



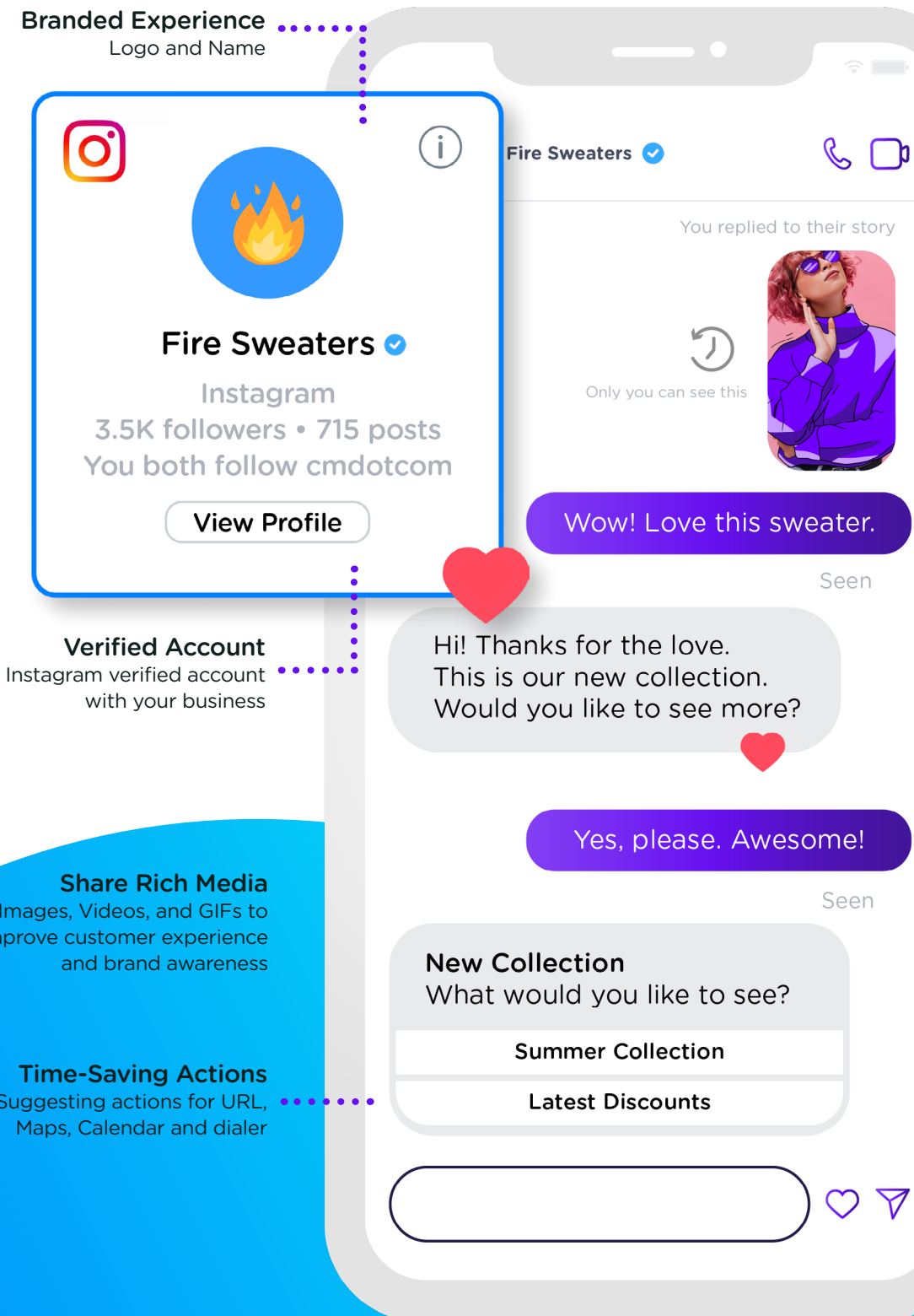
South Africa



Instagram Messaging.

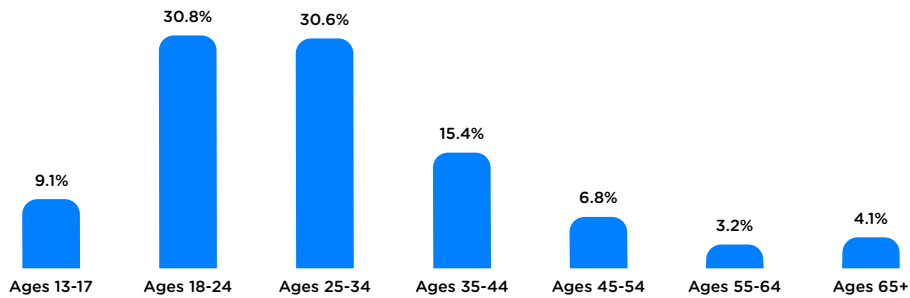
Be Where Your Customers Are

Features and Statistics: The Power of Instagram Messaging.



*Some features shown are not available within the default API and must be developed independently.

People in South Africa with an Instagram Account*



* Statista 2023

Best Use Cases



Lead Generation



Customer
Care



Re-Engagement



Commerce

150 million people

have a conversation with a business
on Instagram at least once a month

- Meta

67% of consumers

would rather message a business
than speak to a person

- The Conversation

Industries

Retail & eCommerce
Travel & Hospitality
Entertainment & Media

Important

Only **Instagram professional accounts** are able to use Meta's Instagram Messenger Platform.

Instagram Messaging is only available for Instagram.

Businesses must connect their instagram to their facebook page.



Contact Us.

If you have questions about implementing Instagram as a communication channel for your business, reach out to us.



CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.