



■ The State of WhatsApp Marketing ■

2024

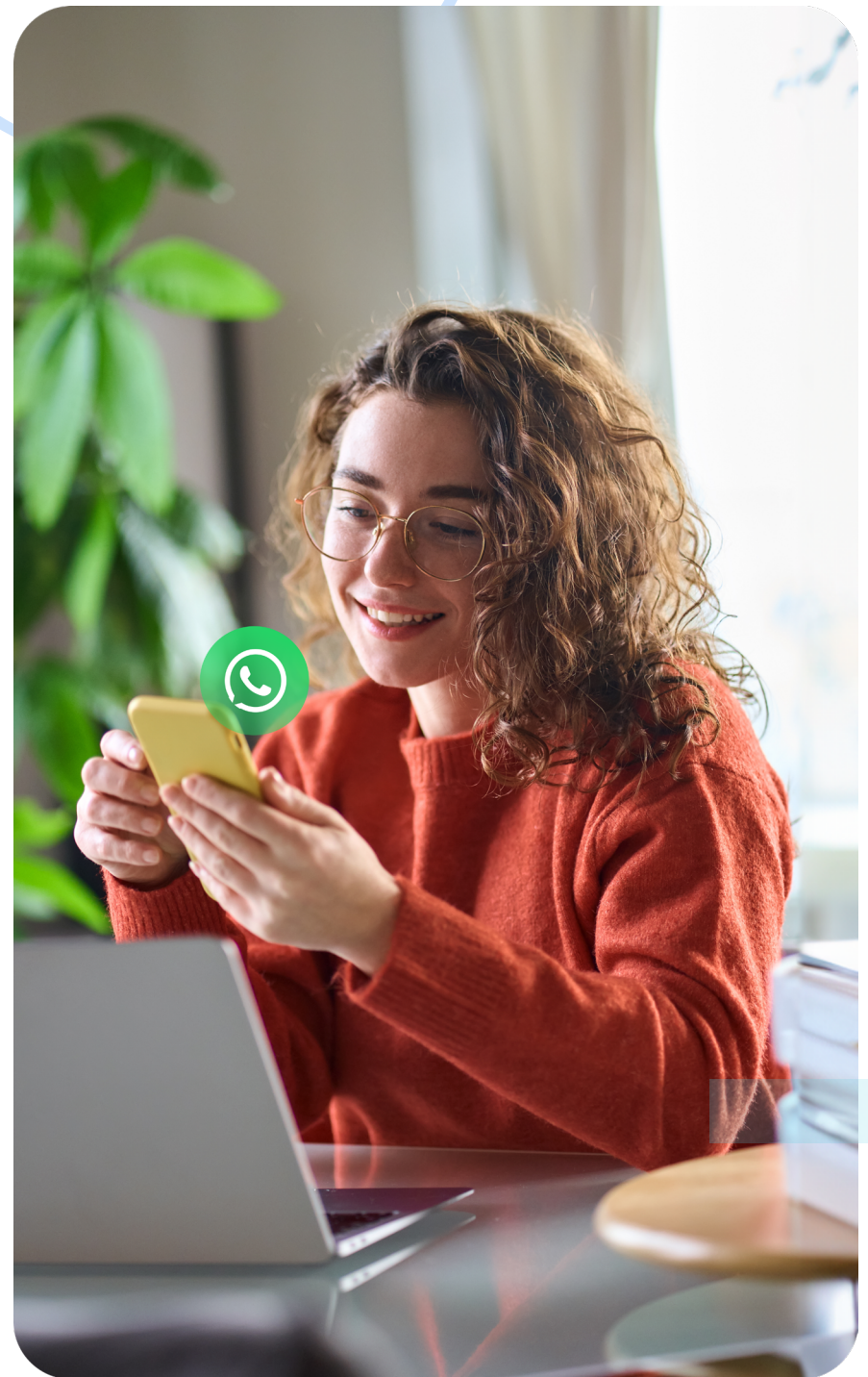




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Executive Summary

The emergence of digital technologies and rapidly-changing business models are enforcing a disruption across industries. Retail, Fintech, Healthcare, and Hospitality, to name a few, are part of the current wave of disruption which shares commonalities with those we've hitherto witnessed, including the subscription economy fostered by Netflix, the on-demand services offered by Uber that caused a disruption in the more traditional services such as taxis, among others.

Marketing needs to leverage today's capabilities and mindsets to drive growth in the digital age. WhatsApp is not just the most popular messaging app but also a hyper-growth channel that is enabling marketers to drive end-to-end customer engagement.

[The State of WhatsApp Marketing 2024](#), an ebook by Jio Haptik, is a deep dive into the marketing trends that will shape the customer engagement strategies on WhatsApp.

This ebook is dedicated to Marketers, CX, and Growth leaders who must stay abreast with the trends that will shape marketing in 2024, learn about the growing shift to WhatsApp as a marketing channel and the ways by which brands can leverage WhatsApp for marketing, and finally, incorporate best practices for businesses engaging via WhatsApp. We've showcased case studies, called "customer spotlight", to help readers understand the business metrics and outcomes they can affect by using WhatsApp.

Furthermore, you'll find solutions designed to help brands engage with their customers, drive higher conversions, improve retention, achieve repeat business, and foster brand advocacy.



SECTION # 1

Key Trends

- ▶ The Rise of the WhatsApp Economy
- ▶ The Bar for Personalization Is Getting Higher
- ▶ New Possibilities Fuelled by Generative AI

The Rise of the WhatsApp Economy

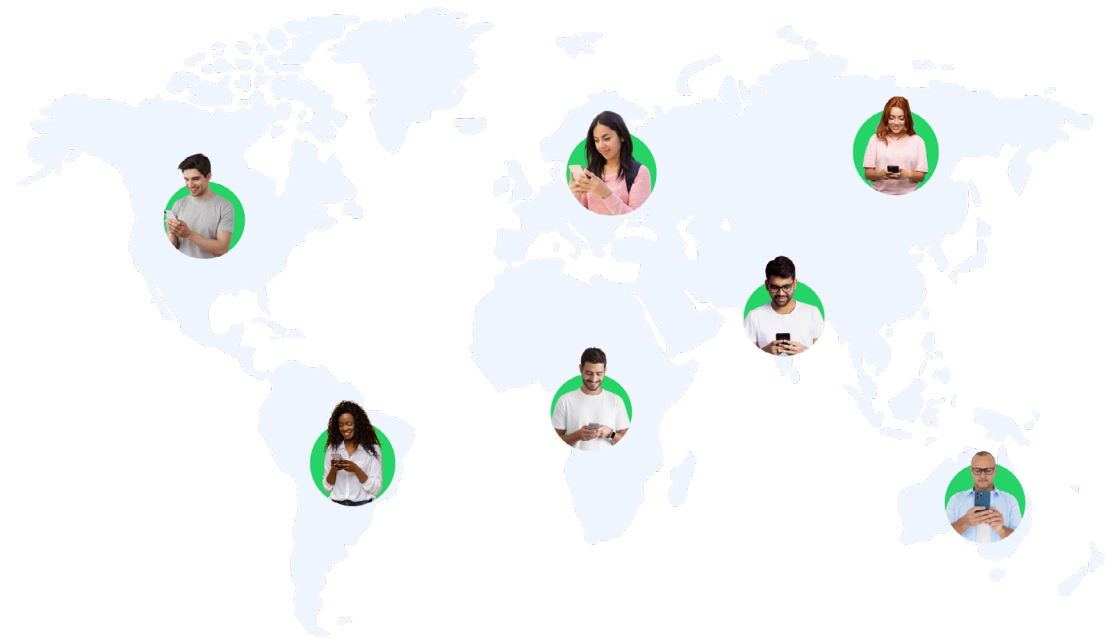
Native channels (websites and apps) have faded into the background. Taking their places are messaging apps - essentially the new browsers.

Where, in the 2000s, people sent emails and made phone calls, they now use messaging apps such as WhatsApp for communication.

According to data, 2.78 billion⁽¹⁾ users across 180 countries⁽²⁾ are on WhatsApp and the user base is only growing!

In the era of web and app-based communication, people would log in to their web browsers and apps and exit afterwards, increasing drop-offs. Building an audience base and driving traffic were time-consuming and rarely straightforward.

WhatsApp's global reach, efficiency in reaching customers where they are, wide range of integrations and business features, and the ability to seamlessly build customer journey flows, among others - make it a powerful marketing channel in 2024. This not only benefits businesses in reaching their target audience but also enhances the overall customer experience.



1 Billion

Users⁽³⁾ globally message businesses on WhatsApp each week

The Bar for Personalization Is Getting Higher

Personalization influences buying behaviour at every step of the customer journey. If you're aiming for higher conversions, repeat purchases, and brand recommendations - think personalization.

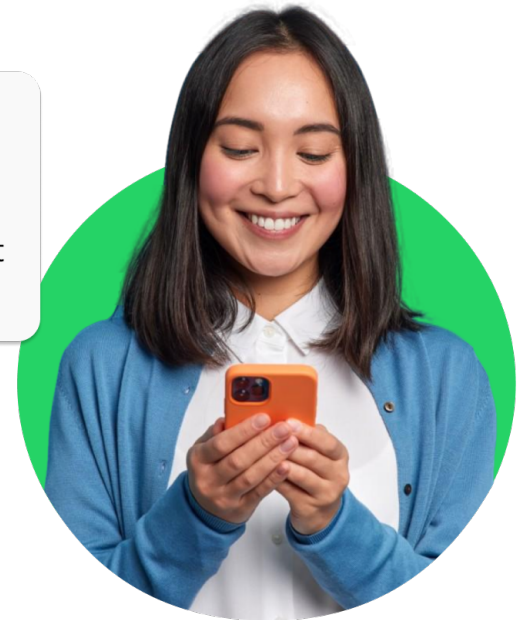
Customers today demand more of brands, so much so that 72%⁽⁴⁾ of them only engage with personalized messaging.

Personalization is the foundation upon which brands gain customer attention, convince them to engage with offers and promotions, and convert them. And it isn't a one-time exercise; it has to be a recurring theme of every interaction between a brand and its customers.

A messaging channel such as WhatsApp is a gold mine for brands that nail their personalization strategy. WhatsApp messages have an open rate of 98%⁽⁵⁾ and the CTR is 45%⁽⁶⁾. So if your offers are personalized and speak to the pain point of your customers, they are going to engage with your messages, make purchases, and become your brand ambassadors.

Hi Jasmine,

Your cart is waiting for you.
Complete your purchase to get
10% off on your next order!



72%

of consumers say that they'll only engage with personalized messaging!

New Possibilities Fuelled by Generative AI

Generative AI has become a key, strategic asset in each brands' customer engagement strategy, especially on messaging channels like WhatsApp. So much so that it's unlocked a plethora of powerful use cases across the customer journey.

From pre-sales inquiries to post-sales support, brands can leverage Gen AI to engage in personalized interactions that resonate with customers on a deeper level. Through WhatsApp, brands can offer tailored product recommendations, generate dynamic responses, and engage in contextual conversations that feel natural and human-like.

Moreover, Generative AI on WhatsApp helps brands boost engagement with promotions and personalized offers, improve customer support with real-time responses and 24/7 assistance, and elevate customer experience.

Not only does Generative AI help with marketing and support automation, it empowers marketers with actionable insights into audience behaviour and shopping trends - enabling them to tailor marketing campaigns and reach the right audience to achieve desired results.



9%⁽⁷⁾

Executives expect 9%⁽⁷⁾ improvement in customer engagement and CSAT based on the use of Gen AI.

SECTION # 2

The Shift to WhatsApp Marketing

- ▶ Evolution of the WhatsApp Business Platform
- ▶ WhatsApp: Where Convenience Meets Customer Experience
- ▶ Industry-Specific Use Cases
- ▶ New WhatsApp Conversation Categories
- ▶ Streamlined & Trustworthy Conversations

Evolution of the WhatsApp Business Platform

Faster Scaling

- ▶ Instant Template Approval
- ▶ Easy Green Tick Application

Aug
2022

Sep-Nov
2022

Enhanced Promotions

- ▶ WhatsApp Business Ads
- ▶ One-To-Many Messages

June
2023

Sept
2023

Roadmap 2024

- ▶ Web-To-WhatsApp Ads
- ▶ AI for Business Messaging

2024

Better Efficiency

- ▶ WhatsApp Premium
- ▶ WhatsApp Business Directory

Rich Experiences

- ▶ Meta Verified
- ▶ WhatsApp Flows



WhatsApp: Where Convenience Meets Customer Experience

We are living in a convenience economy in which customers are loyal to experience, not brands. Marketing is caught right in the middle trying to adapt to radically changing consumer demands and a fragmented digital landscape.

With a reach of over 2.78 billion⁽¹⁾ users globally, WhatsApp is the primary marketing channel to connect and engage with prospects across the globe. Consumers have always sought for a direct channel to communicate with brands, and WhatsApp is just that!

WhatsApp provides an opportunity for brands to connect with customers on a one-to-one basis, but it also offers enormous potential for personalization - something that customers love.

Real-time notifications on WhatsApp can help brands build customer recall, influence buying decisions, and share relevant information with customers, when it matters the most. WhatsApp allows brands to curate AI-powered conversations around their products and services tailored to each individual customer's needs. The best part - WhatsApp messages don't disappear, so when a customer wants to reach out again they just have to continue the conversation from where it was previously left.

Business messaging is an area with real momentum and chat-based experiences will be the **go-to way people and businesses communicate** in the years to come.



MARK ZUCKERBERG

Founder & CEO, Meta

Industry-Wise Use Cases

Retail



eCommerce brands can provide contextual recommendations and share catalogs enabling customers to add products to their cart & complete payment in just a few clicks! Brands can also send abandoned cart reminders and in-time offers pro-actively via WhatsApp.

Popular Use-cases

- ▶ **Product Discovery**
- ▶ **Cart Abandonment**
- ▶ **Back-In-Stock Alerts**
- ▶ **Payment and Purchase**

Healthcare



The newly-introduced WhatsApp Flows is a powerful feature for healthcare companies to streamline patient interactions by automating routine tasks such as appointment scheduling, feedback collection, and round-the-clock assistance.

Popular Use-cases

- ▶ **Appointment Booking**
- ▶ **Finding a Physician**
- ▶ **Find Nearby Healthcare Center**
- ▶ **Billing Information**

Media & Entertainment



Media and Entertainment companies can use WhatsApp to streamline subscription renewals, account management, and billing queries. WhatsApp chatbots give content creators an opportunity to craft a more unique experience for their users.

Popular Use-cases

- ▶ **Subscription Renewals**
- ▶ **Account Updates**
- ▶ **Latest Releases & Promotions**
- ▶ **Gamification**

Industry-Wise Use Cases

Fintech



A fintech WhatsApp assistant is a great tool to reach out to customers and keep them up-to-date about your services and products. Seamlessly engage with leads, share relevant information and streamline digital onboarding – all in one go!

Popular Use-cases

- ▶ Lead Generation
- ▶ KYC & Document Submission
- ▶ Financial Literacy
- ▶ Renewals and Pending Payments

Travel & Hospitality



A WhatsApp assistant for travel companies can answer FAQs, provide comprehensive travel advice, manage bookings and reservations, and alert customers of important updates and recommend holiday packages.

Popular Use-cases

- ▶ Lead Generation & Lead Nurturing
- ▶ Booking Support
- ▶ Package Recommendations
- ▶ Booking Reminders

Edtech



WhatsApp assistant for education facilitates easy information exchange while improving the convenience for educational institutions, students, and parents to stay updated on exam schedules, fee payments, and admission-related activities.

Popular Use-cases

- ▶ Lead Generation & Admission
- ▶ Student Registration
- ▶ Course Purchases
- ▶ Progress Reports & Updates

New WhatsApp Conversation Categories

For marketing, 67%⁽⁸⁾ of businesses report WhatsApp led to higher conversion rates than alternate channels, and intend to continue to focus on these high ROI use cases for brands. WhatsApp announced new conversation categories, effective from June 1st, 2023. These templates will guide brands to create diverse experiences for their customers at every stage of the journey & improve conversions. Let's look at each of these categories and understand what they mean through examples.

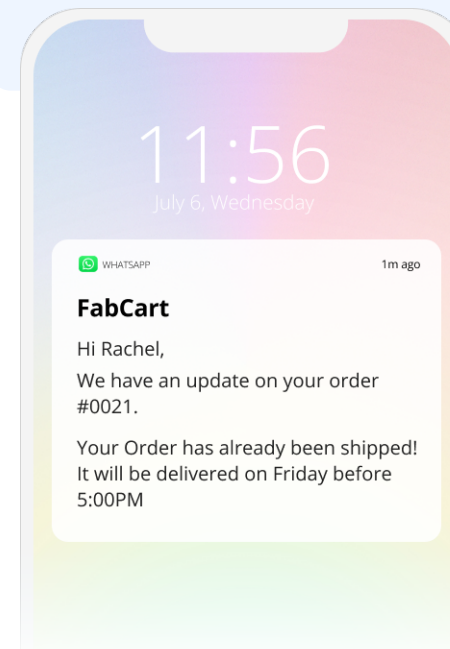
Service Conversations

Any conversation initiated by the user where response is expected back from the brand, and the priority is usually query resolution, is called a Service Conversation.

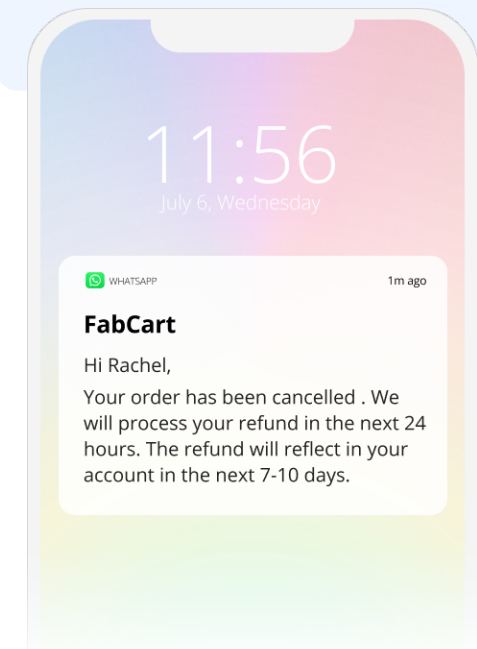
Utility Conversations

These are initiated by businesses in relation to transactions, including post-purchase notifications and recurring billing statements shared with customers who've opted in to these messages. The illustration is of a Utility conversation between a business and a user.

Provide an update or reminder post-transaction



Confirm or suspend an existing transaction



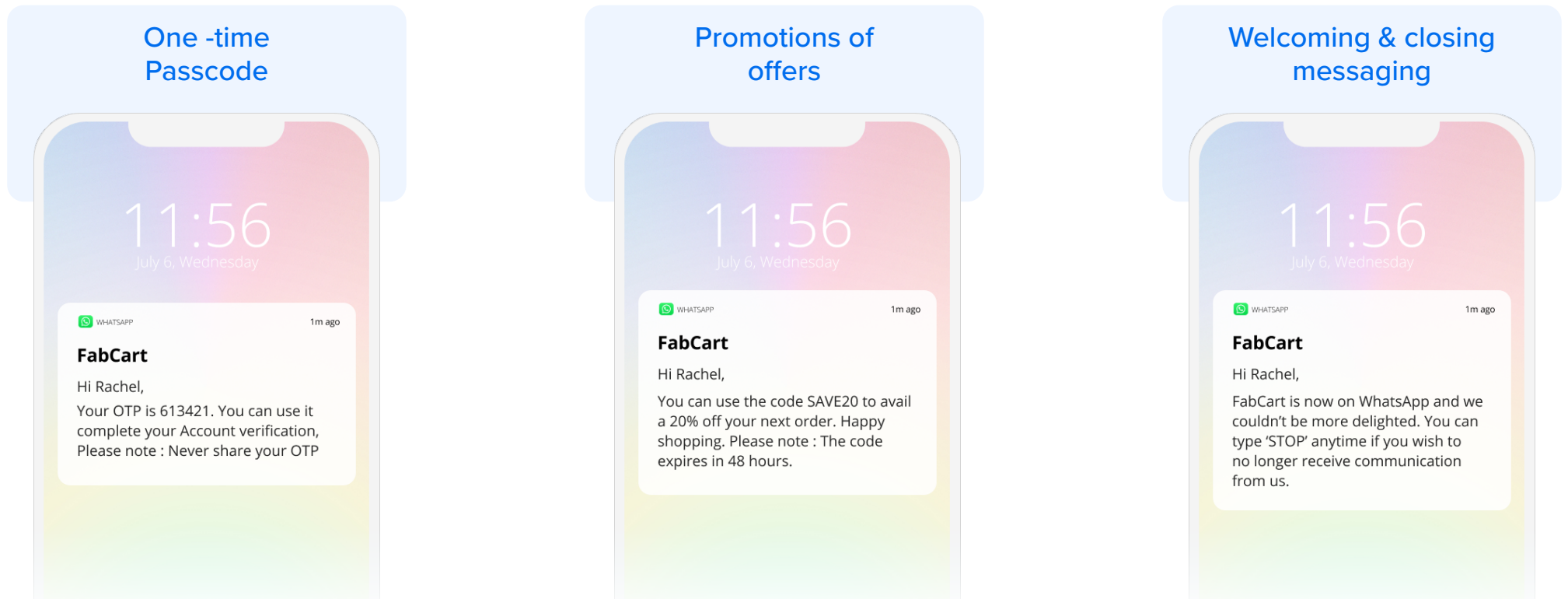
New WhatsApp Conversation Categories

Authentication Conversations

These are initiated by businesses to authenticate users with one-time passcodes at various steps during login, including account registration, account recovery, and integrity challenges. Below is an illustration of an authentication conversation between a business and a user.

Marketing Conversations

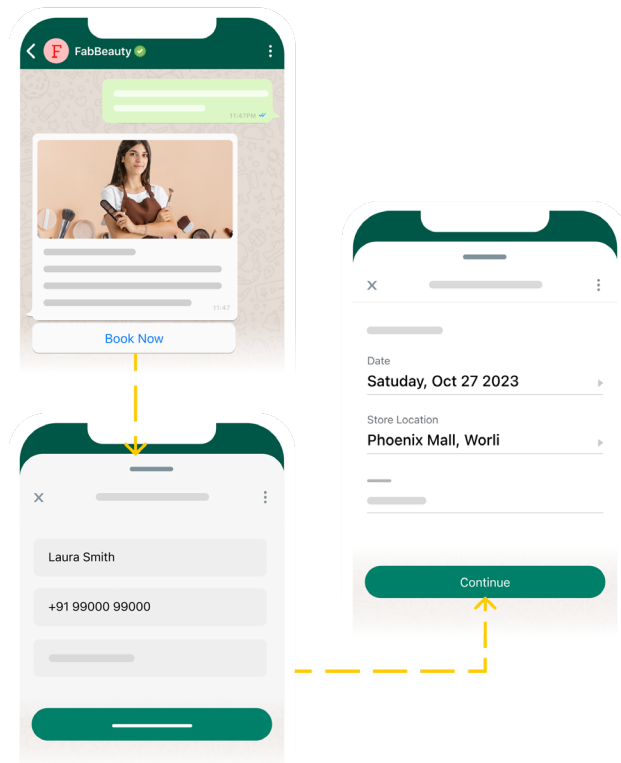
These are business-initiated conversations that allow businesses to promote their products and services, such as personalized offers and discounts, which users have opted in to receive. Any conversation that does not qualify as utility or authentication is a marketing conversation.



Streamlined and Trustworthy Conversations

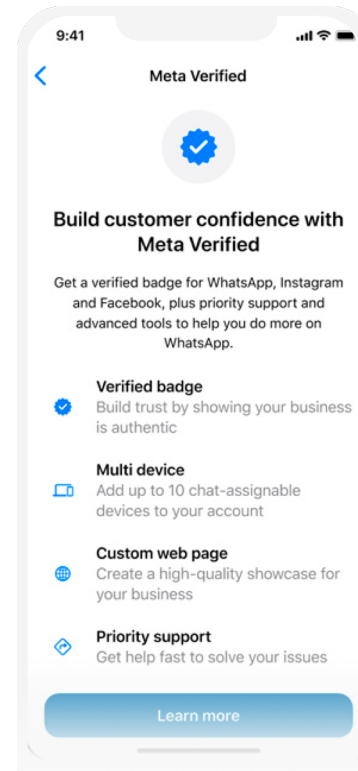
WhatsApp Flows

Announced in September 2023, Flows allows businesses to build customized journeys - allowing for streamlined customer experiences. Flows helps you to empower customers with product & services information, drive lead-gen, boost engagement, and more.



Meta Verified

Meta Verified for Business has been introduced to improve the credibility and trustworthiness of business on WhatsApp, with verified businesses having a green tick next to their display name.



SECTION # 3

Achieve Measurable Outcomes with WhatsApp Marketing

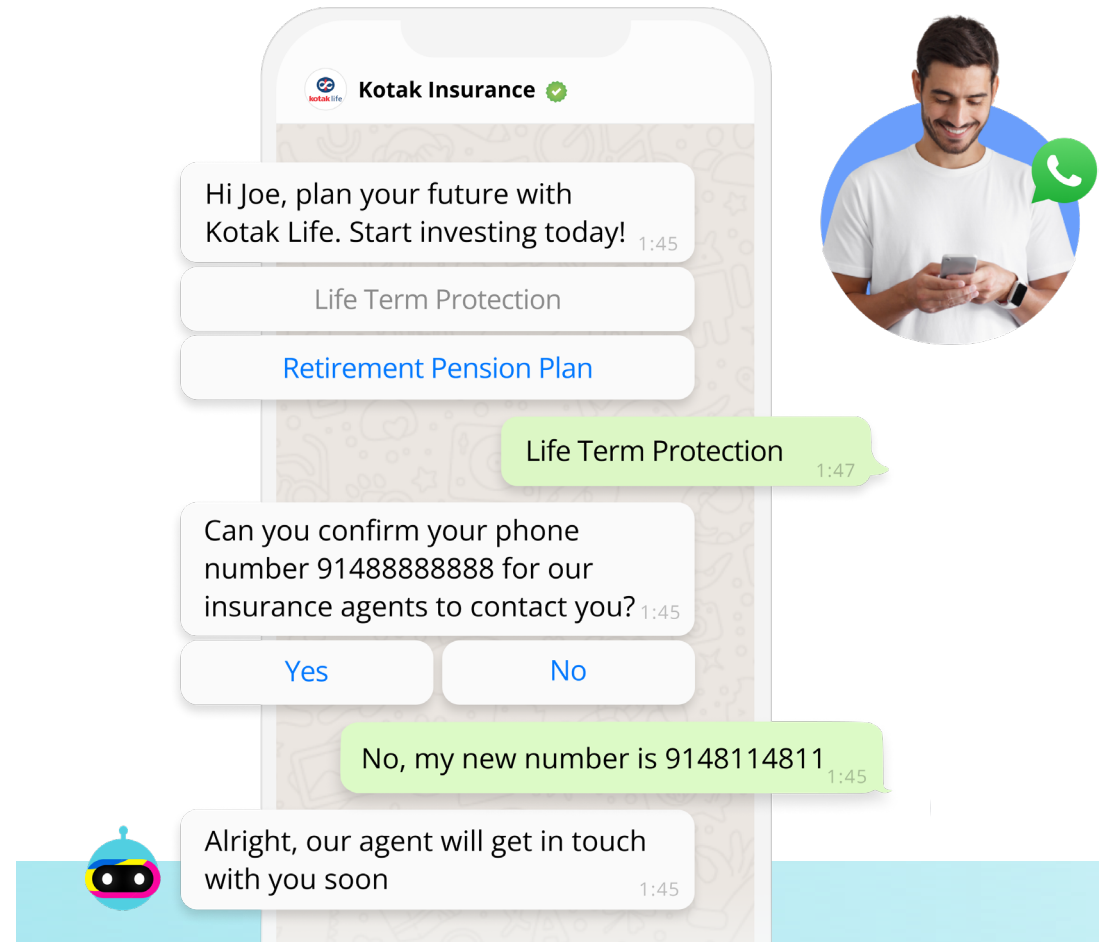
- ▶ Generate & Nurture Quality Leads
- ▶ Drive Quick Purchases with End-To-End Commerce
- ▶ Optimize Customer Experience & Retention


Generate & Nurture Quality Leads

According to HubSpot, 61%⁽⁹⁾ of marketing professionals say generating leads is their top challenge. To make matters worse, hardly any of those leads turn into sales. In fact, sales representatives spend their time chasing low-quality leads that almost never convert. Rather than using mass marketing methods to attract prospects, lead-gen AI assistants built on WhatsApp use personalized notifications and prompts to start conversations and engage prospects at the right time in their journey.

A WhatsApp assistant helps automate lead generation and qualification process by interacting with customers to understand their most pressing needs. It can also collect preliminary details during this process to qualify the leads. With a WhatsApp assistant, businesses can convert passive visitors into qualified and sales-ready prospects by recommending resources or products, providing discounts and offers, and even collecting customer information to personalize subsequent follow-up campaigns.

The average prospect moves through various touch-points before a purchase decision. Brands can use WhatsApp messages that are relevant and tailored to their audience. Retargeting is another method to recapture abandoned users, and WhatsApp is one of the best channels for retargeting as it's where your customers spend most of their time online.



Kotak Insurance 

Hi Joe, plan your future with Kotak Life. Start investing today! 1:45

Life Term Protection

[Retirement Pension Plan](#)

Life Term Protection 1:47

Can you confirm your phone number 91488888888 for our insurance agents to contact you? 1:45

Yes No

No, my new number is 9148114811 1:45

Alright, our agent will get in touch with you soon 1:45



CEAT, a leading tyre manufacturer, is generating quality leads by offering a differentiated experience on WhatsApp.

CEAT sought to have effective and engaging conversations with its customers at scale. The bottomline was to collect high-quality leads, improve conversion rates, and expand its brand presence.

CEAT partnered with Haptik to build a WhatsApp chatbot that helps generate sales-qualified leads by interacting with customers, making product recommendations, and offering discounts - all at the right stages!

Since implementing the WhatsApp chatbot, CEAT has observed a 542% increase in leads. In fact, lead generation via the WhatsApp chatbot has proven to be cost-effective when compared to other social acquisition channels.

542%

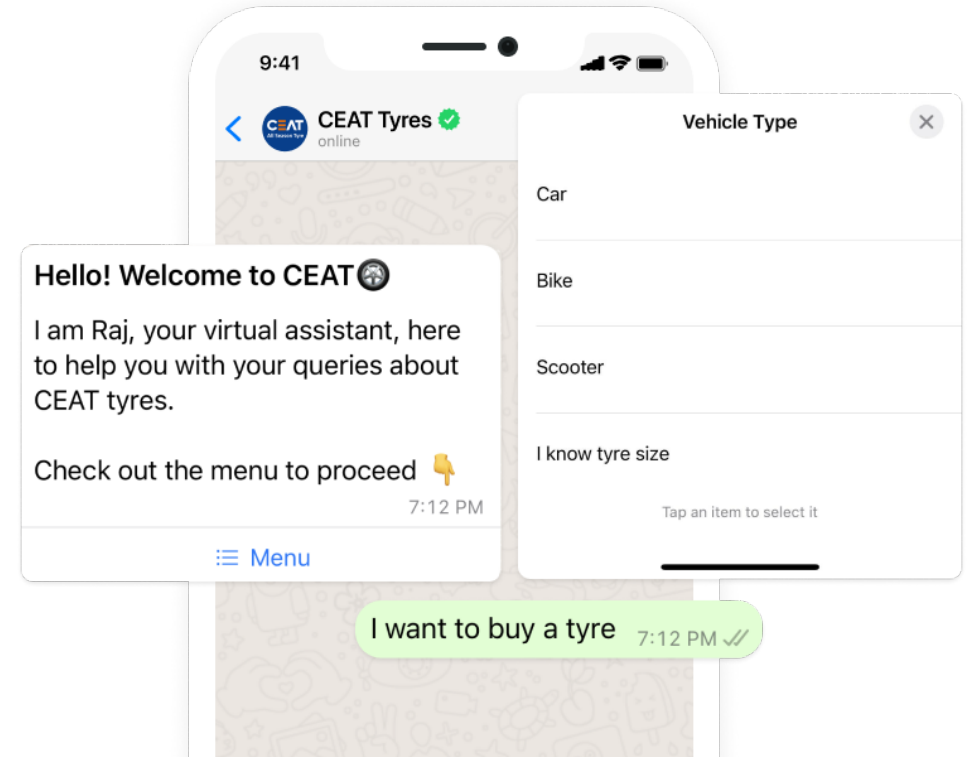
Increase in leads through WhatsApp chatbot

28%

Lead to conversion rate

70%

Lower Cost per Lead than Social



Our chatbot conversations and leads have grown since we implemented the WhatsApp chatbot. Automating the chatbot has reduced agent load thus reducing acquisition and manpower costs.

Vidur Anand | Head of eCommerce, CEAT

Boost Engagement with Personalized Notifications at Scale

Send personalized and click-worthy notifications to millions in one go. Use Haptik's speed and throughput with sending high volume of WhatsApp notifications to engage customers at different stages of their journey.

- ▶ Reduce CAC with exciting offers and automated drip campaigns to engage with non-transacting customers.
- ▶ Nudge buyers with timely back-in-stock and cart abandonment alerts to boost conversions and sales.
- ▶ Drive repeat orders and improve upsell and cross-sell with relevant offers and promotions.

Ignite Your WhatsApp Campaigns with the Power of AI

Leverage Haptik's AI-powered tools to get started with your WhatsApp campaigns in an efficient manner while maximizing your campaign ROI.

- ▶ Instantly create personalized WhatsApp messages tailored to your brand and audience using our AI template generator.
- ▶ Seamlessly build engaging ad creatives optimized for WhatsApp with Haptik's AI ad generator for maximum impact and engagement.
- ▶ Save time and effort in crafting messages from scratch, and connect with customers faster for superior campaign performance.

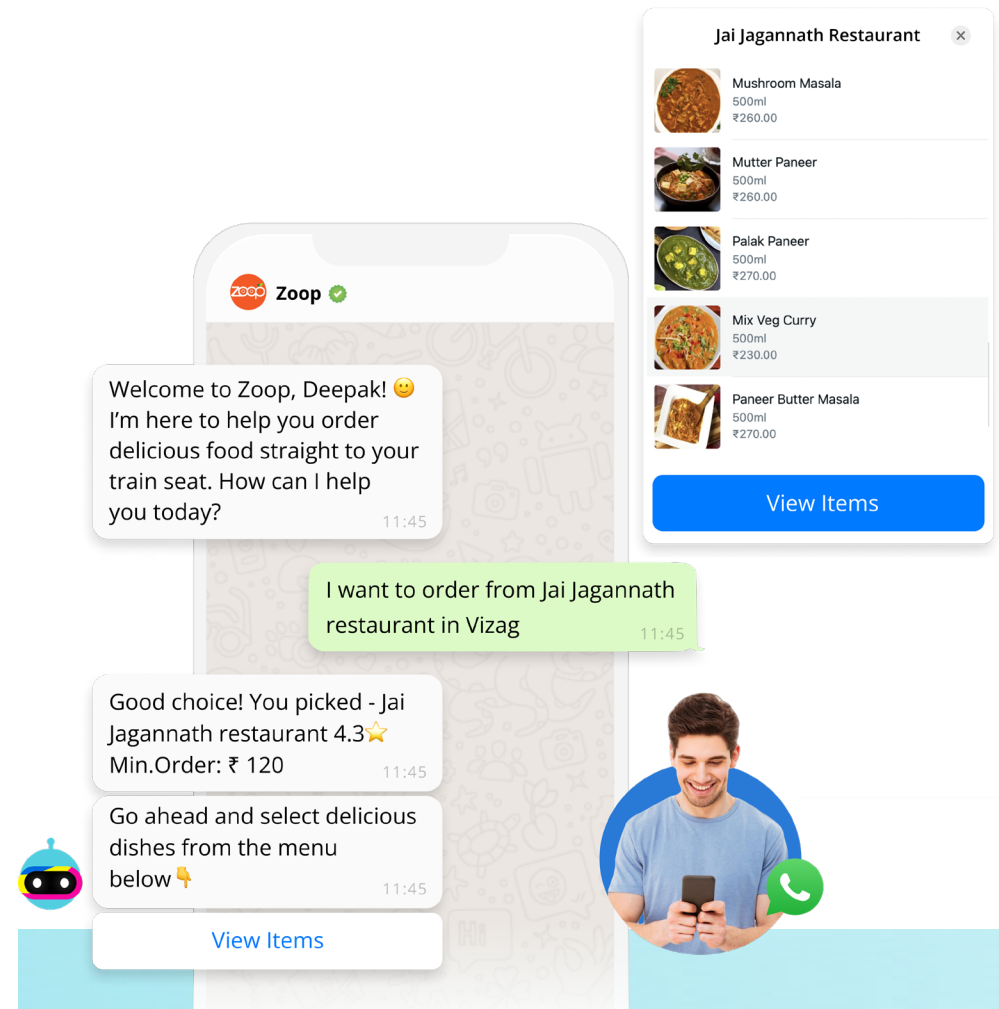
Unlock Quick Purchases with End-To-End Commerce

Real-world purchases are not driven by products but by the needs and experiences desired by customers. Here too, WhatsApp assistants help personalize the buying experience, which not just makes customers feel valued but also significantly improves the chances of repeat purchases and retaining customers.

End-to-end shopping experiences are now possible on WhatsApp, thanks to chatbots. Brands can interact with customers in real-time, offer alternate pricing options, and promote additional product or service features. In recent times, WhatsApp's sophisticated features have made the shopping experience more intuitive and interactive. With catalogs, cart manager, and the ability to receive direct payments, businesses can create their own digital storefront on WhatsApp.

This allows customers to effortlessly browse products, view specifications, and even make payments without ever leaving the app. Additionally, interactive elements such as list messages and quick reply buttons enable customers to progress faster in their conversations with businesses.

AI assistants combined with WhatsApp's immersive buying experience allow companies to capitalize on the next wave of commerce. To gain a competitive edge, it is crucial for companies to develop their brand identity on WhatsApp now!





JioMart's WhatsApp assistant, created by Haptik, allows users to complete their grocery shopping on WhatsApp.

JioMart wanted to enable a simple and convenient way of online shopping for millions of Indian citizens.

JioMart's WhatsApp assistant makes it seamless for users to discover the products they want and add them to their cart in only a few clicks. Users can confirm delivery information and make payment to receive their orders. Mark Zuckerberg made the announcement on his official Facebook page calling it the **“first-ever end-to-end shopping experience on WhatsApp”**.

Since its launch in November 2021, JioMart has seen a 68% repeat purchase rate. **In October alone, the WhatsApp bot clocked 2 Lakh Orders.**

1500

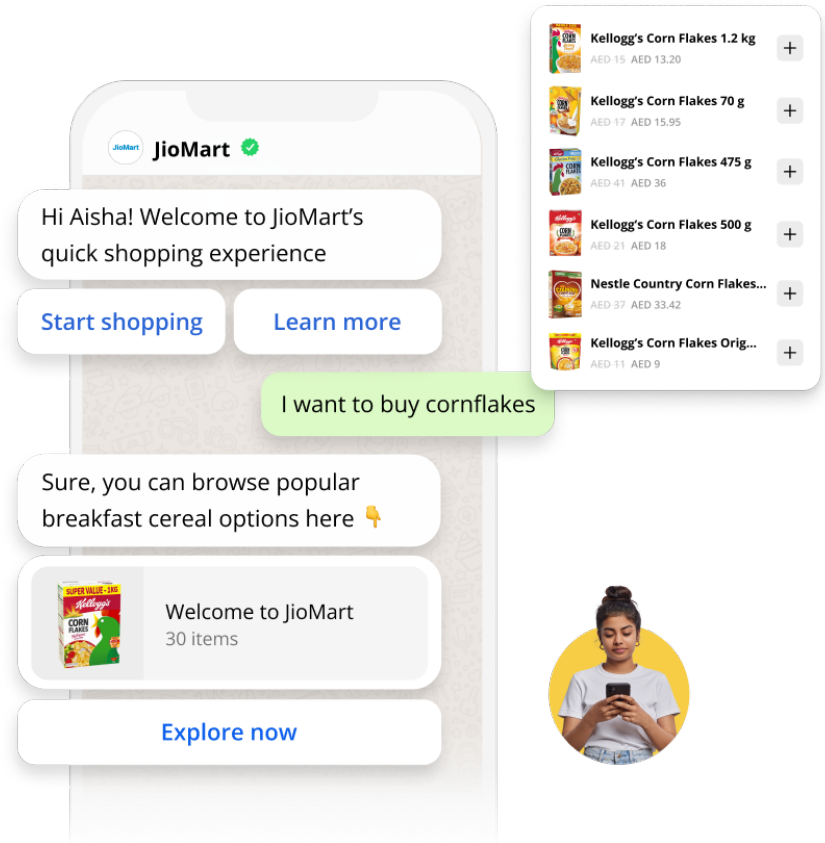
Average Daily Orders

68%

Repeat Rate

15%

Conversion Rate



One example of an innovative customer experience that we are proud of developing is the first-ever end-to-end shopping experience with JioMart on WhatsApp.

Isha Ambani | Executive Director of Reliance Retail Ventures

How Haptik Can Help

UNLOCK QUICK PURCHASES
WITH END-TO-END COMMERCE

Streamline Shopping Experiences with Gen AI Sales Assistant

Guide buyers in their shopping journey with Haptik's Generative AI-powered virtual sales assistant. Offer human-like guidance that drives more purchases and improves customer experience.

- ▶ Offer personalized product recommendations based on context from ongoing and previous conversations.
- ▶ Leverage GPT to handle out-of-scope queries confidently, and connect buyers to the right products.
- ▶ Win customer loyalty with personalized tips and advice to help buyers gain maximum value from their purchases.

[Explore Gen AI Sales Assistant ▶](#)

Powerful Connectors & Out-of-the-Box Integrations

Haptik's out-of-the-box connectors enable your brand to provide instant buying support and guidance to customers on channels they already use.

Haptik's out-of-the-box connectors allow your brand to:

- ▶ Effortlessly integrate commerce, payment, support, and other key business systems to drive personalized and information-rich conversations.
- ▶ Plug into Shopify, Magento, Woo Commerce, and bring your entire catalogue to messaging apps.
- ▶ Deliver better customer experiences with AI-powered user journeys that expedite resolution to customer queries.

[View Haptik's Integration Ecosystem ▶](#)

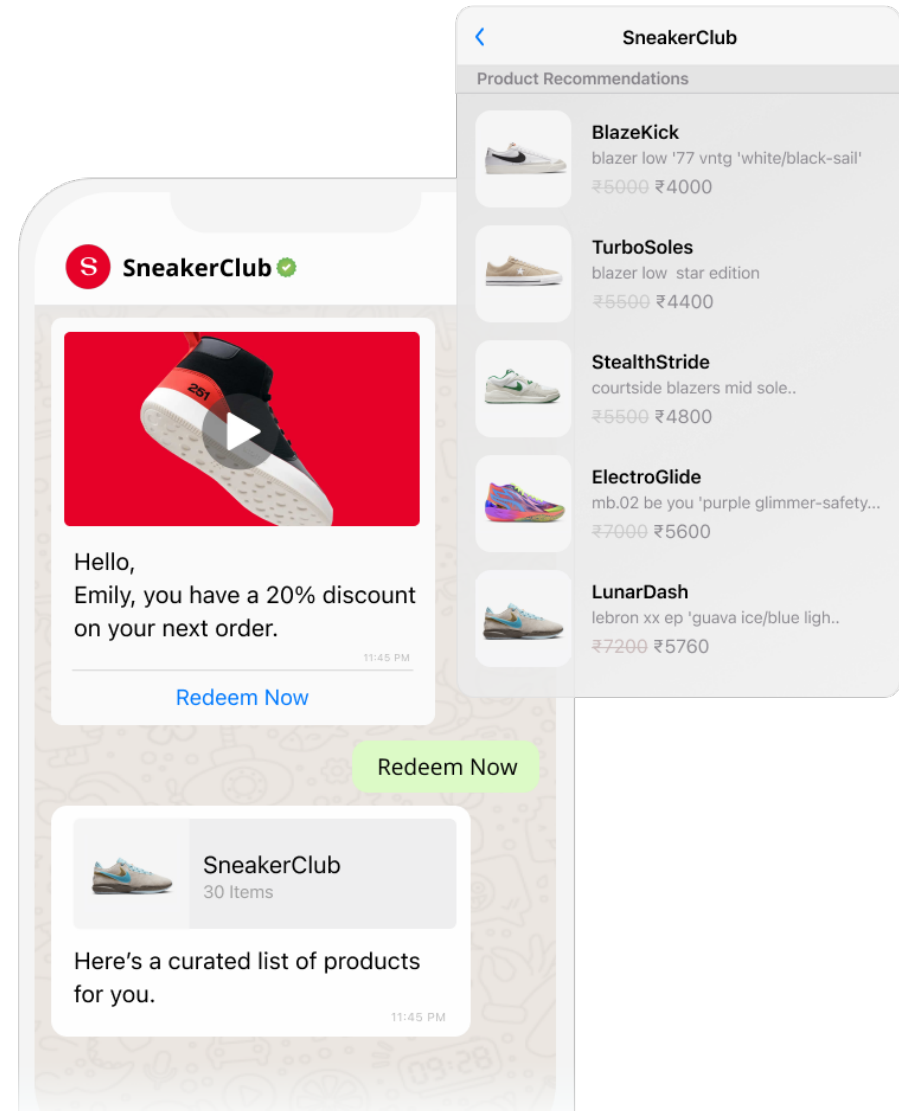


Optimize Customer Experience & Retention

Retaining existing customers is less expensive than acquiring a new one. And yet, many brands focus their efforts on capturing new customers. While it's appealing to get first-time business, returning customers will always result in a higher ROI. Acquiring new customers is, on average, five⁽¹⁰⁾ times more expensive than retaining existing ones. Furthermore, a 5%⁽¹¹⁾ increase in customer retention rate, can double the revenue growth.

With WhatsApp's high open and click-through rates, you can reach your prospects when they're most likely to convert by sending notifications such as sale announcements, discount offers, restock alerts, pending cart reminders, and more. All without making the customer visit your website or app again.

Using WhatsApp, your brand can achieve much more than completing a sale. You can create loyalty and referral programs giving customers reward points, send them reminders to redeem special discounts or offers, and even set up priority support channel for your most valuable customers.



upstox

Upstox, India's largest investment platform, makes online investments easier with a WhatsApp Chatbot

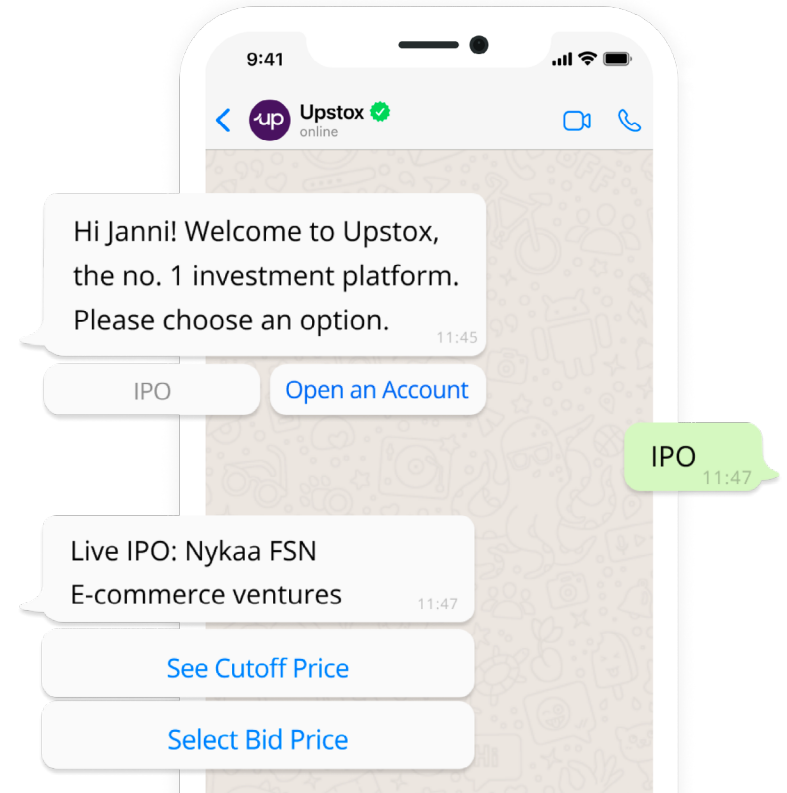
Upstox, one of Asia's largest investment platforms, sought to build a WhatsApp chatbot to onboard new users and guide them in their investment journey.

Upstox partnered with Haptik to build an AI-powered WhatsApp chatbot that helps with onboarding new users and guiding them with personalized work-flows. Upstox's 10M customers love using Haptik's Intelligent Virtual Assistant to learn about investment and get immediate support, and Upstox's increased CSAT of more than 50% is testament to that.

Additionally, Haptik's Proactive Messaging allowed Upstox to send WhatsApp notifications to users and achieve a 20% increase in the number of trades following the launch of Proactive Messaging!

220.5K Customers Onboarded in less than 6 months

20% Increase in number of trades



Haptik has been pivotal in helping us explore the various engagement and sales opportunities that come with an AI-powered chatbot, firing up our sales pipeline and giving us a competitive advantage on our mission to drive exceptional customer experiences at scale.

Shrini Viswanath | Co-Founder, Upstox

How Haptik Can Help

OPTIMIZE CUSTOMER
EXPERIENCE & RETENTION

Power Self-Serve Support & Boost Agent Productivity

Build a full-fledged AI assistant in virtually no time - and fast-track query resolution, providing more autonomy to customers. Drive agent productivity with Gen AI.

- ▶ Reduce agent dependency by automating FAQs such as order updates, product returns and refunds, and billing and payment, to name a few.
- ▶ Equip agents with AI co-pilot capabilities for faster response times and better customer satisfaction.
- ▶ Expand the AI assistant's capacity to understand and respond to wide-ranging customer queries in a conversational manner.

[Explore Gen AI FAQ Assistant](#) ▶

Unlock Data-Driven Customer Experiences with Intelligent Analytics

Leverage Haptik's proprietary Intelligent Analytics platform to track bot and agent performance, and use AI recommendations for better efficiency.

- ▶ Build custom reports and dashboards to track metrics and KPIs that truly matter to your brand, such as average query handling time, first-resolution time, and queue wait time, among others.
- ▶ Empower agents with real-time insights to optimize staffing levels for efficient resolution and reduced wait times.
- ▶ Use AI recommendations to optimize customer experience with streamlined SLA management and efficient queue handling.

[Explore Intelligent Analytics](#) ▶



SECTION # 4

Best Practices for WhatsApp Business Messaging



Engage with Prospects Post Opt-In

Brands should only send WhatsApp notifications to users who have opted in. Users don't want to receive unsolicited messages and could take action such as reporting or blocking the business account.

We recommend

Before you start marketing to potential customers, make sure you have their consent first. There are both organic and paid ways to collect user opt-ins. Brands should also have a record of people who have chosen to opt-out.



Avoid Spam, Message Thoughtfully

While WhatsApp does allow businesses to send proactive notifications, overloading customer inboxes with promotional notifications on a personal messaging platform can severely impact a business account's quality rating.

We recommend

A good frequency is 4-6 messages per month, although this number varies for each campaign and promotional strategy. Some campaigns may necessitate a higher frequency of messages and the target audience for each campaign also must be factored in.



Maintain Your Account Health

WhatsApp businesses can navigate to the account health section to track how they (and their messages) are performing. Green indicates high quality, while yellow represents medium and red being bad quality.

We recommend

Businesses must keep a close eye on their quality ratings, which directly impact the health of business accounts on WhatsApp. A higher quality rating indicates that a brand's messages provide a positive overall experience for its recipients while helping build a good relationship with customers.



Always Be Relevant

Out-of-context WhatsApp notifications can be intrusive, so it's best to avoid them. Instead, send messages that are personalized, helpful and expected. By providing useful information that users want to see, brands improve the effectiveness of their WhatsApp campaigns.

We recommend

By tracking metrics such as open rates, click-through rates and engagement, you can tailor your WhatsApp messages to make sure your campaigns are successful.

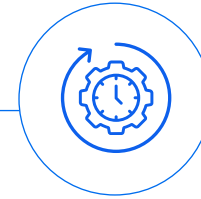


Experiment with Different Formats

WhatsApp business messaging allows brands to use a variety of content formats including products, links, images, videos, CTAs, and more. WhatsApp business messages can be more than 1000 characters long, giving brands the flexibility to tailor their messaging to drive maximum user engagement without it being intrusive.

We recommend

Brands should avoid sharing large media files that can affect user experience.



Maintain Your Account Health

If a customer has questions, businesses need to act fast. This illustrates that you care about your customers, fostering trust and brand loyalty. Slow or non-existent responses will lead customers to look for other options.

We recommend

Use a combination of AI-powered chatbots and live agents to answer any customer queries. Chatbots enable brands to respond to customer questions, providing them with immediate answers.

Conclusion

We live in an era where digital technologies have made people's lives convenient. It is clear that the brands that provide hyper-personalized and convenient digital experiences will be able to win lifelong customers. WhatsApp commerce promises higher revenue, happier customers, and more repeat business for brands in 2024 (and beyond).

'The State of WhatsApp Marketing' concludes:

Banking on WhatsApp Economy: WhatsApp marketing powered by Generative AI goes beyond creating awareness. The messaging app is an end-to-end solution for brands to offer end-to-end customer experiences at scale.

WhatsApp-Led Business Automation: Business use cases across industry verticals are automating marketing & operational processes and strengthening their commerce strategy via assistive conversational experience on WhatsApp.

State-Of-The-Art CX: Personalization and convenience are at the forefront of customers' minds. Gen AI helps elevate customer experience at every step of the sales funnel when marketing via WhatsApp.

Join the Disruptors' League: Innovators and early adopters like JioMart, CEAT Tyres, Upstox, Zoop India, and many more are already pioneering this domain by employing the best practices for business messaging on WhatsApp. This helps provide end-to-end purchase experiences, drive measurable outcomes, and improve customer retention.

With conversational messaging helping brands fortify their relationships with customers and maximize their revenue potential, WhatsApp marketing is the holy grail in 2024!



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Start your WhatsApp marketing journey with Haptik today! Get in touch with us at

enterprise@haptik.ai

TRUSTED BY LEADING BRANDS



ABOUT HAPTIK

Jio Haptik has pioneered AI-powered innovation since 2013, processing 15B+ conversations and 10M+ transactions across 10+ channels and in 135 languages for 500+ enterprises. Today, it's helping brands make the transition to Generative AI and unlock end-to-end customer experience at scale.

