



# The State of WhatsApp Marketing

2023



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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 2023](#), an ebook by Haptik, is a deep dive into the marketing trends for next year and beyond, as brands look to firm up their strategies before the new calendars are brought out.

This ebook is dedicated to Marketing, CX, and Growth leaders who must stay abreast with the trends that will shape marketing in 2023, 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 business messaging on WhatsApp. We've showcased case

studies, called "customer spotlight", to help readers understand the business metrics and outcomes they can achieve by using WhatsApp as part of their marketing strategy.

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 from customers.



## Section #1

# Key Trends

- ▶ Rise of the WhatsApp Economy
- ▶ The Bar for Personalization is Getting Higher
- ▶ Proactive Engagement Will Win



# #1 Rise of the WhatsApp Economy

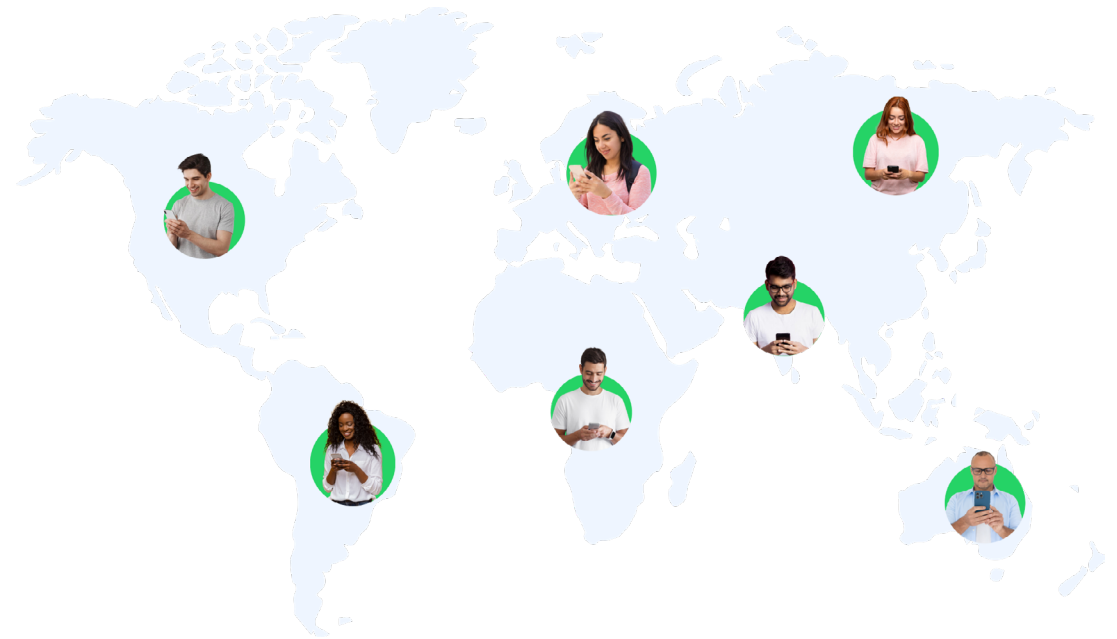
Native channels (websites and apps) have faded into the background. Taking their places are messaging apps - essentially the new web browsers.

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

**Over 2 billion<sup>(1)</sup> users across 180 countries<sup>(2)</sup>** 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.

In 2022, messaging apps like WhatsApp offer a direct channel of communication where conversations are continuous and rarely terminal. It allows brands to seamlessly connect with their ideal customers and, in addition, reduce operational costs, improve customer satisfaction, achieve higher Net Promoter Score [NPS], among others.



## 1 Billion

*Users<sup>(3)</sup> globally message businesses on WhatsApp each week*



# #2 The Bar for Personalization is Getting Higher

Personalization influences buying behavior 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%<sup>(4)</sup> 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.

Messaging channels such as WhatsApp are a gold mine for brands that nail their personalization strategy. WhatsApp messages have an **open rate of 98%**<sup>(5)</sup> and a **CTR of 45%**<sup>(6)</sup>. 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<sup>(4)</sup> say that they'll only engage with personalized messaging*

# #3 Proactive Engagement Will Win

Given the pervasiveness of digital ads and an abundance of readily available online content, a big part of a marketer's job is gaining consumer attention.

Proactive engagement helps brands to influence consumer interest and lead the conversation. What's more, it shows that your brand cares about your customers' well-being and that you are proactively looking to enrich their lives with high-quality service and buying experiences.

Proactive engagement is industry-agnostic and allows brands to drive use cases across the customer lifecycle. These include personalized offers and alerts, product recommendations, cart abandonment reminders, back-in-stock alerts, upsell and cross-sell options, pricing updates, and so on.

WhatsApp business features allow your brand to be proactive in your communications with customers to achieve higher conversions, drive customer satisfaction, and improve retention.



**85%**

*of consumers<sup>(7)</sup> are interested in receiving proactive notifications*

## Section #2

# The Shift to WhatsApp Marketing

- ▶ WhatsApp: Where Convenience Meets Customer Experience
- ▶ Industry-specific Use Cases
- ▶ Evolution of the WhatsApp Business Platform

# 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 billion<sup>(1)</sup> users globally, WhatsApp is steadily emerging as a powerful marketing channel that enables you 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 that are 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. Altogether, WhatsApp marketing allows you to get closer to your customers and create meaningful connections that will turn them into loyal brand advocates.

“

*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 of Meta





# Industry-specific Use Cases

## Retail



eCommerce brands can provide an exceptional shopping experience to customers on WhatsApp. They can provide contextual recommendations and share catalogs enabling customers to add products to their cart & complete payment just in a few clicks! Brands can also send abandoned cart reminders on WhatsApp.

### Popular Use Cases

- Product Discovery
- Cart Abandonment
- Back-in-stock Alerts
- Payment and Purchase

## Healthcare



Healthcare WhatsApp chatbots are becoming increasingly popular for appointment booking and consultation support for patients. The chatbot can also remind patients of upcoming appointments. Users can turn to WhatsApp to find diagnostic centres or healthcare facilities in their vicinity.

### Popular Use Cases

- Appointment Booking
- Finding Physician
- Find Nearby Healthcare Facility
- Billing Information

## Media & Entertainment



Media and Entertainment companies can use WhatsApp chatbots to streamline subscription renewals, account management, and billing queries. Subscription renewal reminders can help reduce churn and retain customers. WhatsApp chatbots allow content creators to craft a more unique experience for users.

### Popular Use Cases

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



# Industry-specific Use Cases

## Fintech



Making financial decisions is never a one-step interaction. A fintech WhatsApp chatbot is a great tool to reach out to customers and keep them up-to-date about your services and products. With WhatsApp chatbots, brands can now 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



Travel and hospitality are seeing a dramatic uptick in customer queries and demands. A WhatsApp chatbot can answer FAQs, provide comprehensive travel advice, manage bookings and reservations, alert customers of important updates and recommend holiday packages. It can even send reminders to make sure everything goes according to plan.

### Popular Use Cases

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

## Edtech



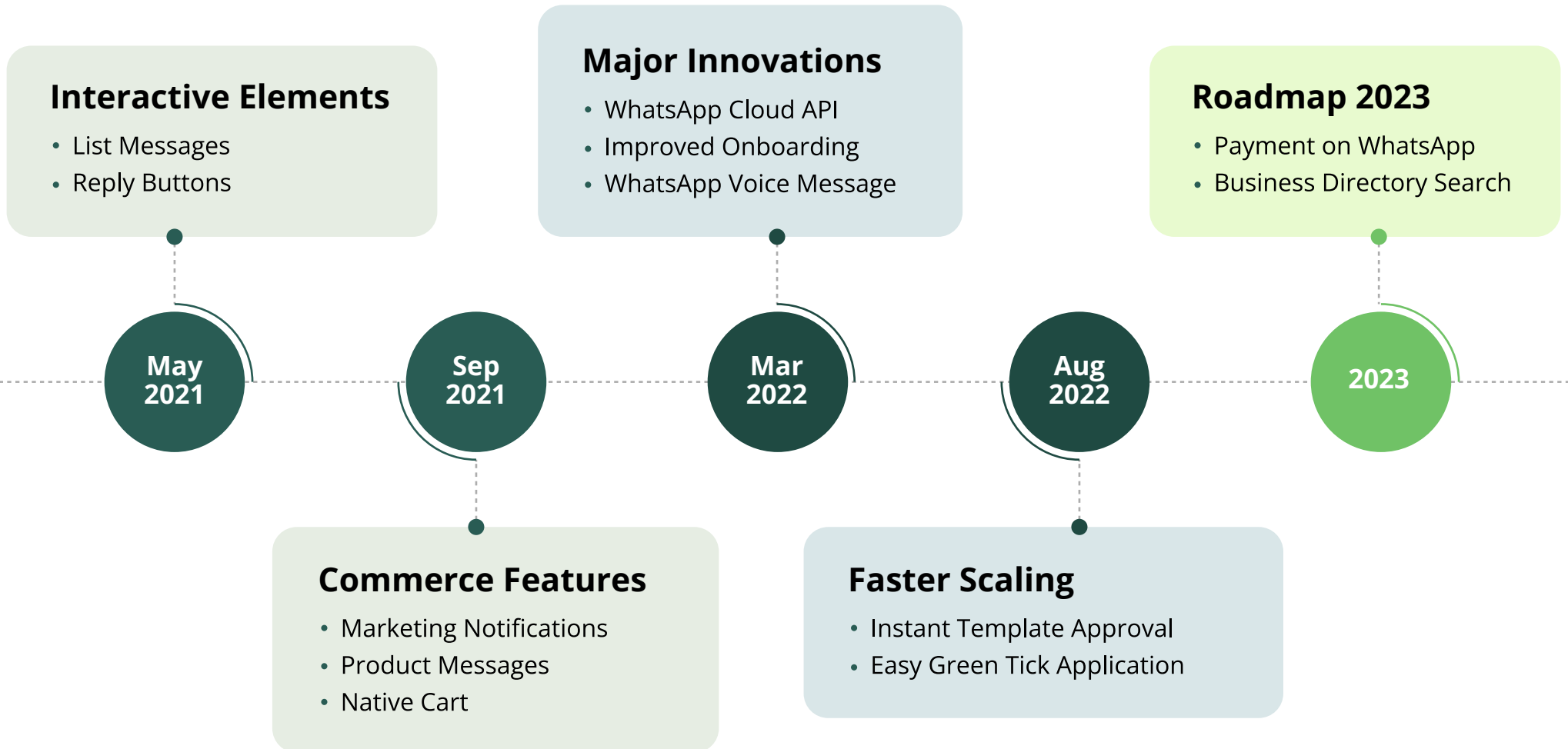
With online learning being the new norm and students getting increased access to smartphones and the internet, WhatsApp facilitates easy information exchange while improving the convenience for educational institutions, students, and parents to stay updated on exam schedules, fee payments, and admission-related activities.

### Popular Use Cases

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



# Evolution of the WhatsApp Business Platform



## Section #3

# How to Use WhatsApp Marketing for Your Brand

- ▶ Unlock Quick Purchases with End-to-end Commerce
- ▶ Generate & Nurture Quality Leads
- ▶ Drive Engagement & Retention

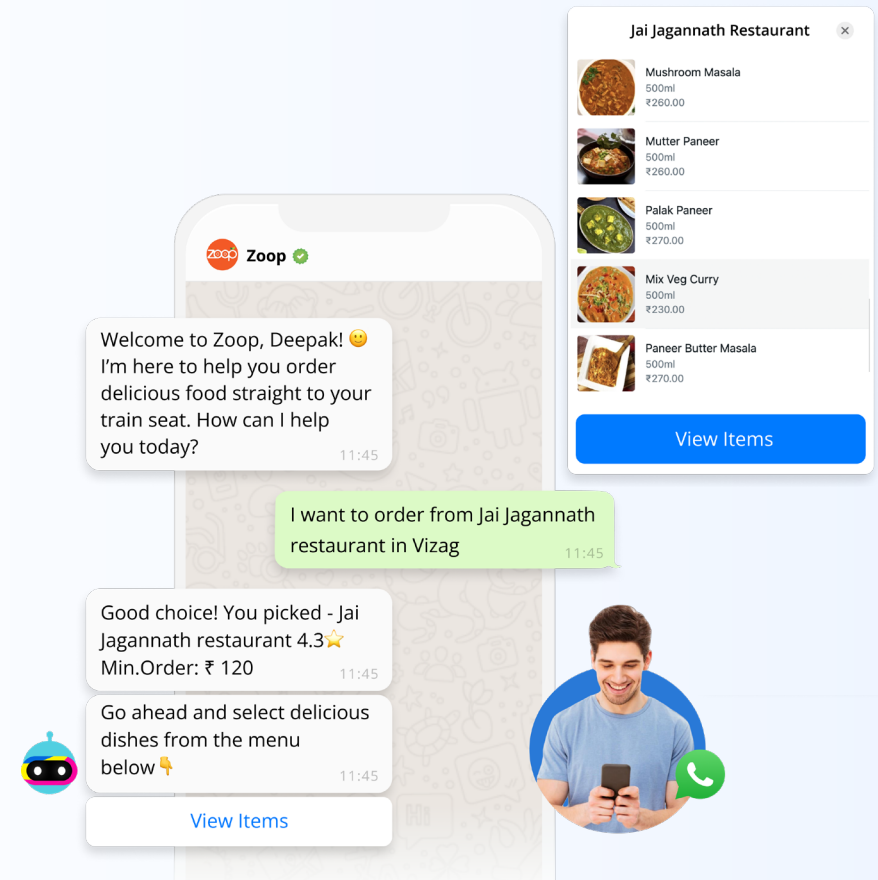
# Unlock Quick Purchases with End-to-end Commerce

Real-world purchases are not driven by products but by the needs and experiences desired by customers. Here too, WhatsApp chatbots help personalize the buying experience, which not just makes customers feel like VIPs but also significantly improves the chances of driving 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 alternative 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 WhatsApp Pay, 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.

Chatbots combined with WhatsApp's immersive buying experience will enable 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! In 2023, we will see a significant increase in the number of products and services purchased by end users on WhatsApp.





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*The JioMart on WhatsApp experience furthers our commitment of enabling a simple and convenient way of online shopping to millions of Indians.*

**Mukesh Ambani**

Chairman & Managing Director,  
Reliance Industries



# JioMart

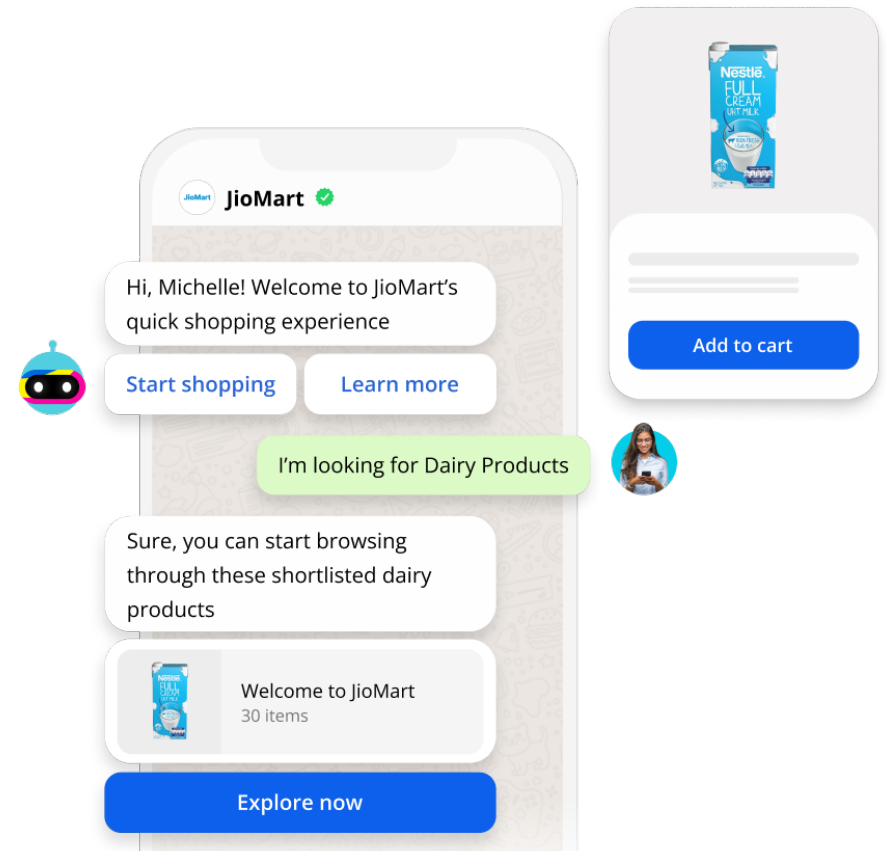
**JioMart's WhatsApp Bot, created by Haptik, allows users to complete their grocery shopping on WhatsApp.**

JioMart wanted to enable a simple and convenient way of online shopping for millions of Indian citizens. JioMart's WhatsApp chatbot makes it easy for users to discover the products they want and add them to their cart in just a few clicks. Users can seamlessly confirm delivery information and pay using any payment method.

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 through the WhatsApp channel.

★ In October alone, the WhatsApp bot clocked 2 Lakh Orders



## 1500

Average Daily Orders



## 68%

Repeat Rate



## 15%

Conversion Rate

# How Haptik Can Help

## Instant Purchases with Haptik's Commerce Plus

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Haptik's Commerce Plus powers friction-less buying experiences for your customers on WhatsApp through which you can instantly sell your products and services. This helps:

- Understand customer needs and preferences from natural conversations
- Provide personalized recommendations to your users basis their needs
- Complete the end-to-end shopping journey from discovery to purchase to payment

[Explore Commerce Solutions](#) →

## Powerful Connectors & Out-of-the-Box Integrations

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Haptik's out-of-the-box connectors enable your brand to effortlessly integrate social, payment, support, and other key business systems to drive personalized and information-rich conversations. This helps:

- Cross-functional teams to seamlessly collaborate and deliver exceptional service
- Plug into Shopify, Magento, Woo Commerce, and migrate your entire catalog to messaging apps
- Unify your customer experience by working in tandem with your existing tools and channels

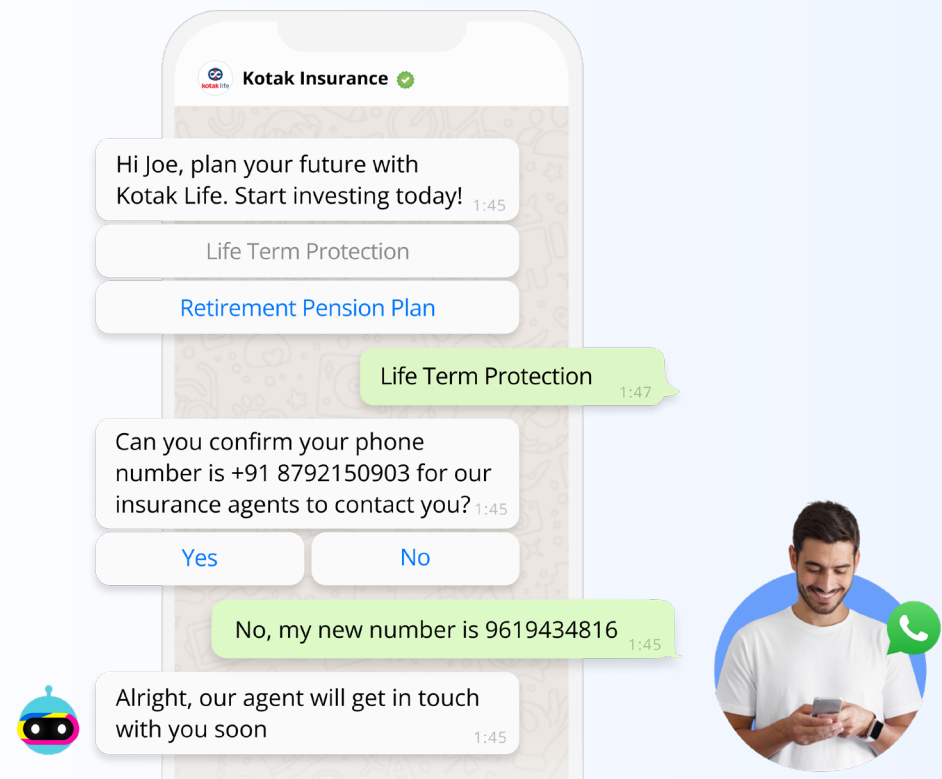
[View Haptik's Integration Ecosystem](#) →

# Generate & Nurture Quality Leads

According to HubSpot, 61%<sup>(8)</sup> 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-generation chatbots built on WhatsApp use personalized notifications and prompts to start conversations and engage prospects at the right time in their journey.

A WhatsApp chatbot can help brands automate the 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.

Lead-gen chatbots help 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.



# CEAT

**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 cost-effective when compared to other social acquisition channels.

**542%**

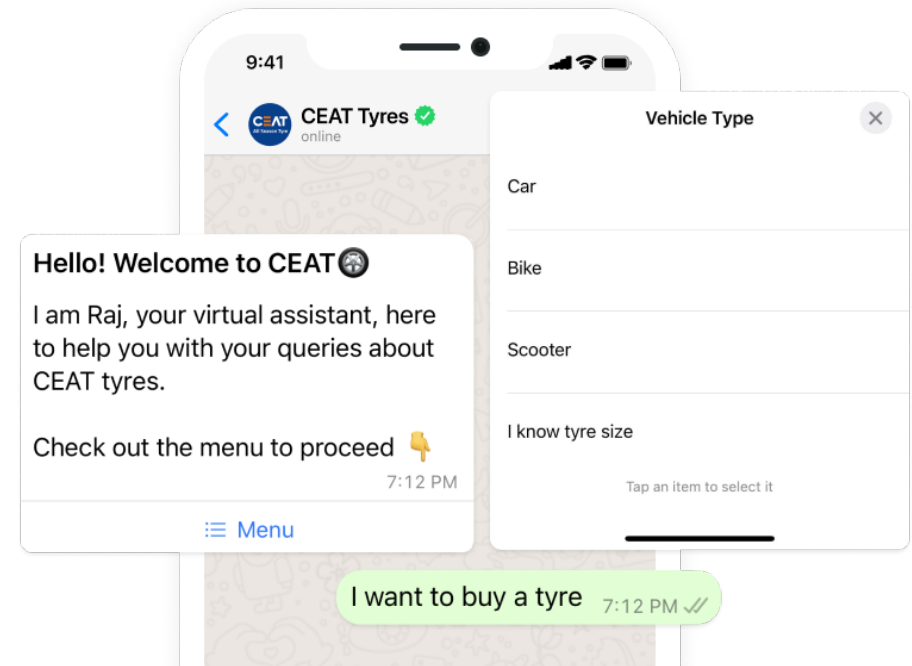
Increase in leads through  
WhatsApp chatbot

**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





# How Haptik Can Help

## Improve Your Ad Conversions with Click-to-Haptik

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Click-to-Haptik ads are conversational ads that lead your users from their Instagram or Facebook feeds to WhatsApp and initiate personalized conversations. This helps:

- Reduce drop-offs by using WhatsApp instead of your landing page
- Engage in direct conversations with your users to instantly identify and meet their needs
- Improve segmentation and targeting for your ad campaigns to drive higher conversions

[Explore Click-to-Haptik](#) →

## Start Timely Conversations with Proactive Messaging

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Haptik's Proactive Messaging helps brands send personalized notifications to their leads to nudge them further along in their purchase journey. This helps:

- Send timely notifications like cart abandonment reminders, payment due dates, order updates and more
- Move users further down your lead conversion funnel
- Build brand recall and amplify customer engagement

[Explore Proactive Messaging](#) →

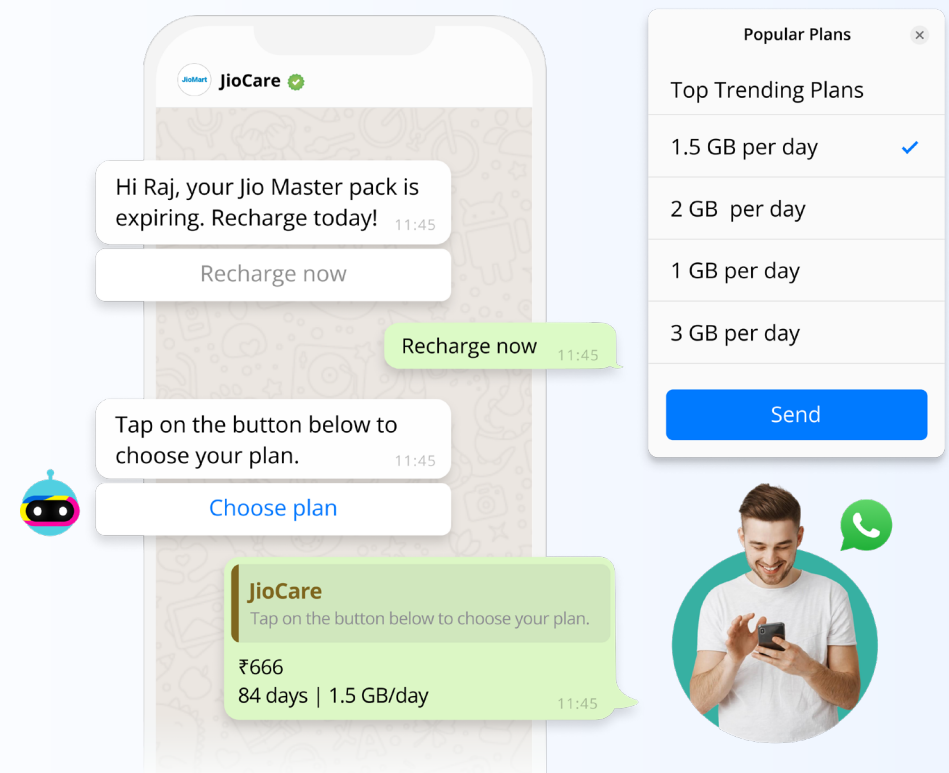


# Drive Engagement & Retention

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<sup>(9)</sup> times more expensive than retaining existing ones. Furthermore, a 5%<sup>(10)</sup> customer retention rate increase can result in over 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 proactive 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 a 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 workflows. Upstox's 10M customers love using Haptik's Intelligent Virtual Assistant to learn about investments and get immediate support, and Upstox's increased CSAT of more than 50% is testament to that.

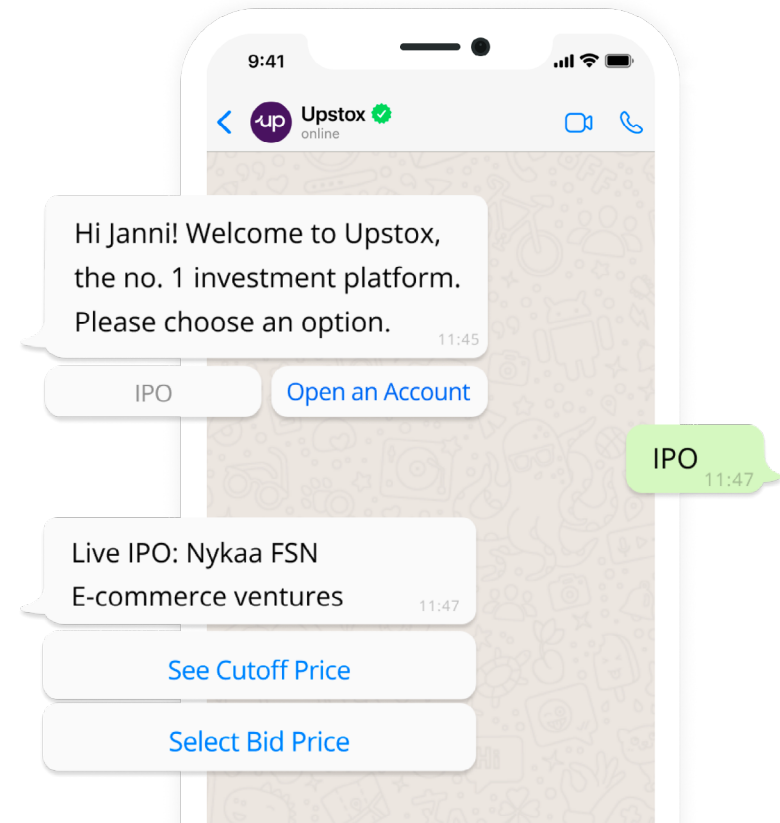
Additionally, Haptik's Proactive Messaging allowed Upstox to send WhatsApp notifications to users and achieve a 20% increase in the number of trades following the launch of Proactive Messaging.

**220K**

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 in our mission to drive exceptional customer experiences at scale.*

**Shrini Viswanath** | Co-Founder, Upstox

**upstox**



# How Haptik Can Help

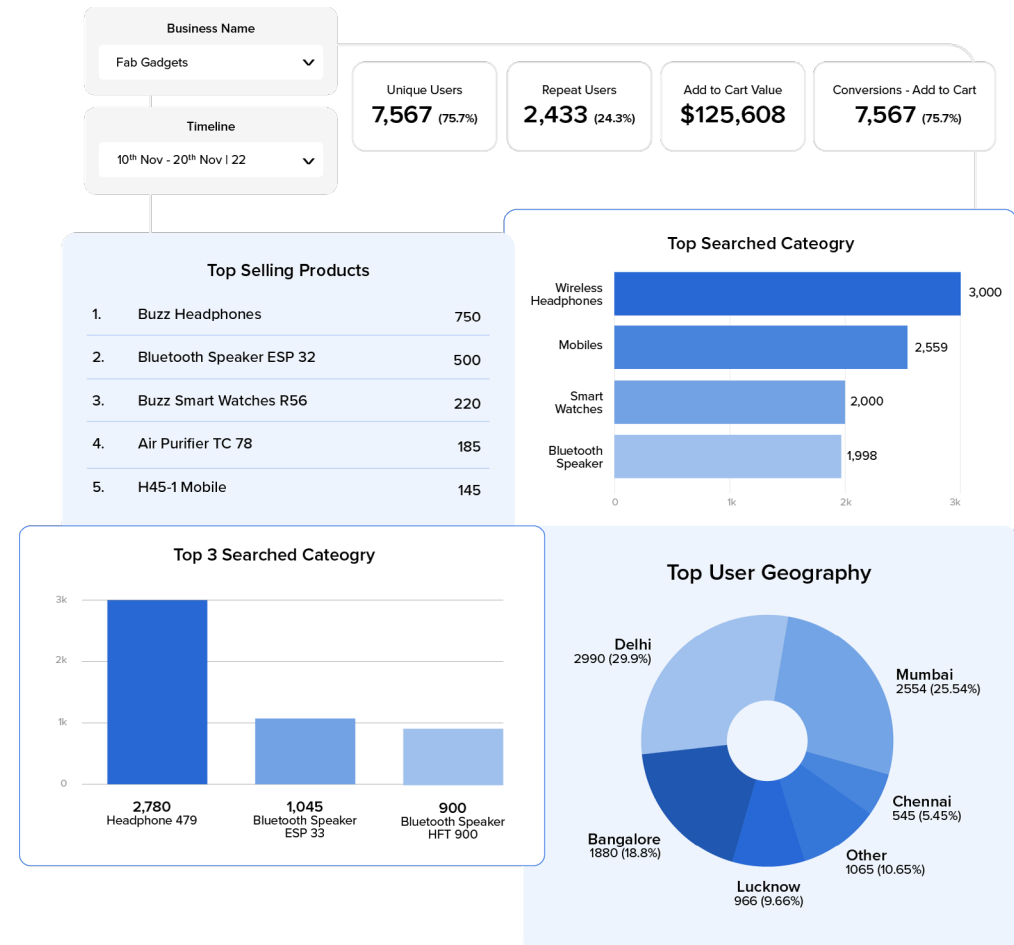
## Actionable Analytics That Fuel Your Engagement Strategies

Haptik's Actionable Analytics can help you understand customer behavior on a much larger scale by gleaning insights from your conversations. Conversational data not only confirms what you already know about customer behavior but also reveals information you might be unaware of. This, in turn, allows you to improve your engagement strategies.

Actionable Analytics also provides insights into:

- Top sources driving traffic to your bot
- Campaign performances
- Drop-offs at various stages in user journeys
- Top-searched and selling products

[Explore Actionable 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.



#### Recommendation

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



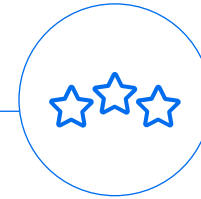
### Avoid Spam, Message Thoughtfully

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.



#### Recommendation

*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.*



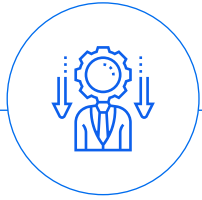
### Maintain Your Account Health

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.



#### Recommendation

*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.*



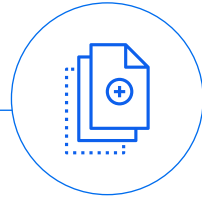
### Always Be Relevant

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.



#### Recommendation

*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.*



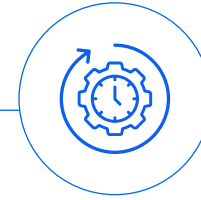
### Experiment with Different Formats

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.



#### Recommendation

*Brands should avoid sharing large media files that can negatively impact the user experience.*



### Track Your Response Time

If a customer has questions, businesses need to act fast. This illustrates that you care about your customers, fostering trust and brand loyalty. If you don't respond quickly, customers will turn to competition.



#### Recommendation

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

# Conclusion

WhatsApp Commerce promises higher revenue, happier customers, and more repeat business for brands as they chalk out their marketing plans for 2023 (and beyond).

The State of WhatsApp Marketing' concludes:

- **Banking on WhatsApp Economy:** WhatsApp-driven marketing goes beyond creating awareness. The messaging app is an end-to-end commerce solution that brands can leverage to offer a seamless shopping experience for their customers
- **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. Conversational commerce integrates this into 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 improve customer retention, provide end-to-end purchase experiences and drive measurable outcomes

We live in an era where digital technologies have made people's lives convenient. It is clear that brands who provide hyper-personalized and convenient digital experiences will be able to acquire customers, have better retention rates, and foster brand loyalty.

With conversational messaging helping brands fortify their relationships with customers and maximize their revenue potential, WhatsApp marketing is the holy grail as we head into 2023.



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# Others

- Meta for Developers: WhatsApp Change Log →
- OutboundEngine.com: Customer Retention Marketing Vs Customer Acquisition Marketing →
- Facebook: New Voice Message Features on WhatsApp →
- Facebook: Shop on WhatsApp with JioMart in India →





Start your WhatsApp marketing journey with Haptik today!

Get in touch with us at

[enterprise@haptik.ai](mailto:enterprise@haptik.ai)



## About Haptik

Haptik helps brands acquire, convert, engage and delight users with AI-driven, personalized, conversational experiences across 20 channels and 100+ languages. With the vision of creating the most compelling conversational commerce platform of the 21st century, Haptik's Conversational Commerce platform enables brands to design delightful experiences that improve conversion rates across every stage of their customer's journey.



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