



INTRODUCTION TO THE WHATSAPP BUSINESS PLATFORM FOR US BRANDS






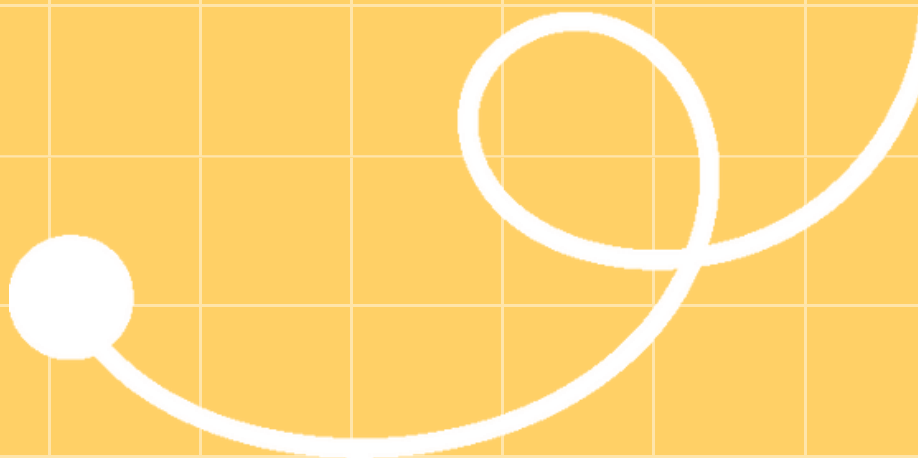
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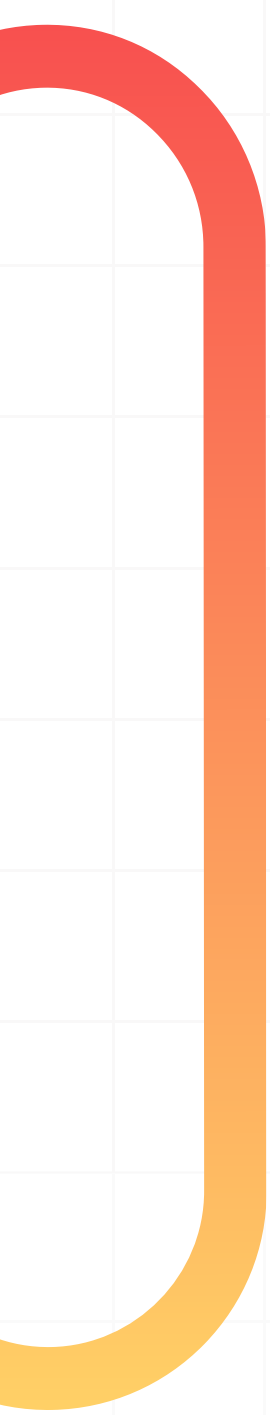
Introduction

The State of WhatsApp in the US Today

The WhatsApp Business Platform

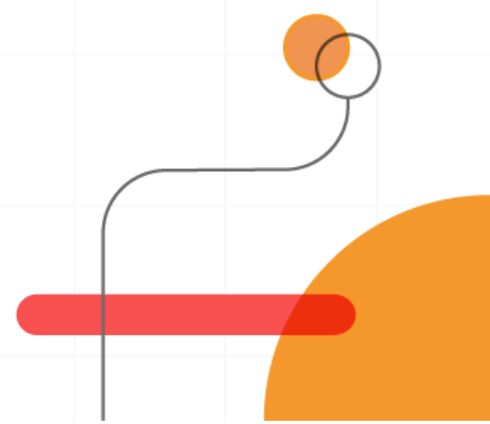
Seizing the Opportunity



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With over 2 billion monthly active users worldwide, WhatsApp has become a leading messaging platform, enabling businesses to connect with their customers in a convenient, secure, and familiar environment. By embracing the WhatsApp Business Platform, companies can leverage its wide range of features, including automated messaging, templates for marketing and customer support, and seamless transactions.

While WhatsApp adoption has been slower in the US than other regions, the time for US businesses to embrace it is now. WhatsApp's stateside popularity is exponential and only expected to accelerate. Brands that explore and embrace the WhatsApp Business Platform will be poised to capture new customers in a relatively less saturated channel. However, there is a limited window of opportunity to be among the early adopters. Read on to learn more about WhatsApp and the many ways businesses can leverage it.



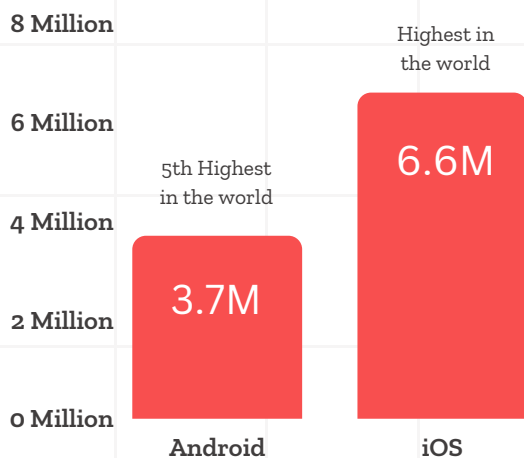
THE STATE OF WHATSAPP IN THE US TODAY

COUNTRY	NUMBER OF DOWNLOADS
United States	6.6 Million
Mexico	1.46 Million
India	1.26 Million
United Kingdom	1.21 Million

There are **70.1 million** WhatsApp Users in United States

The **US ranks #1** in WhatsApp downloads from the Apple App store

What is the **number of downloads** of WhatsApp in the US?



Who uses WhatsApp in the US?

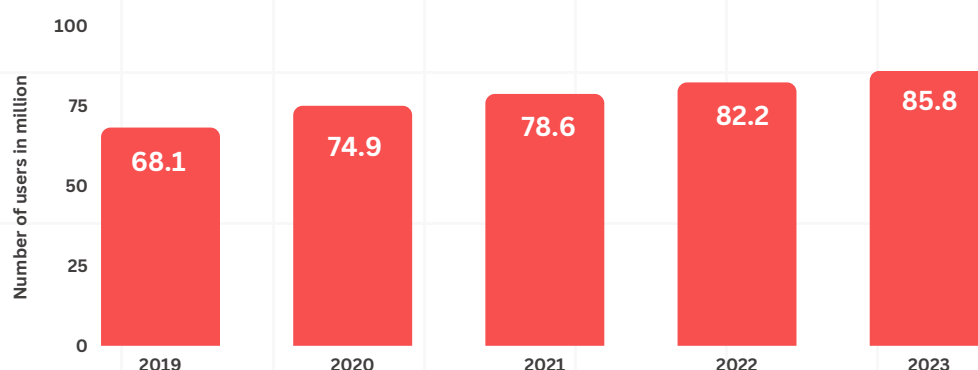
Users aged between **26-35** make up the majority of WhatsApp users in the US

Of these, 78% of American WhatsApp users access the app weekly



& the numbers keep going up!

WhatsApp users in the US from 2019 to 2023





WhatsApp used by Businesses

From 2019 to 2023 the WhatsApp Business Platform went from....

25 Million —————> **200 Million**
Active Users

Every month on the WhatsApp Business Platform...



40 million users
view a business catalog

83% will contact
the business
through
WhatsApp

75% will make the
purchase

WhatsApp is less
saturated and more
exciting to consumers,
resulting in higher
conversion rates.



93.8%
WhatsApp

>



1.5%
Email

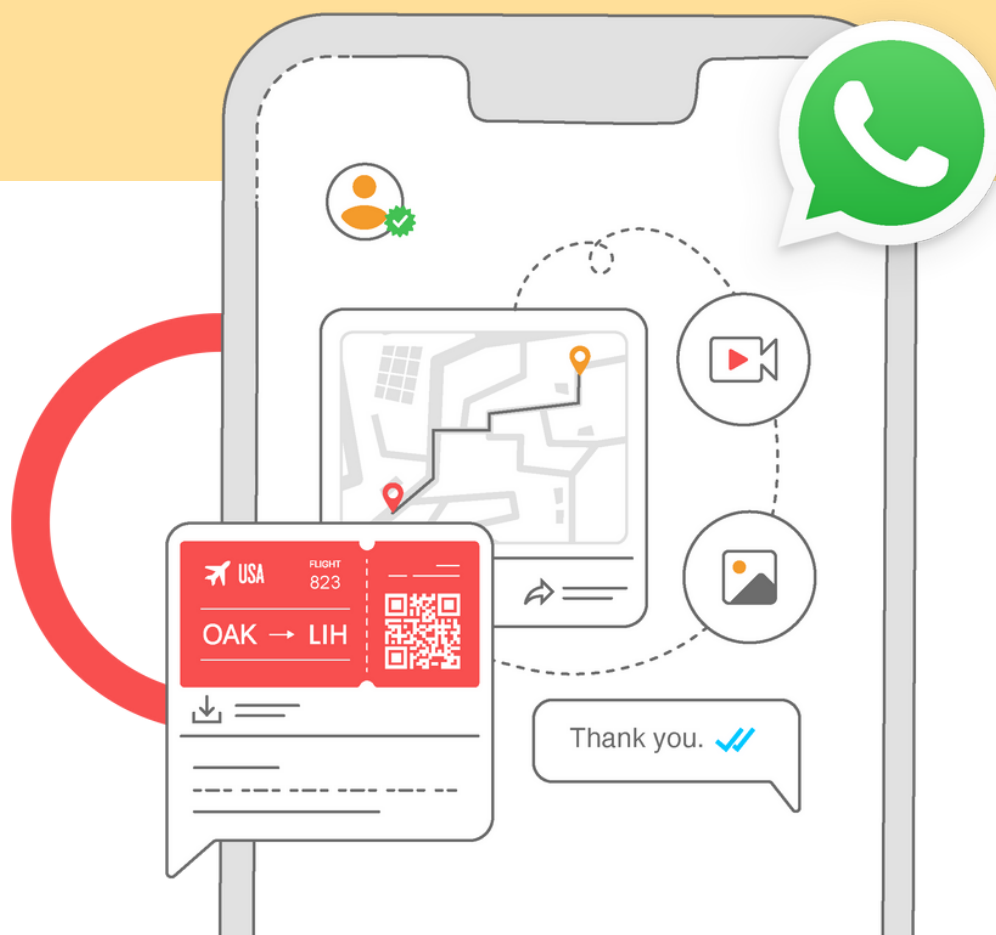



THE WHATSAPP BUSINESS PLATFORM

The WhatsApp Business Platform connects companies and customers with an enterprise-grade API. Brands can send notifications and provide customer service through WhatsApp in a secure, reliable, and customer-friendly way. The solution is available either on-premises or in the cloud utilizing Meta's servers. The pricing and interface are based on implementation and Business Service Provider agreement.

WhatsApp has several features for Enterprises that make it a revolutionary tool for enhancing customer experience. These include...

- **Conversational messaging through customized templates**
- **Workflows at scale with countless integrations**
- **Automation for better issue resolution and customer engagement**
- **Chatbots**
- **Interactive CTAs and rich media**

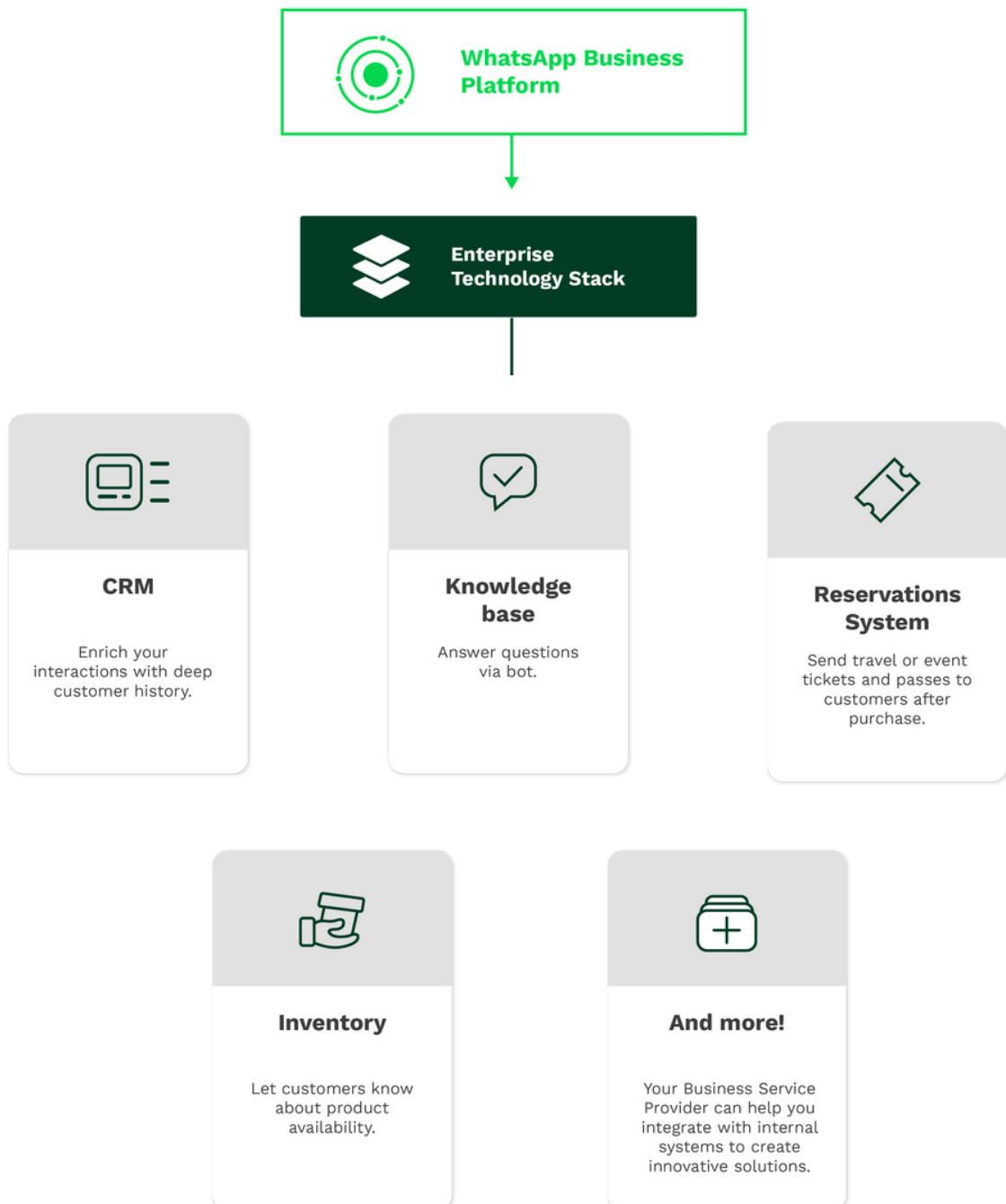


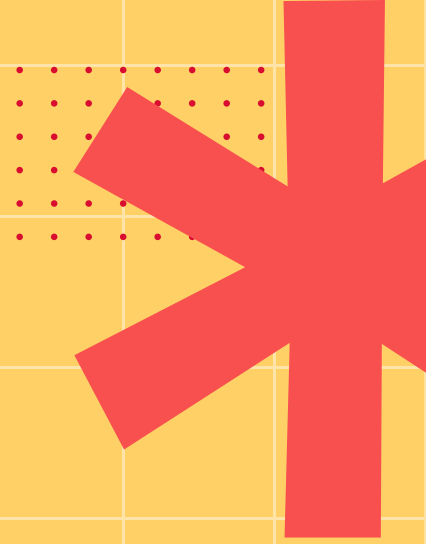


It's important to note that the WhatsApp Business Platform has some special features that differentiate it from the Consumer App or the Business App. The Business App is generally best suited to small businesses because it does not allow for integration or automation, making it difficult to handle a larger volume of customer communication.

Business Platform	Consumer App	Business App
Enterprise to Consumer	Consumer to Consumer	Small Business to Consumer
Enterprise-scale platform	Free app downloaded onto an individual phone	Free app downloaded onto an individual phone
One-to-many automated and manual communication	One-to-one manual communication	One-to-one manual communication
Thousands of users	1 user	Up to 4 users
Verification available (green check mark)	No verification (green check mark)	No verification (green check mark)
Can integrate with numerous back-end systems such as CRM and marketing automation platforms.	No back-end integrations	No back-end integrations.
		Manual only - no bot integration

WhatsApp connects to multiple layers of your customer journey and tech stack to close any gaps in your customer experience. Consider any frequently asked questions or common needs, like checking gift card balances or tracking orders. Through WhatsApp, these needs can be automated to reduce workload and help customers faster.





USE CASES

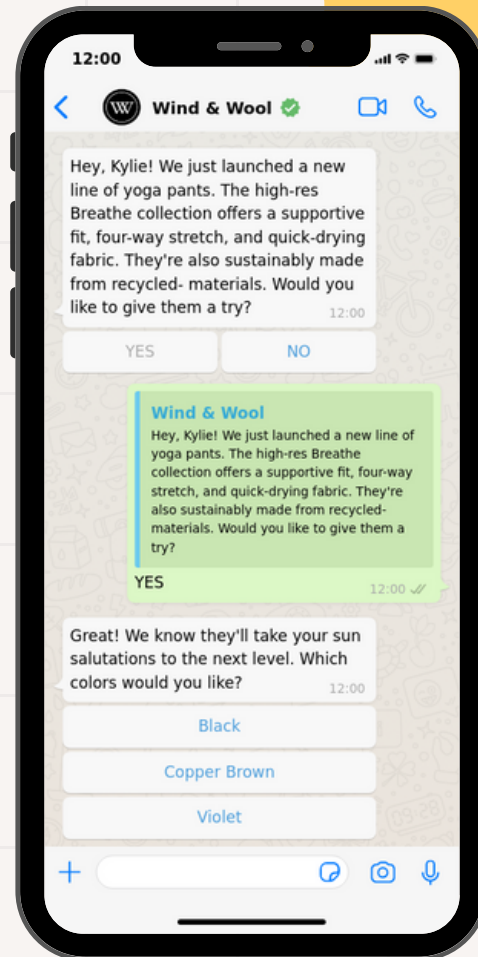
Here are a few ways
enterprises are leveraging
WhatsApp





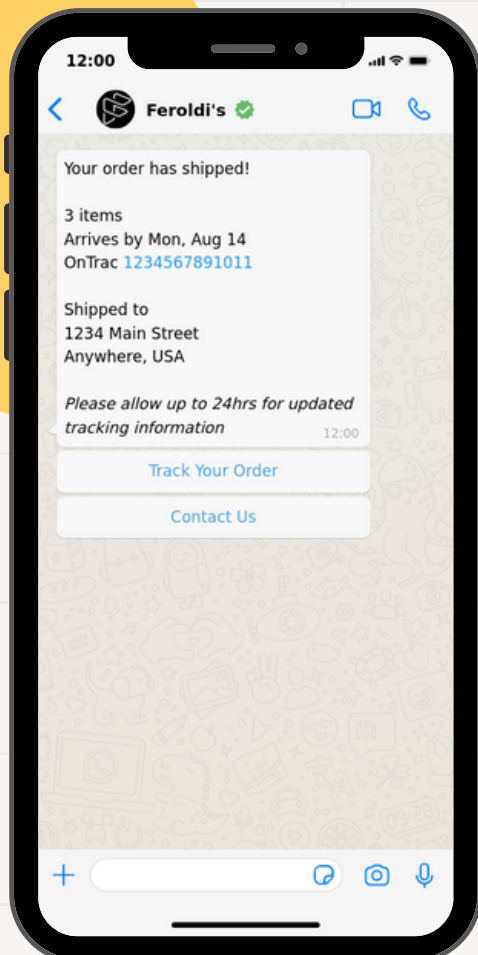
UTILITY

- Order confirmations
- Tracking links
- Alerts
- Reminders



MARKETING

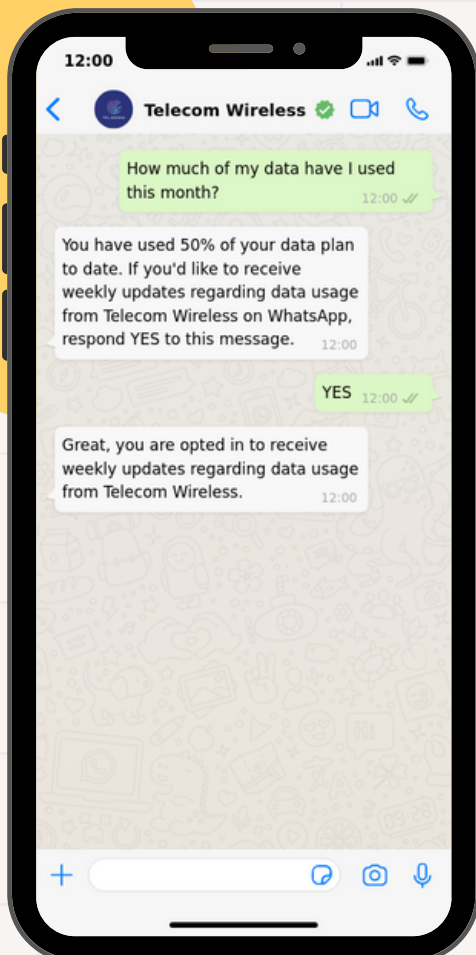
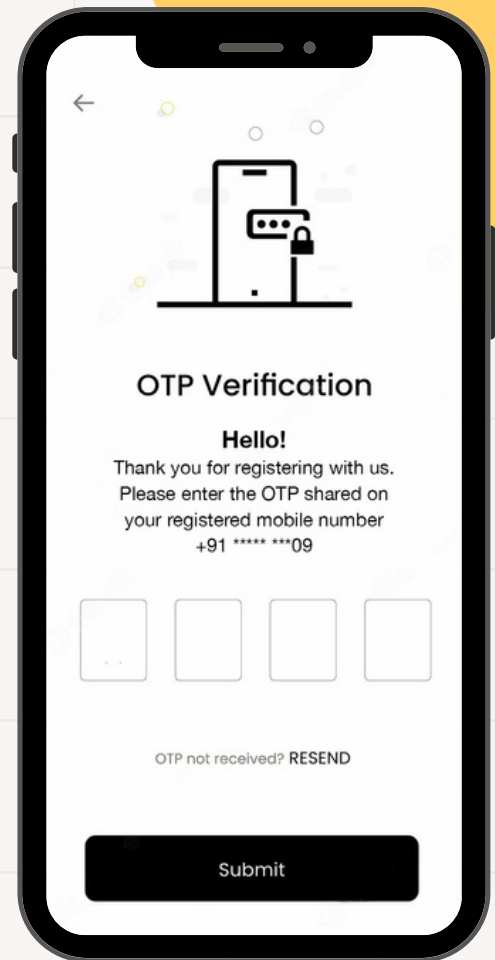
- Promote sales
- Reduce cart abandonment
- Personalize offers
- Enable customers to browse and order within WhatsApp
- Integrate with marketing tools





AUTHENTICATION

- One-Time passwords
- Account verification
- Account recovery
- Integrity challenges



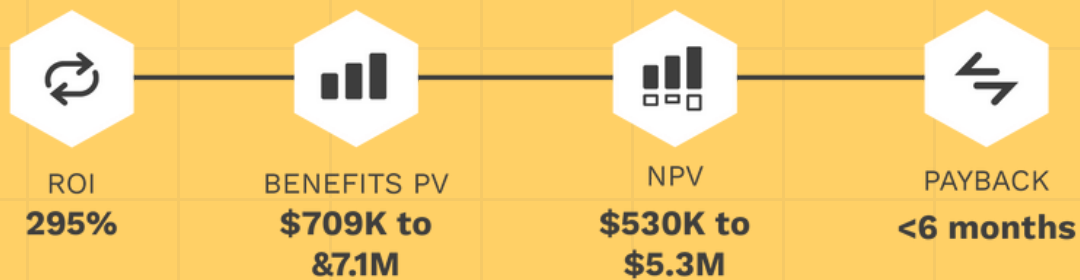
SERVICE

- Automate conversational flows
- Implement smart routing to agent for escalation
- Integrate with CRM
- The only user-initiated message type

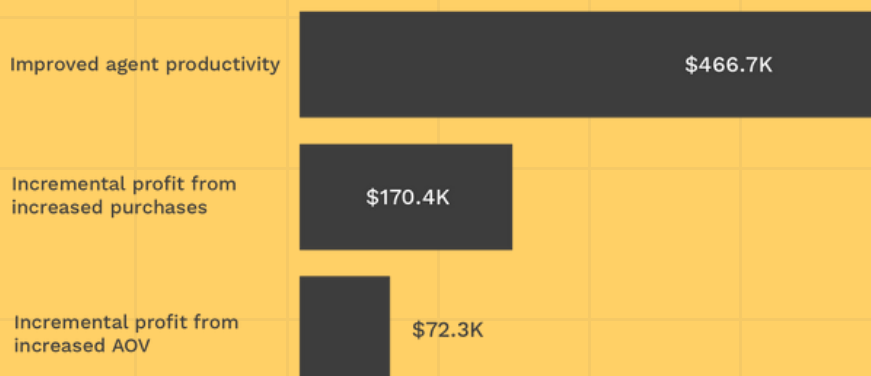


SEIZING THE OPPORTUNITY

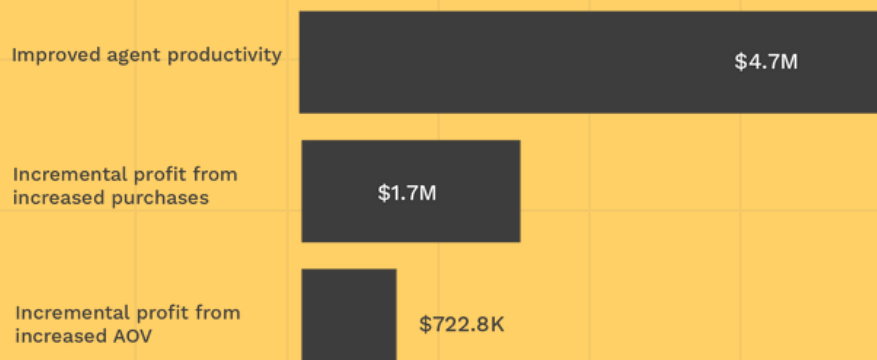
According to a Forrester study on several brands in the retail and eCommerce space,
the ROI of the WhatsApp Business Platform is 265%.




Messenger API Benefits (Three-Year, Medium-Size Organization)



Messenger API Benefits (Three-Year, Large-Size Organization)





The participants in the study noted that both customer and agent experience were improved by implementing the tool. WhatsApp enables customers to interact with their favorite brands in a way that is...

GLOBAL

More than 175 million users worldwide send a message to a WhatsApp Business app or WhatsApp Business API account each day

CONVENIENT

Get closer to your customers with two-way conversations that deliver the intimacy of a phone call at the scale of email and SMS.

ENGAGING

Fully featured messaging creates consistently richer and more delightful experiences that drive business outcomes across the customer journey.

CONSISTENT

WhatsApp helps businesses focus on high-quality conversations. The API has built-in user feedback controls. This helps ensure that engagement stays high over time.



“A benefit of Meta Business Messaging is it gives us reach into different markets and customers – and the simplicity of not trying to build it ourselves.”

Product Manager, EMEA, for Forrester

US-based brands have a unique opportunity to be an early player in a relatively unsaturated channel. While SMS and email are highly effective, they are no longer an “extra” channel. Consumers assume brands will offer them. WhatsApp, however, is still new and exciting to the US market. As Meta continues to advertise and encourage Americans to download the app, we expect to see exponential growth.

Brands that begin creating their strategy now will be poised for success in this uncharted territory. As a global CPaaS, Kaleyra has helped many brands across the globe create successful WhatsApp strategies. Kaleyra’s clients benefit from a dedicated team of technical and strategic experts to assist with use cases and troubleshoot any issues.

If you’re ready to get started, please contact us with the form below!

[CONTACT US](#)

