

More Types of WhatsApp Messages

Introducing WhatsApp

Non-transactional Messaging

October 2021

The background is a dark blue-grey color. It features several abstract geometric shapes: a large light blue circle on the right side, a smaller teal circle on the left, a small blue circle at the bottom left, and a small purple circle at the bottom right. There are also several curved lines in shades of blue, teal, and yellow, some of which are thicker and more prominent than others. The overall aesthetic is modern and minimalist.

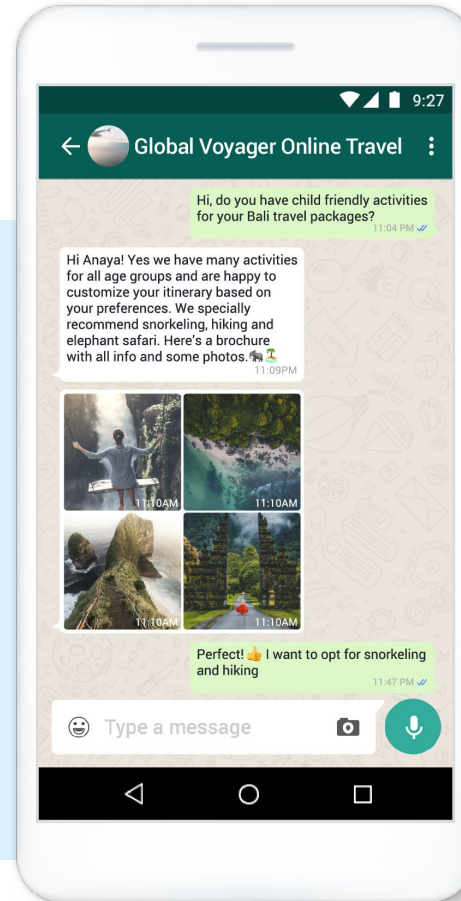
WhatsApp Message Types

WhatsApp allows you to send two types of messages



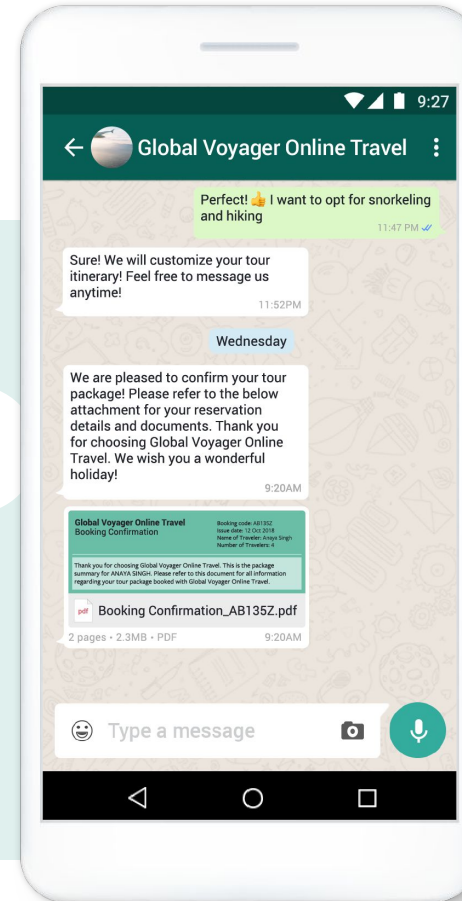
User-initiated messages

- The user/customer starts a message thread by messaging the business.
- No prior opt-in required.



Business-initiated messages

- The business starts a message thread by messaging the user/customer.
- Requires a pre-approved template
- Requires prior opt-in

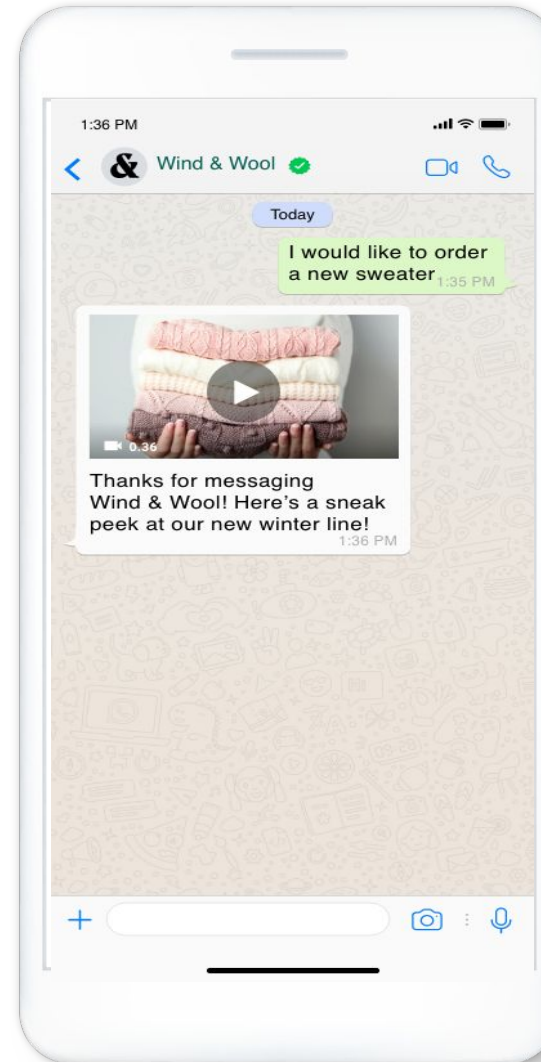


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User Initiated

- Return or refund request
- Order update or change
- Product availability request
- Billing or product service inquiry

These are referred to as **Session Messages**



Business Initiated

Business initiated messages are referred to as

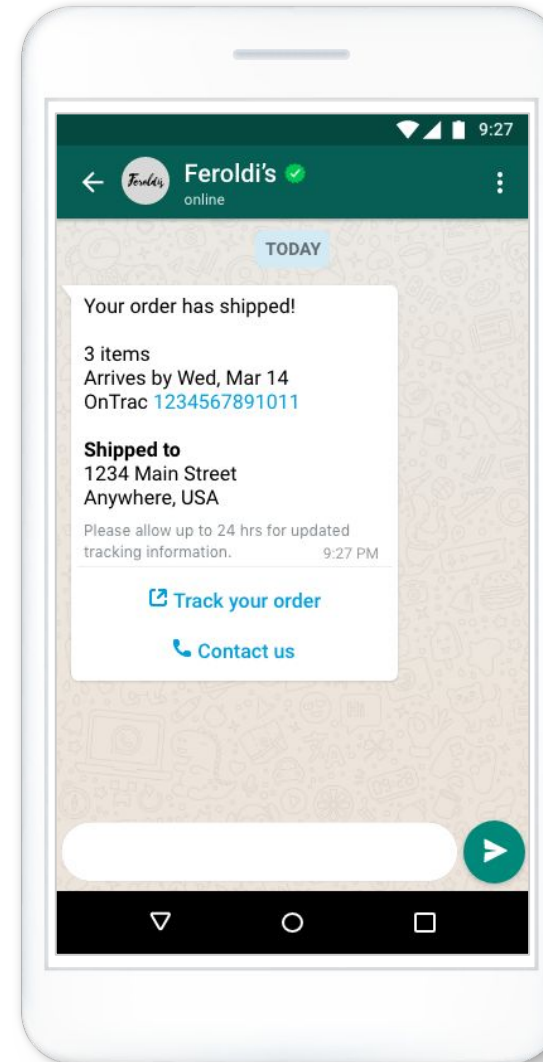
Template Messages

and have two types with different use cases:

Transactional

- Order confirmations
- Purchase receipts
- Delivery notifications
- Delivery tracking

and Non-transactional Messages....





New Message Type: Non-transactional Messaging

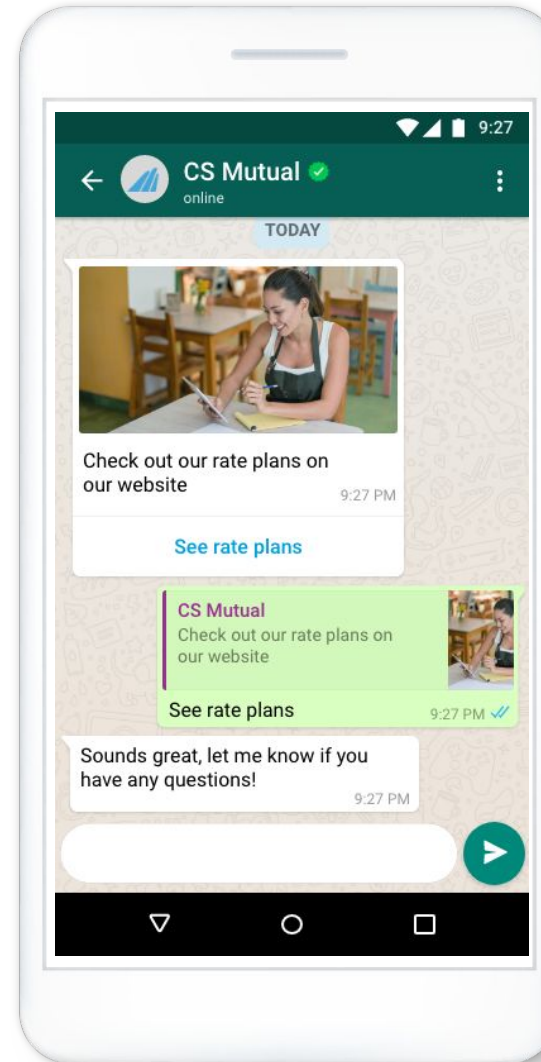
Introducing WhatsApp Non-transactional Messaging

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

With the Conversational API you can do both.

Marketers and customer loyalty managers can now leverage WhatsApp to:

- Share product recommendations
- Helpful updates
- Back in stock reminders
- Relevant offers and more



The background is a solid teal color with various organic, abstract shapes in different shades of teal and green. These shapes include thick curved lines, thin curved lines, and solid circles of various sizes, some of which are overlapping. The overall aesthetic is modern and minimalist.

Use Cases

Retail/ Ecommerce

Product Recommendations

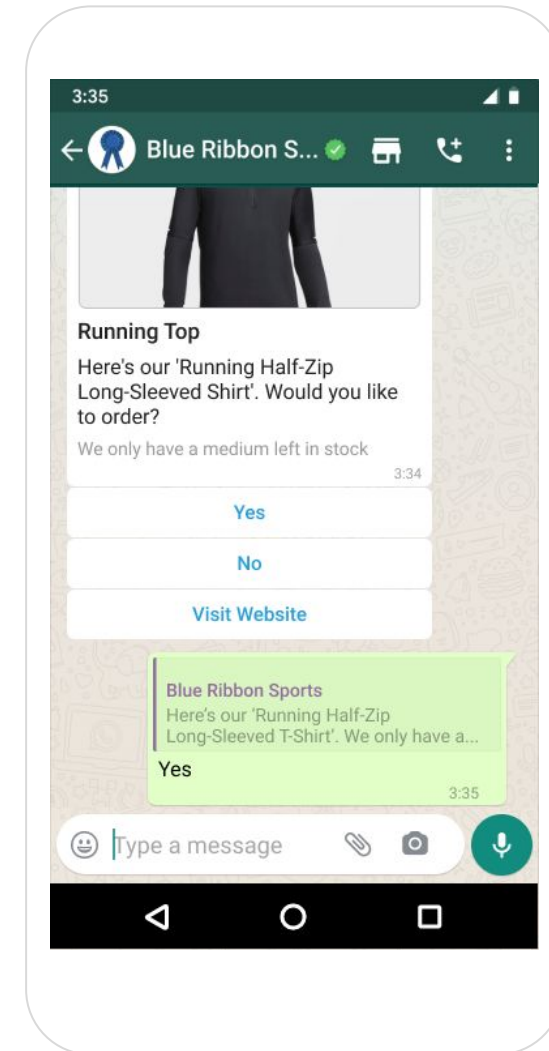
- Drive repeat purchases by making recommendations based on recent purchases

Relevant offers

- Strengthen relationships and drive real loyalty by issuing personalized loyalty rewards, special offers, coupons and personalized promotions

Back-in stock updates

- Capture lost opportunities by sending back-in stock updates.



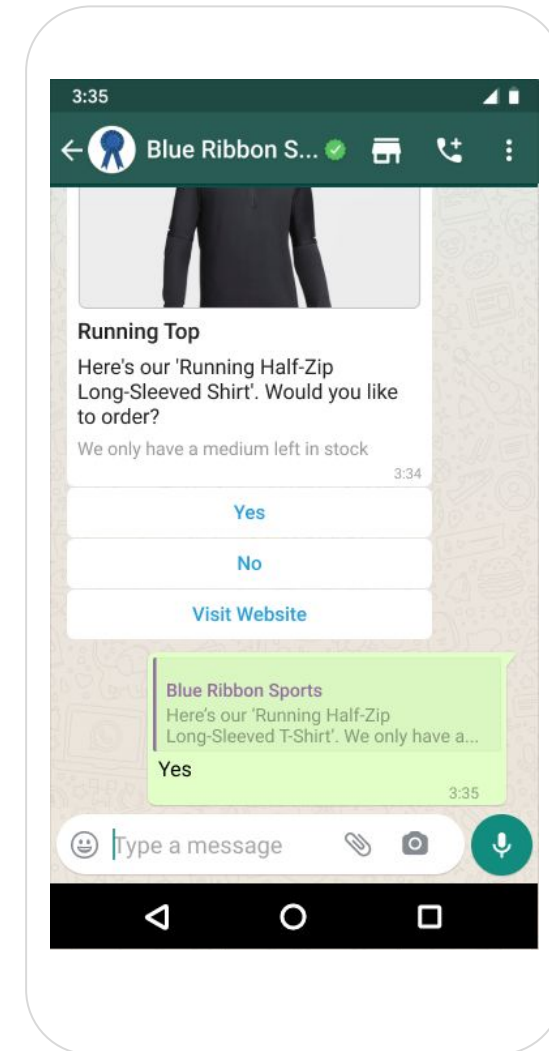
Retail/ Ecommerce

Reminders

- Nudge customers closer to order fulfillment by sending personalized Cart abandonment reminders for products not yet purchased and deadlines on limited offers.

Helpful information alerts

- Anticipate your customers needs by keeping them proactively informed with relevant and helpful information such as extended shopping hours or new returns process and more.



Financial Services

Product Recommendations

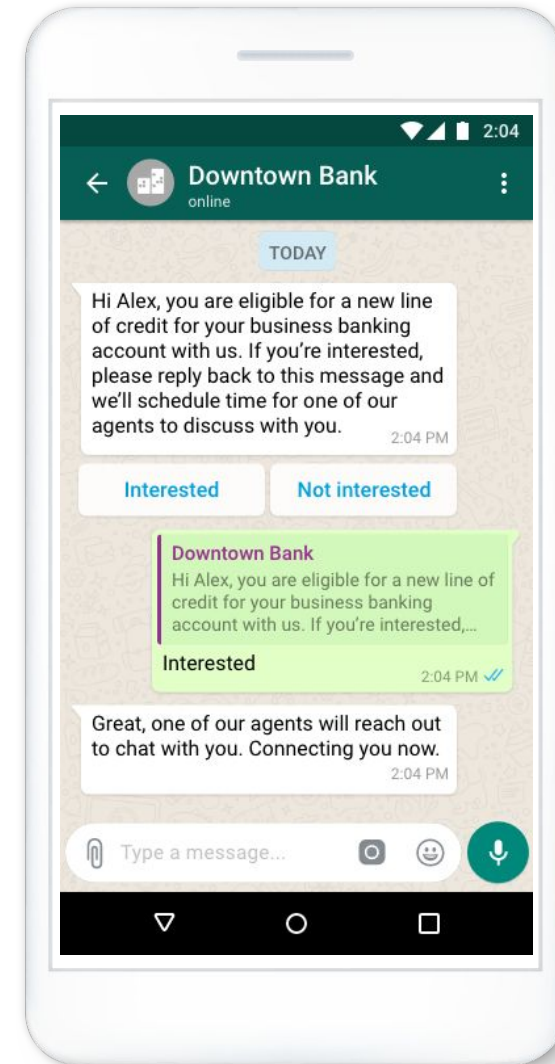
- New or upgraded credit card
- New line of credit or installment plan
- Pre-approval for a new kind of loan

Relevant offers

- Credit card discounts
- New partnership offers

Application verification

- New or upgraded credit card
- New loan



The background is a solid dark blue-grey color. It is decorated with several abstract geometric shapes: a large light blue circle in the upper left, a medium blue circle in the upper right, a large light blue circle in the lower right, a medium teal circle in the lower left, a small blue circle in the lower left, a small red circle in the lower right, and a small yellow circle in the lower right. There are also several curved lines in various shades of blue, teal, and yellow scattered across the background.

Benefits

Why WhatsApp?

Media Rich

- **Grab their attention:** Add QR codes, images, video, audio, documents and more to engage your customers.

Interactive

- **Improve response rates:** CTA buttons drive conversion, while quick response buttons allow customers to reply to specific messages in the moment.

Convenient

- **Make your brand more accessible:** WhatsApp offers customers convenience by allowing them to read and respond to messages directly on their mobile device, when they want to and in that very moment - with all the information available at their fingertips.

Preferred

- Reach customers on their favorite app: Chat to your customers on the platform used by 2 billion people around the world and preferred by 68% of users when connecting with businesses.



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**37x more
conversion
compared
to SMS**

Why unifonic?

Easy to integrate API

- Fastrack innovation by using unifonics Conversational API to programmatically send and receive messages and integrate this workflow with your own systems and platforms - without complex coding or backend infrastructure.

WhatsApp Compliant

- Sole Official WhatsApp Partner with HQ in KSA
- Remain compliant with WhatsApp Regulations - As an authorized provider we remain up to date and strictly comply with WhatsApp Protocols - Easily build and submit your Non-transactional Message Template to WhatsApp for approval



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WhatsApp Client Success Stories

Food Delivery Platform Boosts Conversions & New Orders with the WhatsApp Business API



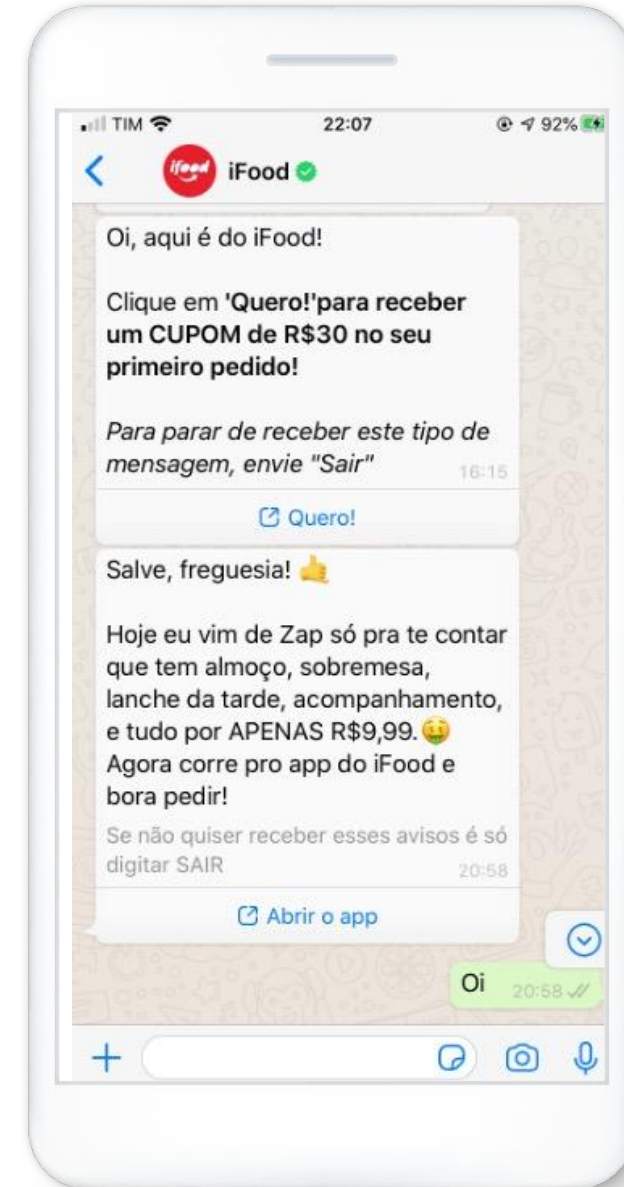
37X

more conversions
compared to SMS

2.5X

more conversions compared to
push notifications

- iFood started conversations on WhatsApp with new customers that had downloaded the app but hadn't yet placed their first order.
- By re-engaging customers with valuable promotions, iFood helped customers place orders with dramatically higher conversions vs. other channels.



Bank Drives Conversions and Business Growth with the WhatsApp Business API



37%

of all conversions
via WhatsApp

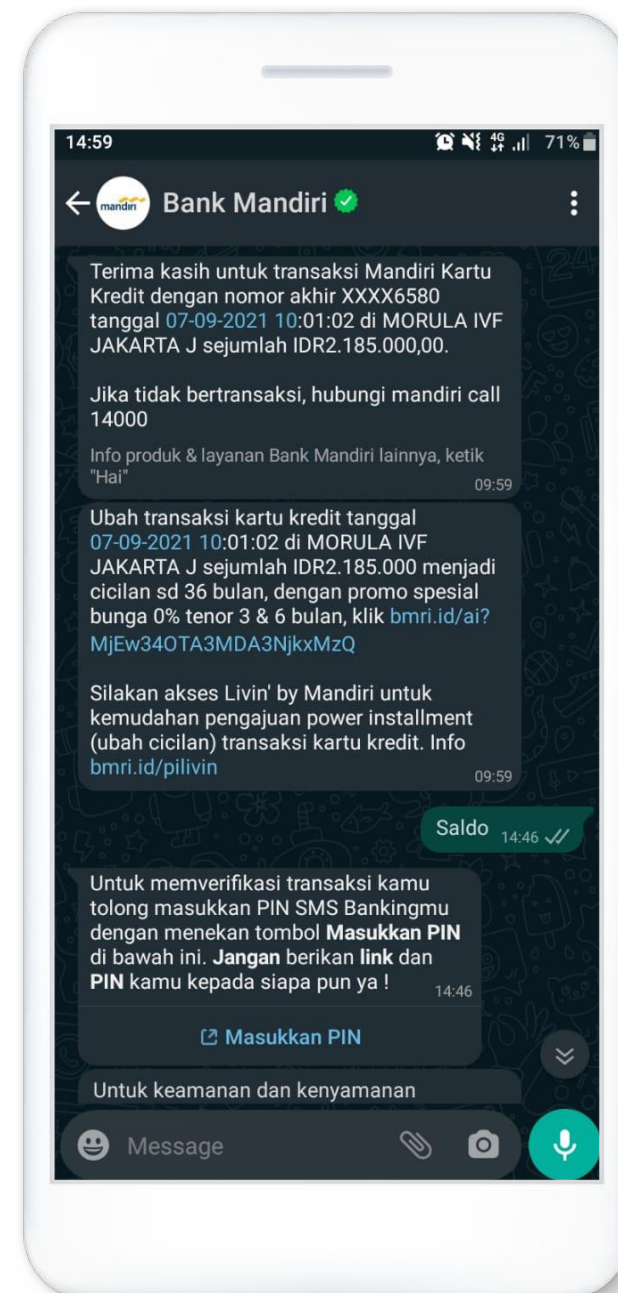
#1

channel for conversions over
SMS, telesales, call center,
website, & mobile app

\$350K+

projected interest revenue
from conversions on
WhatsApp

- Bank Mandiri messaged credit card customers who made purchases above a certain amount to convert the transaction into an installment scheme.
- Bank Mandiri used WhatsApp to re-engage existing customers and drive conversions and revenue.



Interior Design Platform Fuels Qualified Leads Growth with the WhatsApp Business API



10X

increase in deliverability
compared to email

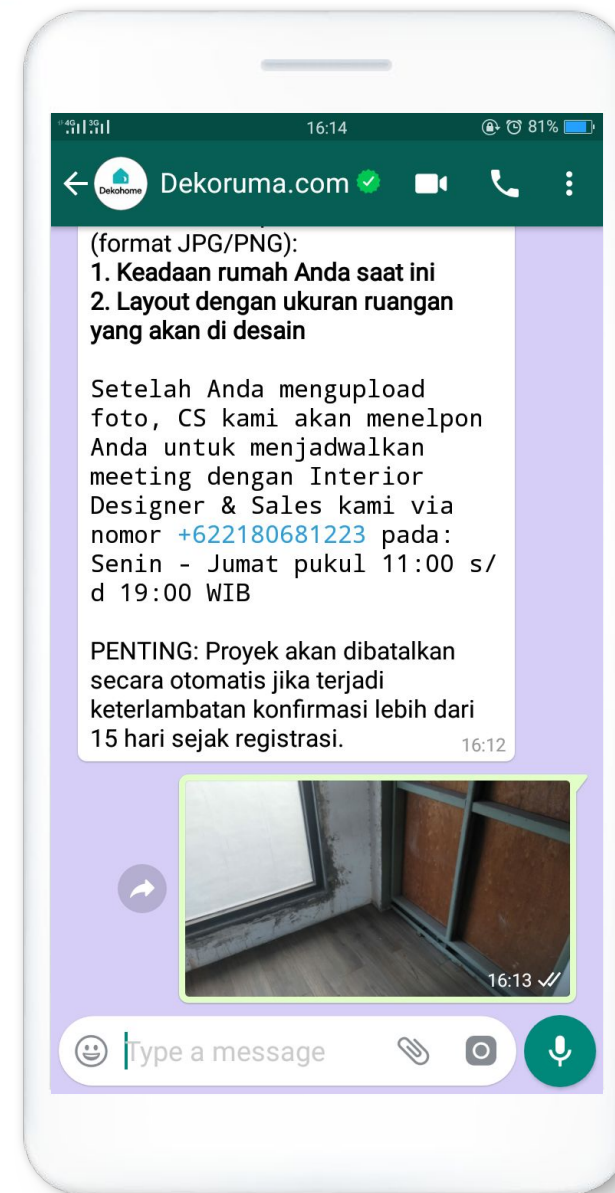
3X

higher response rate
compared to email

100%

incoming leads via
WhatsApp addressed
by Dekoruma team

- Dekoruma used WhatsApp to vet new inbound leads for their interior design services platform.
- Using WhatsApp, Dekoruma was able to drive an increase in response rate compared to their email channel.

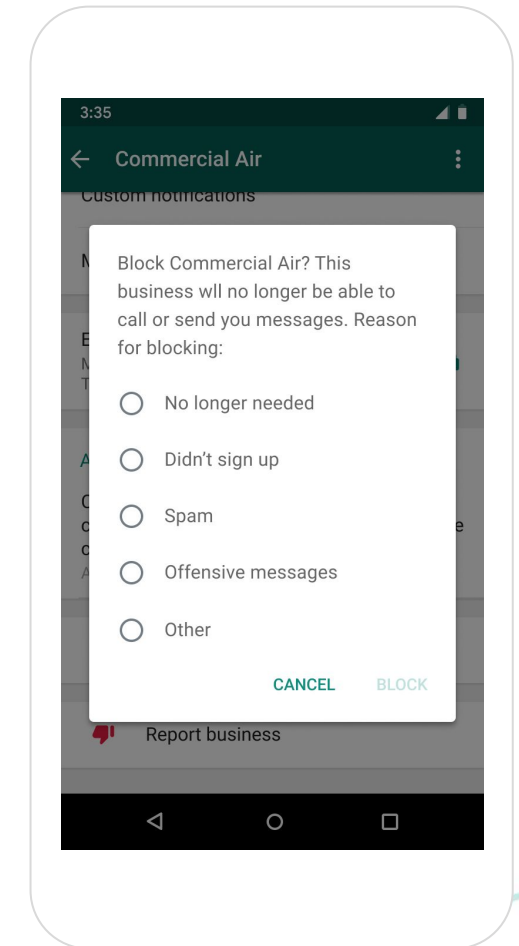
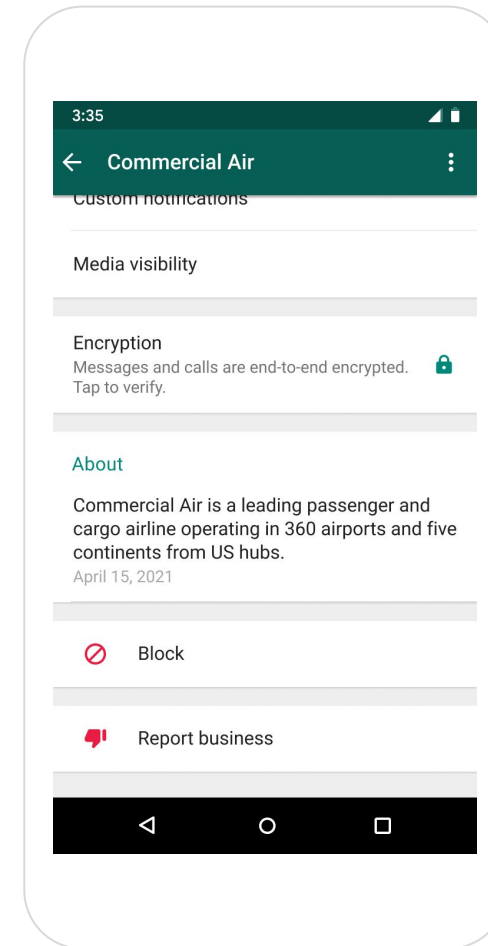


The background is a solid teal color. It is decorated with several abstract, organic shapes in various shades of teal and green. These include thick curved lines, thin curved lines, and solid circles of different sizes. Some shapes are layered on top of others, creating a sense of depth. The overall aesthetic is modern and minimalist.

Ready to get started? What you need to know

People are in control when they message WhatsApp

- People can block or report a business at any time
- When people block a business, they also can choose to tell WhatsApp why
- They leverage these quality signals to determine the phone number quality rating
- *When applicable, they surface this as feedback as a potential reason for red (low) or yellow (medium) quality*



What you can do:

Business must get opt-in (this is mandatory)

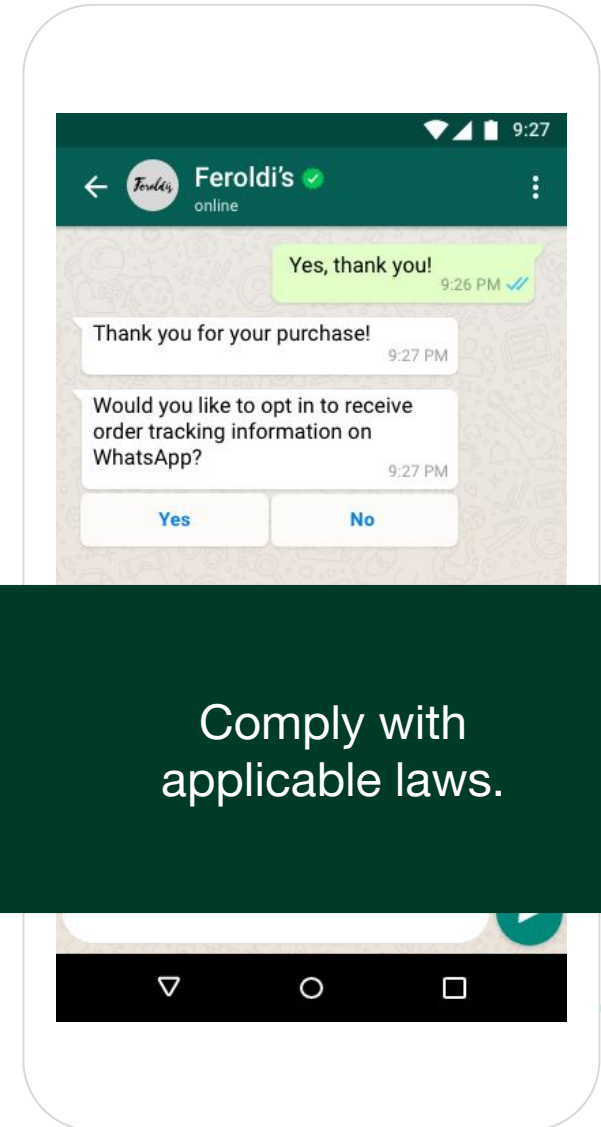
You must receive prior opt-in from a user before you can send them a notification

When collecting opt-ins, you must:

Clearly state that a person is opting in to receive messages from your business over WhatsApp.

Clearly state the business' name that a person is opting in to receive messages from.

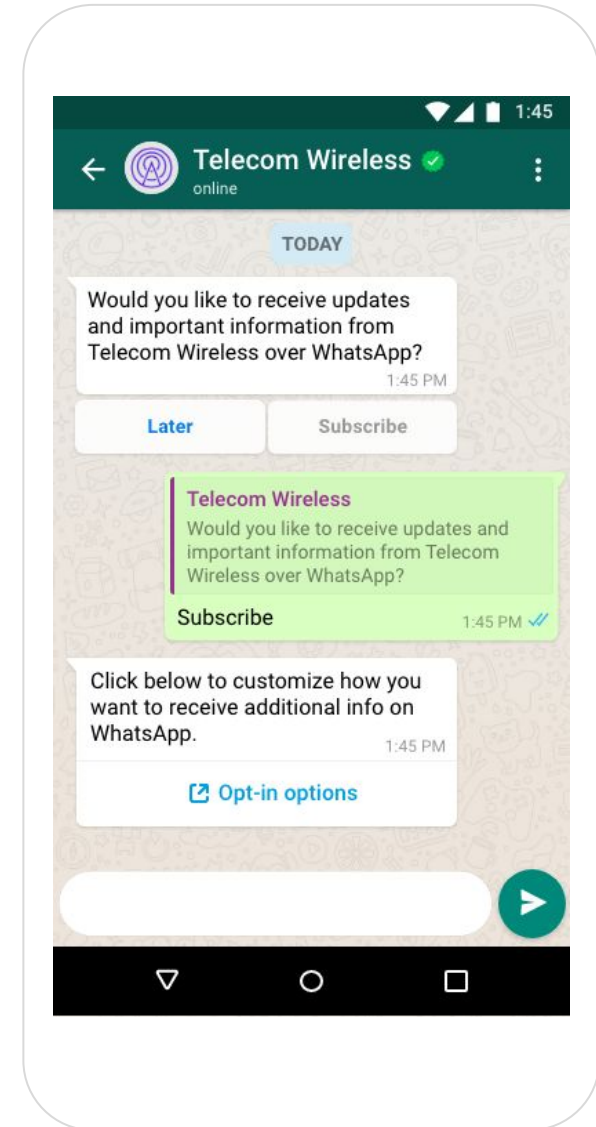
Comply with applicable laws.



What you can do:

Collect opt-in wherever is best for your customer:

- In a WhatsApp thread
- Missed call
- On your website
- SMS short code
- Phone interactive voice response (IVR)
- Customer service call
- In-person
- During the transaction process
- Messenger bot
- Ads that click to WhatsApp
- QR code



What you can do:

Messages should be expected, relevant and timely

Expected:

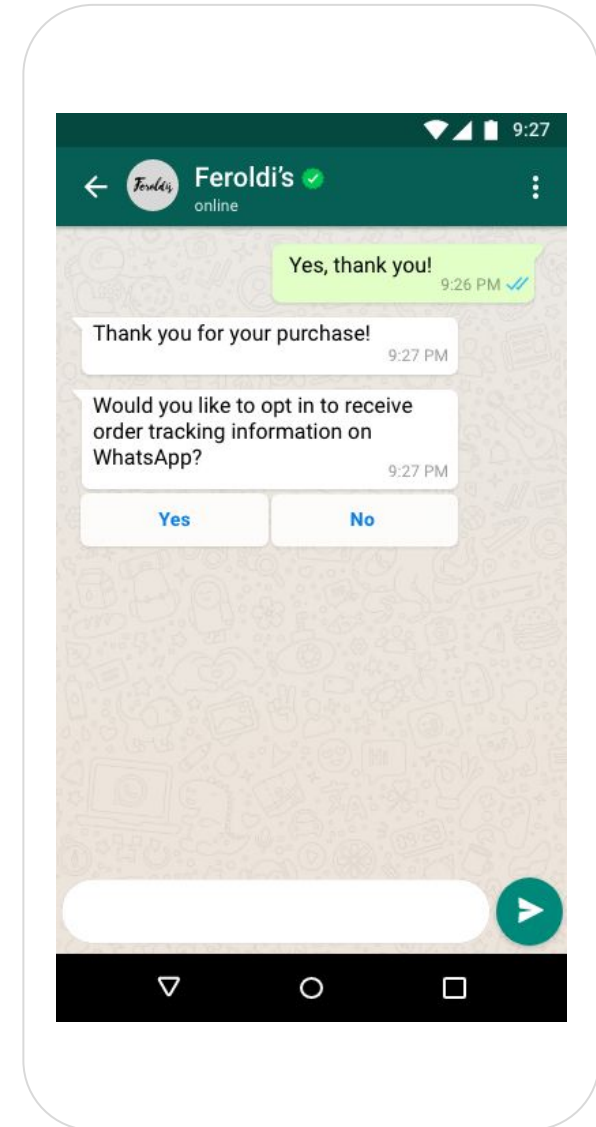
- People have already opted in to receive information over WhatsApp
- Businesses must get opt-in
- Always include the option to opt-out with each message

Relevant

- The messages are **personalized** to the customer, contain **valuable information**, and outline **clear call to action(s)** for the customer

Timely

- Customers **receive these messages at a logical time** (ex: soon after engaging with the business, at a requested cadence)

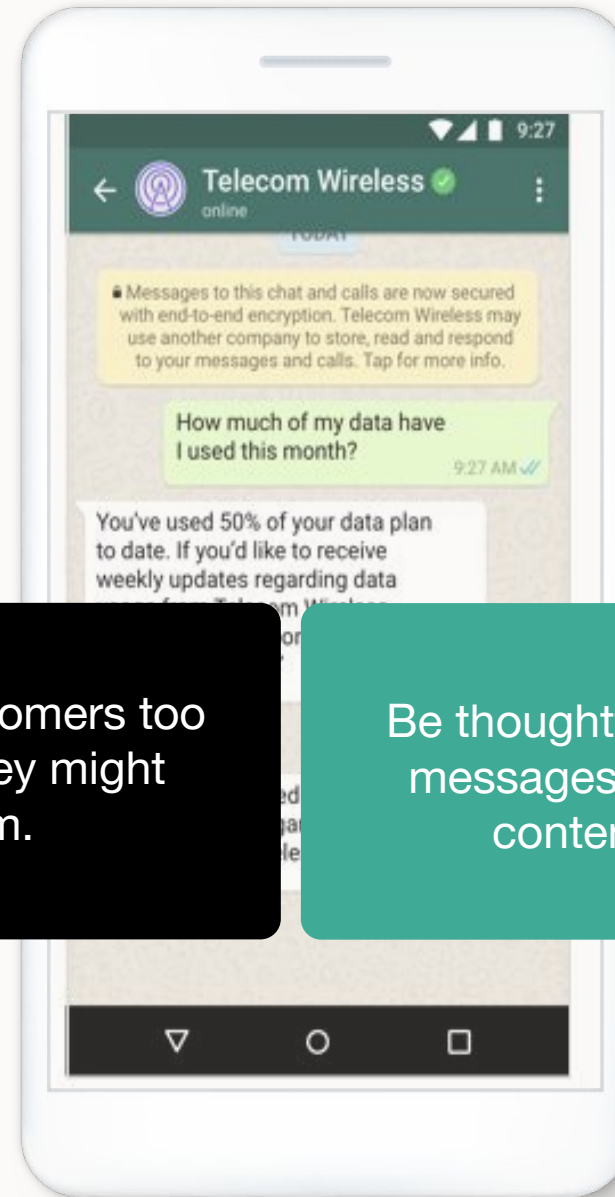


Communicate value- deliver it

Make your messages highly personalized and useful to users.

Avoid messaging customers too frequently, which they might consider spam.

Be thoughtful of informational messages by optimizing for content and length.



Message Limits

Messaging limits determine how many unique users your business can send messages to

This includes new conversations as well as existing conversations. Note: This does not limit the number of messages your business can send, just the number of **unique users** you are trying to message.

Messaging limits only apply to templated messages

Business can continue to **respond** to an unlimited number of users when the user initiates the conversation.

Business Numbers with a low quality rating are flagged, reducing your messaging limit



Message Limits

Messaging limits determine how many unique users your business can send messages to, on a daily basis, and it takes at least 7 days for the new number to reach the last tier.

	Tier 1	Tier 2	Tier 3	Tier 4
Allows your business to send messages to unique customers in a rolling 24-hour period	1K	10K	100K	Unlimited

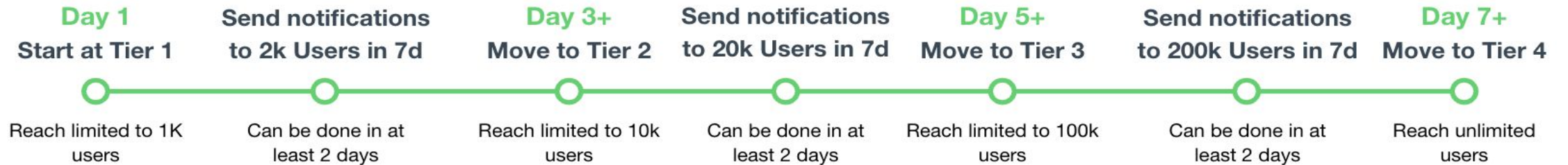
A business starts in Tier 1 when it registers its phone number.

 [Learn more about messaging limits](#)

Message Limits

You are automatically upgraded to a higher tier based on the volume and quality of the messages you send. Doubling up until you are upgraded to the next Tier.

Conversely, you can be downgraded if more of your messages are reported or blocked by users.



Message Limits: Example

	24 hours (Day 1)	24 hours (Day 2)	24 hours (Day 3)	24 hours (Day 4)	24 hours (Day 5)
Number of users messed	1,000	1,000	1,000		
Total number of users messed	1,000	2,000	3,000		
Messaging Limit Tier	1K	1K	10K		

Number of users messed	500	500	500	500	500
Total number of users messed	500	1,000	1,500	2,000	2,500
Messaging Limit Tier	1K	1K	1K	1K	10K



Messages are subject to approval by WhatsApp

- Business will need to create and submit your Non-transactional Message Template to WhatsApp for approval
- Plan in advance for review time
- Unifonic allows customers to create and submit templates directly from the UC

Businesses need to have a WhatsApp Business Account through a BSP like unifonic



Already a customer?

Businesses can **immediately begin to send new types of messages** without the transactional-only restriction on messages outside the 24-hour window

There's **no change to the message template creation process** in Business Manager or via API

- Businesses should choose an existing template category during submission
- Template review will check for Commerce or Business Policy violations and correct formatting
- Plan in advance to account for review times

Unifonic allows customers to create and submit templates directly from the UC

Thank you



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