Take advantage of the world’s most used messenger service, WhatsApp, to reach your customers more effectively.

In addition to your already used channels like e-mail, SMS and web push, you can now also provide your customers with information and advertising messages via WhatsApp. Hardly any other channel offers you so much range, since people almost always have their smartphones with them. The customer only has to sign up for the messenger service with his telephone number. You can then simply transfer the delivery from EMM, where you have the overview of your news channels.

Benefits of WhatsApp Messages

- Opening rates of over 90 percent
- Messenger service with the highest usage worldwide (in Germany, 65 percent of the population already uses WhatsApp)
- Pictures, videos and documents can be sent
- There are no spam blockers on WhatsApp
- Price-efficient as WhatsApp itself does not charge a usage fee
- WhatsApp messages are delivery in real-time, making them suitable for real-time campaigns
- Secure data transmission through end-to-end encryption
- Good measurability of clicks, subscriptions and unsubscriptions (available end of 2018)
- Logged chat history
- Personalized messaging (available end of 2018)
Sending WhatsApp Messages

Just integrate the registration form on the website, obtain permission, and then send your WhatsApp messages using the E-Marketing Manager.

1. Integration of the registration option, e.g. via layer, on your website.

2. Authorization: When the website visitors sign up for your WhatsApp messenger service, they will receive an SMS with your WhatsApp number. They must send „Start“ to that number to confirm the opt-in. Double approval gives you a valid opt-in for sending your WhatsApp messages. Since the recipient can unsubscribe at any time, the principles of permission marketing are fulfilled. The new recipient receives a welcome message.

3. Delivery: The entire planning, control and evaluation of the WhatsApp messages is as simple as always with E-Marketing Manager.

Possible Applications

Today, 1.5 billion people worldwide use WhatsApp, which represents enormous potential. Although the messenger is not officially approved for promotional purposes, there are plenty of uses for which WhatsApp is a good addition or even offers a clear advantage.

Service Notifications
Service notifications are a great complement to the classic e-mail. For example, for shipping information, the confirmation of payment or a short message that a vehicle is ready for pickup.

News Ticker
Many media already use WhatsApp to spread the latest headlines of the day in a news ticker.

Special Deals
Through the short messages, WhatsApp is particularly suitable for short-term and limited offers with a high exclusivity factor, such as the sale of concert tickets, which starts two hours earlier for members.

Please contact us for more information:
AGNITAS AG | Werner-Eckert-Str. 6 | 81829 Munich | sales@agnitas.de | www.agnitas.com