



# Driving High-Quality Conversations Across the Customer Journey

Learn more about the Enhanced WhatsApp Business API

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from FACEBOOK

# Introducing the conversational WhatsApp Business API

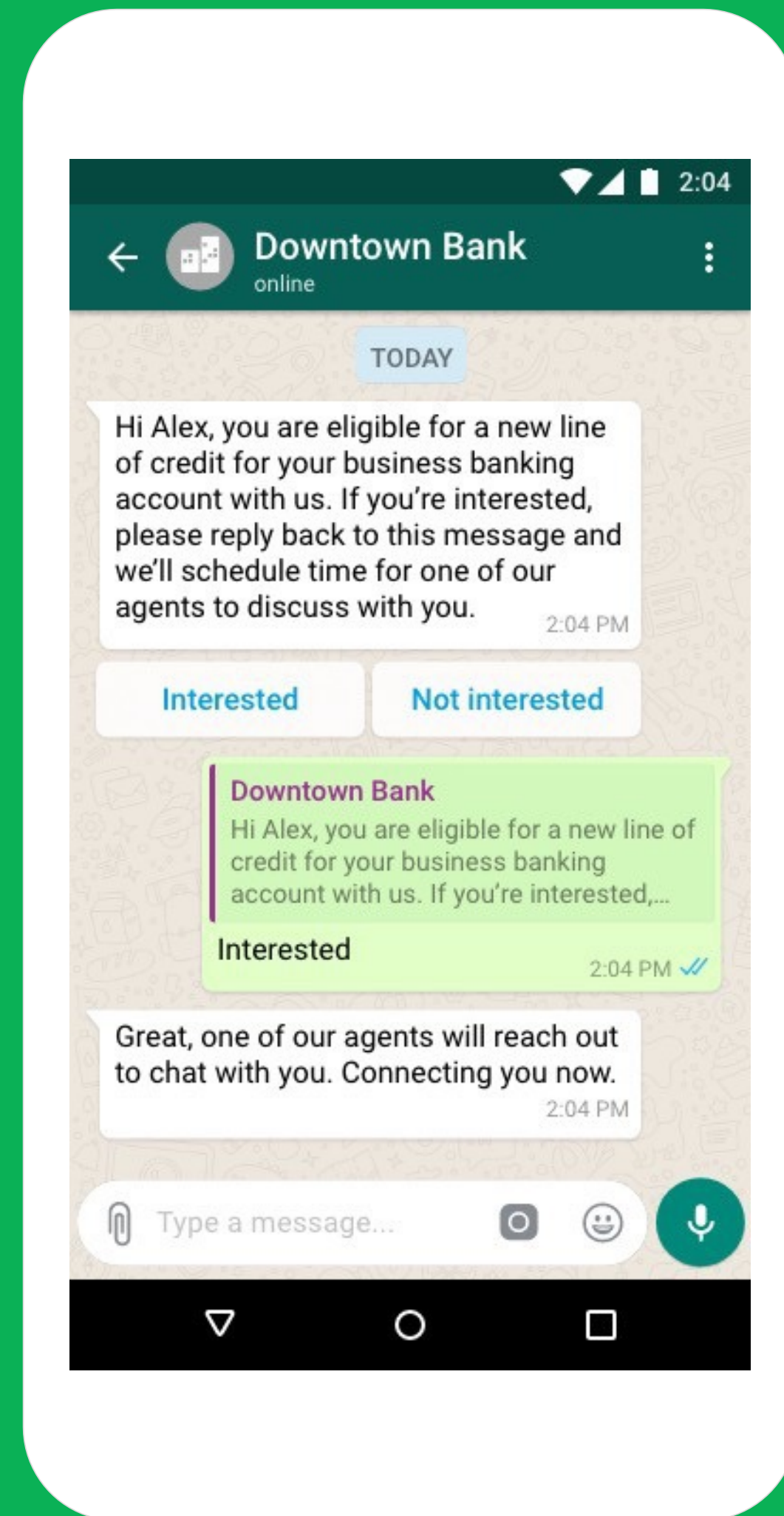
Connect with customers, accelerate the buyer journey and drive business outcomes at scale.

People want seamless, full funnel conversations with businesses. Businesses want to build long-lasting customer relationships and unlock growth.

✅ With the conversational API from WhatsApp, you can do both.

Use the API to build full-funnel conversational flows that engage customers with valuable:

- Product recommendations
- Timely promotions and discounts
- Back-in-stock alerts
- Abandoned cart reminders
- Informational alerts

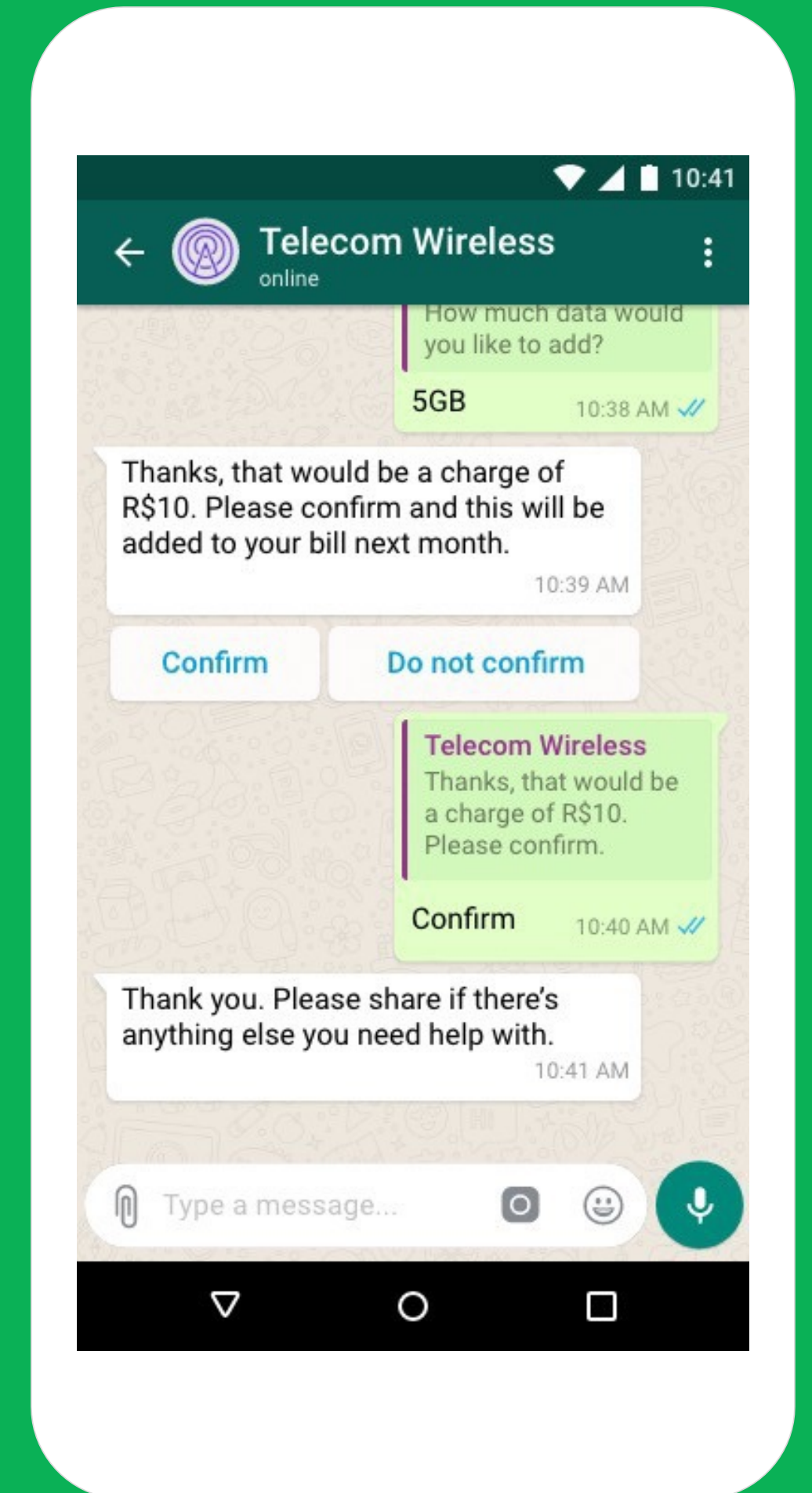
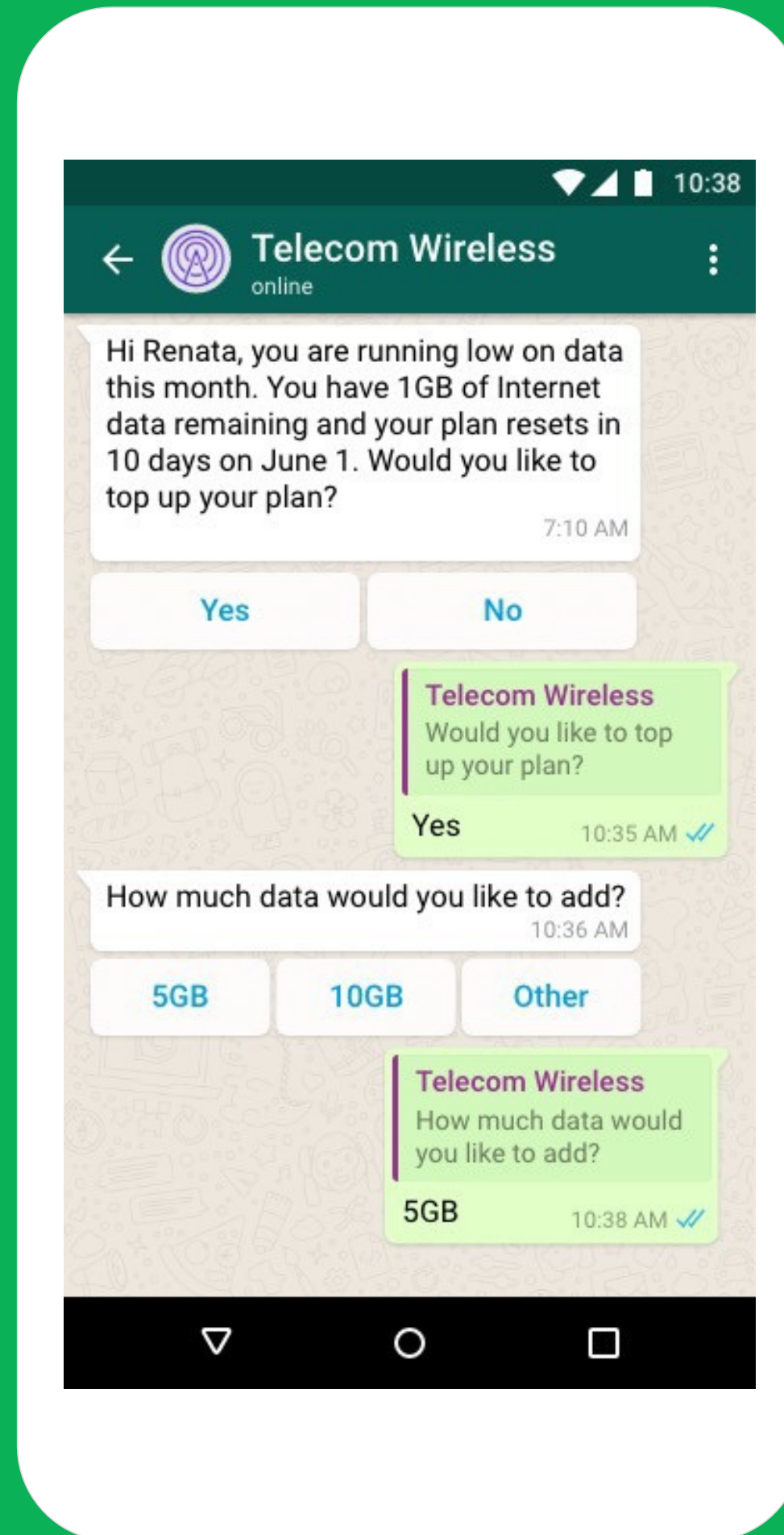


## Vertical use cases



# Telecommunications

- ✓ Top-ups before minutes run out
- ✓ Reminders about upcoming plan renewals
- ✓ Relevant offers; ex: discounts on cell phone plans



# Financial Services



## Product recommendations

- New or upgraded credit card
- New line of credit or installment plan
- Pre-approval for a new kind of loan



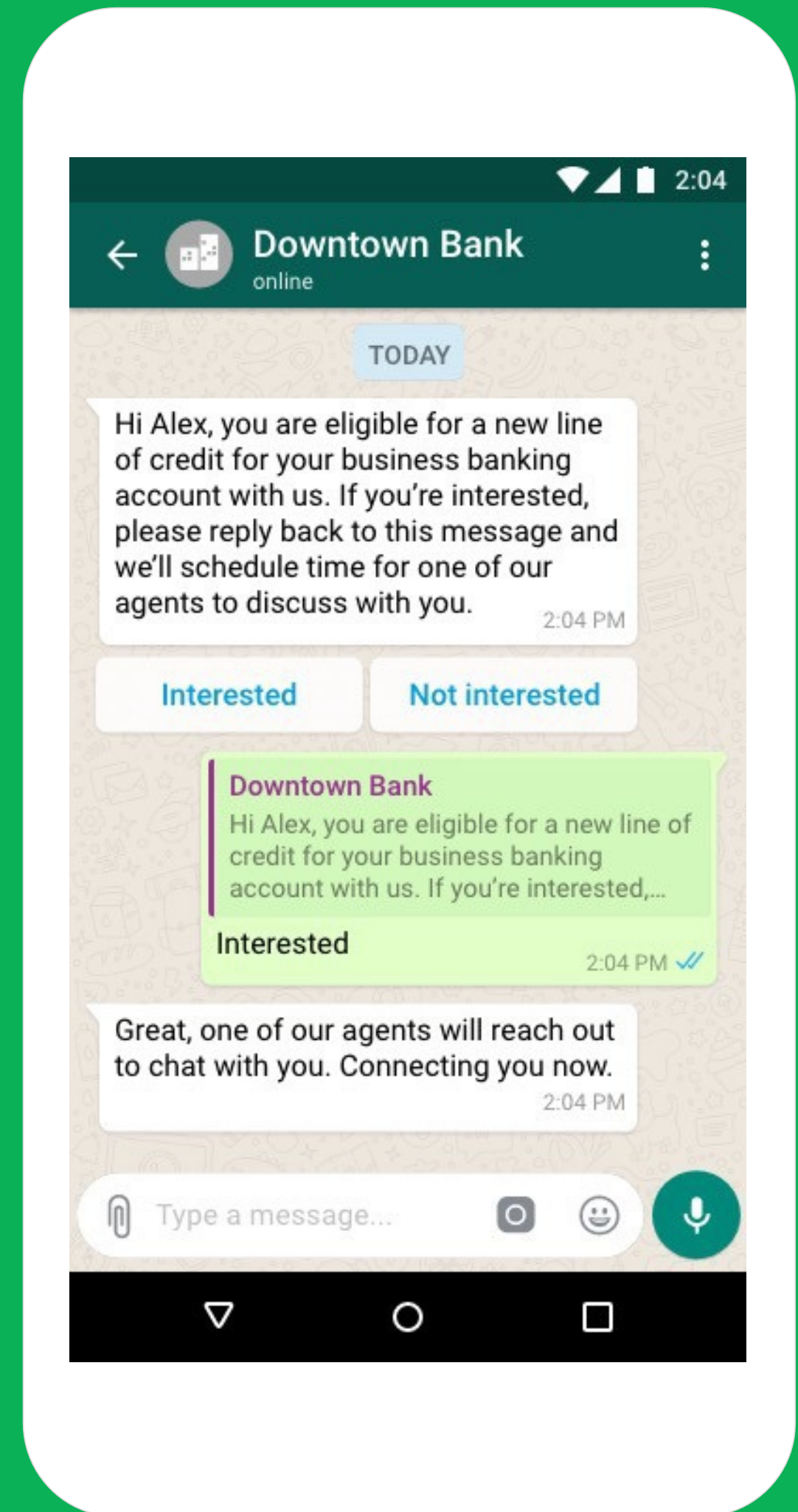
## Relevant offers

- Credit card discounts
- New partnerships offers



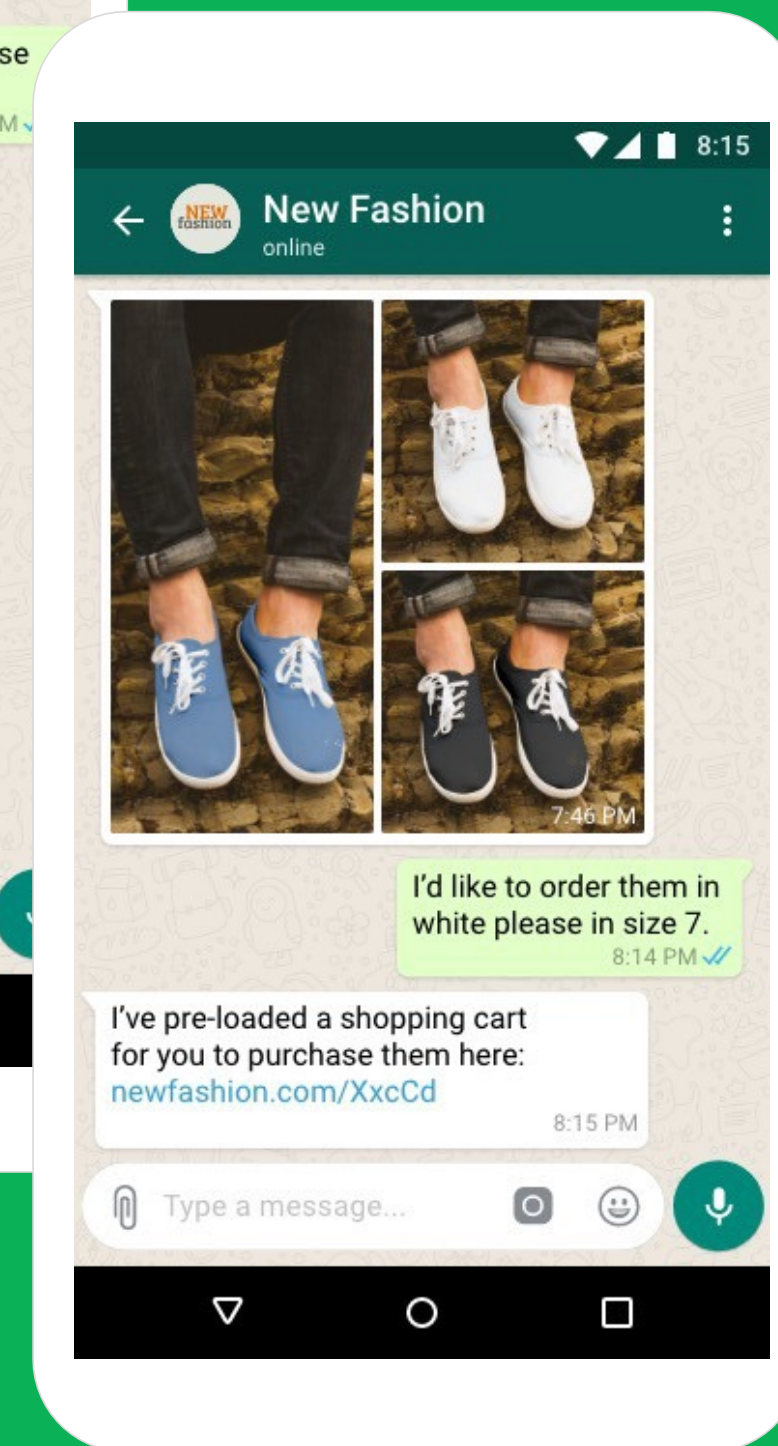
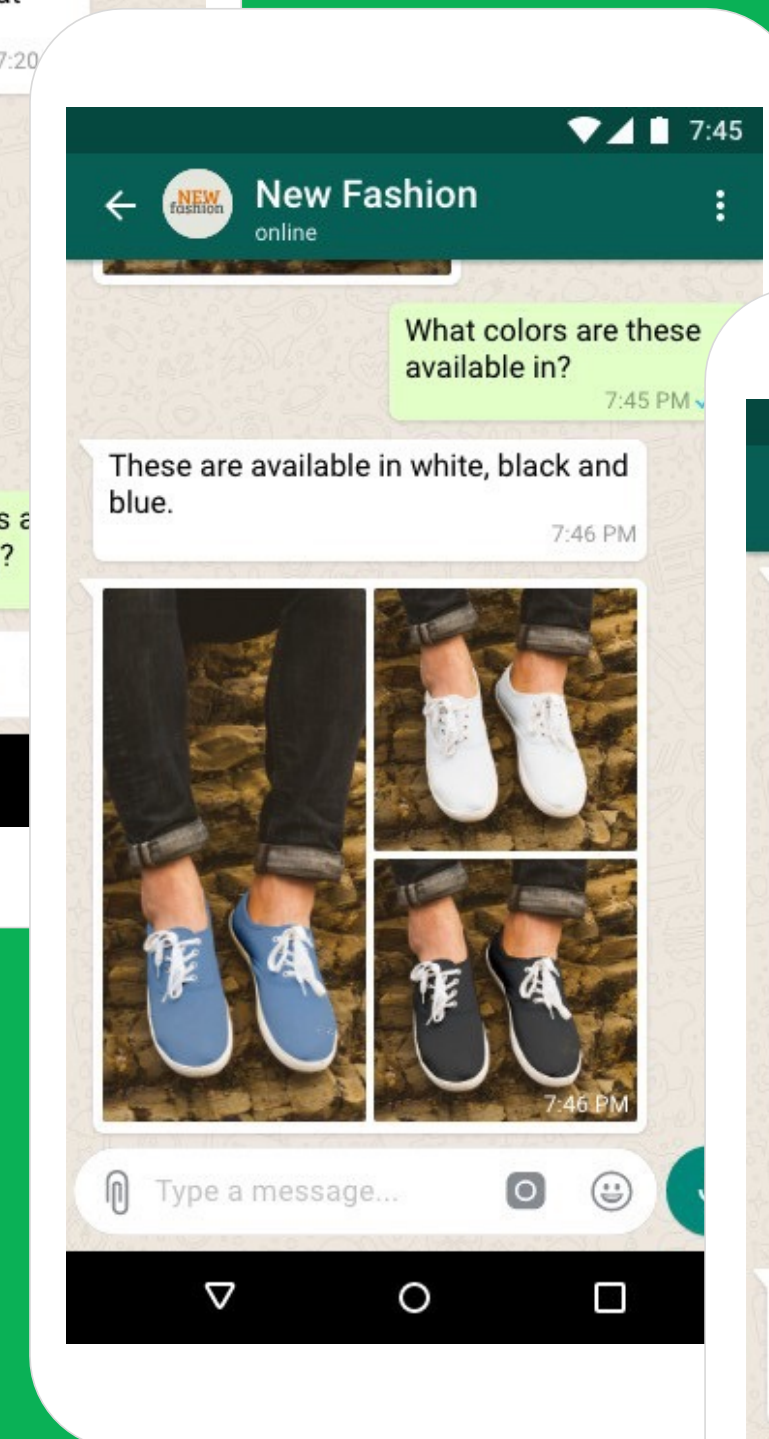
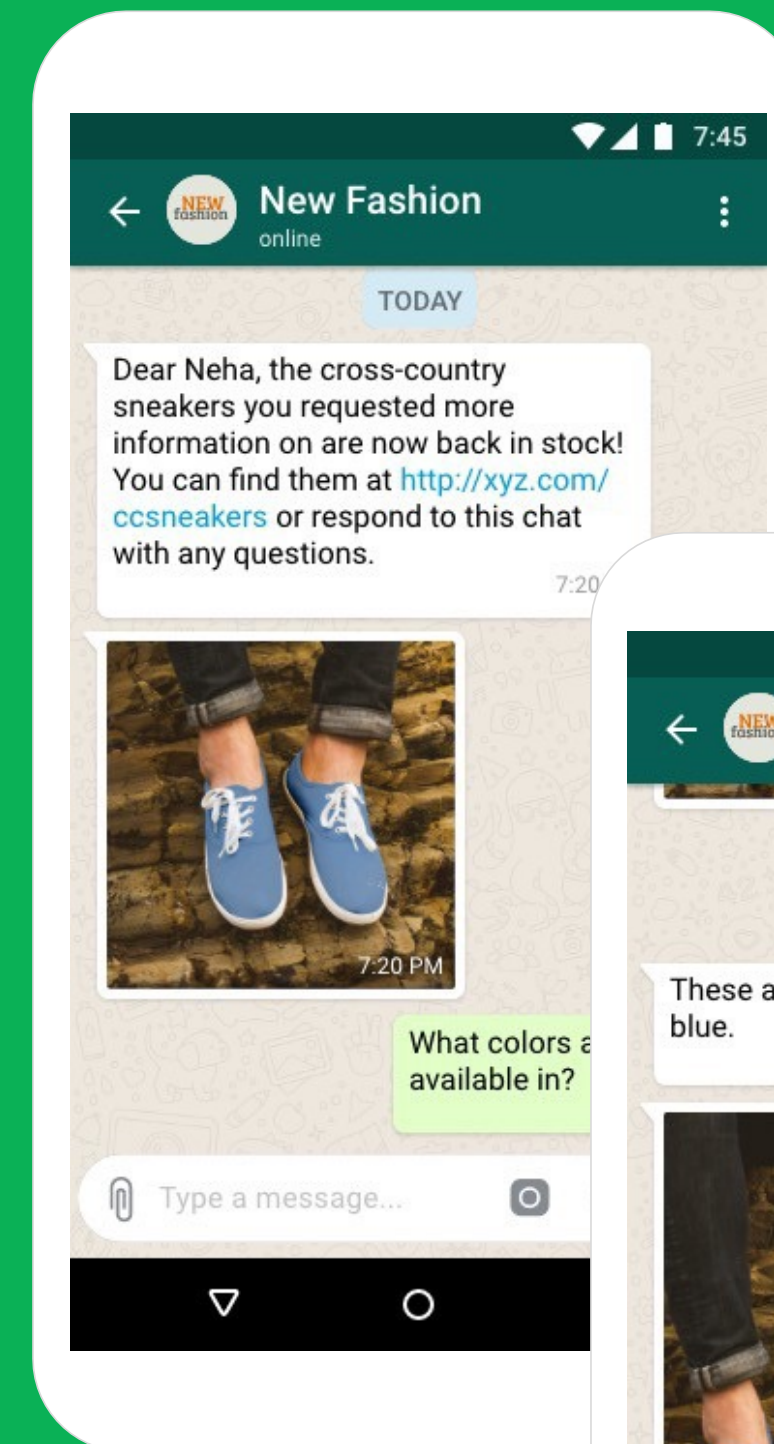
## Application verification

- New or upgraded credit card
- New loan



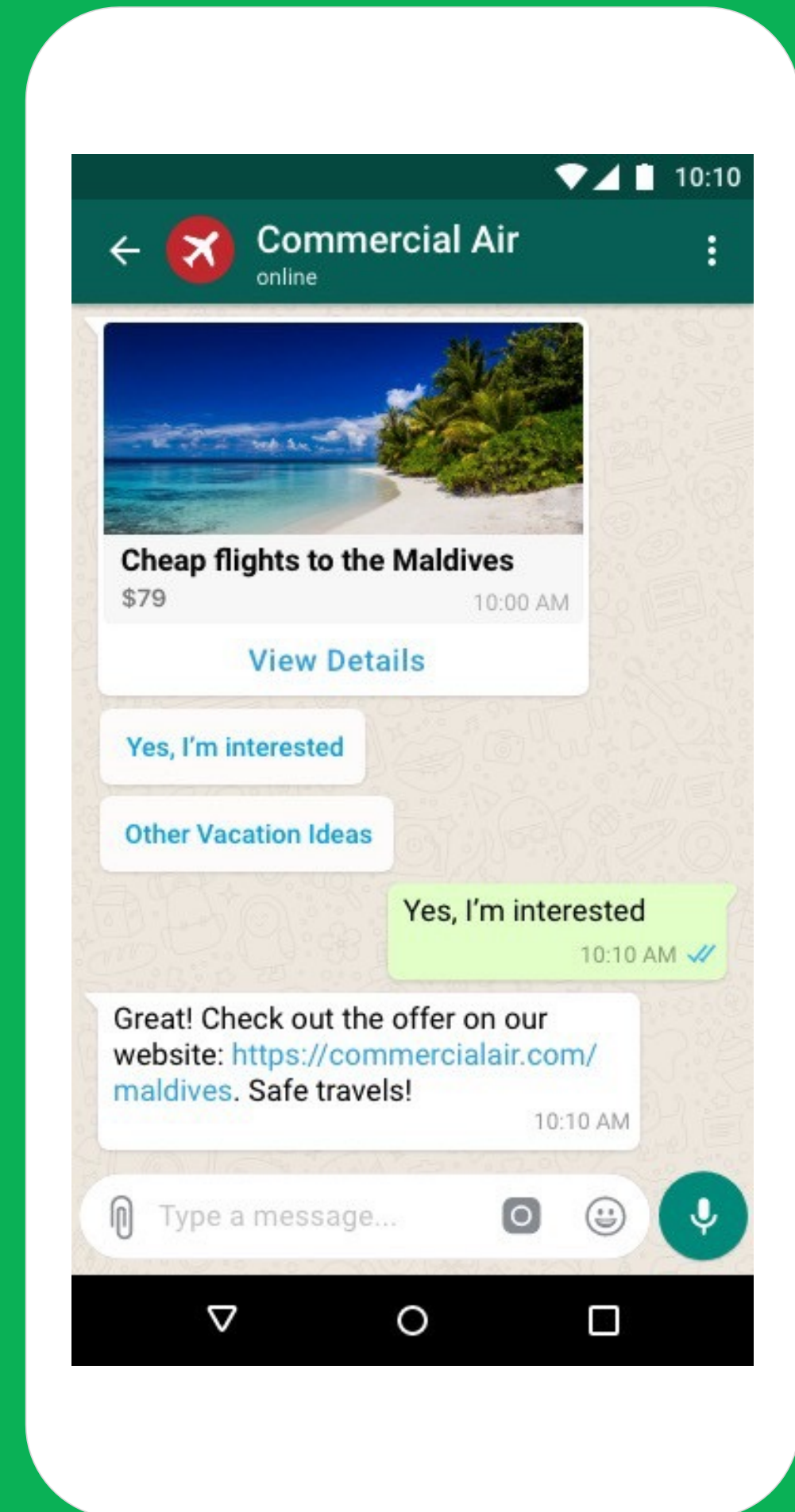
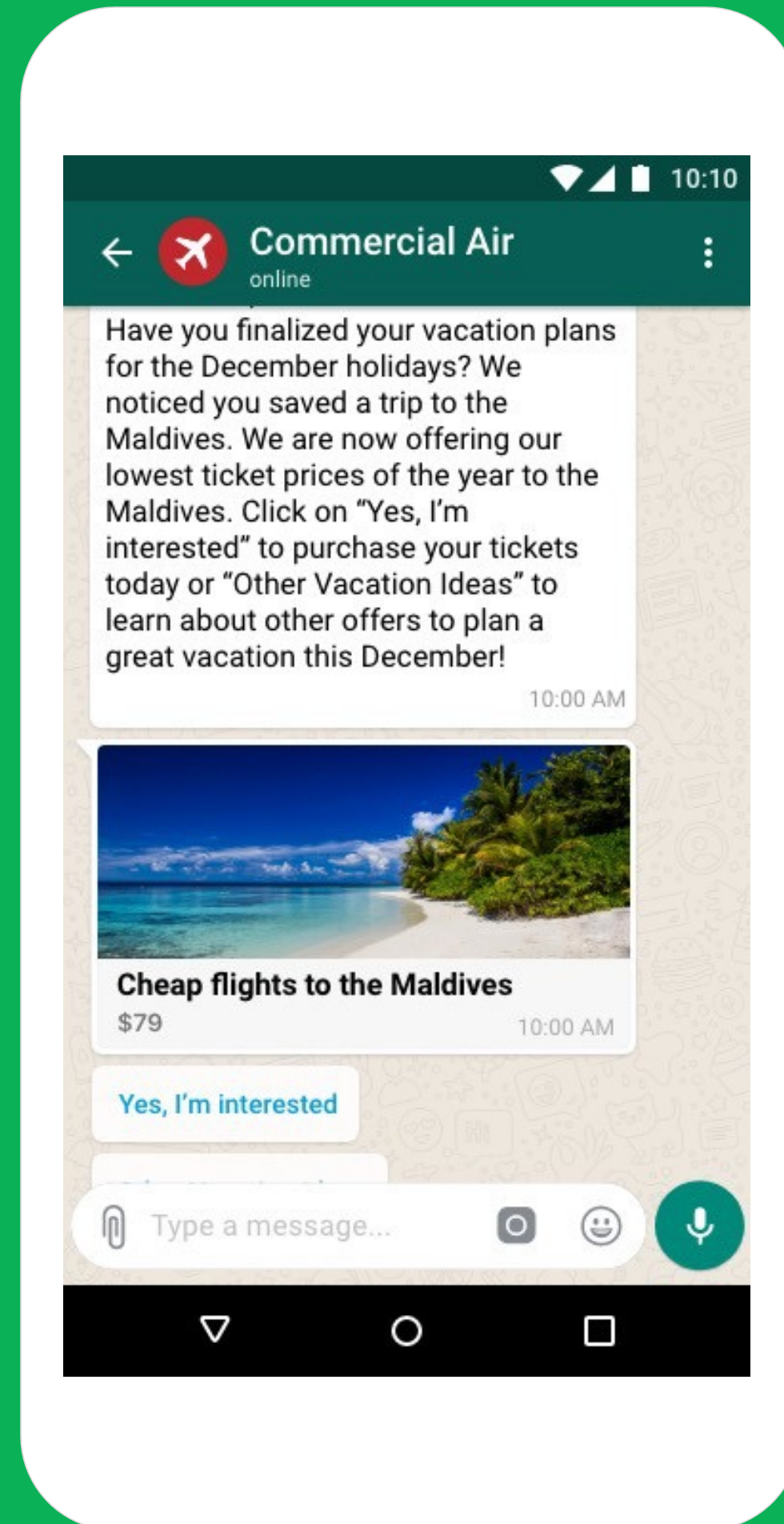
# Retail/Ecommerce

- ✔ Product back-in-stock or abandoned cart reminders
- ✔ Product recommendations; ex: headphones for a newly purchased cell phone
- ✔ Relevant offers; ex: electronics deals over the holidays
- ✔ New products introductions; ex: latest line of sneakers



# Travel

- ✓ Price alerts for flights the customer is tracking
- ✓ Custom deals based on travel preferences
- ✓ Abandoned cart reminders for flights not yet purchased
- ✓ Product upsells; ex: car rentals for an upcoming weekend trip

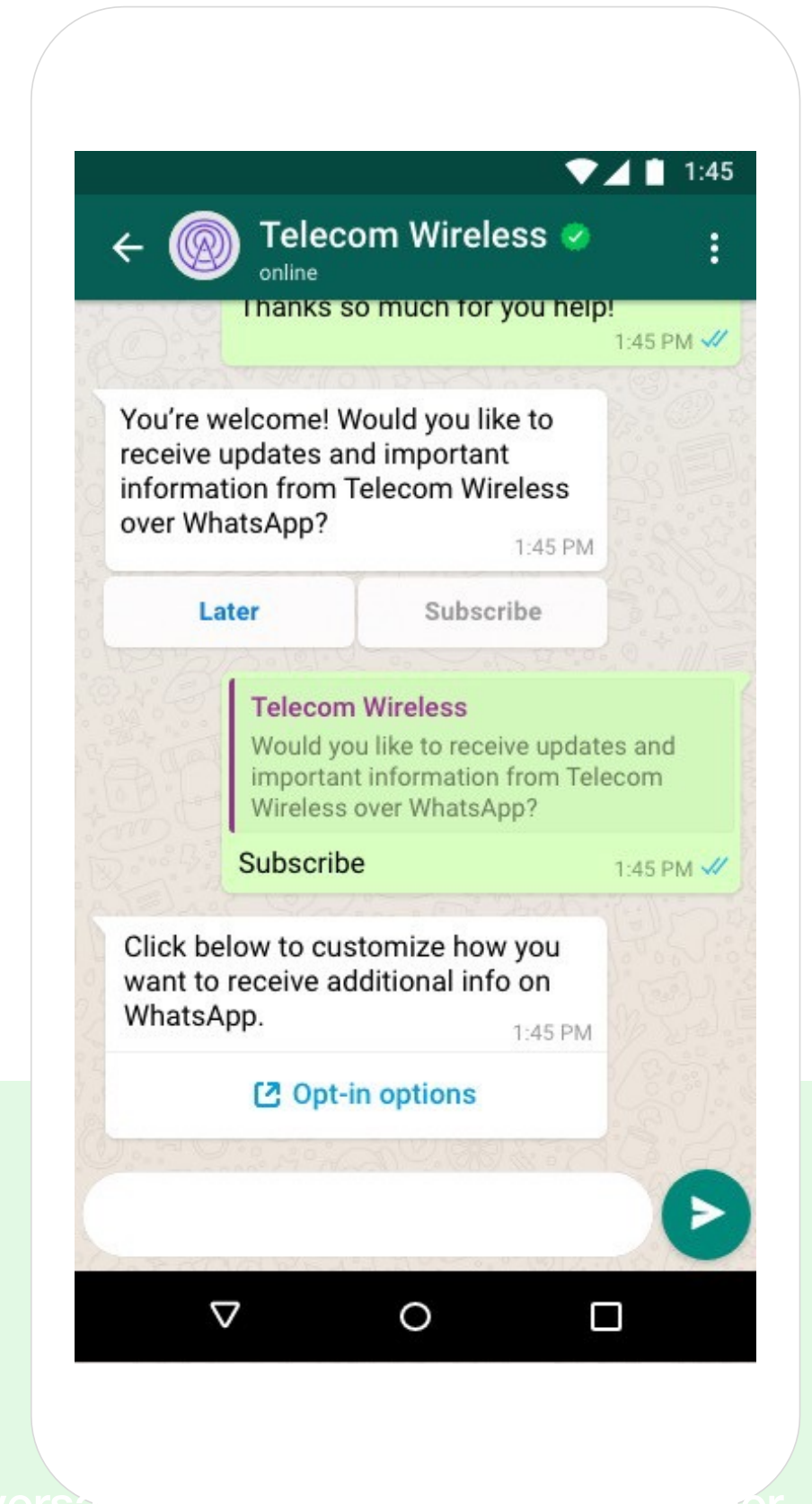
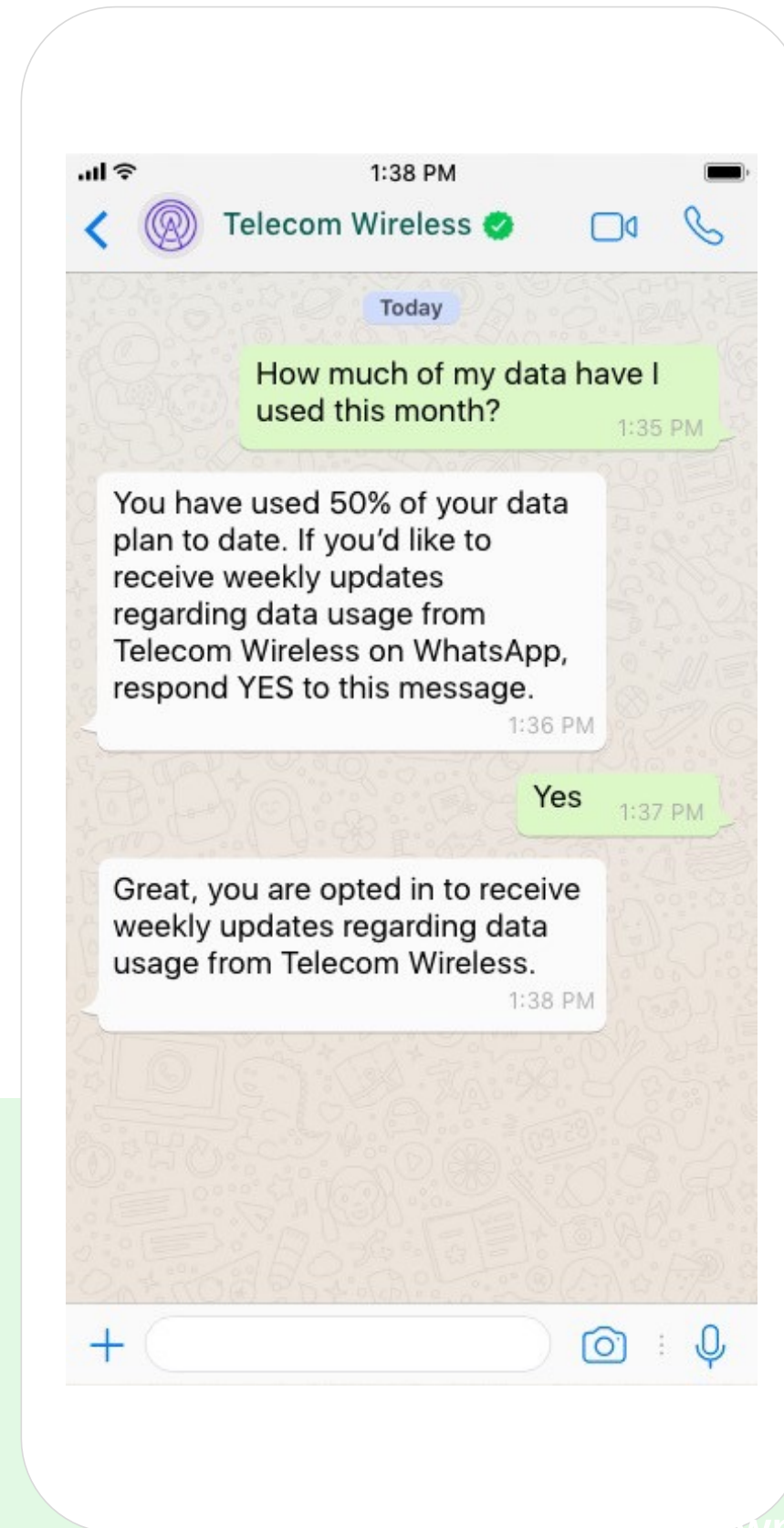
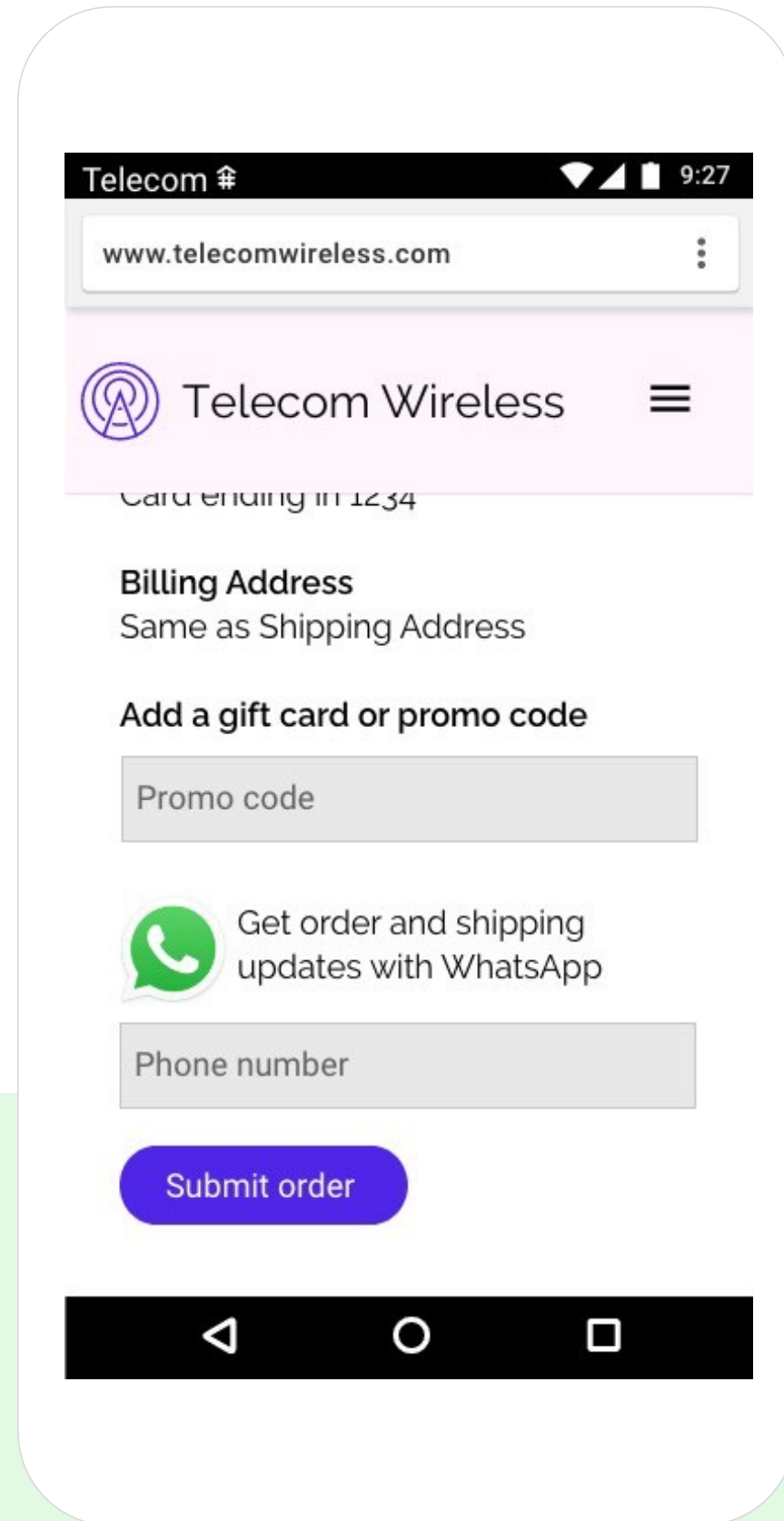
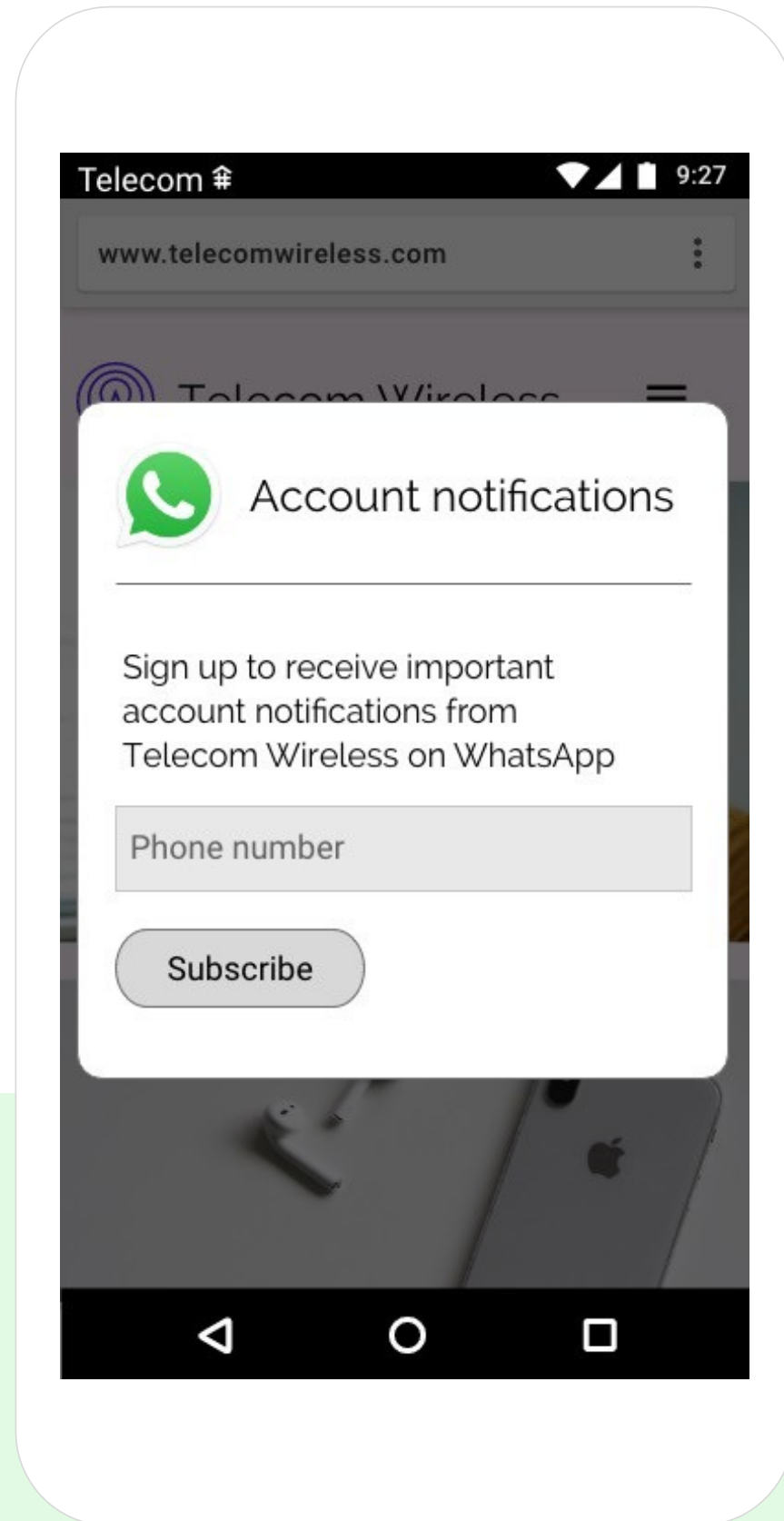


# Opt-in examples

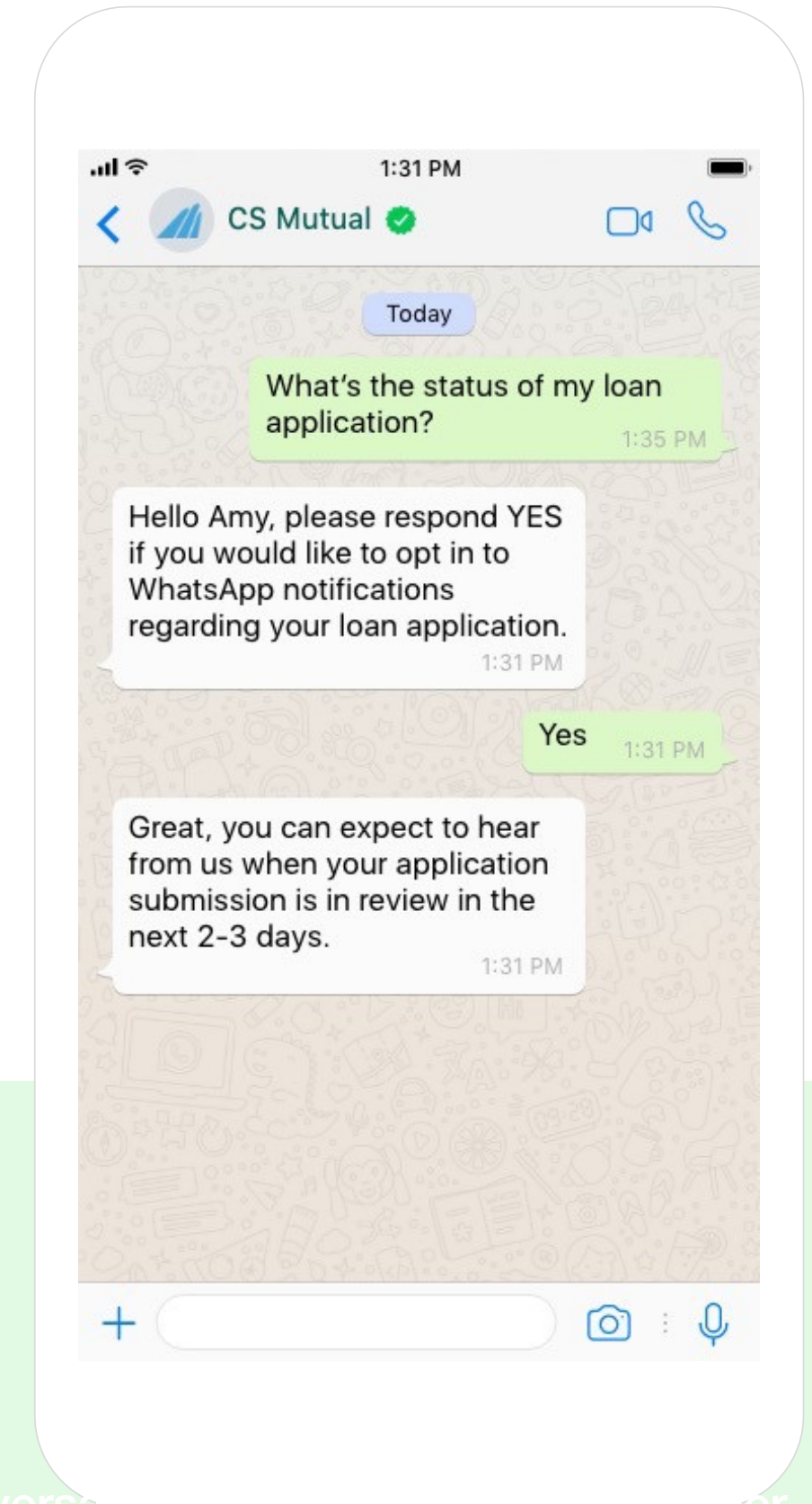
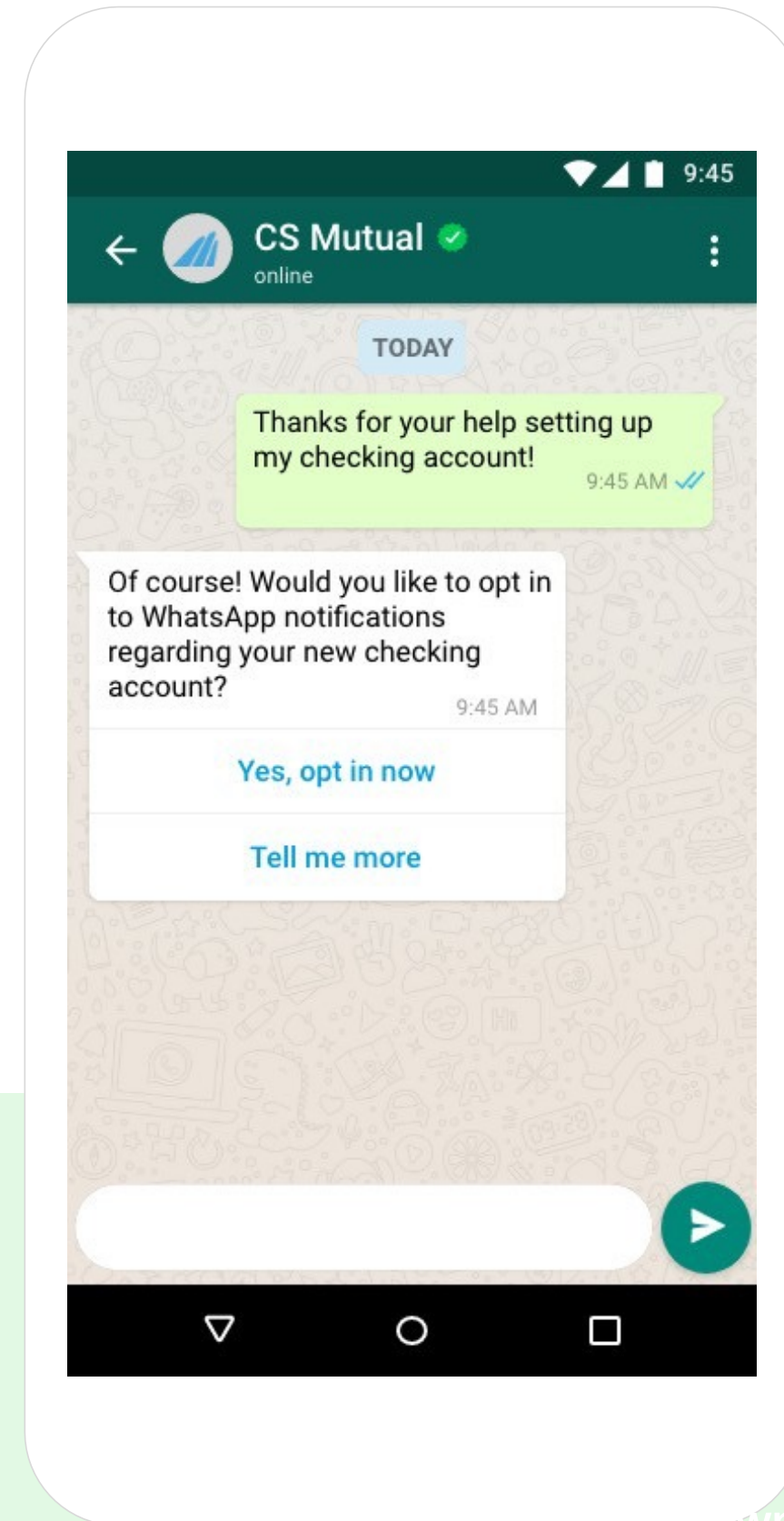
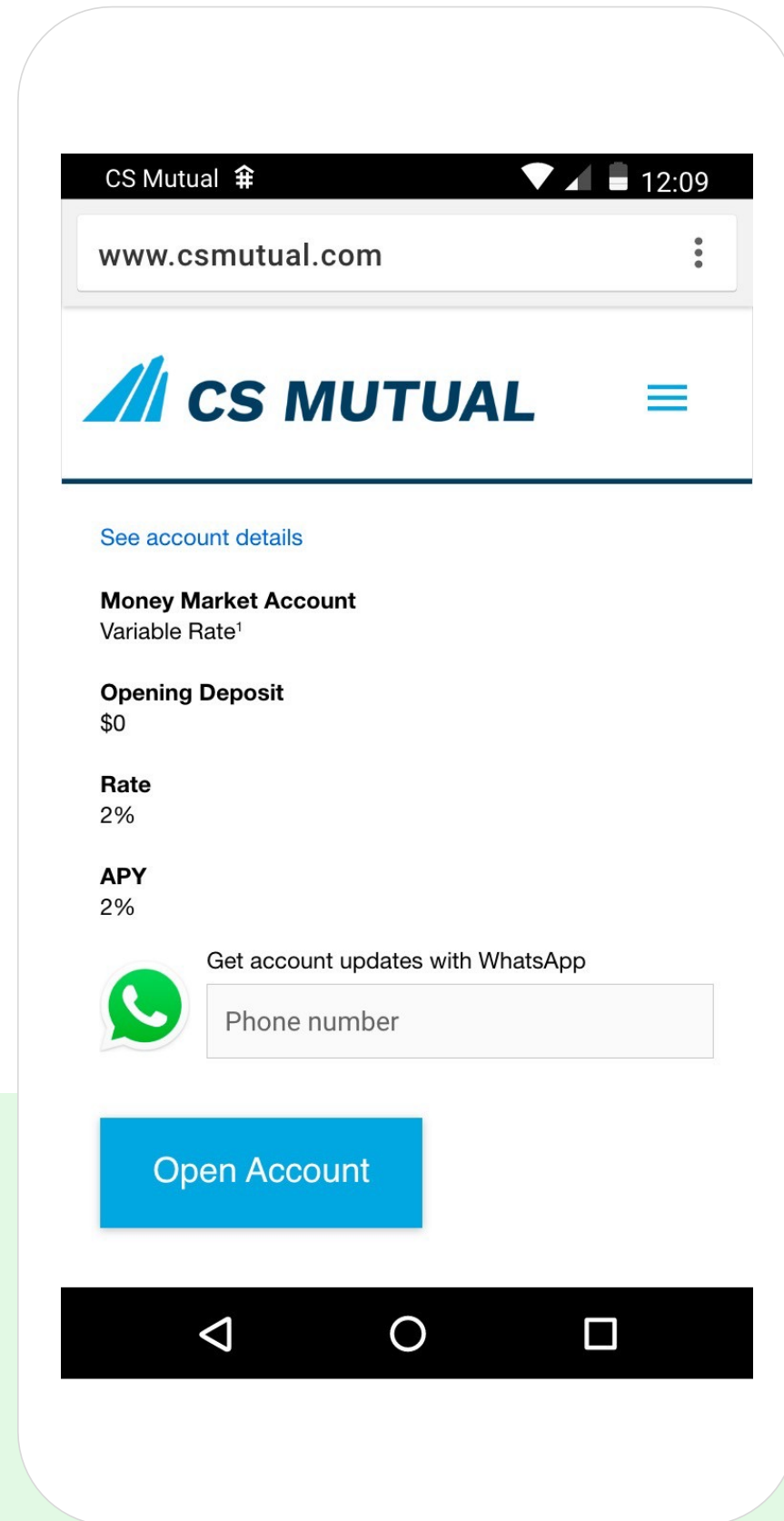
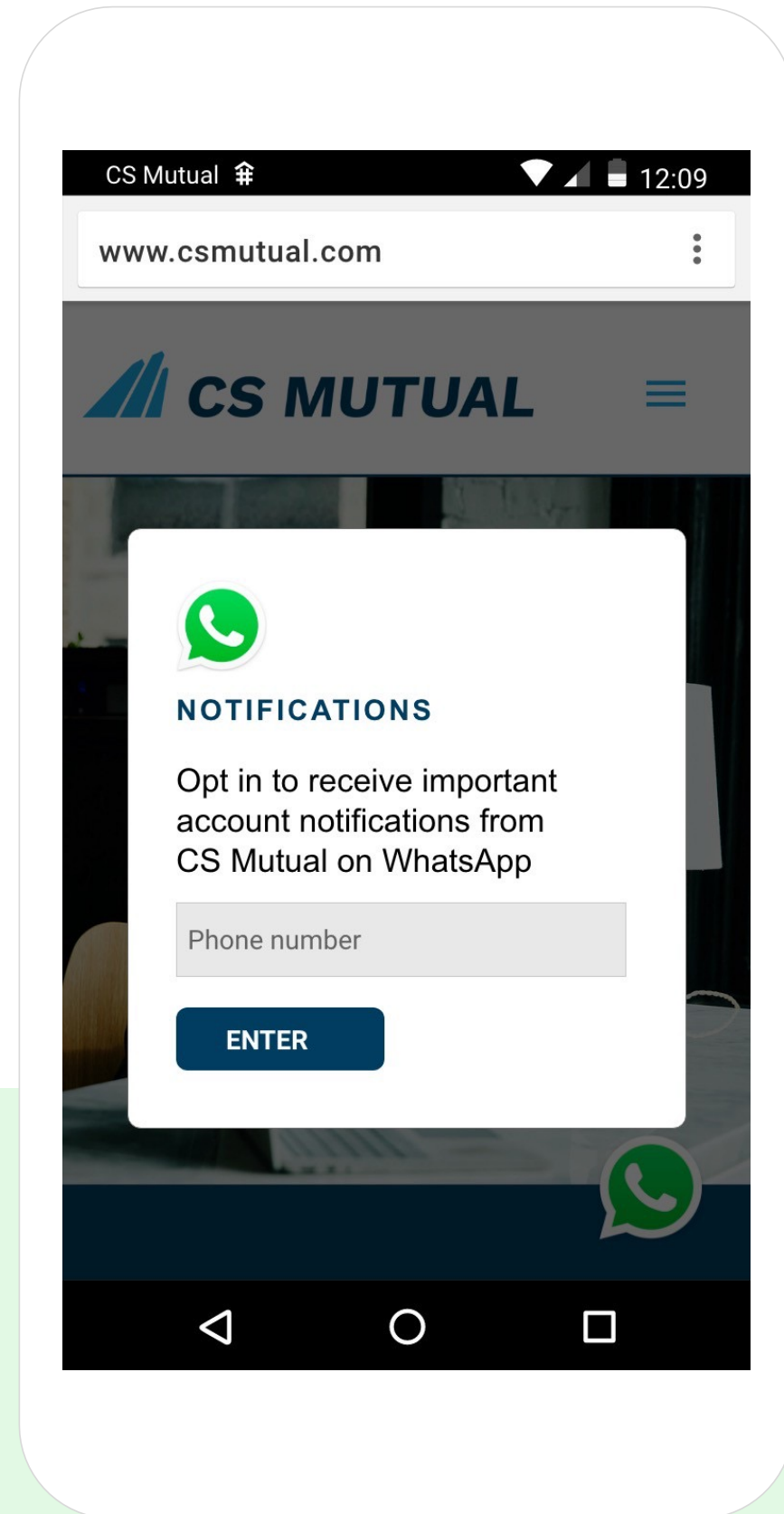




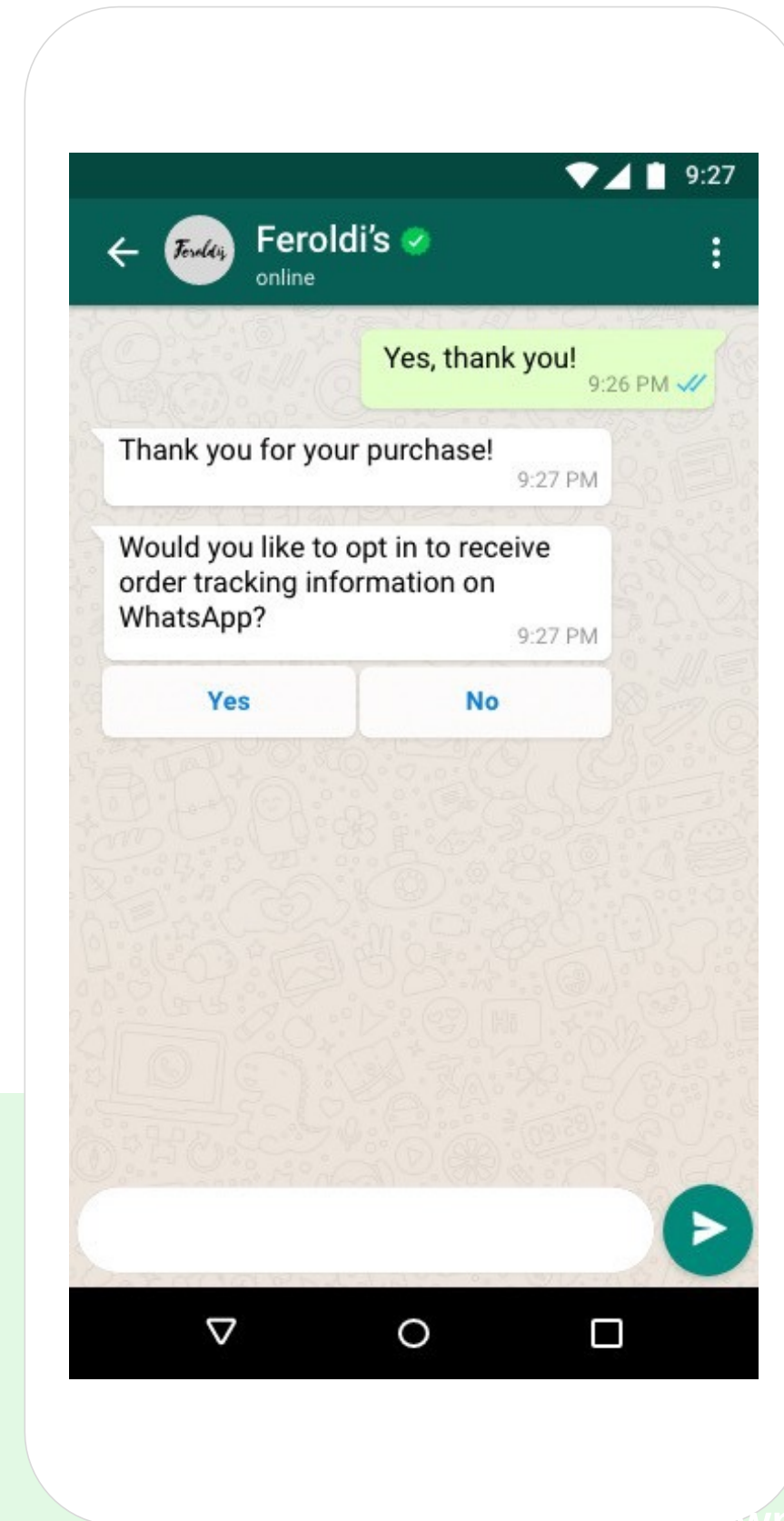
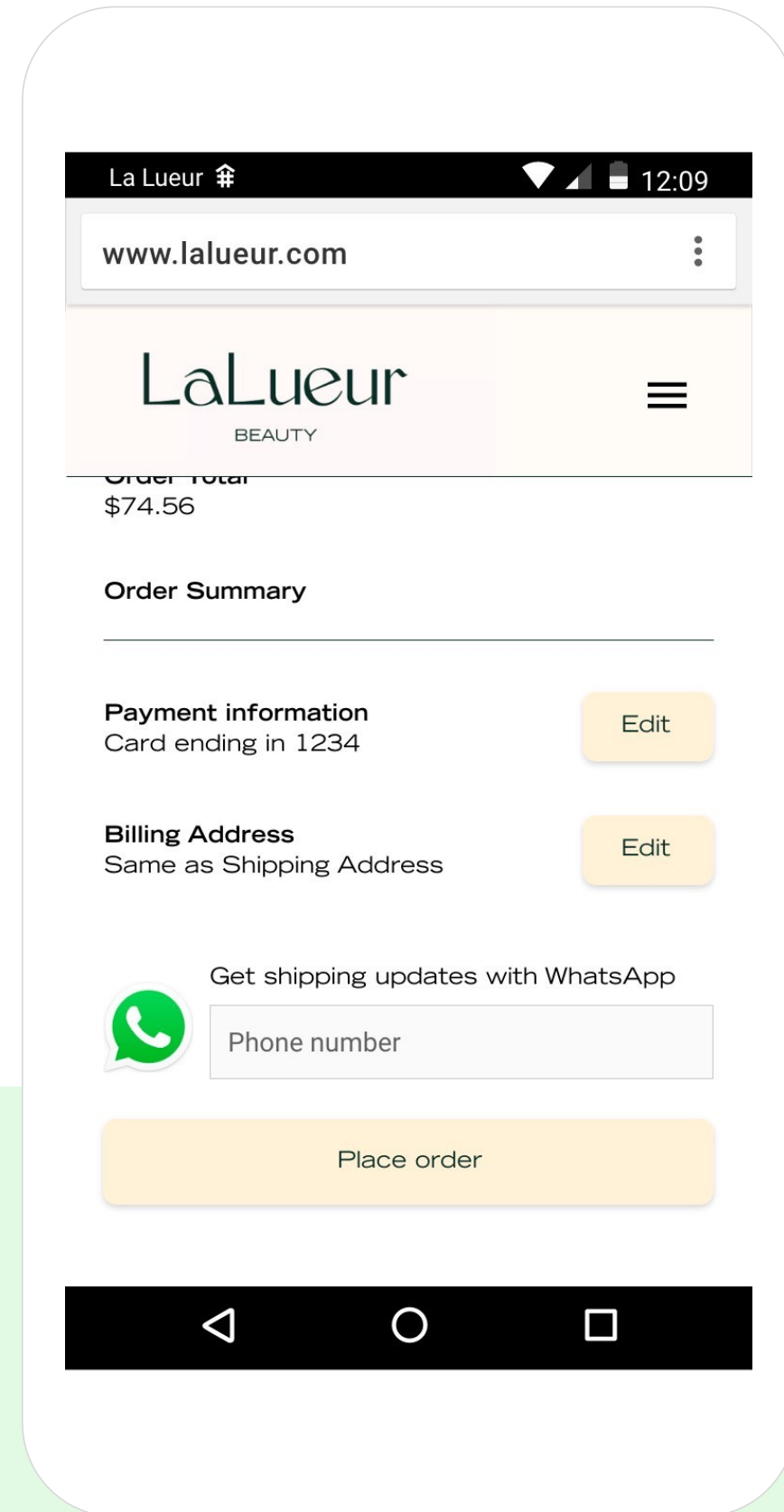
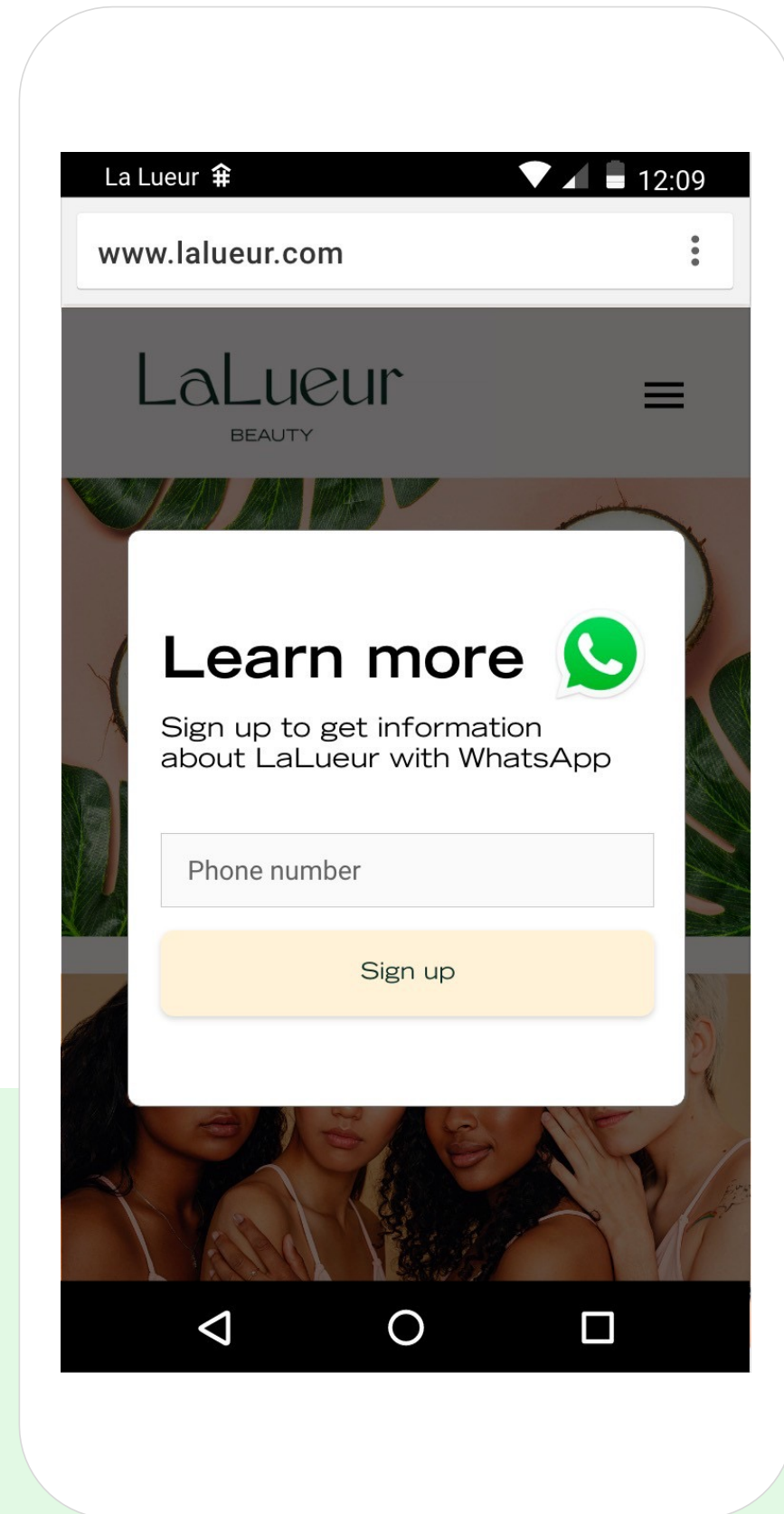
# Telco



# Financial Services



# Retail/Ecommerce



# Travel

