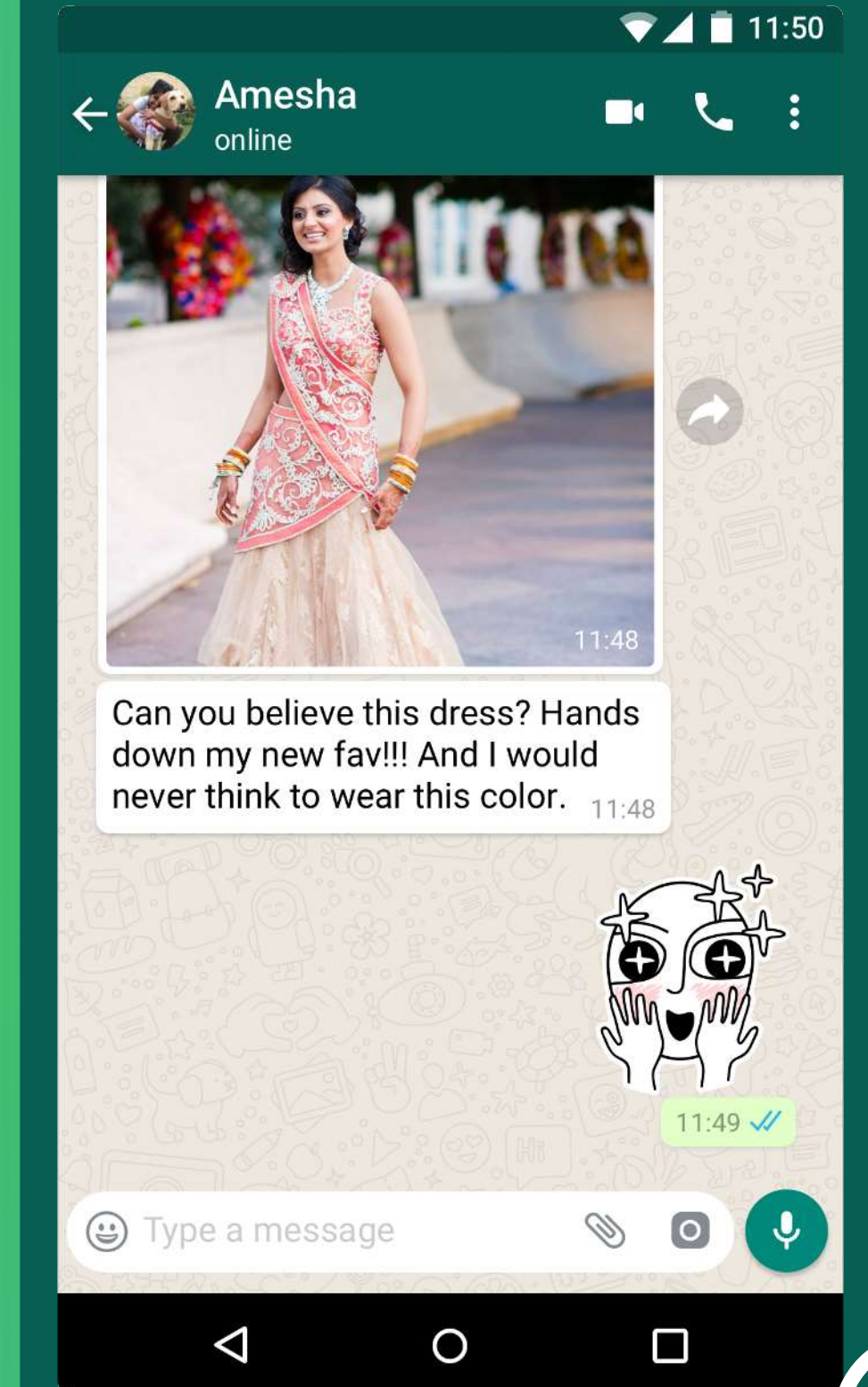
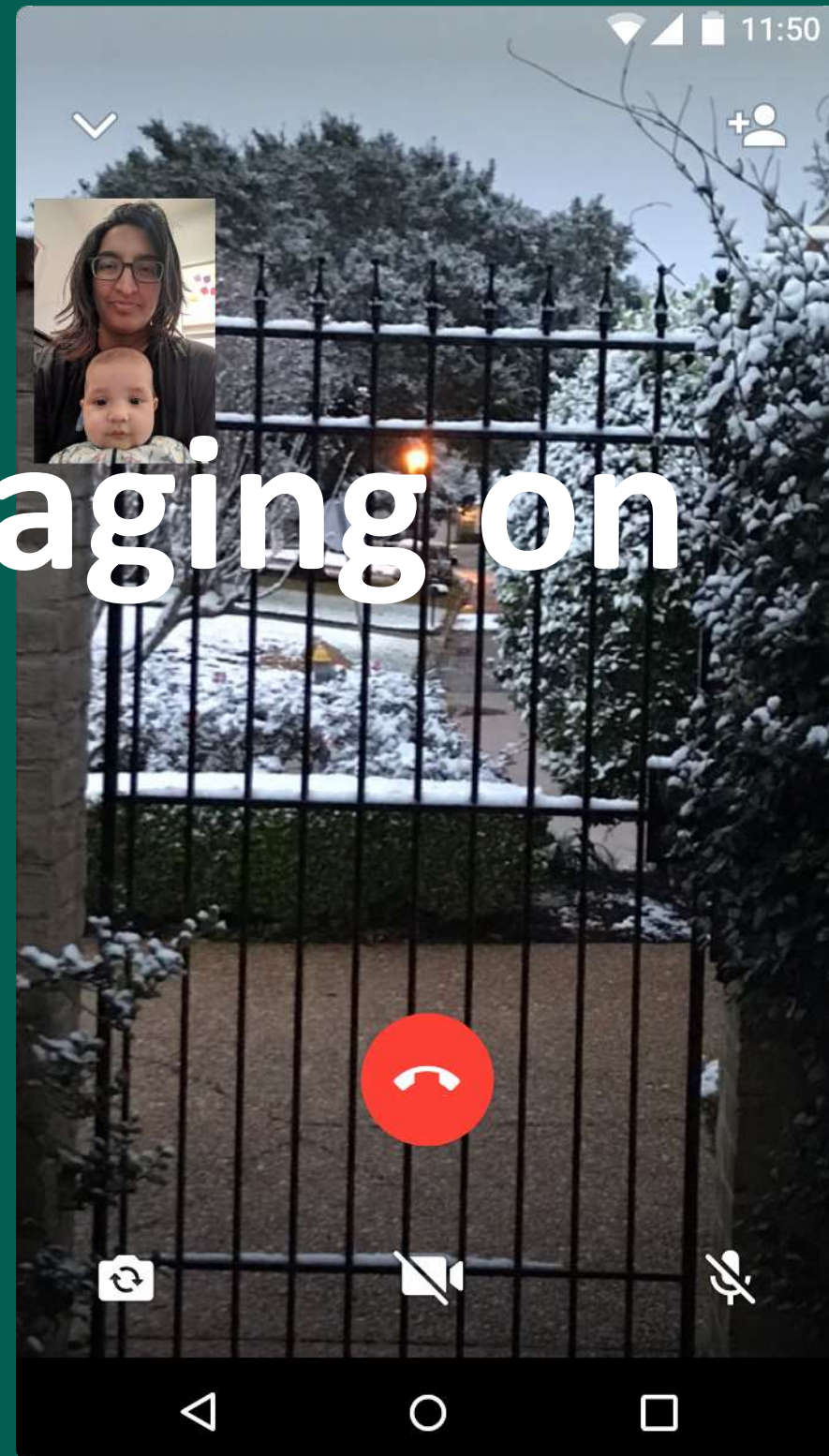
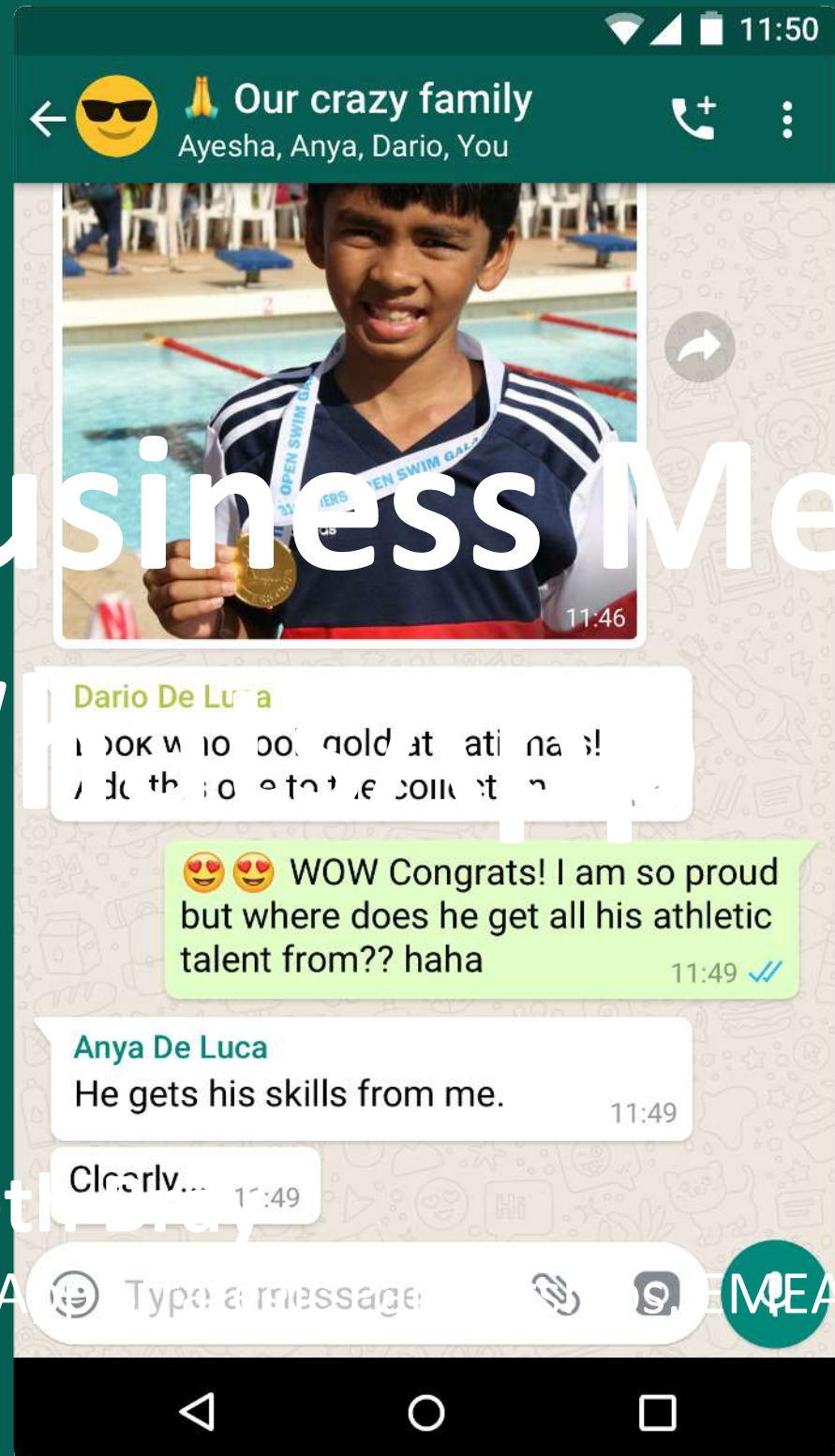


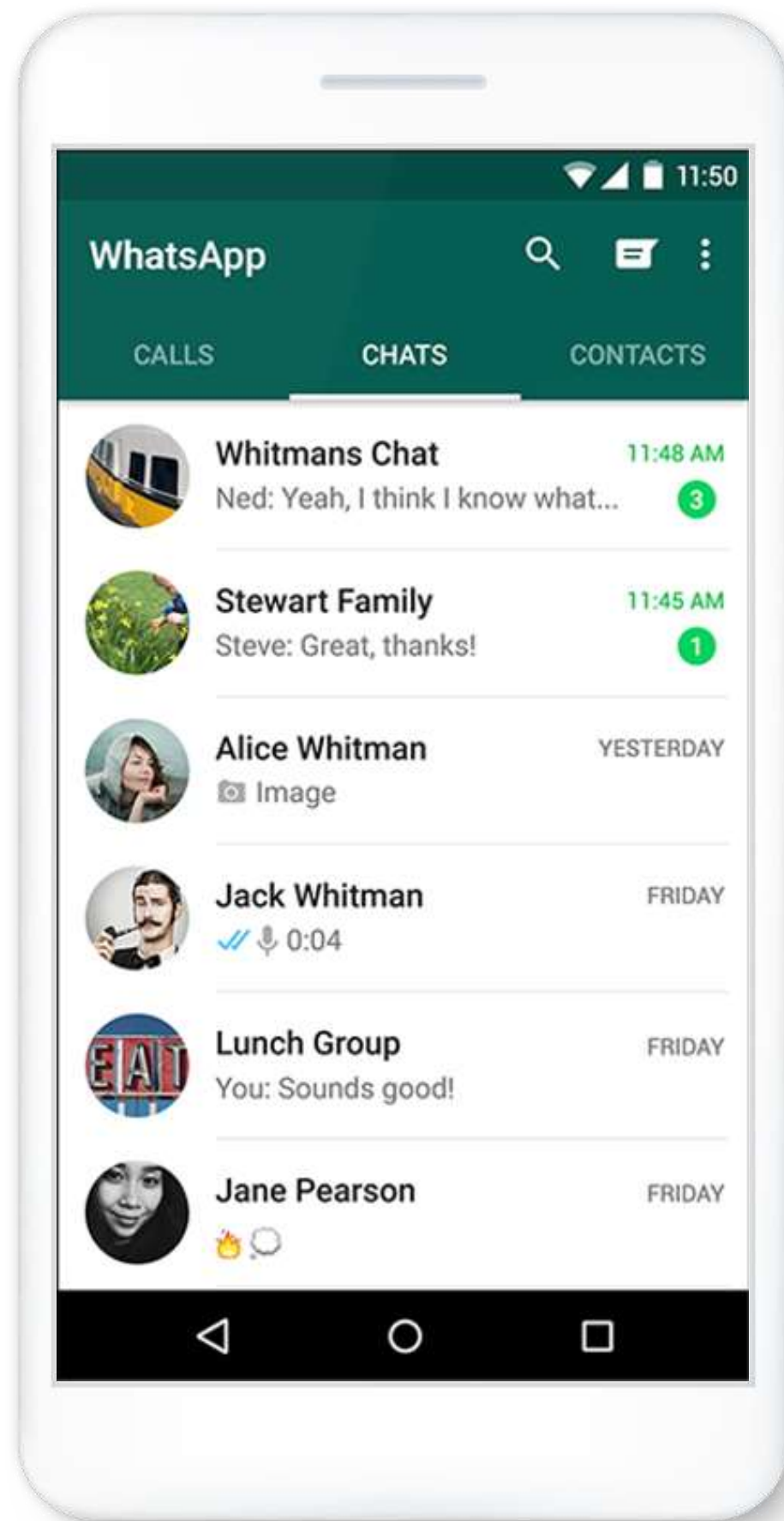
# Business Messaging on

W

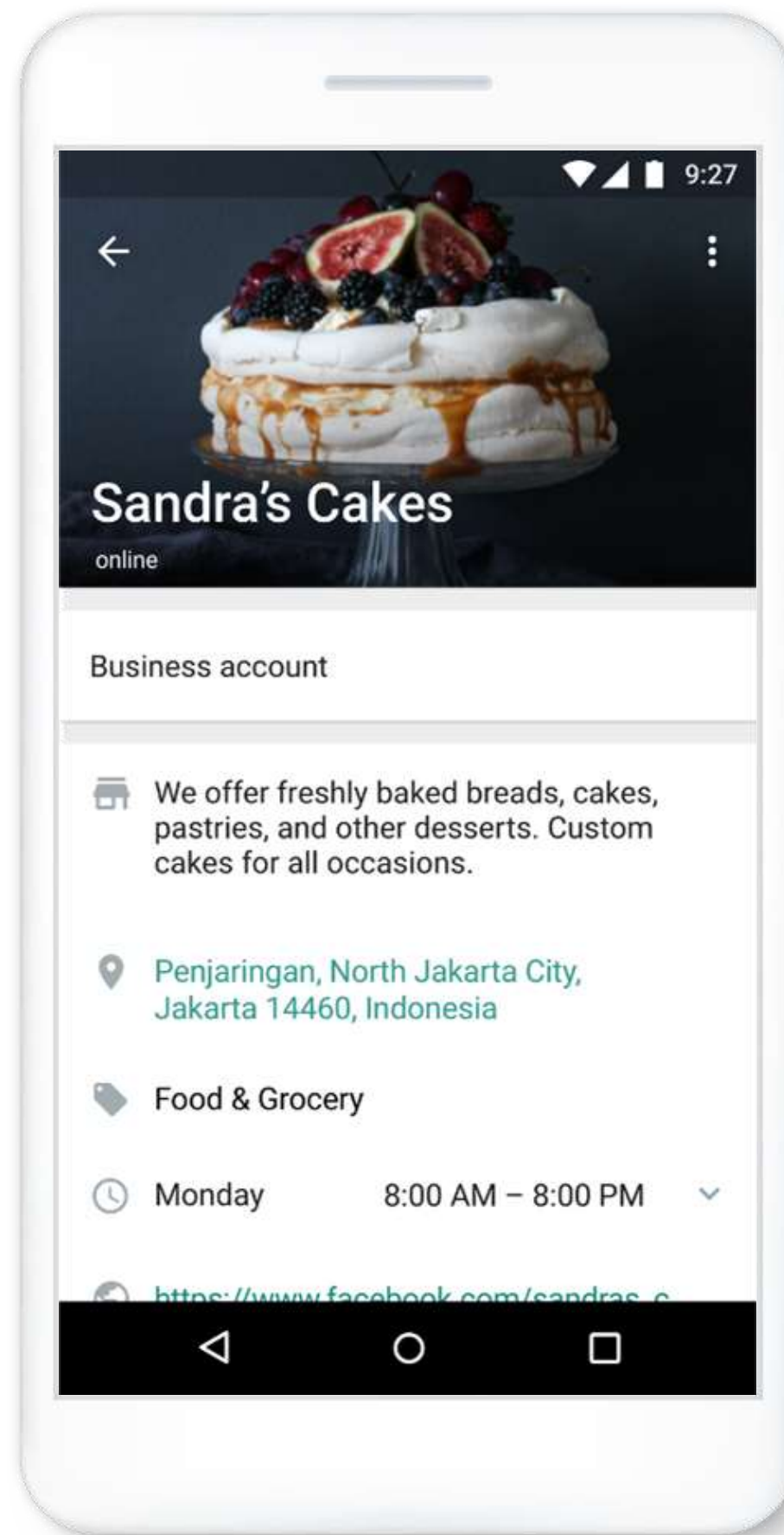
Gareth

WhatsApp

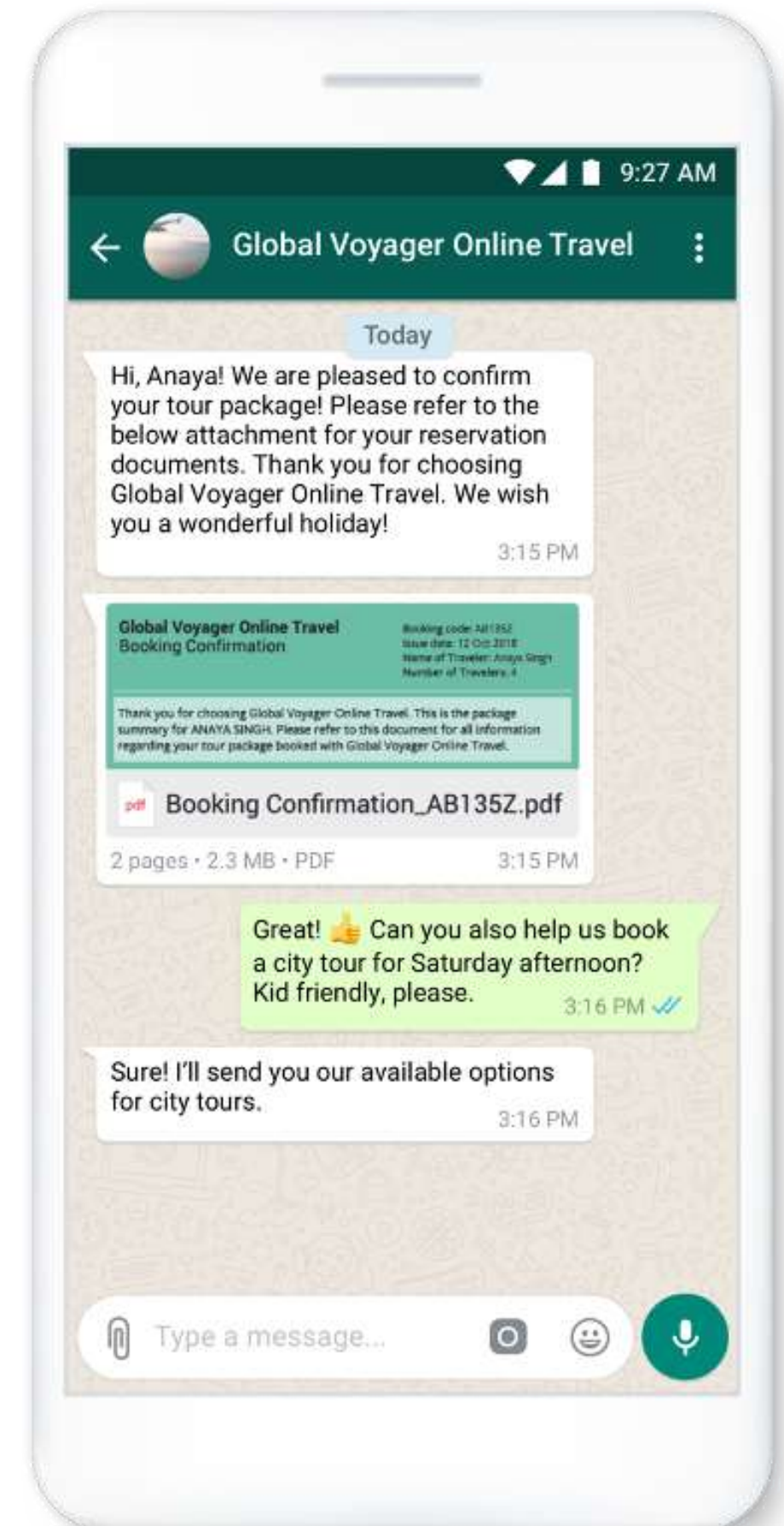




WhatsApp Consumer App



WhatsApp Business App

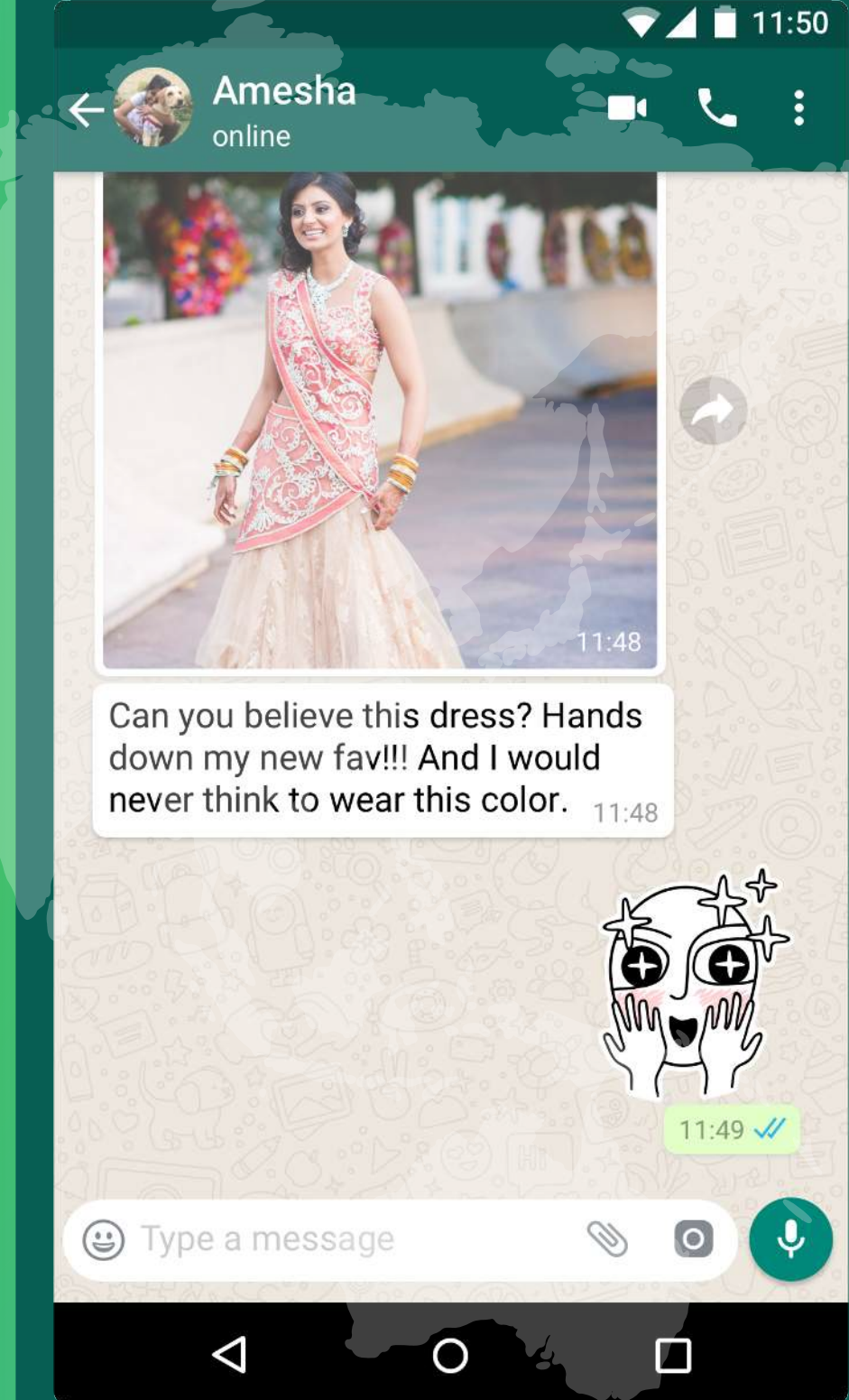
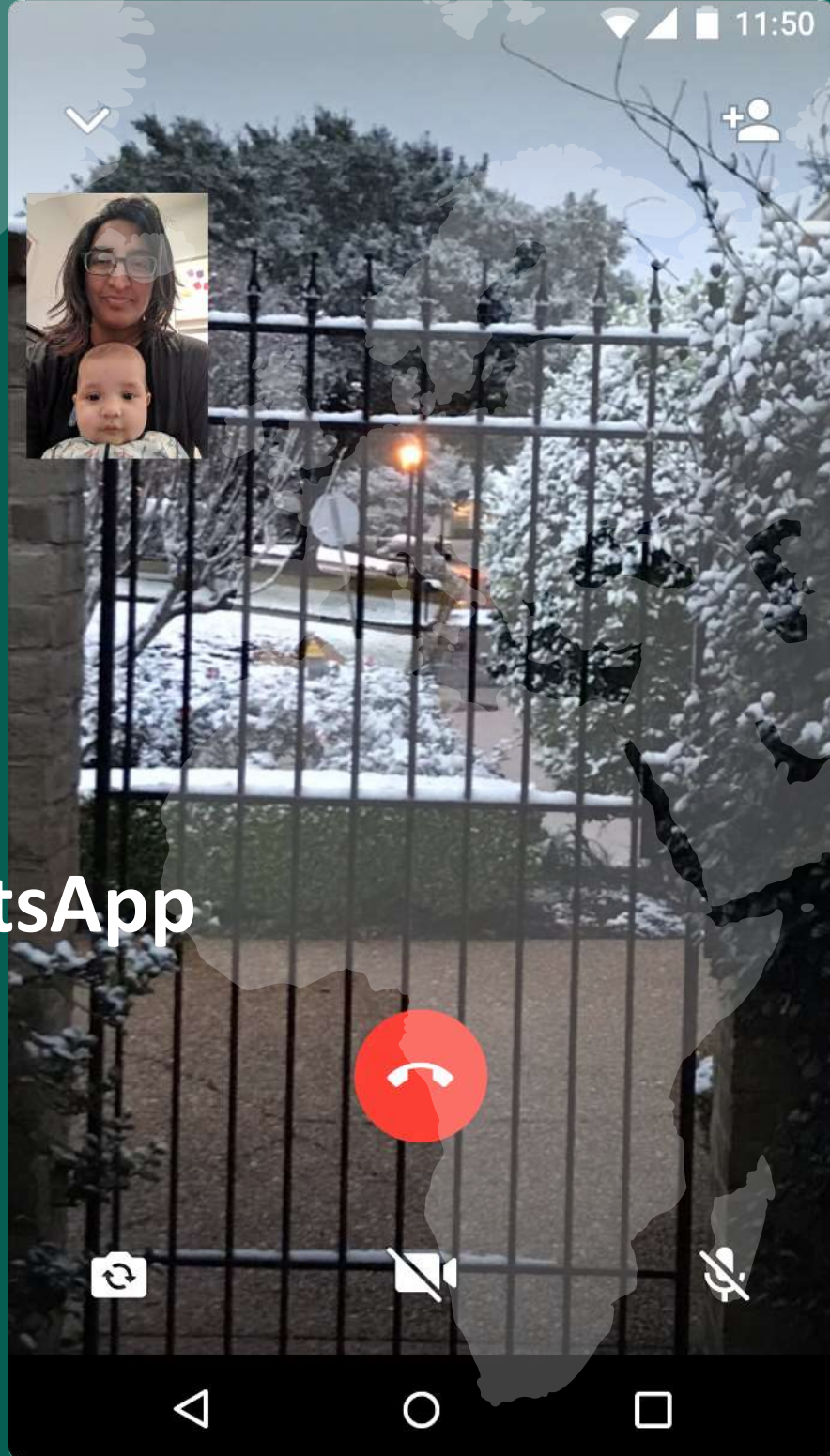
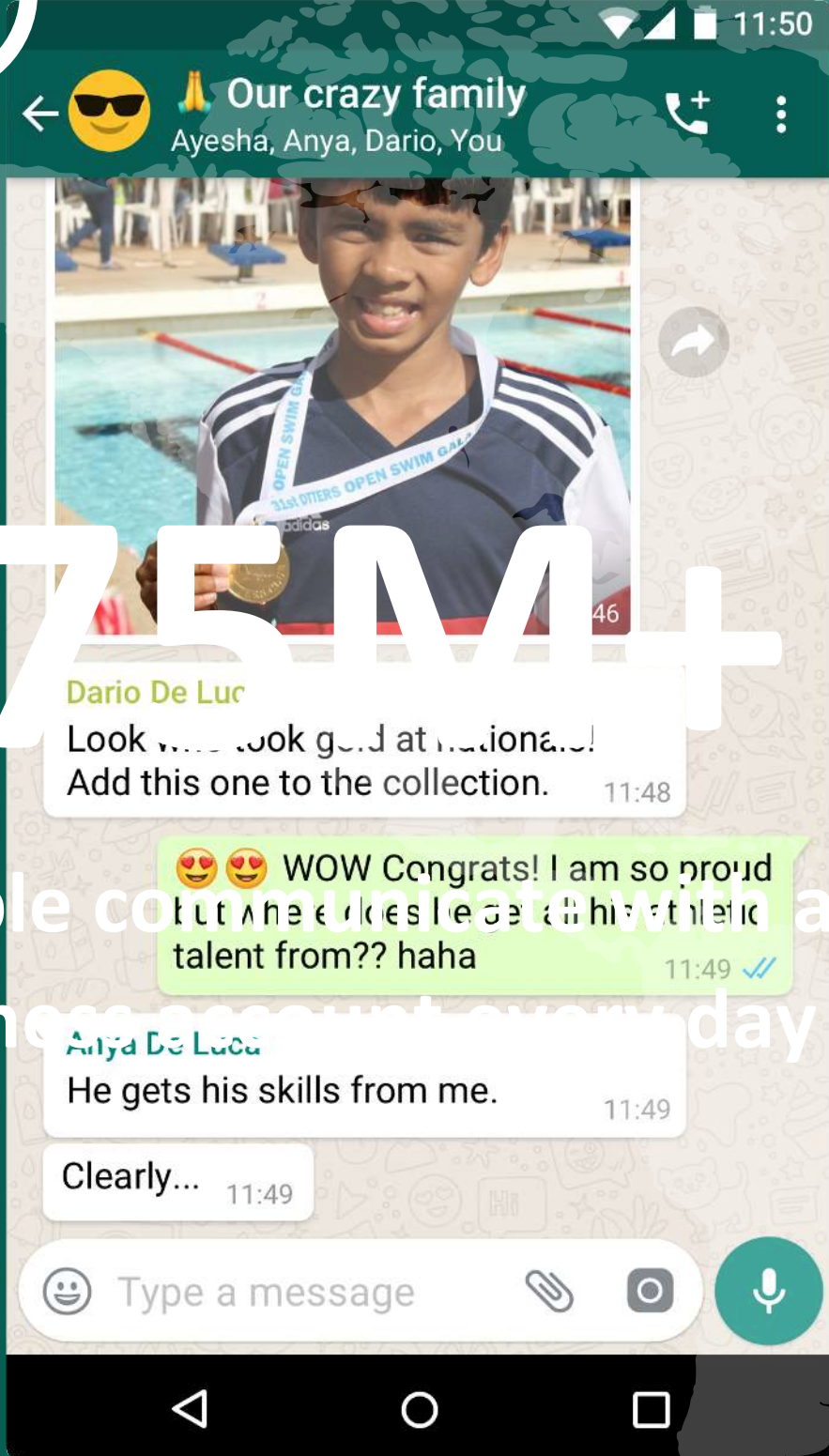


WhatsApp Business API



175M+

people communicate with a WhatsApp Business account everyday



# People prefer messaging to get business done

# 75%

of people said they want to “be able to communicate with a business through messaging”

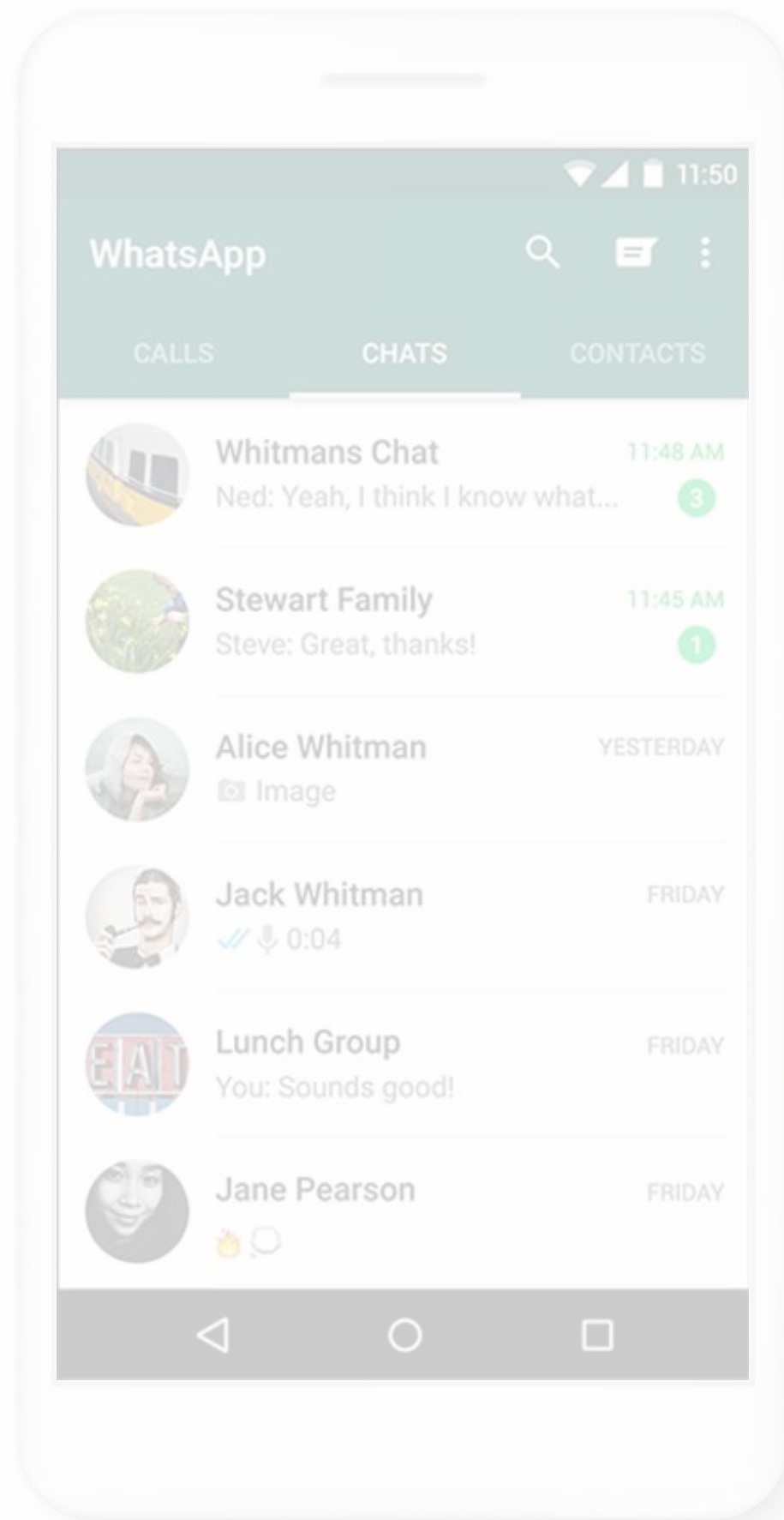
Nearly

# 7 in 10

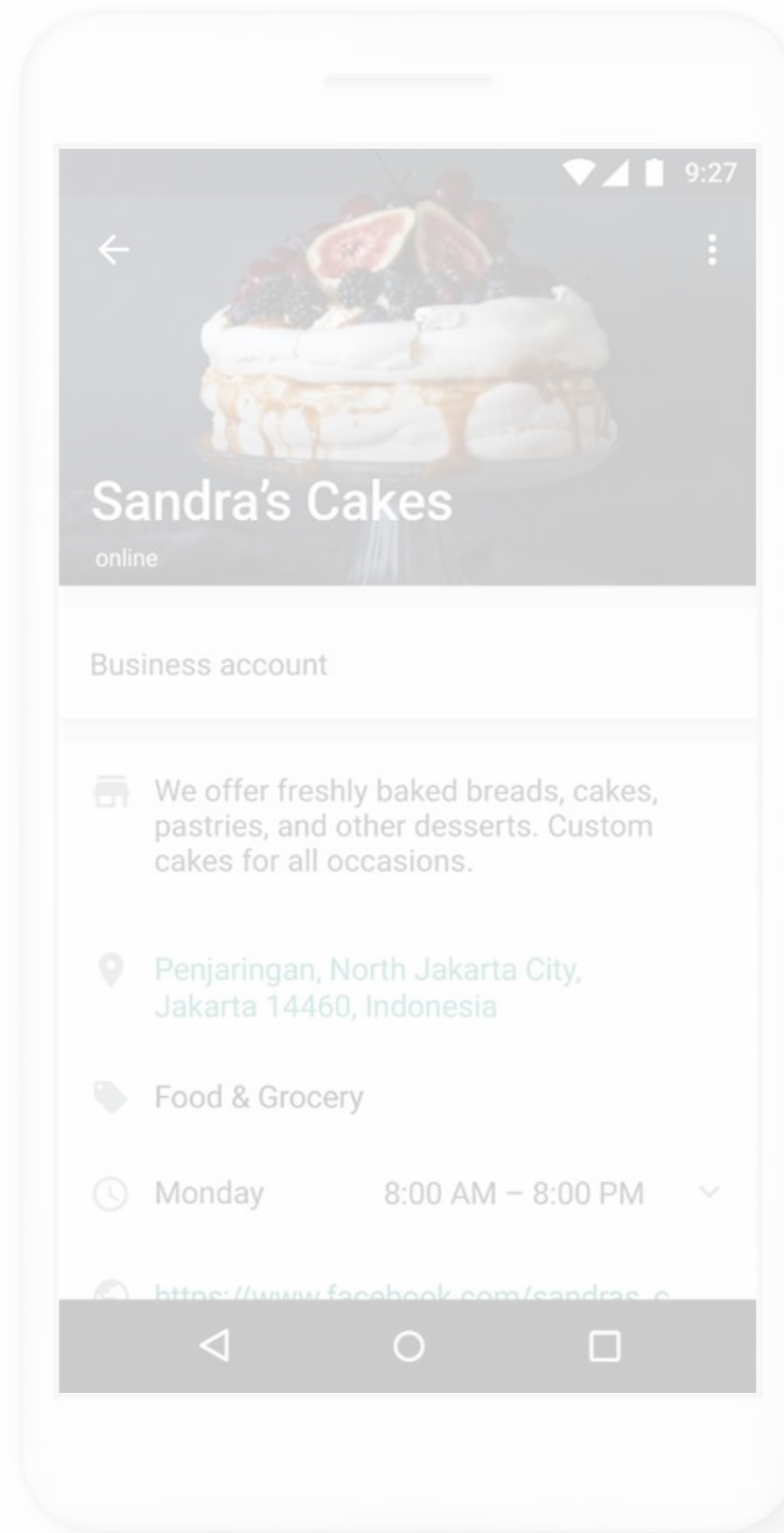
people said they are more likely to “do business or make a purchase from a company that they can contact via messaging”

Source: A WhatsApp survey conducted by Harris Poll in September 2020 in the U.S., Germany, the UK, India, Mexico, Brazil and Indonesia

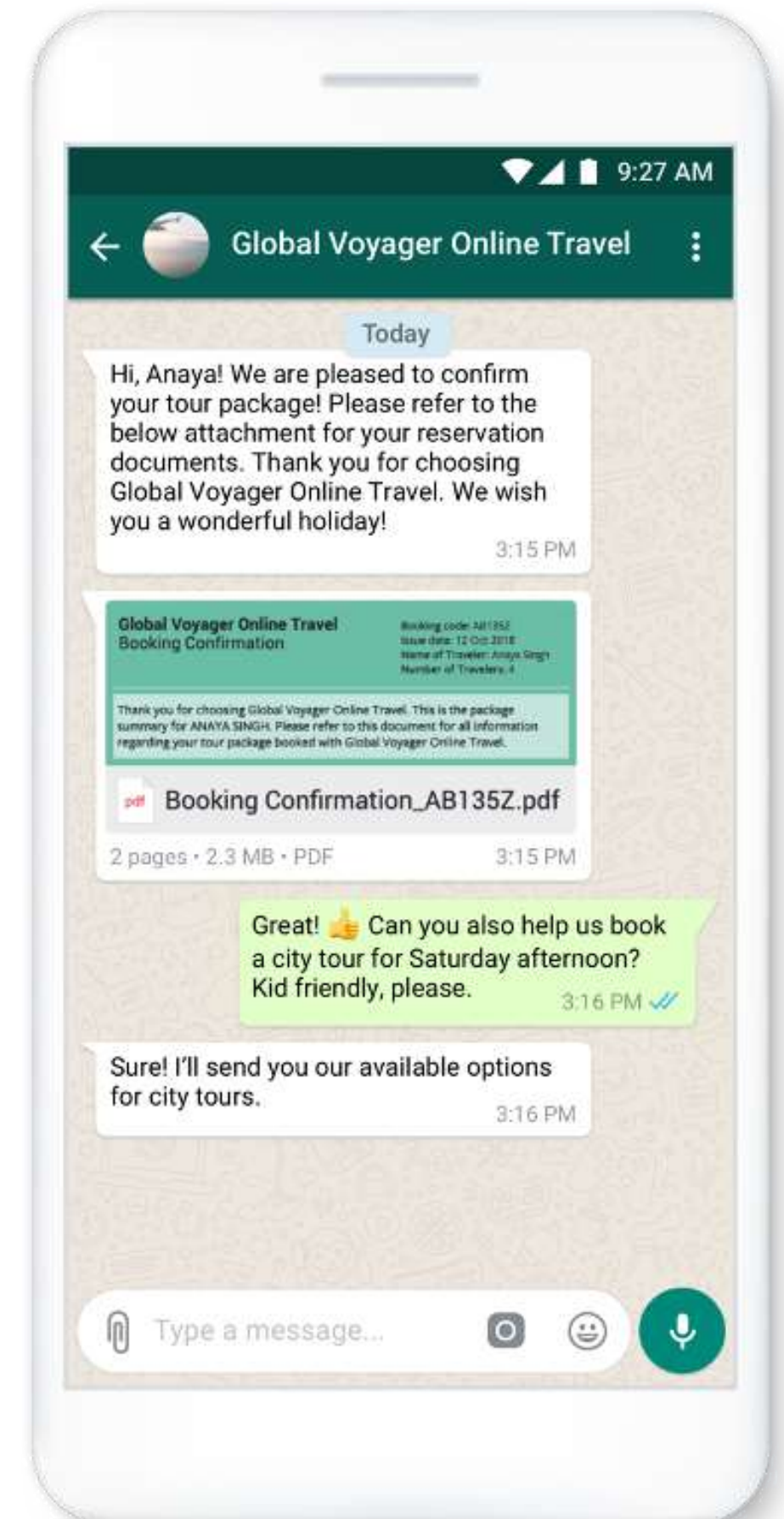




WhatsApp Consumer App



WhatsApp Business App



WhatsApp Business API

# WhatsApp wants to enable any person to discover and communicate with any business



PRESENCE



DISCOVER

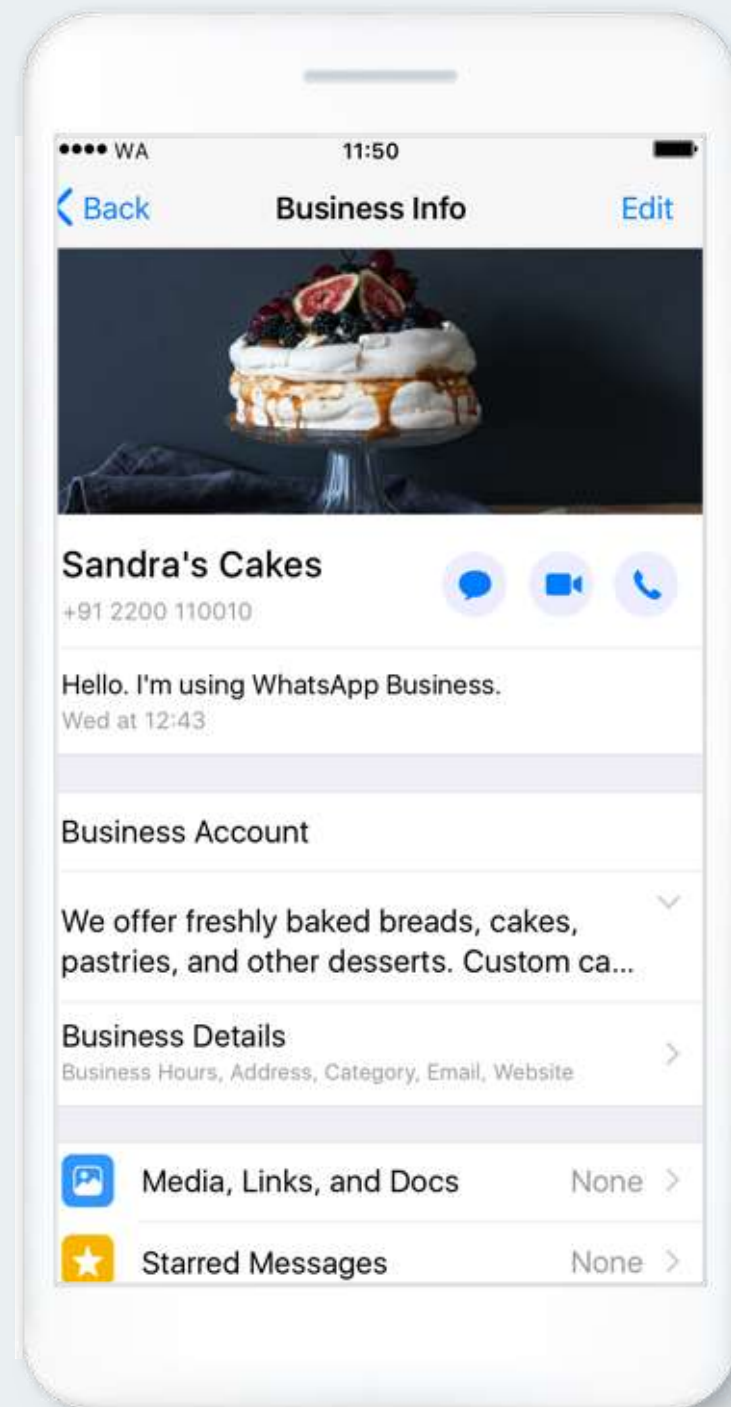


COMMUNICATE

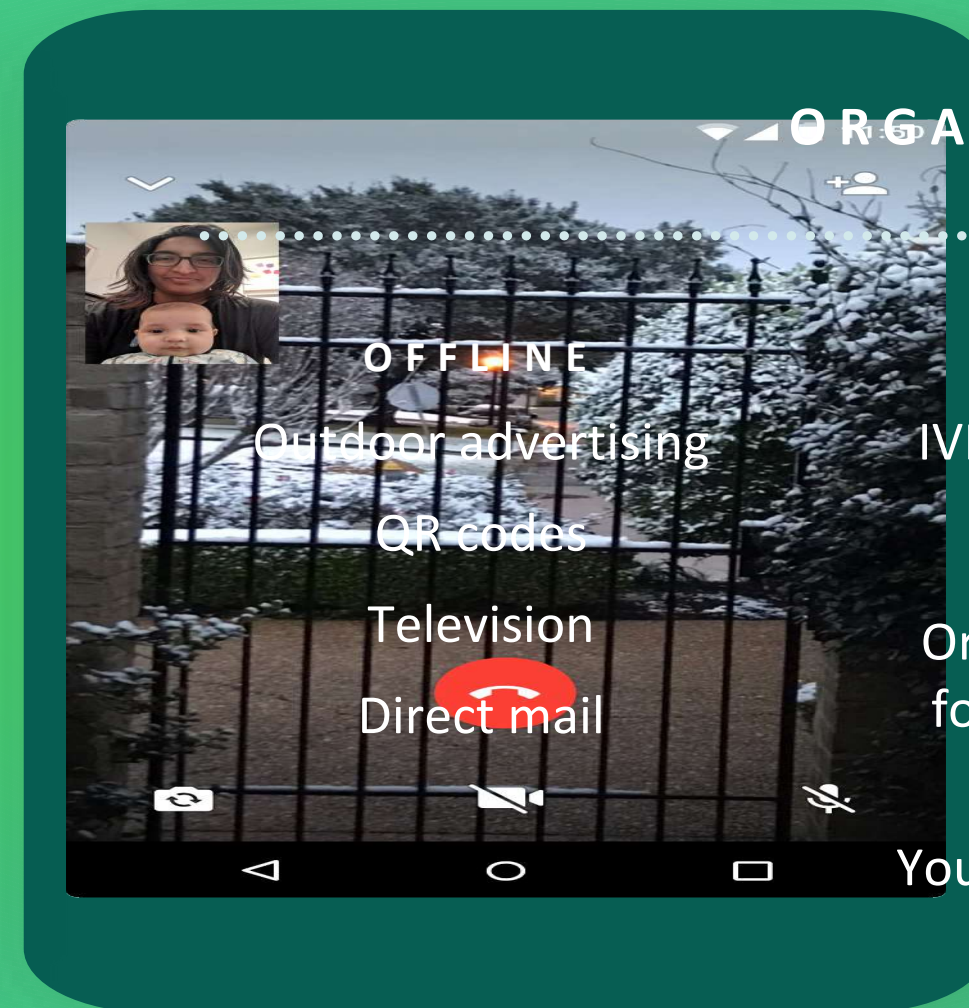


# Establish your presence on WhatsApp

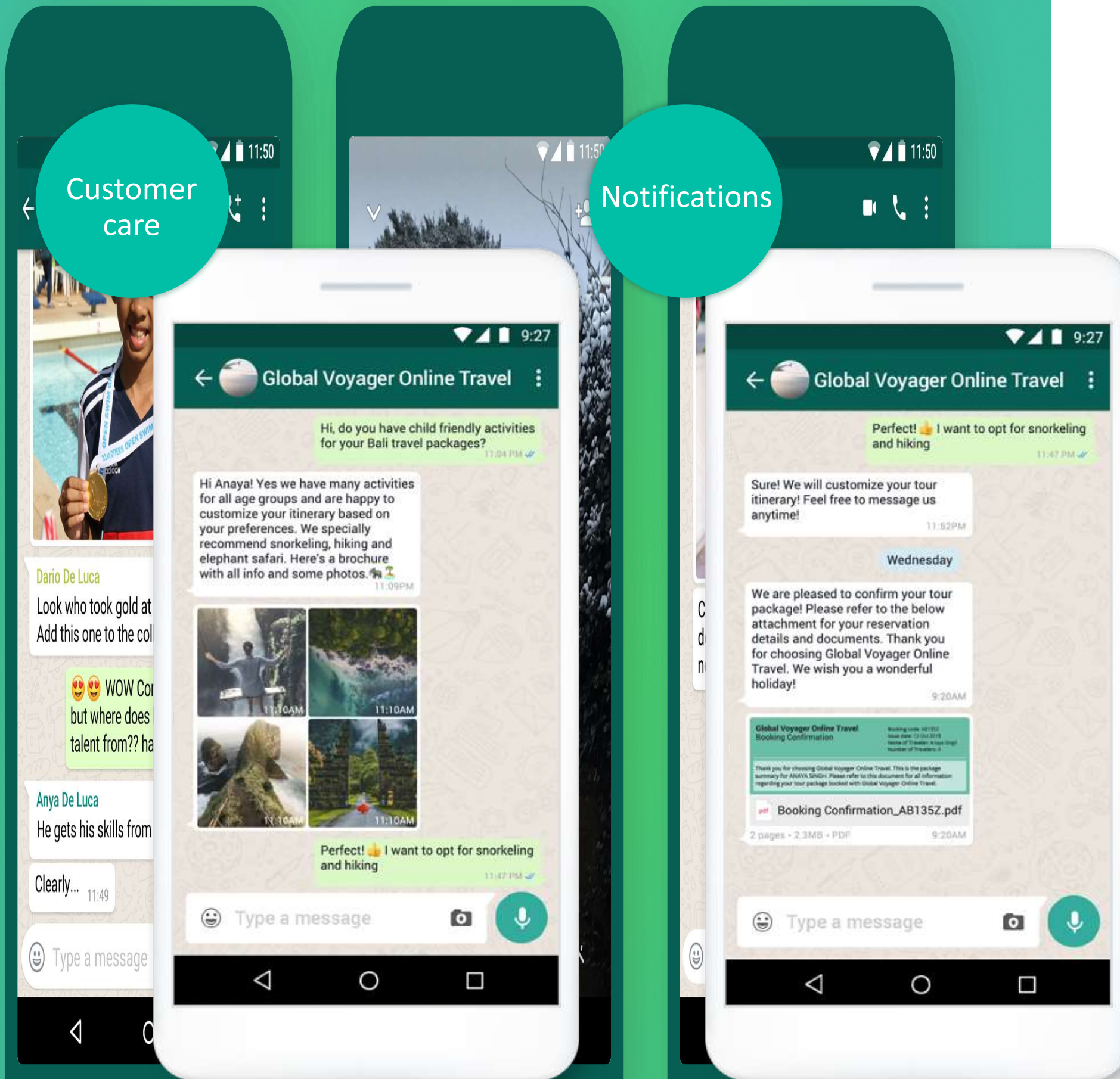
Medium and large businesses can communicate with customers at scale with the [WhatsApp Business API](#).



# Build awareness of your WhatsApp channel







# Communicate with customers on the WhatsApp Business API

## Customer care

Customer initiated conversations that are free of charge within 24 hours


## Notifications

Business initiated, templated messages that can be sent any time

We are investing in richer formats and interactive messages

# The WhatsApp Business API supports 10 message template categories



 Issue Resolution

 Appointment Update


 Account Update

 Reservation Update

 Personal Finance Update

 Payment Update

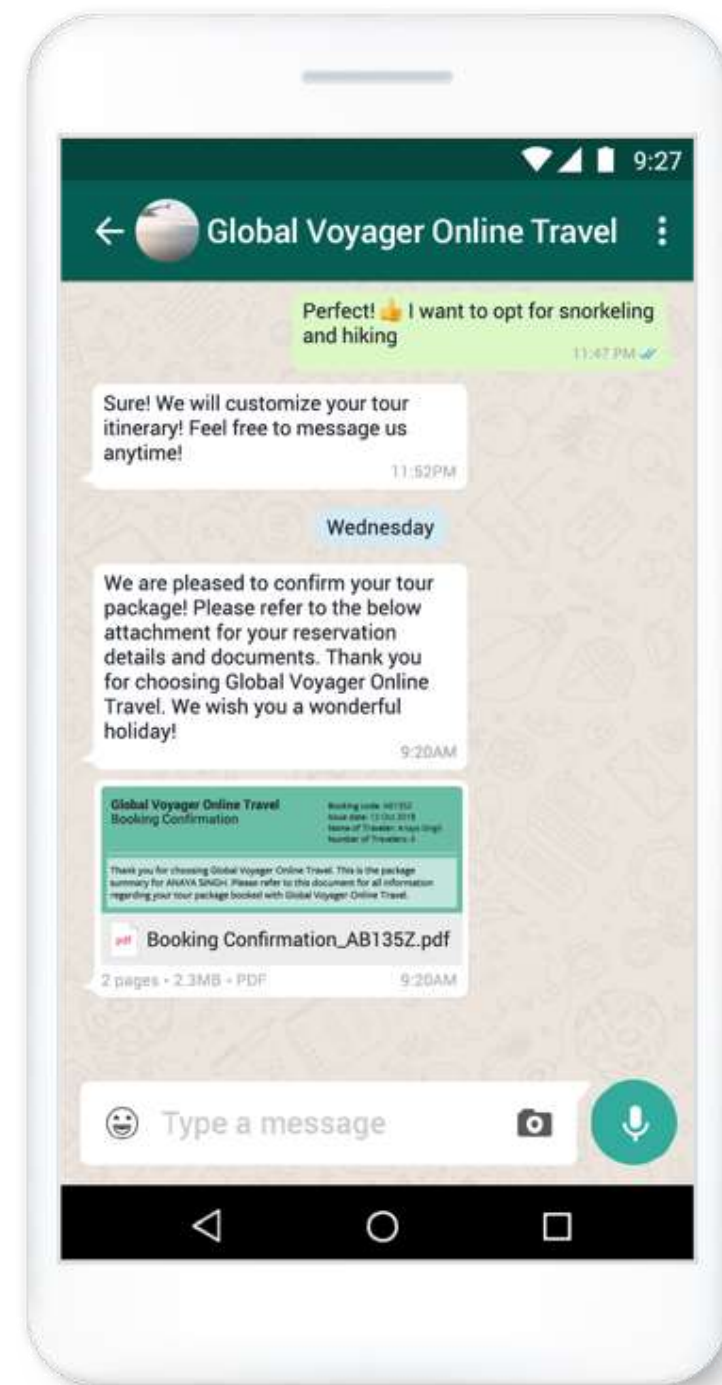
 Ticket Update

 Shipping Update

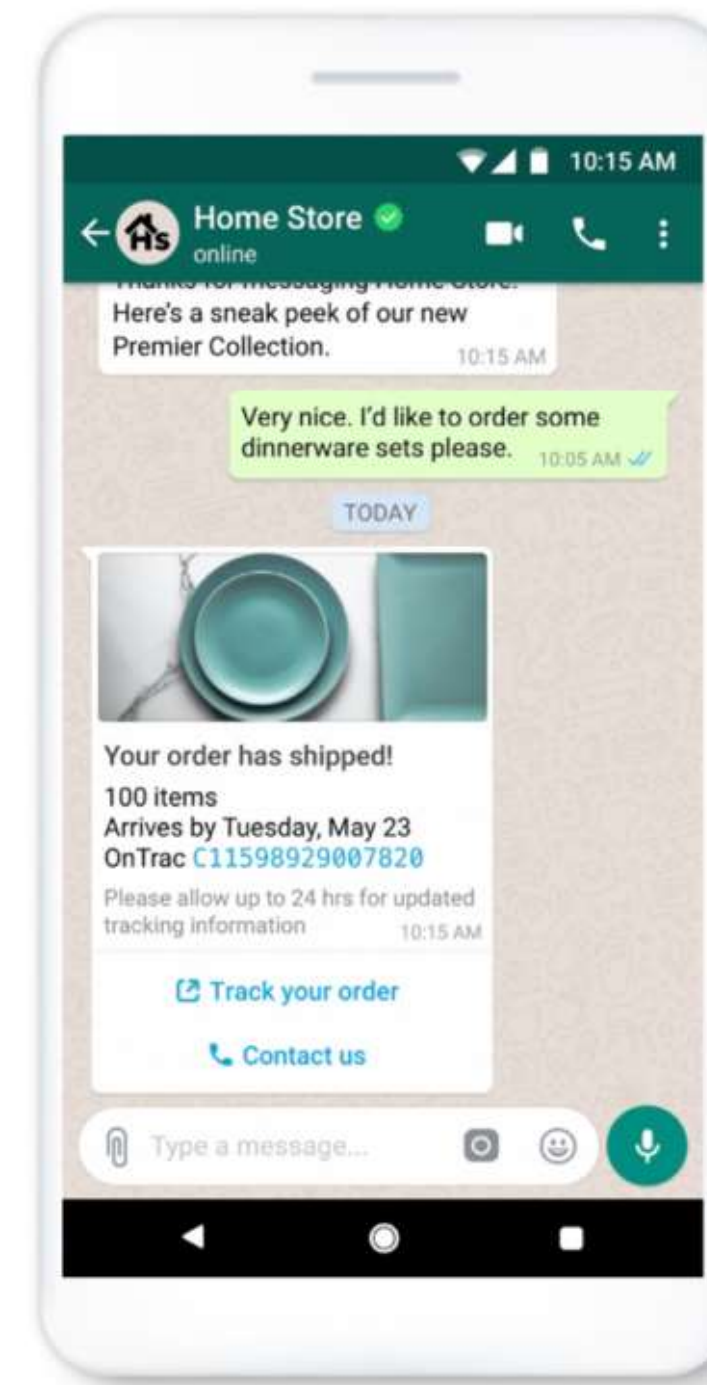
 Transportation Update

 Alert Update

# Communicate with customers on the WhatsApp Business API



**Rich Media** let businesses send PDFs, logos, photos and hyperlinks



**Buttons** let customers perform quick useful actions

11:50

Our crazy family  
Ayesha, Anya, Dario, You



11:46

**Dario De Luca**  
Look who took gold at nationals!  
Add this one to the collection. 11:48

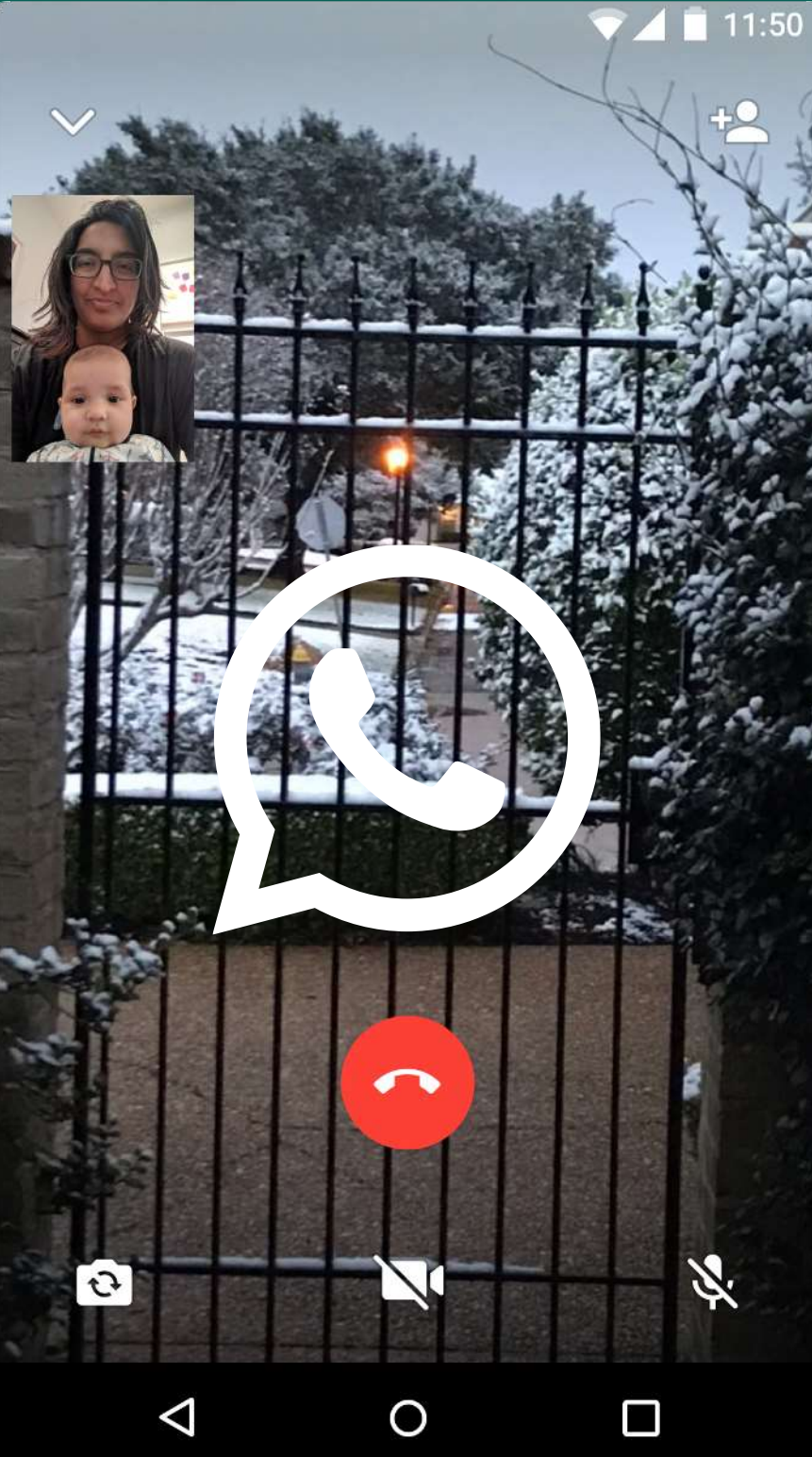
😍😍 WOW Congrats! I am so proud  
but where does he get all his athletic  
talent from?? haha 11:49 ✓✓

**Anya De Luca**  
He gets his skills from me. 11:49

Clearly... 11:49

Type a message

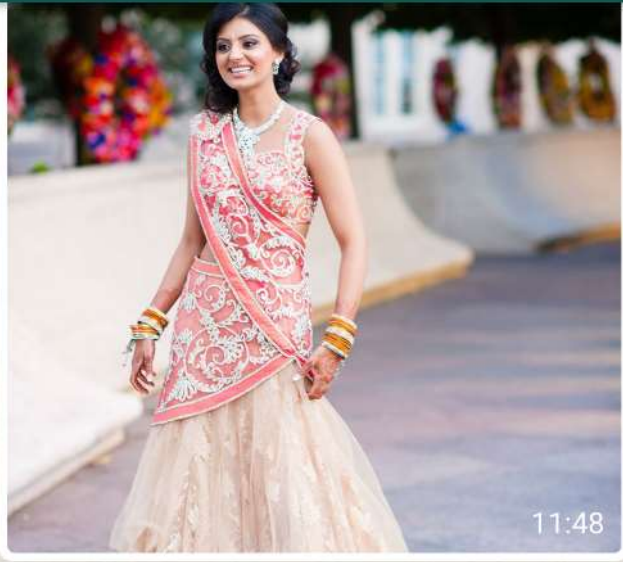
11:50



Type a message


11:50

Amesha  
online



11:48

Can you believe this dress? Hands  
down my new fav!!! And I would  
never think to wear this color. 11:48



11:49 ✓✓

Type a message