



# Boost Your Ramadan Sales

WITH

## Gen AI-Powered Conversations on



Celebrate the **Spirit of Ramadan** in style with our latest collection!

11:45 AM

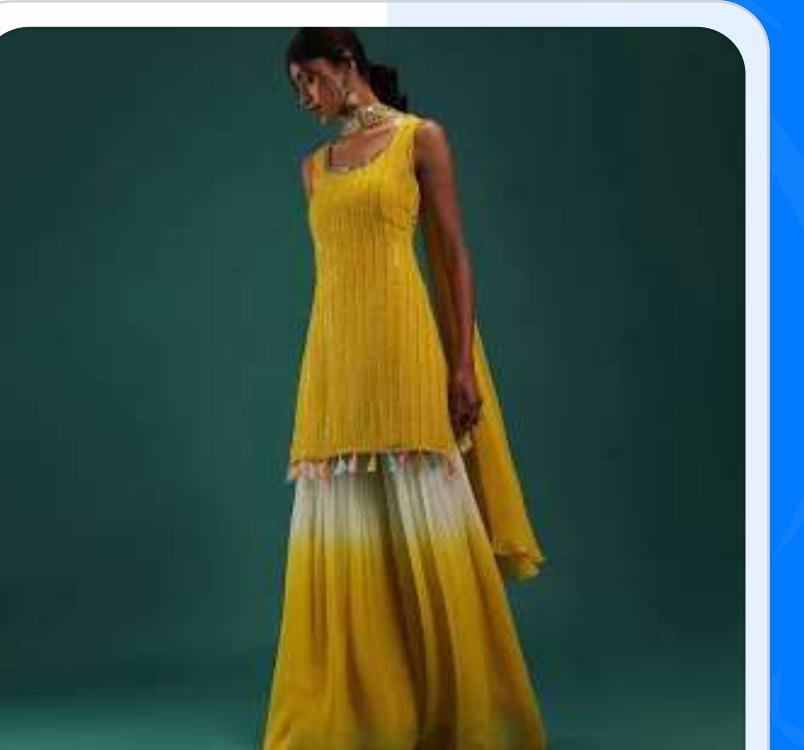
Shop Now

Explore Offers

Explore Now 11:45 PM



View Item



View Item



RAMADAN 2024



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# INTRODUCTION

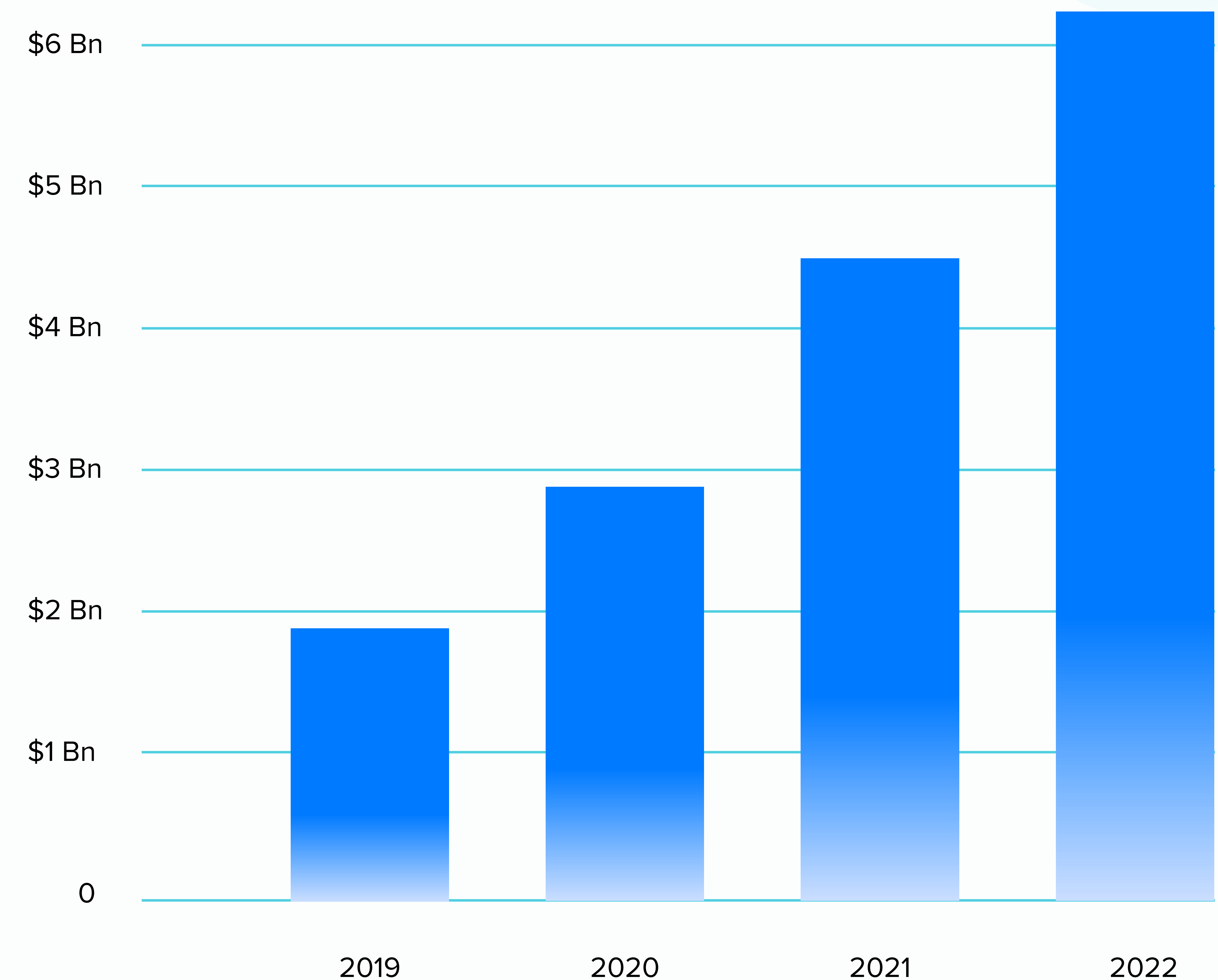


# Introduction

The holy month of Ramadan also happens to be one of the prime shopping seasons of the year. It's a great opportunity for brands in the UAE to capitalize on the frenzy with personalized shopping deals on channels like WhatsApp, powered by Generative AI.

Moreover, WhatsApp usage surges during this time - which makes it one of the best engagement and marketing channels for brands! In fact, **45% of participants of a survey said they spend more time on the messaging app during the holy month.**

## Shopping Behaviour During Ramadan Over the Years

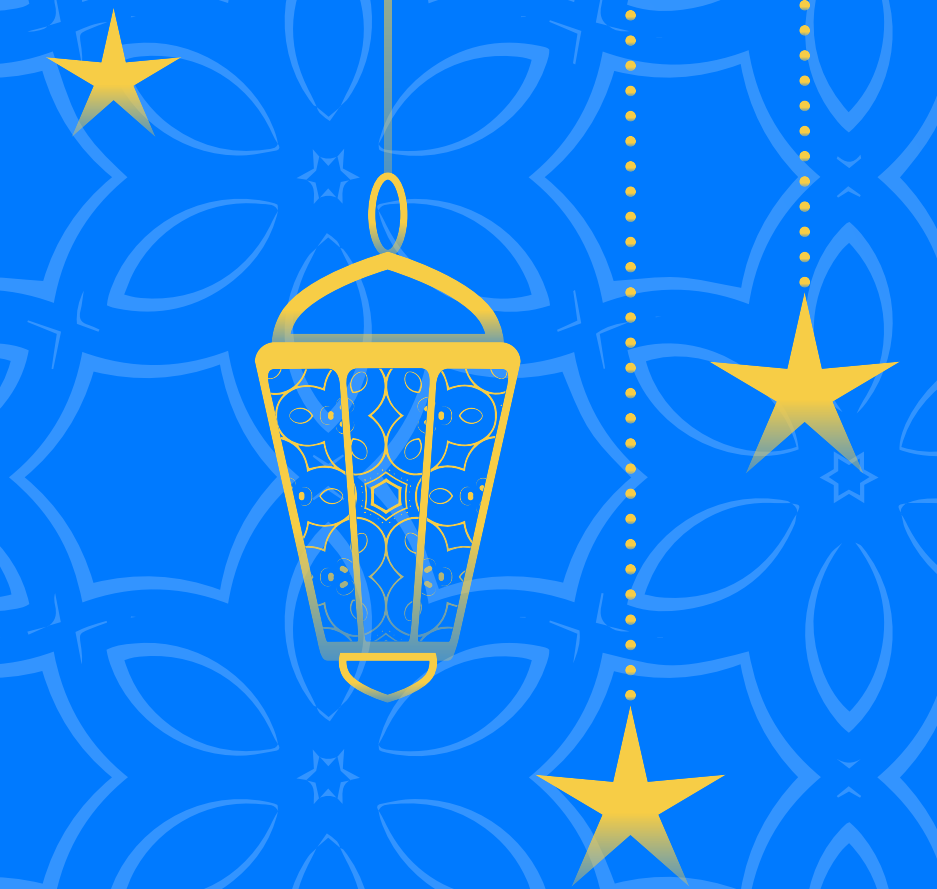


Source - Ramadan 2023 At a Glance **inMOBI**

Source - **statista**



# WHY USE WHATSAPP

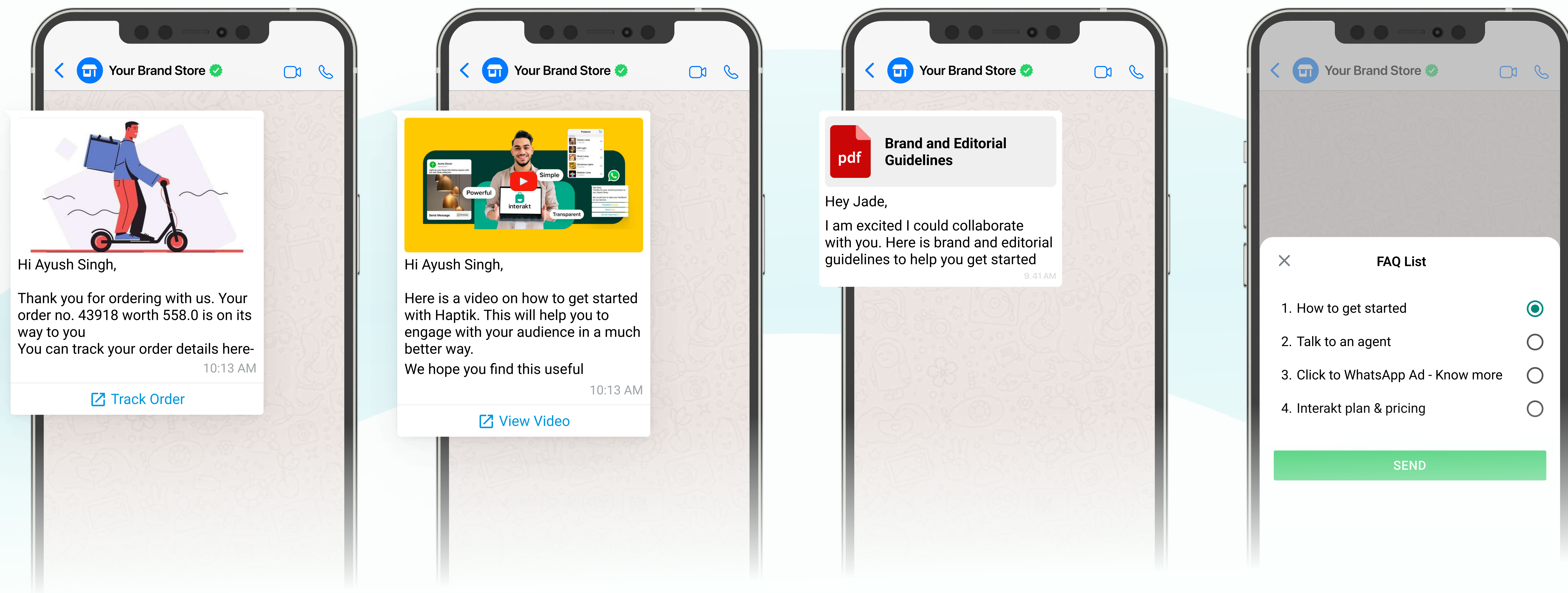




# Why You Should Use WhatsApp This Ramadan

## 1. Higher Engagement

With WhatsApp's rich media features - images, videos, PDFs, and more - brands can maximize customer engagement and campaign performance. The interactive features of WhatsApp also help with higher open & reply rates.





## 2. The Numbers Say It All

With a staggering user base exceeding two billion, WhatsApp has become the most popular app. What was once a mere messaging platform has seamlessly evolved into a multifaceted channel, serving as both a connection between individuals and a communication tool for businesses to acquire customers, engage & re-engage, sell, and support. Compared to other channels and across the customer journey, WhatsApp improves:

READ RATES

**5X - 8X**

of Push, SMS

CLICK THROUGH RATES

**3X - 6X**

of Push, SMS

CONVERSIONS

**2X - 5X**

of other channels

CUSTOMER CARE

**2X**

CS Agent Efficiency

PURCHASE FREQUENCY  
GROWTH

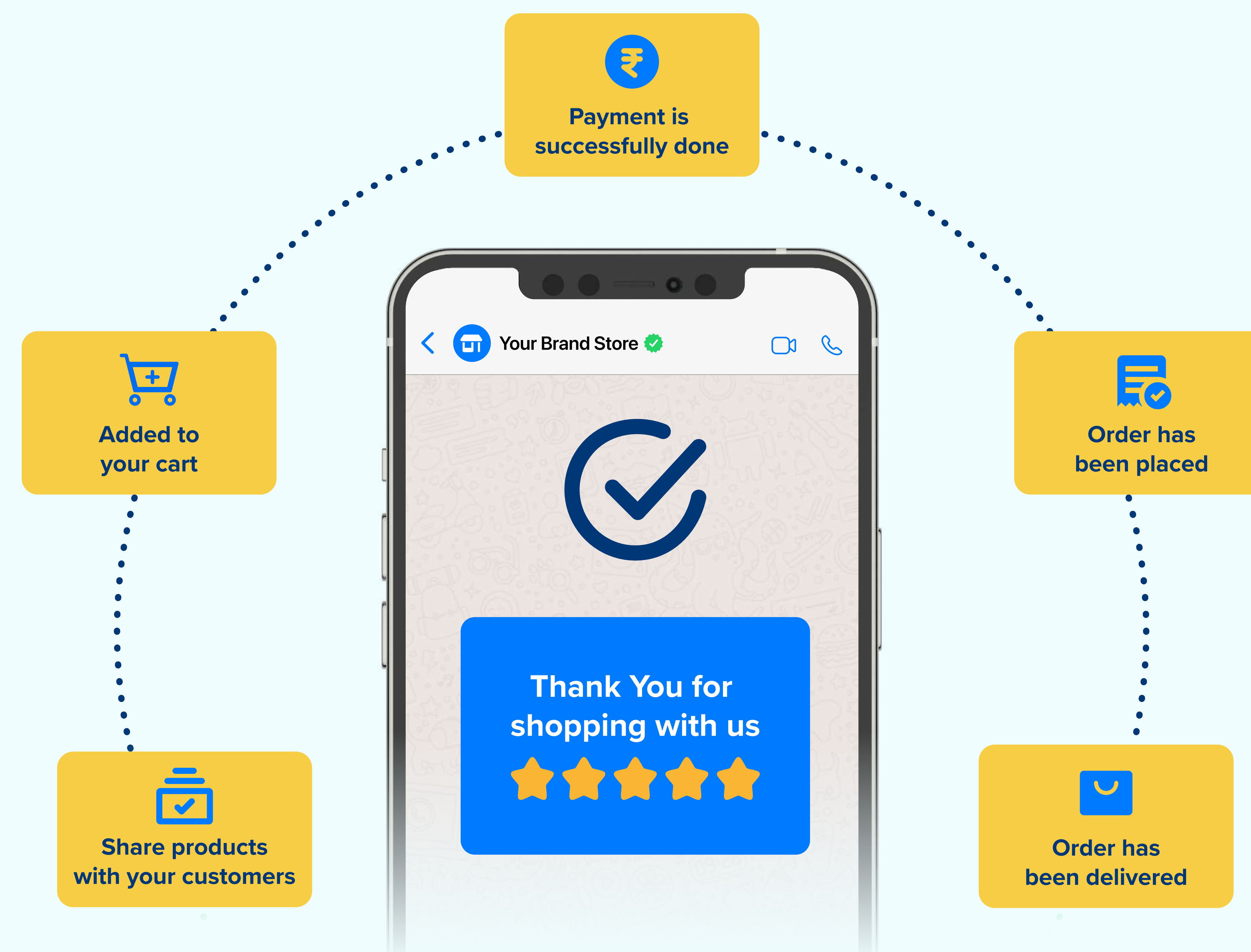
**15 - 35%**

INCREMENTAL FROM USERS  
EXPOSED TO CAMPAIGNS

**2X - 6X**

## 3. Offer a Seamless End-To-End Shopping Experience

Businesses can build a solid sales channel through WhatsApp by sending personalized catalog messages to their consumers and accepting payments on the platform. This would encourage the consumers towards a more seamless shopping experience where they can avoid rush hours, long queues, and last-minute issues.





## 4. It Is Convenient and Accessible

WhatsApp is a quick, easy, and convenient way for people to stay in touch, share and receive updates, and move conversations forward. People always have their phones with them and hence, miss fewer messages.

## 5. Helps Build Strong Customer Relationships

Allowing customers easy access to your brand through WhatsApp can help you facilitate conversational marketing. Also, it helps build trust and strengthens relationships as it is one of the preferred communication channels for customers — for personal conversations and interaction with brands.

## 6. It's a Secure Channel

Data security and privacy are the biggest concerns for customers, especially if there are monetary transactions involved. WhatsApp provides end-to-end encryption, ensuring confidentiality of customer information.

## 7. Help Streamline Customer Experience

WhatsApp Business Platform apps offer many features that help brands provide a smooth and better customer experience. For example, real-time updates on purchases, payments, delivery status, etc. As it's a two-way conversational channel, customers can respond to brands and get answers to their queries. With these benefits and more, there's incentive to use WhatsApp for business.

**Now, let's dive  
into how you can use**

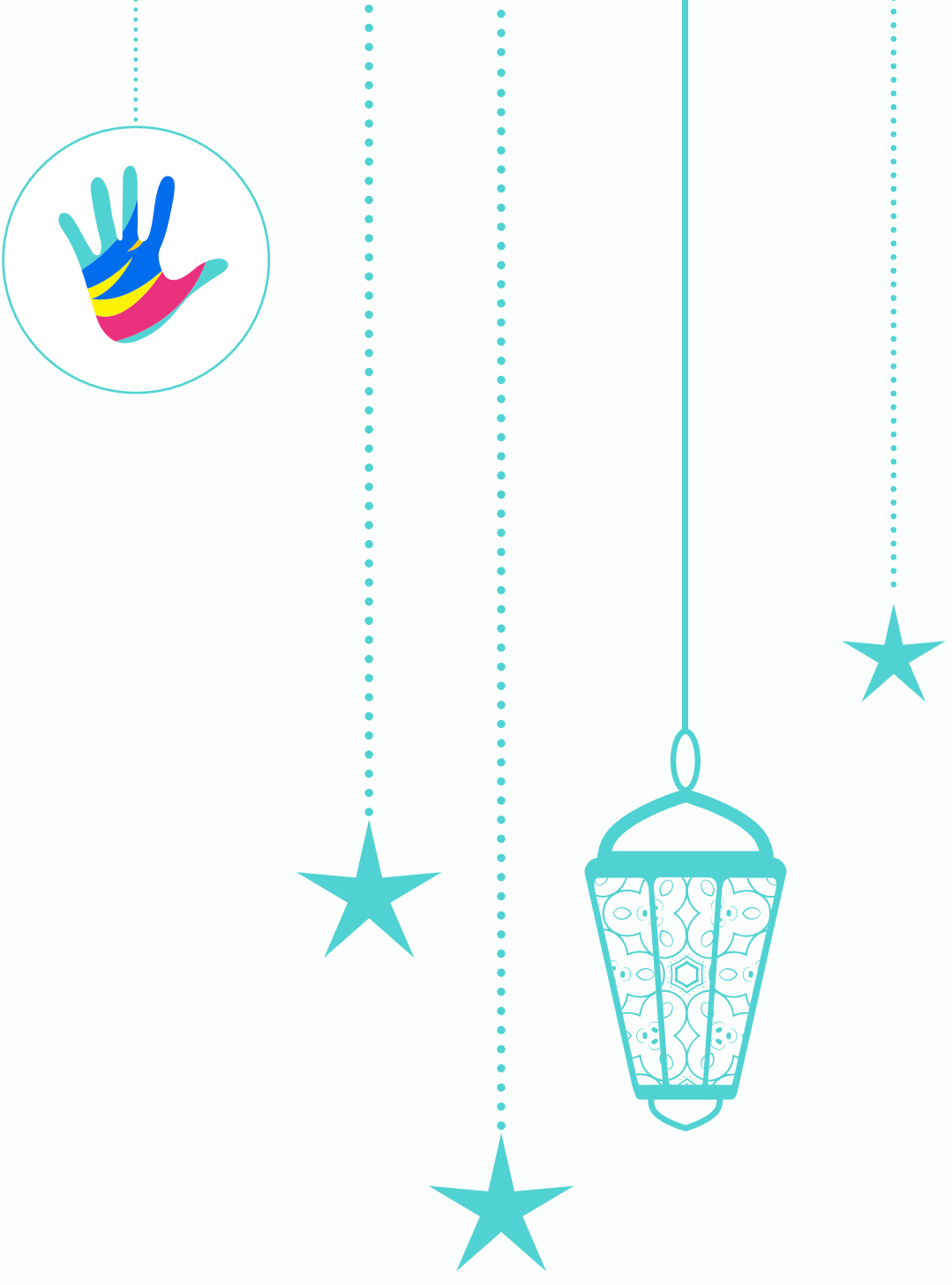






# HOW TO USE WHATSAPP





HOW TO USE WHATSAPP

BEFORE

# The Holy Month of Ramadan Begins



# Create a Framework for Ramadan Marketing

From planning and preparation to the launch of your campaigns.

## Campaign Planning & Preparation

### Plan Campaigns & Journeys

- Understand goals & different audience segments
- Different message frequency, and experience per segment
- Utilize WhatsApp's messaging features (e.g. media, CTA, buttons)

### Identify Success Metrics

- Keep track of E2E funnel data (in-thread, website, in-app)
- Plan for A/B Tests

### Phone Number Onboarding

- Business verification
- Display name approval
- Official business account
- Tier ramp-up (at least 3 days from 1k to unlimited)

## Execution of Pre-Festive Events

### Template Preparation

- Personalise templates
- Submit templates for approval (at least 1 day)
- Schedule templates during expected times

### Development and Testing

- Internal teams / BSP create analytics and live dashboards for campaign
- E2E testing of customer journey + data collected

### Launch pre-festive campaigns

- Proactively monitor metrics through dashboards
- Use previous day's campaign results as inputs for subsequent day's campaigns

## Post Campaign Analysis

### Analyse Metrics

- Which campaigns and for which user segments perform best?
- Which point of the customer journey has highest drop-off?
- How much uplift resulted in using WhatsApp as a channel?

### Plan for Improvements

- Can we streamline the journey?
- Can we make templates and campaigns more personalised (timing, content, offer)?
- Can we try other campaign categories?
- Can we try other offers for different segments?

## Launch of Mega Campaigns

### Launch & execute mega sale campaigns for World Cup, Ramadan and end of the year

- Updated campaign plan based on learnings from the last two months campaigns
- Proactively monitor metrics through dashboards
- Use previous day's campaign results as inputs for subsequent day's campaigns



# Create Click-Worthy Copies

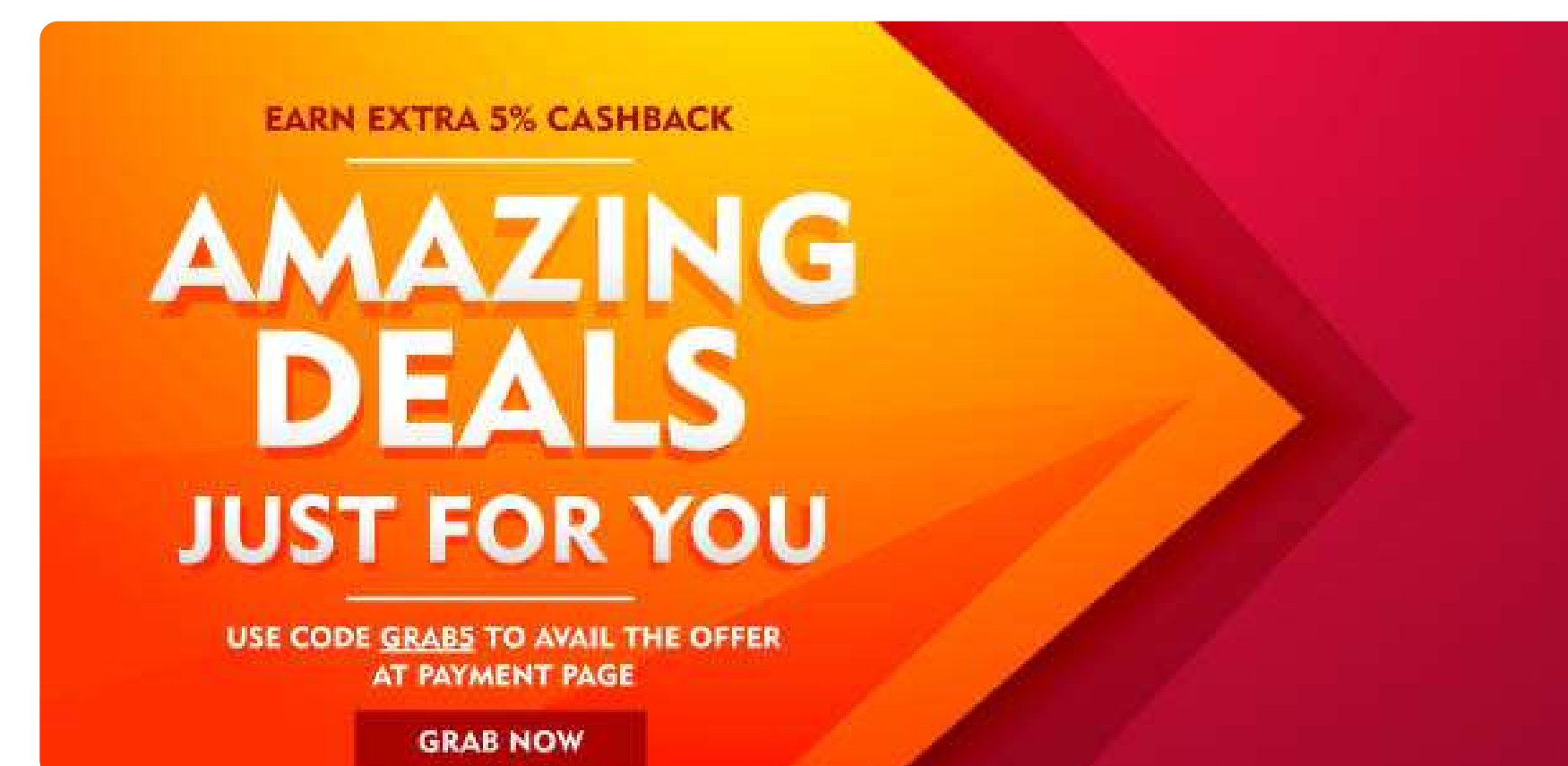
Using this blueprint to design your campaign messaging for higher engagement

- Images/Gifs/Videos to make message engaging

- Start with the customer name
- First Two Lines optimised for hero offer call-out

- Formatted Copies
- URLs in the Body
- Multiple URLs for offer call-outs of different collections/categories/brands (Slight Contextualisation)
- Offer call-outs to have starting prices, under INR XXX, Min x% off
- Stand-out Offer

- If new user, add other conversion levers here
- Stop call-out in the footer
- Buttons to allow them to explore more



Hi Akbar!

**The Ramadan Bumper Sale is live 🎉**  
**Get all your favourites styles at least 50% off**

❤️ Clothing and accessories starting at ₹299  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

❤️ Enjoy 70% off on top brands like Calvin Klien, John Players & Levi's..  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

❤️ Buy 1, Get 1 free, plus Freebies on 1000+ Beauty and Grooming Products  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

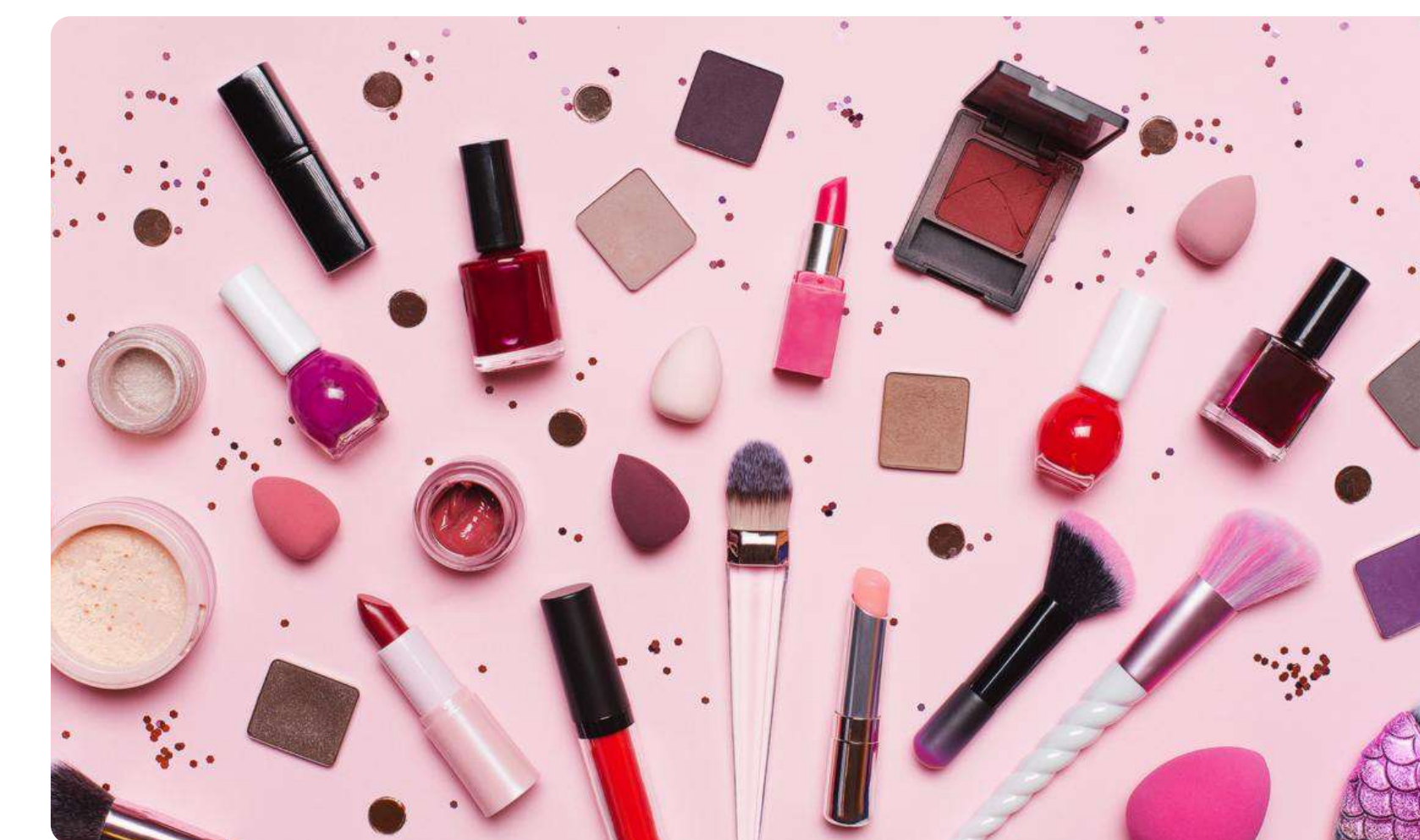
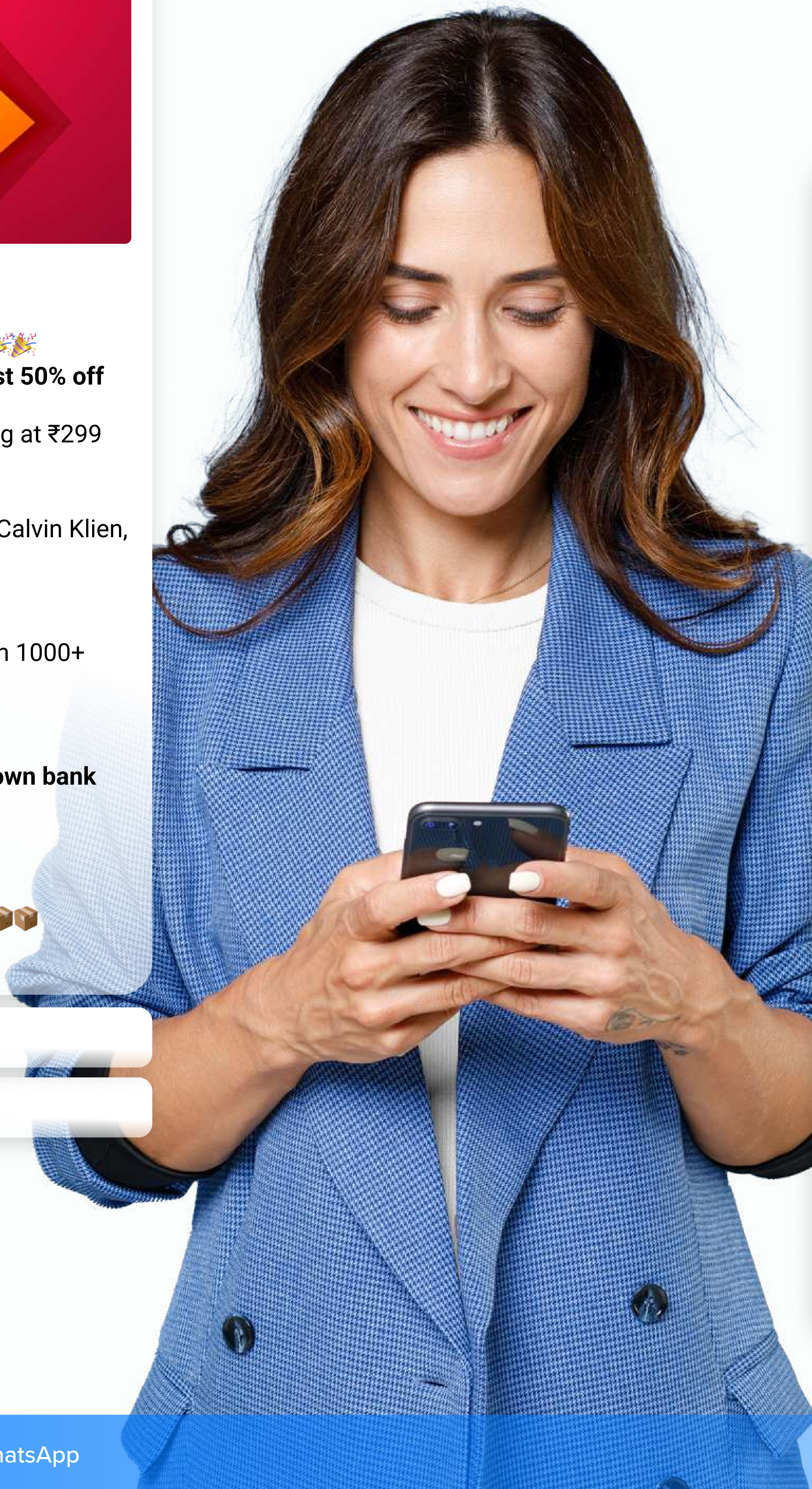
**Also, extra 10% discount on downtown bank credit card.**

📦 We have much in store

COD available 📦 | Free shipping 📦  
Easy Returns 🚚

[Explore More Deals](#)

[Play & Win Contenst](#)



Hi Arshiya!

**Beauty sale is here with upto 60% off on all beauty products....**

❤️ Checkout huge prices drops on your favourite maskara and eye lashes that are there in your cart.  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

❤️ **You can also check out other sale offers too-**

❤️ Hair Care @ 20% off  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

❤️ Skincare @30% off  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

❤️ ₹400 off on makeup purchases above ₹1500  
Link: [bit.ly/akdgj/agii](https://bit.ly/akdgj/agii)

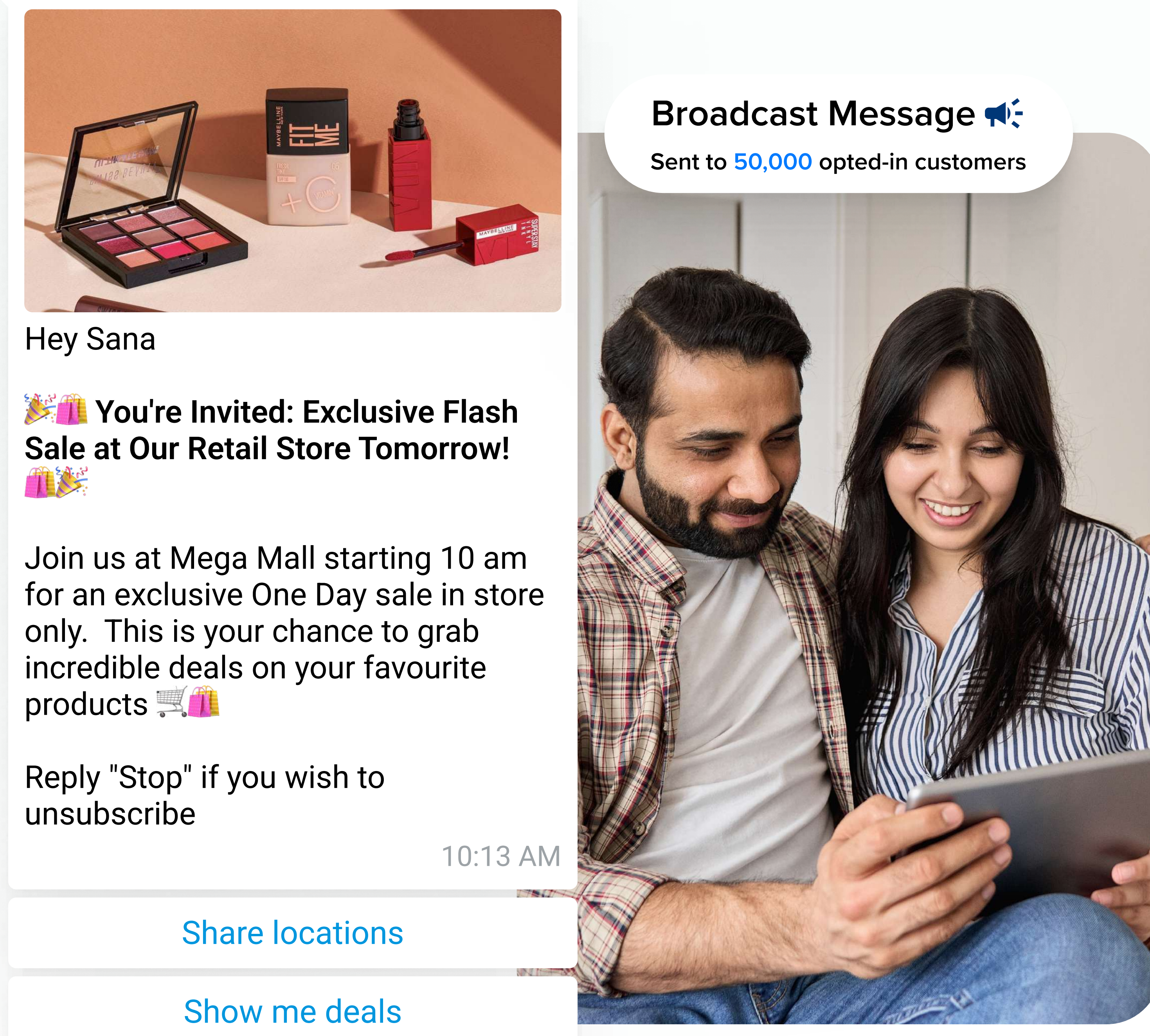
- Creative to talk about sale
- Name of the customer
- First Two Lines optimised for hero offer call-out

- Formatted Copies
- Sale call-out
- URLs in the Body
- Price Drop conversion lever (if there)
- Along with cart URL, add URL to explore other deals and offers as well

- If new user, add other conversion levers here
- Stop call-out in the footer

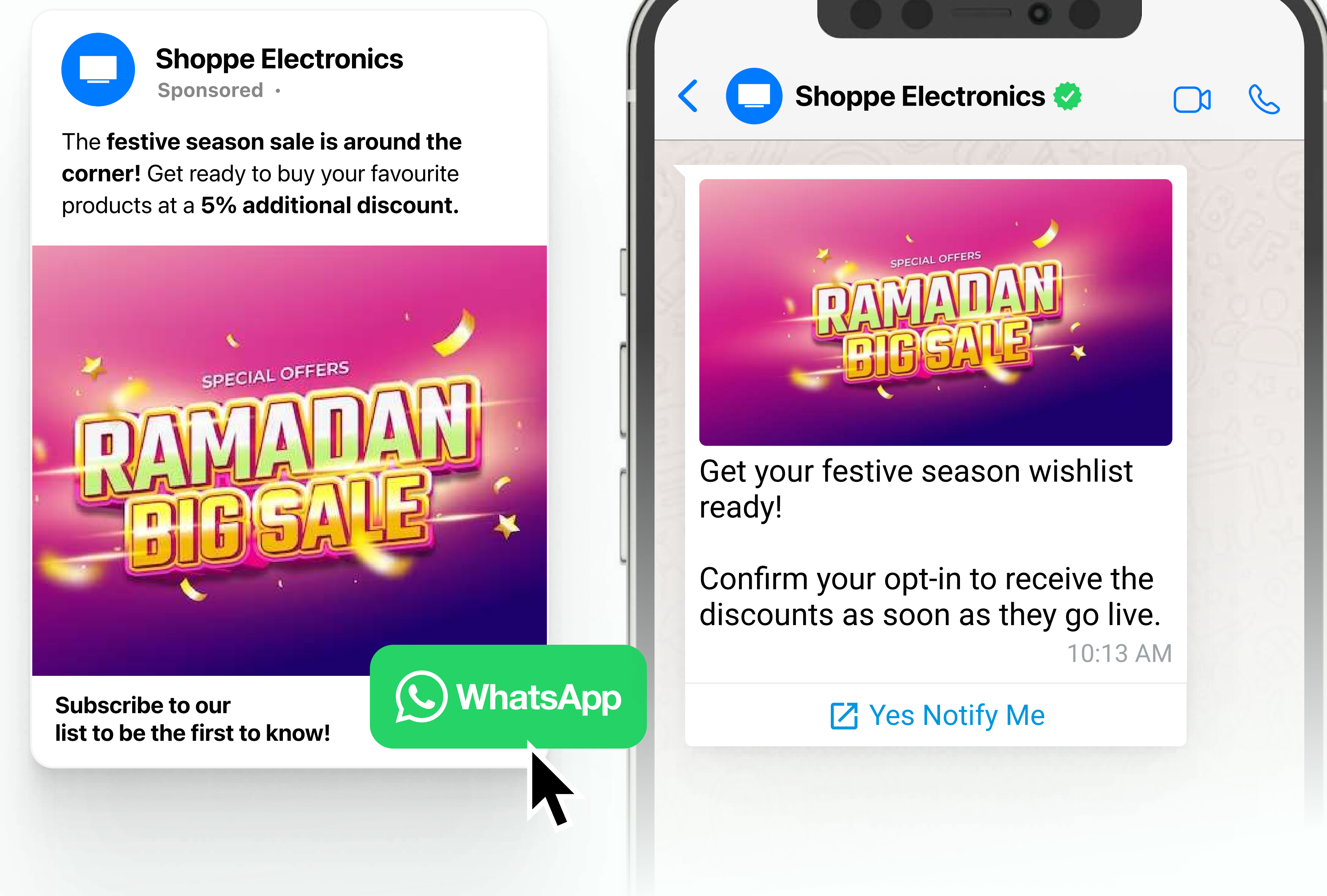


# How to Use WhatsApp for Ramadan Campaign



## 1. Boost Footfall in Your Offline Store

Extend personalized invitations, enticing your existing clientele to an in-store sale. Unlike traditional email methods, WhatsApp drives more engagement ensuring your message is read and responded to at scale.



## 2. Acquire New Customers with Click-To-WhatsApp Ad campaigns

The festive season gets competitive, we recommend starting early to build a list of online shoppers that are interested in buying from you at discounted prices during the festivities. You can do this by running [Click-to-WhatsApp ad campaigns](#) that encourage buyers to subscribe and receive the deals early.



### 3. Leverage Automated Workflows for Faster Conversions

The new-age consumer isn't just looking to grab the best of deals and discounts during the festive season. They are looking for shopping experiences that help them make informed purchase decisions - even during rush hours!

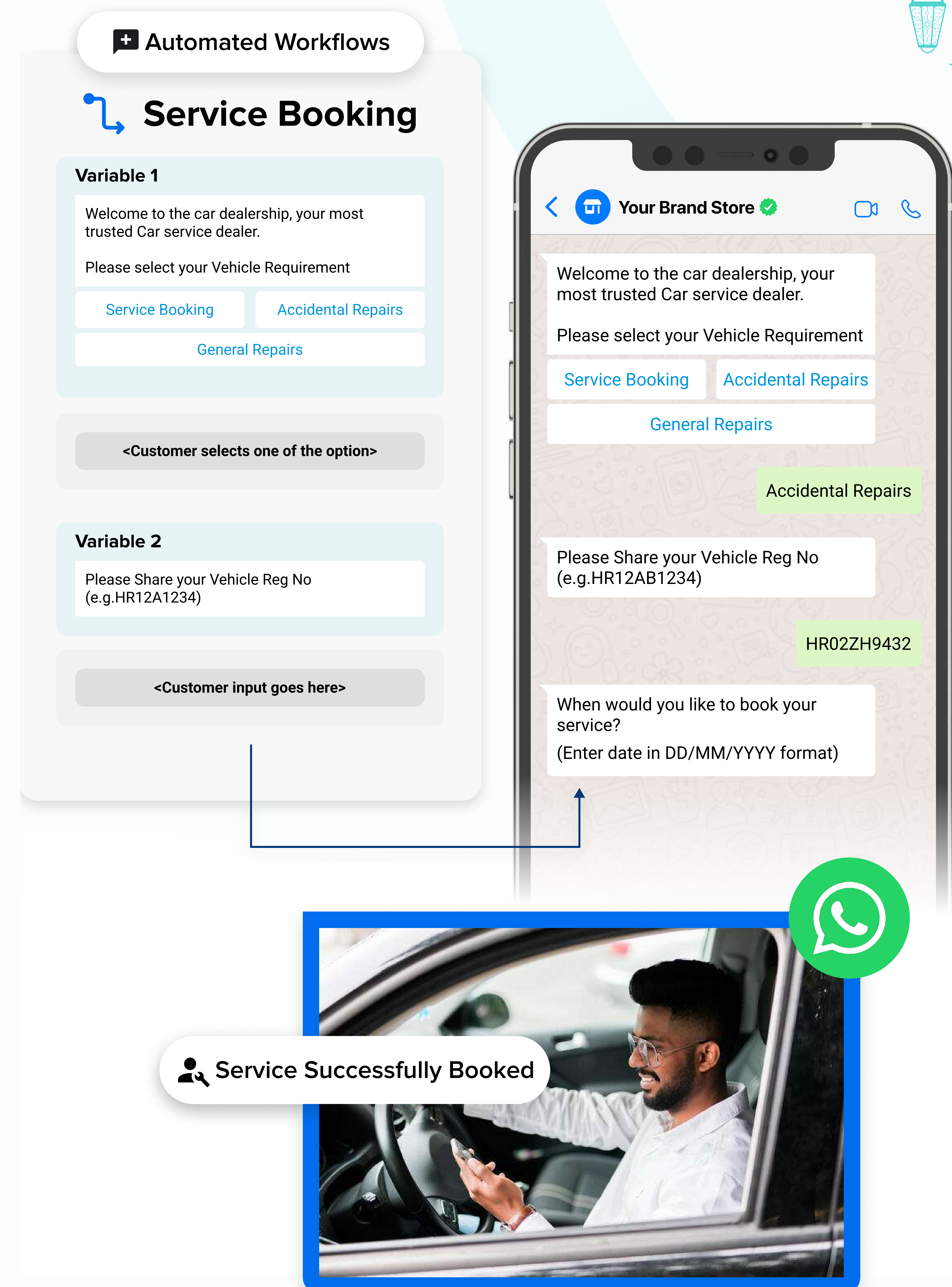
#### What's more?

You can easily customize workflows to suit your business goals and tailor customer journeys based on what you sell.

**Reduce turnaround time on requests** - Use workflows to handle customer queries around Ramadan deals and offers on products/ services.

**Qualify leads faster** - Make use of Workflows to capture consumer interest and intent to qualify them for follow-ups during the rush season.

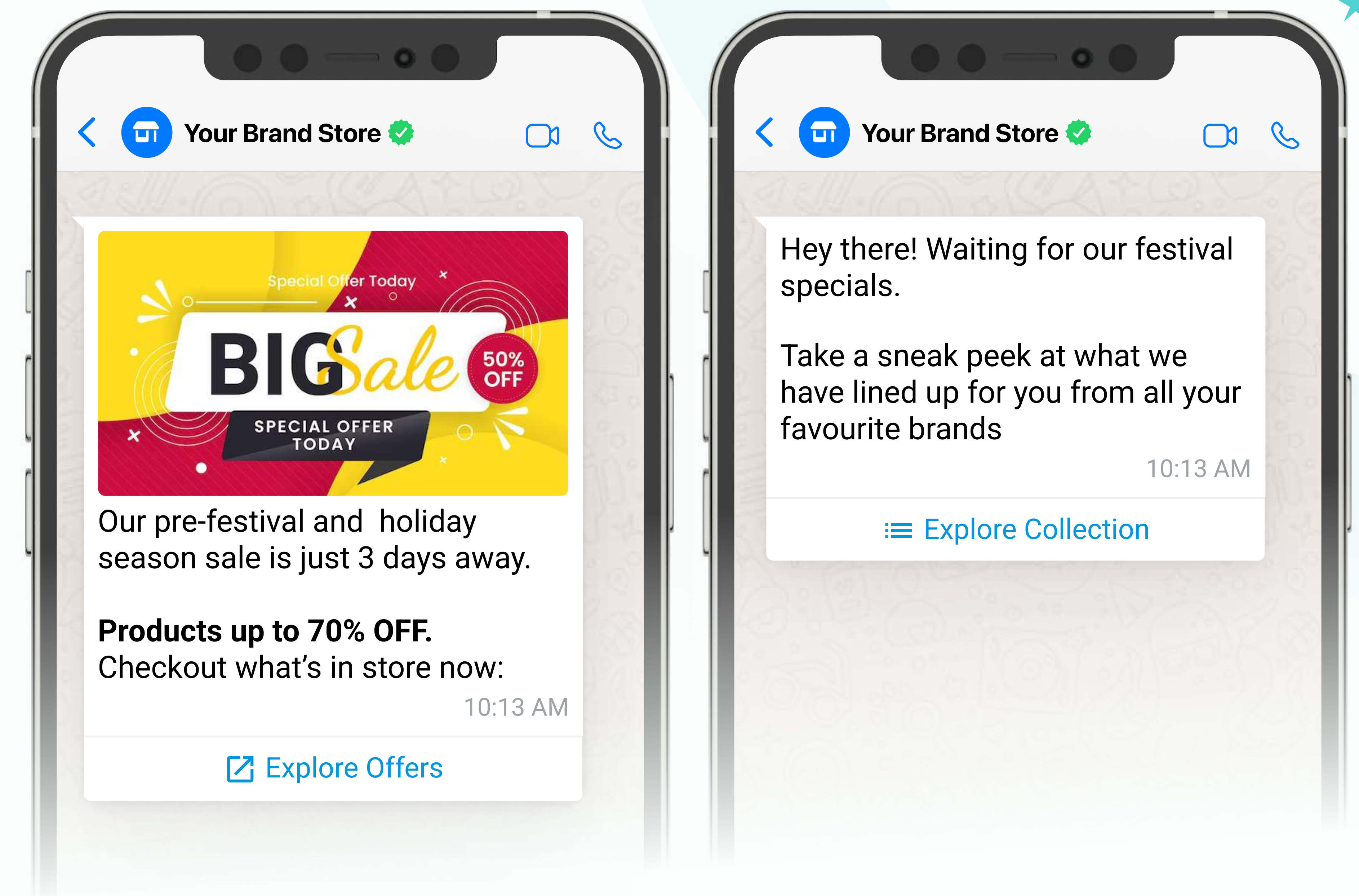
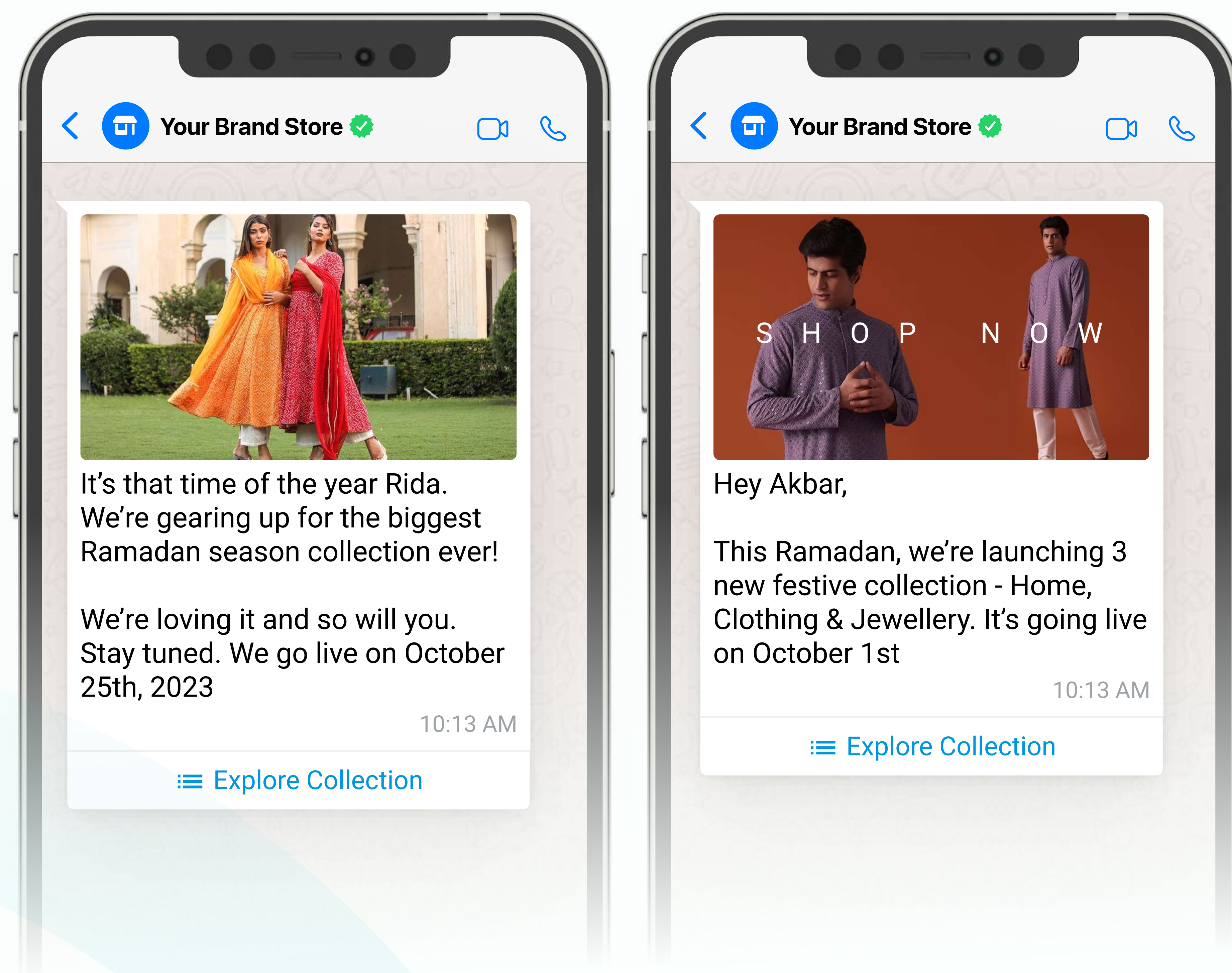
**Decrease drop-offs** - Convert intent faster by giving consumers a faster way to book appointments, complete registrations or place pre-orders to decrease drop-offs caused by festive distractions.





## 4. Build-up Campaigns

With most brands preparing to make the most of the festive season with the best offers and deals, it's critical to have an early start to your campaigns. It helps stay ahead of your competition. Try these before-sale campaign ideas.



## 5. Reminders and Sneak Peeks

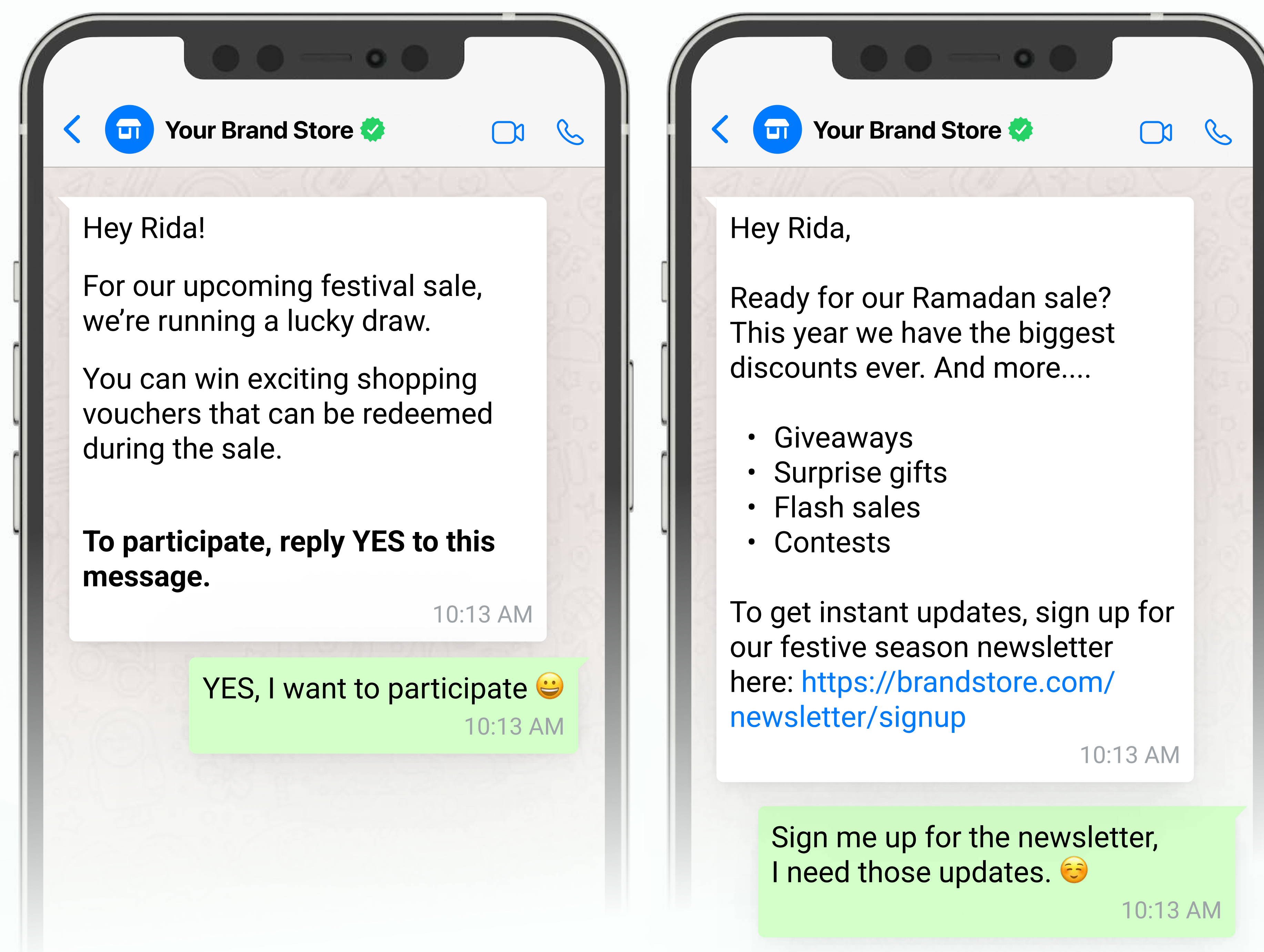
Most businesses are targeting the same customers. This means customers receive marketing and promotional notifications on WhatsApp from different brands.

To ensure your customers remember you, follow up with reminders. For example, send reminders for the upcoming new Ramadan collection launch, festive discounts, sneak-peek, etc. You could even share images, videos, PDFs, or a dedicated WhatsApp catalog in the campaign.

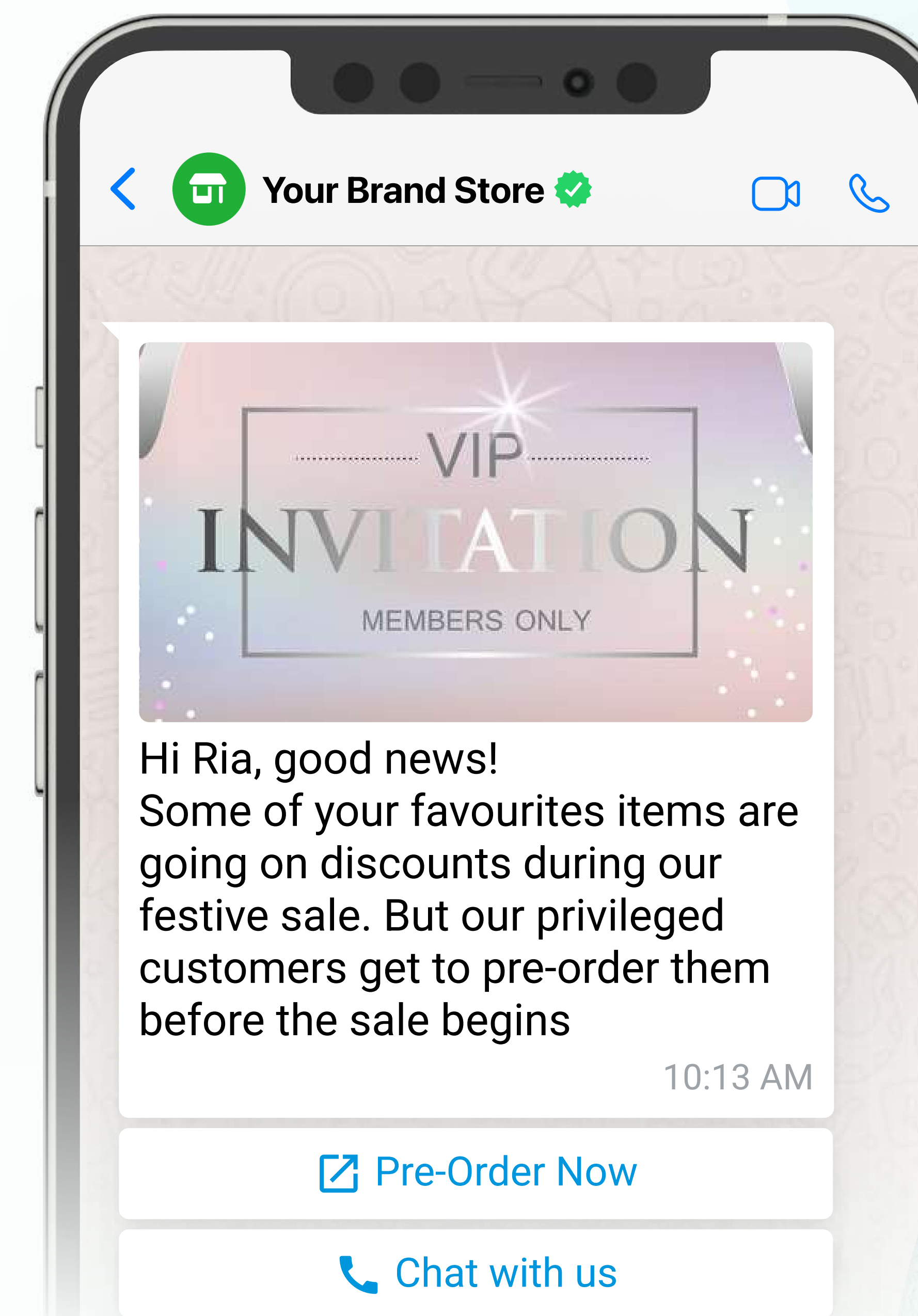


## 6. Nudge an Action

The most effective marketing tactics are those that engage customers with actions. For example, click on links, participate in contests, share, comment, add items to wishlists, etc. You can drive engagement through WhatsApp campaigns before your Ramadan sale.



**Pro Tip:** You can also ask customers to make a WhatsApp cart that can serve as a wishlist before the sale. This helps you understand what products they intend on purchasing and follow up with them later - all without asking them to leave the platform



## 7. Invite Customers to Pre-Order Products

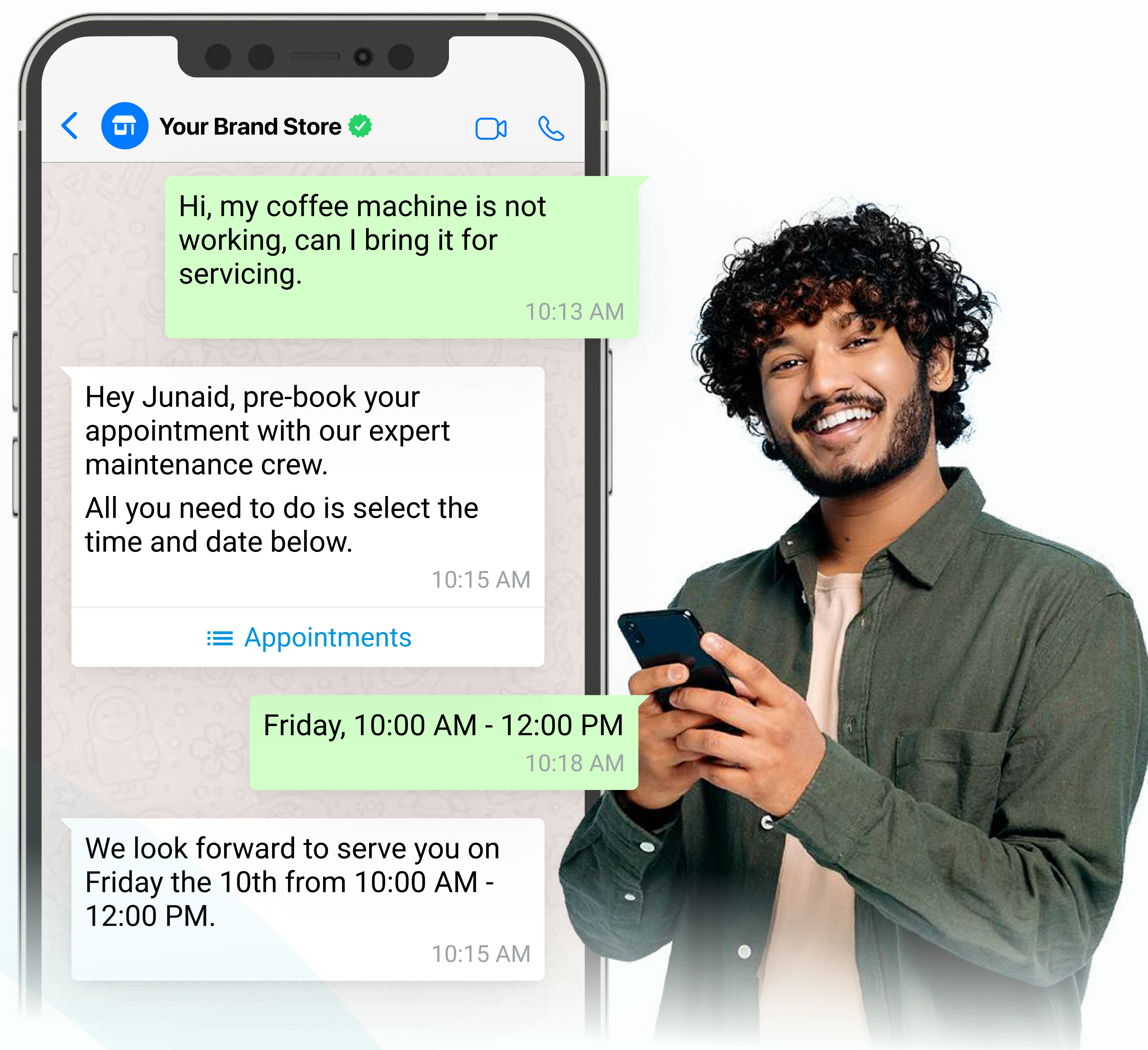
You might have programs such as VIP, loyalty, subscriptions, memberships, etc., in your eCommerce store. An effective way to make your Ramadan offers a part of the program benefits for your loyal customers is to give them early access. Moreover, you can also allow them to purchase those products before regular customers by enabling pre-orders. What's more, you can tag VIP and loyal customers to send them exclusive deals.

**Pro Tip:** Make use of WhatsApp payment links to get paid for orders faster. You can generate these links with the help of a WhatsApp Business Platform provider like Interakt that seamlessly integrates with your storefront.



## 8. Pre Book Appointments

The Ramadan festive season can be very rushed for the service industry or those that require walk-ins for purchases. This can often negatively impact customer experience due to delayed responses, crowded shopping, and so on. Use WhatsApp to help customers pre-book their appointments and walk in.







HOW TO USE WHATSAPP

DURING

# Driving Engagement During Ramadan on WhatsApp

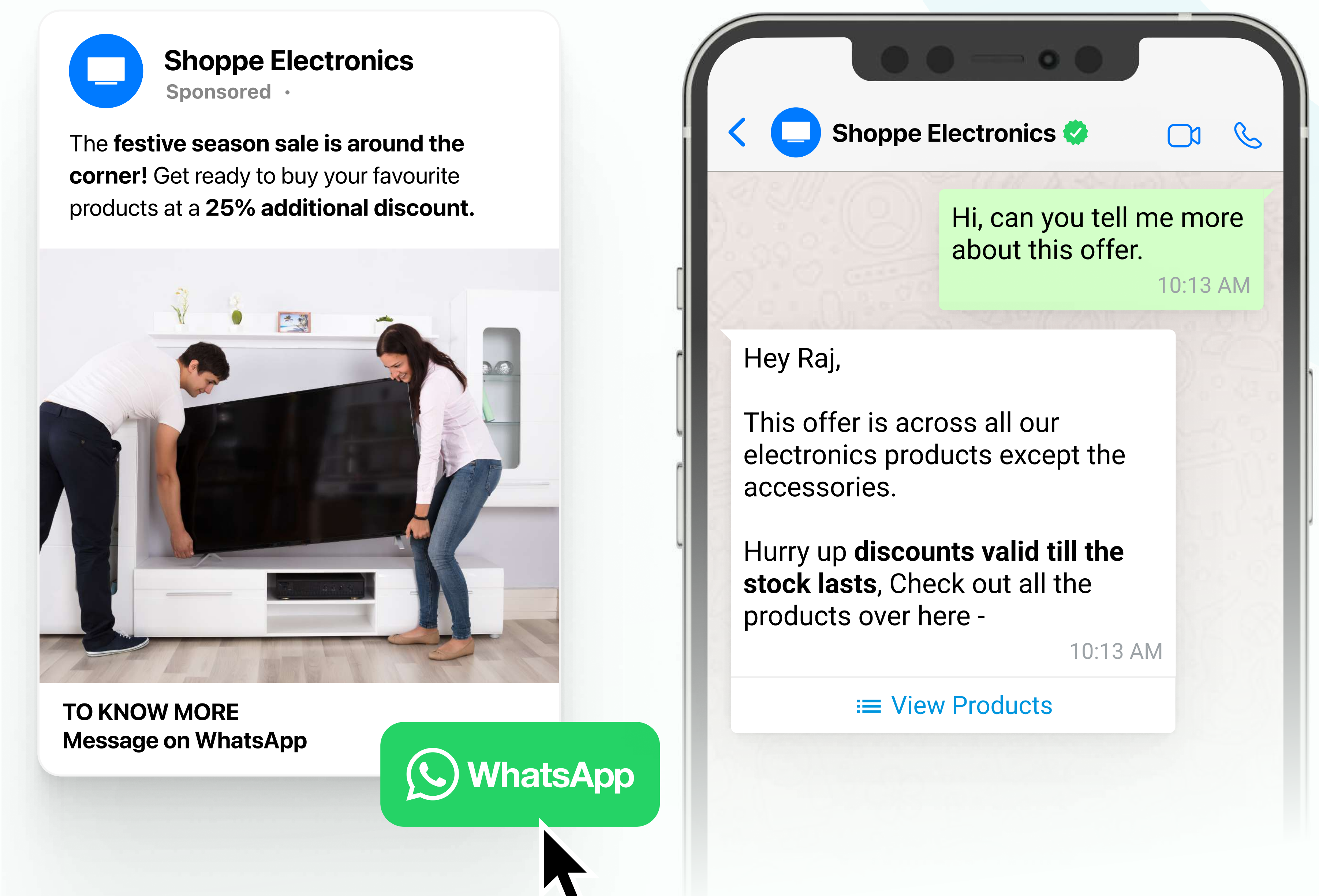
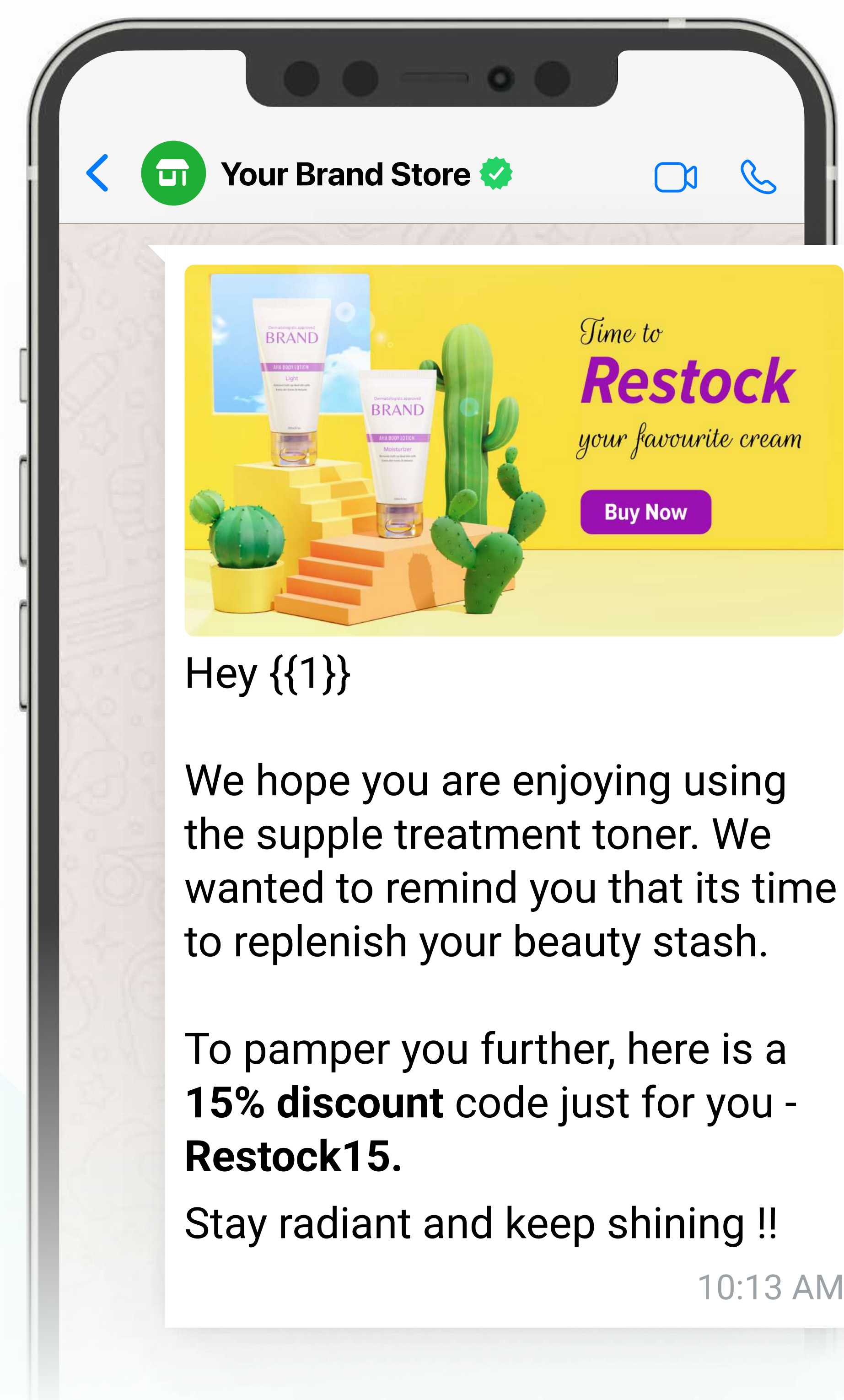


# Here Are Some Campaign Ideas To Help You

The month of Ramadan is typically both busy and an opportunity for brands to send out WhatsApp campaigns for maximum engagement and sales. Let's look at ideas for driving engagement during Ramadan on WhatsApp.

## 1. Send Offers for Stocking Up on Favorites

Send WhatsApp alerts to drive conversions during festive sales and nudge customers to stock up on their favourites.



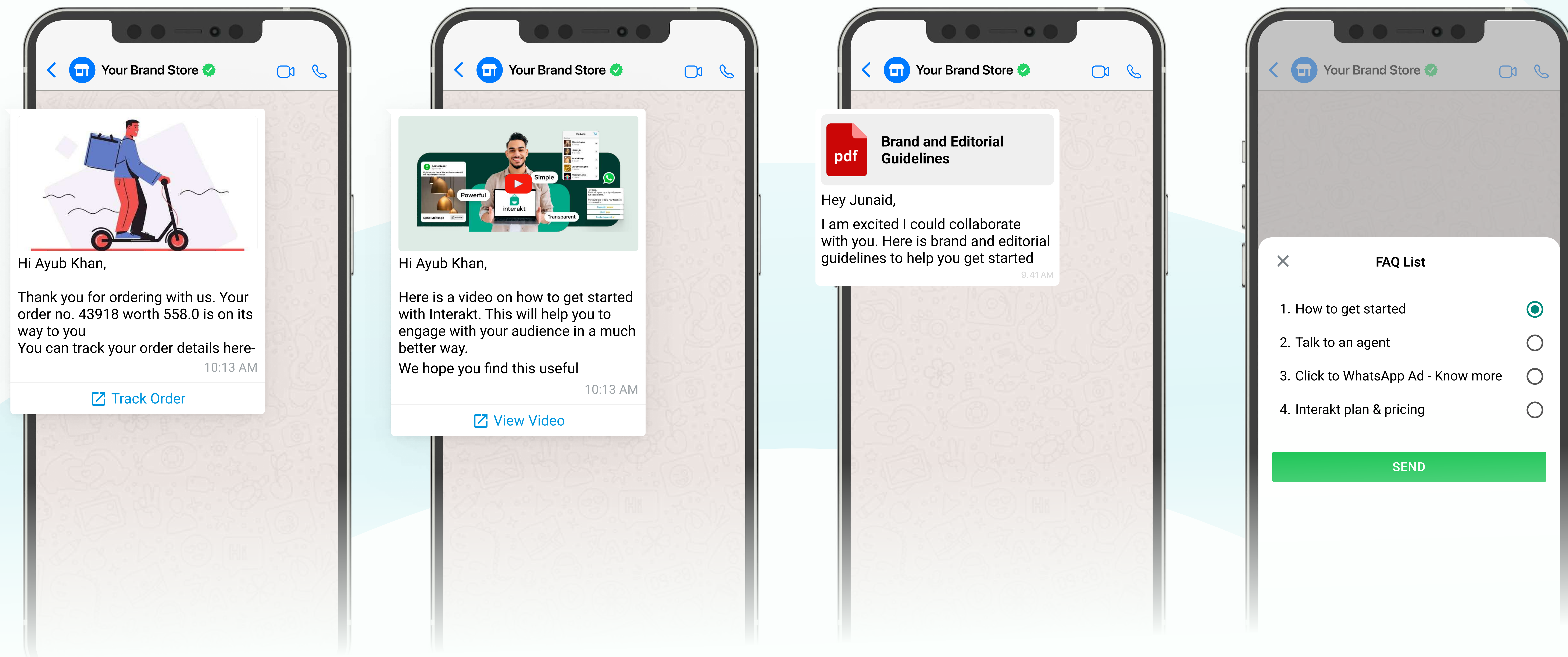
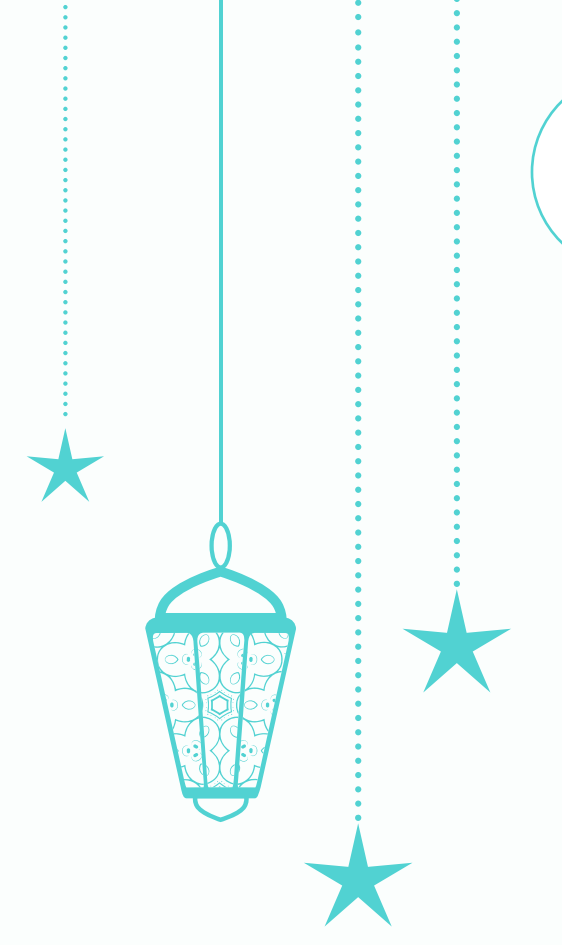
## 2. Run Click-To-WhatsApp ads

Attracting new shoppers to your WhatsApp list should be an ongoing process during the Ramadan season as the cost of click to site can increase dramatically. We recommend running CTWA ads to announce the sale is live - retargeting existing customers who may not have read the message you sent, and a campaign that is focused on newer audiences.



### 3. Resurrect Lapsed Customers with Engaging Quizzes & Surveys on WhatsApp

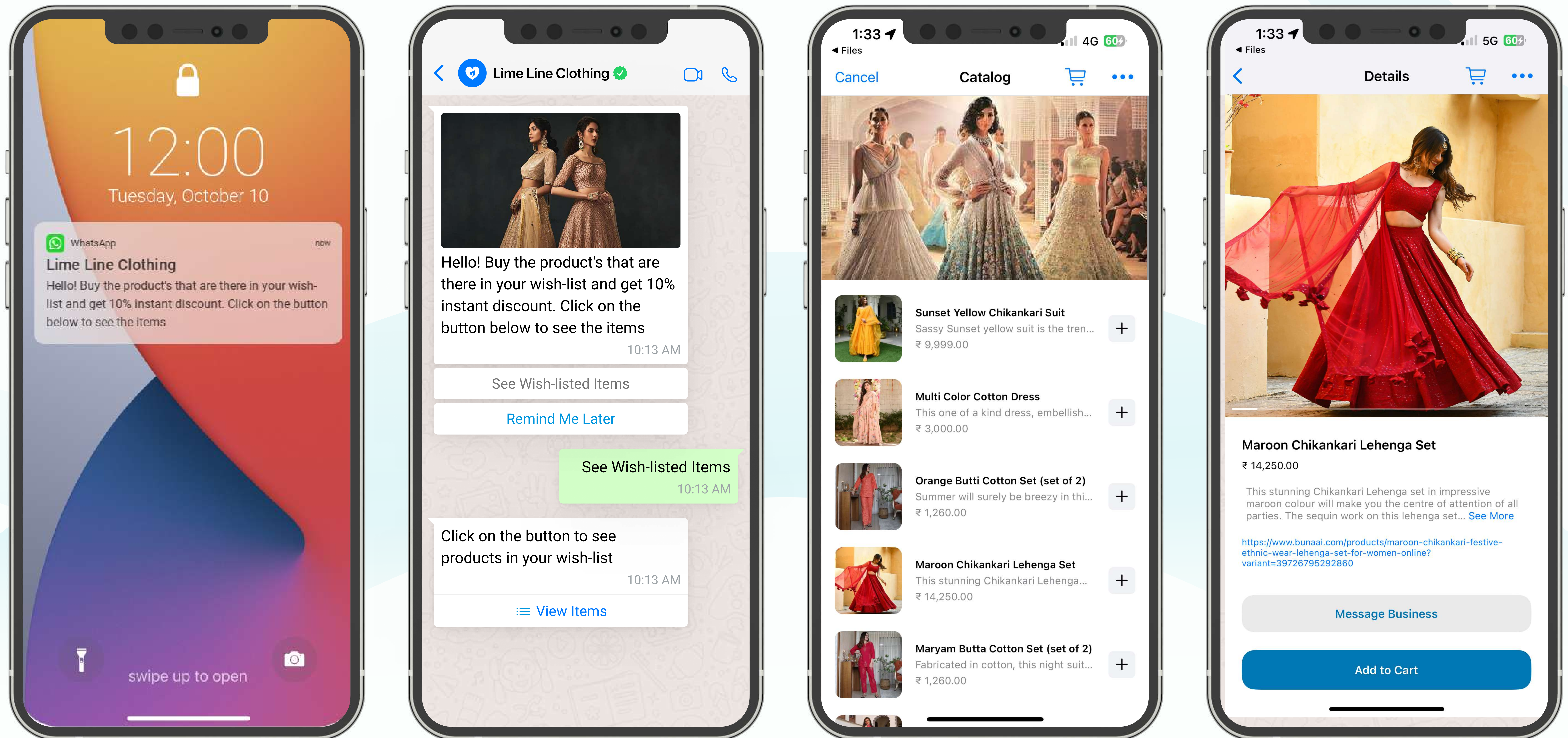
Ramadan is the best time to revive your old customers with engaging quizzes, surveys & more. Since they are already familiar with your products/services they don't need much educating - just a push to drive that purchase and become a paying customer again!





## 4. Send Wishlist Reminder and Offer Seamless Shopping Experience

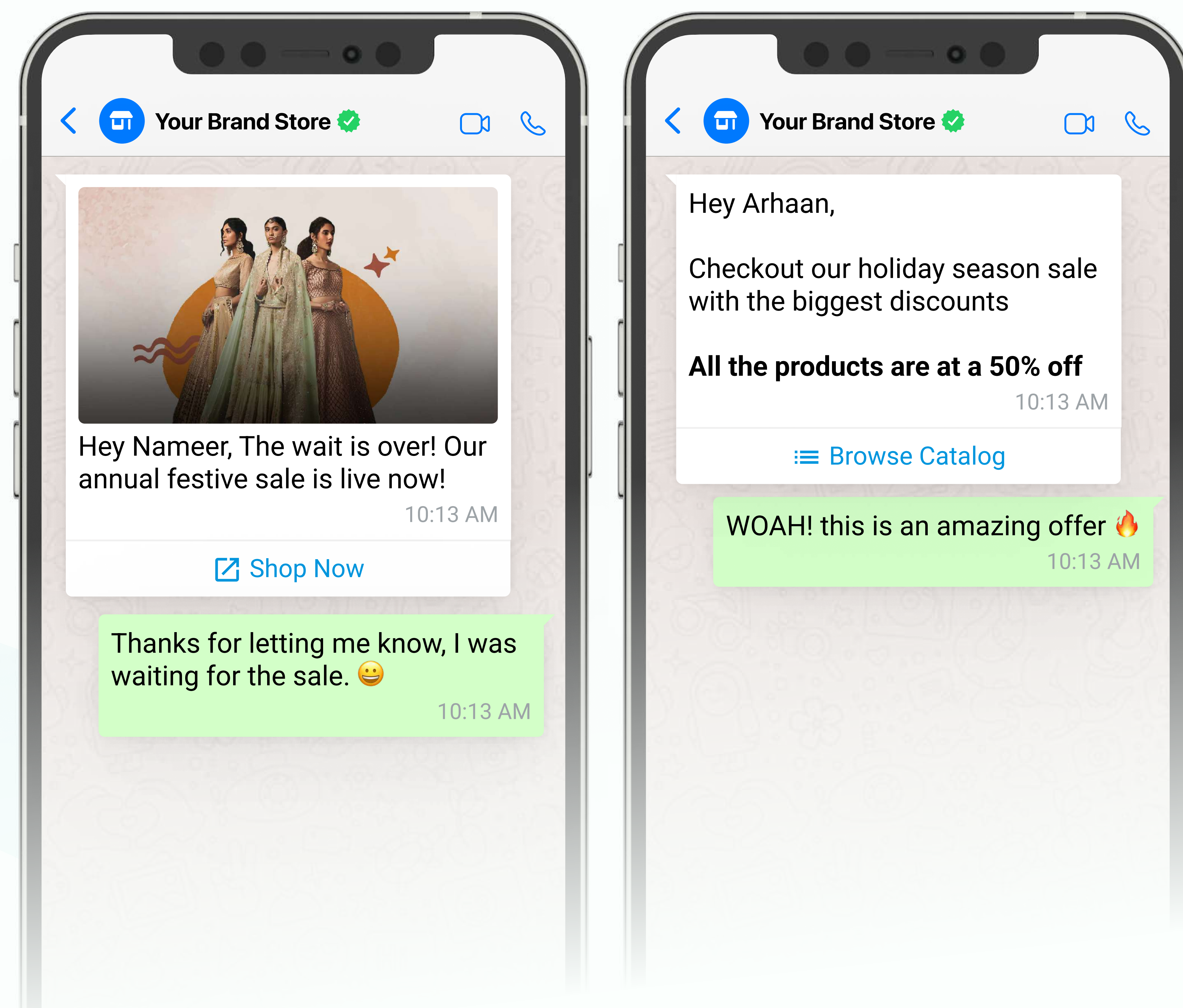
Ramadan sales are a rush job! You can help make it seamless for your customers by sending them a link of their wishlist and prompting them to place an order.





## 5. Announcement of Live Sale

As soon as your Ramadan sale goes live, you should be ready to send a WhatsApp alert to your list. The most effective way to do this is to automate the messages by using WhatsApp Broadcast. That way, you can send messages to thousands of customers on your list at once.



**Pro Tip:** If you have a specific range of products on discount for the festive season, you could also create a WhatsApp catalog for it and promote the same through broadcast campaigns when the sale goes live.



## 6. Run Click-To-WhatsApp Ads to Promote Last of Stock

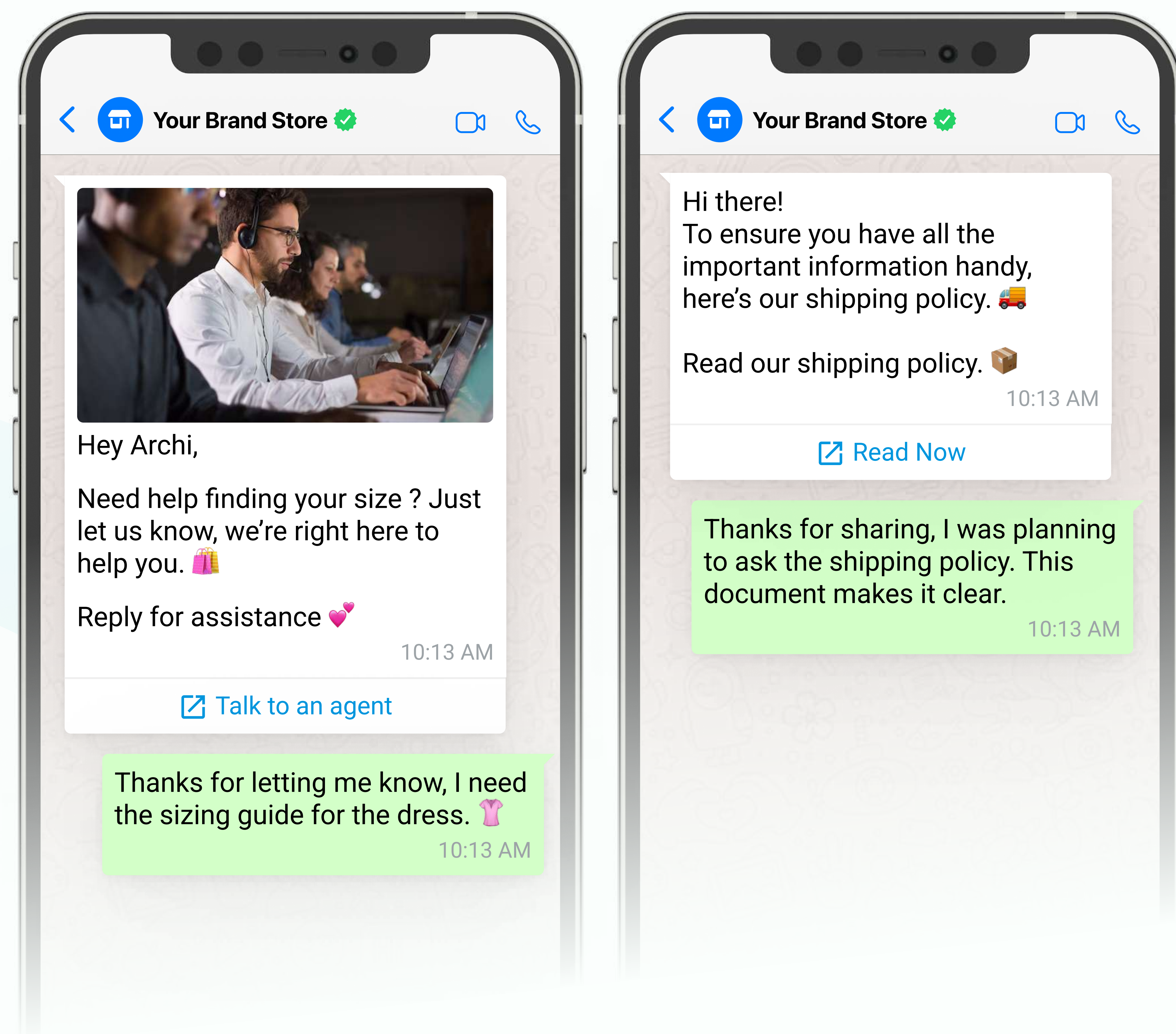
Want to finish the Ramadan sales campaign strong? Take stock of your cold inventory or slow-selling products and create product bundles, or additional discounts on the items to bring them into the limelight. Use Click-to-WhatsApp ads to promote these items and make their purchase easy.



## 7. Offer Shipping Assistance

Online shopping during the Ramadan season can put customers into a frenzy. But you can offer them a helping hand via WhatsApp. You could even have a chat widget. Send messages to lend shopping assistance in real-time. It can boost your sales and revenue.

**Pro Tip:** You can make use of FAQ automation using the WhatsApp Business Platform to address common queries. This could include product sizing, shipping and delivery policies, returns/ refund/ exchange policies, and similar.



## 8. Abandoned Cart Messages

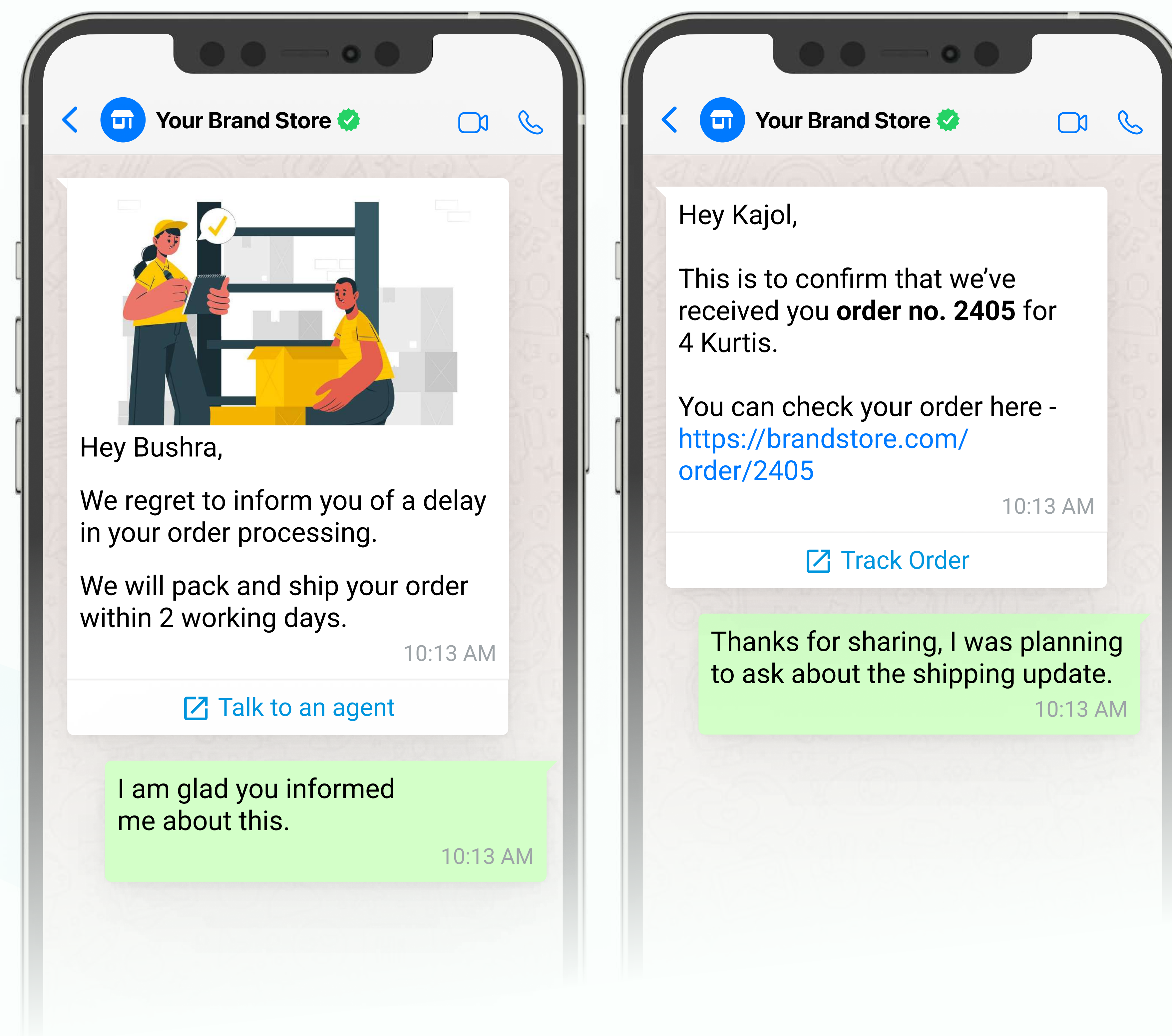
**“Typically, 69% of customers abandon their shopping carts.”**

This number rises during the Ramadan season because the internet is full of attractive deals. That’s where WhatsApp automated messages come in. Send messages to remind them of the products they left behind, offer discounts, and drive them to complete the purchase.



## 9. Order Update

The festive sale period is a busy time for both customers and brands. And this frenzy can cause post-purchase anxiety to customers if you do not send them their order updates in a timely manner. That's why it's essential to have WhatsApp notification campaigns ready for the festive season.



## 10. Shipping Alerts

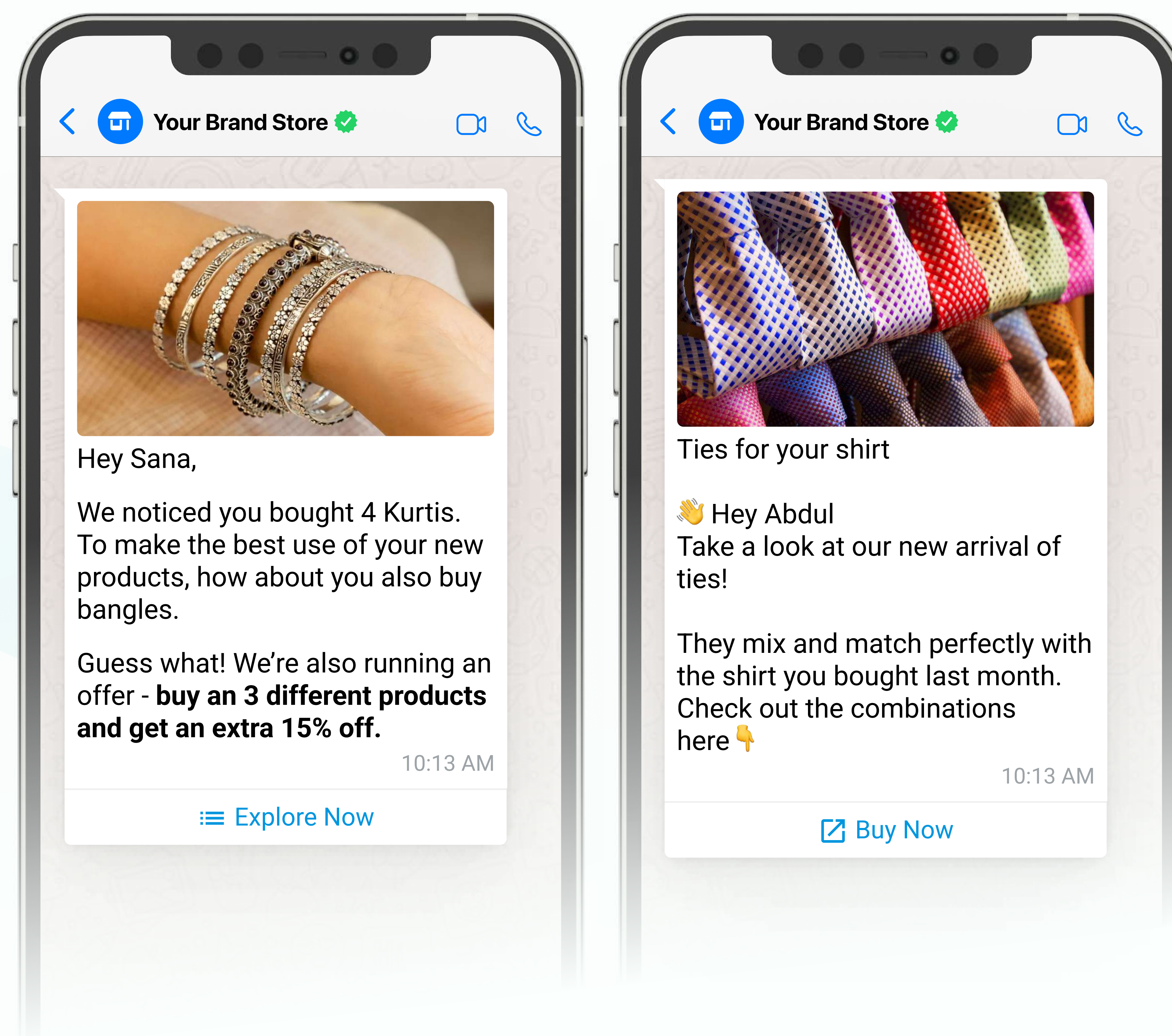
Shopping online can cause anxiety to customers if they don't hear back from you soon. That is why it's important to send shipping alerts as soon as there's an update. For example, order shipped, tracking number, order picked by the shipper, delivery date and time, order out for delivery, etc. By sending timely shipping alerts, you can reduce cancellations, RTO (Return To Origin), and Non-Delivery Rate (NDR), which tend to be high during the sale season.



## 11. Upsell and Cross-Sell

Once your Ramadan sale orders get delivered, you can use that data to upsell and cross-sell — recommend more products to customers. Suggest products that add value to customers. For example, an item that complements their recent purchase or one that's better than what the customers intend to buy.

**Pro Tip:** To upsell and cross-sell successfully, create WhatsApp campaigns based on customers' actions, in real-time. Personalise recommendations to maximise conversions.







HOW TO USE WHATSAPP

AFTER

# Ramadan Engagement on WhatsApp



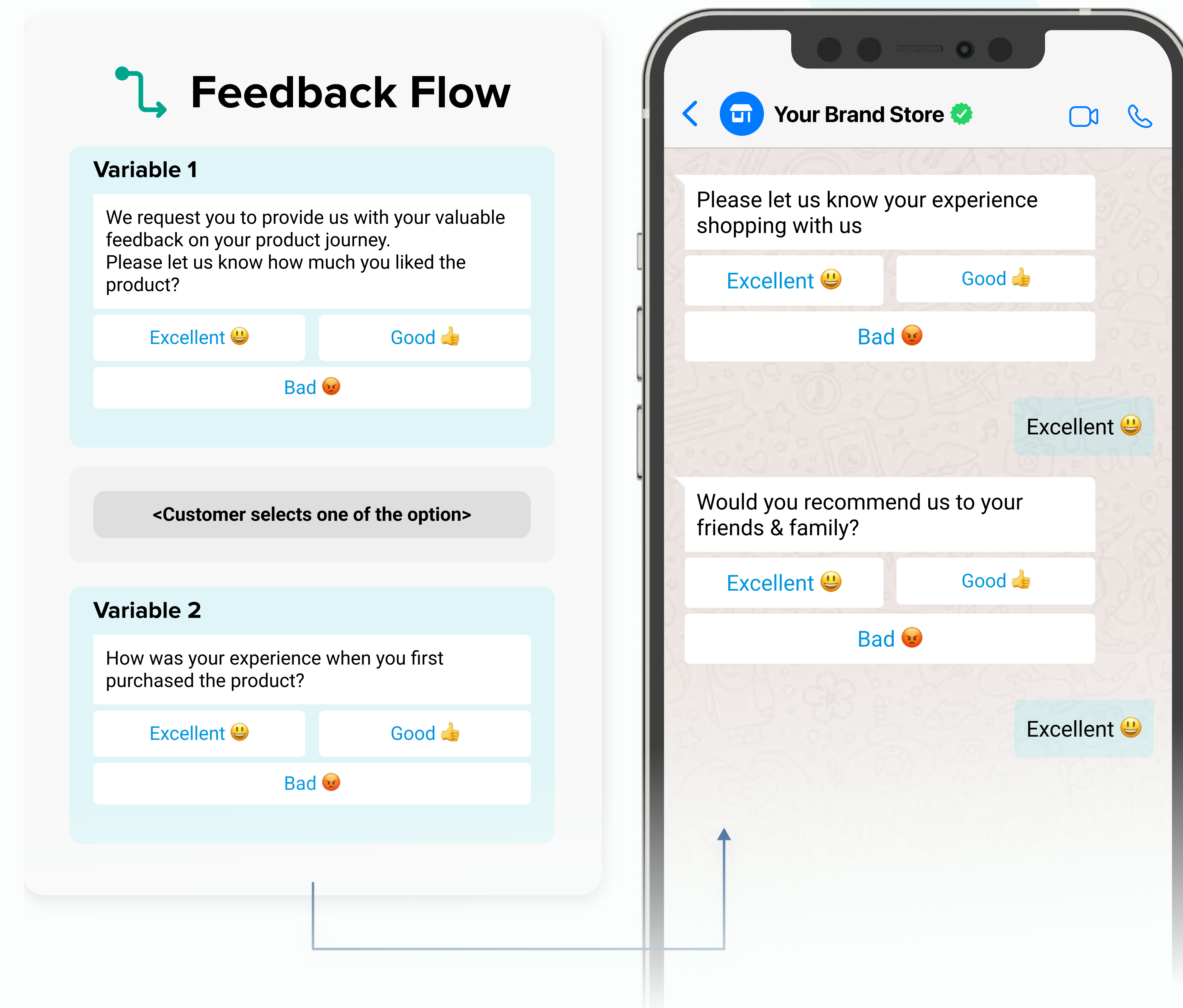
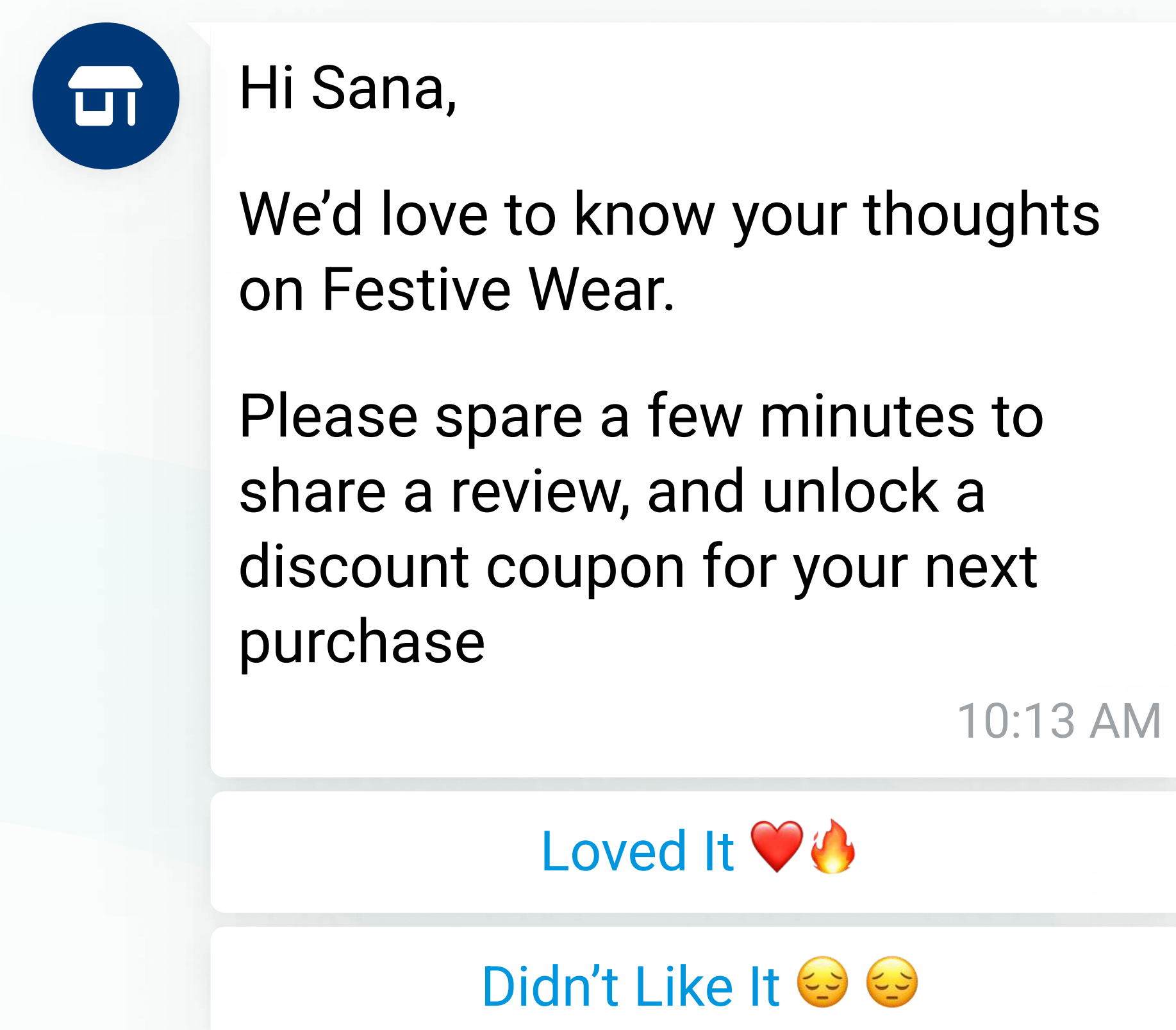
# Here Are Some Campaign Ideas To Help You

While there might be a drop in sales and engagement post-Ramadan, you can use WhatsApp campaigns to nurture and retain customers. These engagement strategies will help nudge the desired action.

## 1. Request Product Reviews

90% of customers read reviews before they buy a product online. One of the best ways to gather social proof for your products/services is by requesting reviews. You could even combine it with a rewards program and offer rewards to customers in return for reviews. That way, you can ensure more purchases from these customers.

**Pro Tip:** Make use of quick reply buttons to make it simpler for recipients to share product reviews. Streamlining their options to “Love it/ Hate it” can also be a quick way to identify if the buyer is happy with the purchase before actually leading them to the website to leave a review.



## 2. Request Customer Feedback

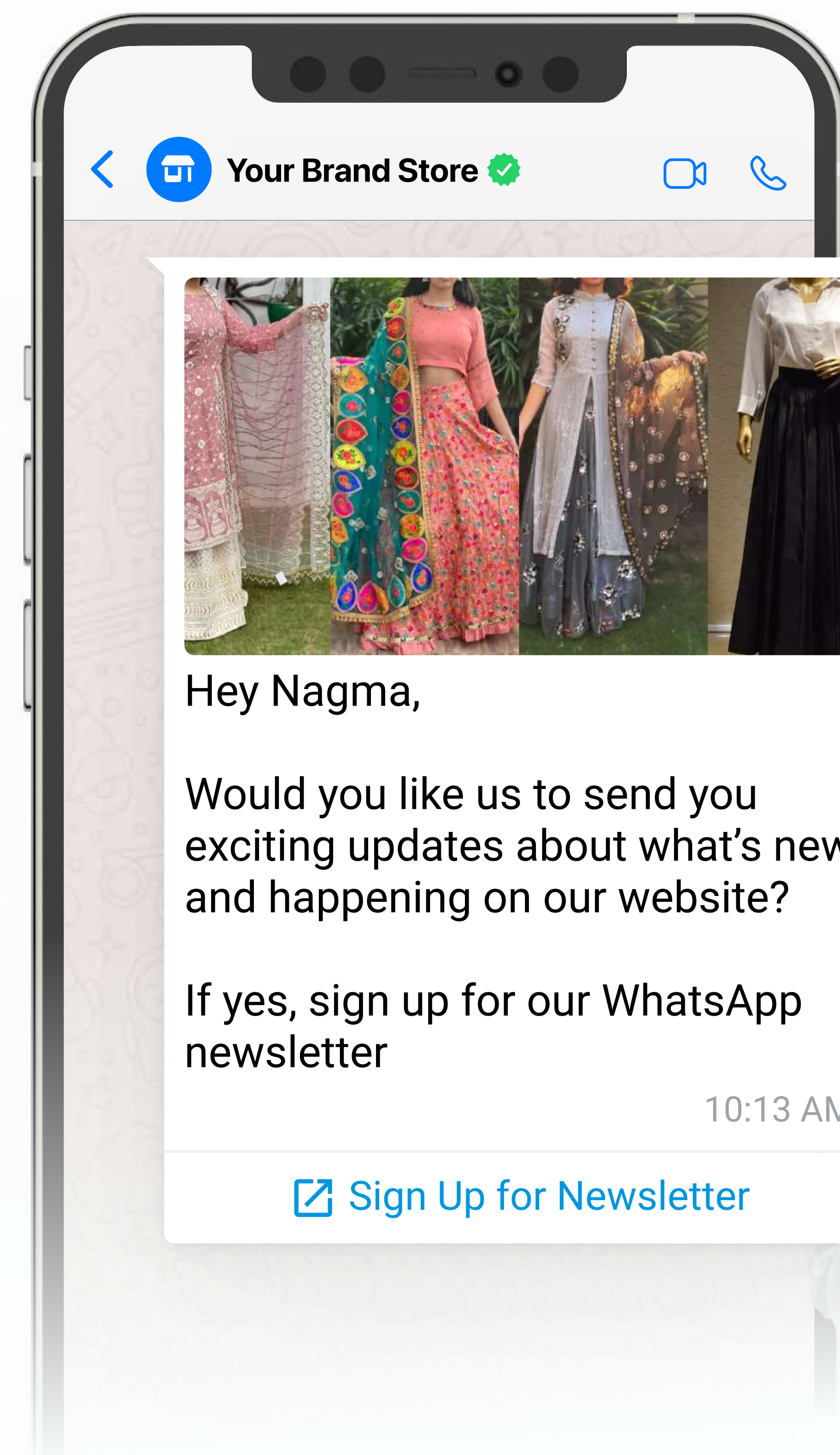
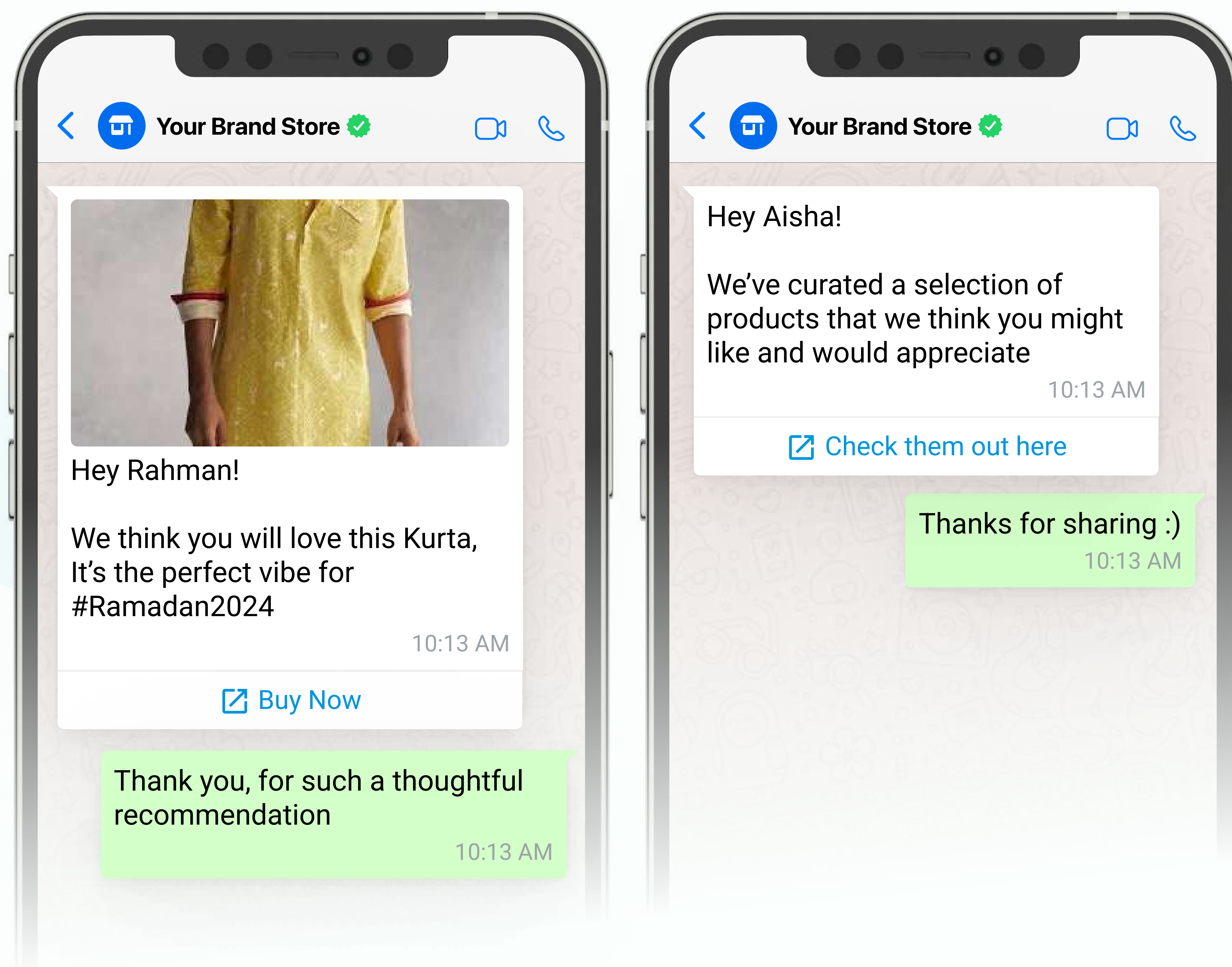
Collecting feedback from customers post-purchase is a standard practice. It shows you care and helps in boosting post-sales engagement. Insights gained from the feedback data can help you enhance the customer experience on your site.



### 3. Product Recommendation

You might have collected customer data during Ramadan – what customers bought, the type of products they browsed or showed interest in, the amount they shopped for, etc. Now's the time to send product recommendations and bring them back to your site.

“49% of customers say they purchased a product they didn't buy earlier, following a personalized recommendation shared by brands.”



### 4. Regular Newsletters

Once your sale period is over, think of ways to create engagement during the lull. Invite customers to sign up for your regular newsletters – especially your new customers.

Here, WhatsApp Broadcasts can serve as newsletters as well. You can use Broadcasts to promote products, discounts, etc., after the sale.





# INDUSTRY USECASES



# How to use WhatsApp for the festive season

Turn prospects into customers & build lasting relationships



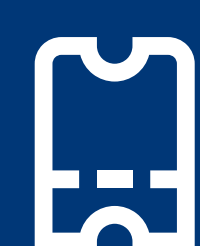
## E Commerce Retail & D2C Brands

- Personalized product recommendations
- FOMO exclusive deals
- Post-sales engagement (order & delivery status, returns & refunds, upsell, etc.)
- Real-time support & query resolution
- Feedback collection & reviews



## Travel & Hospitality

- Travel & destination recommendations
- Booking confirmation & reminders
- Flight & hotel updates
- Travel insurance information
- Post-travel feedback



## Entertainment

- Ticket sales & event promotion
- Early releases & teaser announcements
- Fan club updates & BTS sneak-peek
- Interactive challenges, quizzes, trivia & contests
- Personalized greetings & messages



## OTT

- Content & show recommendations
- Subscription renewals and reminders
- Live event and broadcast updates
- BTS access
- User-generated content invites



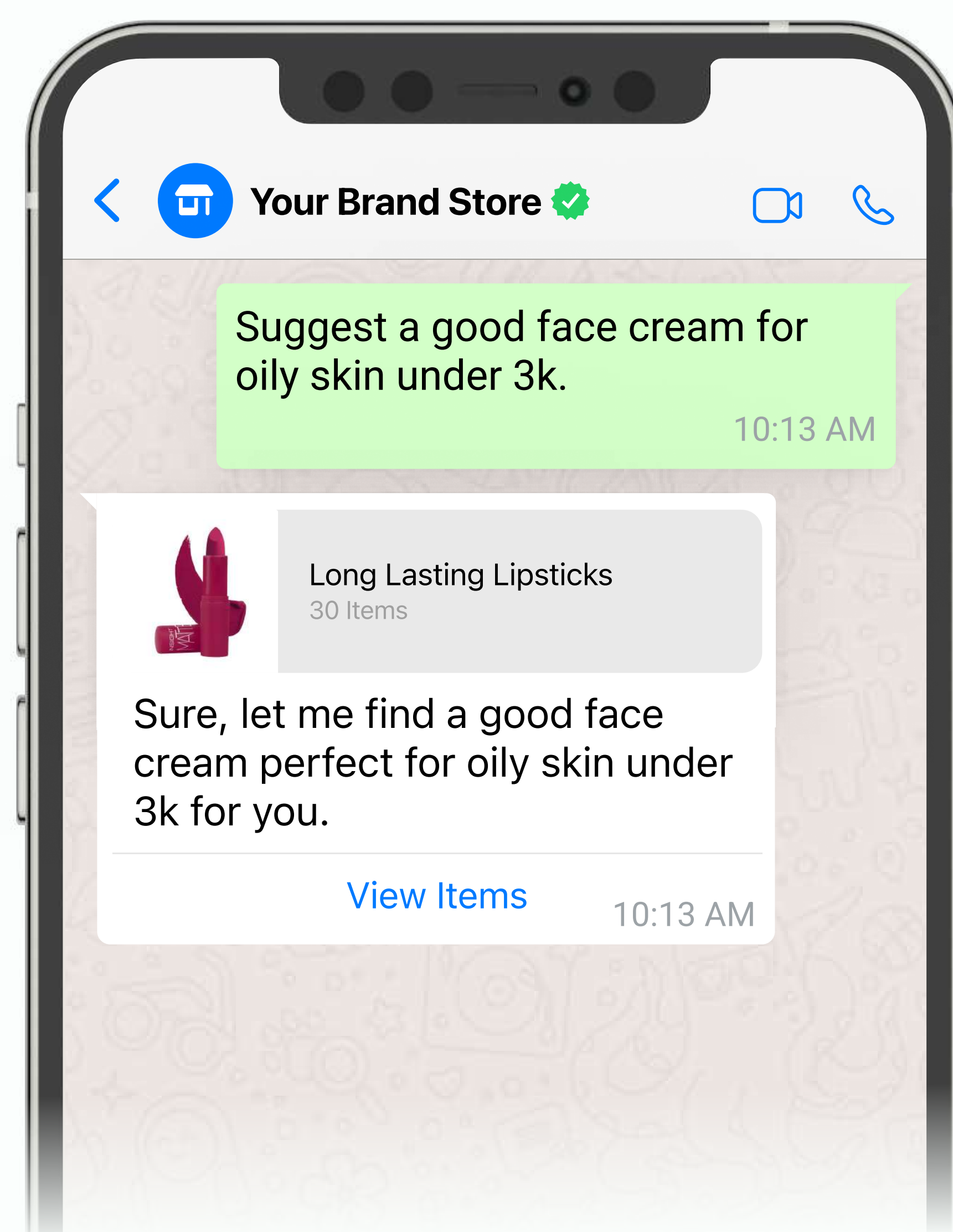


# GAIN THE GENERATIVE AI EDGE



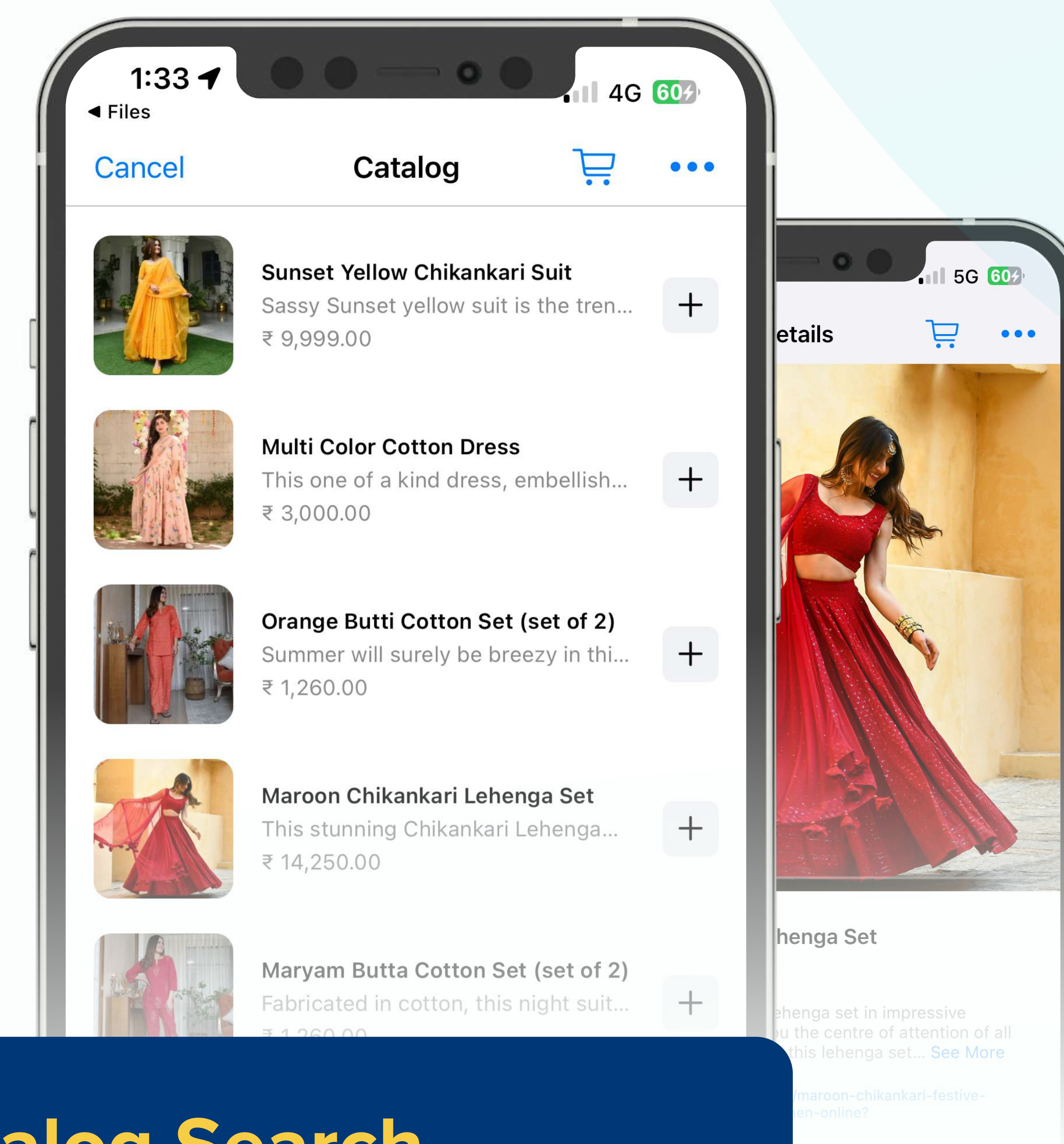
# Gain the Generative AI Edge

A surefire way to skyrocket your sales this Ramadan on WhatsApp is via the Generative AI Sales Assistant. Generative AI's advanced NLP capabilities, intent recognition, context management, and ability to learn and adapt with each conversation - make it a powerful tool to increase sales and ROI during the holy month of Ramadan or Eid.



## Human-Like Buying Guidance

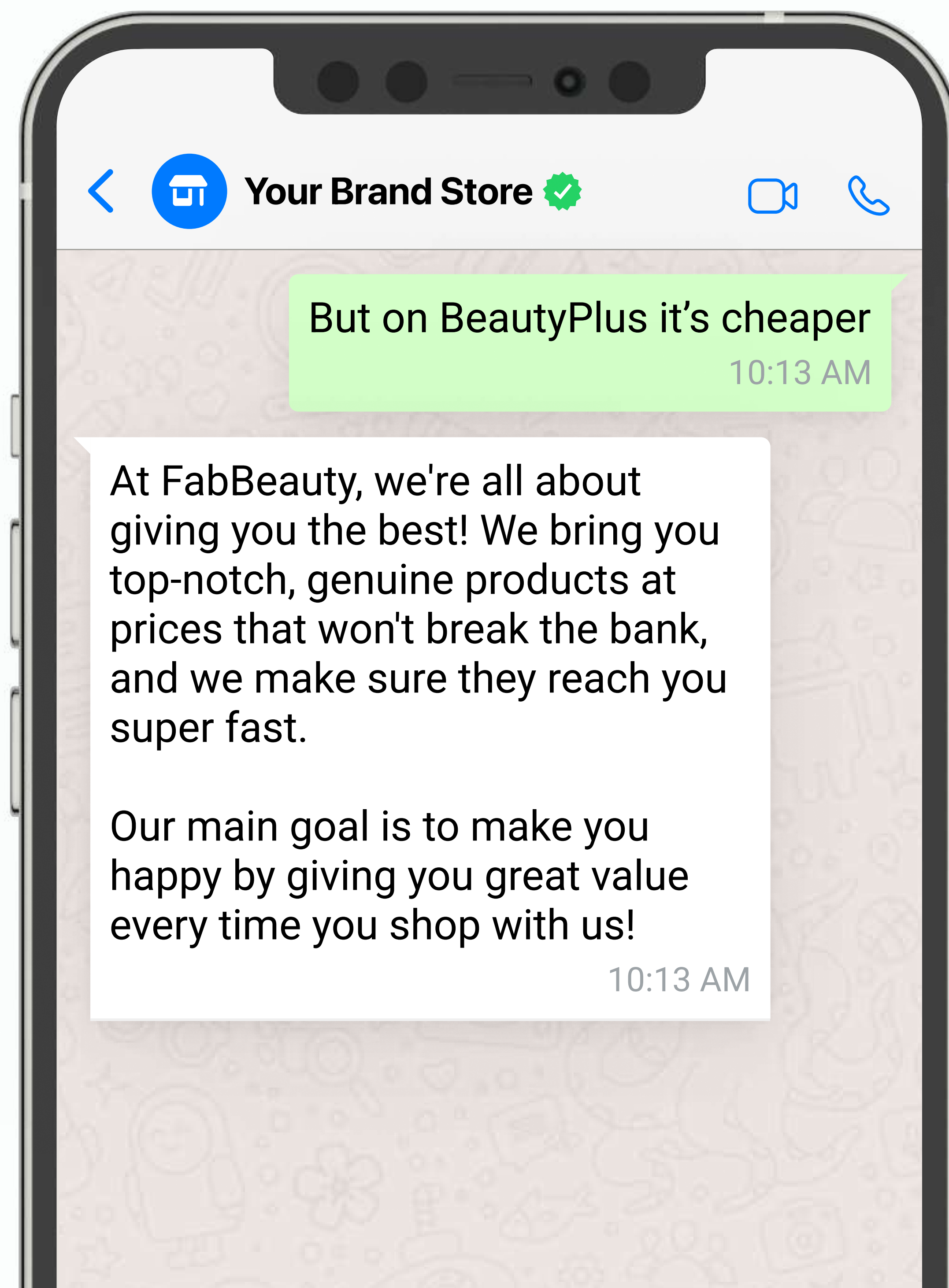
When a buyer inputs a query, the Sales Assistant takes on the role of a human sales rep & shows personalized product recommendations that align with the buyer's needs & preferences.



## Catalog Search

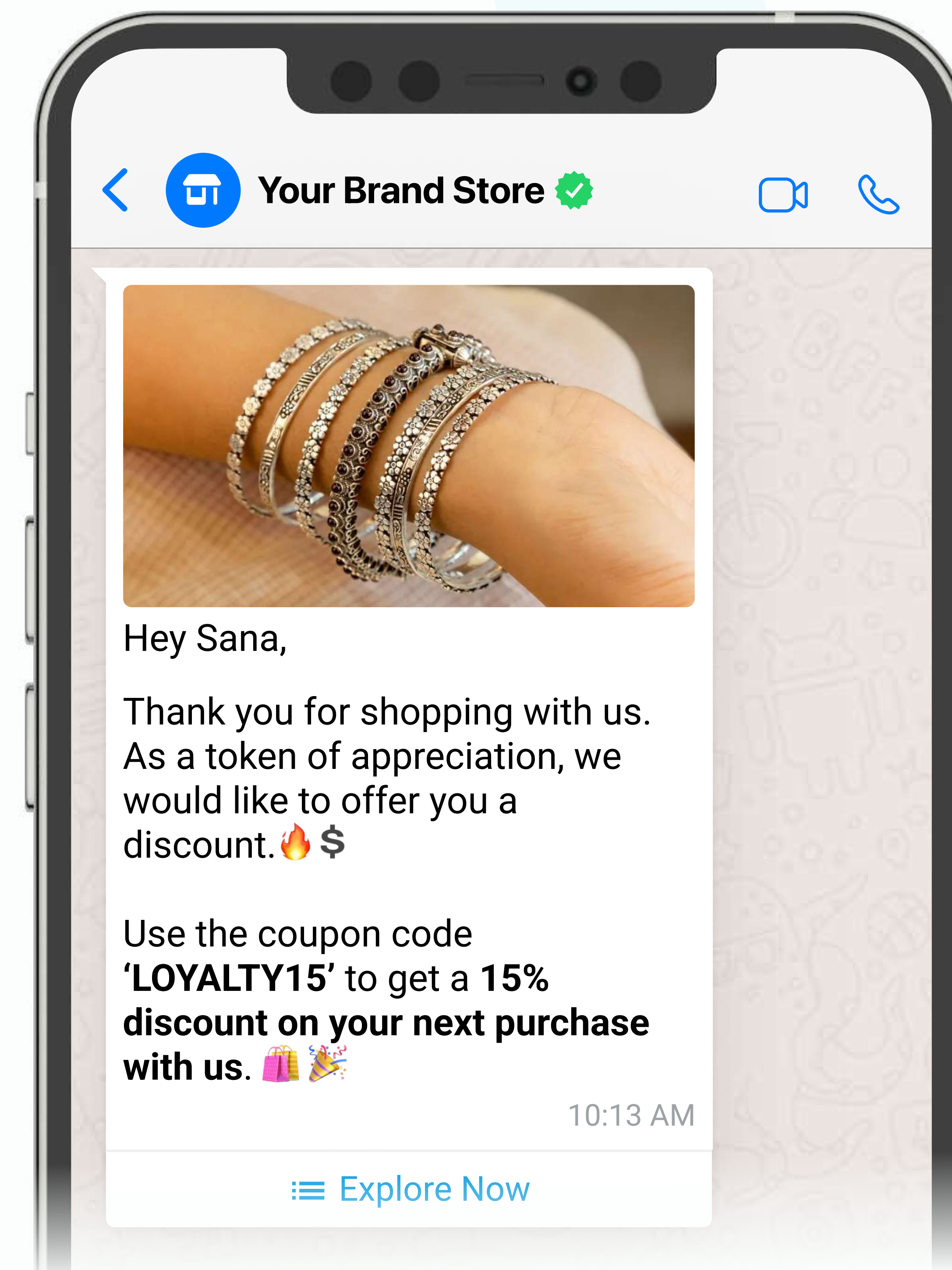
Embeddings help integrate and sift through searchable product catalogs on WhatsApp to help buyers find the right product.





### Out-Of-Scope Query Handling

The advanced NLU capabilities of Gen AI Sales Assistant make it adept at handling out-of-scope queries, intuitively turning the conversation into a conversion opportunity.



### Cultivate Customer Loyalty

The human-like engagement & intuitive bot behavior streamline the overall shopping experience right from the pre-sales stage to post-sales engagement, fostering brand loyalty.



# How Brands in Various Sectors Drive Engagement and Purchases on WhatsApp During Ramadan

## 50% Reduction in Cost Per Lead as compared to SMS

*“Our customers can now interact with us seamlessly through a messaging app they already use every day.”*



Sachin Vashishtha  
Chief Marketing Officer

paisabazaar.com



Ketan Kahandal  
Assistant Manager

## 60% higher CSAT Score

*“WhatsApp helped us in making the shopping and post-shopping support as stress-free and easy as possible for our customers.”*

pepperfry

*“Excited to launch our partnership with JioMart in India. This is our first-ever end-to-end **shopping experience on WhatsApp** -- people can now buy groceries from JioMart right in a chat.”*



Mark Zuckerberg  
Founder and CEO

Meta



Hitesh Sharma  
Senior Manager-  
Buyer Growth

*“Partnering with Haptik has helped us **revolutionize our customer experience** and brought us closer to our goal of serving our customers in the most hassle-free safe & transparent way.”*

CARS 24



# Power Seamless Shopping Experiences This Ramadan on WhatsApp

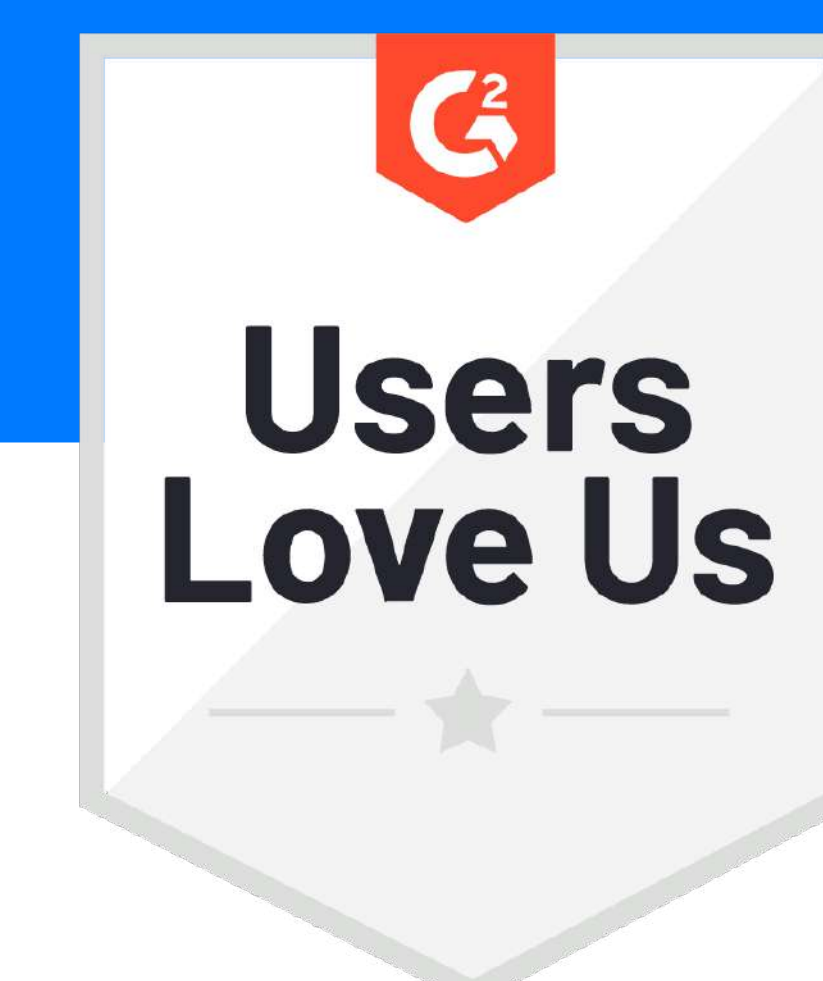
Leverage Haptik's WhatsApp Enterprise solution to engage customers with a streamlined Ramadan marketing journey. Proactively engage customers before the holy month, offer conversational buying guidance to help make informed purchases, and offer phenomenal post-purchase support. Bring customers back to your eCommerce store with automated workflows to drive repeat purchases and upsell for a satisfying purchase experience. Make it happen on WhatsApp with Gen AI-powered conversations!

**CTA - Get in touch with our experts**





Haptik is an omnichannel conversational CRM leader and Generative AI-first platform catering to 500+ enterprises. Haptik enables omnichannel support on 10+ channels, in 100+ languages, and is backed by a powerful ecosystem of 100+ integrations. Its solutions have helped brands like JioMart, Cars24, DIFC, Alfagift, Pepperfry, and others deliver seamless shopping experiences on WhatsApp. Haptik has two lines of products - named Contakt, which is a complete Gen AI-powered customer experience suite, and Interakt, a full-stack conversational marketing platform for small- and medium-sized businesses (SMBs). Haptik was named the “Tech Startup of the Year” award in the Artificial Intelligence category and won the gold medal for “Best Chat and Conversational Bot”.



a product by



Interakt is a Jio Haptik Product,  
built on Official WhatsApp Business API  
India | UAE | Indonesia | Malaysia | Philippines | Africa