



Mesa Meta

Business Messaging

Unlocking new customer journeys and business results through
the power of conversation.

MESA | **Meta**

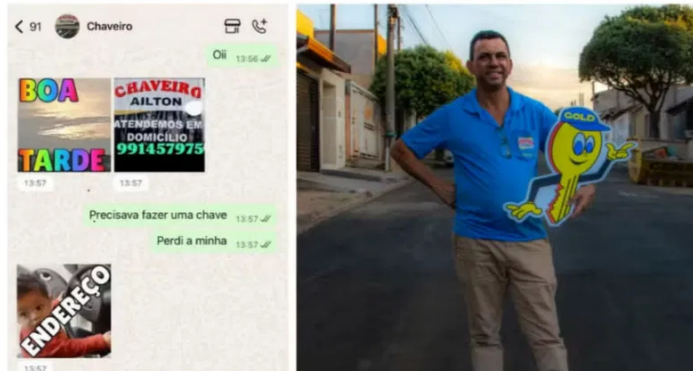
In Brazil, Zap is not just an app. It is part of our lives.

Chaveiro se comunica com cliente usando apenas figurinhas do WhatsApp, e conversa viraliza

Adotar uma comunicação leve e criativa ajudou o empreendedor Ailton Alves a conquistar consumidores e bombar nas redes, mas nem toda marca deve seguir a tendência. Veja comentário de especialista

Por Isabela do Carmo

22/08/2025 06h00 - Atualizado há 3 semanas



Chaveiro viraliza ao responder clientes com figurinhas pelo WhatsApp — Foto: Reprodução / X / Facebook

Fonte: [Site Revista PENG](#), 22/08/2025



Fonte: <https://festas.site/dicas/festa-whatsapp/>

"Brazil is a country that truly embraced the power of messaging."



Mark Zuckerberg

Meta, June 2024

The Numbers Don't Lie



93%

of users have an active
WhatsApp account



97%

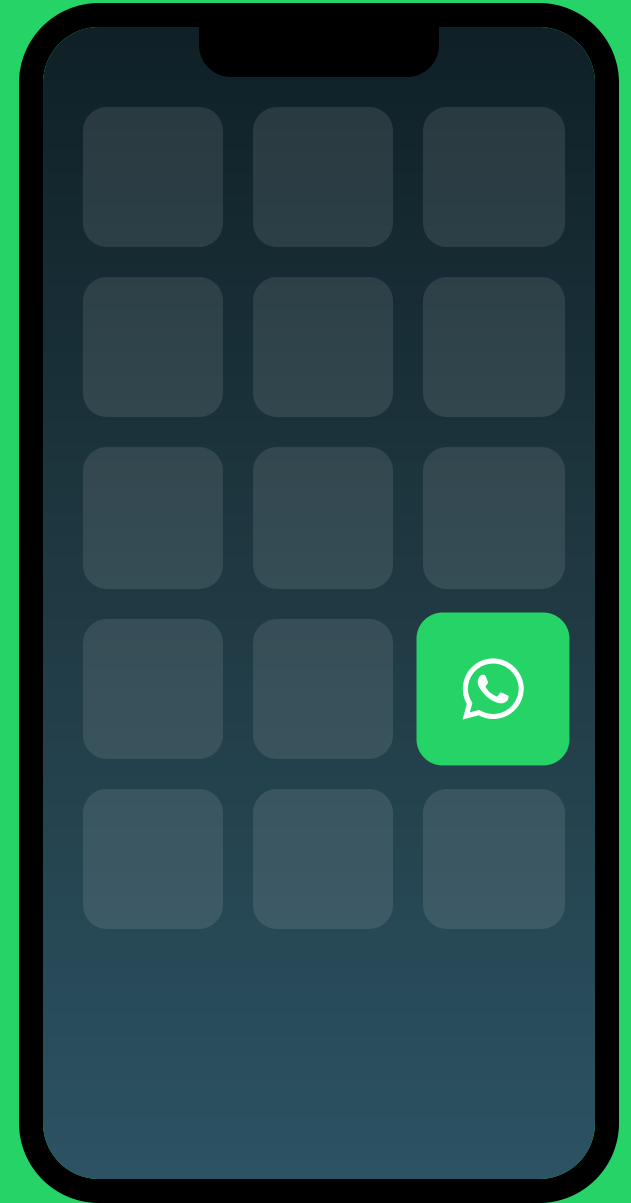
of Brazilians open
WhatsApp to read or send
messages everyday



#1

WhatsApp is the most
opened app in Brazil

**What is the only
app you wouldn't
delete from your
phone?**



If it's in the culture,
it becomes conversation.



If it becomes conversation,
it passes through WhatsApp.

Brands that understand this gain space in people's lives.
Those that don't, lose the conversation.

Being in the conversation is not just cultural — it's financial.

275%

ROI in 3 years

Source: Forrester for Meta, 2026

 **+40%**

More leads vs digital ads

 **-58%**

Cost per lead (Brazil avg)

 **+55%**

Lead conversion rate

 **+56%**

ROAS (Click-to-WhatsApp)

 **25x**

Cart recovery vs email

 **98%**

Message open rate

THE BUSINESS OPPORTUNITY

WhatsApp is present in **every moment** of the customer journey

79%

of online adults globally prefer messaging as their way of communicating with a business

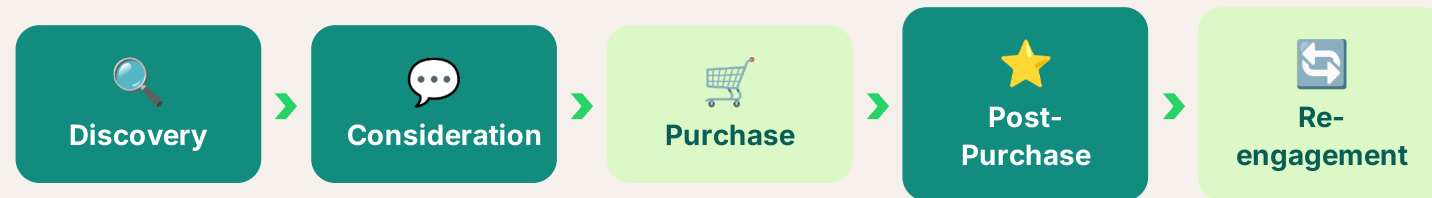
Source: Business Messaging Usage Research by Kantar / Meta, March 2024

80%

of customers have switched brands due to poor experiences — 43% after a single bad interaction

Source: Kantar / Meta commissioned study, 2024

THE CUSTOMER LIFECYCLE — WHATSAPP IS ALWAYS ON



Brands **not present in this conversation** are leaving revenue — and loyalty — on the table.

Source: Business Messaging Usage Research by Kantar (Meta commissioned, 6,513 online adults in BR, MX, ID, TH, VN, UK, DE, ES, FR, IN, US, PH, MY), March 2024

“Knowing WhatsApp is essential is easy. **Building a strategy that works is the challenge.**”

The Meta ecosystem requires strategic, creative, and technical integration beyond what most brands can do alone.

That's why we partnered with Mesa.

MESA

+ Meta

A solution designed to help advertisers unlock **new customer journeys** within WhatsApp.

- ✓ Strategic alignment with Meta's ecosystem
- ✓ Focus on tangible business results
- ✓ Agile methodology for rapid deployment

We already proved this power partnership for brands that needed to build complex system of ideas

Leading brands validated the Mesa + Meta partnership model for creative unlocking.

"It's far from obvious to maintain a real market pulse... and operate the complexity of Meta's ecosystem all at once."

LC

Leo Cirino
CMO, Exame

"Platforms have stopped getting deeply involved with business problems. This partnership brought that depth back."

DC

Daniela Cachich
CEO Beyond Beer, ABI

VERSION 1.0

Sistema de Ideias

Creative Strategy Sprints



VERSION 2.0

Business Messaging

Holistic WhatsApp Journeys

INTRODUCING

Mesa Meta

Business Messaging

An exclusive partnership between **Meta** and **MESA** — the world's most efficient method — to help brands build holistic WhatsApp journeys that drive **real business results**.

MESA

**A radically
efficient
approach
to work.**

What they do

Conceive, develop and prototype solutions in up to 5 days. Every MESA starts with a challenge presented by an organization.

How they work

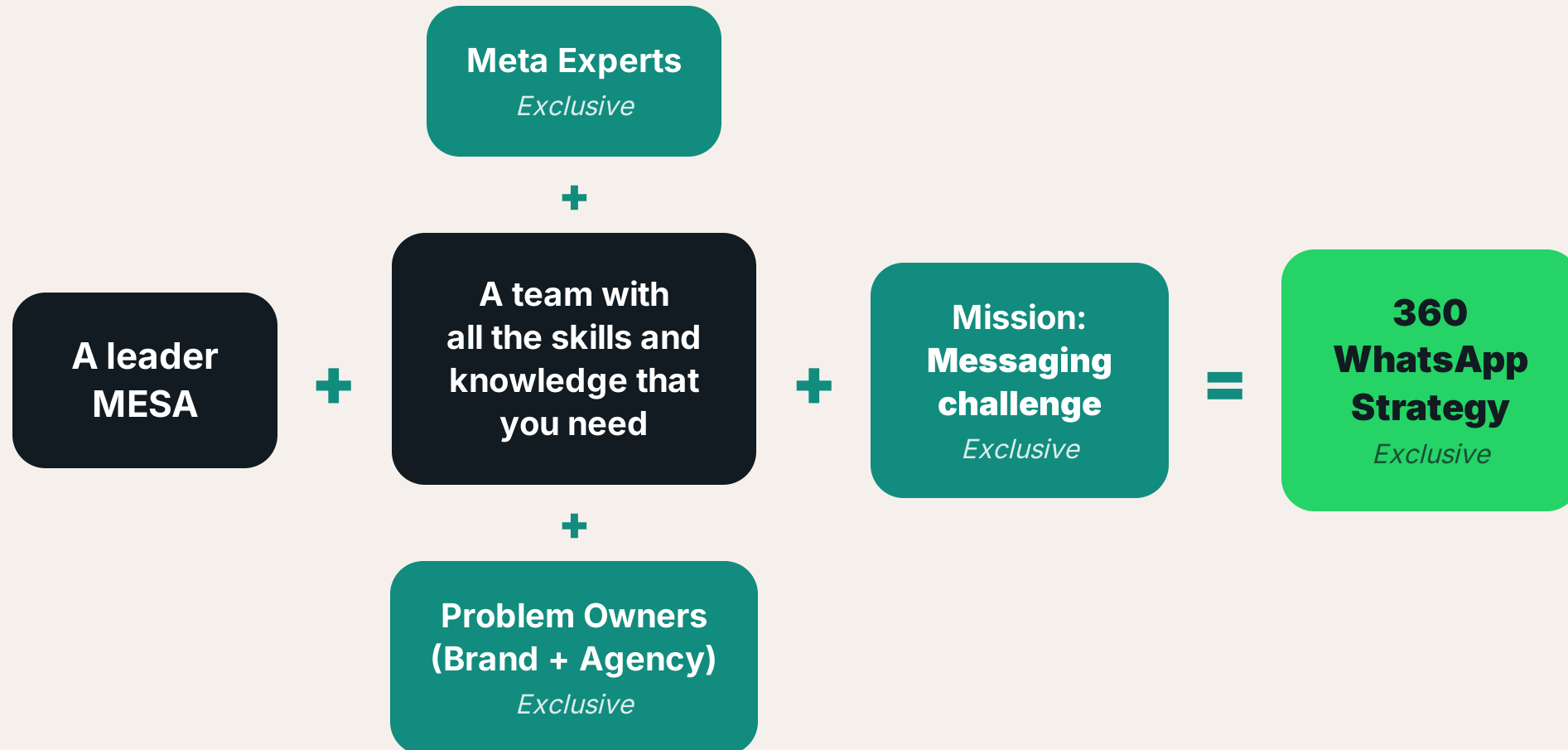
Assemble teams formed by extraordinary professionals: decision makers from within your organization and external specialists, hand picked for your specific mission.

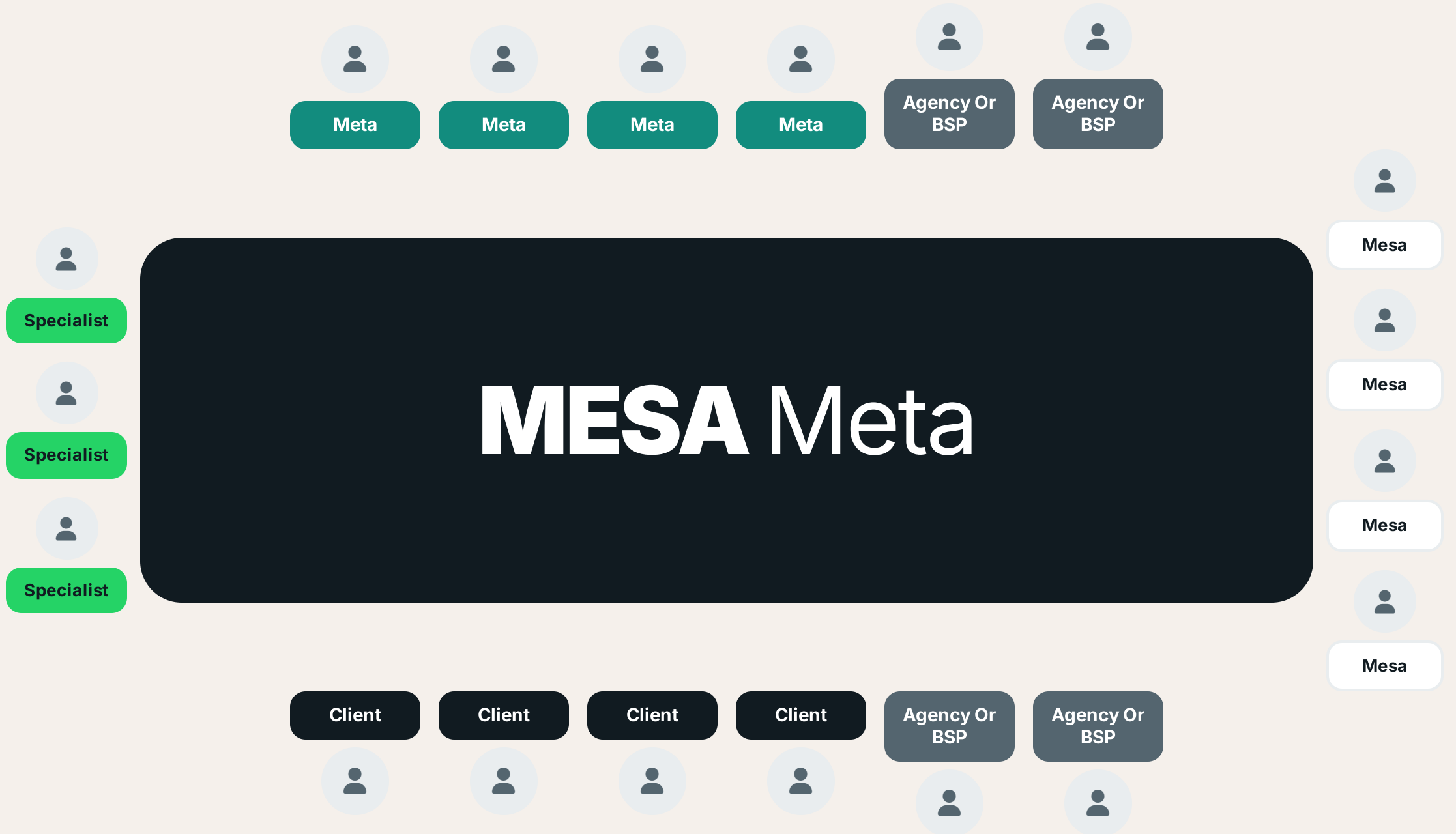
350+ MESAS Globally

Since 2011, they have delivered more than 340 MESAS worldwide, building a proven track record across several industries and markets.

MESA Meta

Strategic intelligence, creativity, and platform knowledge in an intensive process, built by many hands:





Our Solution in Detail

Pre-Work (3 Weeks)

- Mission & Problem Owner Definition
- Team Buildup: Specialist + Agency + Client + Meta
- Download: 20 min presentation from Client & 20 min from Meta

2 Day Live Session

- Present Download from Client & Meta
- Multi Skill Groups to discuss and develop action plans
- Makers developing MVP solutions as team works on ideation

Day 1

Download

Business Challenge & Meta Insight

Mission

What's our objective

Ideation

Starting the first draft for our innovative approach

Day 2

Decision

Which Paths will be prioritized

MVP

Prototyping our Solution

Final Pitch

Validating how our official solution will look like

Total Duration

Pre-Work

3 Weeks
(Led by Mesa)

Session

2 Days
(Scheduled before pre-work)

Final Material

3 Days after session
(Sent by Mesa, including all SVAs)

What's the added value from our exclusive partnership?

System of Ideas Map (SVAs)

MESA

- ✓ Mesa Methodology
- ✓ Specialists Curatorship
- ✓ 1 Video Maker/Motion to design initial draft during session

Meta

- ✓ Insights (Cultural + Platform) + AI Agents
- ✓ Meta XFN specialists (Industry experts, Agency partners, Creative Strategist, Platform Specialist)
- ✓ Measurement 360
- ✓ Media strategy + Tactical plan
- ✓ Catering + Facilities

Strategic Solutions Suites

Four strategic journeys. One method. Measurable results.



01

Awareness & Consideration

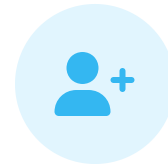
Drive brand visibility and intent through storytelling and interactive content distribution.



02

Conversational Commerce

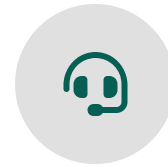
Enable seamless browsing, catalog integration, and direct sales within the chat interface.



03

Customer Acquisition

High-intent lead generation, qualification, and conversion optimization strategies.



04

CX Transformation

Elevate post-purchase support, loyalty programs, and retention through automated care.

Commercial proposal

Investment Needed

Brazil

Price

U\$57K

Paid Directly to Mesa

Media Investment (Recommended)

~ U\$575k

Production Budget Buffer
(For Bot Development/Ad Creation)

U\$10.000 ~ U\$30.000

Criteria to Participate

- Minimum Investment to be discussed during session, following Meta Best Practices
- **Fi-Fo Mechanics – 10 total quotas**
- Campaign must go on air + Public Case to be approved by Client/Agency
- Formal Approval Email is the needed document for quota guarantee
- To be approved by Internal Committee (Clear Business Objective, with relevant solution to be built)

Next Steps

Ready to start? Here is how we move forward.

01

Signal Interest

Confirm your intent to participate and lock your spot in the queue.

02

Define Challenge

Align with your internal committee on the specific business problem to solve.

03

Lock Dates

Schedule the Pre-Work and the 2-day Live Session with the team.

Let's transform conversations into business growth.

Mesa Meta Business Messaging