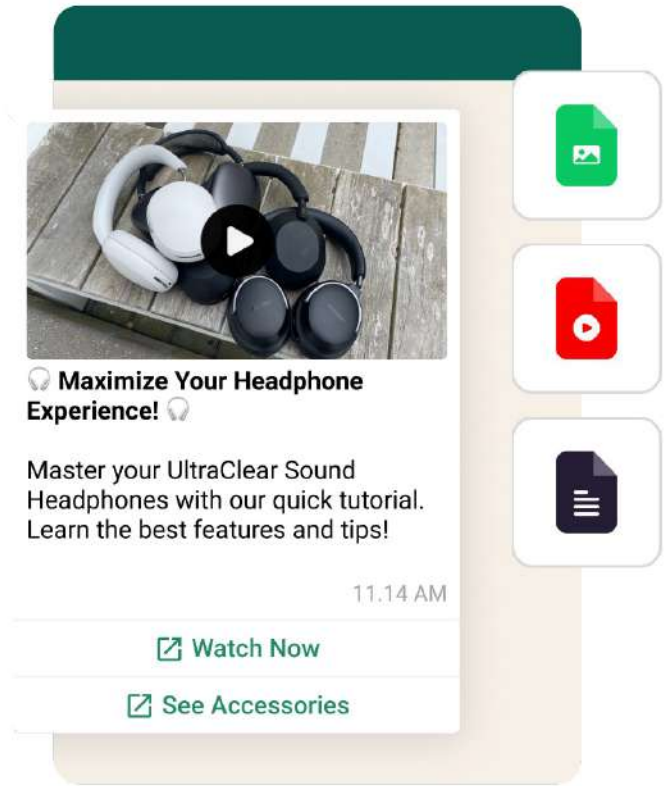
CLICKWISE AGENCY

WhatsApp as a High Growth Channel

CLICKWISE AGENCY

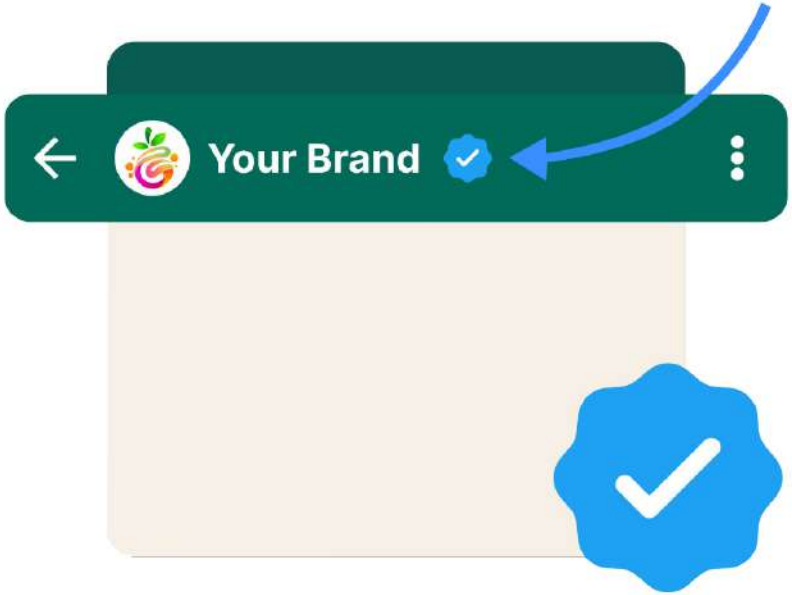
Rich Media Support



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

CLICKWISE AGENCY

Meta Verified Badge

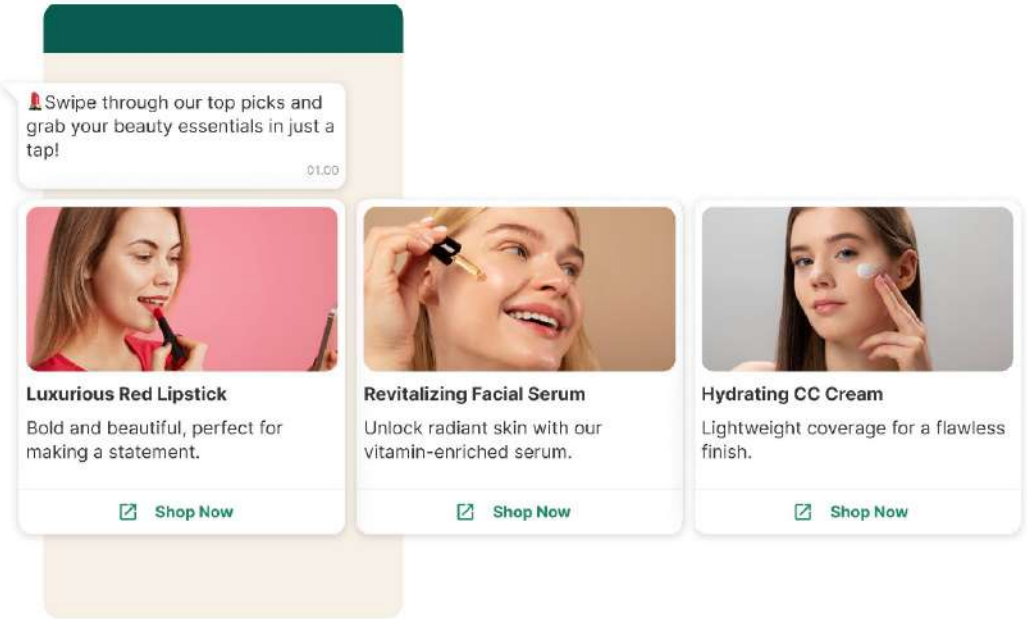


Make your business account more impactful

- 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

CLICKWISE AGENCY

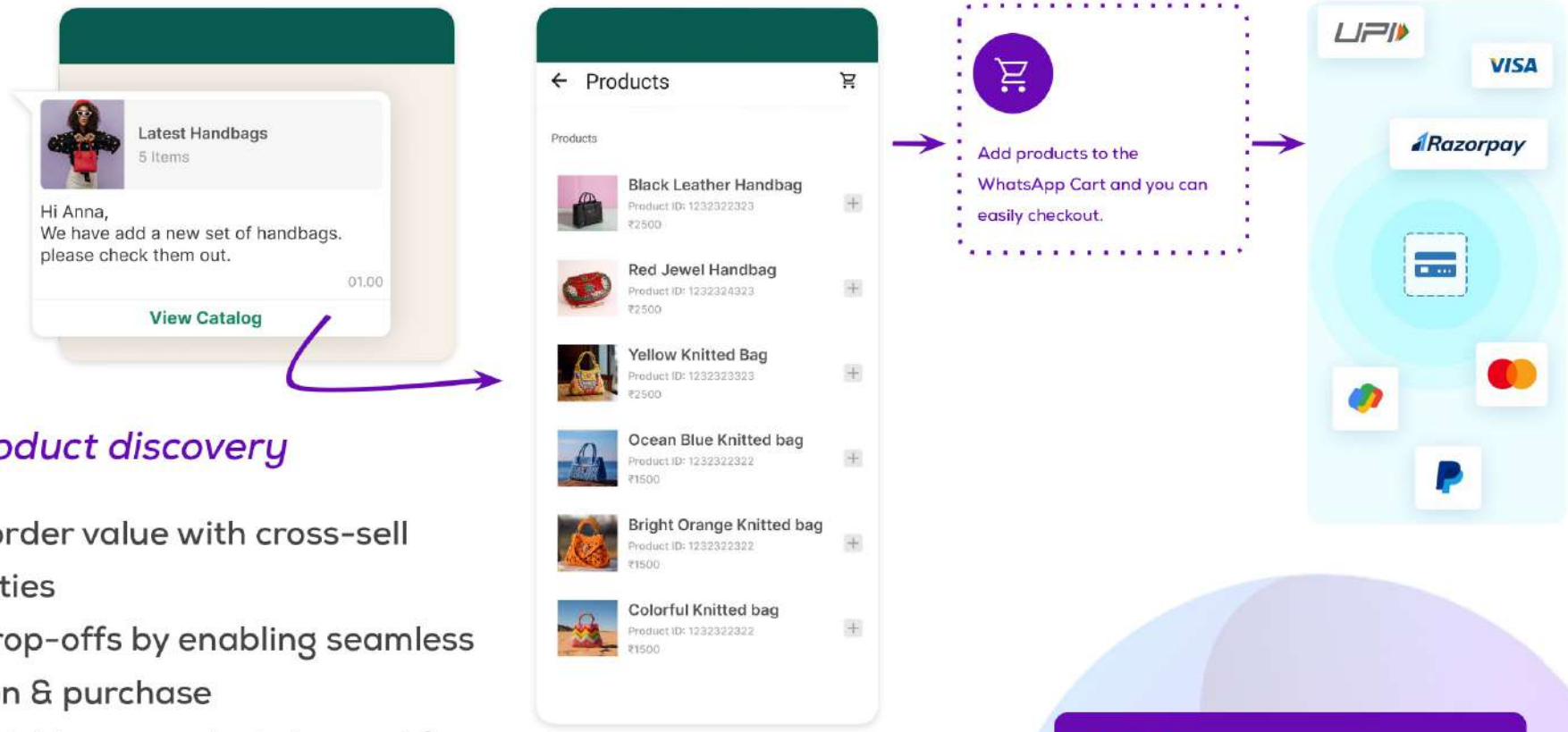
Carousel Messages



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

CLICKWISE AGENCY

Product Catalog

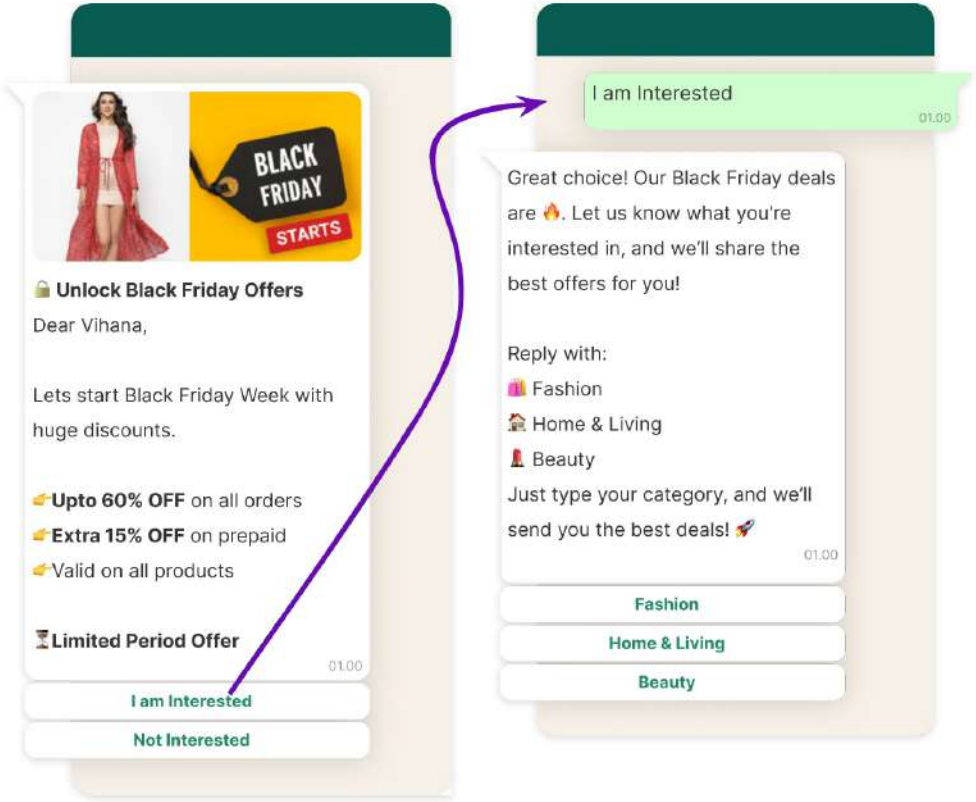


Simplify product discovery

- 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

CLICKWISE AGENCY

WhatsApp Growth Flywheel

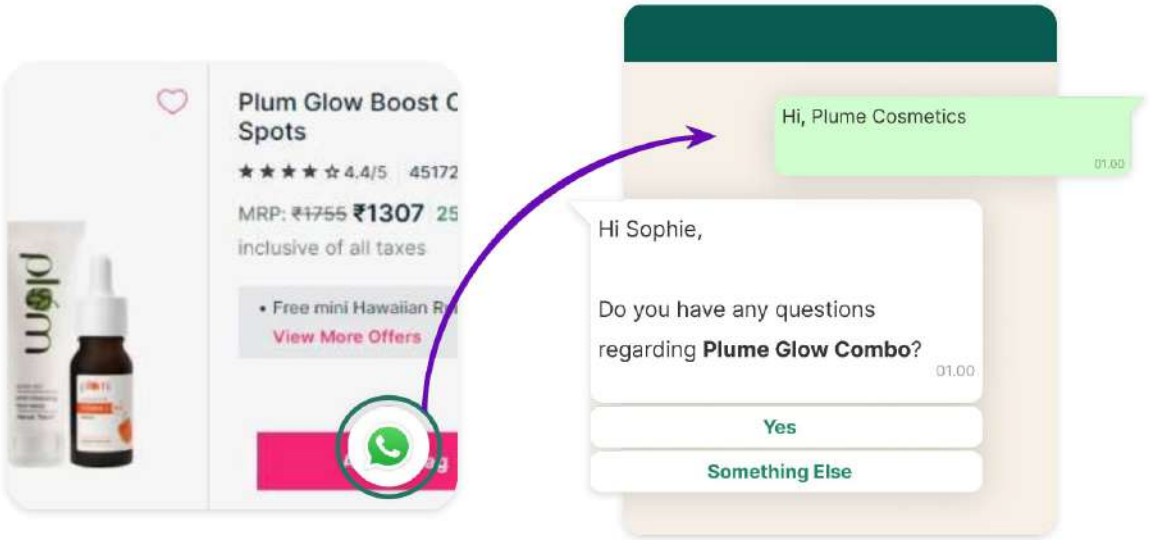
CLICKWISE AGENCY

CLICKWISE AGENCY

Acquire

ACQUIRE

WhatsApp Widget on Website

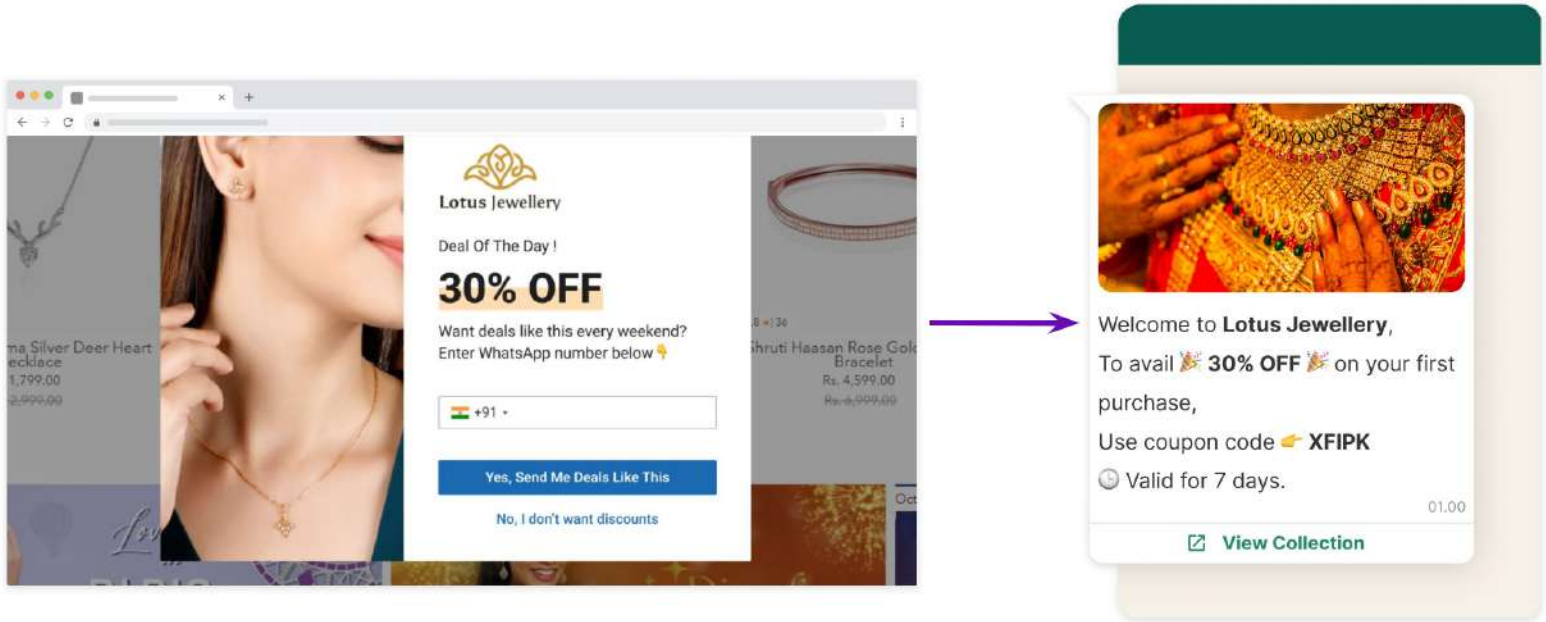


Acquire verified phone numbers of visitors

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

ACQUIRE

WhatsApp Pop-up on Website



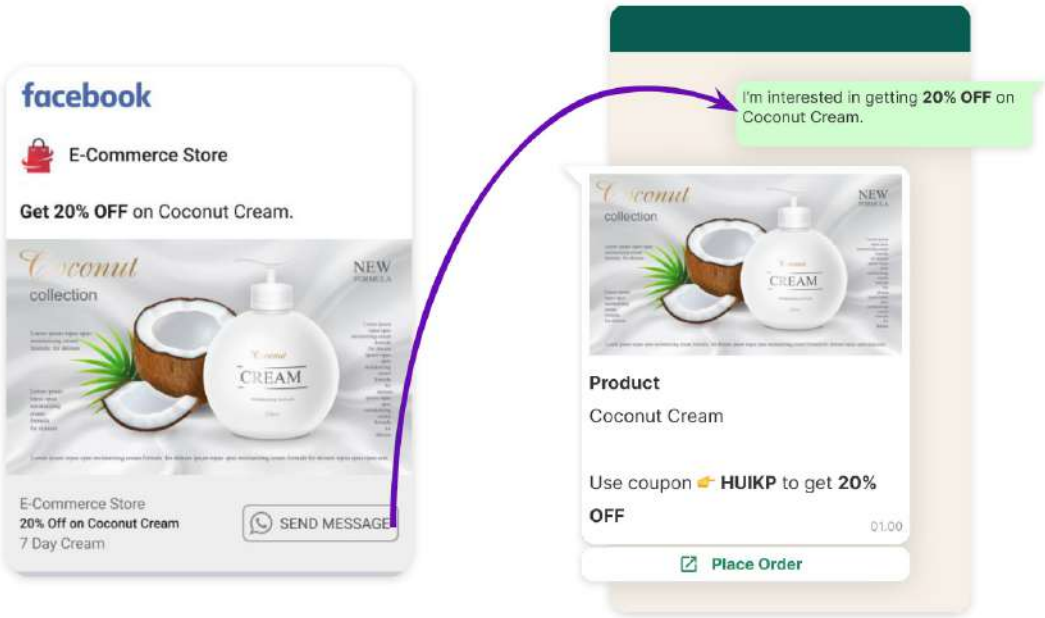
Grow an opted-in subscriber list

- 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



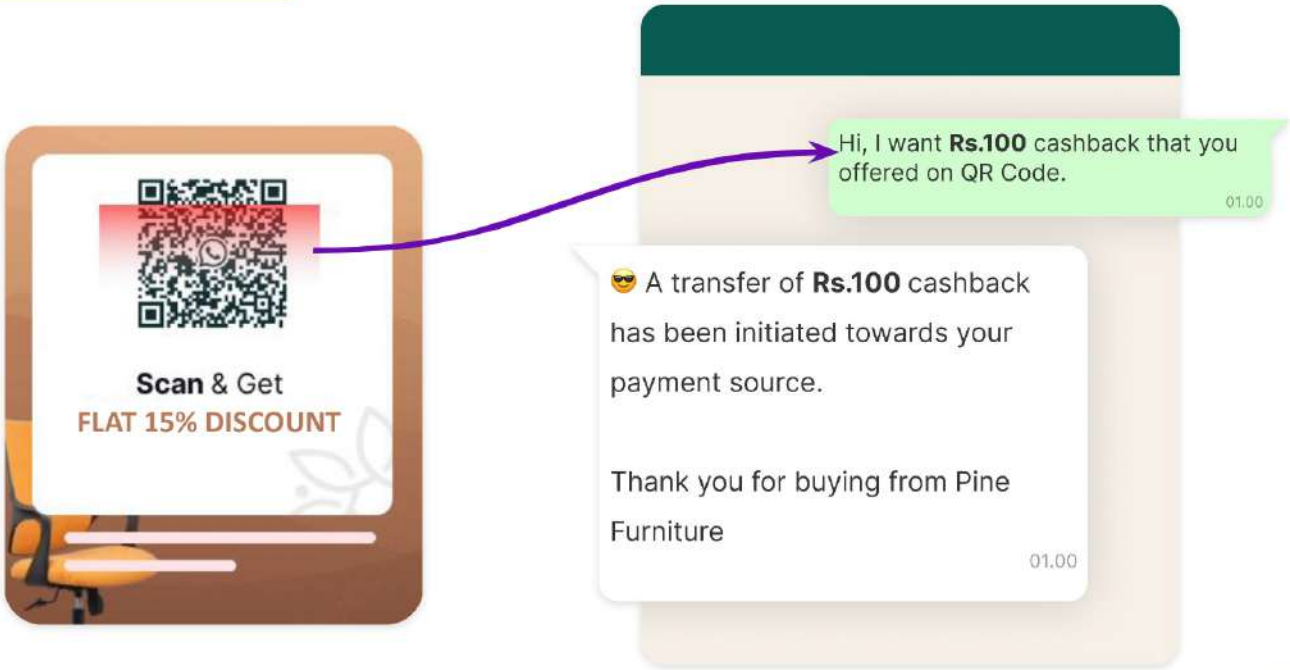
Bring new buyers directly in the marketing funnel

- 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

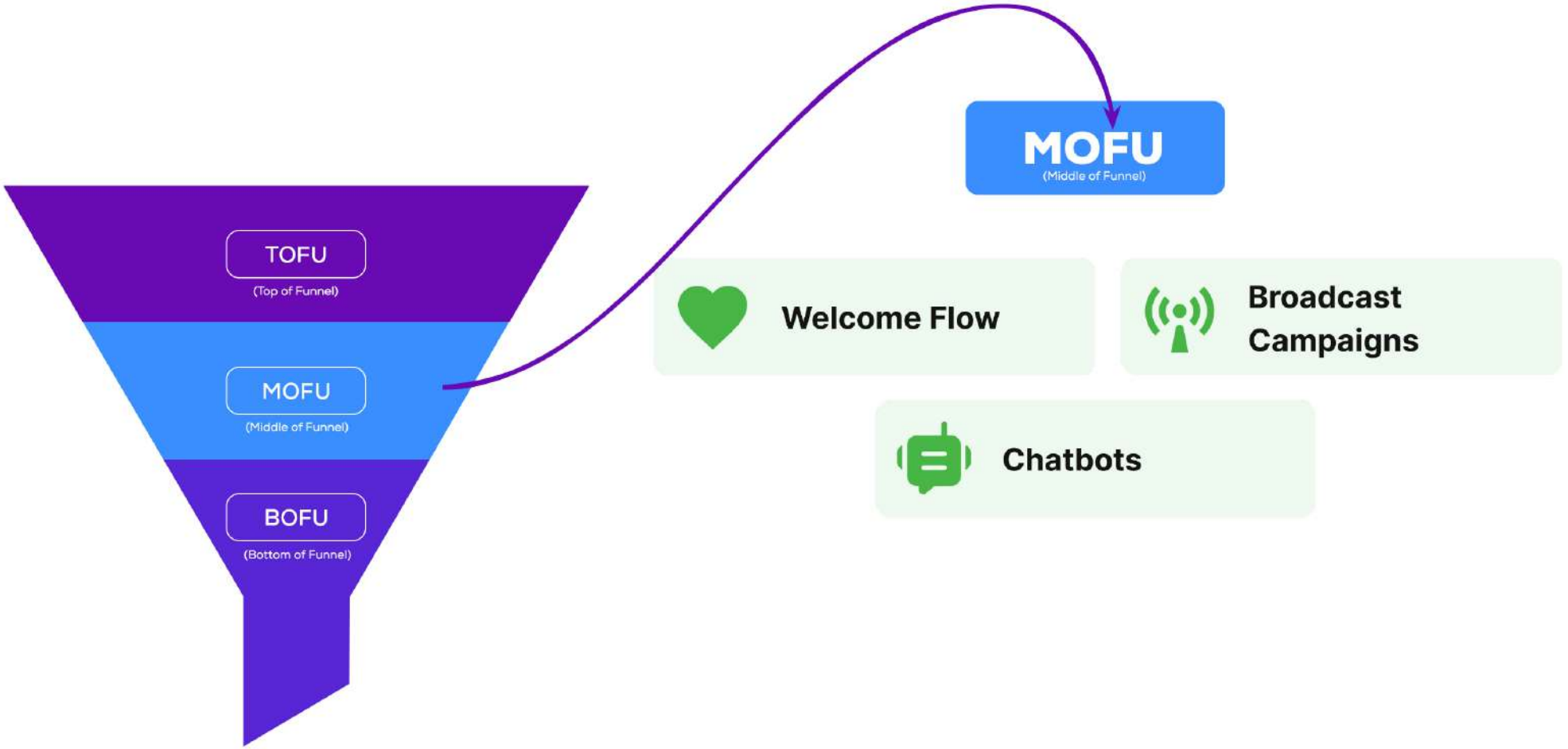


Acquire phone numbers by scans on your WhatsApp Business QR code

- 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

CLICKWISE AGENCY

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

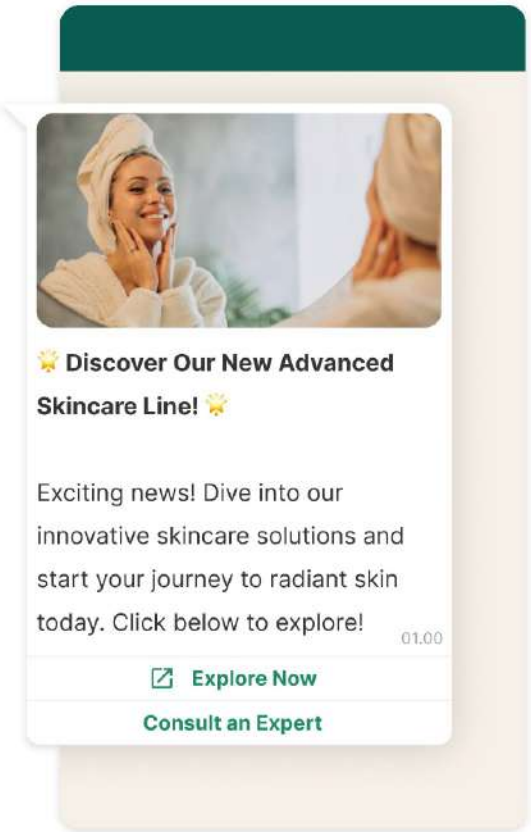
New Arrivals
Best Sellers
Exclusive Deals

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



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

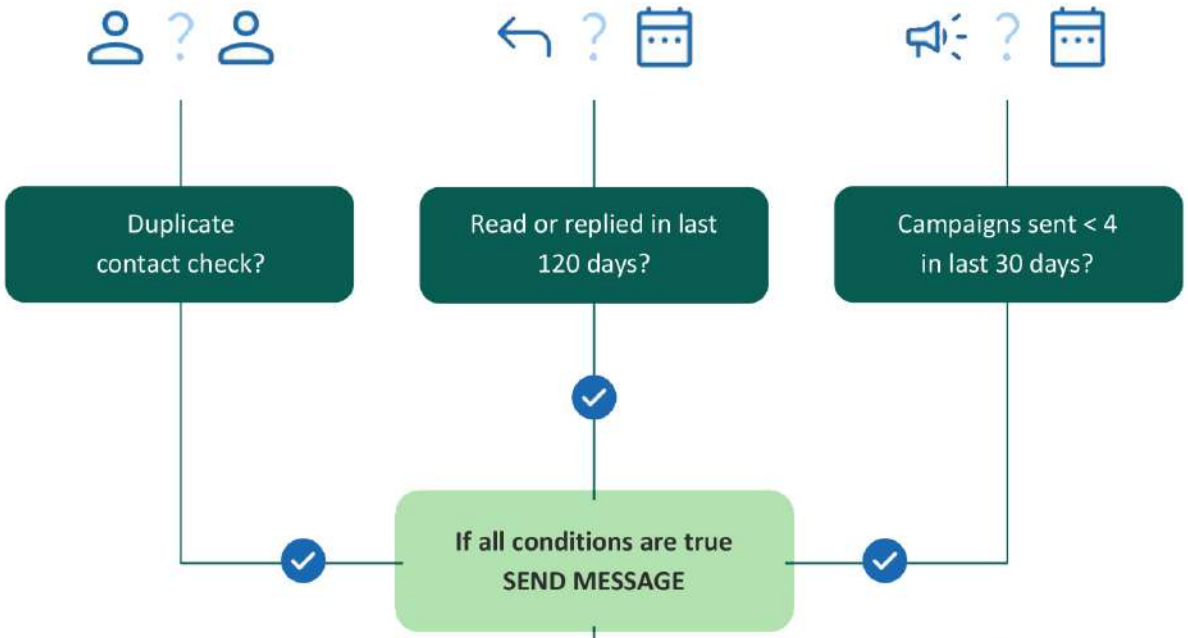
Turning Rs 1 into Rs 6: How Amama Jewllery is getting 600% ROI vias WhatsApp Broadcasts

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.

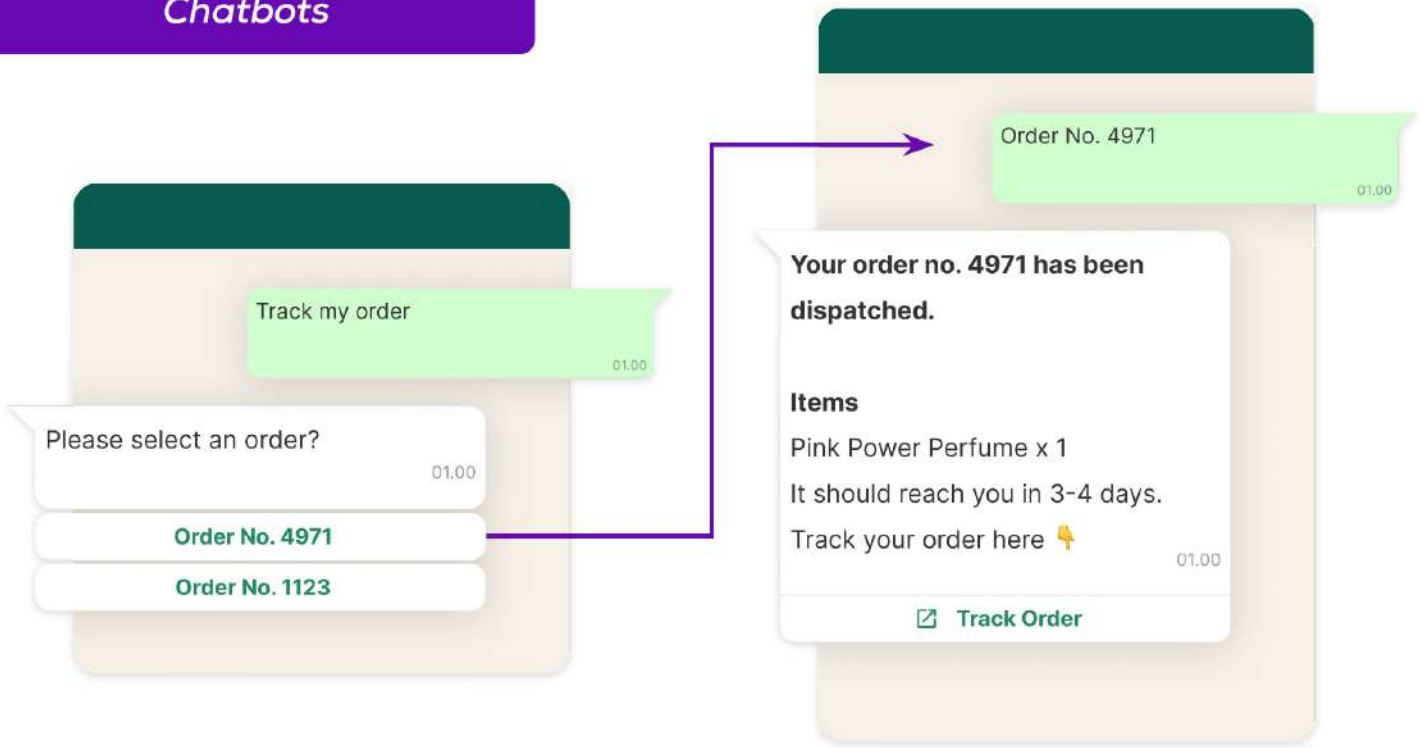


How Isaac Luxe Recovered 50% of Failed Messages with Broadcast Failures Auto-Retry

NURTURE

CLICKWISE AGENCY

Chatbots



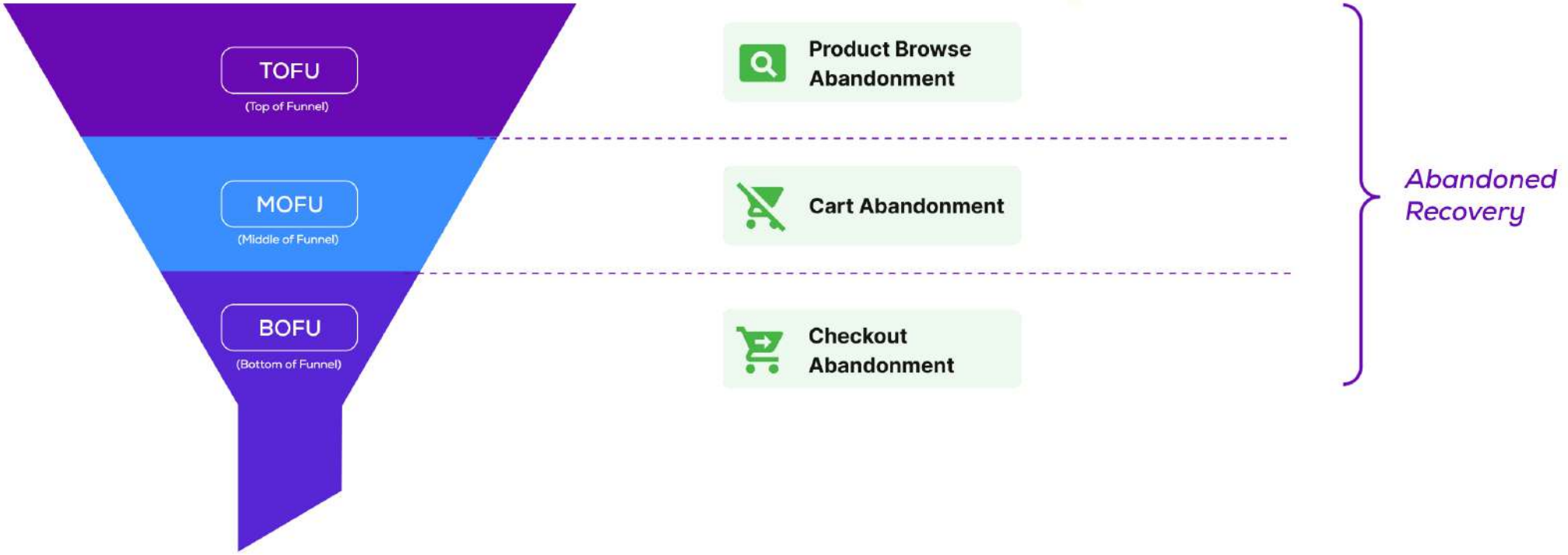
Automate responses to common queries

- 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

CLICKWISE AGENCY

Convert



CONVERT

CLICKWISE AGENCY

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.

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.

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.

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.

Buy Now

Discounts

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

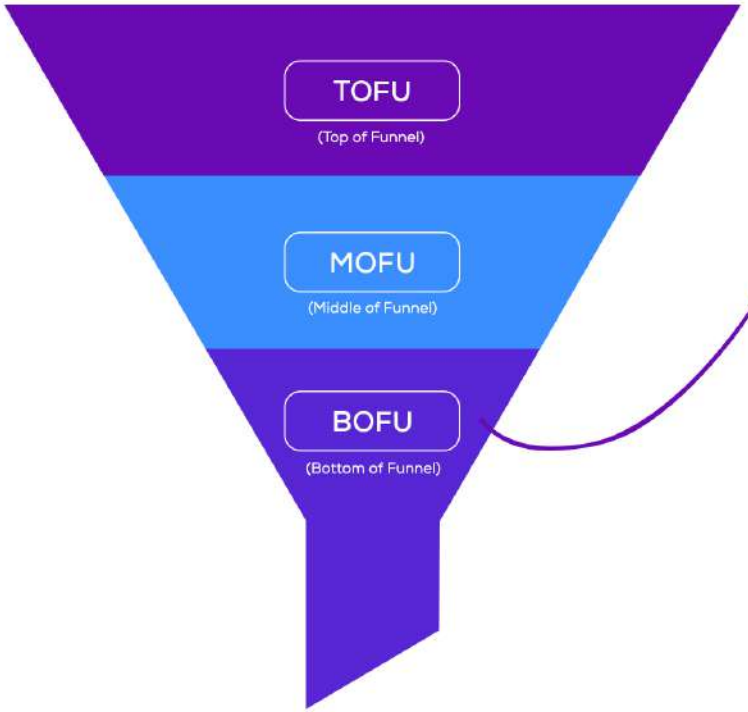
- Convert high-intent users with timely reminders
- Recover revenue by addressing purchase barriers
- Optimize ROI by re-engaging potential customers

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

171x ROI Boom by Recovering Abandoned Carts

CLICKWISE AGENCY

Advocate

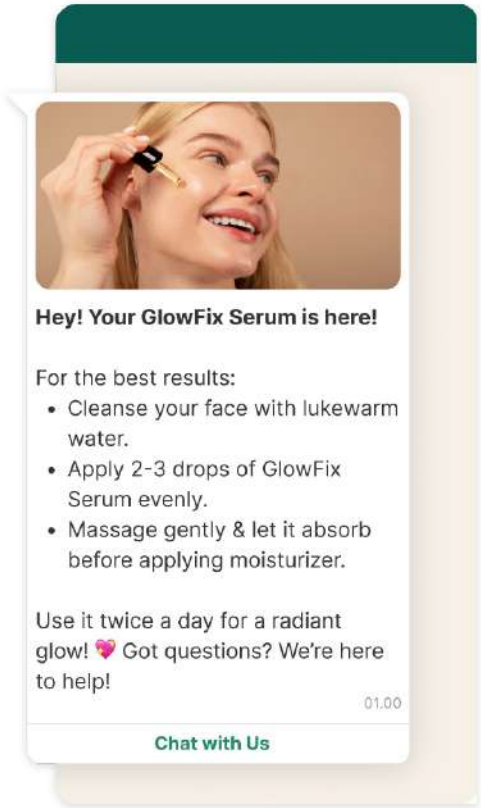


BOFU
(Bottom of Funnel)

- **Post-purchase Flow**
- **Order Alerts**
- **Automated Feedback Request**
- **Referrals Via Partners**

ADVOCATE

Post-Purchase Flow



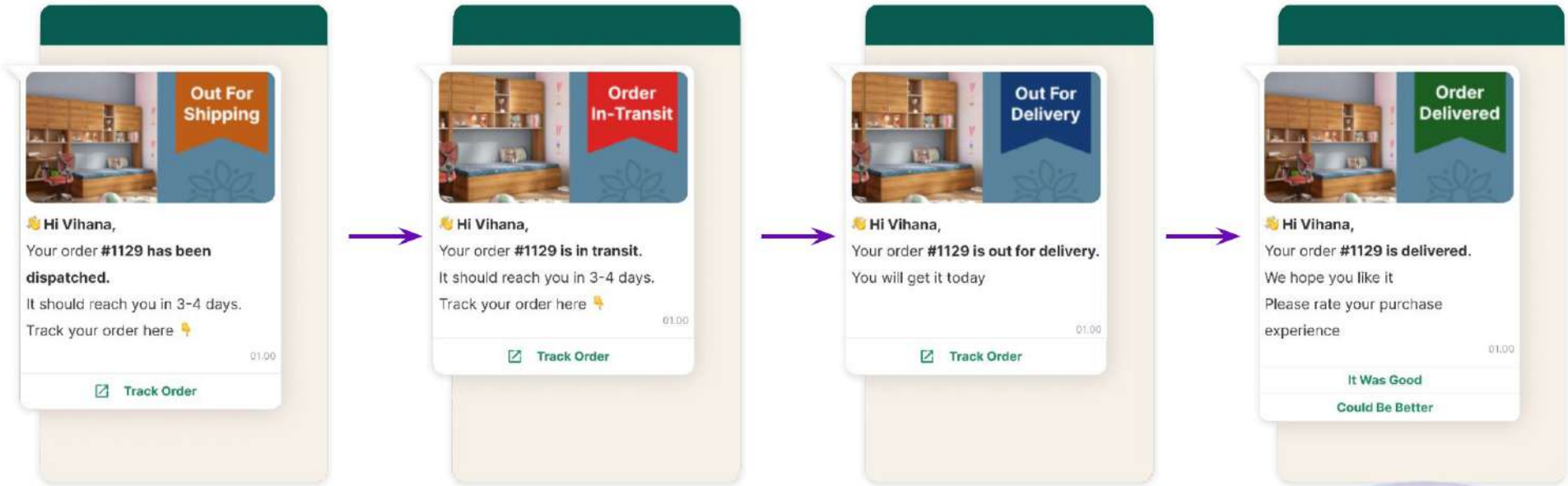
Reduce support queries and enhance customer experience

- 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

CLICKWISE AGENCY

Order Alerts

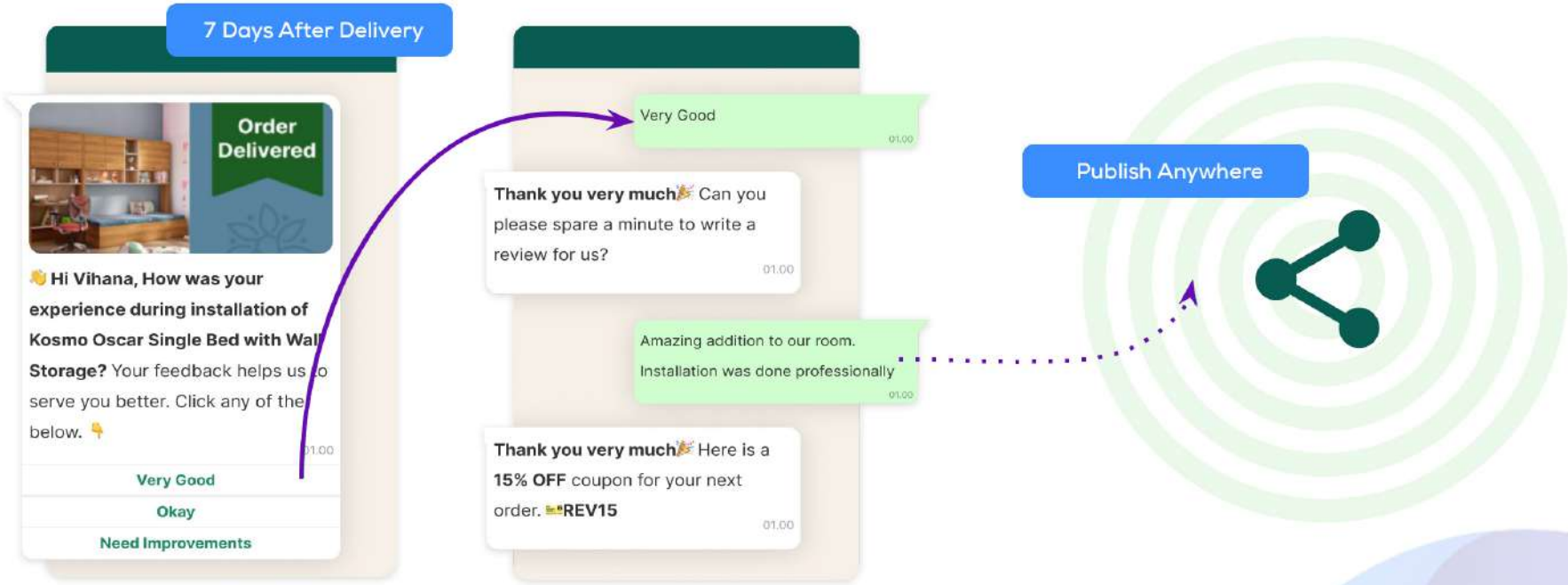


Improve customer satisfaction with proactive order status updates

- 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

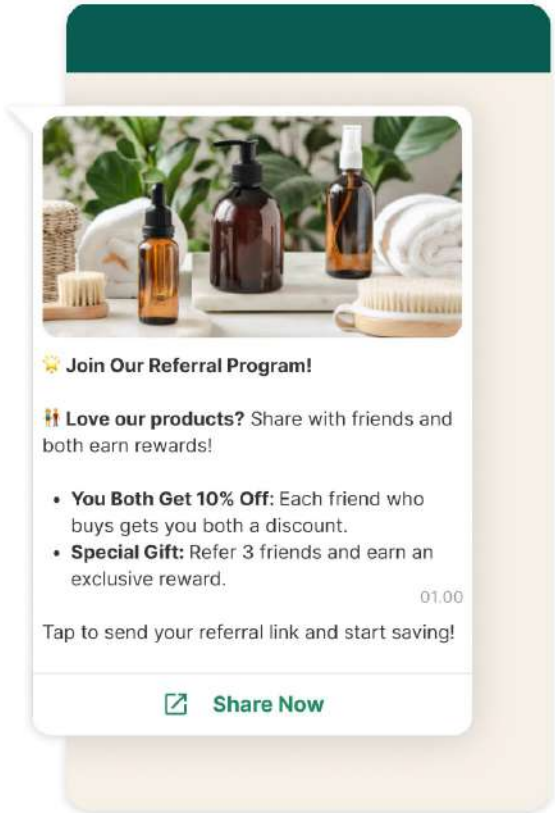


Build credibility with authentic feedback

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

ADVOCATE

Referrals via Partners

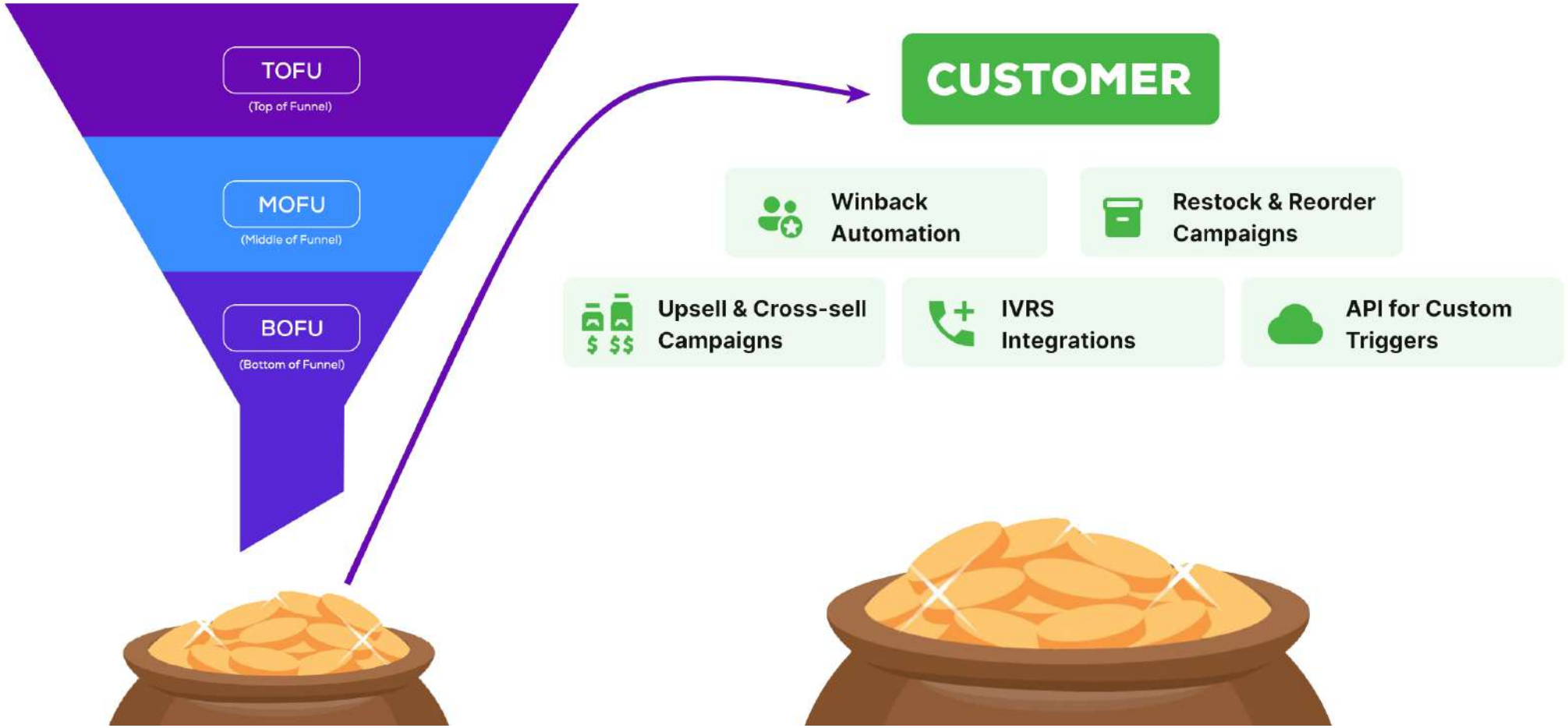


Build advocacy through rewards

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

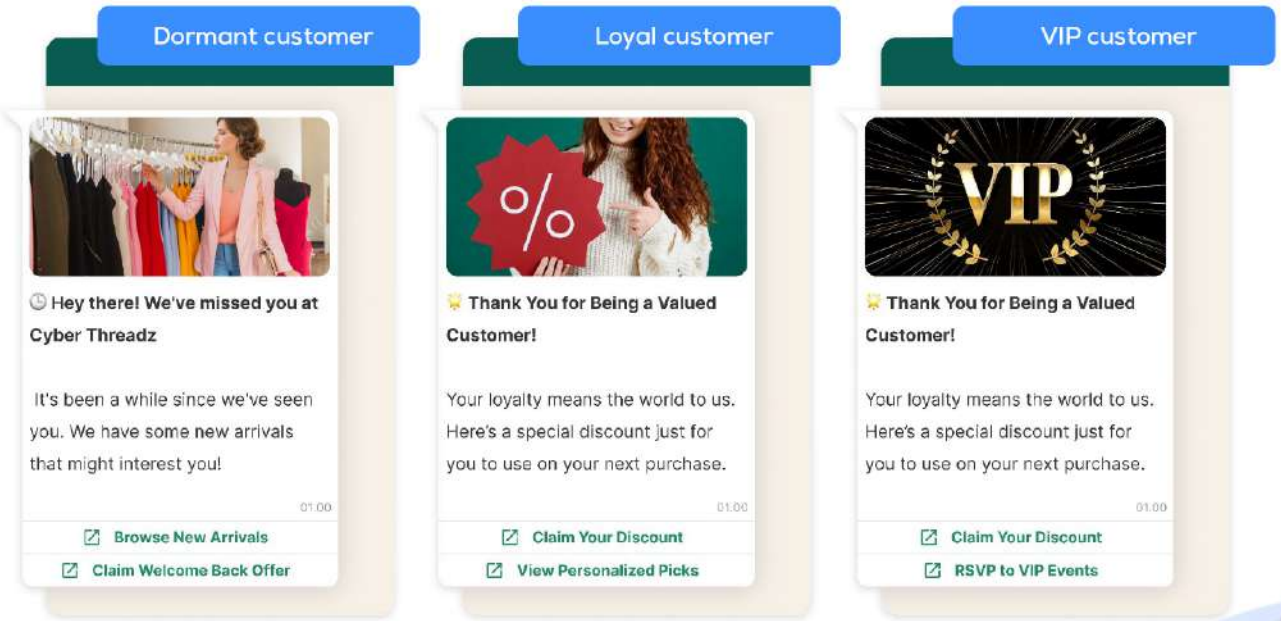
CLICKWISE AGENCY

Retain



RETAIN

Winback Automation



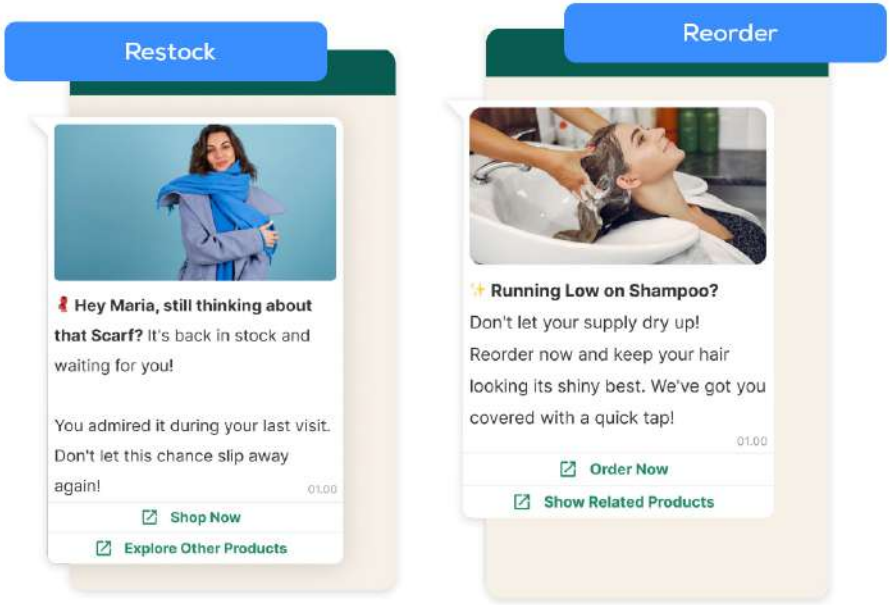
Retain customers with targeted discount offers

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

RETAIN

CLICKWISE AGENCY

Restock and Reorder Reminders

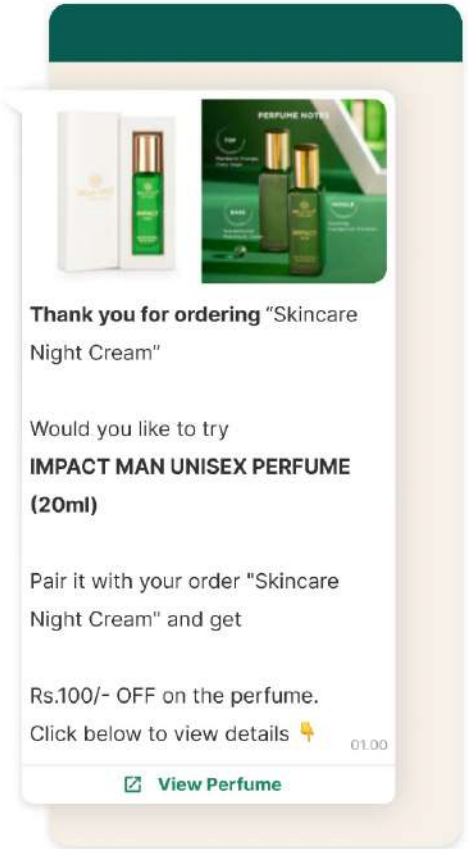


Drive repeat sales with timely nudges

- 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



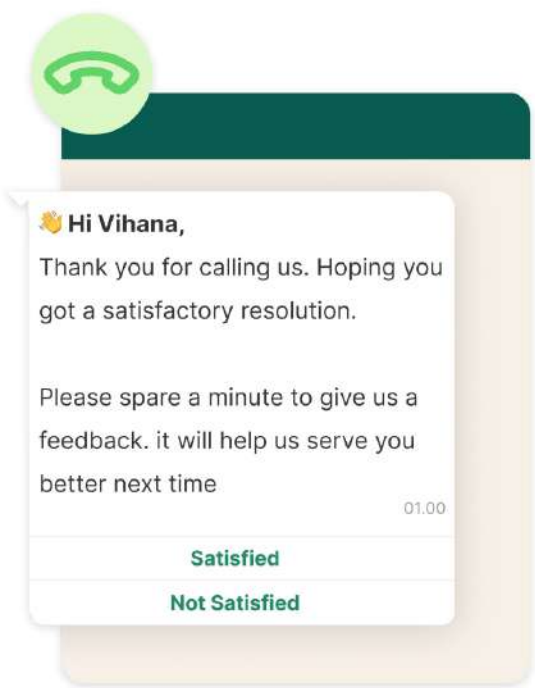
Boost order value with relevant recommendations

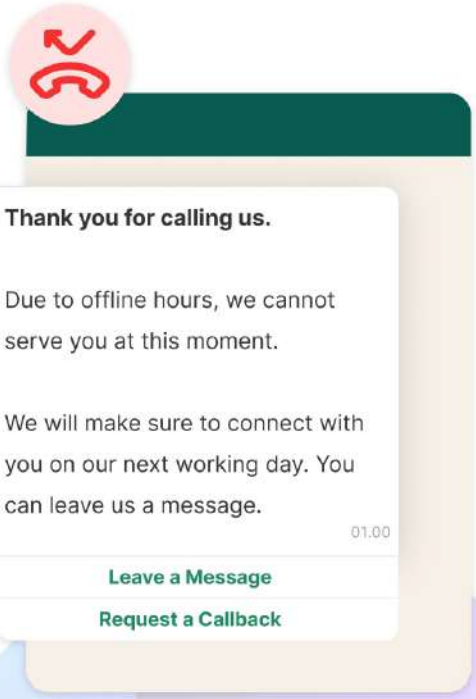
- Unlock higher revenue by showcasing complementary products
- Tap into customer preferences to design targeted upsell campaigns
  Increase purchase frequency through strategic product pairings

RETAIN

IVRS Integrations

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

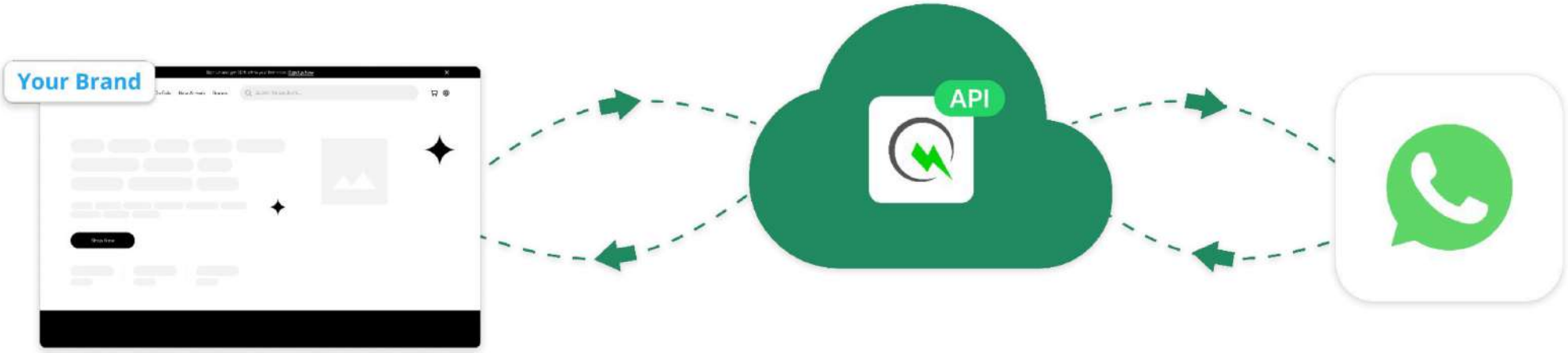




RETAIN

CLICKWISE AGENCY

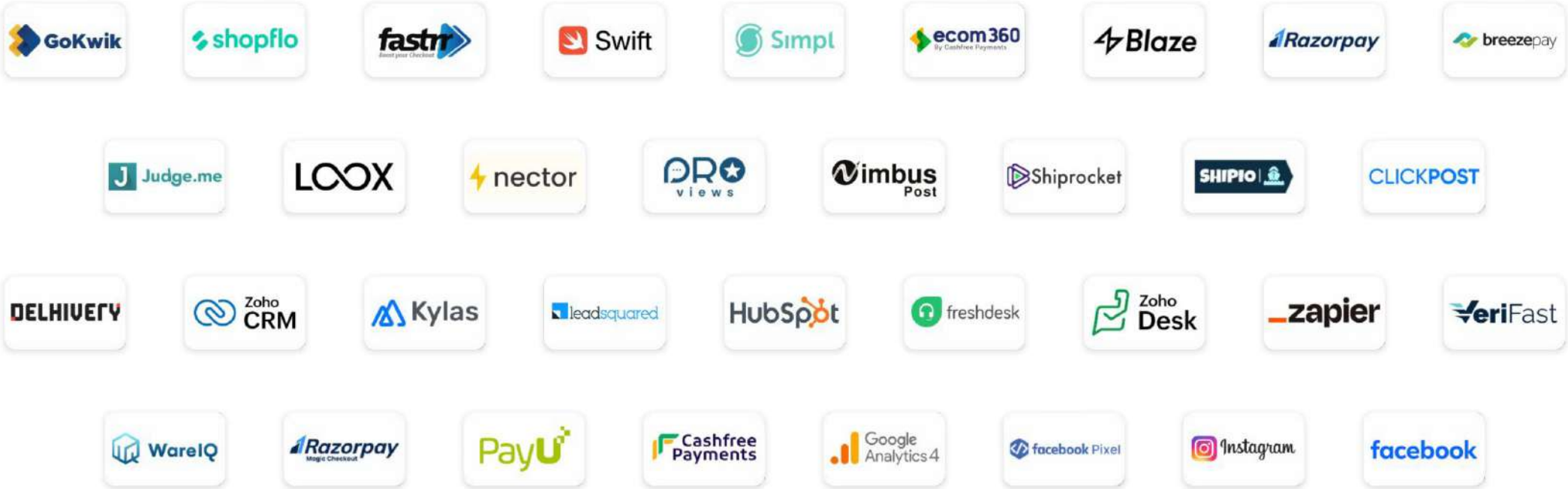
API for custom triggers



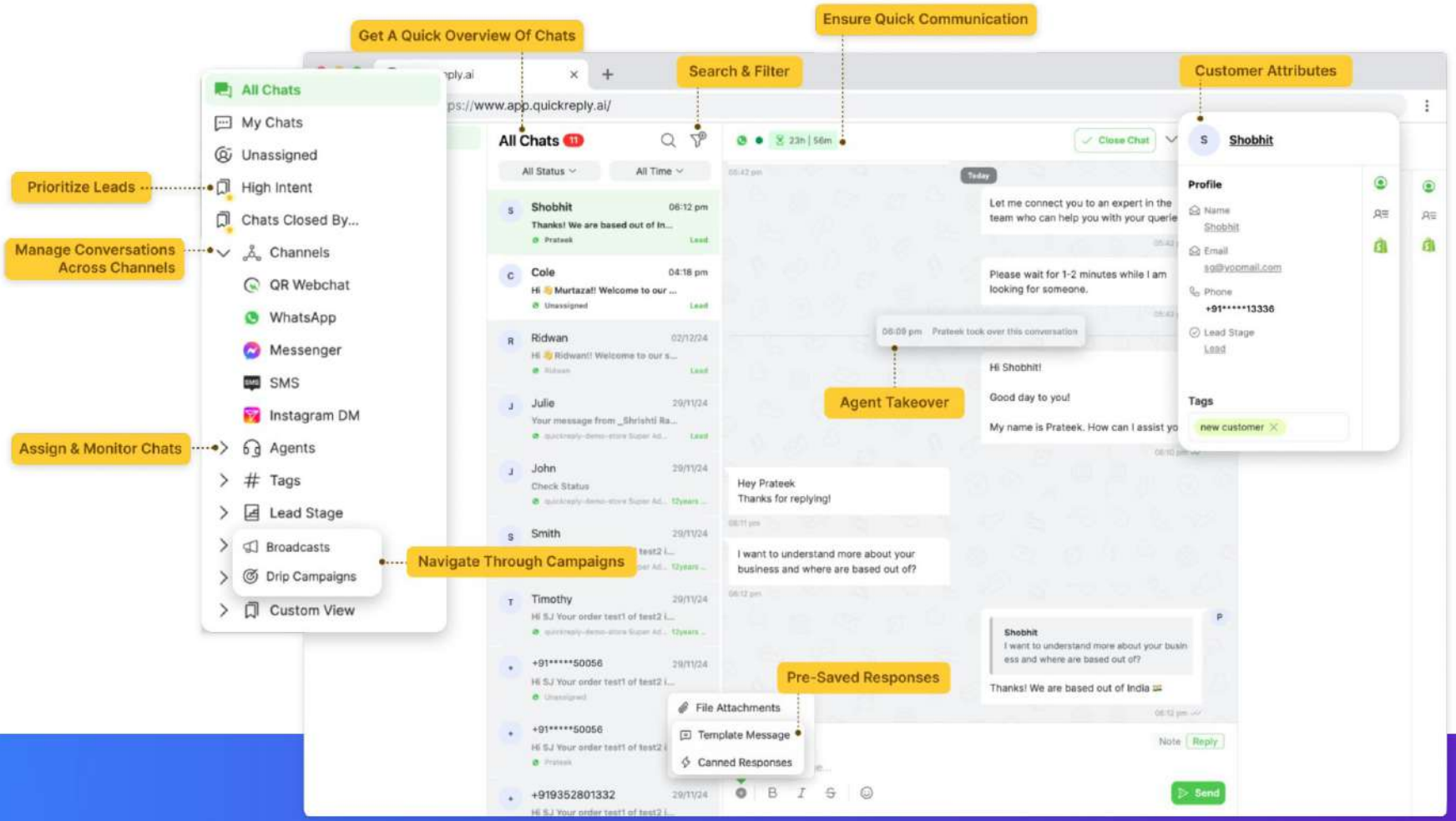
- Trigger messages via API
- Trigger campaigns via API

CLICKWISE AGENCY

Powerful Integrations

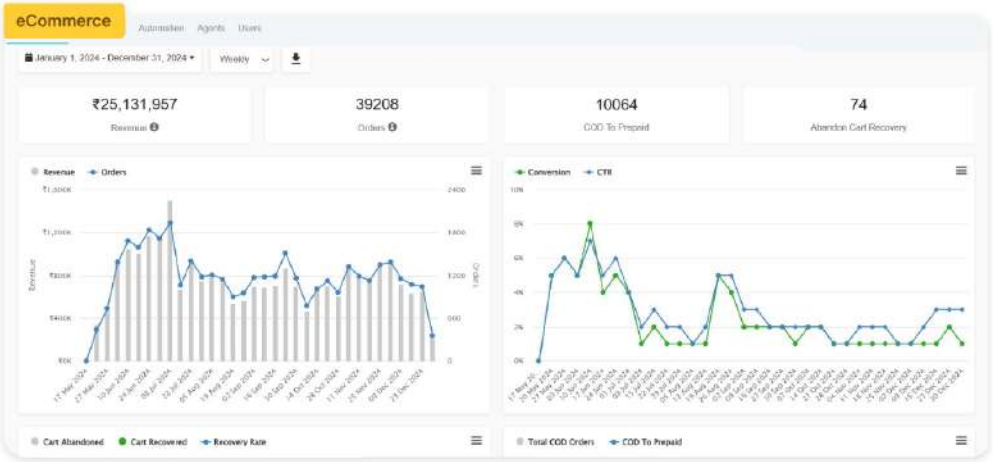


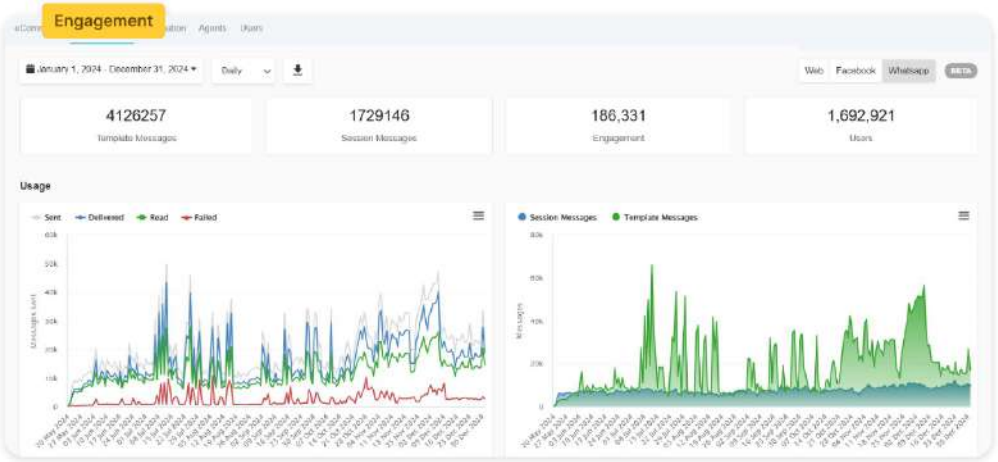
Unified Inbox (a mini CRM)

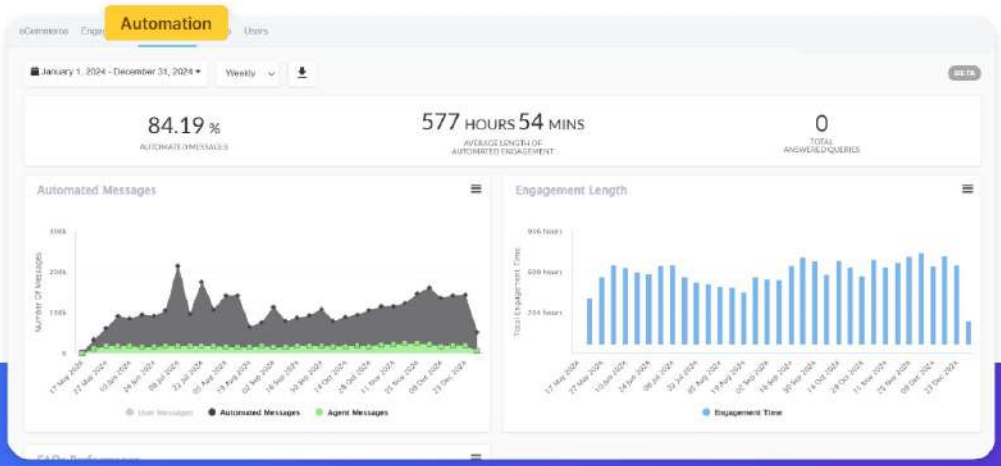
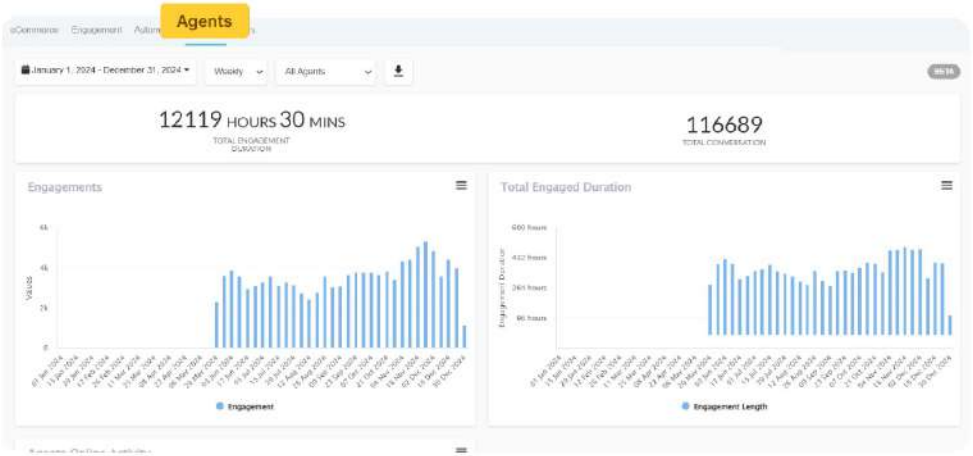
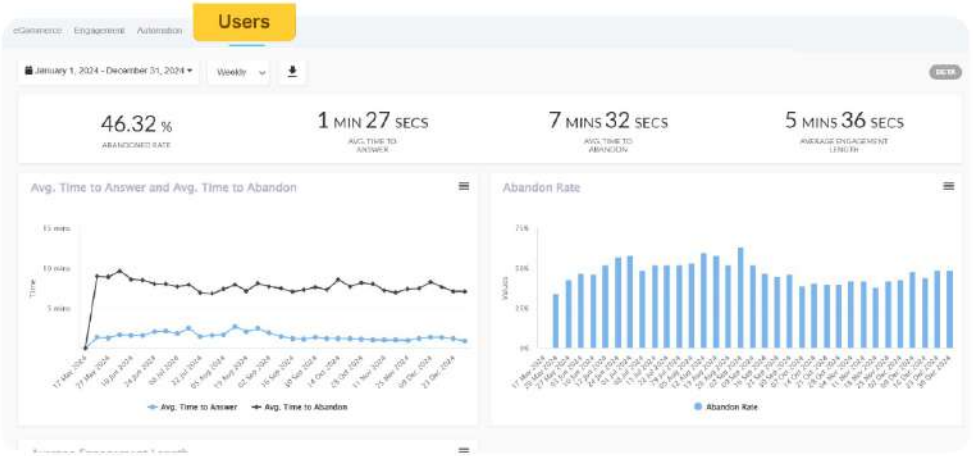


CLICKWISE AGENCY

In-depth Operational Analytics



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