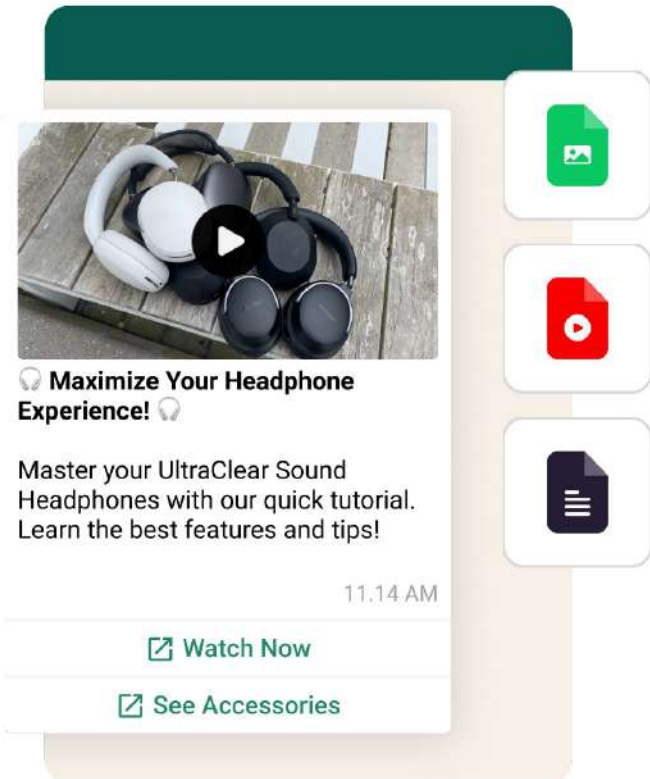




WhatsApp as a High Growth Channel

Rich Media Support



A rich media card for headphones. The card features a video thumbnail of headphones on a wooden surface with a play button overlay. To the right of the card are three interactive icons: a green document with a picture icon, a red document with a play button icon, and a dark blue document with a list icon. The card text includes a title, a description, a timestamp, and two call-to-action buttons.

Maximize Your Headphone Experience!

Master your UltraClear Sound Headphones with our quick tutorial. Learn the best features and tips!

11.14 AM

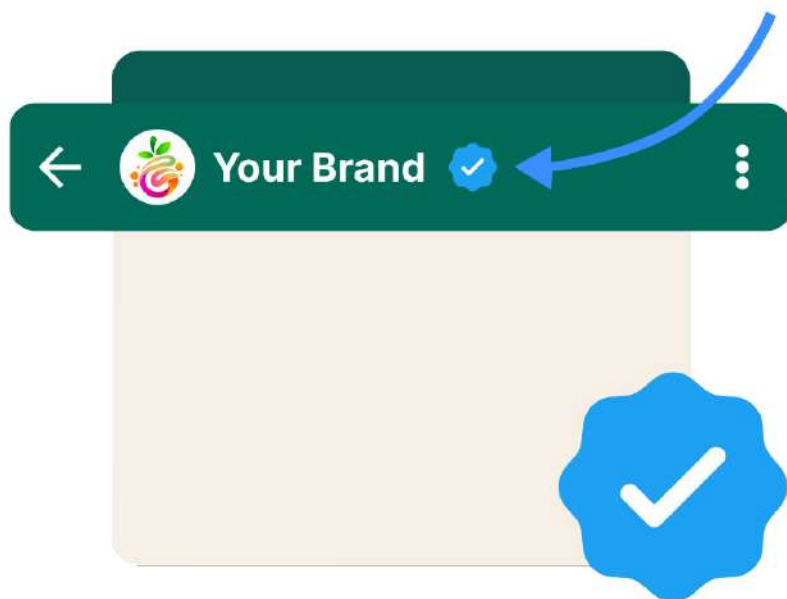
[Watch Now](#)

[See Accessories](#)

- Higher engagement with interactive visuals
- Increased CTR with visually compelling content
- Better brand recall through engaging storytelling



Meta Verified Badge

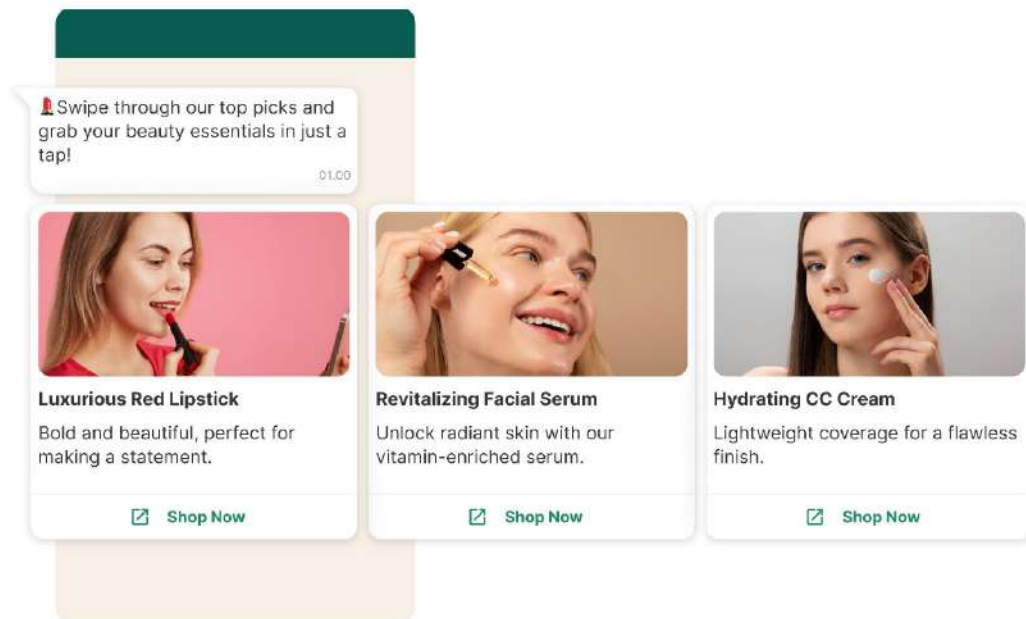


Make your business account more impactful

- Brand name appears without even saving the number, making messages instantly recognizable
- Verified brands face fewer blocks
- Boosts message visibility, increasing read rates and ROI
- Builds trust, & encourages customers to make online purchases

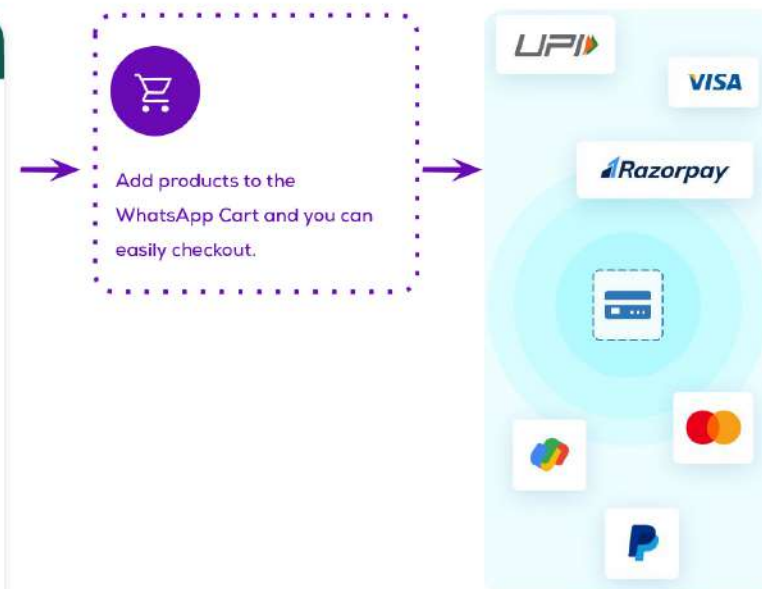
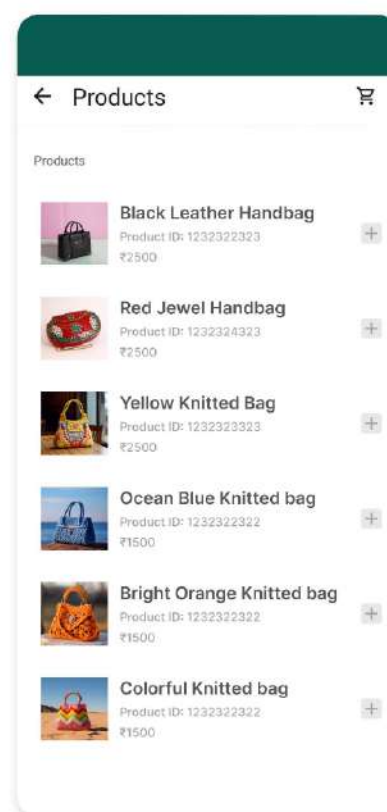
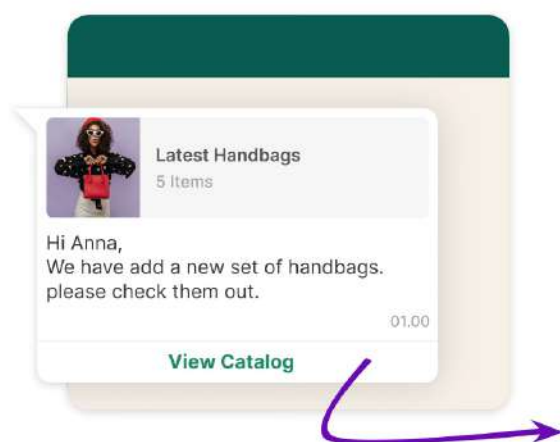


Carousel Messages



- Showcase multiple products or offers in one message
- Clickable CTAs push users to explore more
- Direct links take users straight to checkout

Product Catalog



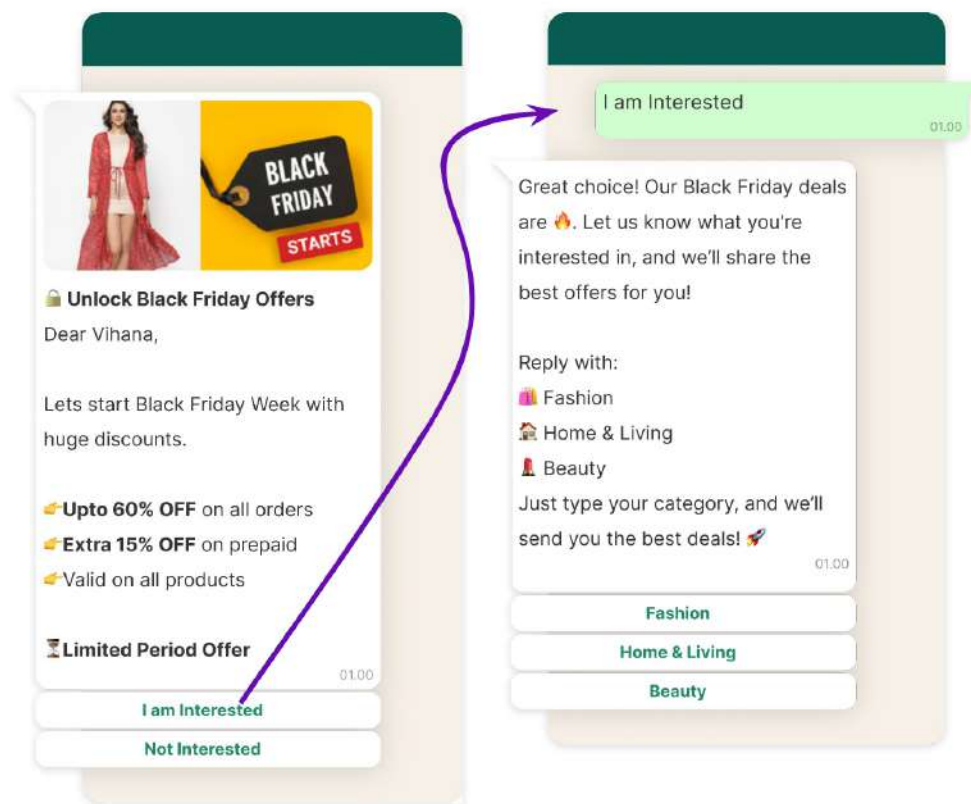
Simplify product discovery

- Increase order value with cross-sell opportunities
- Reduce drop-offs by enabling seamless exploration & purchase
- Deliver insights on product demand for better planning

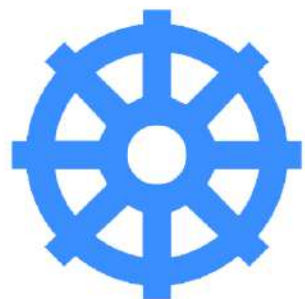


WhatsApp Catalog in Action

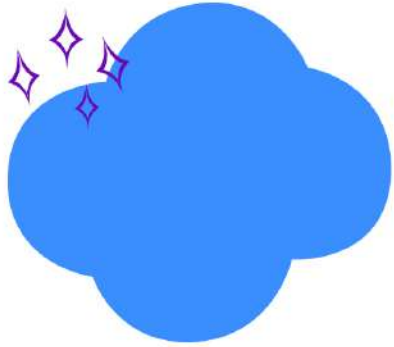
2-way Interactive Campaign



- Engage users with quick replies
- Help customers choose what they need
- Faster conversions – Instant responses drive decisions and sales



WhatsApp Growth Flywheel

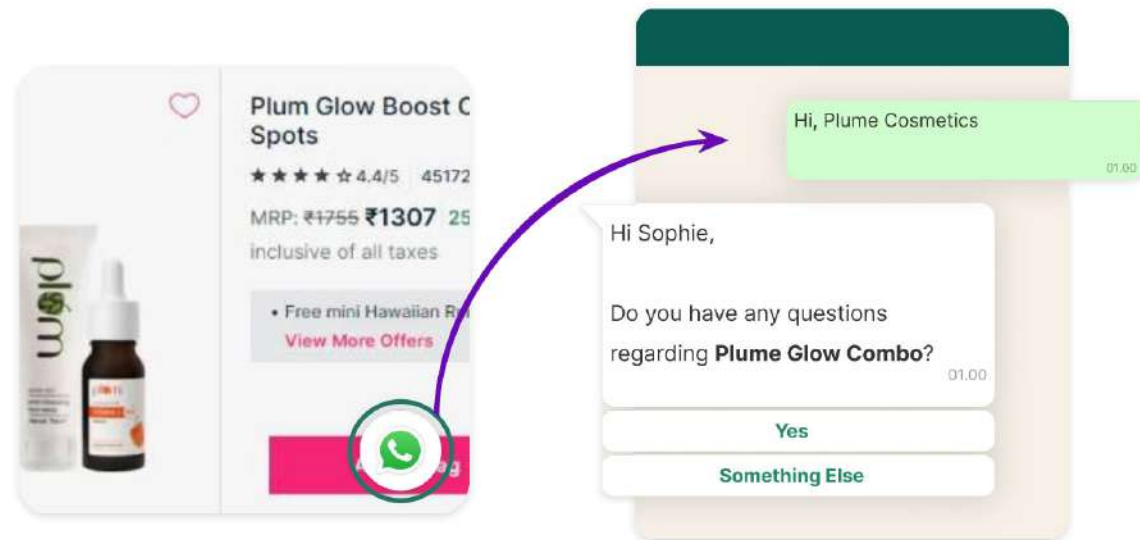


Acquire



ACQUIRE

WhatsApp Widget on Website

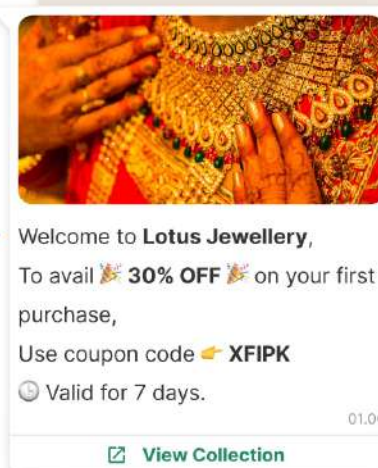
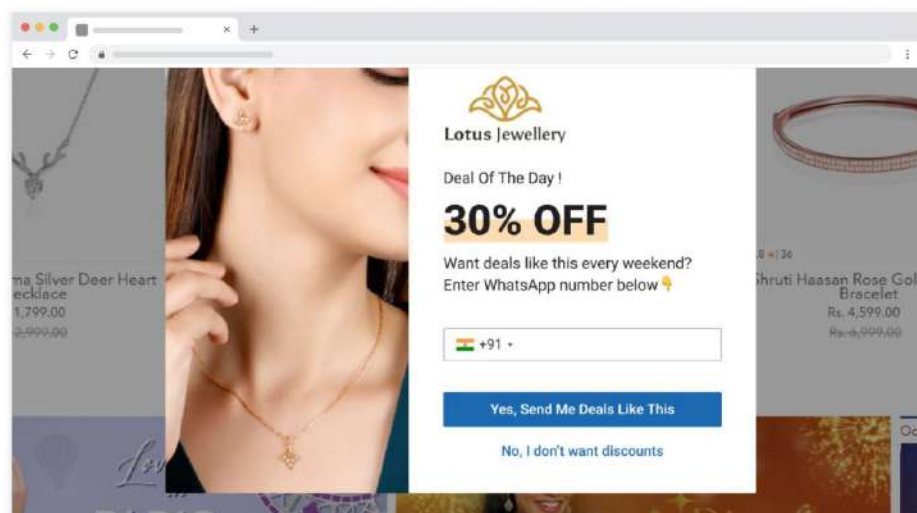


Acquire verified phone numbers of visitors

- Retarget phone numbers
- Build look alike audience for Meta ads
- Build segments out of captured phone numbers

ACQUIRE

WhatsApp Pop-up on Website



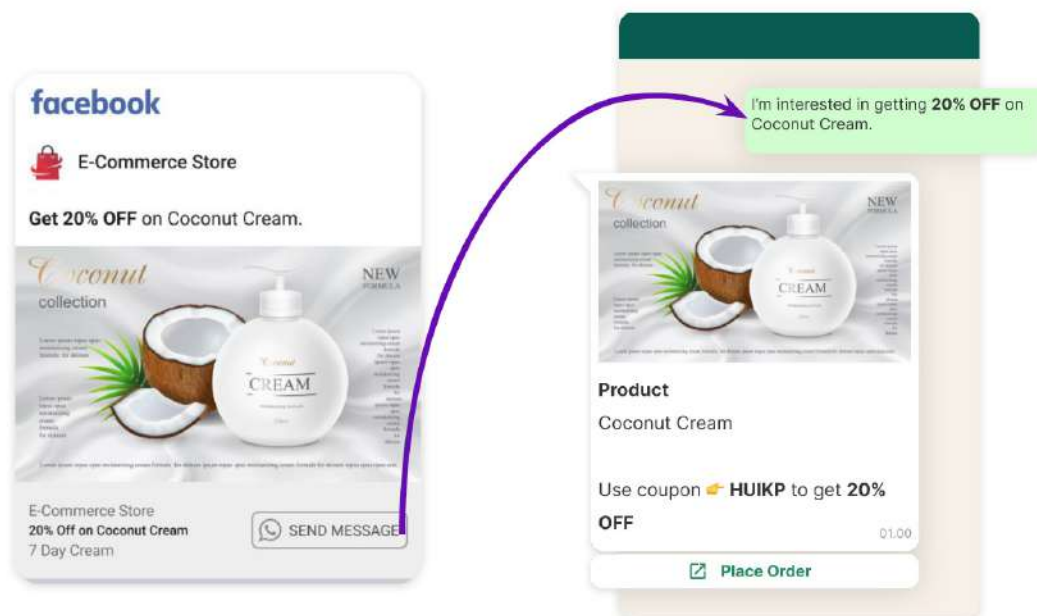
*Grow an opted-in
subscriber list*

- Collect high-intent leads directly from website traffic
- Segment contacts based on website behavior
- Drive targeted campaigns to nurture new contacts effectively

*Turning Rs 3,000 into Rs 7 Lakh:
How Dermawear Nailed
WhatsApp Marketing*

ACQUIRE

Click-to-WhatsApp Ads



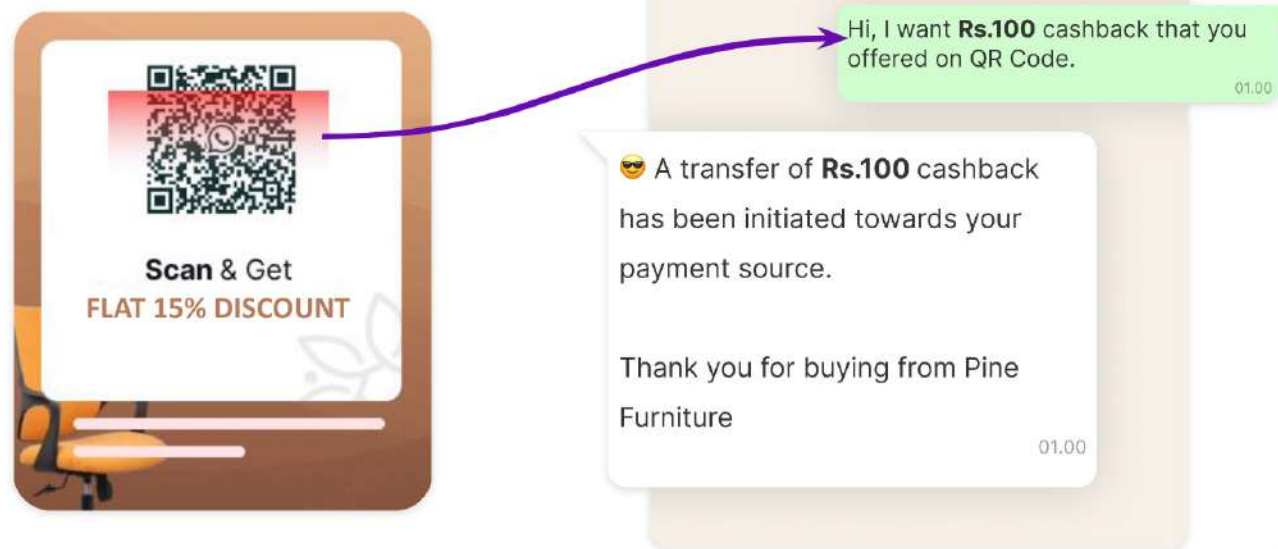
*Bring new buyers directly
in the marketing funnel*

- Reduced CAC
- Capture leads from a high-intent, conversation-driven environment
- Turn casual scrollers into first-time customers

How Meadbery Drove 74x ROI

ACQUIRE

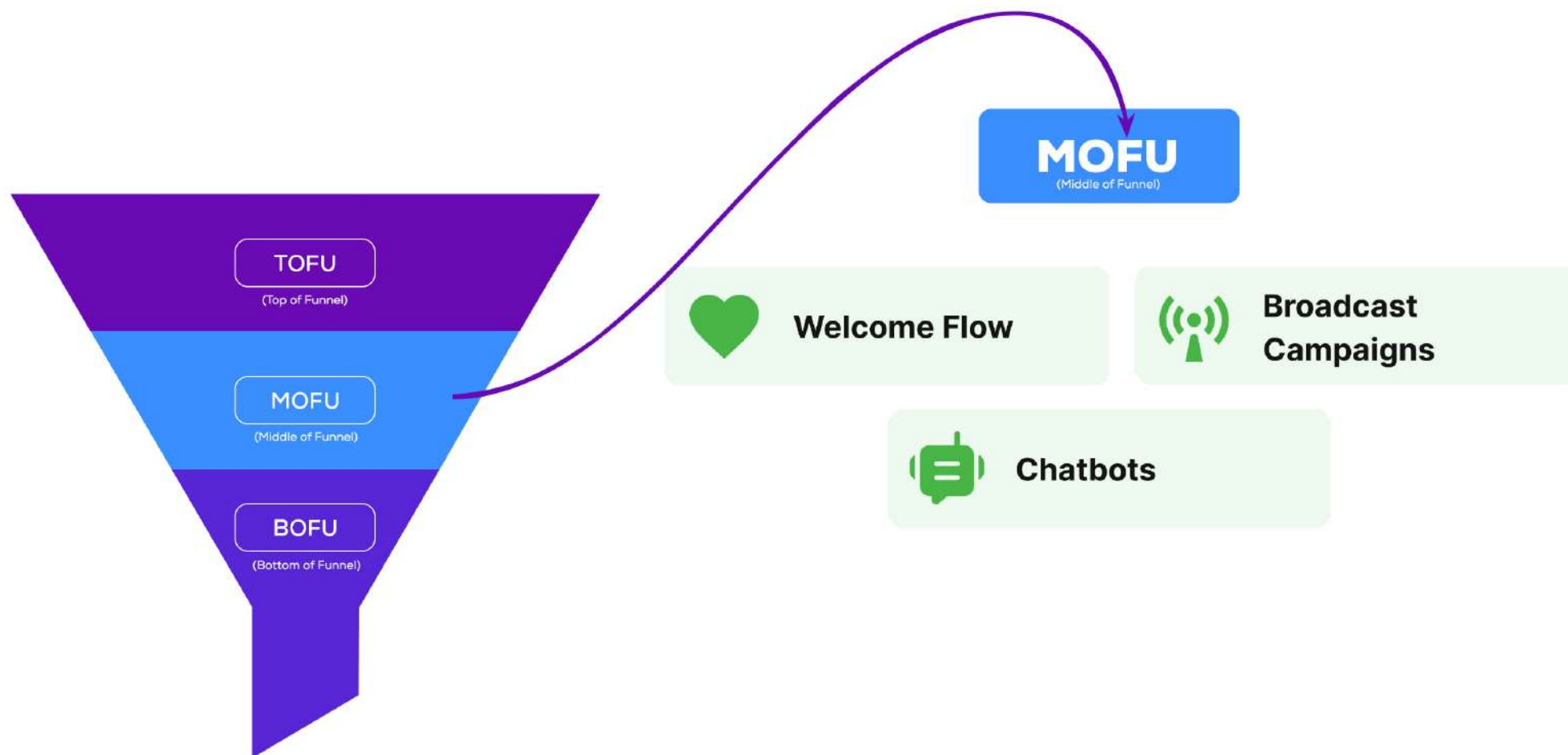
QR Code for Offline Engagement



Acquire phone numbers by scans on your WhatsApp Business QR code

- Drive online sales from in-store or event-based interactions
- Transition walk-in customers to WhatsApp
- Offer exclusive QR-based discounts to incentivize sign-ups

Nurture



NURTURE

Welcome Flow

 Customer Created
on Shopify / CRM

New Customer



Welcome to **Lotus Jewellery**,
To avail 🎁 **30% OFF** 🎁 on your first
purchase,
Use coupon code 🎫 **XFIPK**
🕒 Valid for 7 days.

01.00

[View Collection](#)

Repeat Customer



Hey Lim, welcome back! 🎉

We love seeing you again! Here's a
special treat—use code
WELCOME10 for an extra **10% off**
your next order. What would you like
to check out today?

01.00

[New Arrivals](#)[Best Sellers](#)[Exclusive Deals](#)

*Reduce time to
first purchase*

- Guide new subscribers to their first purchase
- Maximize ROI on acquisition campaigns
- Simplify onboarding with automated and tailored flows

NURTURE



Broadcast Campaigns



🌟 Discover Our New Advanced Skincare Line! 🌟

Exciting news! Dive into our innovative skincare solutions and start your journey to radiant skin today. Click below to explore!

01.00

☒ [Explore Now](#)

[Consult an Expert](#)

Shopify Segments / Excel Uploads

Filter customer based on Amount Spent, Order Date, Last Abandonment, City, Number of Orders etc

Track Link Clicks or Responses

Based on the activity you can also pass it to your customer success or customer support team.

Auto-Retries on Failures

If the failures are temporary, the platform retries them automatically a couple of times

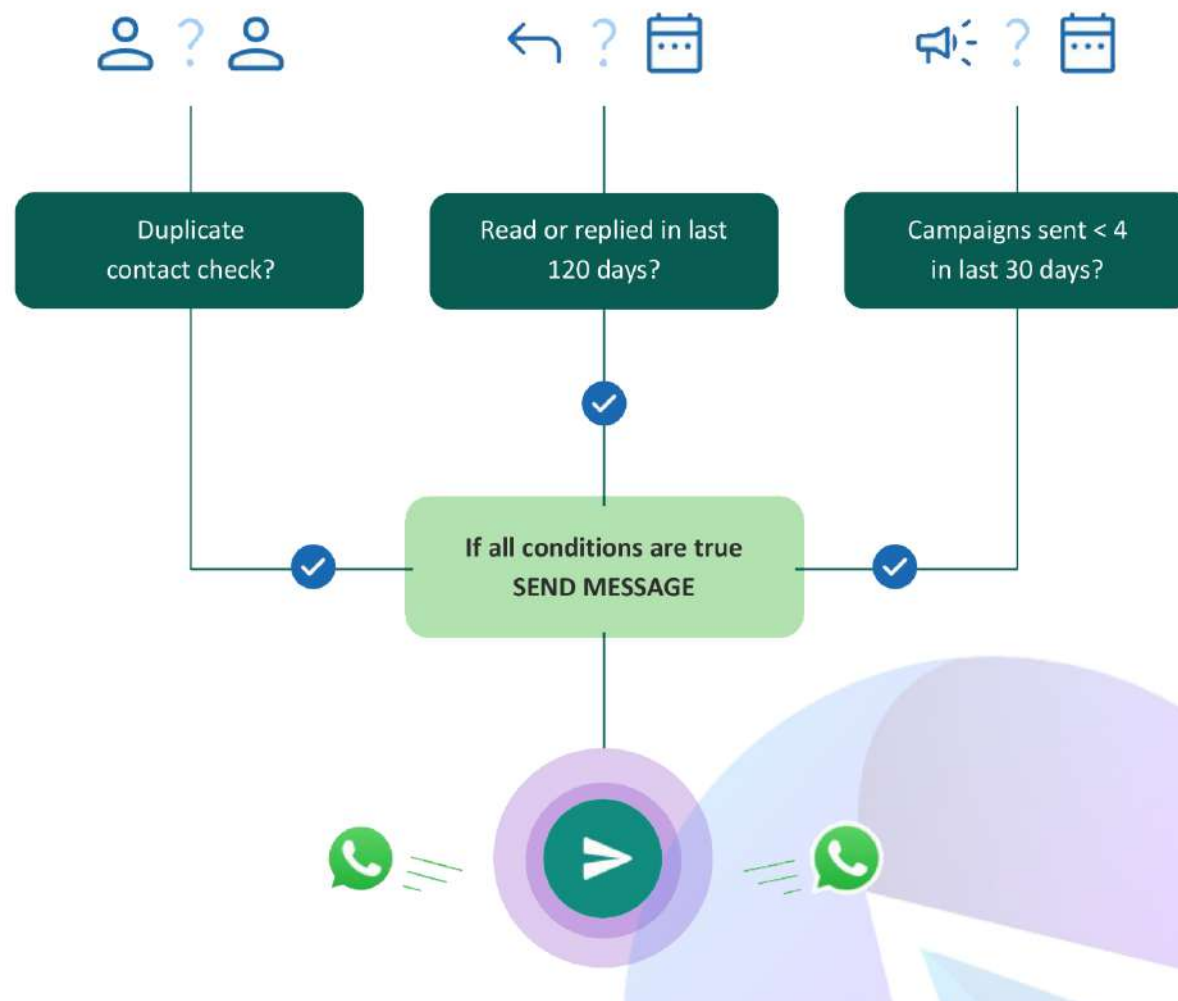
Turning Rs 1 into Rs 6: How Amama Jewellery is getting 600% ROI via WhatsApp Broadcasts

NURTURE

Broadcast Campaigns

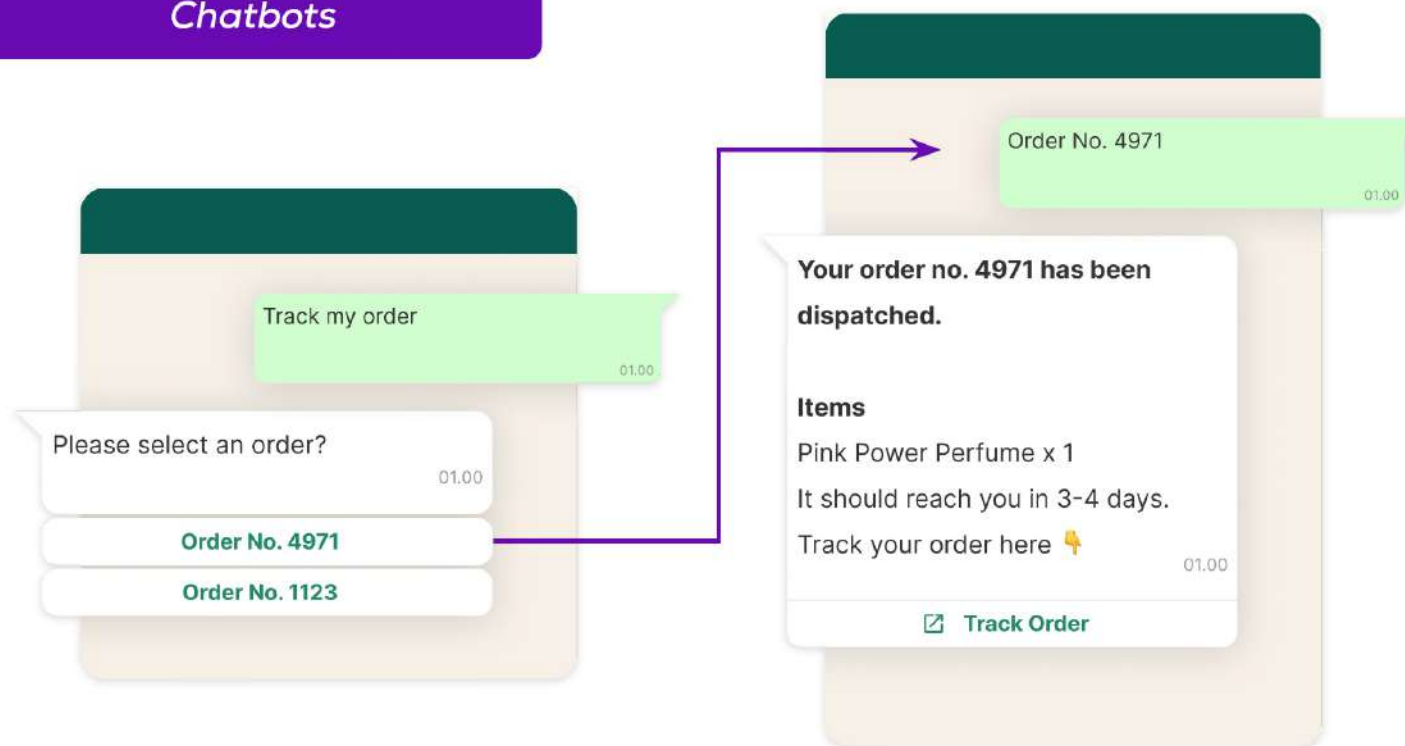
Skip Rules / Dead Audience Filtering

- Remove duplicate contacts.
- Contact Inactive in set period of time.
- To avoid spam, do not send more than a specific number of campaigns in specified period of time to a contact.



How Isaac Luxe Recovered 50% of Failed Messages with Broadcast Failures Auto-Retry

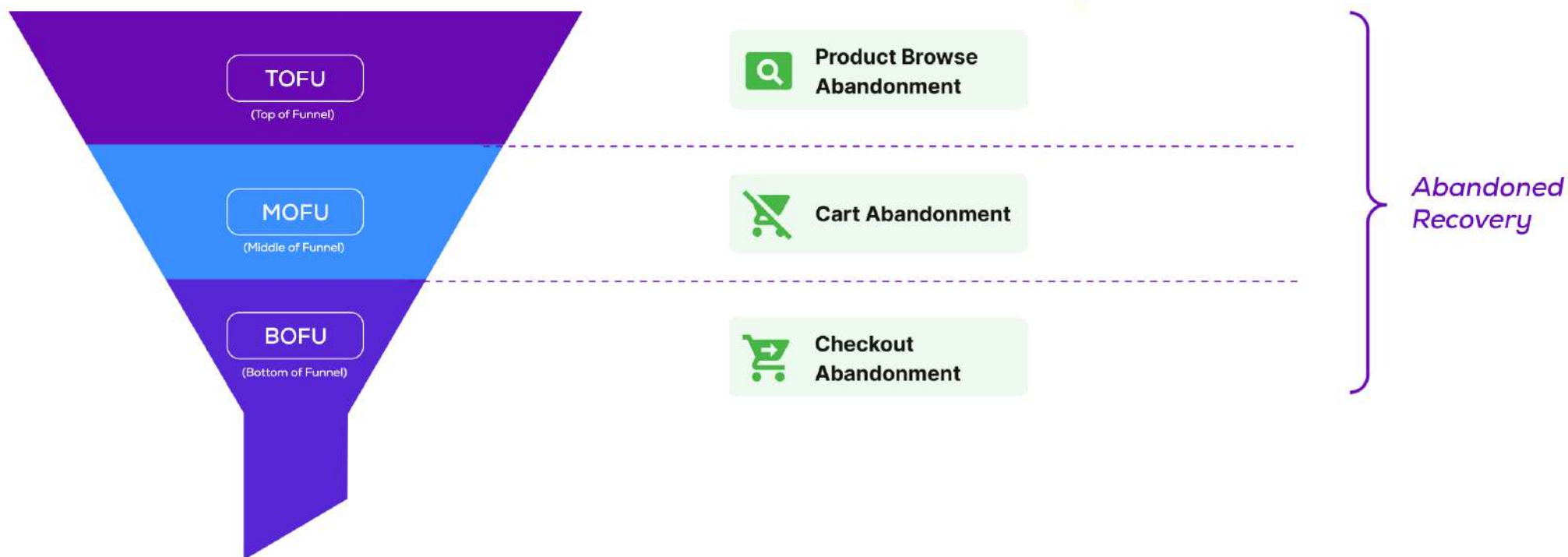
NURTURE

Chatbots**Automate responses
to common queries**

- Handle common queries instantly
- Enhance the shopping experience by reducing wait times
- Keep customers engaged while boosting operational efficiency

*How This University Saved 713
Man-Hours by using WhatsApp*

Convert



CONVERT

Abandoned Recovery for Product Browse, Cart, and Checkout

30 mins after abandonment

Gentle Reminder



Hey Sarah, forgot something? 📦
Your LuxeGlow Hydrating Glow Serum is still waiting in your cart. Your skin deserves that radiant glow! ✨

🔥 Checkout now before it sells out.

01.00

[Buy Now](#)

6 hrs later

Urgency with Incentive



Sarah, we don't want you to miss out! 💖
Complete your purchase within the next 3 hours and enjoy an exclusive **10% off** your LuxeGlow Hydrating Glow Serum!

Use code **GLOW10** at checkout.

01.00

[Get Discount & Checkout](#)

24hrs later

FOMO Trigger



🚨 Last chance, Sarah!
Your **10% off** on the LuxeGlow Hydrating Glow Serum expires in just a few hours! Don't let this glow-up slip away. 🌟

Apply **GLOW10** before midnight.

01.00

[Get Discount & Checkout](#)

48hrs later

Final Nudge



Still thinking, Sarah? Here's something irresistible! 🍷
Complete your purchase NOW & get **15% off + free shipping!** 🚚 But hurry—this special offer is only valid for the next 4 hours!

Use code **GLOW15** at checkout.

01.00

[Buy Now](#)

Discounts

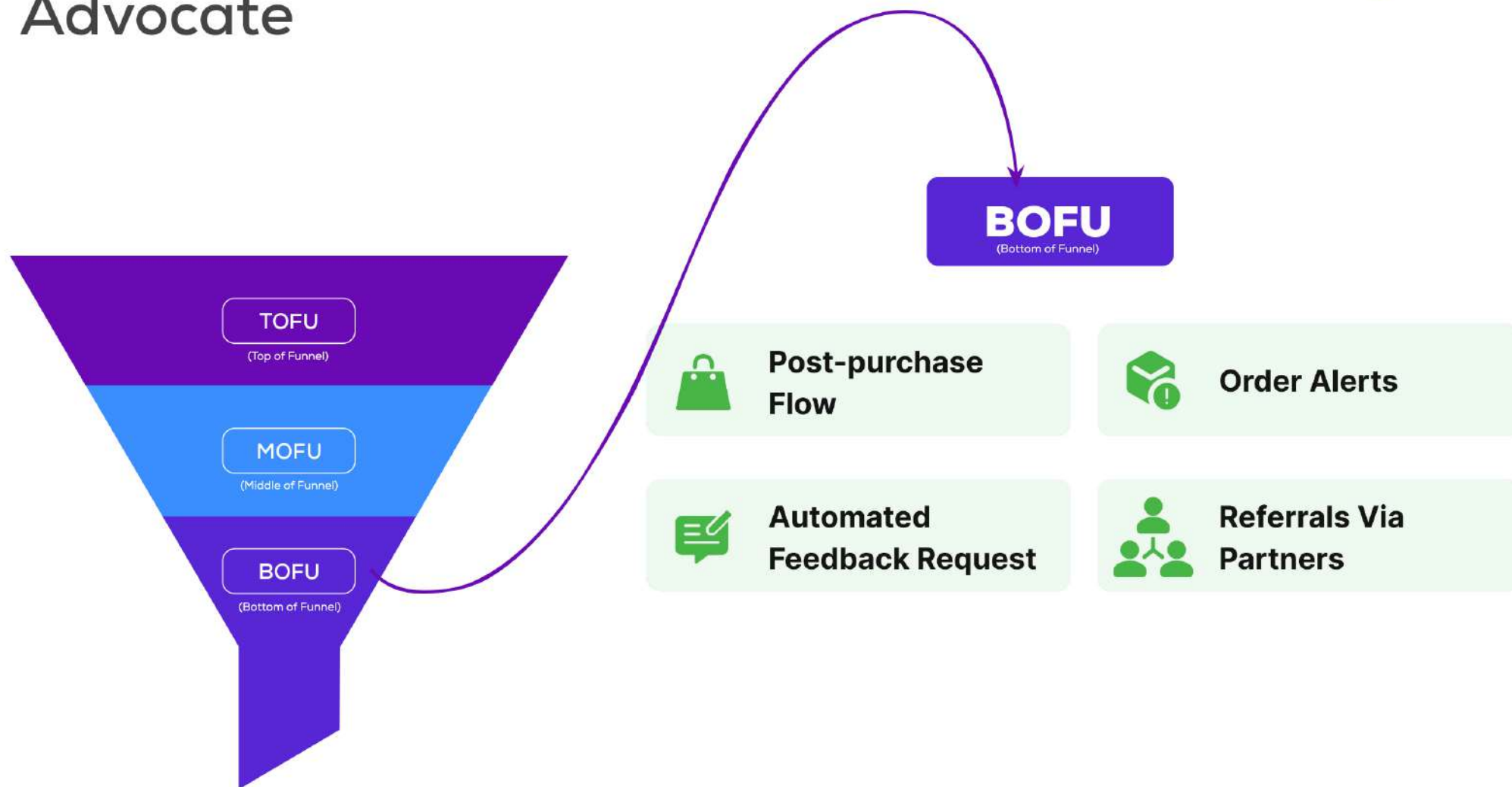
- Dynamically create
- Auto-applied
- Auto-expire
- Limit the usage

- Convert high-intent users with timely reminders
- Recover revenue by addressing purchase barriers
- Optimize ROI by re-engaging potential customers

₹8k to Earn ₹11 Lakh With
WhatsApp Browse Abandonment Flows

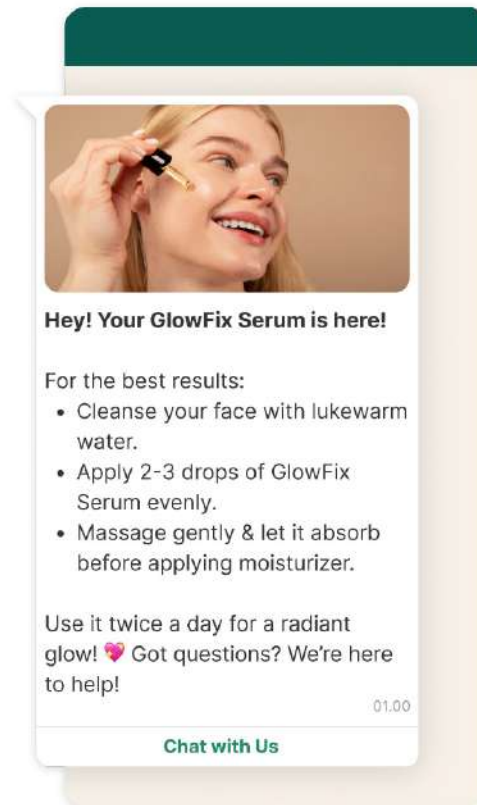
171x ROI Boom by
Recovering Abandoned Carts

Advocate



ADVOCATE

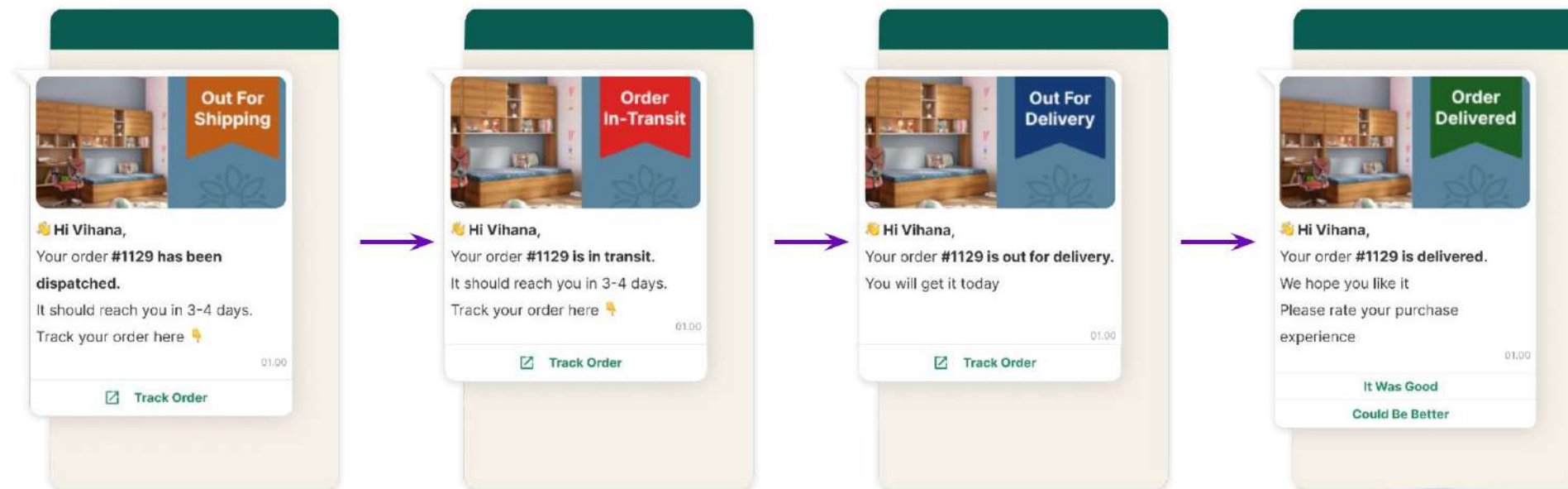
Post-Purchase Flow



Reduce support queries and enhance customer experience

- Educate customers with 'how-to's on product usage
- Reduce support load with automated tips and FAQs
- Boost satisfaction by helping customers get the most value from their purchase

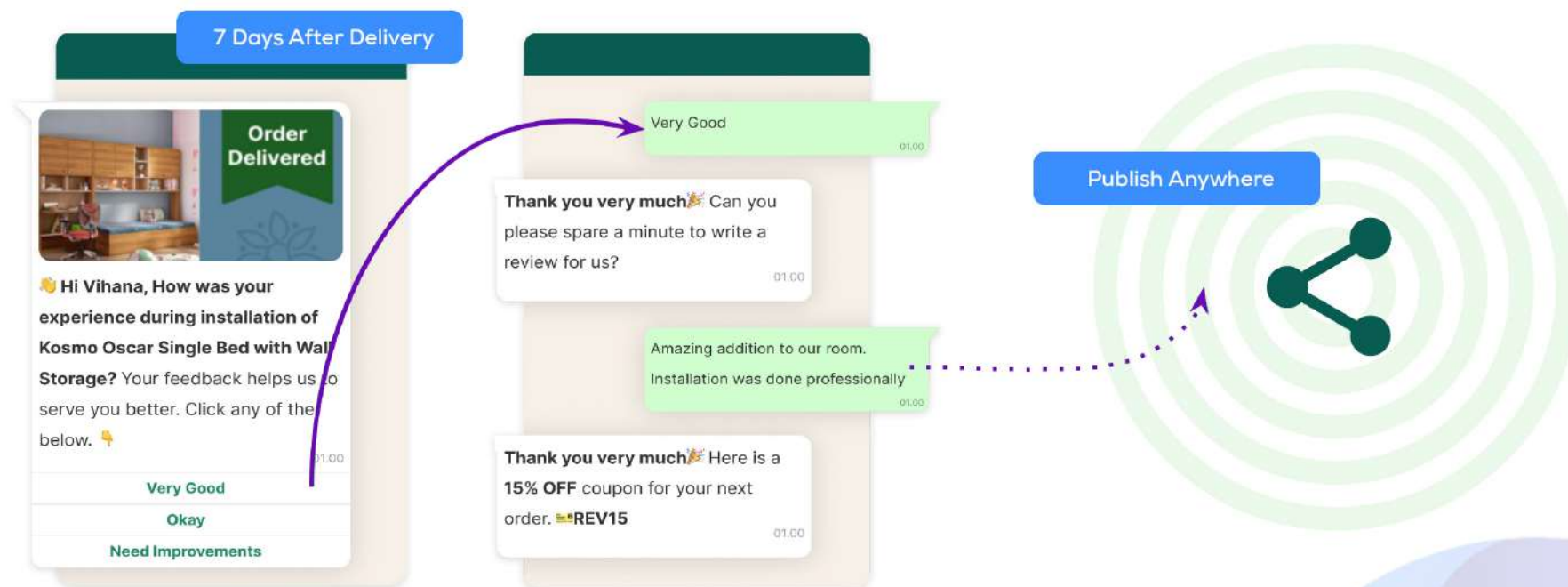
ADVOCATE

Order Alerts

Improve customer satisfaction with proactive order status updates

- Establish trust by keeping customers informed at every step
- Minimize support queries with proactive status updates
- Create a seamless post-purchase experience that builds retention

ADVOCATE

Automated Feedback Requests

Build credibility with authentic feedback

- Attract new customers with authentic, verified reviews
- Improve brand reputation through consistent feedback
- Build social proof that enhances conversion rates

ADVOCATE

Referrals via Partners



☀️ Join Our Referral Program!

👤 **Love our products?** Share with friends and both earn rewards!

- **You Both Get 10% Off:** Each friend who buys gets you both a discount.
- **Special Gift:** Refer 3 friends and earn an exclusive reward.

01.00

Tap to send your referral link and start saving!

🔗 **Share Now**

Build advocacy through rewards

- Amplify brand reach through incentivized partner referrals
- Generate high-quality leads by leveraging trusted networks
- Increase customer lifetime value with referral-driven loyalty

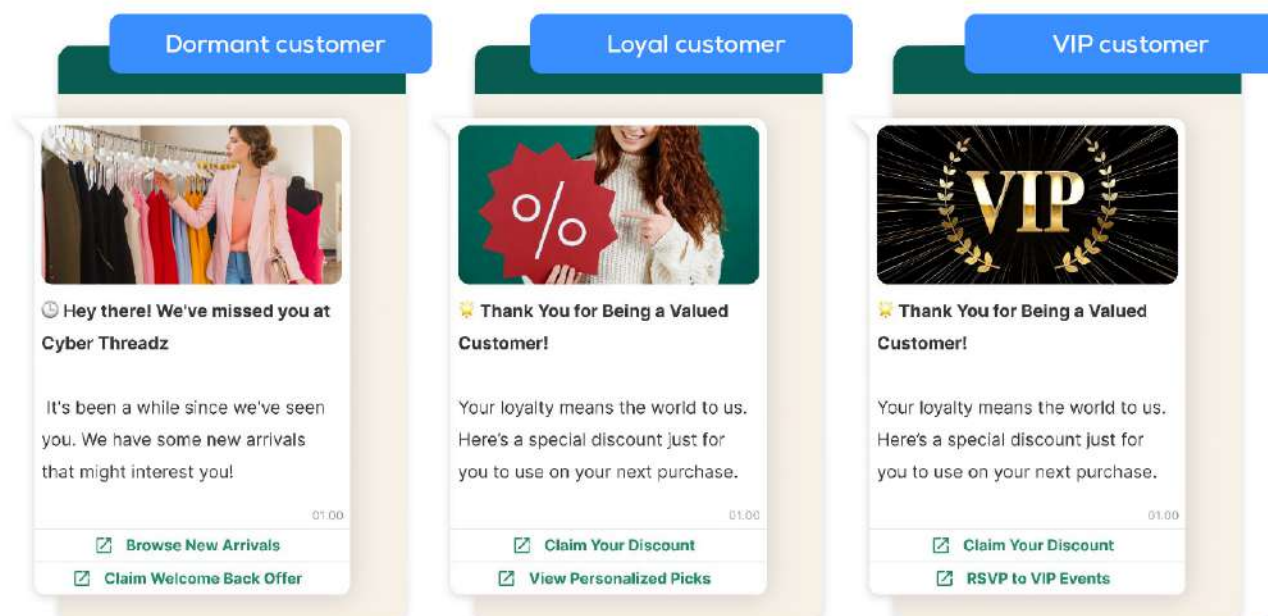


Retain



RETAIN

Winback Automation

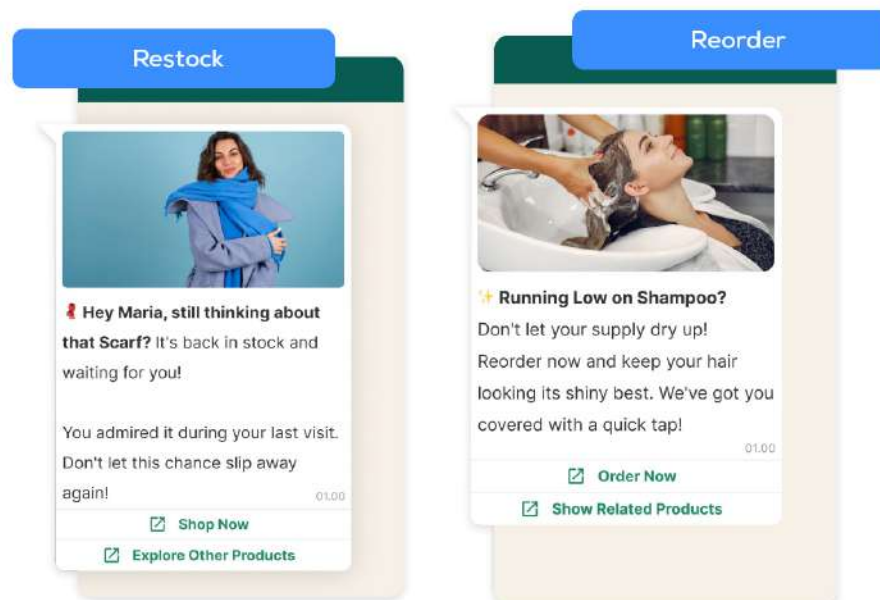


Retain customers with targeted discount offers

- Increase sales with targeted offers based on customer segments
- Reactivate churned users with personalized incentives
- Boost lifetime value by encouraging repeat buyers

RETAIN

Restock and Reorder Reminders

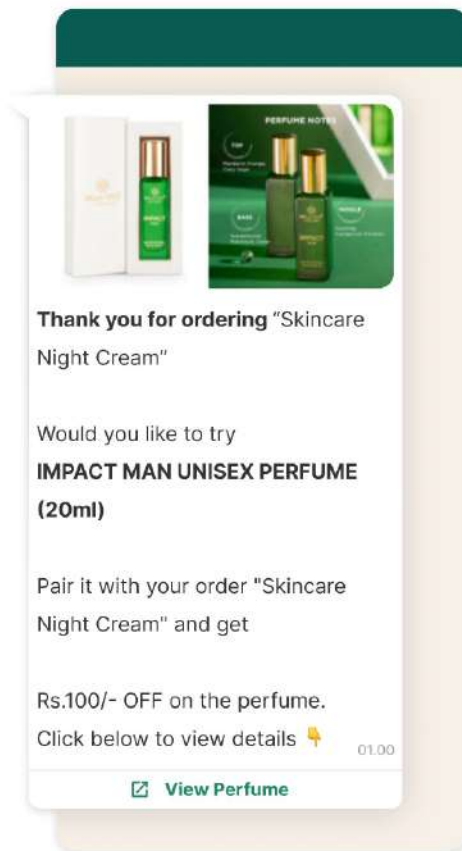


*Drive repeat sales
with timely nudges*

- Encourage regular repurchases from loyal customers
- Increase average revenue per user through consistent engagement
- Boosts sales for consumable or repeat-use products

RETAIN

Upsell and Cross-Sell



Boost order value with relevant recommendations

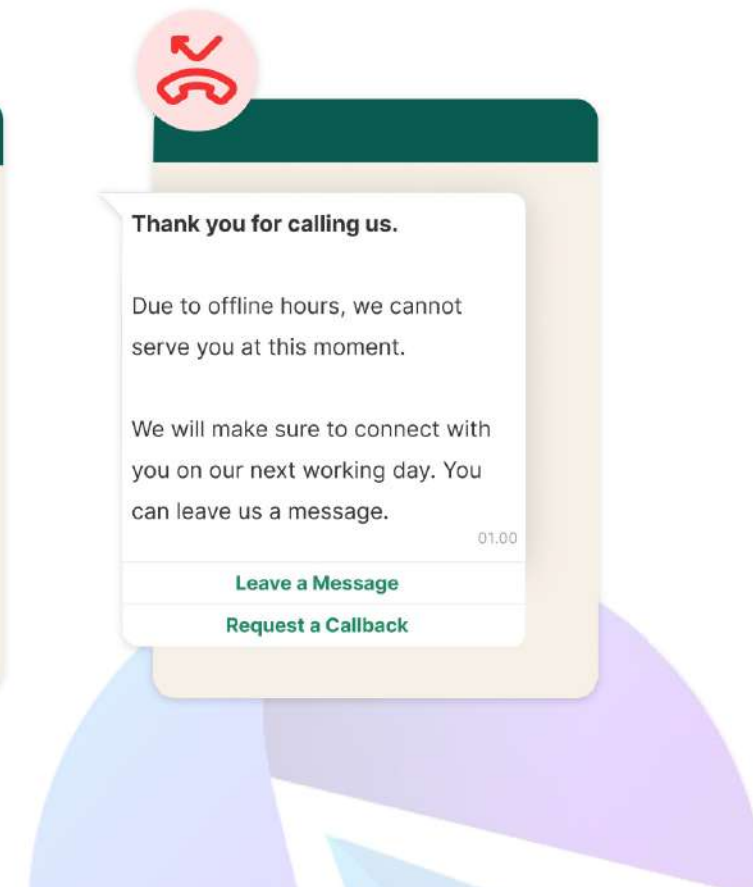
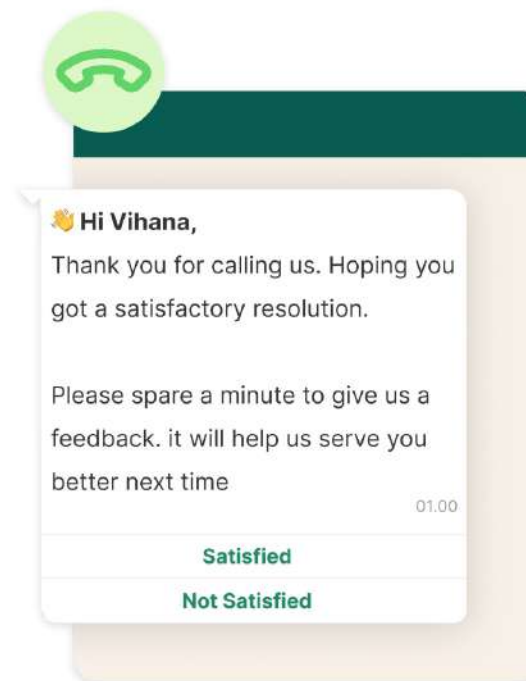
- Unlock higher revenue by showcasing complementary products
 - Tap into customer preferences to design targeted upsell campaigns
- Increase purchase frequency through strategic product pairings



RETAIN

IVRS Integrations

- Say thank you on call closing & collect feedback
- Handle missed call via WhatsApp



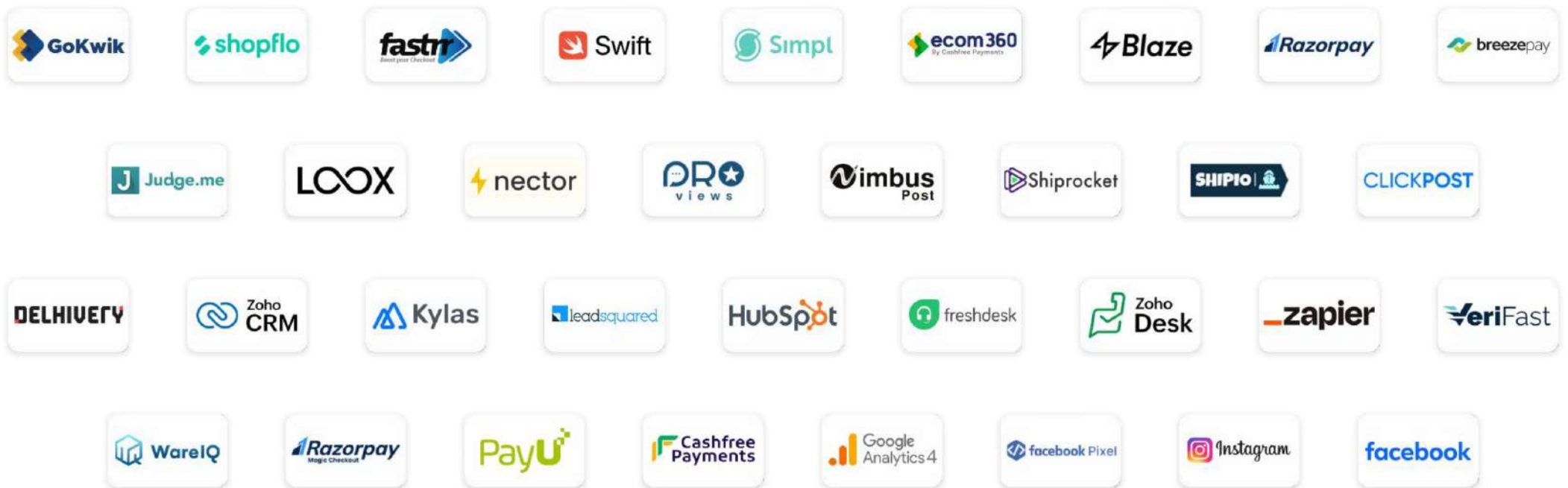
RETAIN

API for custom triggers

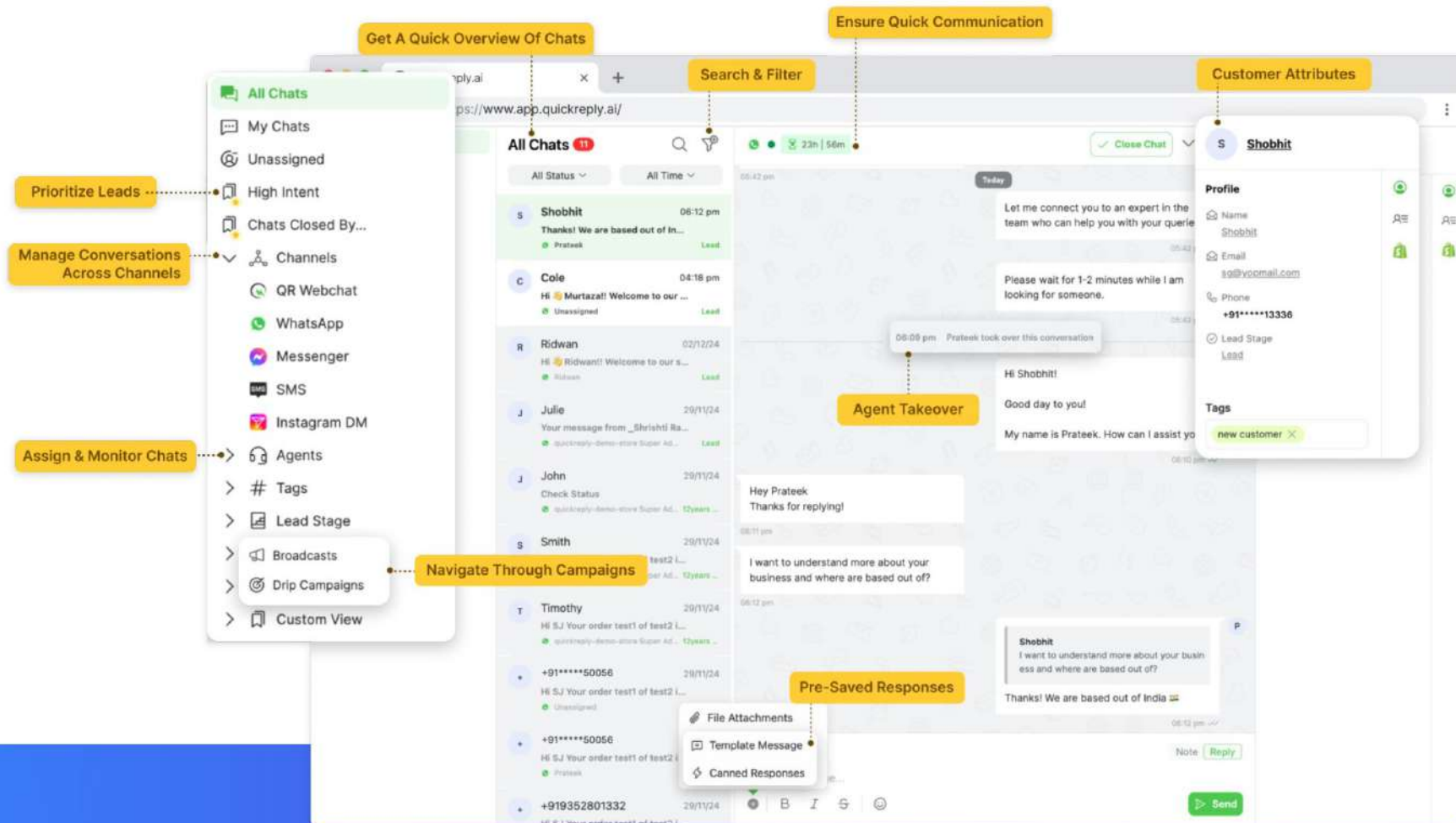


- Trigger messages via API
- Trigger campaigns via API

Powerful Integrations



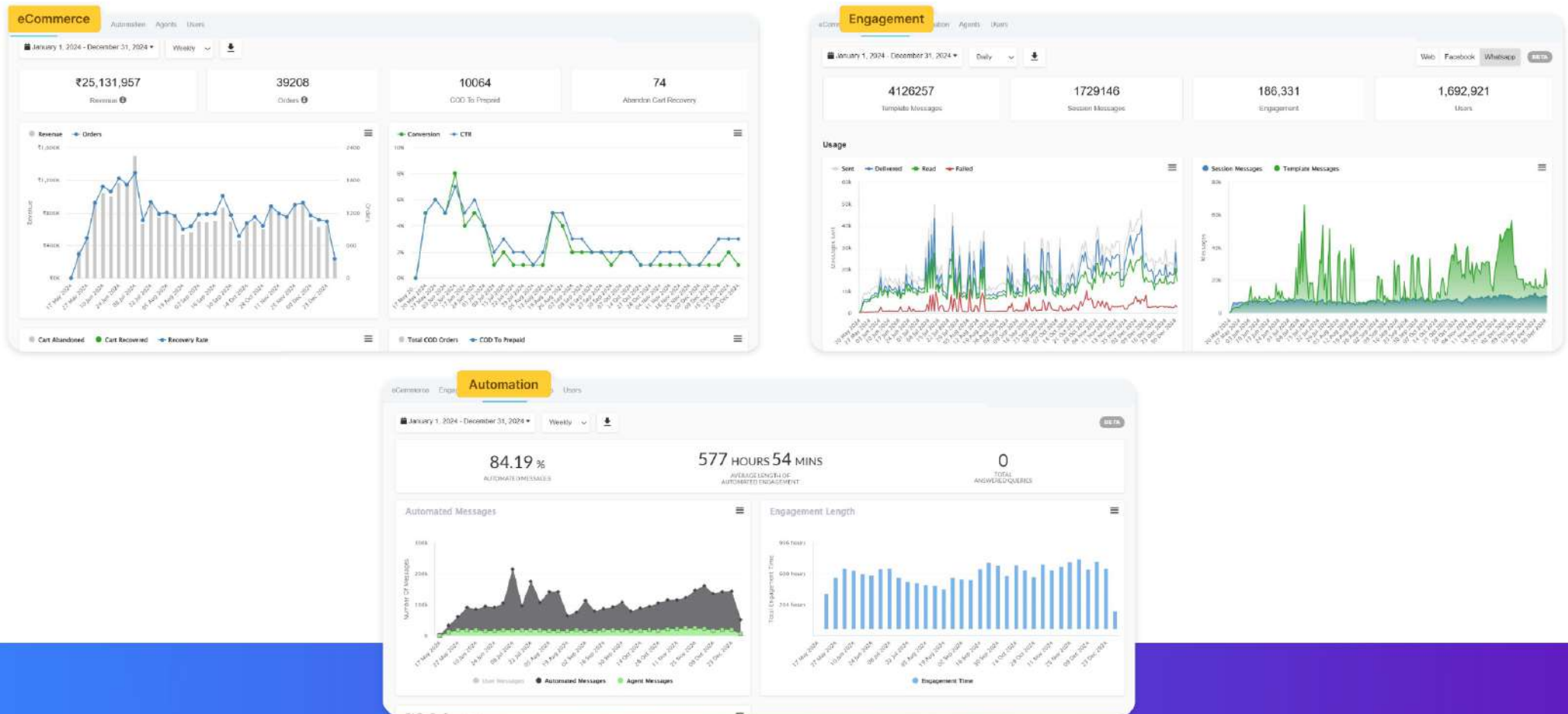
Unified Inbox (a mini CRM)



The image shows a screenshot of the Clickwise Unified Inbox interface, which functions as a mini CRM. The interface is designed for managing customer conversations across multiple channels. Key features and callouts include:

- Get A Quick Overview Of Chats:** A callout pointing to the 'All Chats' section, which displays a list of conversations with details like status, time, and agent.
- Search & Filter:** A callout pointing to the search and filter options at the top of the chat list.
- Ensure Quick Communication:** A callout pointing to the 'Close Chat' button, indicating the ability to quickly end a conversation.
- Customer Attributes:** A callout pointing to the customer profile sidebar, which includes fields for Name, Email, Phone, and Lead Stage.
- Prioritize Leads:** A callout pointing to the 'High Intent' filter option in the left sidebar.
- Manage Conversations Across Channels:** A callout pointing to the 'Channels' section in the left sidebar, which lists various communication channels like QR Webchat, WhatsApp, Messenger, SMS, and Instagram DM.
- Assign & Monitor Chats:** A callout pointing to the 'Agents' section in the left sidebar, which allows for assigning chats to specific team members.
- Navigate Through Campaigns:** A callout pointing to the 'Campaigns' section in the left sidebar, which includes options for Broadcasts, Drip Campaigns, and Custom View.
- Agent Takeover:** A callout pointing to a notification in the chat window stating 'Prateek took over this conversation'.
- Pre-Saved Responses:** A callout pointing to the 'Pre-Saved Responses' section at the bottom, which includes options for File Attachments, Template Message, and Canned Responses.

In-depth Operational Analytics



In-depth Operational Analytics

