

# Engage With Your Audience on Instagram Messaging.

Improve your customer service and boost sales with meaningful, scalable, automated and personalized conversations.



Instagram is the fourth most used social network worldwide.

1,47 billion users in early 2022.



## Instagram: A Powerful Social Media Platform

Around 150 million people talk to businesses via Instagram through public comments, direct messages and stories.

Global Android users spend 11 hours/month on Instagram.

## Instagram Messaging

Consumers can message your business directly from your profile.



Connect with customers on their preferred messaging channel

1

Improve customer satisfaction

2

Scalable communication and messaging workflows

3

Customers engage when it's the most convenient for them

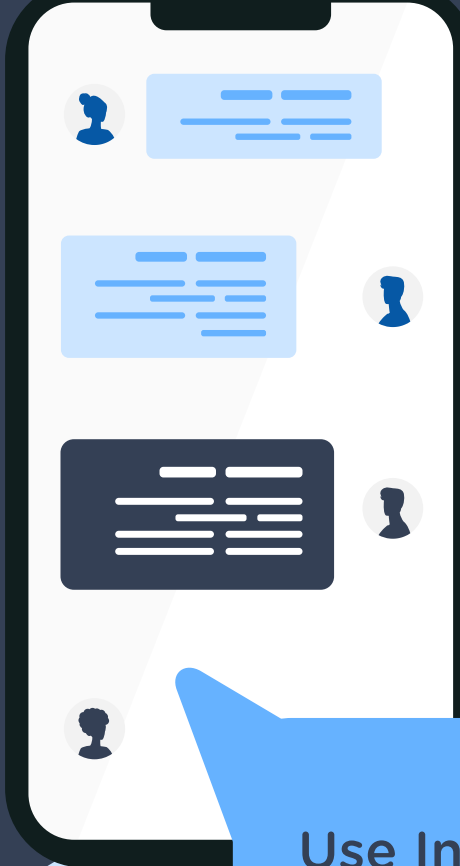
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Build authentic customer relationships

5

Boost sales through personalized conversations

6



Use Instagram Messaging via our **API** or **Software Solutions**.



### Business Messaging API

Connect multiple communication channels to a single platform, the Business Messaging API enables businesses to access high-volume, two-way messaging and global messaging capabilities.

### Mobile Service Cloud

With Mobile Service Cloud, businesses can seamlessly engage with customers across all messaging channels and manage their conversations on a single dashboard. Take customer service to the next level.



## How does Instagram Messaging work?

Instagram Messaging enables businesses to go beyond just sales or support.

When initiating a conversation, consumers click on the Instagram messaging icon and instantly starts a new conversation.

If mentioned in stories, a conversation will be opened in Instagram Messaging between the consumer and the business.

Instagram Messaging via API allows brands to scale up by adding multiple employees to manage several conversations at the same time.



## Contact CM.com

and start converting your conversations.