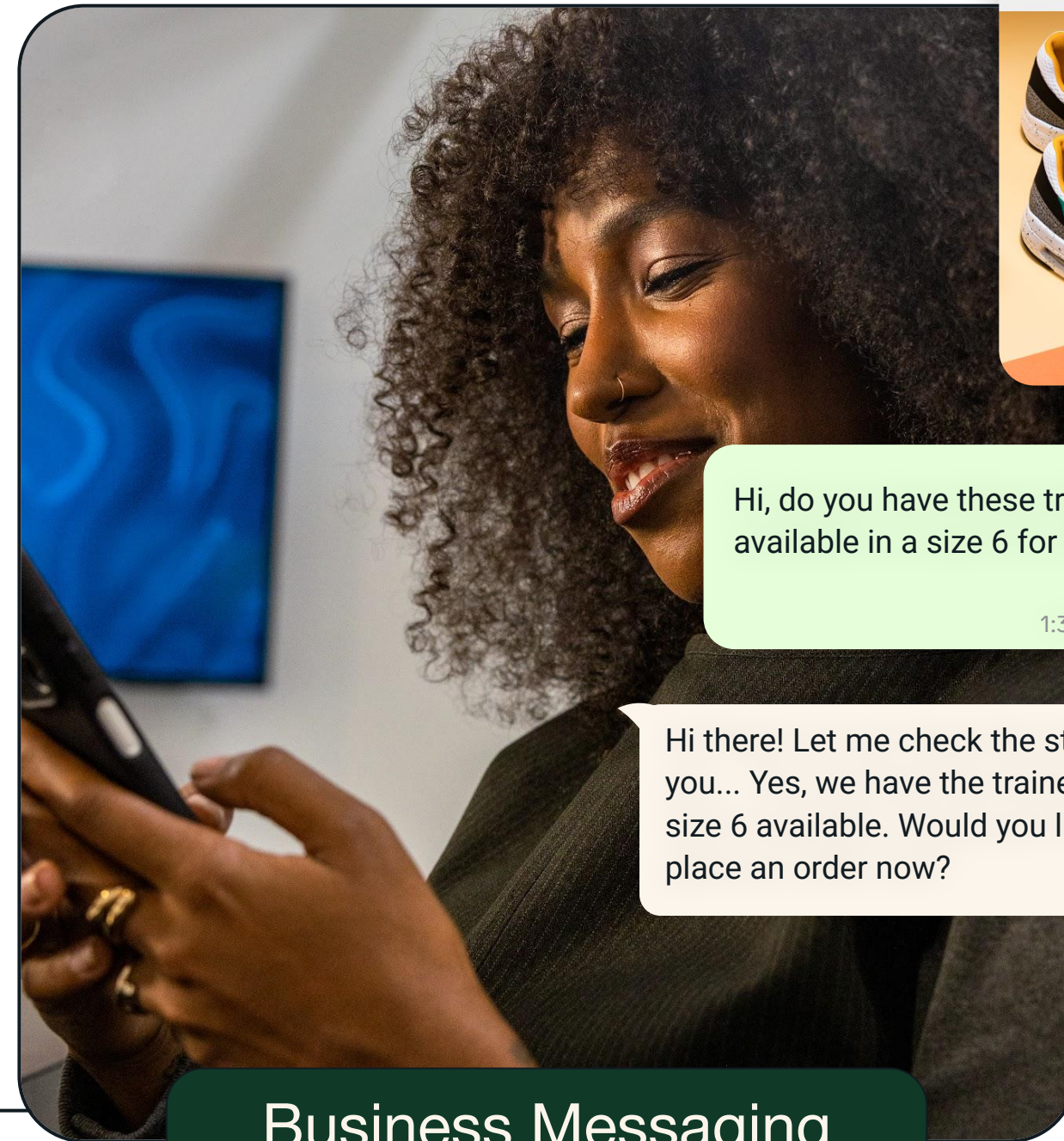
from  Meta

Philipp Bunk  
Client Solutions Manager



from  Meta

# WhatsApp is for the next era of customer engagement



Business Messaging

Personal engagement at scale on  
people's preferred messaging  
channels, driven by AI

# ...and it starts now

# Everyday, WhatsApp is the most opened app in the world.

It's not just an app, it's the operating system for daily life.

Global Engagement

30

OPENS PER DAY

Almost 3x more than the next most opened app

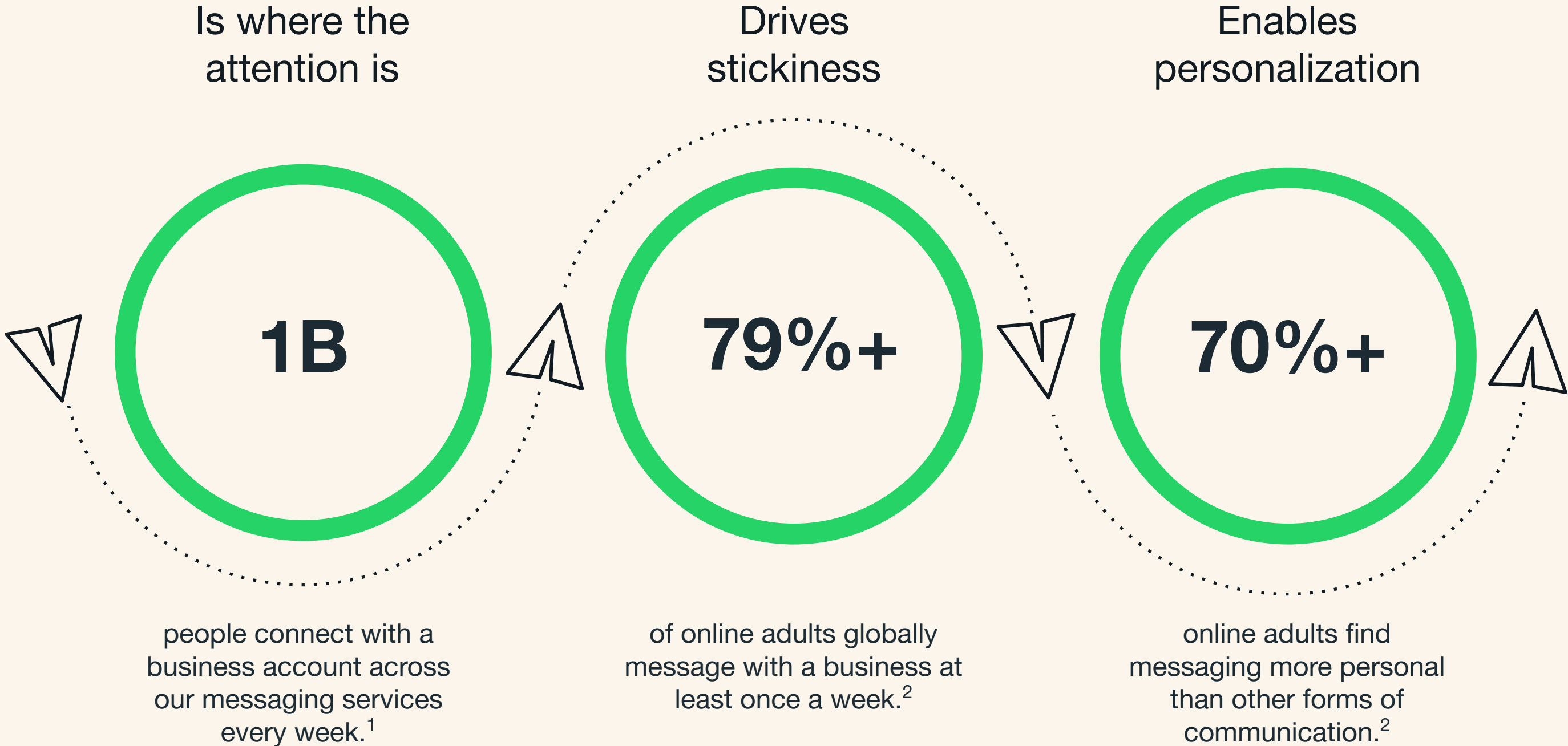
Usage Depth

45+

MINUTES DAILY

Average time spent per active user in DACH

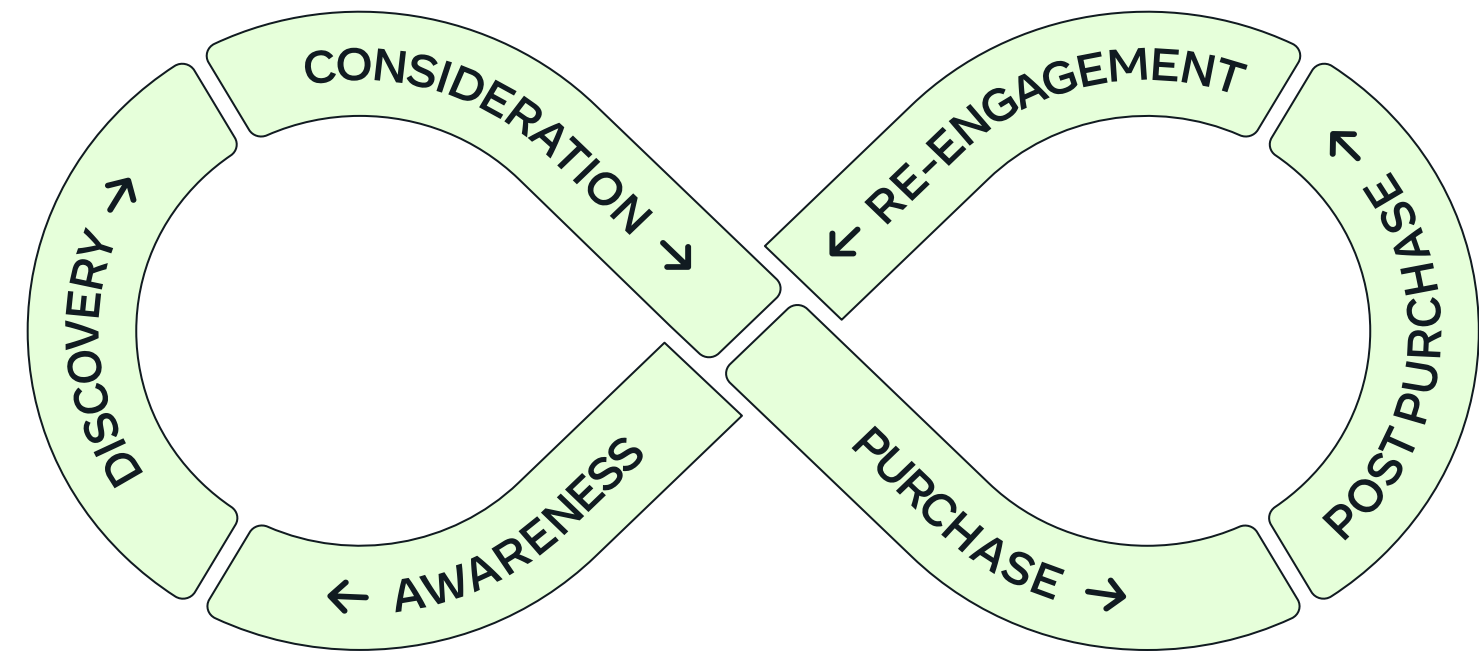
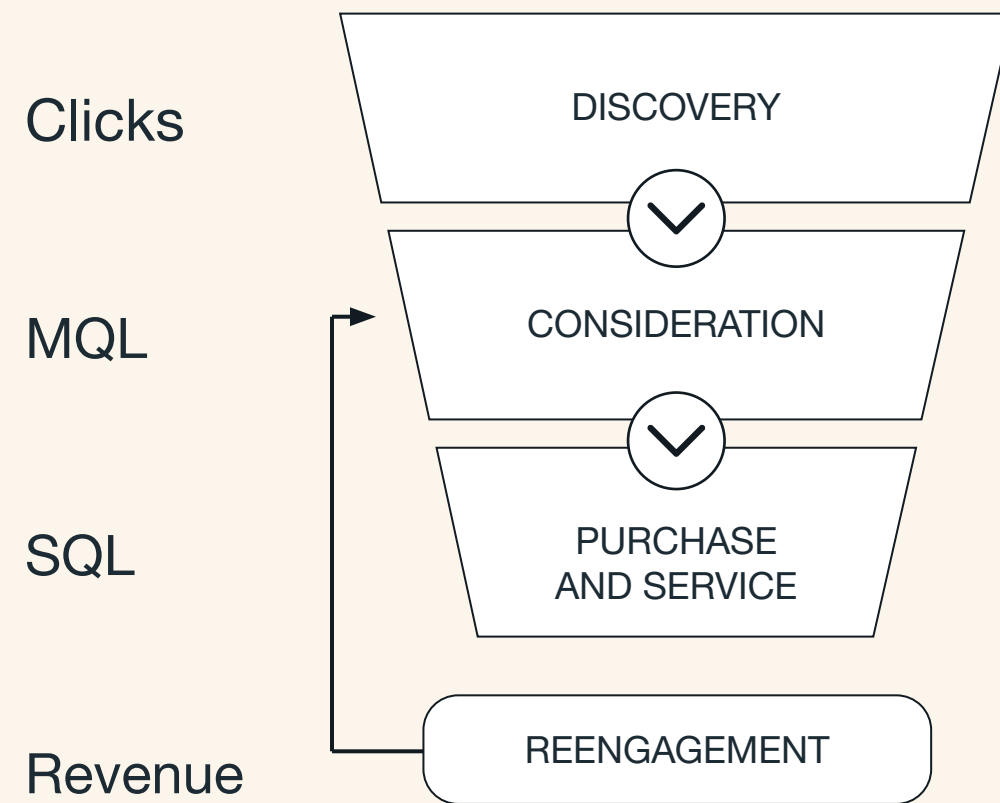
# Business Messaging...



Source: 1. Meta data, March 2024. 2. Meta Q3 23 Earnings, Oct 2023. 3. Meta Q223 Earnings, Jul 2023.

Source 2: Source: Business Messaging Usage Research by Kantar. (Meta commissioned online study of 6,513 online adults in BR, MX, ID, TH, VN, UK, DE, ES, FR, IN, US, PH, MY), March 2024

WhatsApp  
is for converting  
conversations into  
growth across the  
customer lifecycle



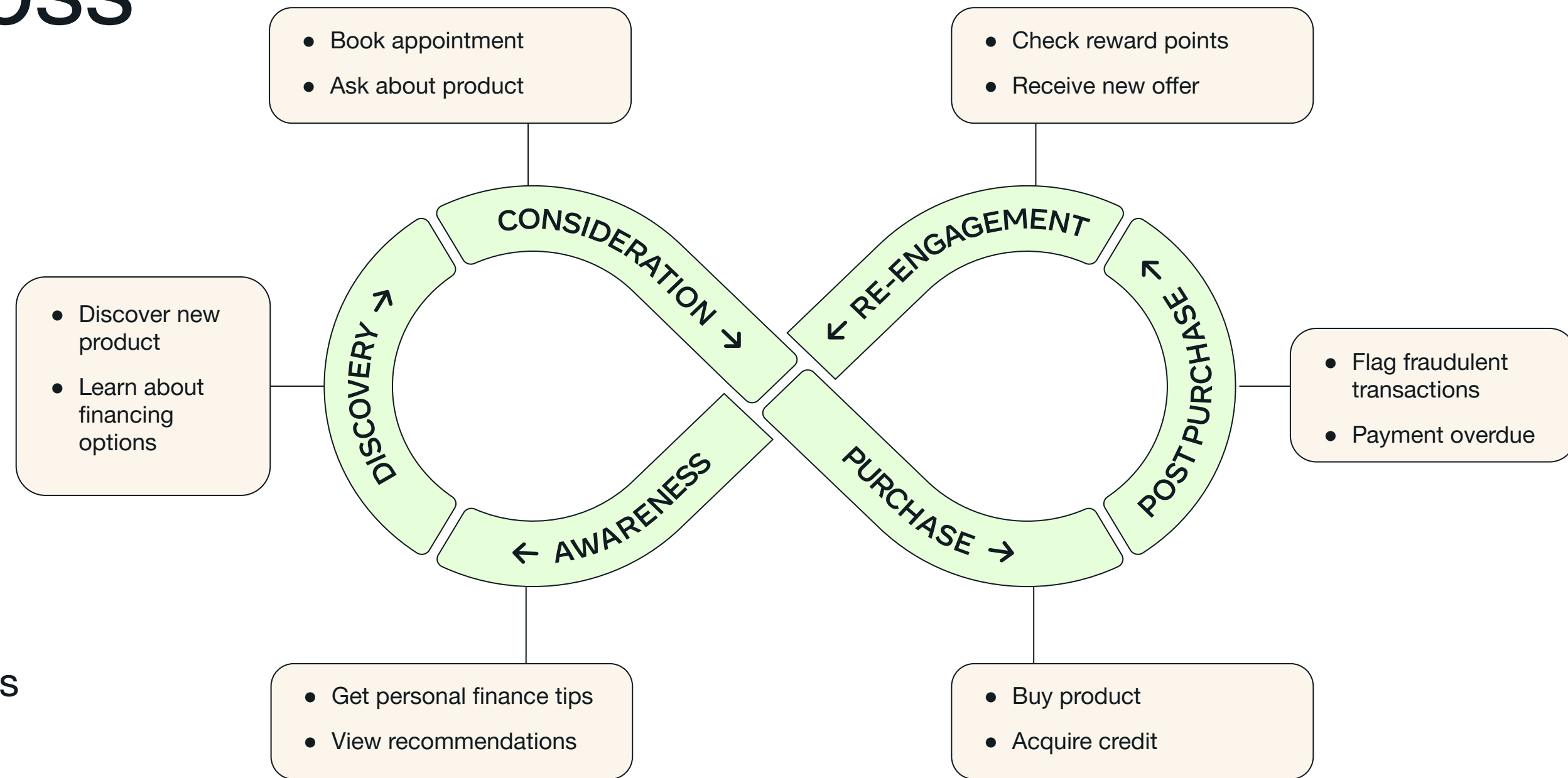
... to customer lifecycle

Always-on, engaging conversations across every  
interaction between a business and its customers.

# Drive value across the customer lifecycle

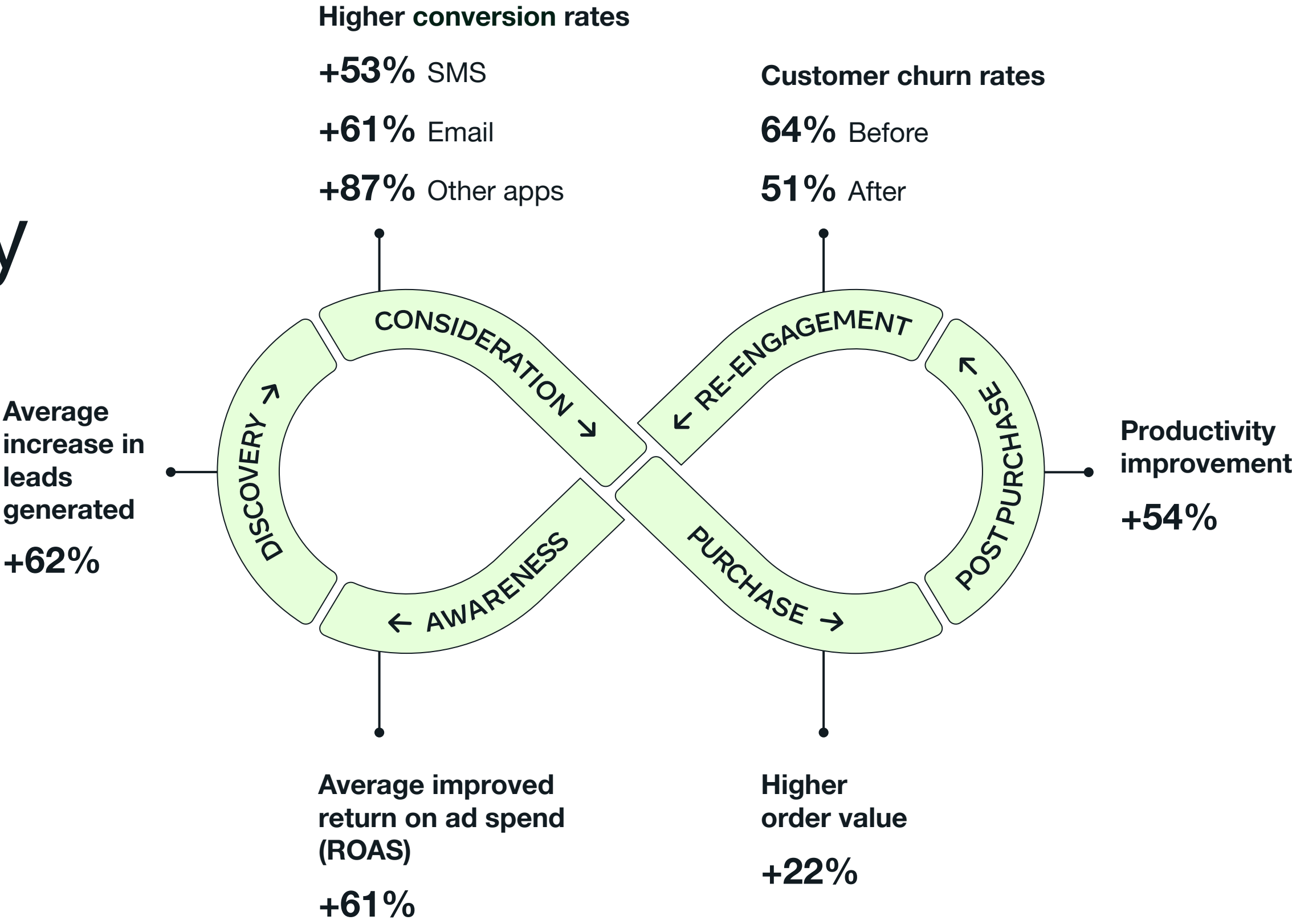
Every step represents a renewed opportunity for growth.

At each stage, business messaging plays a pivotal role, optimizing cost savings and new revenue opportunities while emphasizing retention.



# Performance superior to legacy channels

Meta Business Messaging leads to better results across the customer lifecycle when compared to legacy channels.



Source: Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, December 2022.

WhatsApp

is for building  
messaging journeys  
that drive engagement

# SMS is becoming a graveyard of unopened commercial messages

% SMS from businesses read

98%

2010

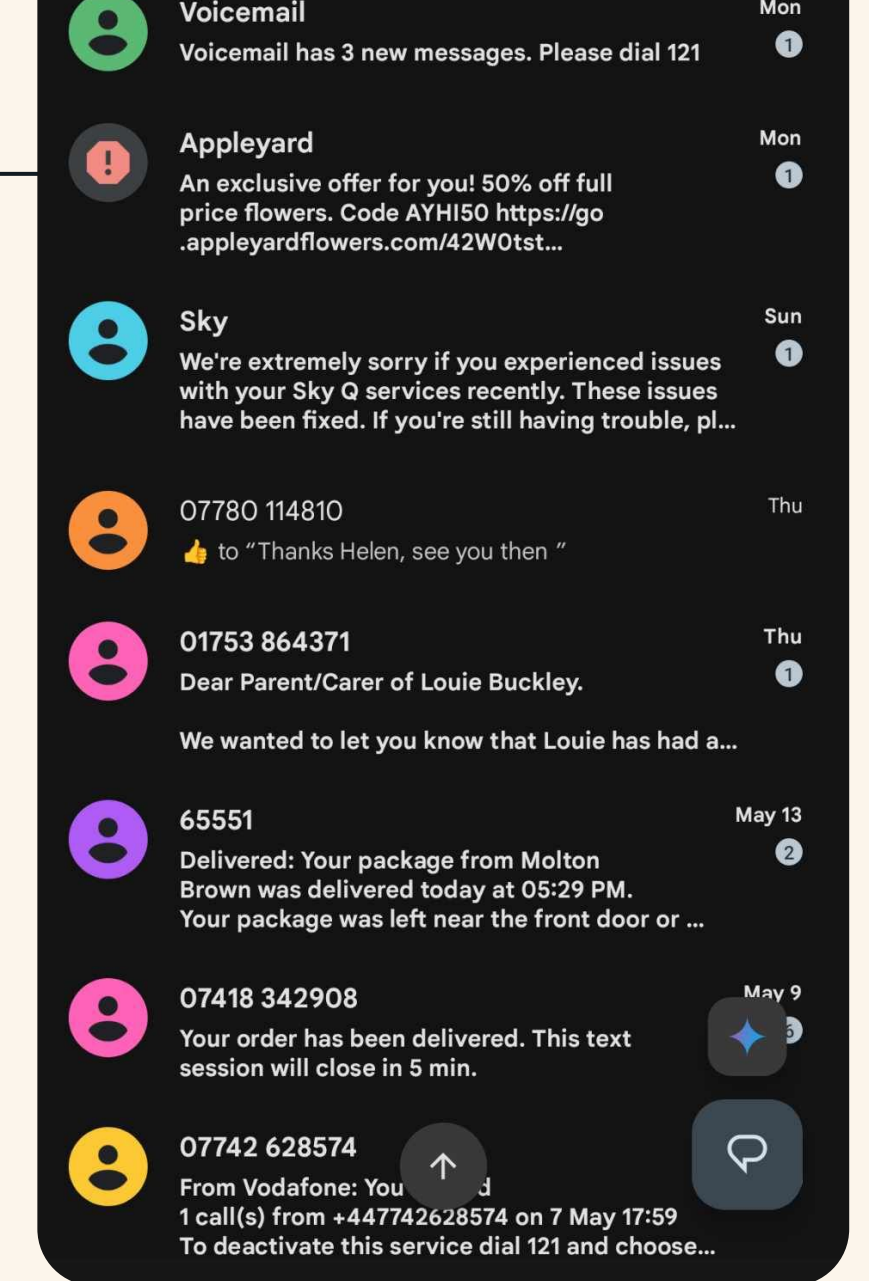
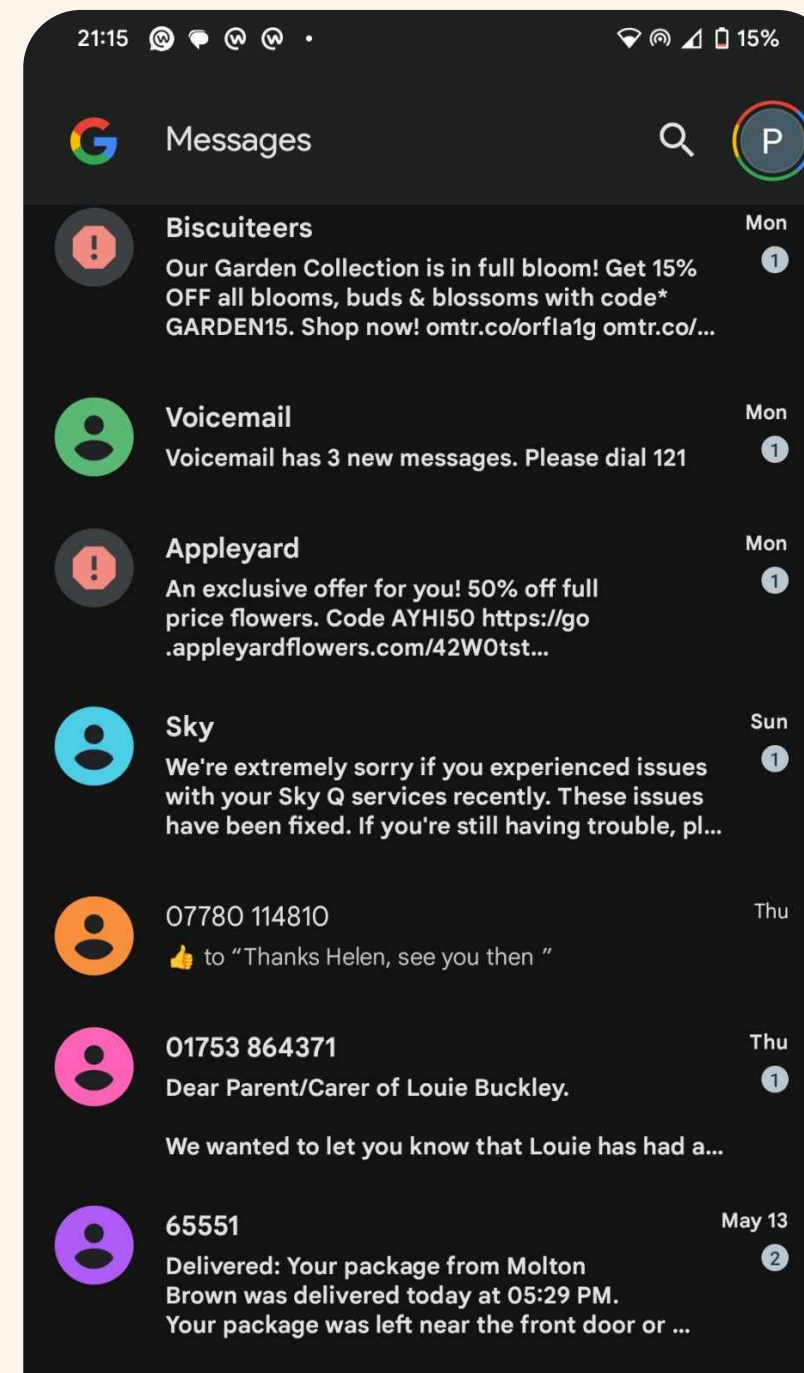
55%

2024



WhatsApp open rate is 98%

\*Source: Mobilesquared SMS read stats / Sinch open rate average



# What makes for a high quality experience?

Expected 

Customer has opted-in to receive messages of this type and generally reads or engages with your marketing messages. They are given option to opt-out at any time for any reason.

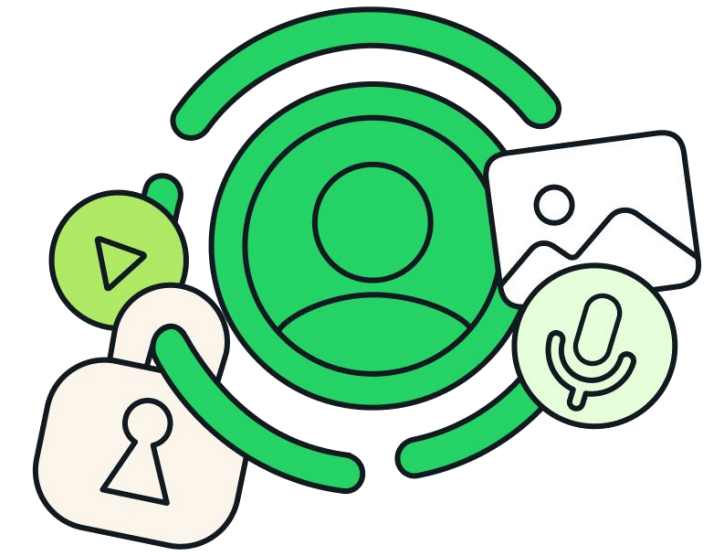
Timely 

Customer receives this message at a logical time (i.e. soon after engaging with the business or at a requested cadence).

Relevant 

Messages are personalized to the customer, contain valuable information, and outline clear call(s) to action.

# Full solution messaging journeys create opportunities for customizable and scalable conversations



## Entry point and re-entry point

Examples:

- Ads that click to WhatsApp
- Offline ads
- Utility messages
- Marketing messages

## In-thread experience

Examples:

- WhatsApp Flows
- AI chatbot
- Catalogs
- Payments

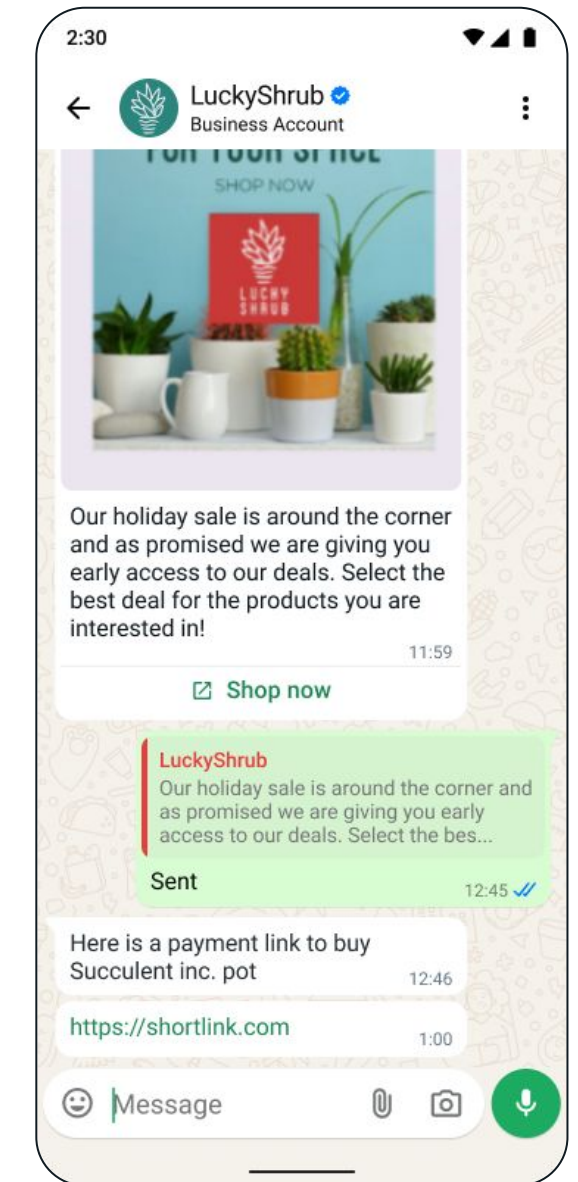
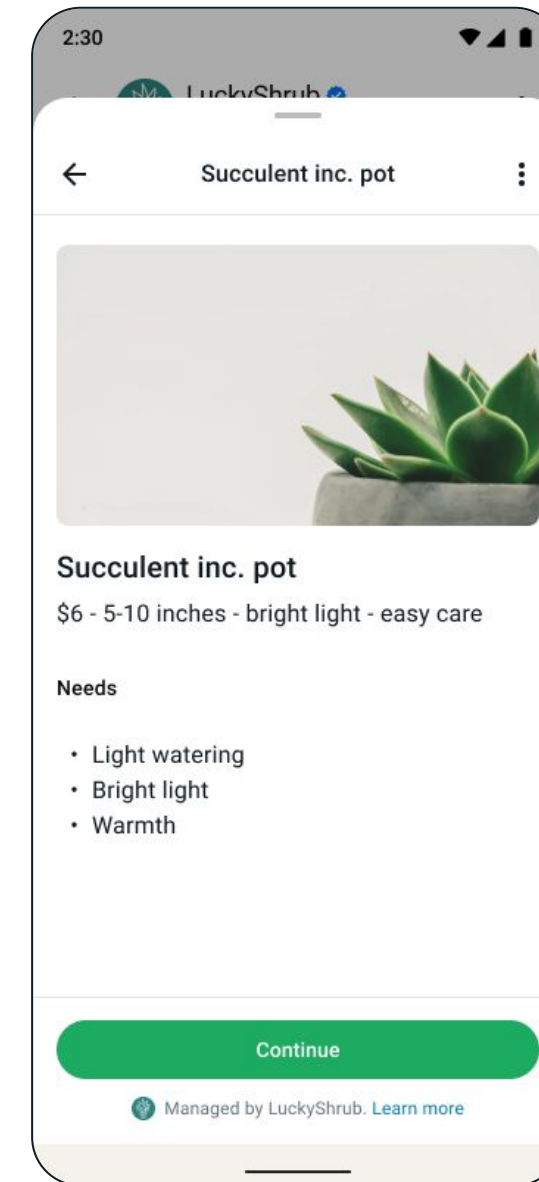
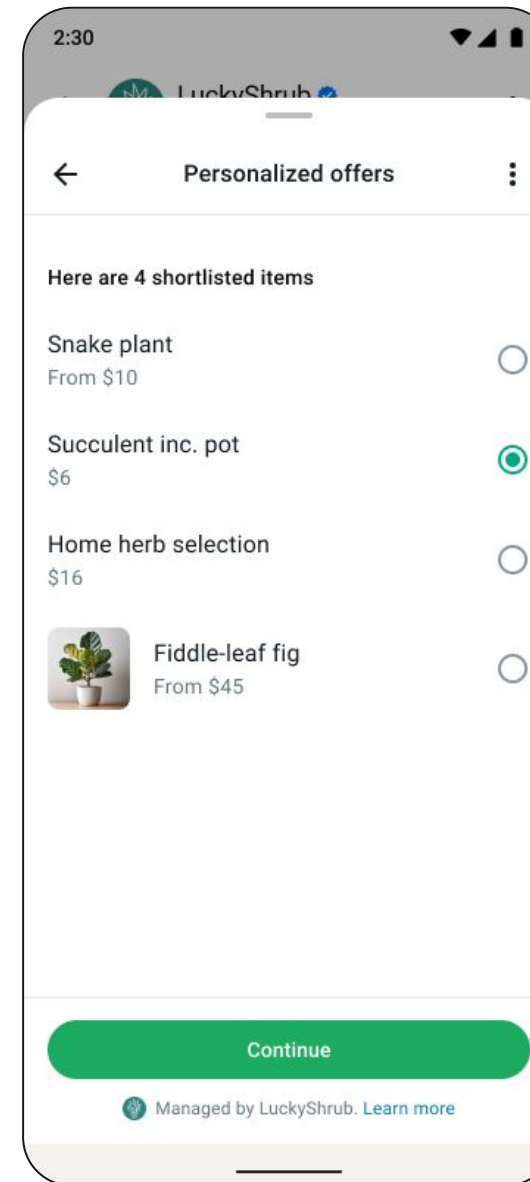
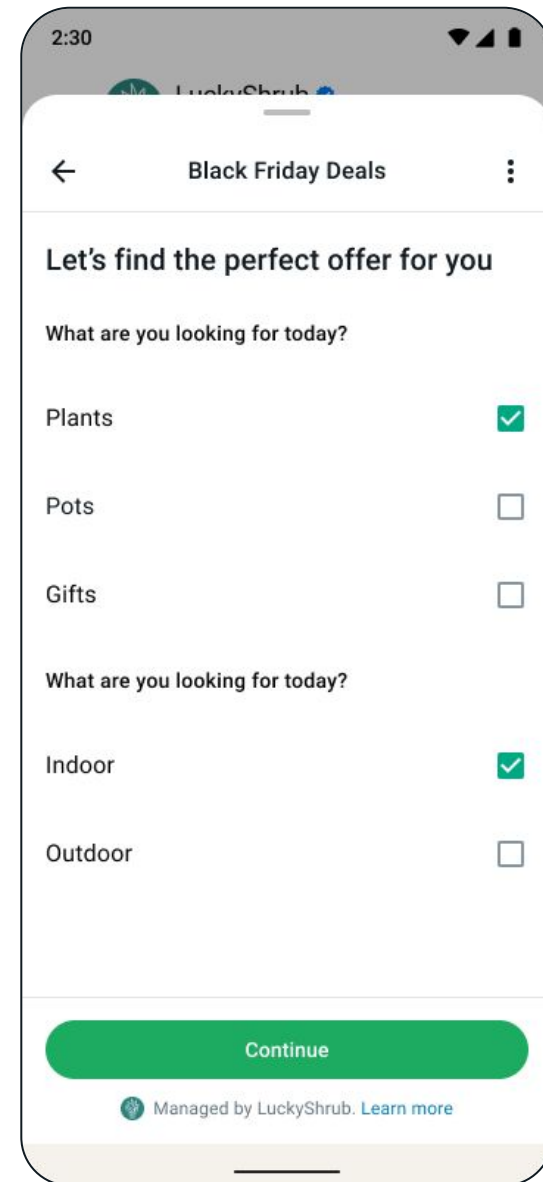
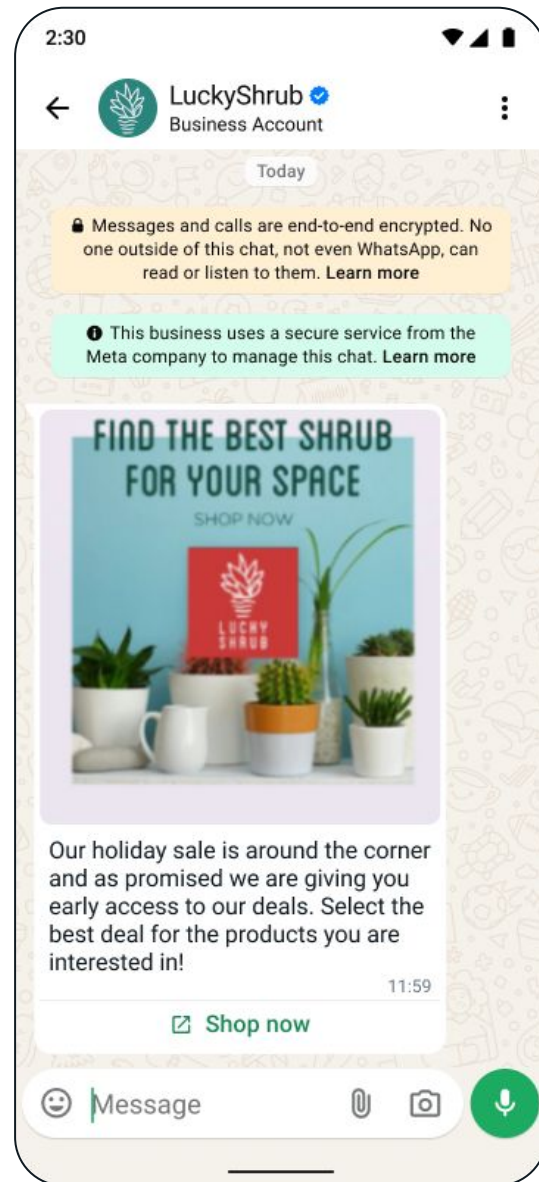
## Conversion point

Examples:

- Order or reorder items
- View order status
- Subscribe to a service
- Sign up for a loyalty program
- Book an appointment



# Personalized promotions messaging journey



## Entry point

Marketing message from CRM integration drives personal recommendation

## In-thread experience

Quick choice menus offer multiple recommended product lines of interest

Personalized offers lead to cross-sell and upsell

Customer views product details and can place order

## Conversion point

Customer completes transaction

# Multiple message categories optimize the conversation thread and create engaging experiences

User initiated



Ads that click to  
WhatsApp



Service

Business initiated



Utility



Marketing



Authentication

## Ads that click to WhatsApp

Start conversations and reach your customers at scale with ads that click to **WhatsApp**

### Create profile insights

Take our quiz and tell us more about you!

### Promotions

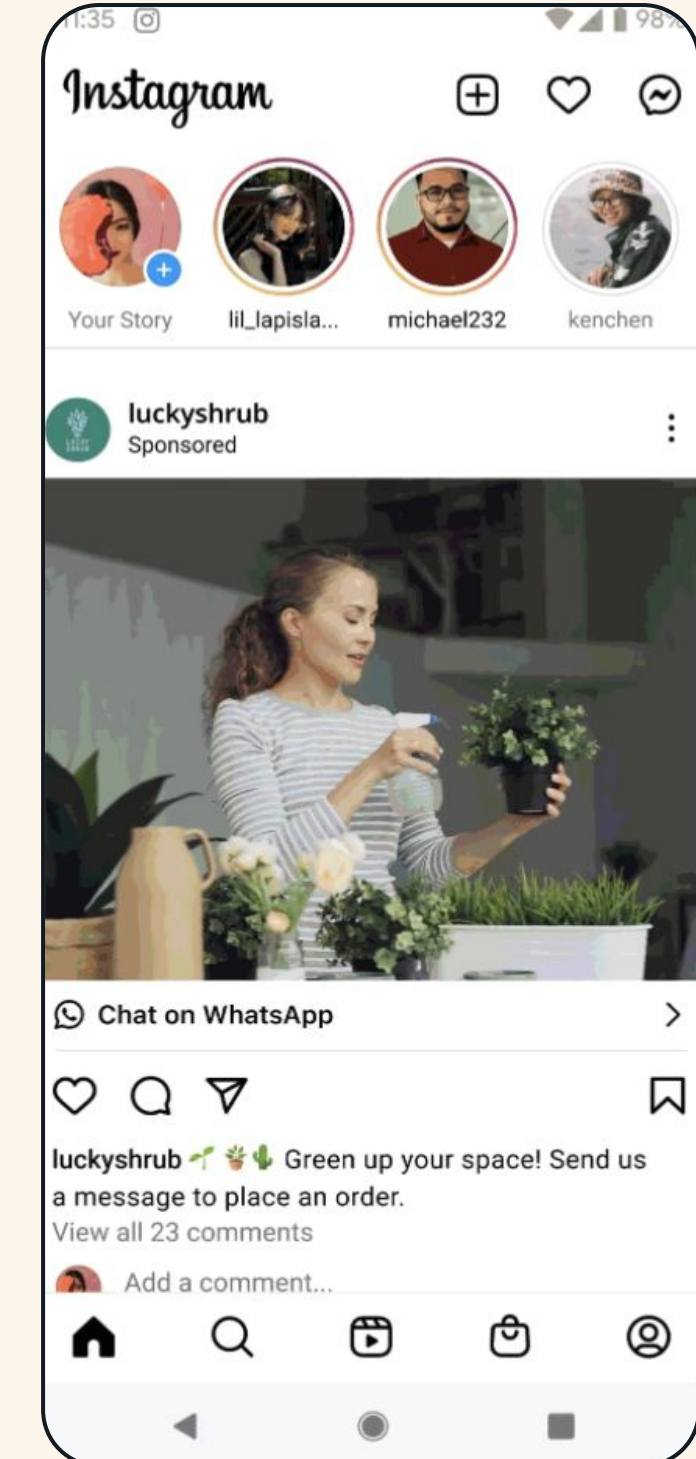
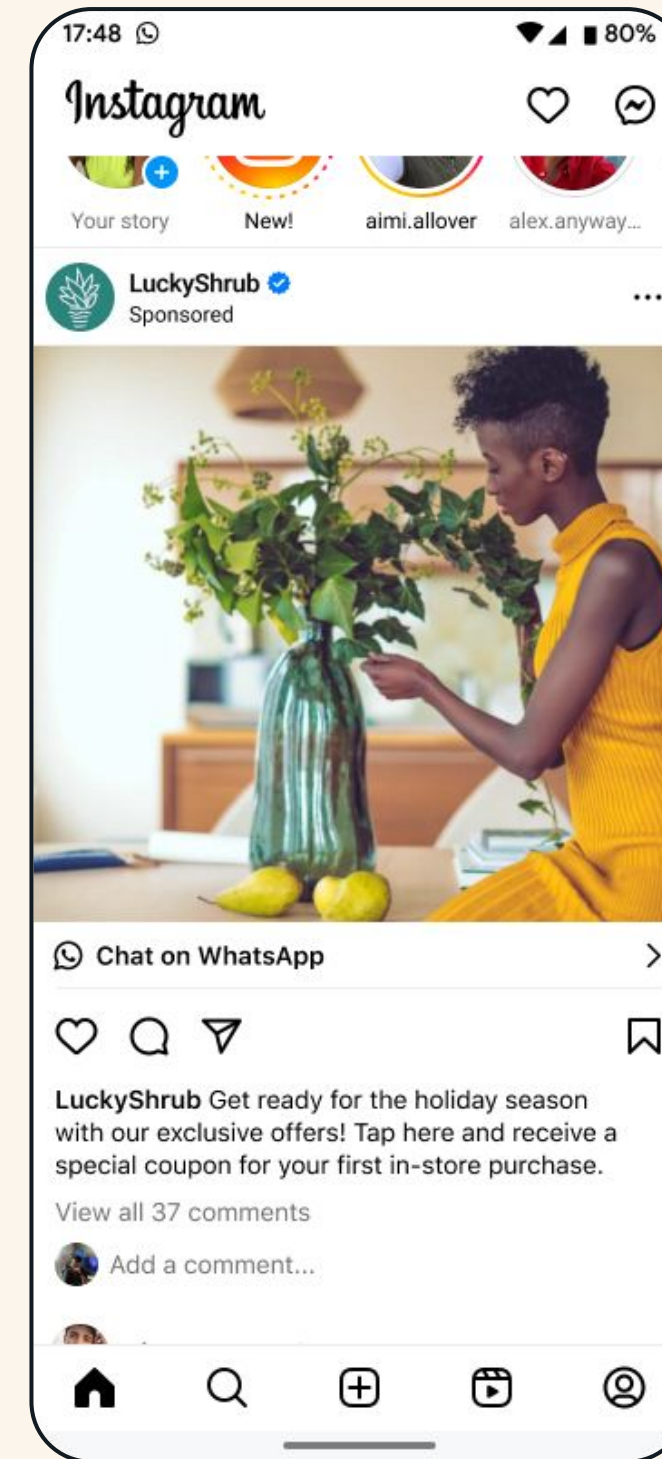
Check out our latest sale - Get up to 30% off!  
Click to WhatsApp to browse our sale catalog.

### Don't miss out!

Hooray! Our bestseller is now back in stock.  
WhatsApp us to find out more.

### Targeted promotional offer

As a valued customer of ours, here is a thank you from us. Use the code THANKS for 10% off!





# FIAT Brazil lowered lead costs with ads that click to WhatsApp optimized for leads

## Challenge

For this campaign promoting the Pulse, FIAT’s first SUV released in the Brazilian market, the automaker wanted to improve its ability to generate leads from these campaigns efficiently.

## Solution

This campaign promoting the Pulse consisted of two message approaches delivered via photo ads, video ads and Stories on Facebook and Instagram. One approach focused on special pricing offers, and the other encouraged drivers to “get out of the routine” by getting behind the wheel of a FIAT.

## Results

**29%**

lower cost per lead

**41%**

increase in leads

“The adoption of the campaign optimization solution for leads—going beyond targeting to generate conversations—allowed us to be more assertive in reaching more qualified users and generating leads. Our partnership with EssenceMediacom and Meta was essential for the maturation of our performance in converting users through messages.”

**Giovanna Mendonça**  
Marketing and Media Specialist, Stellantis (FIAT)



## Service messages

Customer contact via **WhatsApp** helps solve questions quickly and efficiently

### Product information

Do you have this article in size L?

### Shipping information

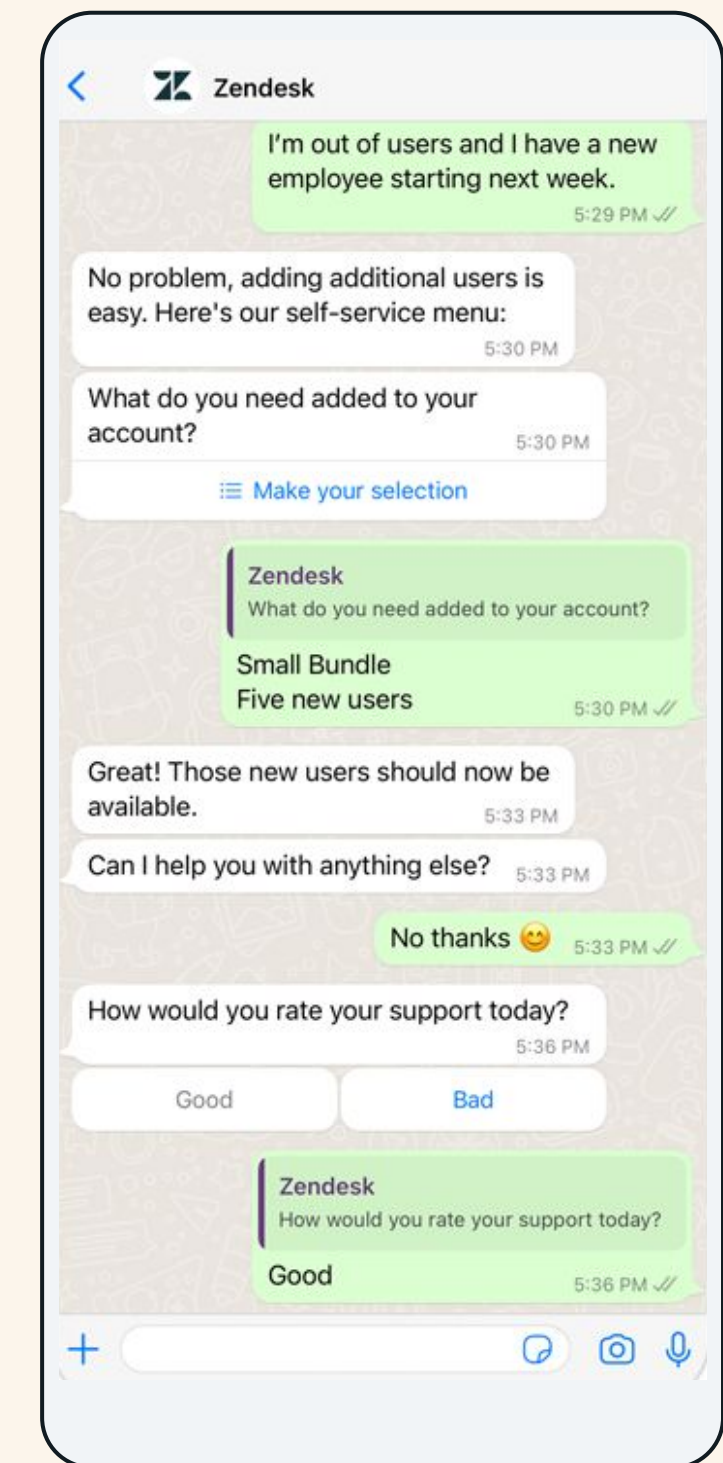
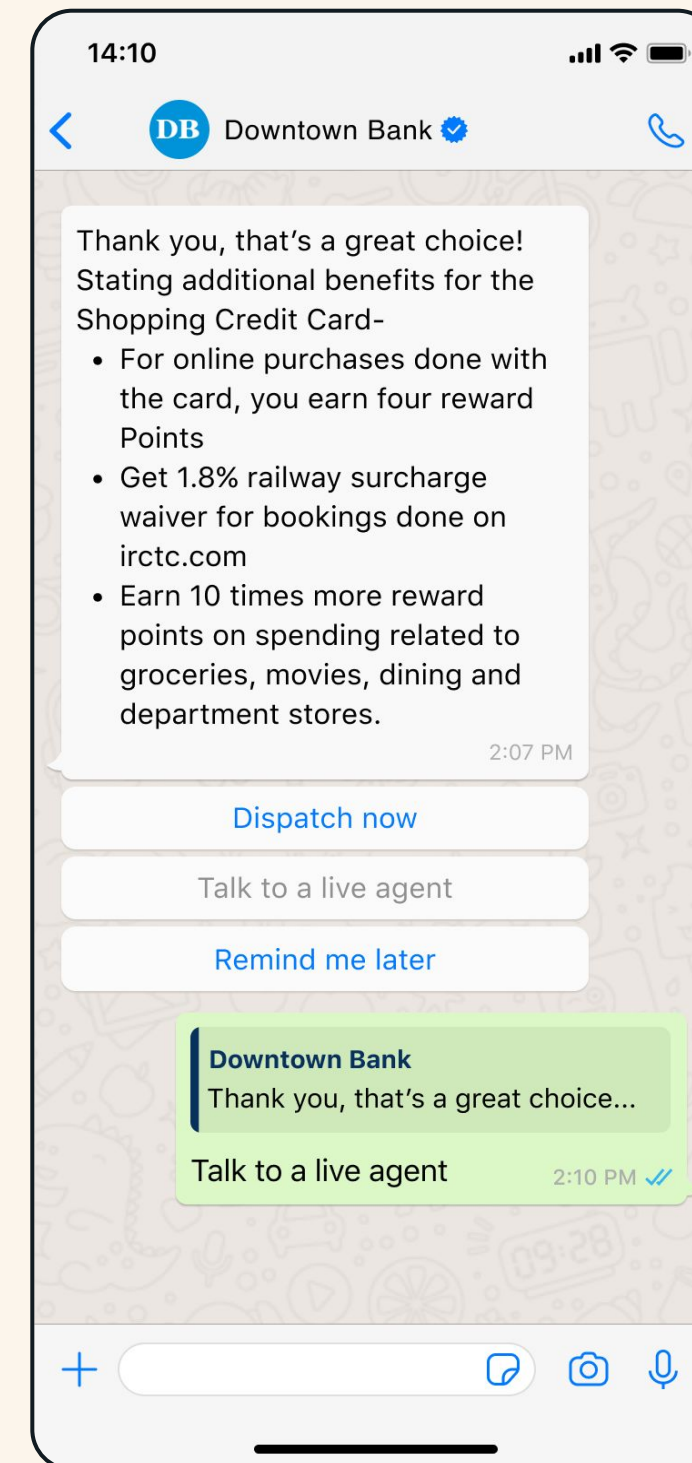
Where is my order?

### Issues and complaints

My flight has been cancelled - Can I get a refund?

### Information about processes

I would like to return my product. How can I do this?





# Improving customer service with WhatsApp Business Platform

## Challenge

Automotive brand CUPRA previously used email and call centers as its primary customer service channels, but decided to make a change after recognizing a growing demand for real-time interaction.

## Solution

CUPRA used WhatsApp Business Platform to offer live agent support during regular business hours, and automated support outside of them. It also integrated its CRM solutions with WhatsApp Business Platform via API, which helped streamline workflows to ensure a more cohesive experience for customers.

## Results

# 2.1X

Increase in month-over-month usage in Oct 2024 (highest of any service channel)\*

# 40%

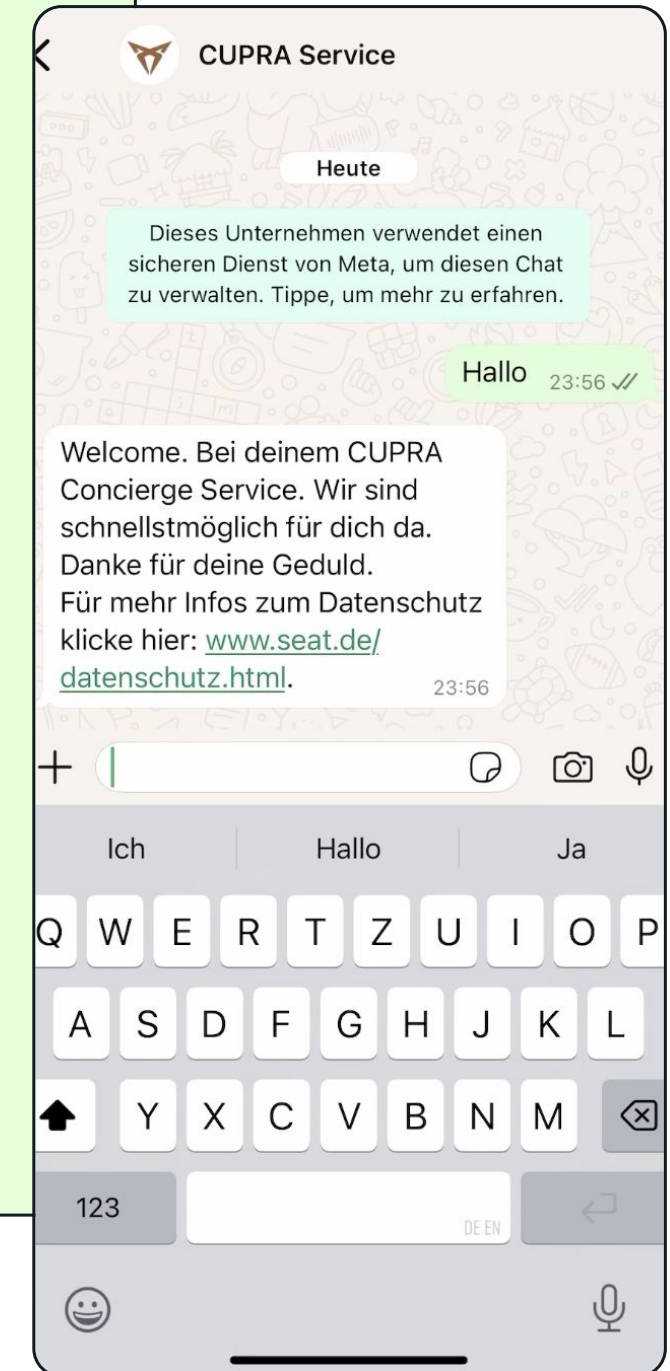
Average increase in month-over-month usage during the test period (Aug-Nov 2024)\*

# 2.5X

Increase in channel share during the test period (Aug-Nov 2024)\*

“WhatsApp has become the most-clicked call-to-action on our general contact page, clearly reflecting customers’ strong preference for this quick and convenient communication channel.”

**Giuseppe Fiordispina**  
**Marketing Director, CUPRA**



\*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. [Read the full case study](#). Published July 2025. Expires July 2027.



# Improving communication on and off the track with WhatsApp Business Platform

## Challenge

The Mercedes-AMG PETRONAS F1 Team previously relied on email, text messages and phone calls for internal communications, and chat and email for ecommerce customer support, but needed a way to stay up to date with employees, fans and customers in real time.

## Solution

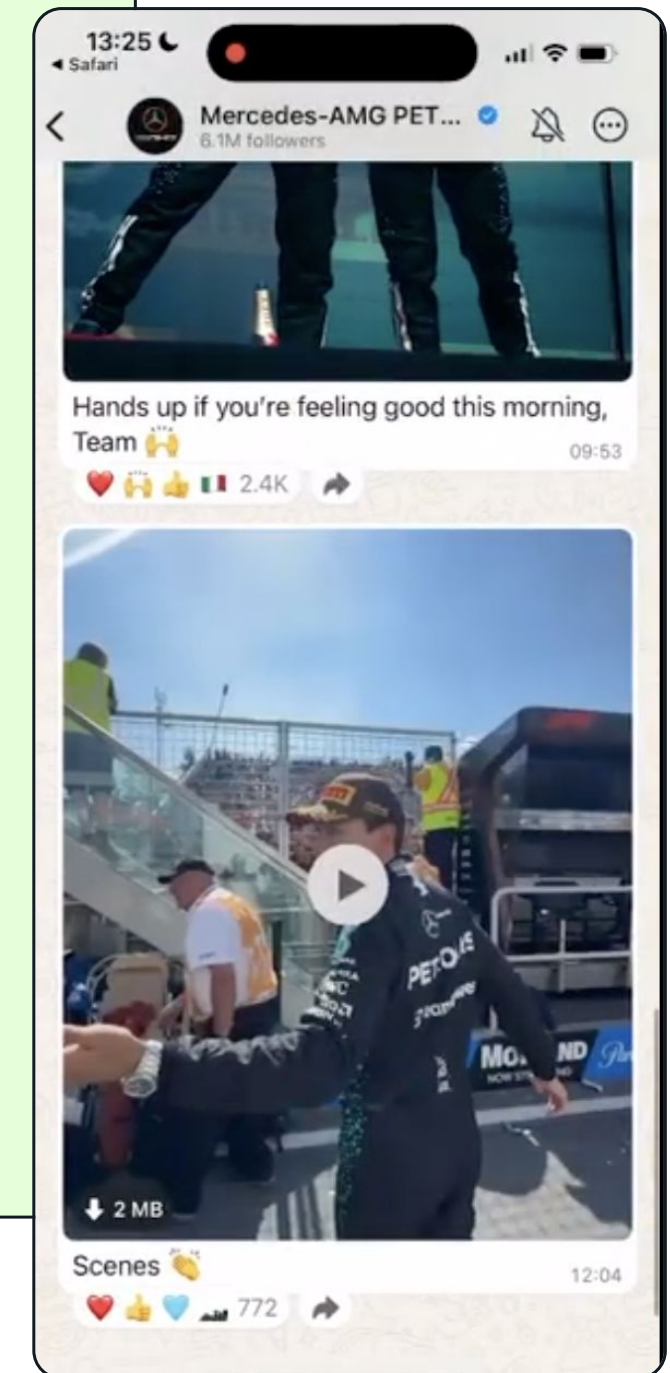
The team adopted WhatsApp Business app to securely communicate at all levels of the organization, and WhatsApp Business Platform to power customer service for its ecommerce store and engage with fans by sharing rich media on its WhatsApp channel.

## Results

The team credits WhatsApp with improving communication on and off the track, resulting in instant, transparent messaging that's reduced delays while being more efficient than email, text messages and phone calls.

“WhatsApp has become an essential part of how we operate, from coordinating race-day logistics to sharing updates across departments, or staying connected with our global fanbase. It helps us eliminate delays, reduce miscommunication and make faster, smarter decisions without compromising performance.”

**Bradley Lord**  
**Team Representative and**  
**CCO, Mercedes-AMG**  
**PETRONAS F1 Team**



## Utility messages

Notifications delivered via **WhatsApp** help prevent questions before they're asked

### Order confirmation

Thanks for your purchase. Download your invoice here.

### Shipping updates

Your order is on its way.

### Shipping confirmation

Your order has been delivered, enjoy!

### Appointment reminder

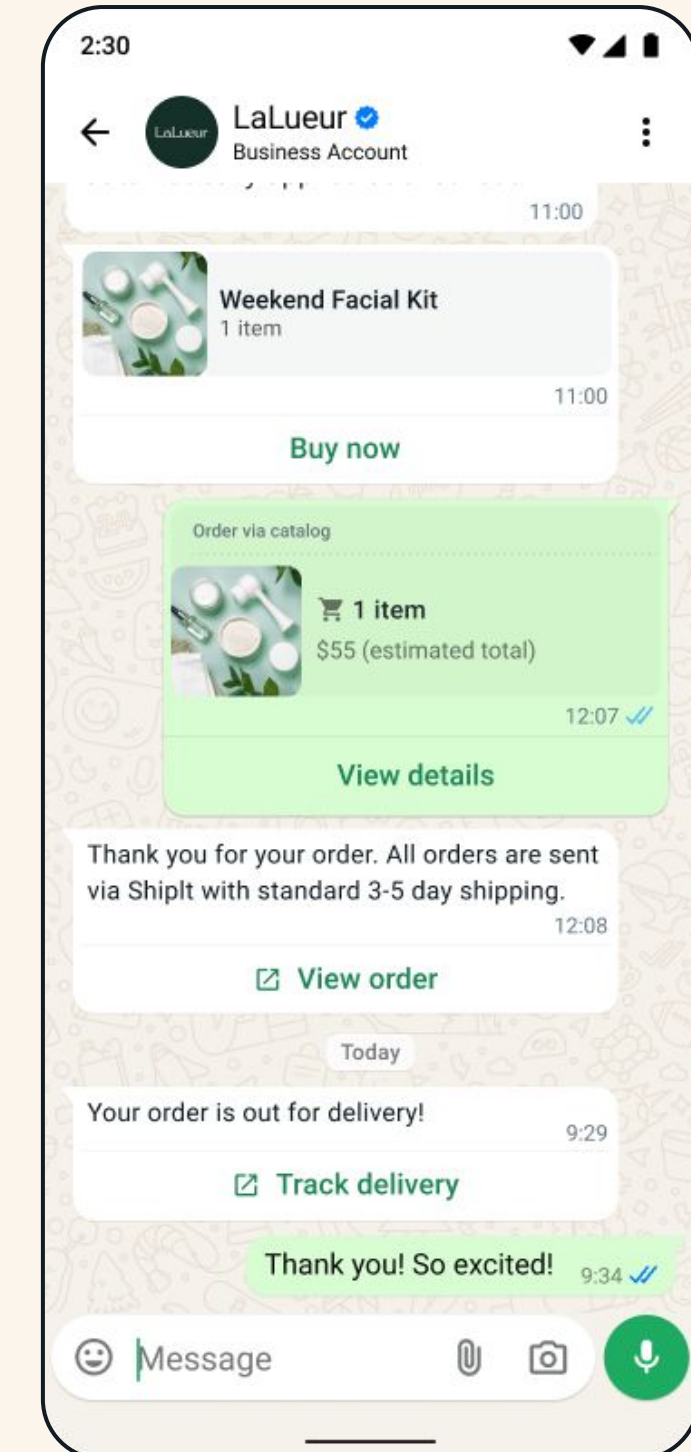
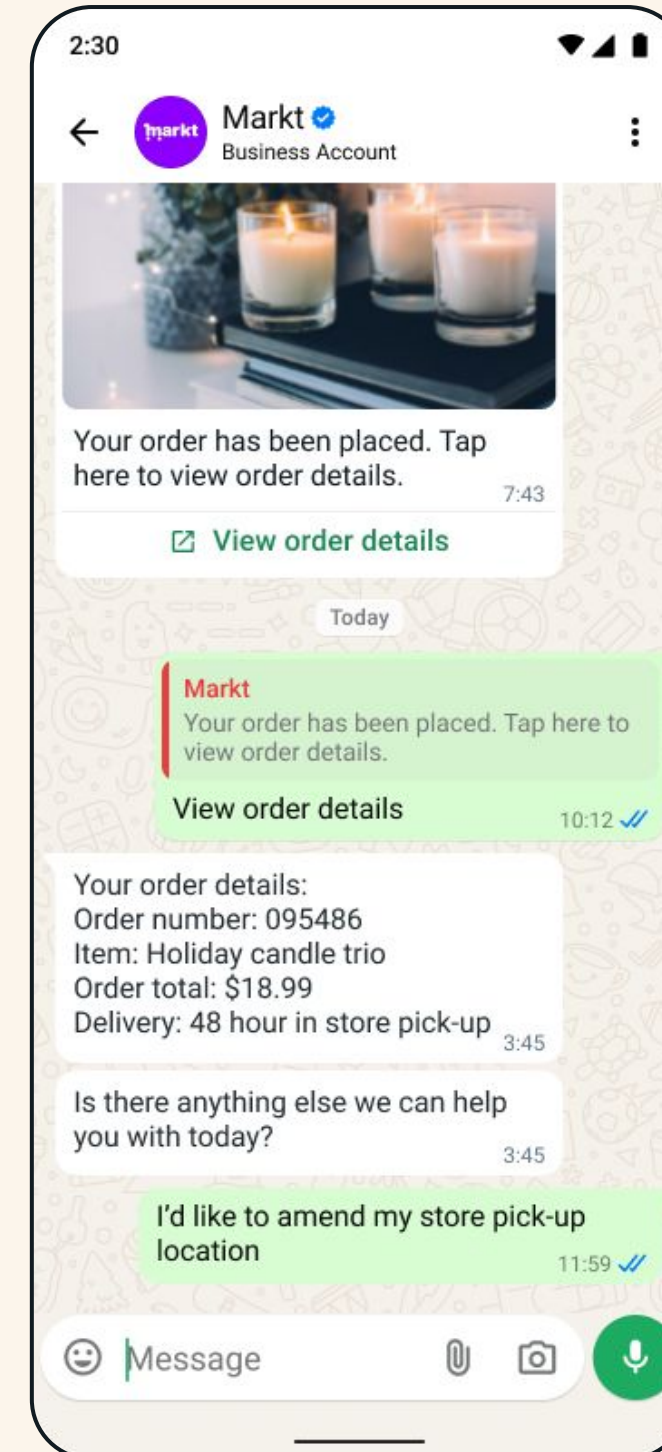
A reminder that you've booked colour consultancy for tomorrow at 7pm.

### Boarding pass

Here is your boarding pass. Click here to download.

### Status change

The X1XP train leaving Ville Station is delayed by 25 minutes, we're sorry for the delay to your journey.





# Improving booking rates and efficiency with WhatsApp

## Challenge

The cosmetic brand's previous approach to appointment booking was inefficient. Customers received appointment confirmations via text message and had to call a local store to make changes to their appointment.

## Solution

Benefit partnered with Omnichat to build a channel powered by WhatsApp Business Platform. Customers get confirmation and reminder messages via WhatsApp, and can make automated, self-service adjustments as needed.

## Results

**30%**

Increase in bookings\*

**200%**

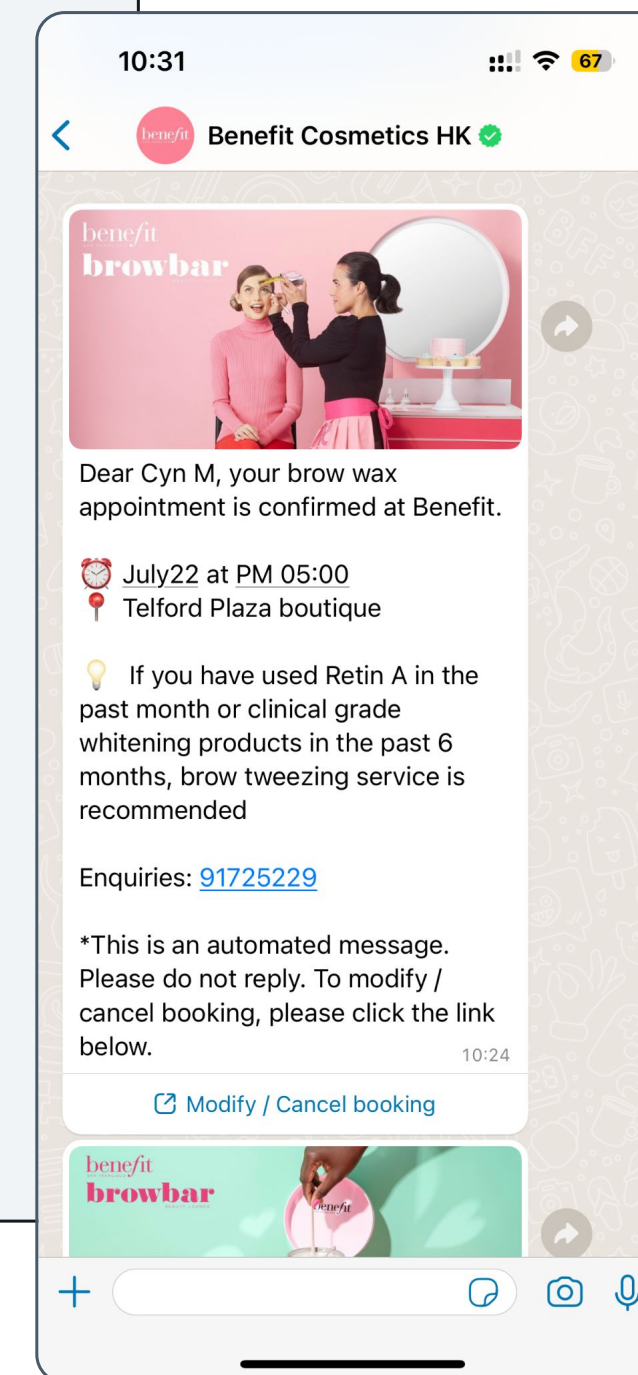
Growth in year-over-year sales, partially attributed\*

**60%**

Faster response time, agents vs. email\*

“With WhatsApp, we’ve given customer service a new look by making the process of managing appointments much faster and easier. In only two months, we’ve seen a 30% increase in bookings compared to the same time last year, while allowing our in-store teams to focus entirely on the customers in their chairs.”

Name  
Job title, Company



## Marketing messages

# Level up your marketing strategy with WhatsApp

### Digital catalog

Your new catalog is available now. Click below to discover it.

### Promotions

Check out our latest sale - Get up to 30% off!

### Abandoned cart reminder

Did you forget? You left items in your basket, you can complete the order here.

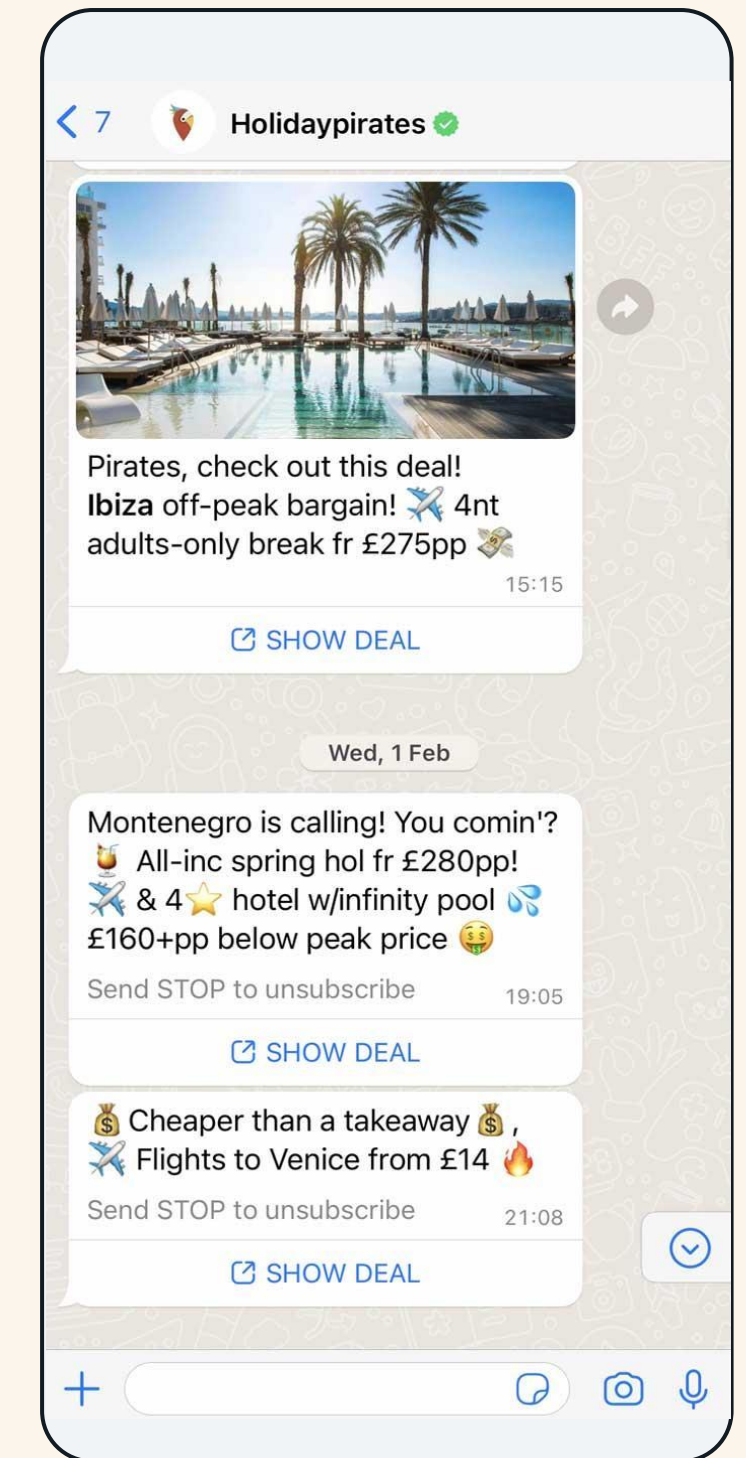
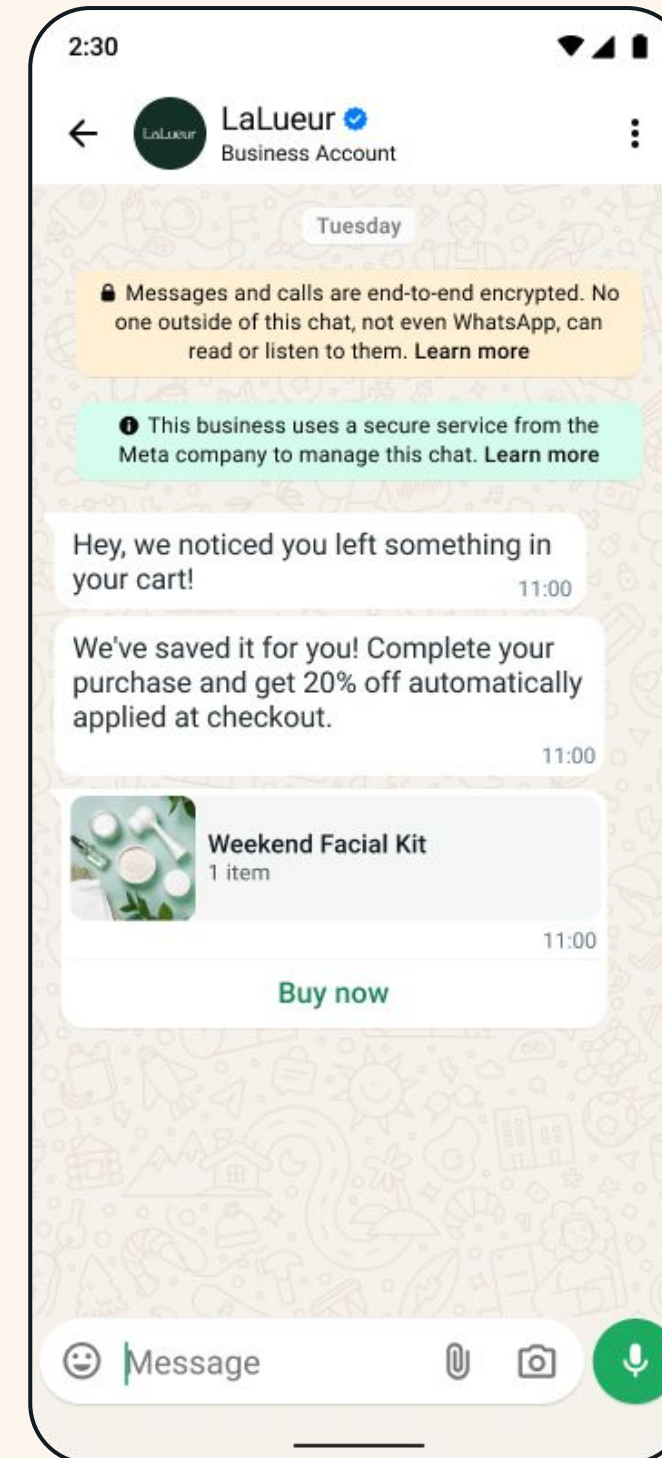
### Back in stock alert

Hooray! An item you registered an interest in is back in stock and available. Click here.

### Targeted promotional offer

As a valued customer of ours, here is a thank you from us. Use the code THANKS for 10% off!

SOURCE:  
Holiday pirates: WhatsApp Business Platform case study Source: Client-approved measurements, WhatsApp Success Story, 2023.





# Improving CRM results with WhatsApp marketing messages

## Challenge

International tourism brand TUI wanted to expand its CRM efforts beyond its app and website.

## Solution

TUI decided to WhatsApp as a new marketing channel by building a subscriber list on WhatsApp and sending marketing messages to subscribers. TUI grew the list by promoting its WhatsApp channel with Feed and Stories ads and promoting it through its own platforms.

## Results

**7X**

Higher open rate than emails (Netherlands)\*

**5X**

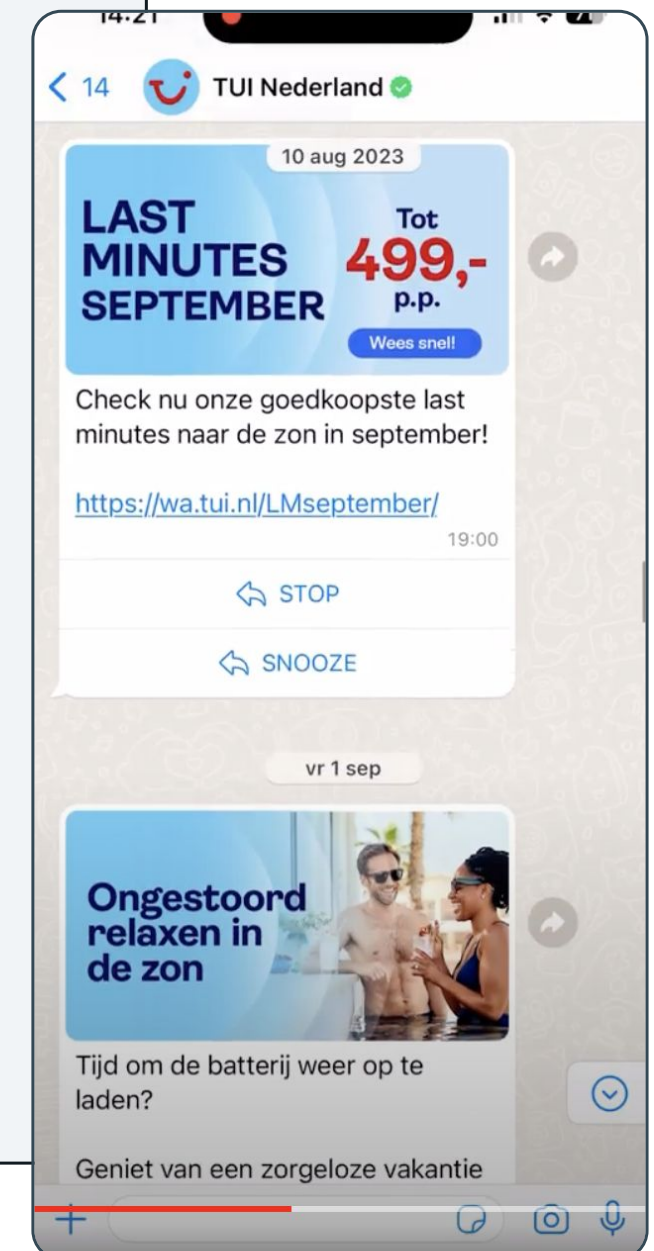
Higher open rate than emails (Belgium)\*

**2X**

More website traffic than emails\* (Netherlands)\*

“WhatsApp messages have reached customers we can’t reach with our other CRM channels, as they do not always open emails or click on app push messages. The results of this test showed that WhatsApp drives incremental revenue growth.”

**Annmarie van Hecke**  
Head of CRM and Customer Analytics, TUI Benelux



\*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. [Read the full case study](#). Published April 2024. Expires April 2026.

## Authentication messages

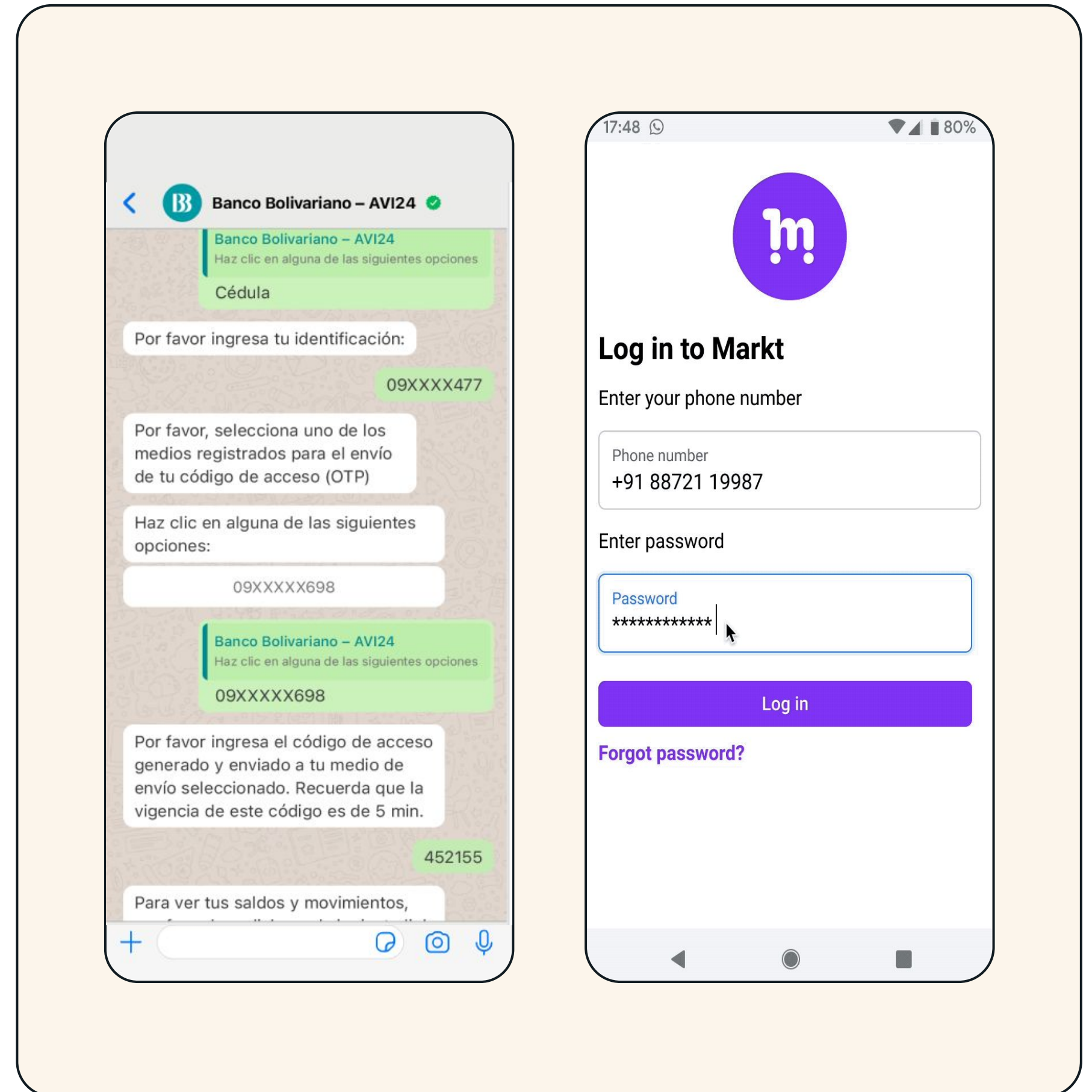
# Authentication via WhatsApp builds trust and peace of mind

### Password reset

A password reset has been requested on this account. Click here to answer a security question to confirm it was you.

### Extra security

We'd like to confirm you should have access to this account. We will send a security code to the WhatsApp phone number associated with this account. Please enter the code you receive, it should take less than 5 minutes to arrive.





# Driving value across the entire customer journey with marketing, utility, service and authentication messages on WhatsApp

## Challenge

Air France estimates that it sells one ticket every five seconds on its digital platforms. The company needed a way to keep pace with the habits and preferences of busy modern travelers.

## Solution

Air France partnered with Alcméon to implement marketing messages on WhatsApp to promote offers and upgrades, service messages to answer customer questions about their trip, utility messages to share boarding passes and flight updates and two-factor authentication messages to securely verify customers.

## Results

# 4.5X

Higher click-through rate for best offer newsletter messages on WhatsApp compared to emails\*

# 85%

Of all customer care conversations on social took place on WhatsApp\*

“At Air France, we believe every customer touchpoint represents an opportunity for engagement and growth. We’re using messages on WhatsApp to drive value across the customer lifecycle. WhatsApp plays a pivotal role, unlocking cost savings and new avenues of revenue while emphasizing retention and long-term engagement.”

**Gauthier Le Masne**  
VP, Digital Marketing, Air France



\*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. [Read the full case study](#). Published July 2025. Expires July 2027.



# Growing sales with streamlined checkouts from Payments on WhatsApp

## Challenge

The health and wellness ecommerce business wanted to make it possible for customers to complete a purchase without leaving WhatsApp.

## Solution

Krishna's teamed up with BusinessOnBot to implement Payments on WhatsApp. The team credited the streamlined checkout experience with creating a better customer experience that increased sales, decreased operational costs from cash-on-demand deliveries and returns, and improved customer satisfaction scores.

## Results

**40%**

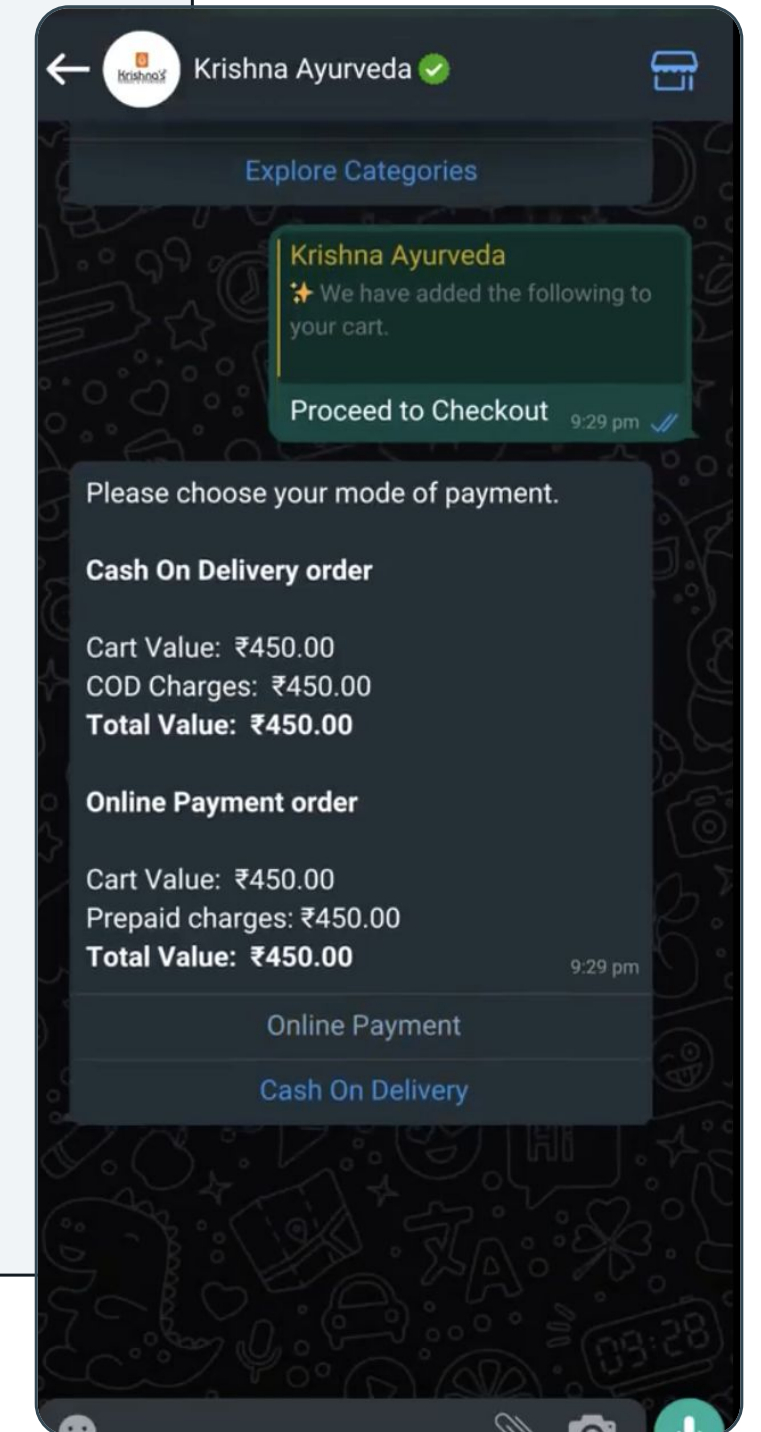
Increase in sales\*

**25%**

Decrease in operational costs\*

“Implementing in-app payments and seamless checkout processes to minimize friction improved conversion rates and built trust among our customers. This led to a boost in pre-paid order value and decreased return to origin (RTO)-associated costs with cash on demand (COD).”

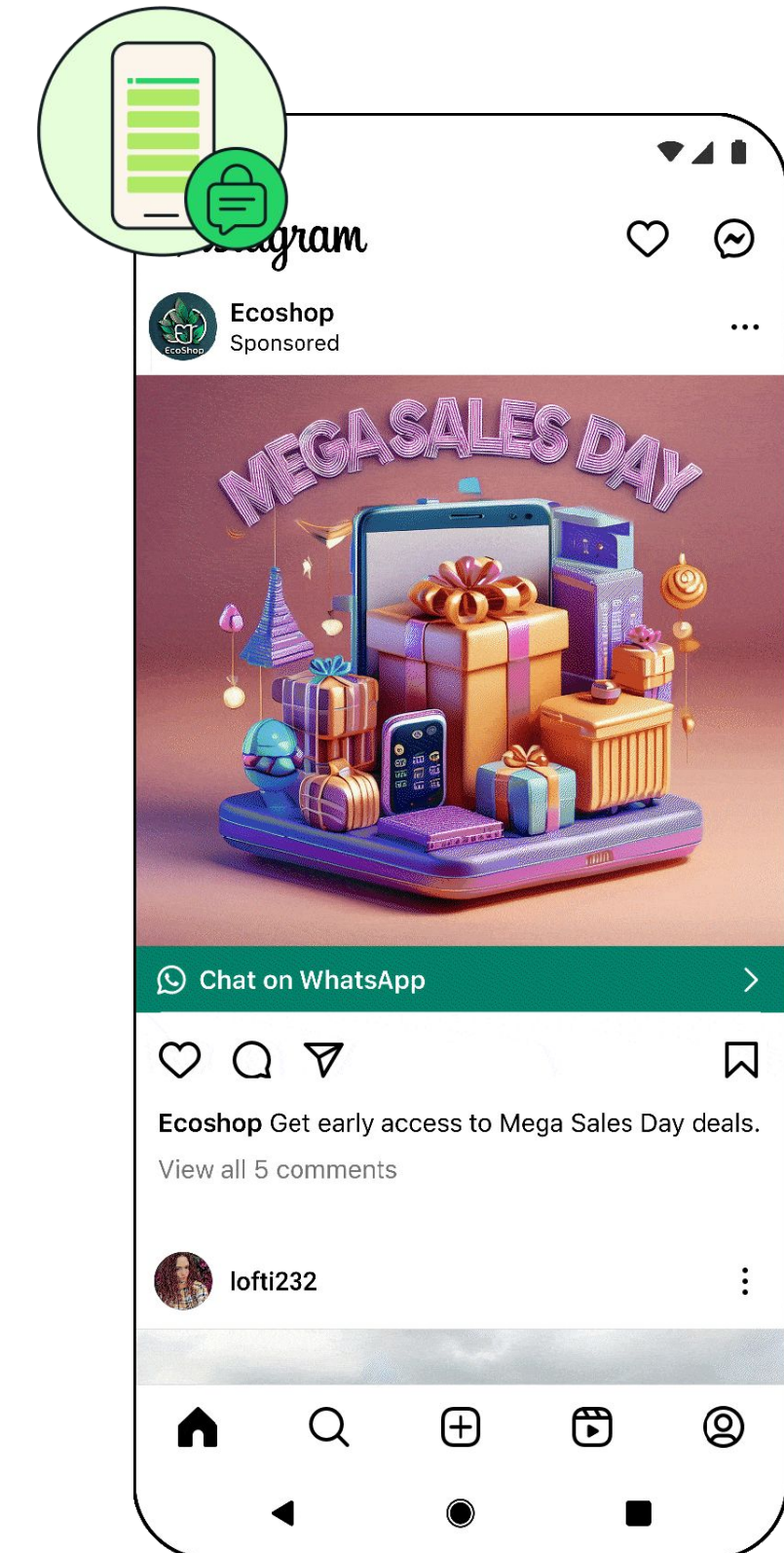
**Shrawan Daga**  
CEO & Founder, Krishna's Ayurveda



WhatsApp  
is for scaling  
communications  
and productivity

# Building with an expansive feature set lets you leverage the latest messaging tech to engage customers in innovative ways

|                        |                             |                            |
|------------------------|-----------------------------|----------------------------|
| Address messages       | Document messages           | Video messages             |
| Audio messages         | WhatsApp Flows              | Coupon code messages       |
| Call-to-action buttons | Limited-time offer messages | Reaction messages          |
| Carousel messages      | List messages               | Reply buttons              |
| Catalogs               | Location messages           | Single-product messages    |
| Chatbots               | Location requests           | Sticker messages           |
| Contacts messages      | Multi-product messages      | Text messages              |
| Payments<br>India only | Payments<br>Brazil only     | Payments<br>Singapore only |



# Success plan

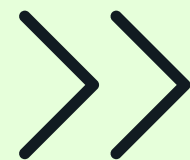
Define



Define **business outcomes, strategy and performance measures** for WhatsApp for Business.

Define messaging journeys and backstage framework to **create the experience we need to achieve our goals.**

Align



Align Meta, client and Business Messaging partner teams with **clear project management, roles and responsibilities.**

Align on a **backstage framework** which covers technical deployment, including architecture, timelines and milestones.

Go!



Create and iterate a **messaging journey roadmap** to build experiences and drive outcomes.

**Measure and monitor success** by measuring outcome KPI and platform quality signals.



**WhatsApp**

from  Meta