



WhatsApp Business Platform.

Everything You Need to Know
to Put Your Customers First.

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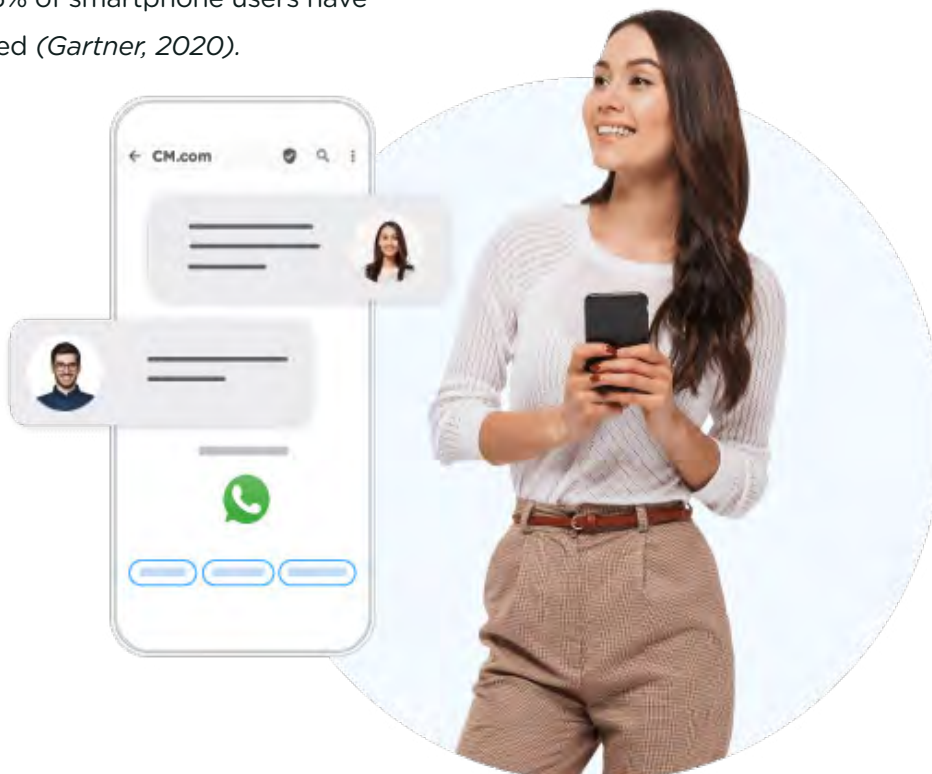
1. WhatsApp Business: Make Use of The Most Popular Messaging App.

WhatsApp Business Platform, previously known as WhatsApp Business API helps build stronger customer relationships.

The popularity of WhatsApp as a mobile messaging app is steadily growing and with good reason. With 2 billion active daily users sending 65 billion¹ messages every day, in 180 countries and 60 languages, it's no surprise that Meta (the developers behind WhatsApp) expanded their platform to include a business application: WhatsApp Business. More than 5 million² business users take advantage of this popular messaging platform today.

If your customer base is global, know this: WhatsApp has the highest penetration rates in many mobile-first emerging markets. In many markets such as India, Brazil, Mexico, the U.K. and Italy, up to 95% of smartphone users have WhatsApp installed (*Gartner, 2020*).

Being free for users and conversational by nature, WhatsApp has, in less than a decade, become the most popular app for personal and business conversations. The popularity of WhatsApp is soaring high as one of the most used messaging apps in key markets such as Latin America, Europe, Africa, and Asia. With an extraordinary decade of unprecedented user growth, top companies worldwide are lining up to integrate WhatsApp Business in their process and easily start to engage with their customers in a whole new way.



2. Providing the Ultimate Mobile Customer Experience.

Thanks to its popularity and ease of use, WhatsApp Business has become the communication channel of choice for consumers and businesses to connect and have real conversations.

Understanding how to use WhatsApp Business is becoming imperative for businesses that want to meet their customer's expectations. Whether you want to grow your audience, boost sales, offer swift customer care or perform tasks such as sending simple message reminders, WhatsApp Business can bring you to the next level.

For consumers, being able to reach out to businesses in the comfort of their personal WhatsApp messaging app, takes away possible frustrations, and creates a seamless experience with happy returning customers.

WhatsApp allows brands to enable commerce features inside WhatsApp. The new feature offers single-product and multi-product messages - a simple way for businesses to feature and sell their products, without leaving the chat. This is what we call conversational commerce!

[Read More On Page 9](#)

I. Be Where Your Customers Are

Being where your customers are and where they expect you to be, is part of any ambitious business strategy. Consumers prefer to communicate with businesses, as they do with their friends and family, via their personal WhatsApp messaging app. Customers are confident talking to a **valid WhatsApp Business profile**. Connecting with your consumers on WhatsApp is a great complement to your email communications and phone conversations. It makes life easier for you and your consumers.

WhatsApp Business Platform has become an indispensable tool for the entire customer journey. It allows you to connect to your customers where they spend most of their time, with low-threshold conversations with your business and customer satisfaction at the center of this service. Make sure your customers know they can reach you on WhatsApp Business and smoothly resolve their issues via their preferred app.

II. Reach Consumers Globally

In just one year after WhatsApp launched its B2B initiative (2018), the aggregate number of business users for WhatsApp Business, were up more than 5 million³. By July 2020, this figure had increased to 50 million⁴.

The global footprint and reachability of WhatsApp is probably the most obvious benefit for businesses. With over 2 billion users in over 180 countries at present, what better channel can reach customers than the channel they're already using to communicate with daily. **With a whopping 54% Millennials and 51% Gen Z who visit WhatsApp daily, it's no mystery why WhatsApp has become a powerful tool in any business's arsenal.** Over the past years, there has been tremendous growth in many businesses across the globe using messaging apps like WhatsApp to serve their customers and to connect with the larger customer base. To reach your customers where they are is a key differentiator for high growth and is therefore compelling reasons for businesses to be available on WhatsApp Business.

III. Unprecedented Engagement: Boost the Customer Experience

More than 100 billion WhatsApp messages are sent every day and over 175 million people message a WhatsApp Business account every day to browse products, receive timely notifications or get a quick answer. WhatsApp Business messaging drives higher delivery and open rates than any other channel. Consumers frequently open their WhatsApp app, so your message won't be overlooked. Besides, because you're communicating with customers on their favorite messaging app, with rich media, right on their mobile phone, it's much more effective to drive conversation and conversion.

IV. Engaged Customers are Happy Customers

We are in the era of customer centricity. The communication between a brand and its user should be accessible and frictionless. 73% of consumers⁵ point to the customer experience as an important factor in their purchasing decisions. Also, these consumers are more likely to make a purchase⁶ when businesses offer them personalised experiences. Therefore, communication between a business and its customers should always be accessible and seamless. Businesses are now incorporating customer care as a key factor into their growth strategy and make it easy for their customers to engage with them.

In this scope, many businesses choose to modernise their customer care and use WhatsApp Business Platform to connect to a larger audience and improve customer experiences. As a plus, WhatsApp's main priority is their users' needs which is perfect to create a personalised customer experience.



Understand the value of serving customers on their preferred messaging channels.



Choose to honor the channel preference to better serve those customers.



Say customer experience is an important factor in their purchasing decisions.



3. What is WhatsApp Business.

WhatsApp Business: A Platform Tailored to Connect Businesses to Their Customers.

WhatsApp Business is a platform that allows businesses and consumers to easily chat with each other via the personal messaging app WhatsApp. With Business profiles, small, medium, or enterprise businesses can support their customers interactively and make use of the popular features that personal messaging brings. It enables businesses to start a chat with a larger customer base and share updates on products, services, and offers. WhatsApp Business can be used via an App version that's suitable for small businesses or the Business Platform tailored to medium and large businesses.

WhatsApp provides fast and cost efficient messages exchanged over the internet through various devices such as connected smartphones, laptops, desktop computers, tablets, and even smartwatches. When used in conjunction with other mobile channels, WhatsApp Business becomes an indispensable element of a successful omnichannel strategy.

Today, more than 5 million WhatsApp Business users take advantage of this popular messaging solution to get discovered by a larger audience.

[Get Started Now](#)

All Necessary Rich Media

- ✓ Photos
- ✓ Hyperlinks
- ✓ PDF
- ✓ Stickers
- ✓ Video
- ✓ Audio

Tell customers about the products and services that your business offers.

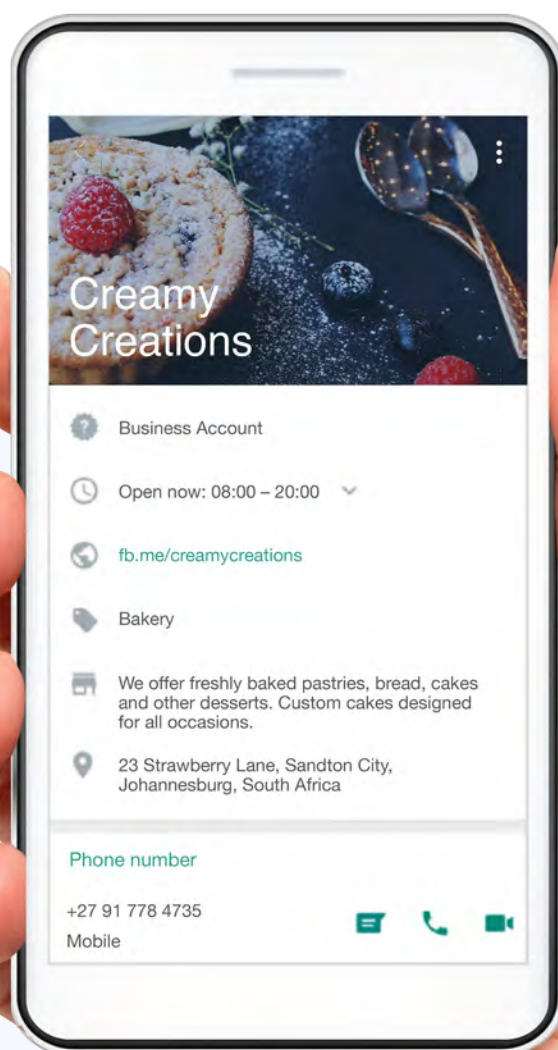
Full Set of Features and Rich Content for a Smooth Customer Experience.

When a customer adds you on WhatsApp, they should be able to get useful information right away. By including a WhatsApp Business description on your profile, you ensure that all relevant information is available to them. And, if done well, a detailed description may even attract the consumer to contact you.

Build your own Business Profile.

Build your presence and provide clear information via your Business Profile. Think about your picture, your email and address as well as your website or opening times and any extra description that you seem relevant about your business. Your business will be shown as verified adding extra confidence for your customers.

For customers, it gets really easy to chat with your company via WhatsApp. But to make your customers' experience even smoother and richer and to help improve your productivity and processes, WhatsApp Business added additional cool features!



Interactive Messages - More Engaging Conversations.

Interactive messages give your users a simpler way to find and select what they want from your business on WhatsApp. During testing, Meta discovered how chatbots using interactive messaging features achieved significantly higher response rates and conversions compared to those that are text-based.

Automated Messages.

Never miss a message again! Automated messages enable you to respond to customers 24/7, so customers never feel neglected or overlooked. Creating a welcome greeting for new customer messages, helps your brand promote goodwill while providing introductory information about your company. It can also be used to notify customers of waiting time, follow up with links to FAQ resources, or even prompt users to schedule a time to chat.

Interactive Buttons.

When starting a conversation with customers, businesses need to send templated messages approved by Meta. Within those templated messages, you can configure and add buttons such as quick replies or calls to action. This helps make interactions with customers faster, simpler and it provides a frictionless journey. Using buttons guide the logical conversation flow and helps automate your internal process with pre-defined answers.

There are two types of buttons:

Call to action (CTA-URL)

CTA buttons come in three options.
Using a static URL, you can give direct access via a single click to your website. You can also set up the button to visit a dynamic website, your customer is then directed to a personalised website.
Finally, you can use it to call a predefined phone number.

Messaging with Quick Replies

Using buttons as quick replies can be used in many use cases like reservation confirmations, checking phone credit, balance checks, ordering services, and more.
This option allows you to create up to three buttons for your customer to choose from.

Hello, are you contacting us about a new or existing trip?

New

Existing

Interactive Messages.

These interactive messages are enabling you to build delightful support experiences across your customers while these are exciting times for brands, there are few things that brands should keep in mind when deploying these

Customers can select more than one choice from a list or button message at the same time, although they may go back and re-open a prior message. Notifications cannot be sent using list or reply button messages.

The following messages are considered interactive:

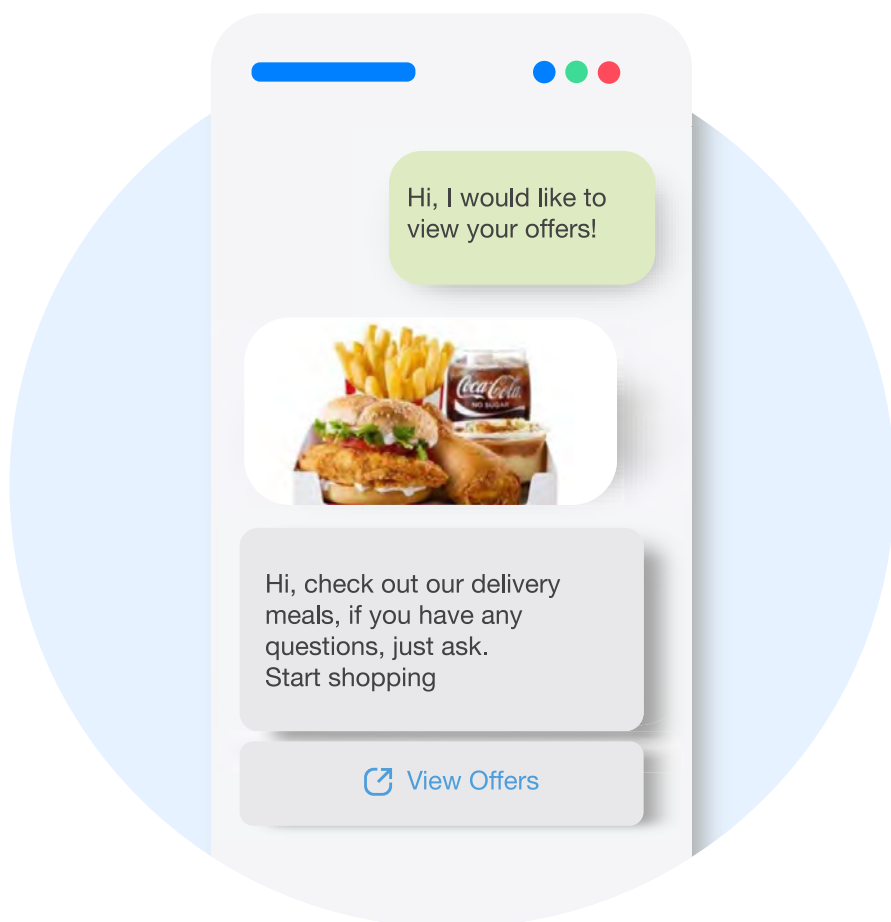
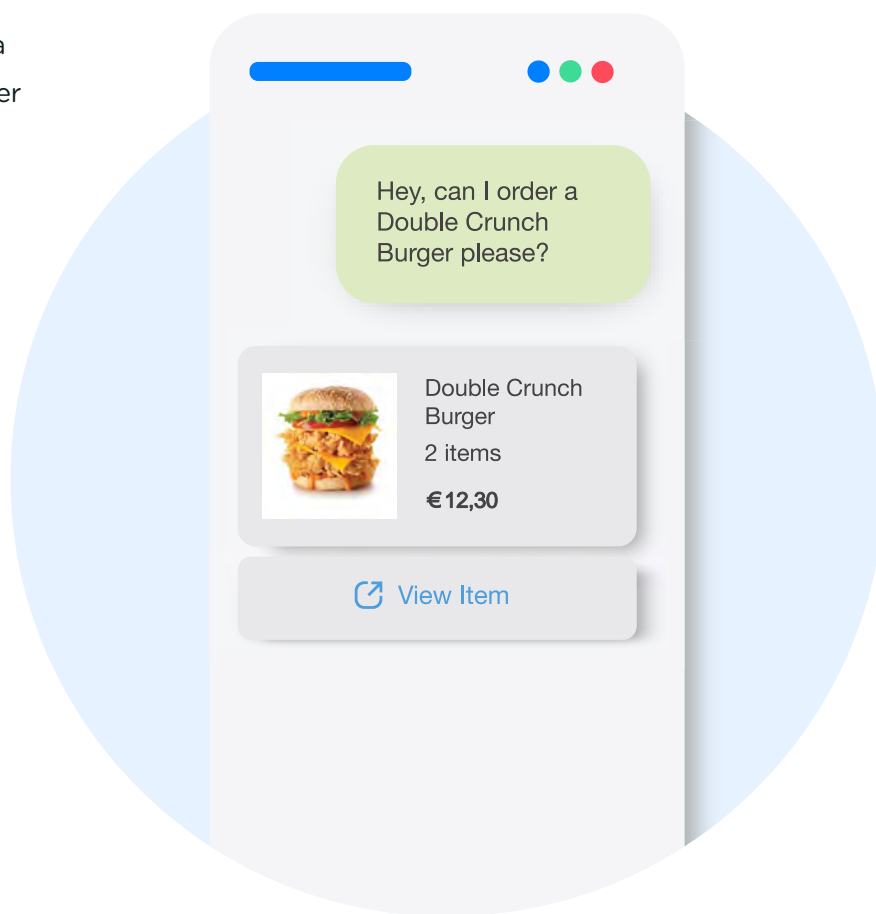
List Messages: Messages including a menu of up to 10 options. This type of message offers a simpler and more consistent way for users to make a selection when interacting with a business.

Reply Buttons: Messages including up to 3 options—each option is a button. This type of message offers a quicker way for users to make a selection from a menu when interacting with a business. Reply buttons have the same user experience as interactive templates with buttons.



Boost Sales With Product Messages.

Single Product Message: Contains a single product to guide the customer towards a specific item, respond to a particular request or provide a recommendation.



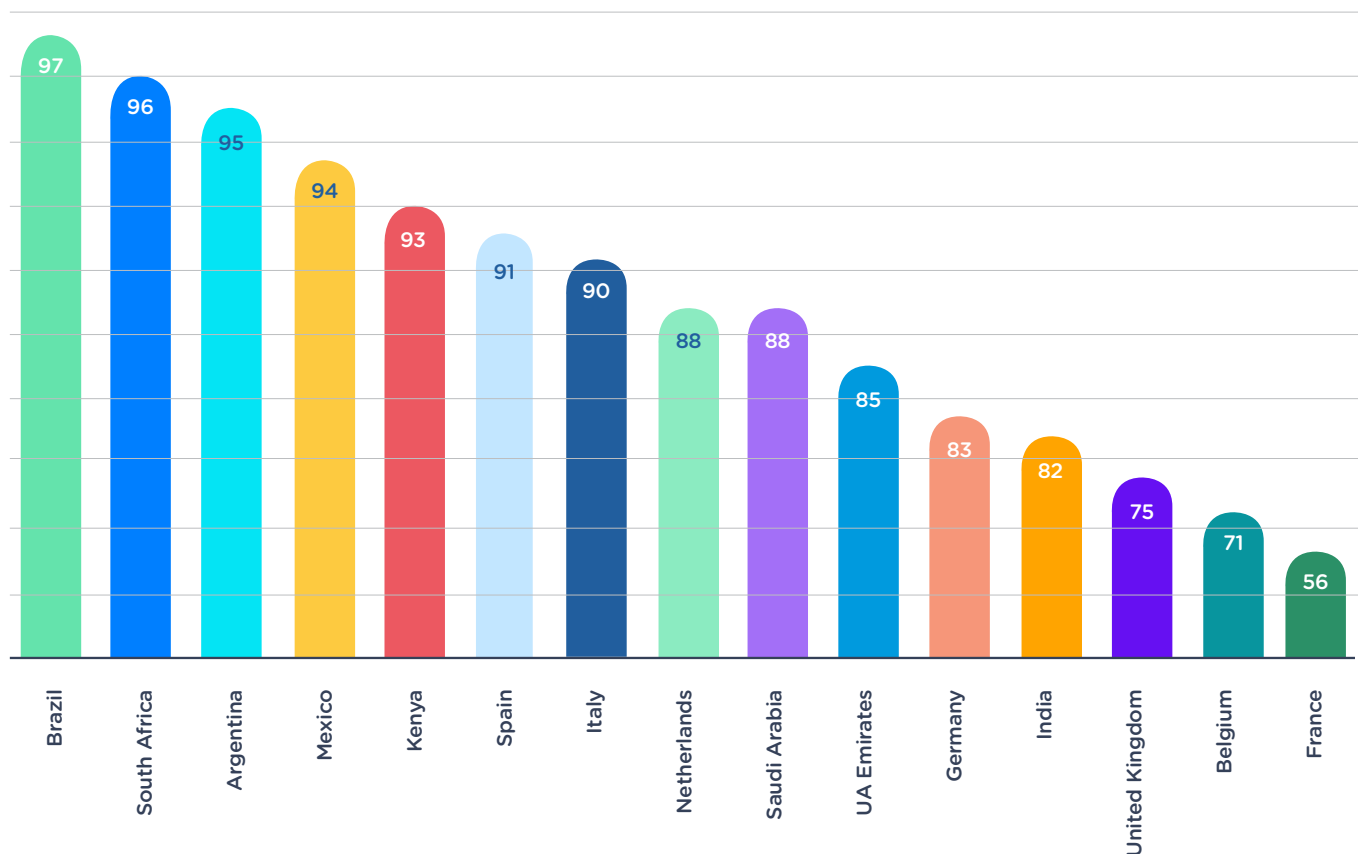
Multi-Product Message: Displays up to 30 items from your business to showcase the available products, personalise group recommendations or enable the customer to reorder a previous purchase.

WhatsApp Reach in Selected Countries: Monthly Platform Use by Digital Population. (2021)

WhatsApp is currently available in over 180 countries around the world. The top markets are Latin America, EMEA and South East Asia. WhatsApp is most popular in Brazil, where an amazing 96% of the digital population engages on this channel on a monthly basis. In South Africa, 95% of internet users uses WhatsApp every month, and in Argentina 95,2 percent of internet users engages with the platform. And these are just the top numbers from the top markets!

WhatsApp is incredibly popular (in your market) and a great tool to grow your business, increase customer acquisition rates, retention, and revenue.

WhatsApp penetration: Top markets, 2020, percentage of internet users aged 16-64



4. What's the Difference Between WhatsApp Business App and Platform.

Businesses that want to start using WhatsApp for consumer communication have two options: WhatsApp Business App or WhatsApp Business Platform.

WhatsApp Business App is perfect for small businesses. But once your business starts growing with higher volume messages, there are downsides and limitations to the app. **If the volume cannot be handled by just one person, it's a clear indication you need the [WhatsApp Business Platform](#).**

Pros WhatsApp Business App

- Very easy to get started:
Just download the app
- Message any contact at any time
No messaging limitations
- Send broadcasts to your contacts

Cons WhatsApp Business App

- Bot integration is not possible.
- Automated messages, greeting messages and quick replies are limited
- Back-end integrations are not possible:
ERP or CRM

Pros WhatsApp Business Platform

- Connect to WhatsApp Business Platform and link it to your ERP & CRM
- Supports unlimited users and devices
- Useful for programmatic messaging like notifications and alerts

Cons WhatsApp Business Platform

- Creating a WhatsApp Business Platform Account requires approval
- Template messages require pre-approval from WhatsApp and your chosen Business Platform Provider

If you're a medium or a large company, WhatsApp Business Platform is the way to go.

[Get Started Now](#)

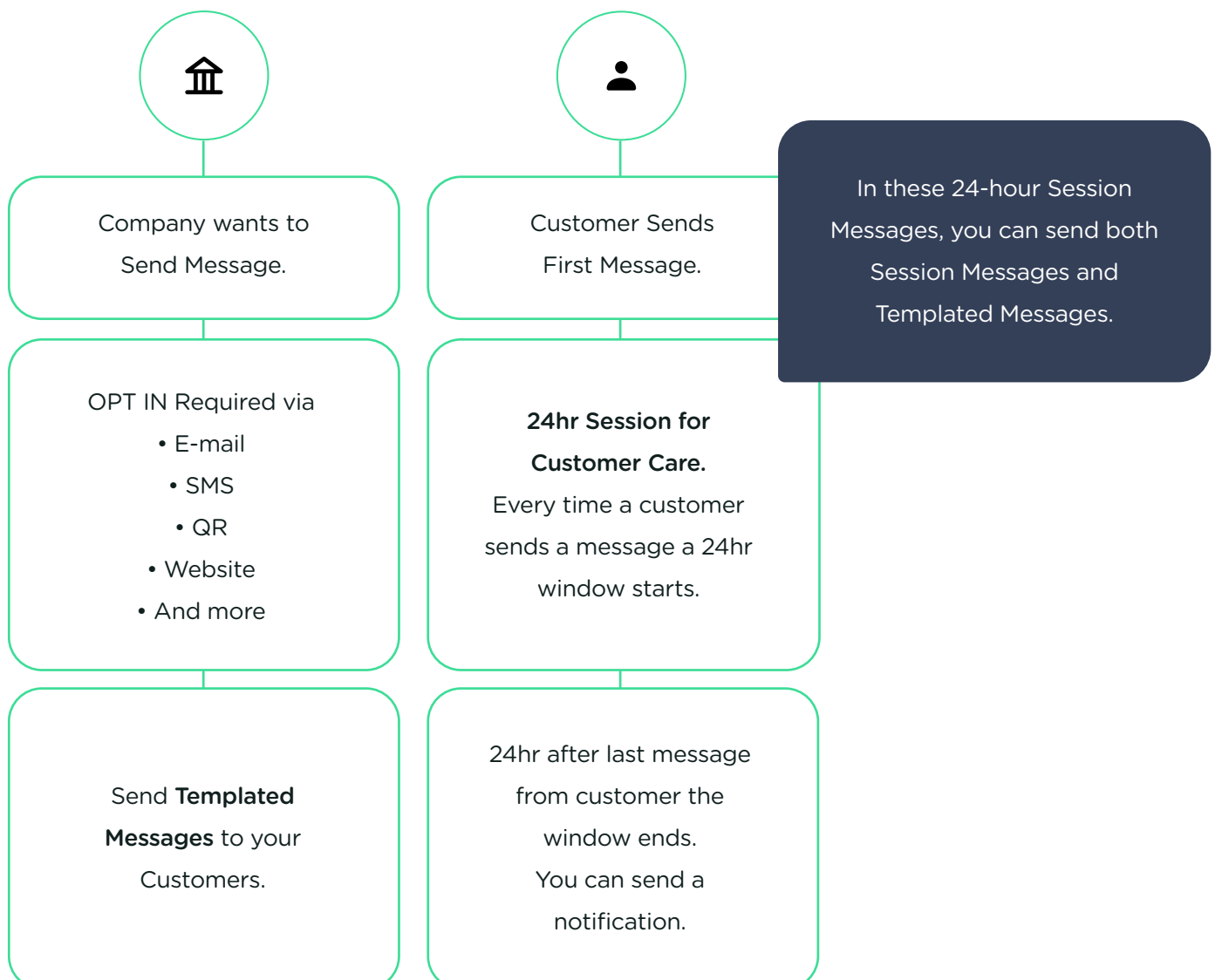
5. How to Use WhatsApp Business.

WhatsApp Business Platform Session Messages.

There are two types of messages allowed to start a conversation on WhatsApp Business Platform: **Messages initiated by the customer** and **Template Messages initiated by the company**.

WhatsApp prescribes messaging limitations called Conversations Session. This ensures the right customer experience, and makes sure that businesses respect privacy and respond quickly to incoming messages. A messaging session starts when a user sends a message to your business and it allows you to reply to messages within a 24-hour window. Once the Session Messaging window closes, businesses will be able to send Template Messages to reach out to customers that present an active opt-in.

User-initiated conversations as well as Business-Initiated conversations have a specific [fee per country](#) fixed by WhatsApp



WhatsApp Template Messages.

There Are a Few Things to Note

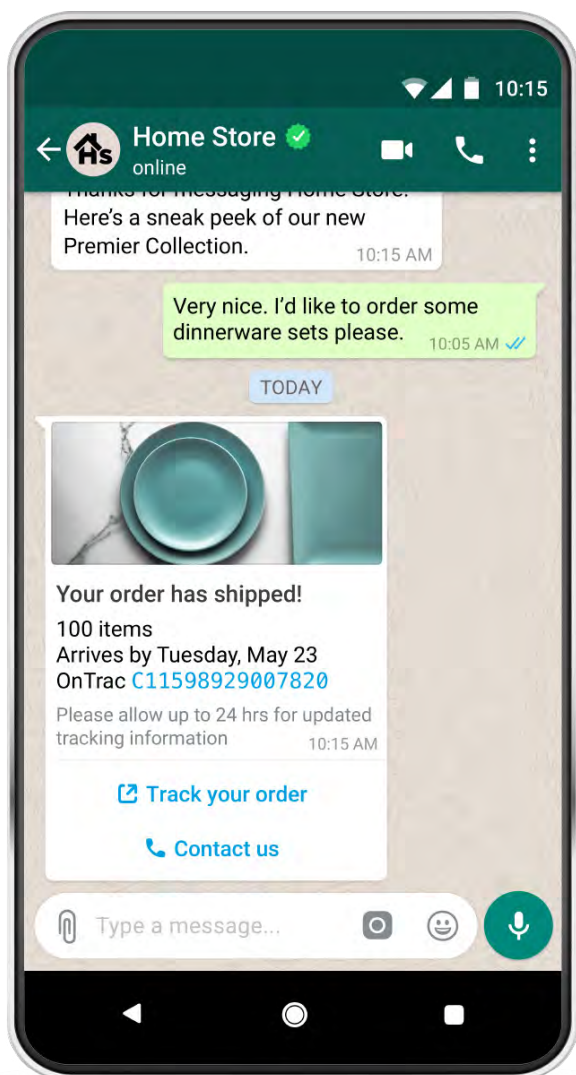
- Template Message is not as straightforward as sending a Session Message. Every WhatsApp Template Message must be submitted to your chosen BSP (Business Service Provider) for approval before you can use it and send them to your contacts.
- WhatsApp Business Platform allows you to communicate directly with your customers, either through session messages initiated by your customers, proactive messages or templated messages initiated by you after an opt-in.

You'll be able to inform your customers about:

- Products recommendations
- Helpful informational alerts
- Relevant offers
- Reminders to book appointments
- Cart abandonment reminders
- Requesting a return

Approval of Message Templates is done by WhatsApp and your BSP. Businesses can request approval for their Templates or use the existing Message Templates from their WhatsApp BSP.

[Learn More](#)

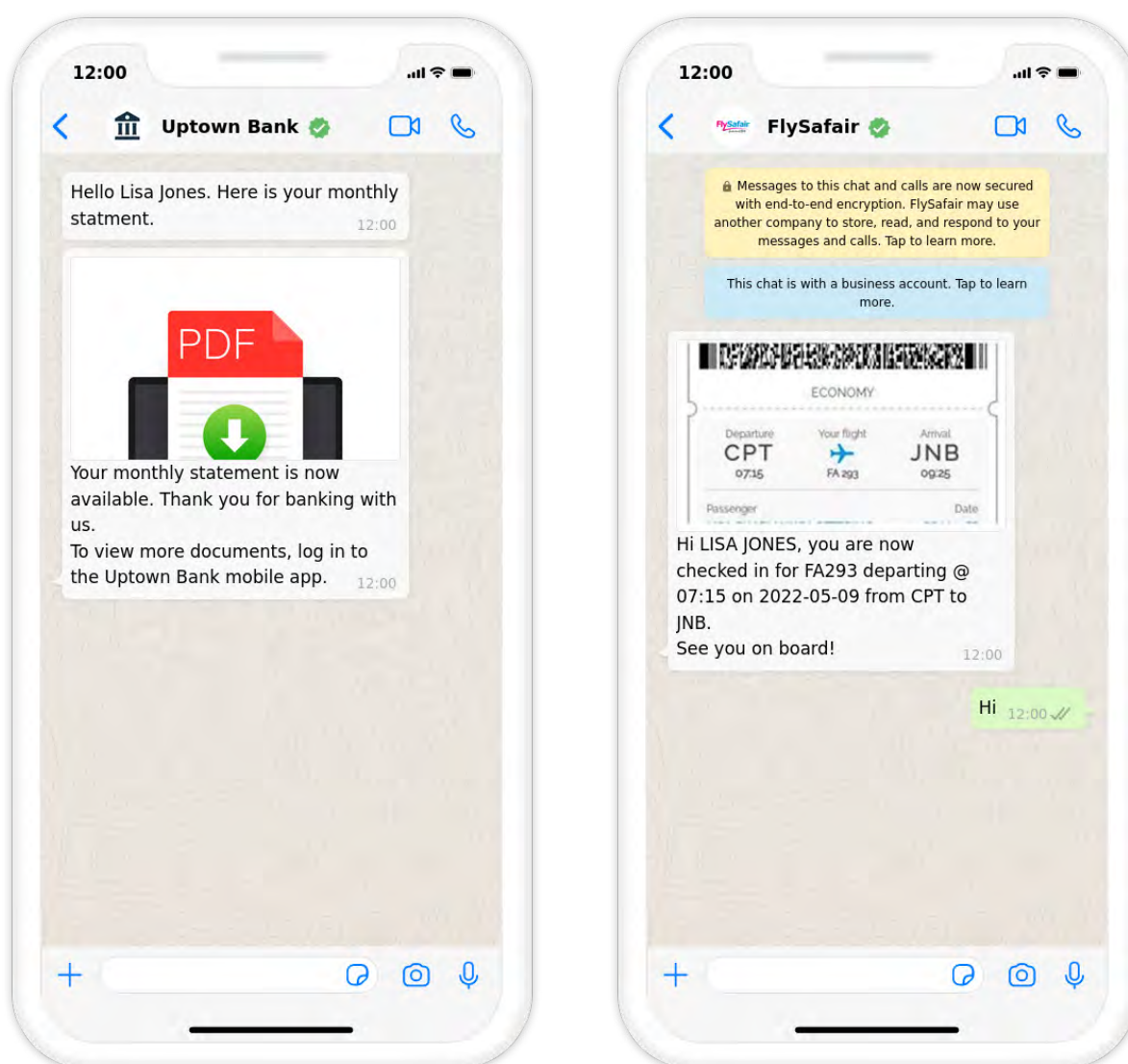


WhatsApp Proactive Messages.

WhatsApp allows more types of [proactive messages](#) to its services and that's awesome news for your business! It means that you will be able to serve your customers more information they choose to receive.

What is Proactive Messaging?

Proactive messaging is customer outreach before they've contacted the business. Proactive messaging success requires finding high-value periods to contact consumers and then A/B testing to determine which messages will resonate the most with them.





Working with a WhatsApp Business Solution Provider, such as CM.com, is the most easy way to get access to the WhatsApp Business Platform.

Those BSPs are exclusively selected by WhatsApp to offer direct API access to the WhatsApp Business Platform.

Although WhatsApp Business Messaging API supports different types of messages, the exact features you get depend on your Provider (BSP). So, it's good to check if they support the type of message you need to send your customers.

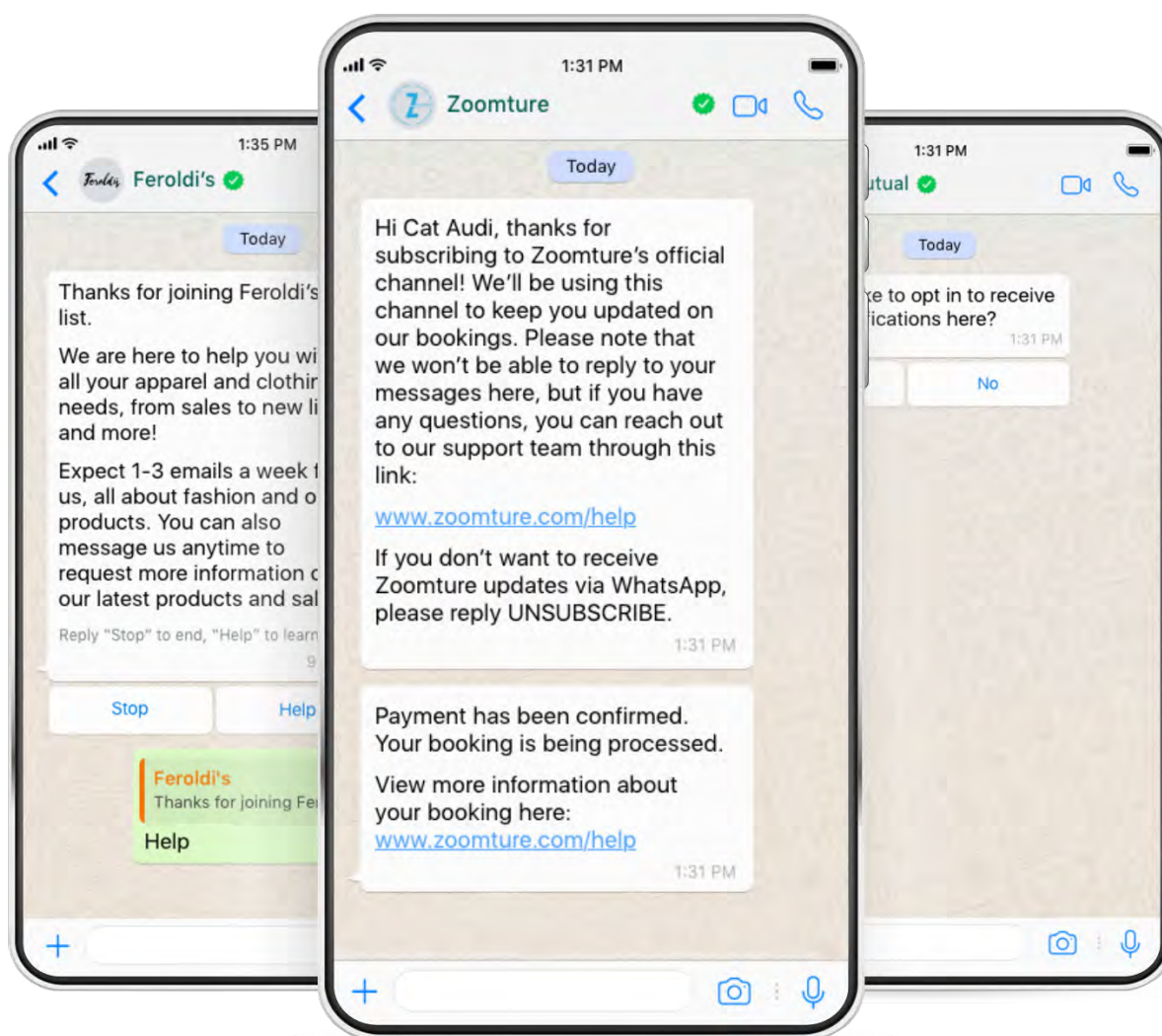
CM.com is also a Meta Business Partner and Badged WhatsApp partner.



How to Get Opt-Ins for WhatsApp Business.

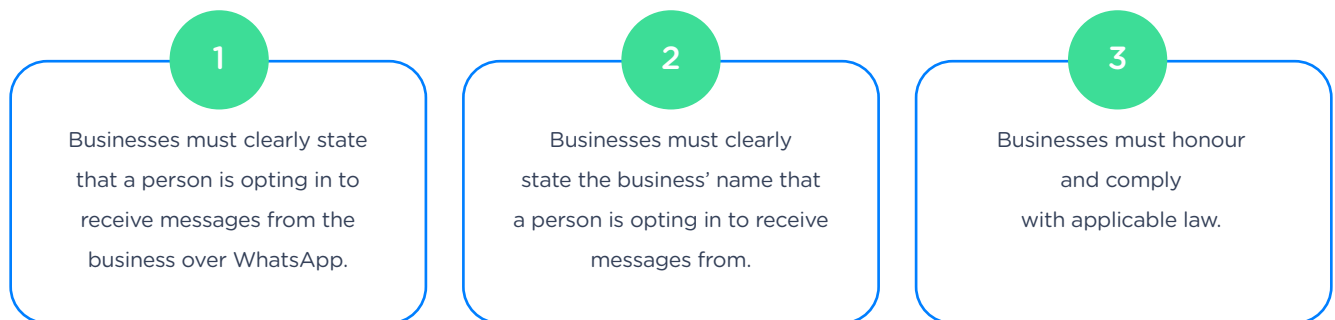
For all your outbound customer care messages, you will need an opt-in from your customers before you may send Message Templates. Customers must first consent to receive WhatsApp messages with an active opt-in. This opt-in can be done via multiple channels that you already use to communicate with your customer. We have gathered multiple ideas for businesses on how to collect opt-ins:

- In a WhatsApp thread
- Missed call? Send message to the caller
- On your website
- Via SMS
- Phone interactive voice response (IVR)
- Customer care call
- In person
- During the transaction process
- Messenger bot
- [Ads that click to WhatsApp](#)
- QR code



Businesses must state that a person is opting in to receive messages from the business over WhatsApp for example when the customer enters his phone number or checks a box to give consent using his phone number for WhatsApp messaging⁹. Also, you need to clearly inform the customer on what exactly he or she is opting in for.

So, what type of messages will the customer receive? This doesn't mean 'WhatsApp Message', but what type of content you will be sharing. Of course, this opt-in is also closely related to country regulations like POPIA.



6. How to Integrate WhatsApp Business Into Your Customer Journey.

Integrate WhatsApp Business Platform Into Your Flows to Complete the Customer Journey.

Throughout each step of their journey, customers may want to contact you for all kinds of questions. WhatsApp can help grow your reach and make it easier for customers to get in contact with you. But won't your reachability put extra stress on your customer care team? Connecting to the WhatsApp Business Platform promises to help save them time.

In the next steps, you'll learn how to use the WhatsApp Business Platform, grow conversations, reduce pressure on customer care and minimise friction on the path to purchase.

1

Map Out the Customer Journey and Identify Customer Pain Points.

What type of questions can you answer with WhatsApp Business Platform? Where are the friction points in your customer journey? After identifying these customer pain and friction points, you can think of how to reduce them.

2

Identify Top Use Cases and Opportunities.

By reducing friction in your customer journey, you will drive cost-savings, revenue and customer care efficiency. To do so, you now need to identify how to transform your identified pain points in opportunities in the form of use cases.

3

Choose What Use Cases to Begin With.

When the top use cases are identified, start with a few. Ideally you begin with use cases with a high impact and a fast implementation. Then, it's time to think about all the available features and solutions offered by WhatsApp Business Platform that help create a smooth customer journey and enable your customer care teams to focus on complex requests.

	Consideration <i>Nurture, qualify and respond to information requests.</i>	Purchase <i>Drive users to a purchasing decision.</i>	Care <i>Answer to support product or service inquiries.</i>
Customer Pain Points	No Price Information Difficult to Compare Can't Chat or Ask Help Product Inquiries Confusing Information	Check-Out Problems Can't find Correct Item Can't Find Store No info on Delivery	Item Not as Expected Return or Refund No Feedback Channel No Advice Available No Re-Engagement
Top Use Cases & Opportunities	Clear Information Obtain Price Get Advice Answer on Inquiries	Place an Order Shipping Updated Share Documents Store Information	Make Changes Order Delivery Return and Refund Live Help
Start With	Obtain Price Answer on Inquiries	Place an Order Store Information	Return and Refund Order Delivery

Get your brand digitally ready with WhatsApp Chatbots.

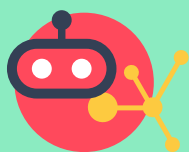
We like chatbots. They're a brilliant tool bridging the best of call centre service with instant messaging's speed and convenience. A [WhatsApp chatbot](#) takes this technical marriage to the next level with a host of advantages which we'll unpack in a moment.

Automation.

With the incoming messaging flows, it's key to think about integrating automated flows. It will help automate your internal process and provide extra support to your team. You can use native features of WhatsApp Business Platform such as interactive templates with buttons that give pre-defined answers. But you can also make use of a bot that will start the conversation with your customers.

Chatbot.

Adding a chatbot to your WhatsApp Business messaging flow will help handle recurring jobs, with a smart handover at the right time, to empower your agents to focus on the conversations that matter. When using a bot, you will always need a live agent escalation possibility. When you need support for closed conversations, where predefined options and answers guide your customers in their service journey, choose a Scripted Chatbot. When you need to automate entire conversations, use an AI-powered chatbot (like the [Conversational AI Cloud](#)).



Conversational AI

- ✓ 24/7 Availability
- ✓ Text Commands, Inputs, and Outputs
- ✓ Machine Learning
- ✓ Natural Language Processing
- ✓ Algorithm Training
- ✓ Easy Scaling



Chatbots

- ✓ 24/7 Availability
- ✓ Text Commands, Inputs, and Outputs
- ✓ Keyword Focus
- ✓ Fast Deployment

7. How to Drive Traffic to Your WhatsApp Business Account.

Businesses will need consumers to reach them, and the other way around, consumers will want to be contacted by you. Partly this will find traction when offering valuable customer care. But creating easy access to your WhatsApp channel is crucial as well.

**With an engagement rate of over 70%,
WhatsApp Business is an exceptionally valuable
channel to build relationships with customers.**

But how do you make sure people know your business is available on this popular messaging channel? And how do you generate an audience on WhatsApp Business Platform and optimise their customer experience?

Have a Clear Strategy: Start With a Goal and Select a Use Case.

Firstly, businesses need to identify what goals they have in mind for their customer care. So, what is your WhatsApp use case? Throughout the customer journey, WhatsApp can be used to increase conversion rates, improve customer satisfaction, optimise your operational flows, and more. This means WhatsApp isn't just here to help customer care teams solve incoming questions. Thinking about the types of messages as well as how to actively promote the use of WhatsApp, will help increase sales and gain visibility. We have compiled some ideas on where to start!

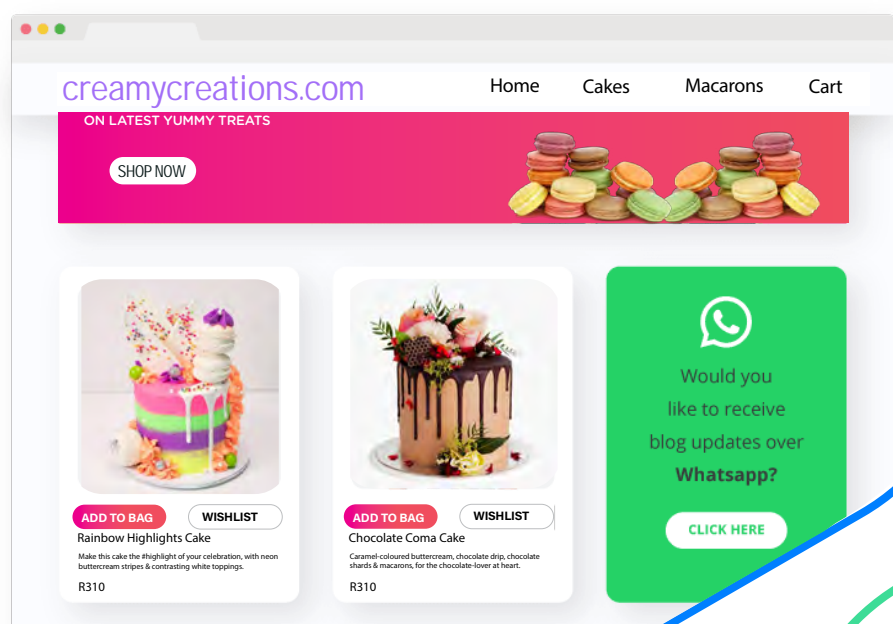
Messages and Communication With Your Customers.

- Help your customers with personalised and timely replies to any question they may have for your customer care team via WhatsApp.
- Offer WhatsApp-exclusive content.

Organic Entry Points.

Promoting your WhatsApp Business Channel across several entry point placements encourages customers to discover and adopt. Potential organic entry points are:

- Add the WhatsApp handle to the webshop or on the contact us page: WhatsApp number, text link, and/or QR code.
- Add a unique click to chat link to be used on your website or your socials. After clicking, the customer will start a chat.
- Create a post on social media channels (Meta, Instagram, Twitter) to let everybody know that you are on WhatsApp Business.
- Attach QR codes to opt-in for notifications.
- Ask customers to opt-in for order notifications by sharing an opt-in link in your order confirmation email.
- Print QR codes to the WhatsApp channel on your receipts.
- Offer discounts for next purchases by opting in for notifications.
- Show the WhatsApp logo on your website, directing customers in need of help to this channel first: think about the contact us section, as well as within the browsing experience while shopping for example.



Paid Entry Points.

You can promote your WhatsApp Business channel via paid entry points such as:

- Ads that click to WhatsApp on Meta or Instagram.
- PR/Media news articles: let everybody know that you are now on WhatsApp Business.
- Billboard: place a QR code on a Billboard.
- Product packaging: place a QR code on it.



8. How to Use WhatsApp Business in Different Industries.

Wondering how a specific sector or industry can benefit from WhatsApp Business Platform? We have compiled a list of use cases of several sectors that to help you make the first steps.

Industry	Notifications	Customer Care
Travel & Hospitality	Travel updates: flight changes, upgrades. Purchase confirmations: boarding pass, hotel booking	Seat selection, ticket changes Digital Concierge
Retail & E-commerce	Purchase confirmation or updates, order receipts, delivery notifications, cart abandonment, product recommendations, relevant offers and deals	Return or refund requests, order updates, product availability
Financial Services	<i>Updates:</i> suspicious transactions, fees charged, reaching credit limit, 2FA Account info: bank transactions, appointment reminders, policy changes.	Loan balance inquiry, credit limits, Lost card reporting, account questions.
Telecommunications	Contract information, Payment problems, 2FA	Change subscription Order changes Account balance
Logistics	Delivery notifications, receipts	Delivery scheduling



5 Billion
People are
on Mobile.¹⁰

76%

of global consumers say they're
spending more time on their
smartphone since the
start of 2020¹¹.

9. Choose a Strong and Reliable Meta Business Partner for WhatsApp Business Platform.

Medium to large businesses that want to offer to WhatsApp Business need to integrate WhatsApp Business Platform with their business software, apps, or processes. Businesses can do this by partnering with a Meta Business Partner like CM.com. This provides a few clear advantages.

CM.com handles the hosting, maintenance, and update processes on behalf of the enterprise. CM.com also provides businesses with extra tailored solutions to drastically reduce development resources on the enterprise side. In the end, this enables you to enter a market and scale up quickly while relying on the infrastructure and solutions of a strong partner. Partnering with CM.com will ensure that you have access to a feature-rich, scalable, POPIA compliant solutions. Start the conversation on WhatsApp Business and provide world-class mobile customer experiences on this popular messaging channel.

Onboarding in 5 steps.

[Sign up](#) and create a new account.
Request WhatsApp Business in [CM.com Channels app](#).

1

Provide info

Provide all information needed in Channels about your Meta Business Manager

2

We Apply

We apply for a WhatsApp Business Platform account on your behalf to Meta

3

Approve

Approve CM.com as BSP* to send messages on your behalf via WhatsApp Business Platform and Verify your FB Business Manager

4

Display Name

Your WhatsApp display name is sent to Meta for approval. Check Meta's guidelines for display names

5

Verify

Verify your WhatsApp Business number with an OTP



CM.com Offers You Multiple Solutions That Suit Your Needs.

You can choose to directly connect your applications, software, or processes to WhatsApp Business Platform via our reliable and unique Business Messaging Platform. This means that if you would like to add other channels to your portfolio such as SMS, Facebook Messenger, Google Business Messages, or Apple Business for Business you can use the same API.

It's easy and businesses are up and running in no time! Do you want to test it? We have you covered! Simply create an account and start testing with our WhatsApp Sandbox.

[Start Testing Now](#)

Empower your Customer Experience.

Do you prefer a low/no-code option?

Select one of our software solutions and empower your customer experience.



Mobile Service Cloud

An all-in-one customer service solution with everything you need to provide a powerful and seamless customer service experience, anytime and anywhere. Interact with your customers through their preferred channel via an omnichannel inbox and even automate your conversations.

- ✓ Communicate via any channel
- ✓ Collaborate with teams
- ✓ Integrate with your ERP, CRM or CDP
- ✓ Automate conversations



Mobile Marketing Cloud

CM.com's Mobile Marketing Cloud is an omnichannel customer engagement solution that enables you to create marketing automation campaigns throughout the entire customer journey. From real-time notifications to nurturing flows, start cross-channel engagement that keeps them coming back for more.

- ✓ Unlock your customer data with our Customer Data Platform
- ✓ Plan and automate every stage of your customer journey
- ✓ Easily create and send campaigns via all mobile channels
- ✓ Create beautifully designed and personalised email campaigns

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