Advanced AI Accelerator

3 Billion Opportunity Unlocking Business Messaging for Agencies





Webinar housekeeping

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- A copy of today’s presentation will be sent out after the webinar

Agenda

- Introduction & Messaging Strategy
- Business Messaging Growth Framework & Solutions
- Partnering For Success

Speakers



Carlos Palacios
Agency Solutions Partner
Meta



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Agency Solutions Manager
Meta



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Strategic Partnership Lead
Infobip



Dikshant Dave
Founder
Zigment AI

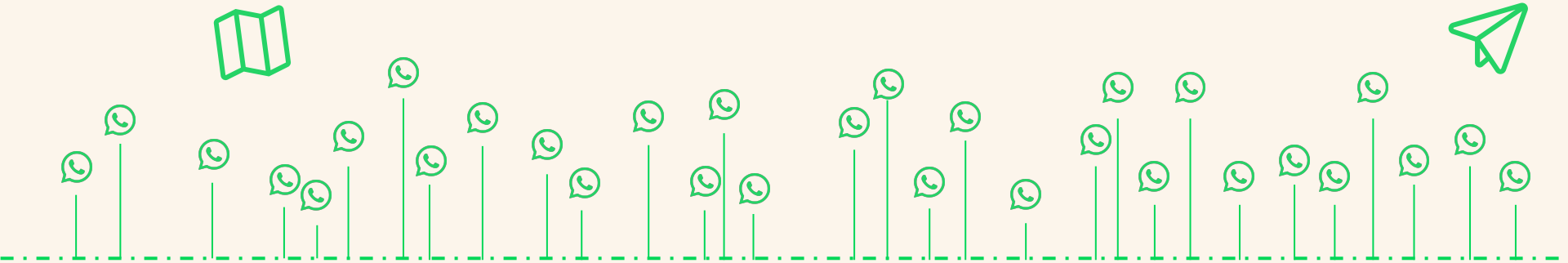
Agenda

- Introduction & Messaging Strategy
- Business Messaging Growth Framework & Solutions
- Partnering For Success

Everyday, WhatsApp is the most opened app in the world.

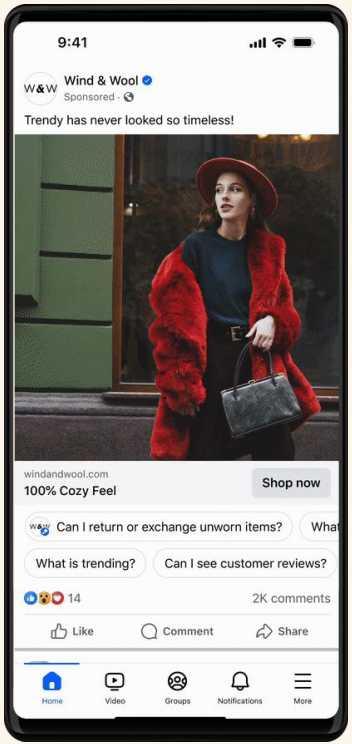
30 opens per day

Almost 3x more than the next most opened app



Source: Dentsu, Human Truths in the Algorithmic Era 2026, quoting We Are Social and Meltwater reporting Data.AI data.

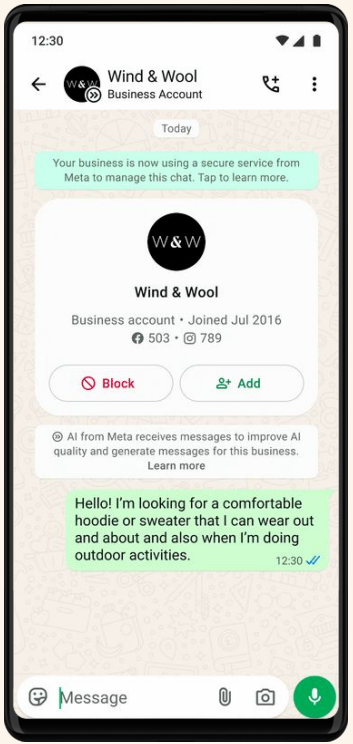
Messaging is the delivery mechanism for Business AI



Business AI
in ads



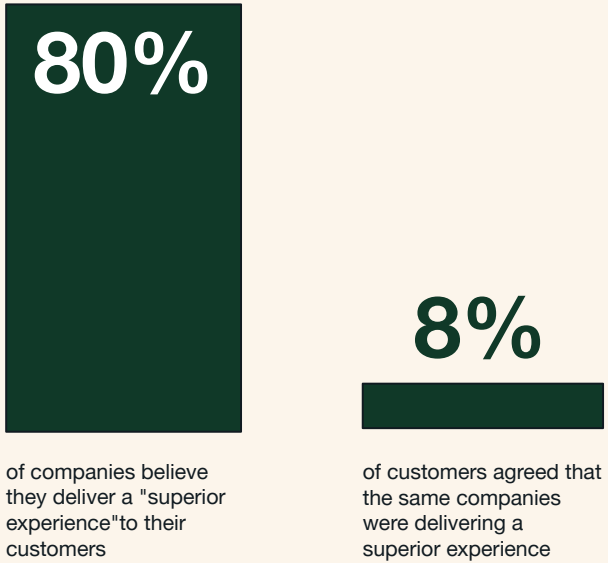
Business AI
on websites



Business AI
in messaging apps

AI can’t come soon enough.
Customer Experience is increasingly lagging expectations

The Delivery Gap[1]



of companies believe they deliver a "superior experience"to their customers

of customers agreed that the same companies were delivering a superior experience

Customer Experience Quality Fell To An All-Time Low in 2025

FORRESTER

The Customer Experience Index measured by Forrester has reached a **new all-time low for 4th consecutive year**[2]

Source: 1. Bain & Company "Delivery Gap" study, 2005. 2. Forrester CX Index Report, 202

The biggest growth opportunity for agencies

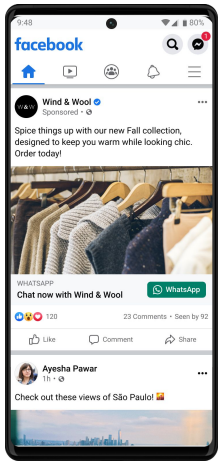
The Agency Gap

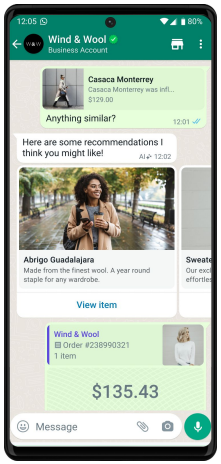


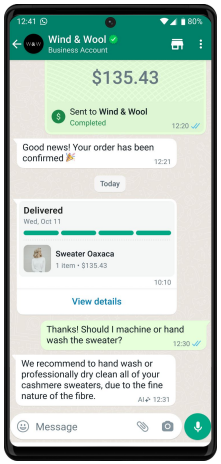
The opportunity exists today and will only increase in the future lets capture it together

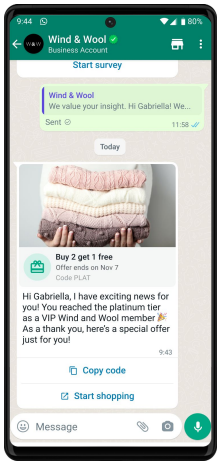
A full funnel of opportunities

Innovative businesses tie customer journeys together with the most visible, immediate channel available to complement websites and apps, and get customers the help they need to convert.









Business need	Grow and engage my customer base	Drive sales of my products and services	Deepen my customer relationships	Retain customers and drive ongoing sales
Product offering	CTX	In-thread experiences	Paid messaging (Utility, Auth)	Paid messaging (Marketing)
	← WhatsApp Business Account WABA →			

Discovery | **Consideration and Transaction** | **Post-transaction support and Value** | **Re-engagement**

Understand the opportunity: The Agency Growth Framework

Dormant

Advertisers who have not utilized click to messaging and has no WABA.

Crawl

Advertisers with some experience with click to messaging, lead ads, or in a messaging-heavy vertical

Walk

Advertisers has a WABA is running click to messaging and is early testing of paid marketing messages

Run

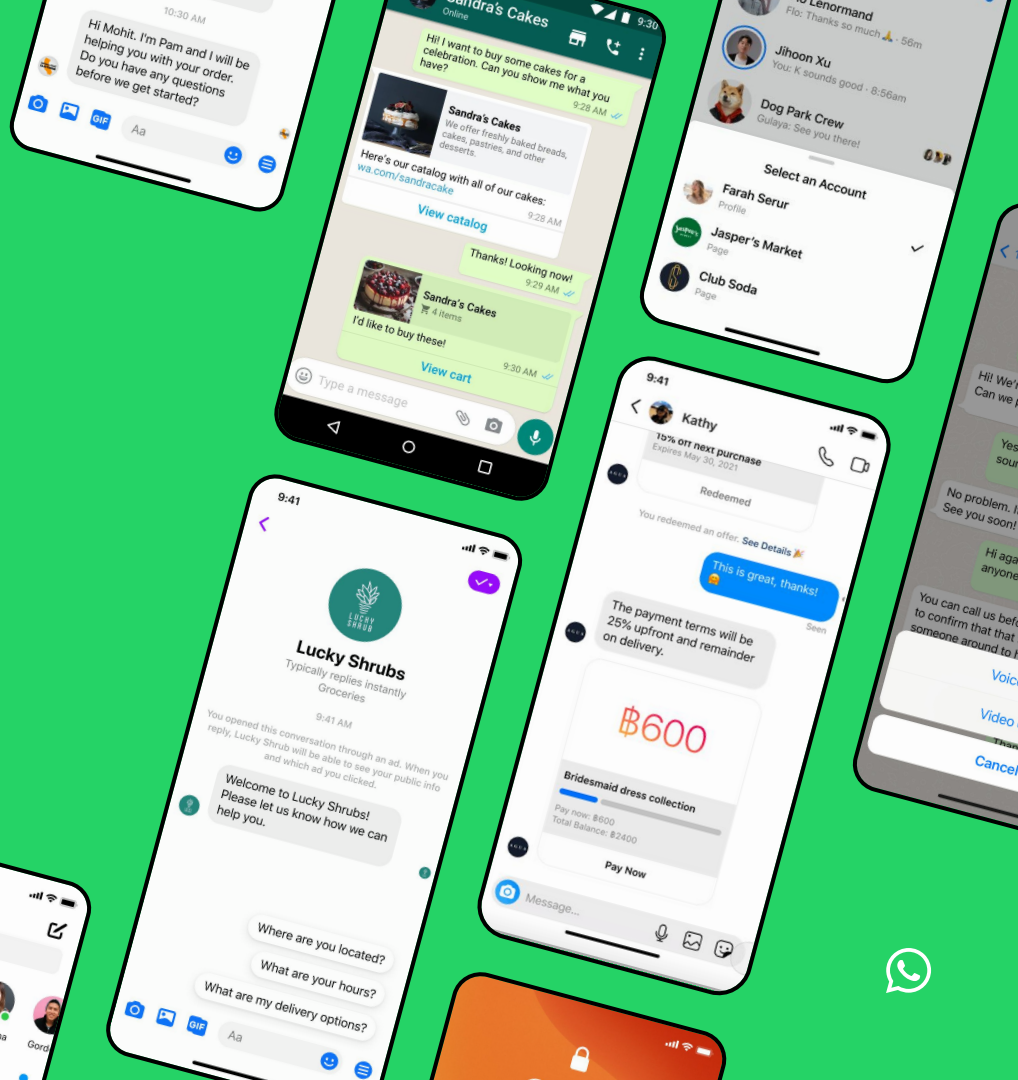
Advertisers have scaled messaging across marketing and non-marketing use cases

Advanced AI Accelerator

Business Messaging Maturity Report

Agency X

YTD 2026 | Snapshot: 28 April 2026



WhatsApp Business Messaging Maturity — Portfolio Overview

This analysis applies the WhatsApp Business Messaging Maturity Model (Dormant → Crawl → Walk → Run) to [X] unique advertisers across [Y] planning agencies.

Distribution

Stage	Count	%	Description
Dormant	86	61%	No WABA, no readiness signals
Crawl	36	26%	No WABA, strong conversion signals present
Walk	17	12%	Active WABA, spending on paid messaging
Run	0	0%	Both scaled marketing AND utility/auth messaging

Key callout: 0 advertisers have reached Run. The 90-day focus is to move 12 Crawl accounts into Walk and 7 Walk accounts into Run.

Crawl sub-stages

- **CTX Active (P0, 7 clients):** Client 1, Client 2, Client 3, Client 4, Client 5, Client 6, Client 7
- **Lead Ads (P1, 5 clients):** Client 8, Client 9, Client 10, Client 11, Client 12
- **Priority Vertical (P2, 25 clients):** Client 13 … Client 37

Walk sub-stages

- **Walk Early Testing (P3, 10 clients):** Client 38 … Client 47
- **Walk+ / Need Utility (P1, 5 clients):** Client 48, Client 49, Client 50, Client 51, Client 52
- **Inverted / Need Marketing (P1, 2 clients):** Client 53, Client 54

Walk Stage: Three Sub-Stages, Three Distinct Sales Plays

All 17 Walk advertisers have an active WABA. The sub-stage determines the action required to move them toward Run.

Walk Early Testing (P3, 10 clients)

- WABA is active but spend is small.
- **Key callout:** Client 38 has $251K CTX in 28 days — largest CTX spender, closer to Run.
- **Other notable:** Client 39 ($477 mktg + $13K Lead Ads), Client 40 ($11K Lead Ads).

Walk+ / Need Utility (P1, 5 clients)

- Strong marketing but near-zero utility/auth templates.
- Total marketing locked: **~$84K YTD**; total utility: **~$3**.
- **Client 48:** Has marketing investment and $3.9K CTX but zero utility.
- Without utility, marketing spend has a ceiling; next step is operations.

Inverted / Need Marketing (P1, 2 clients)

- Strong utility foundation but no paid marketing.
- **Client 53:** $25K utility / $1 marketing — coordinate globally.
- **Client 54:** Need a paid marketing pitch to monetise the audience.

Recommendation for Walk

Walk+ → Run: Build a "Utility Templates Activation Pack" (order updates, OTPs, receipts). Pitch to Client 48 and Client 49 first.

Inverted → Run: For Client 53, coordinate with the global team. For Client 54, build a paid marketing pitch.

Walk Early → Walk+: Help Client 38, Client 41, Client 40, and Client 42 formalise CTX/Lead Ads under managed WABA campaigns.

90-Day Action Plan: From 0 in Run to 5–8 by Year-End

Now
NEXT 30 DAYS

- **Build Crawl P0/P1 dashboard:** 12 named accounts (7 CTX-active + 5 Lead Ads).
- **Initiate Walk+ → Run:** Open conversation with Client 48. ~$40K marketing spend with $1 utility = highest leverage moment.
- **Client 49 review:** Sitting on $13K marketing + $3.9K CTX with no utility.
- **Client 53 ownership:** Confirm global account ownership ($25K utility / $1 marketing).

Next
NEXT 90 DAYS

- **Auto vertical play:** Build WABA + CTWA activation pack for EV brands.
  Pilot with Client 1.
- **Client 38 deep dive:** $251K CTX spend in 28 days indicates they're operating closer to Run. Confirm WABA setup.
- **Education pilot:** Approach one university client (Client 13–17) for a student-enrolment pilot.

Later
NEXT 6 MONTHS

- **Quarterly KPI:** Set the "Run target" as a KPI. Today: 0 in Run. Target: 5–8 by year-end.
- **Business AI signal:** Add Business AI activation as a 5th data signal in the next iteration.
- **Replicate analysis:** Expand to other holding companies in the market.

PRIORITY	ACTION	TARGET
P0	**Activate 7 CTX-active Crawl accounts** (WABA onboarding)	Walk by end of Q3
P1	**Activate 5 Lead Ads Crawl accounts** (Auto vertical focus)	Walk by end of Q3
P1	**Unlock Walk+ → Run for 5 accounts** (utility templates)	Run by end of Q3
P1	**Unlock Inverted → Run for 2 accounts**	Run by end of Q3
Strategic	**Set 5–8 Run accounts as year-end KPI**	Year-end 2026

Business Messaging Opportunity Finder

Turning customer friction into conversation opportunities

Prepared for [Agency X + Client Y]
February 2026

About This Analysis

We analyzed **900 customer comments** from a financial institution's Facebook and Instagram ads over 90 days to identify where Business Messaging can reduce friction and improve customer experience across the full customer journey.



900 Comments

Extracted from Facebook & Instagram ads over 90 days



4 Journey Stages

Every comment mapped to a specific stage in the customer journey



Actionable Solutions

Messaging recommendations identified for each stage

Customer Journey Framework

Pain points were mapped across four stages — from first consideration through to escalation.

52%
CONSIDERING

Pre-purchase questions, product inquiries, rate comparisons

8%
PURCHASE

Application process, account opening, checkout friction

24%
USING

Post-purchase issues, account access, bonus tracking

16%
ESCALATING

Unresolved complaints, seeking human support, threats to leave

Key Insight: The Considering stage dominates with **52%** of all pain points — representing the single largest opportunity for Messaging intervention.

Considering Stage — 52% of Pain Points

Pre-purchase questions and inquiries

Customers are actively comparing options and need instant answers. Without a responsive channel, these questions go unanswered — or worse, get answered publicly by other frustrated customers.

MESSAGING OPPORTUNITY

A pre-sales consultation bot can answer rate, eligibility, and feature questions in real time — capturing leads before they switch to a competitor.

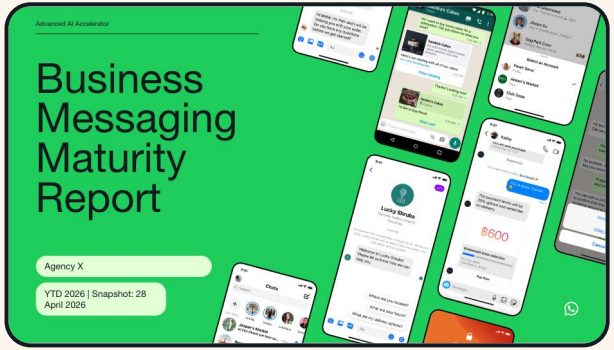
- “Does the app work with an iPad or only iPhone?”
- “Is this for existing customers or only new ones?”
- “What's the catch”
- “Another bank has 5% for 6 months, will you match that”
- “How much will it cost to receive a payment?”
- “4.85 at another bank can you match”
- “Read the fine print its almost impossible to withdraw”

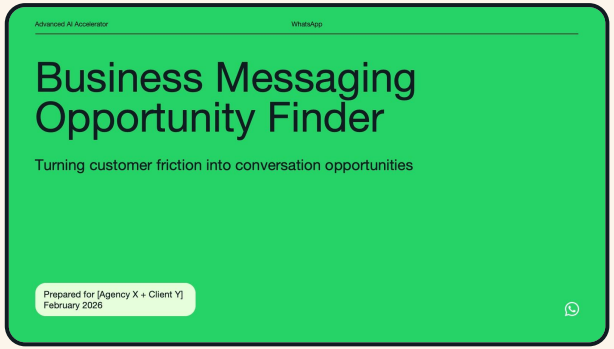
Proven Results Across Financial Services

Business Messaging is already delivering measurable ROI for banks globally

JOURNEY STAGE	BANK	USE CASE	KEY RESULT
CONSIDERING	**Banco Santander**	Account activation marketing	**15X higher open rate** vs push notifications **11% increase** in activations
PURCHASE	**Banco Ciudad**	Account activation utility	**51% increase** in client interactions **18-point CSAT** increase
USING	**NatWest**	Cheque verification & alerts	**10X faster response vs SMS** **83% cost reduction**
ESCALATING	**Itaú**	Debt renegotiation & support	**100+ use cases** **10% contribution** to debt recovery

Scan Now to order your Agency and Client reports





Business Messaging Growth Framework



Dormant

Advertisers who have not utilized click to messaging and has no WABA.





Our latest pillow collection
Bedandbath.com

3:35 PM



This is perfect, thank you!
3:36 PM

Business Messaging

To engage customers in valuable, relationship-building conversations on their preferred messaging platform.







Can you help me change my flight?
3:35 PM

Sure thing. Give me a moment to look up your itinerary…
3:36 PM

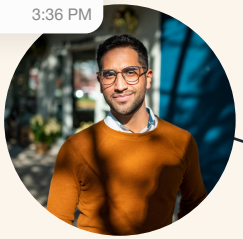






Can you send me the tracking number?
3:35 PM

No problem! Here it is…
3:36 PM

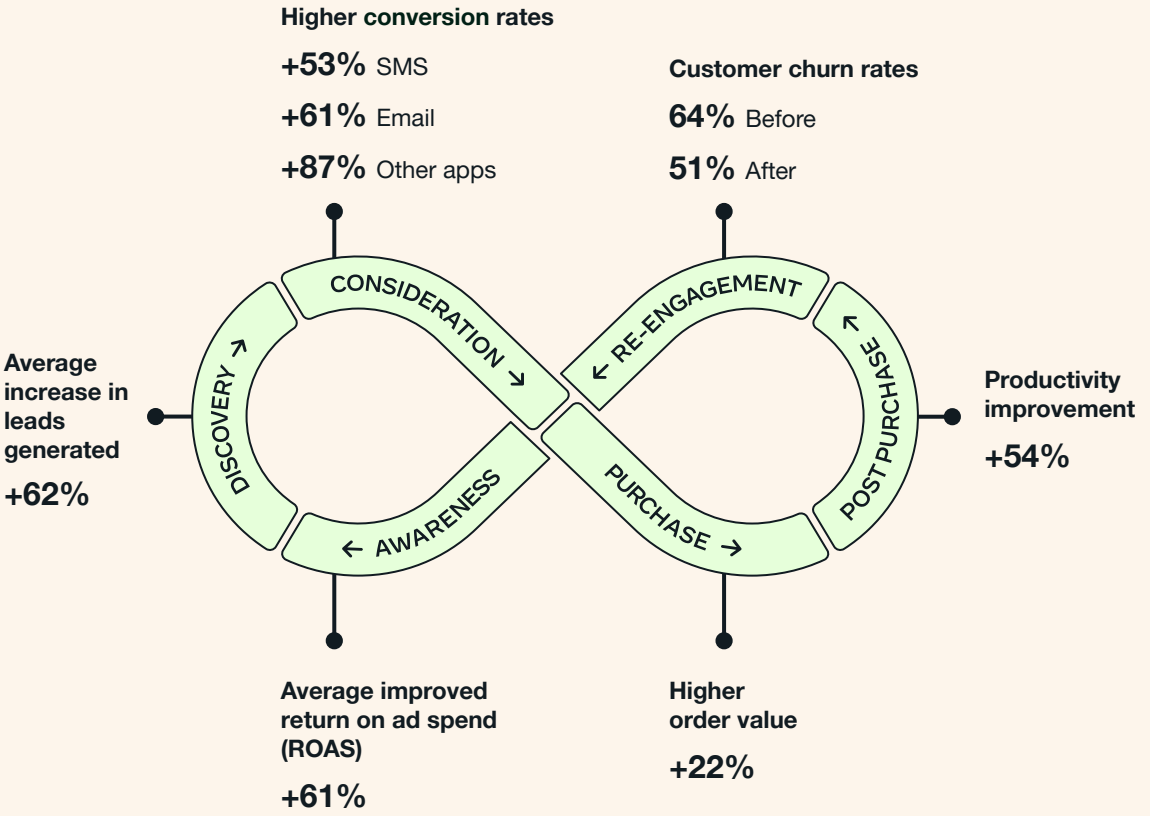


How much is this product?
3:35 PM

$ 59.90 with free shipping
3:36 PM

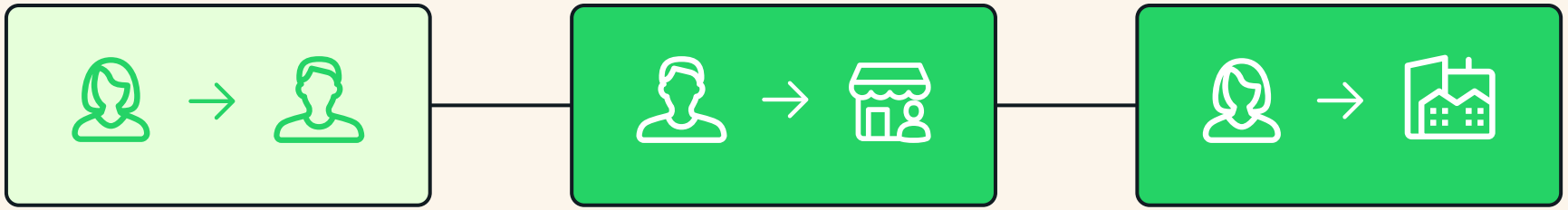
WhatsApp for Business drives value across the customer lifecycle

Meta Business Messaging leads to better results across the customer lifecycle when compared to legacy channels.



Source: Meta Business Messaging for Marketing and Sales, a commissioned study conducted by Forrester Consulting on behalf of Meta, December 2022.

There are two ways for businesses to connect with customers using WhatsApp



Consumer App
Person-to-person

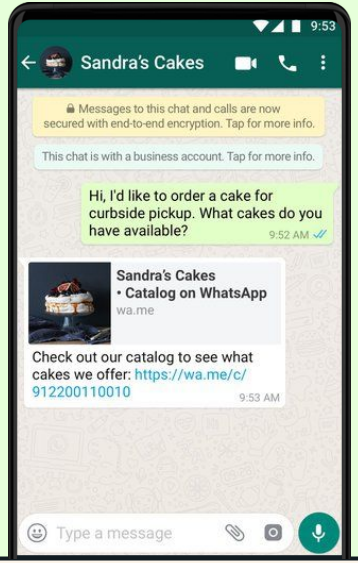
Business App
Person-to-SMB

For **small businesses** who personally manage conversations with customers

Business Platform
Person-to-large businesses/enterprise

For **medium to large businesses** communicating with customers at scale through programmatic access

Key Differences between WhatsApp Business App and WhatsApp Business Platform



Small Business App

- Free App on Local Phone with no BSPs needed
- No backend integration/ bot needed
- No verification

Example of features:
Message Template
Multi-Device
Multi-Numbers

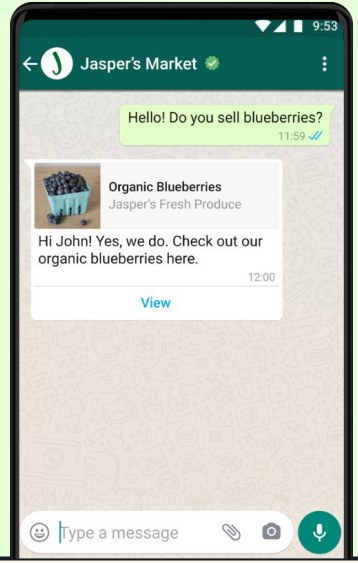
MORE MANUAL

Business Platform

- Commercial Contract with BSPs required
- Backend CRM integration /bot possible
- Verification (blue tick) possible

Example of features:
Chatbot Assistant
CRM Integration
Attribution Tracking, etc

MORE AUTOMATION



Crawl with Ads that Click-to-WhatsApp

Advertisers with some experience with click to messaging, lead ads, or in a messaging-heavy vertical

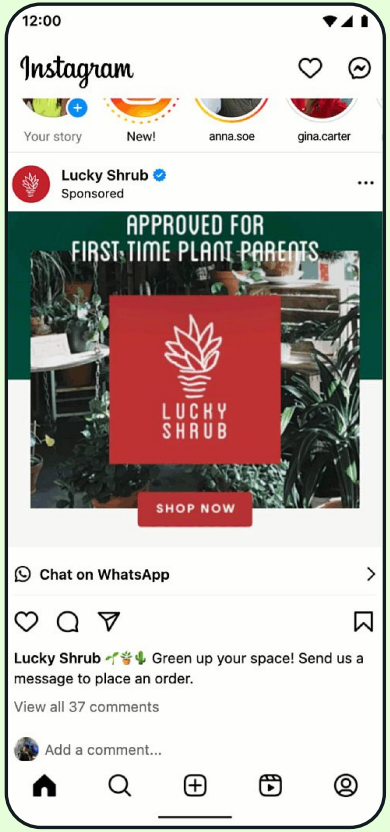
Ads that click to WhatsApp

Ads that click to WhatsApp allow businesses to create Facebook, WhatsApp and Instagram ads that open a conversation in WhatsApp.

They connect the reach of Meta ads products with the engagement potential of WhatsApp.

72.1%

of online adults agree that messaging is their preferred way of communicating with a business*



Fictitious business

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

Ads that click to WhatsApp support business results you care about

Improve marketing and communications

Enables businesses to initiate direct, real-time conversations with customers, enabling interactive connections that generate lasting relationships.

- Businesses can tailor responses and offers based on user queries
- Reduces friction compared to web forms or landing pages
- Brands can share product demos, catalogs, or support materials instantly, enhancing message clarity and appeal

74%
increased conversion rates compared to other digital ads*

Increase sales and revenue

Shortens the sales funnel and enables faster conversions.

- Sales reps can answer questions, address objections, and close sales in real time
- Businesses can recommend additional products or services during the conversation
- Enables automated product selection, payment, and order confirmation

52%
ROAS increase compared to other digital ads*

Facilitate lead generation and qualification

Drives users into a WhatsApp chat where businesses can collect information, qualify leads, and nurture them efficiently.

- Users can share their details with a single tap
- Bots can ask qualifying questions and segment leads before handing them to sales
- Leads are more likely to respond and stay engaged in a familiar messaging environment

88%
increased number of quality leads compared to other digital ads*

*Source: TEI of WhatsApp for Business Survey, a commissioned study conducted by Forrester Consulting on behalf of Meta, June 2025

Leverage ads that click to WhatsApp across multiple use cases

Generate/qualify leads

Generate and qualify high-intent leads rapidly through real-time conversations and guided Flows



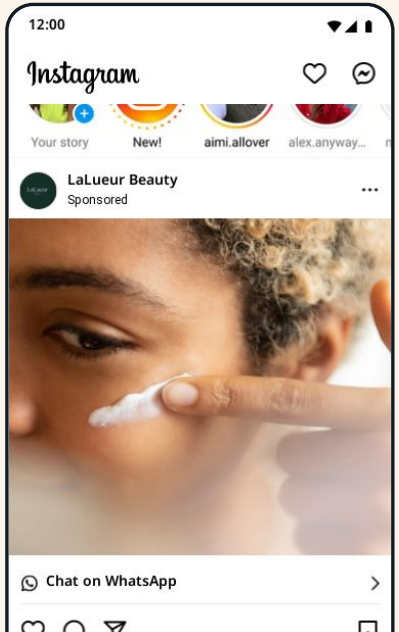
Build a first party customer base

Turn audiences into relationships you can nurture, and grow



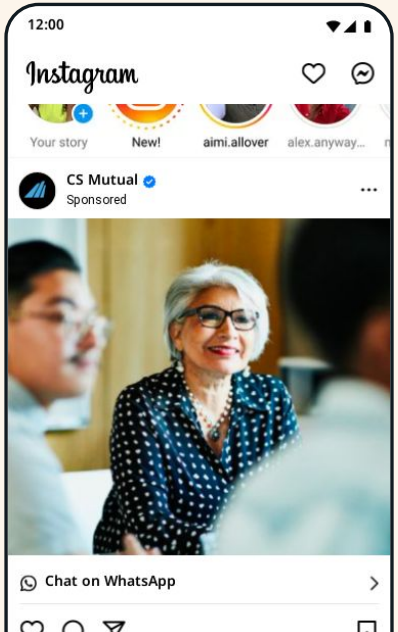
Distribute coupons

Deliver exclusive offers straight into customers' hands sparking action



Generate sales

Leverage the power of advertising with targeted ads that are shown to users who are more likely to purchase



Fictitious businesses

Businesses are already getting results

8.4-point
lift in ad recall[1]

86%
Messaging experience completion rate[1]

Skincare brand Nivea wanted to recreate the in-store shopping experience by providing skincare consultations on WhatsApp.

Nivea partnered with Gupshup to develop the Skincare Routine Advisor, an automated messaging experience on WhatsApp. The team promoted the experience with a campaign of ads that click to WhatsApp.

1.5 million
people reached[2]

65,000
messages exchanged[2]

Lager maker Amstel wanted to show its support of Pride Month in Brazil in a way that celebrated the LGBTQIA+ community.

The team developed a “Yes I Am” campaign of ads that click to WhatsApp. After clicking, users could create a personalized Reel in WhatsApp using their own words, images and videos.

3.9x
more purchases, compared to usual approach[3]

79x
lower cost per purchase[3]

The ecommerce apparel brand wanted to increase purchase intent from its ads that click to WhatsApp campaigns.

ConferOn updated their ads configurations to optimize for purchases, which helped it connect with customers more likely to make a purchase.

Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. [1]Nivea case. Published December 2024. Expires December 2026. [2]Amstel case. Published October 2024. Expires October 2026. [3]Confer On case. Published October 2024. Expires October 2026.

Ads that click to WhatsApp unique features

Leverage a trusted channel, drive business outcomes, and enjoy richer features with WhatsApp

Feature	Benefit
Direct click to chat	Ad button sends users directly to the WhatsApp app, with an open conversation with the business. With the WhatsApp Business Platform, his click is traceable to the exact ad that was clicked, allowing for better measurement.
Multi-objective support	Ads can be created under multiple campaign objectives: Leads, Sales, Engagement, Traffic, Brand Awareness, Reach, and Video Views.
Multi-platform placement	Ads can be displayed across Facebook, Instagram, and WhatsApp Status, maximizing visibility and potential for engagement.
Optimize for conversations, leads and purchase	Ensures ads are shown to people most likely to start a conversation, buy or become a strong lead, driving higher return on ad spend.
Automated greeting and message templates	Improves customer experience by supporting pre-filled welcome messages, icebreakers and automated responses, which allow for instant replies and guiding conversations even when the business is not immediately available.
Multi-format ad support	Supports single image, carousel and video ad formats.
Connect to Flows for lead qualification	Enables advertisers to set up a Flow to be sent from the beginning of the conversation, allowing complex lead qualification to be quickly triggered within the WhatsApp chat.

Purchase optimization

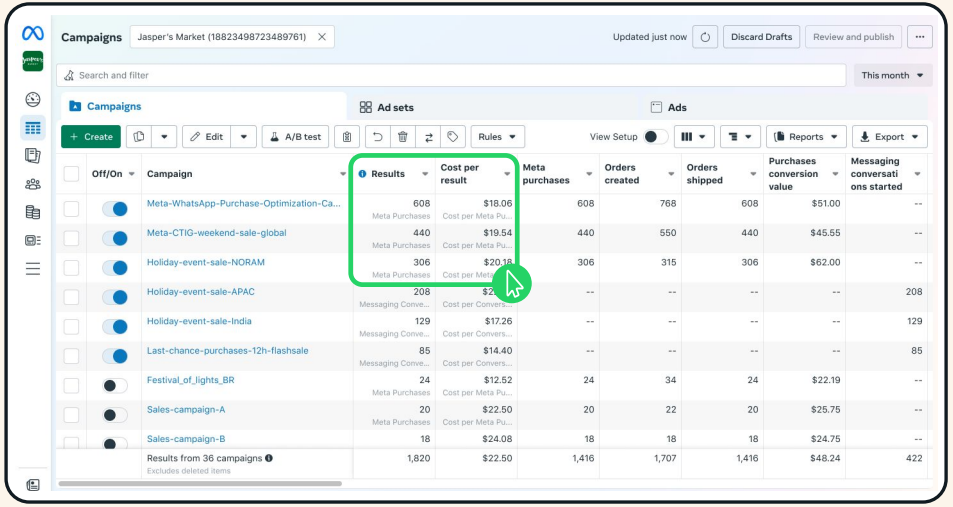
Purchase optimization helps businesses to improve ad performance, lower costs, and gain insights into purchase behavior directly in Meta Ads Manager.

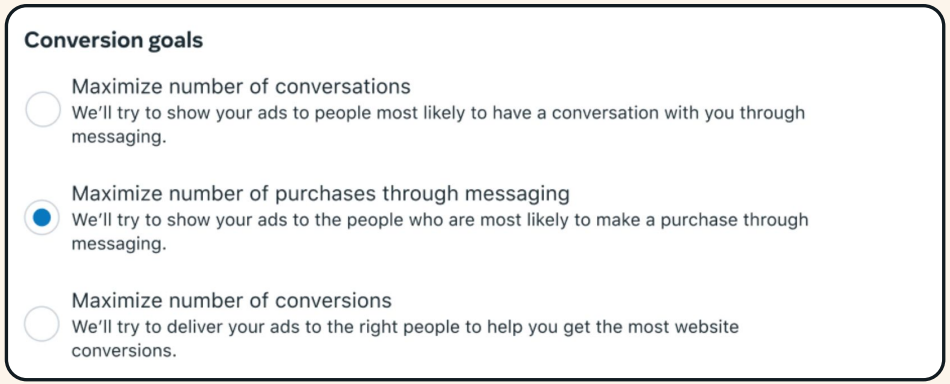
This feature allows businesses to select "Maximize number of purchases through messaging" as a performance goal. This is not available in the EU, UK, or Japan.

To enable purchase optimization when creating an ad that clicks to WhatsApp, the business needs to share at least 10 purchase events with Meta in the last 30 days. Learn more about this process on the guides linked below.

- How to share purchase events in WhatsApp Business App
- How to share purchase events with Conversions API

For businesses using the WhatsApp Business Platform, it is recommended to connect with a Business Messaging Partner to start using the Conversions API and share events that allow for purchase optimization in ads.





Lead optimization

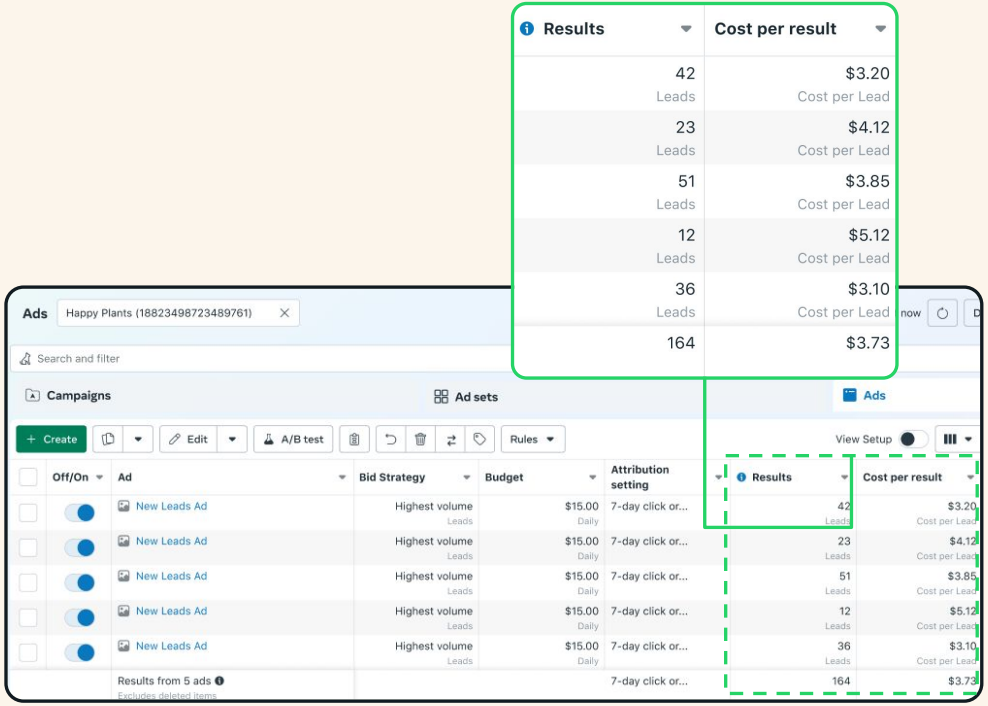
Lead optimization helps businesses improve ad performance, lower costs, and gain insights into lead generation behavior directly in Meta Ads Manager.

This feature allows businesses to select "Maximize number of leads" as a performance goal. This is not available in the EU, UK, or Japan.

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Share events with Meta using Labels

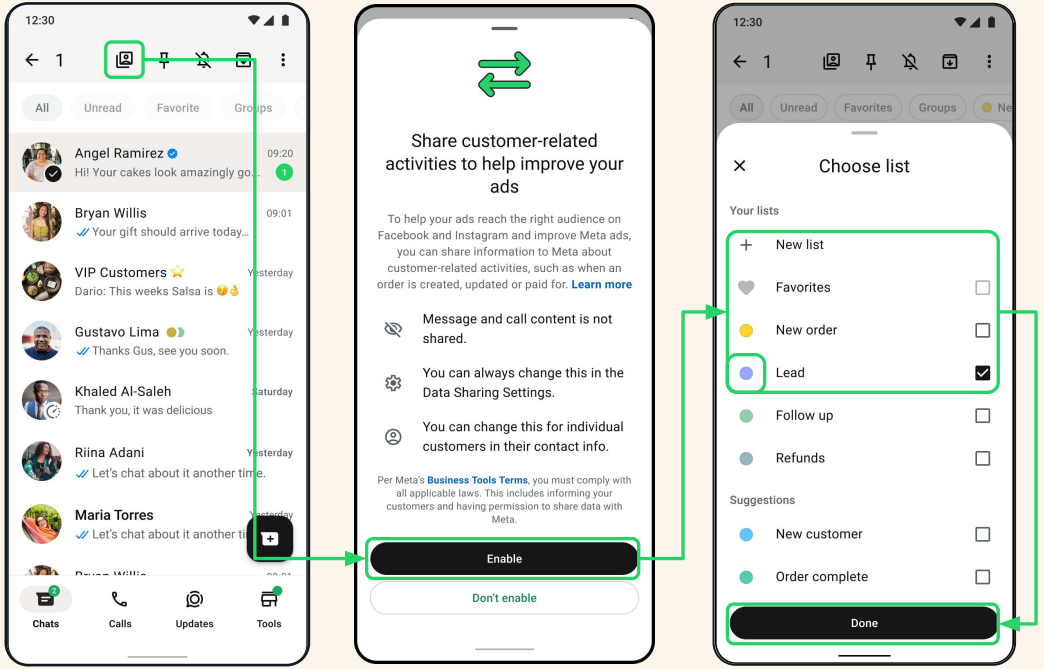
Labels help you organize and find chats. Businesses using labels for the first time on a chat that started from ads that click to WhatsApp will be asked to share customer-related activities to help improve ads. If you opt in, saving a label to a chat causes the event to be shared with Meta.

The following predefined labels can be used to identify leads: **Follow up, Lead, New customer.**

1. Select chat(s) to label, then click the label icon

2. Click **Enable** to allow Meta to receive information about events

3. Once you've enabled sharing, apply a lead label, then click **Save**. To not share a labeled lead, uncheck **Share this label update** before saving.

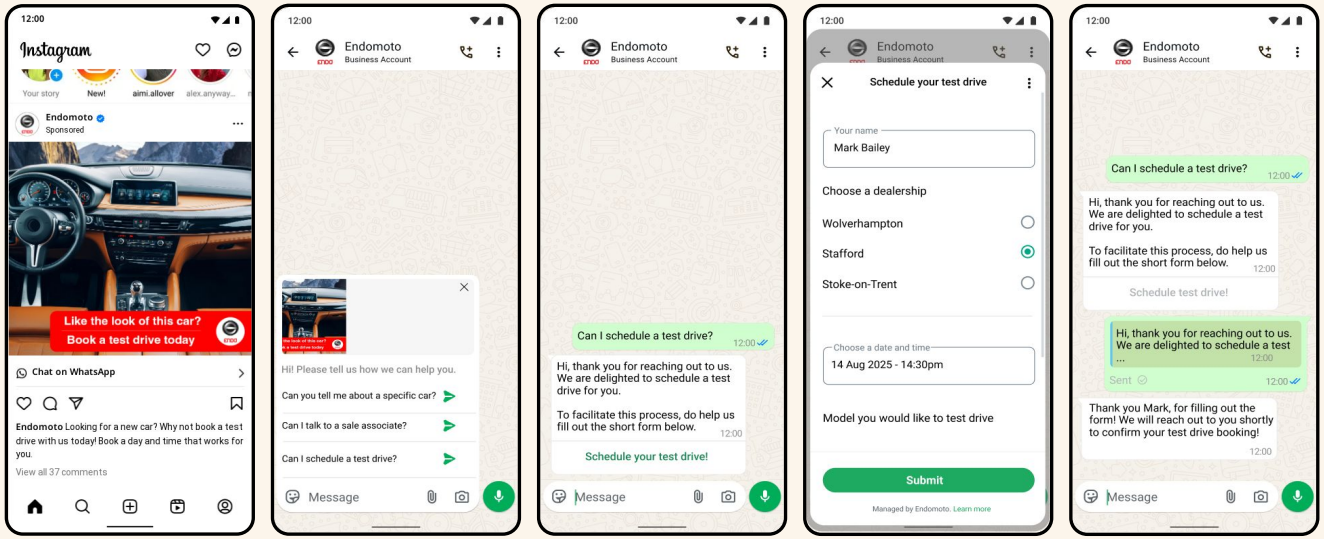


Qualify leads with Flows

WhatsApp Flows allow you to build customised forms where you can engage with potential customers and collect information in WhatsApp chats.

When people click on your ad, they'll be directed to a WhatsApp chat with your business where they can book appointments, sign up for your services or provide their contact information.

To set up a WhatsApp Flow from your Ads Manager, you need to create a click to WhatsApp ad campaign, then select “Collect info with a form in WhatsApp as a message template” option at the ad level.



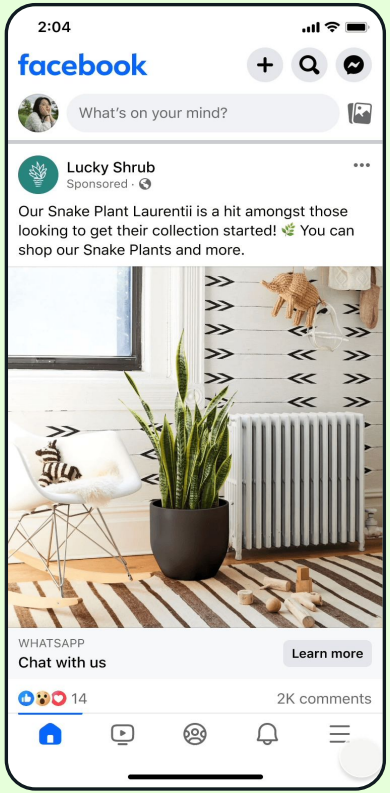
Fictitious business

Website ads that click to WhatsApp

Website ads that click to WhatsApp offer a versatile approach to customer engagement. They allow you to guide potential customers to your landing page with a WhatsApp call-to-action (CTA) before starting a direct WhatsApp conversation with your business.

This dual approach empowers customers to either directly convert on your website or engage in a WhatsApp conversation to build confidence in their purchase decision or receive additional support. By offering both pathways, advertisers can effectively cater to diverse customer needs, enhancing the overall conversion potential.

Learn more about this option here



Fictitious business

Test the impact of CTWA purchase optimization

Hypothesis

Optimizing for purchase through messaging lowers cost per purchase than optimizing for conversations in ads that click to WhatsApp

Ideal Candidates

Advertisers that are fully integrated with WhatsApp
Sharing events through CAPI-CTWA or WhatsApp Business App

Test Structure

Conversion lift or A/B test

Test Parameters

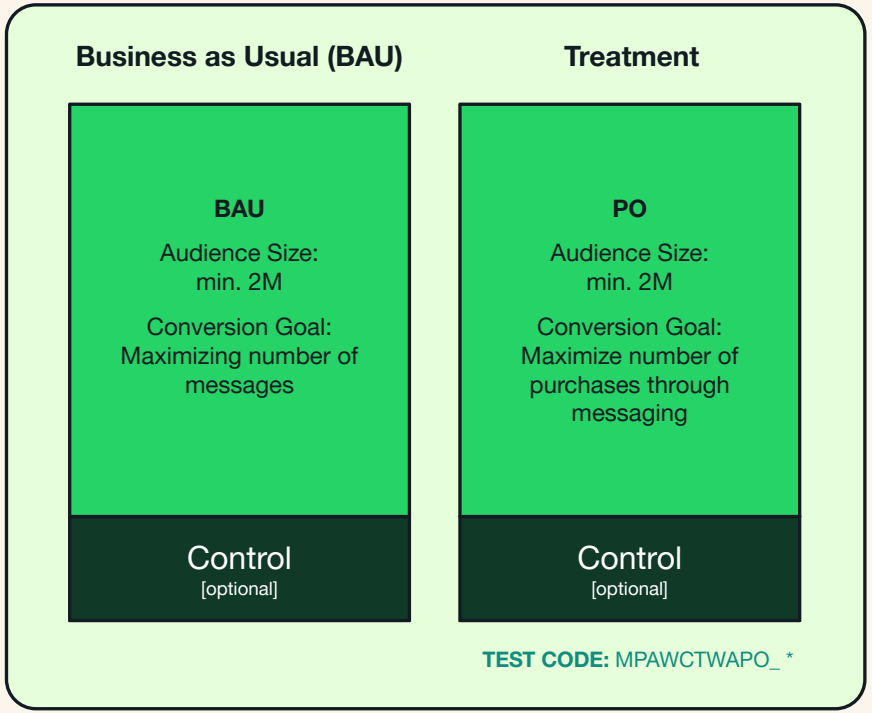
2-4 weeks running

Test Remarks

Conversion location (traffic destination): WhatsApp
Conversion goal :

- Cell A: 1 campaign - Maximize number of conversations
- Cell B: 1 campaign - Maximize number purchases through messaging

Ad Proposal



*Standard name (add at the beginning of test name). Add at the beginning of cell name: “Test” in treatment cell and “BAU” in the BAU cell

Test the impact of CTWA lead optimization

Hypothesis

Optimizing for leads through messaging lowers cost per lead than optimizing for conversations in ads that click to WhatsApp

Ideal Candidates

Advertisers that are fully integrated with WhatsApp
Sharing events through CAPI-CTWA or WhatsApp Business App

Test Structure

Conversion lift or A/B test

Test Parameters

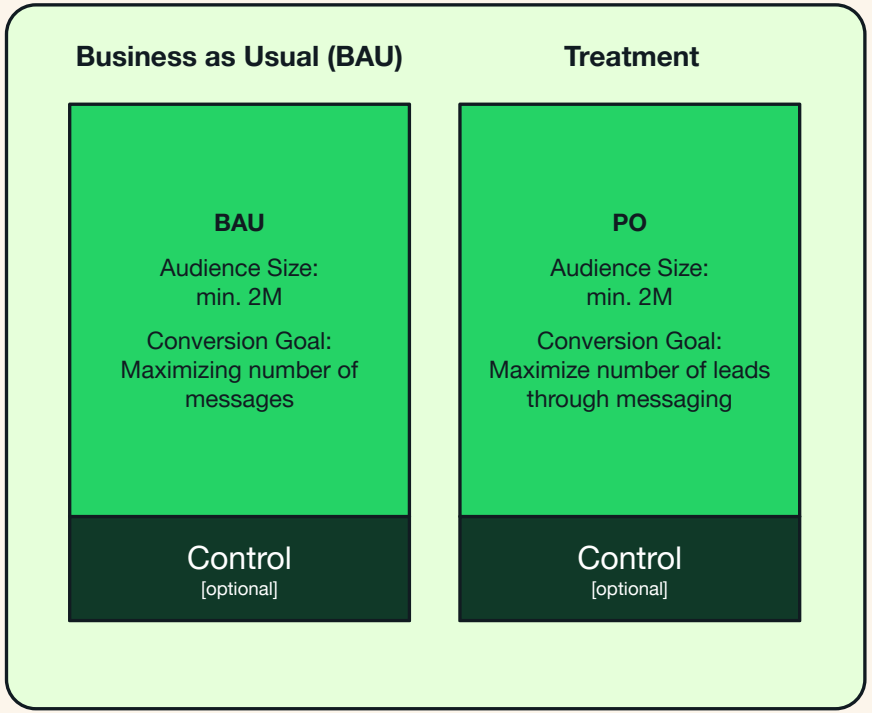
2-4 weeks running

Test Remarks

Conversion location (traffic destination): WhatsApp
Conversion goal :

- Cell A: 1 campaign - Maximize number of conversations
- Cell B: 1 campaign - Maximize number of leads through messaging

Ad Proposal



*Standard name (add at the beginning of test name). Add at the beginning of cell name: “Test” in treatment cell and “BAU” in the BAU cell

Evaluate the Impact of WhatsApp Flows on CTWA campaign performance

Hypothesis

Incorporating WhatsApp Flows into a CTWA campaign can improve Lead Quality and campaign performance

Ideal Candidates

Active CTWA Advertisers not using a BSP who are in lead generation verticals

Test Structure

A/B test

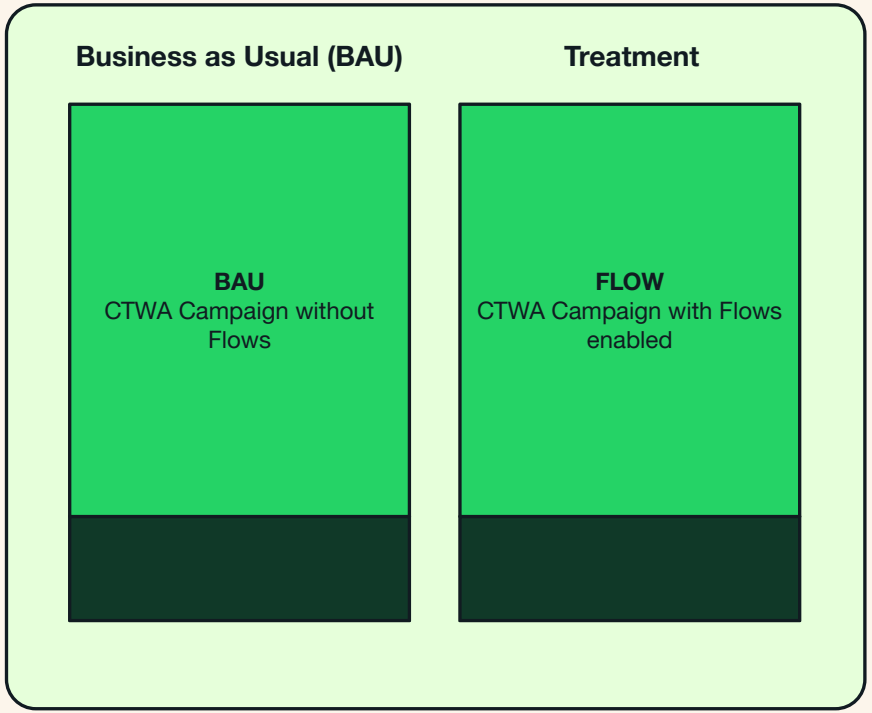
Test Parameters

2-4 weeks running
A/B test (KPI: Cost per Result)

Test Remarks

Note: this is a WhatsApp test.
Client needs to be able to receive WhatsApp interactions

Ad Proposal



*Standard name (add at the beginning of test name). Add at the beginning of cell name: “Test” in treatment cell and “BAU” in the BAU cell

Evaluate the Impact of the WhatsApp Extension (Web2WA) on website campaign performance

Hypothesis

Incorporating a WhatsApp call-to-action button at the bottom of the landing page (in-app) can drive better performance

Ideal Candidates

Advertisers that are fully integrated with WhatsApp and want to improve their CTWA performance
All verticals

Test Structure

A/B test

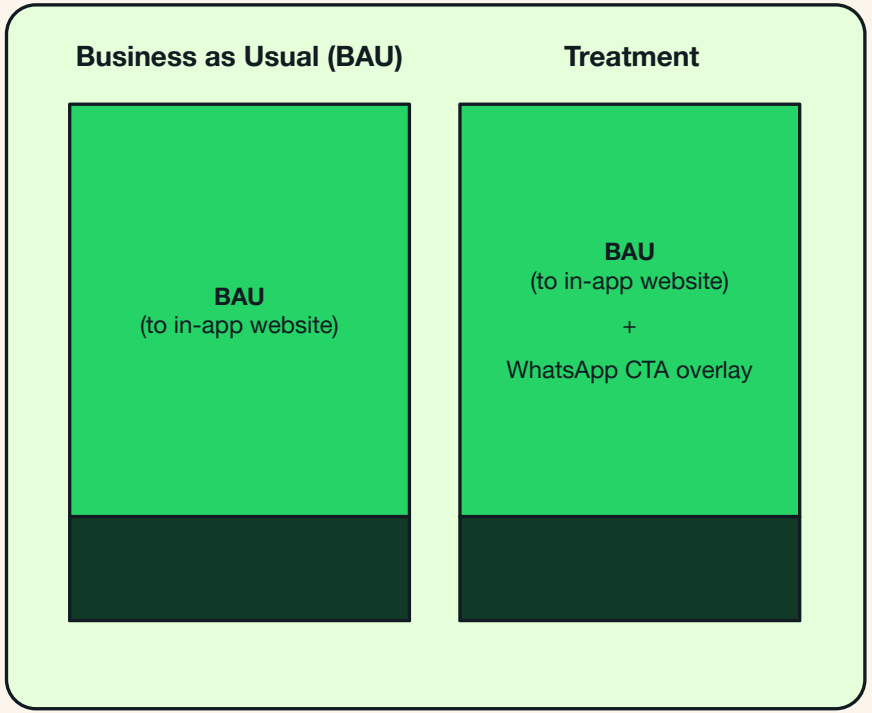
Test Parameters

2-4 weeks running

Test Remarks

Note: this is a WhatsApp test.
Client needs to be able to receive WhatsApp interactions

Ad Proposal



*Standard name (add at the beginning of test name). Add at the beginning of cell name: “Test” in treatment cell and “BAU” in the BAU cell

Walk with Marketing Messages

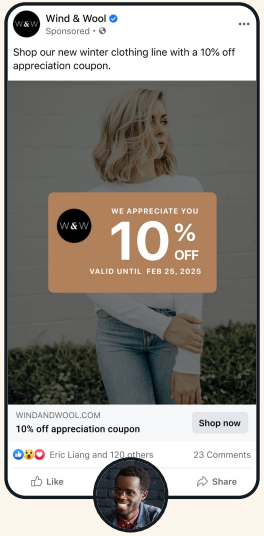
Advertisers has a WABA is running click to messaging and is early testing of paid marketing messages

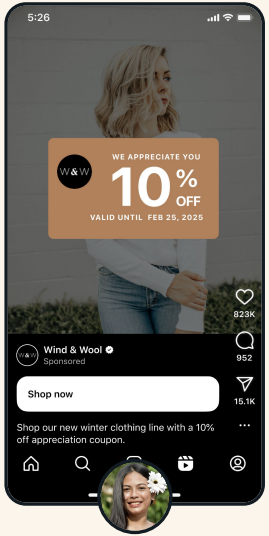
Reach the right customer at the right time in the right channel by combining ads and marketing messages

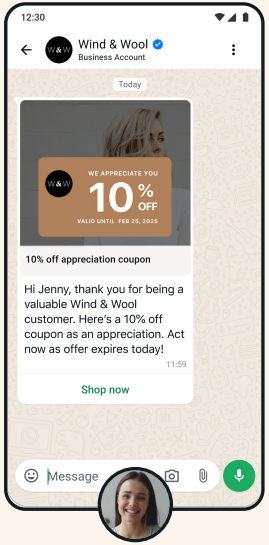
Facebook Feeds

Instagram Reels

WhatsApp





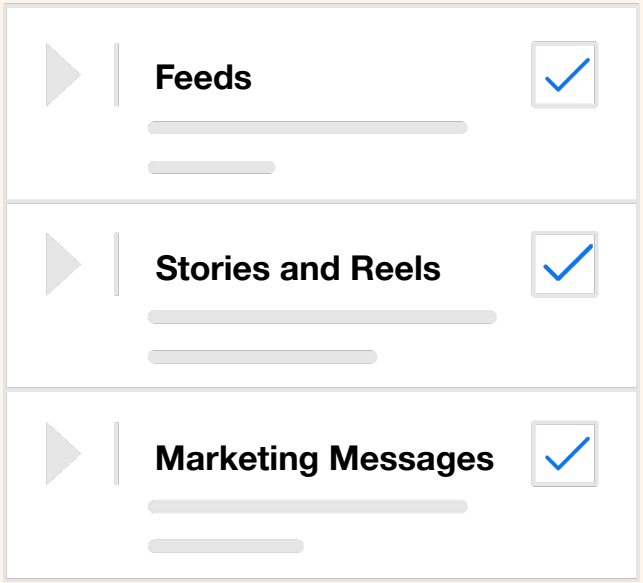


NEW

Marketing Messages

* For illustrative purposes only, actual experience may vary

CAMPAIGN SETUP



Maximize performance by adding **marketing messages on WhatsApp** on top of ad placements across other Meta platforms – **all in a single campaign**

Integrate marketing messages in campaigns on Ads Manager to:

- **Drive efficiency:** Save time and effort by easily extending your campaigns through common flows on Ads Manager
- **Increase ROI:** Let our AI systems optimize across budget and placements to decide when and how much to use on marketing messages vs. ad impressions to maximize performance
- **Deepen customer relationships:** Deliver high-quality personalized messages through an additional channel where your customers are already highly engaged



CASE STUDY: XYXX APPAREL

Maximize advertiser performance of your ads budget

This India-based retailer was looking to drive conversions during peak sale - they maximized performance of their ads budget by adding marketing messages to their Sales campaign, leading to more conversions at lower costs.

By integrating marketing messages in their campaigns, XYXX saw:

8% Improvement in their cost per result

> “Our WhatsApp placement campaign, which emerged as the clear winner in our A/B tests, will now be an always-on campaign moving forward.”
>
> –Performance lead, XYXX



Source: A/B test, validated by Marketing Science

Marketing messages as a placement in campaigns is available for these campaign settings in Ads Manager

End-to-end solutions

Placement options

- Advantage+placements
- Manual placements

Campaign objectives

- Sales
- Traffic
- Leads

Destinations

- Web
- Web and app (select manual destination to app)
- App (same as above; will default to web if customer has no app)

Performance goals

- Maximize clicks
- Maximize number of conversions
- Maximize value of conversions

* To measure app event campaigns, please ensure you use Meta SDK to send app events to Meta, or you work with one of the currently integrated marketing messages partners.
* For app-only use cases, only catalog ads are available. You can only maximize app conversions with web if you want to use static ads.

Get started with marketing messages in just a few steps – no comprehensive WhatsApp strategy needed

STEP 1:

Set up WhatsApp Business account

- Set up or create your WhatsApp Business account (learn more)
- Verify the phone number to be used for the messages

Note
WhatsApp Business accounts owned by business service provider / not owned by business require ownership transfer

STEP 2:

Build messaging customer base* (learn more)

- Enable Automations: Sync contacts of people who have opted in from Cloud API and enable every contact going forward
- Sync contacts automatically from Pixel or Conversions API events
- Upload all other contacts of people who have opted in to the messaging customer base through CFCA API or UI

Note
This will be one BASE and you can continue using the standard filters during campaign creation to help with inclusions and exclusions

STEP 3:

Publish campaigns

- Add marketing messages to existing campaigns, duplicate previous campaigns or create new ones

* Your messaging customer base is an unsegmented group of people who are eligible to receive marketing messages in campaigns. It consists of everyone who has opted in to receive marketing messages from your business.

Guidance: How to set up an A/B test to measure the performance of your campaign

- KPI for the test: **Cost per result**
- Structure and **run A/B test through Ads Manager**
- Duration suggested: **2-4 weeks**
- **Important:** Please select the **same start and end dates** for your **campaigns and your A/B tests**, so they run for the same time
- Conversion location: **Web only** (preferred)
  - Additional Option: Web + App, with App attribution support from your MMP and minimal App traffic
- Analyze the test results **on Ads Manager**



Cell 1

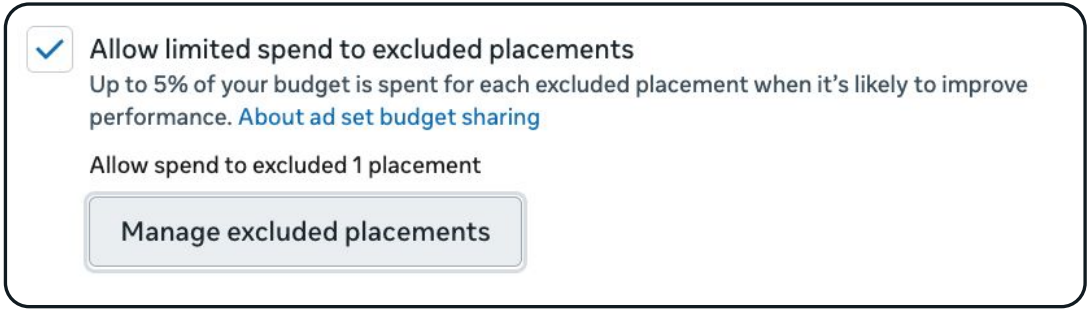
Business-as-usual
without
marketing message placement

Cell 2

Business-as-usual
with
marketing message placement

* All other settings between the 2 campaigns should be the same for both cells

Important: For Cell 1, please make sure that the following checkbox in placements is de-selected



Please DE-SELECT this checkbox in “placements” to ensure no marketing messages are being delivered for the “control” campaign that should only include ad placements

Cell 1

Business-as-usual
without
marketing message placement

Important: Turn off the toggle for “End test early if a winner is found” when setting up your A/B test

Please turn OFF this toggle for “End test early if a winner is found” in the A/B test set-up, so your A/B test can run for the full duration of your campaign



$2K bonus to get Advertisers started

Additional $1K bonus for Agencies

1. Participation bonus

$2000 in Ad credits

- Add 50K+ total unique people to the messaging customer base* to qualify
- Spend a minimum of $4K in eligible ad sets that includes both ads and marketing messages in 12 weeks

2. Agency bonus

$1000 in Ad credits

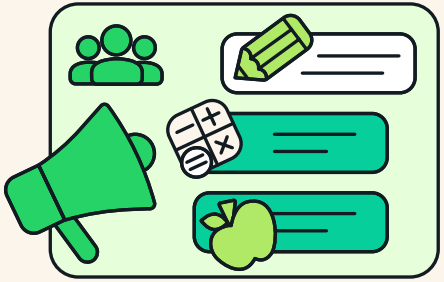
- Agencies earn $1000 in ad credits for every advertiser they onboard who qualified for the participation bonus

Click here for online agreement: Credit Incentives | (Bahasa version)

- **Must sign online agreement to receive credits**
- **Meta will assess if all conditions have been met before dispersing credits**

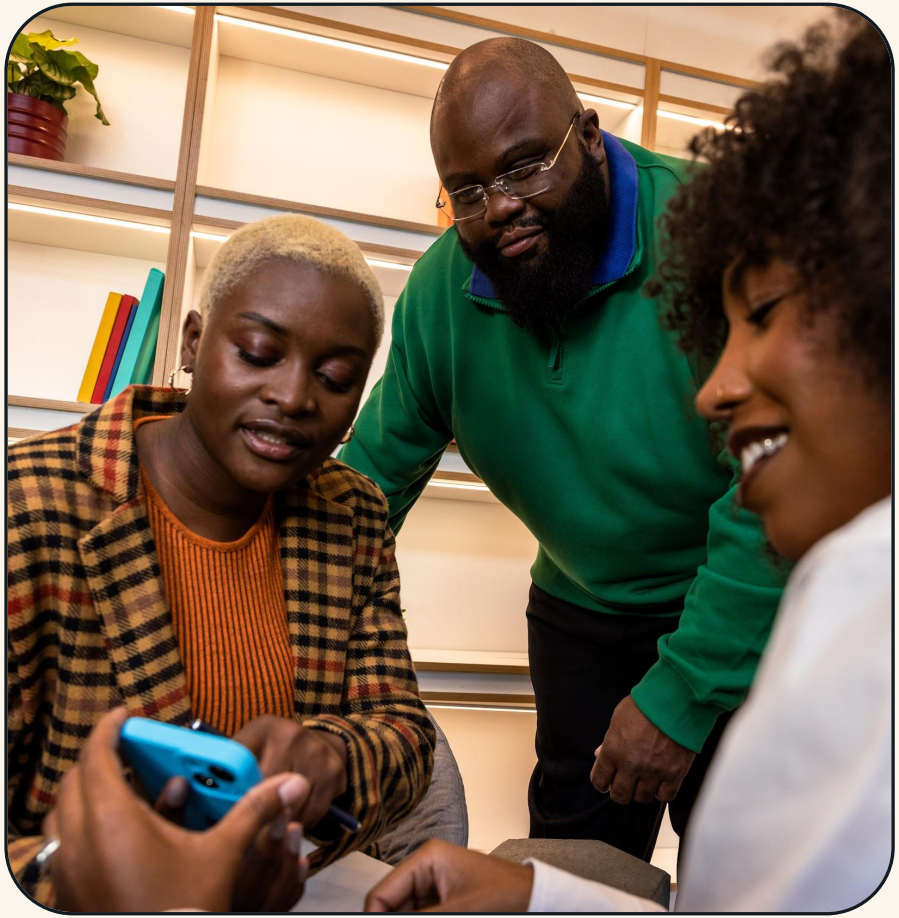
** Your messaging customer base is an unsegmented group of people who are eligible to receive marketing messages in campaigns. It consists of everyone who has opted in to receive marketing messages from your business.*

WhatsApp
is for building messaging journeys that drive engagement

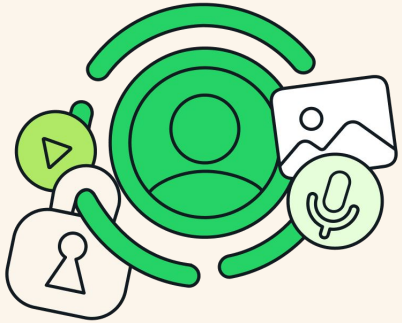


Messaging journeys

- Are customizable and scalable
- Can run concurrently
- Have defined start and end points
- Can span single or multiple stages of the customer lifecycle
- Can stand alone or fit within multi-channel customer journeys



Full solution messaging journeys create opportunities for customizable and scalable conversations



ENTRY POINT AND RE-ENTRY POINT

Examples:

- Ads that click to WhatsApp
- Offline ads
- Utility messages
- Marketing messages

IN-THREAD EXPERIENCE

Examples:

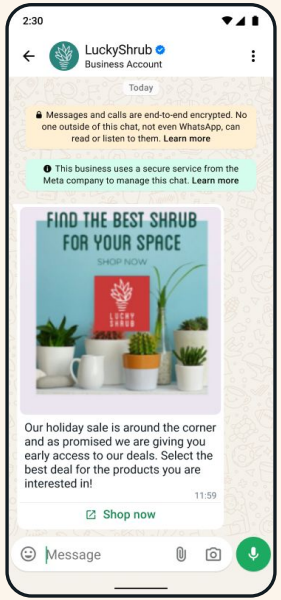
- WhatsApp Flows
- AI chatbot
- Catalogs
- Payments

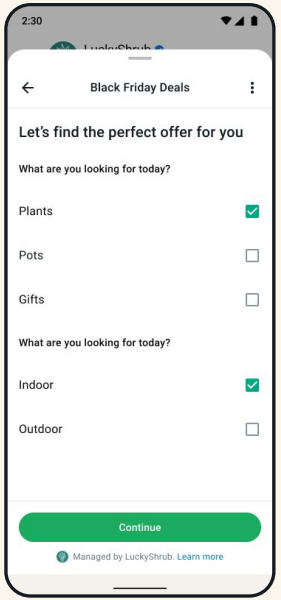
CONVERSION POINT

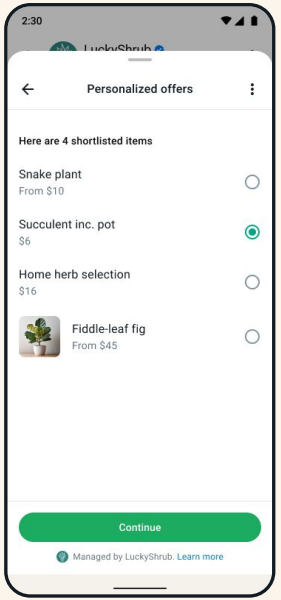
Examples:

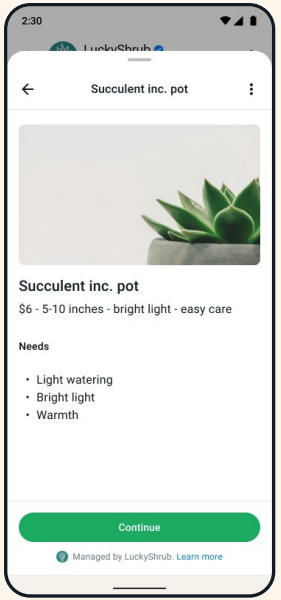
- Order or reorder items
- View order status
- Subscribe to a service
- Sign up for a loyalty program
- Book an appointment

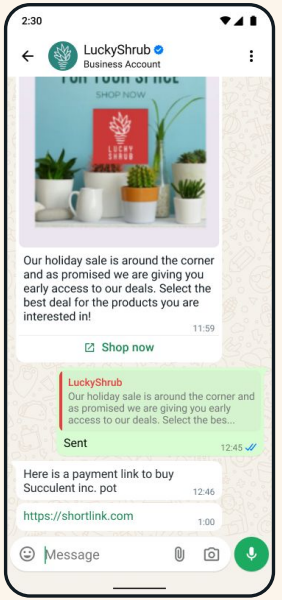
Personalized promotions messaging journey











ENTRY POINT

Marketing message from CRM integration drives personal recommendation

IN-THREAD EXPERIENCE

Quick choice menus offer multiple recommended product lines of interest

Personalized offers lead to cross-sell and upsell

Customer completes transaction

CONVERSION POINT

Customer views product details and can place order

Multiple message categories optimize the conversation thread and create engaging experiences

USER INITIATED



Ads that click to WhatsApp



Service

BUSINESS INITIATED



Utility



Marketing



Authentication

Service messages

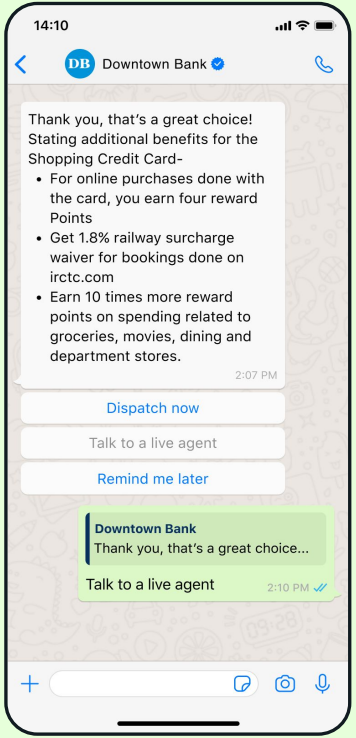
Customer contact via WhatsApp helps solve questions quickly and efficiently

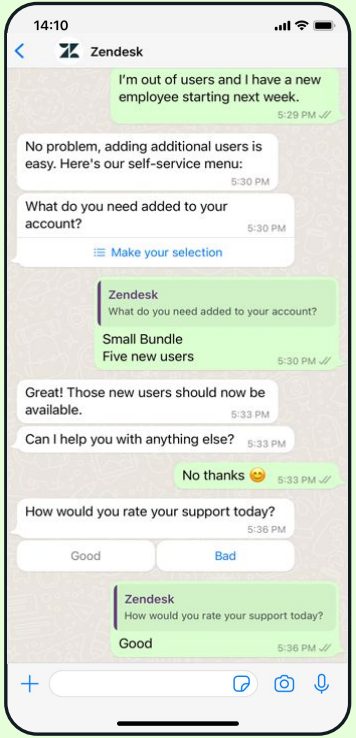
Product information
Do you have this article in size L?

Shipping information
Where is my order?

Issues and complaints
My flight has been cancelled - Can I get a refund?

Information about processes
I would like to return my product. How can I do this?





Source: Zendesk: WhatsApp Business Platform case study. WhatsApp Success Story, 2022.

Utility messages

Notifications delivered via WhatsApp help prevent questions before they're asked

Order confirmation
Thanks for your purchase. Download your invoice here.

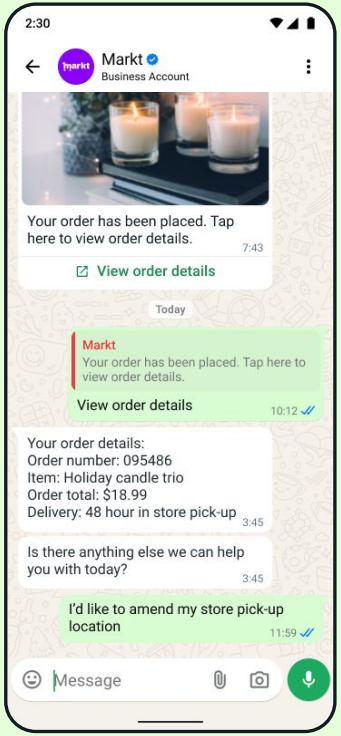
Shipping updates
Your order is on its way.

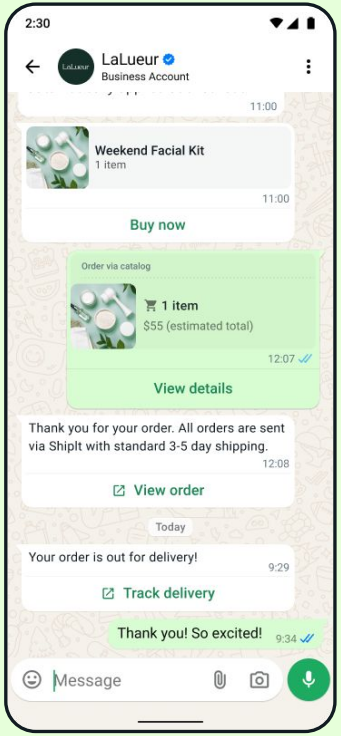
Shipping confirmation
Your order has been delivered, enjoy!

Appointment reminder
A reminder that you've booked colour consultancy for tomorrow at 7pm.

Boarding pass
Here is your boarding pass. Click here to download.

Status change
The X1XP train leaving Ville Station is delayed by 25 minutes, we're sorry for the delay to your journey.





Marketing messages

Level up your marketing strategy with WhatsApp

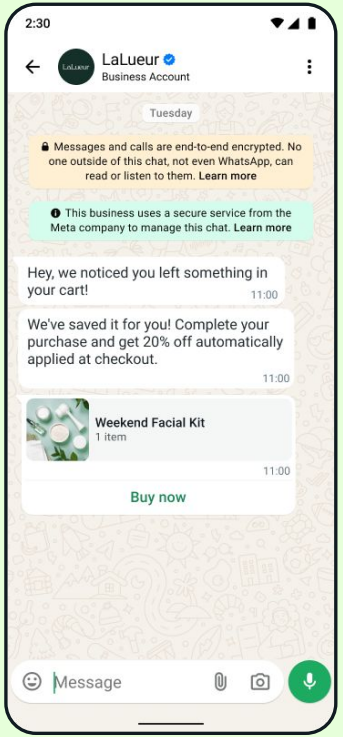
Digital catalog
Your new catalog is available now.
Click below to discover it.

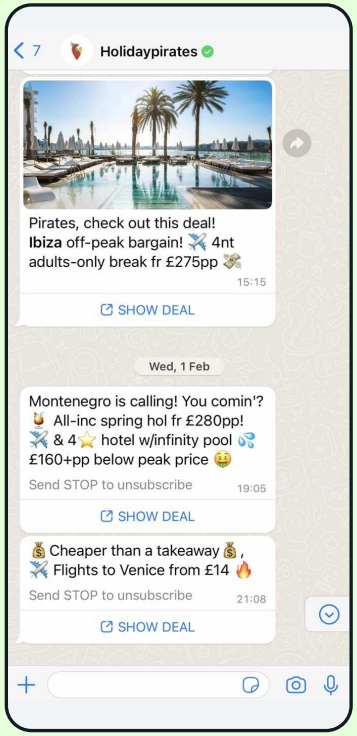
Promotions
Check out our latest sale - Get up to 30% off!

Abandoned cart reminder
Did you forget? You left items in your basket, you can complete the order here.

Back in stock alert
Hooray! An item you registered an interest in is back in stock and available. Click here.

Targeted promotional offer
As a valued customer of ours, here is a thank you from us. Use the code THANKS for 10% off!





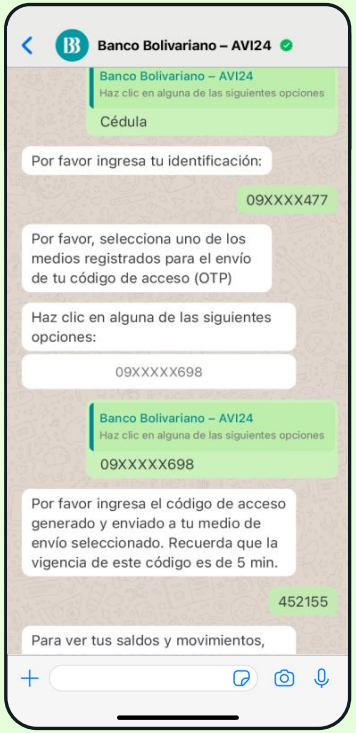
Source: Holiday pirates: WhatsApp Business Platform case study
Source: Client-approved measurements, WhatsApp Success Story, 2023.

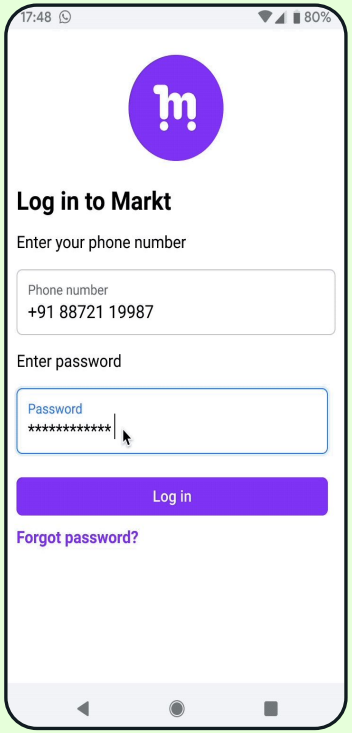
Authentication messages

Authentication via WhatsApp builds trust and peace of mind

Password reset
A password reset has been requested on this account. Click here to answer a security question to confirm it was you.

Extra security
We'd like to confirm you should have access to this account. We will send a security code to the WhatsApp phone number associated with this account. Please enter the code you receive, it should take less than 5 minutes to arrive.





Source:
Banco Boliveriano: WhatsApp Business Platform case study. WhatsApp Success Story, 2023.



Messaging journeys are…

Timely

Your messages reach customers at the **right time**. Chatbots respond instantly to answer questions, suggest personalized offers,
and even complete sales.

Conversational

Your messages are **conversational** and approachable. As customers are likely on WhatsApp already, you're connecting in the same way people chat with friends and family.

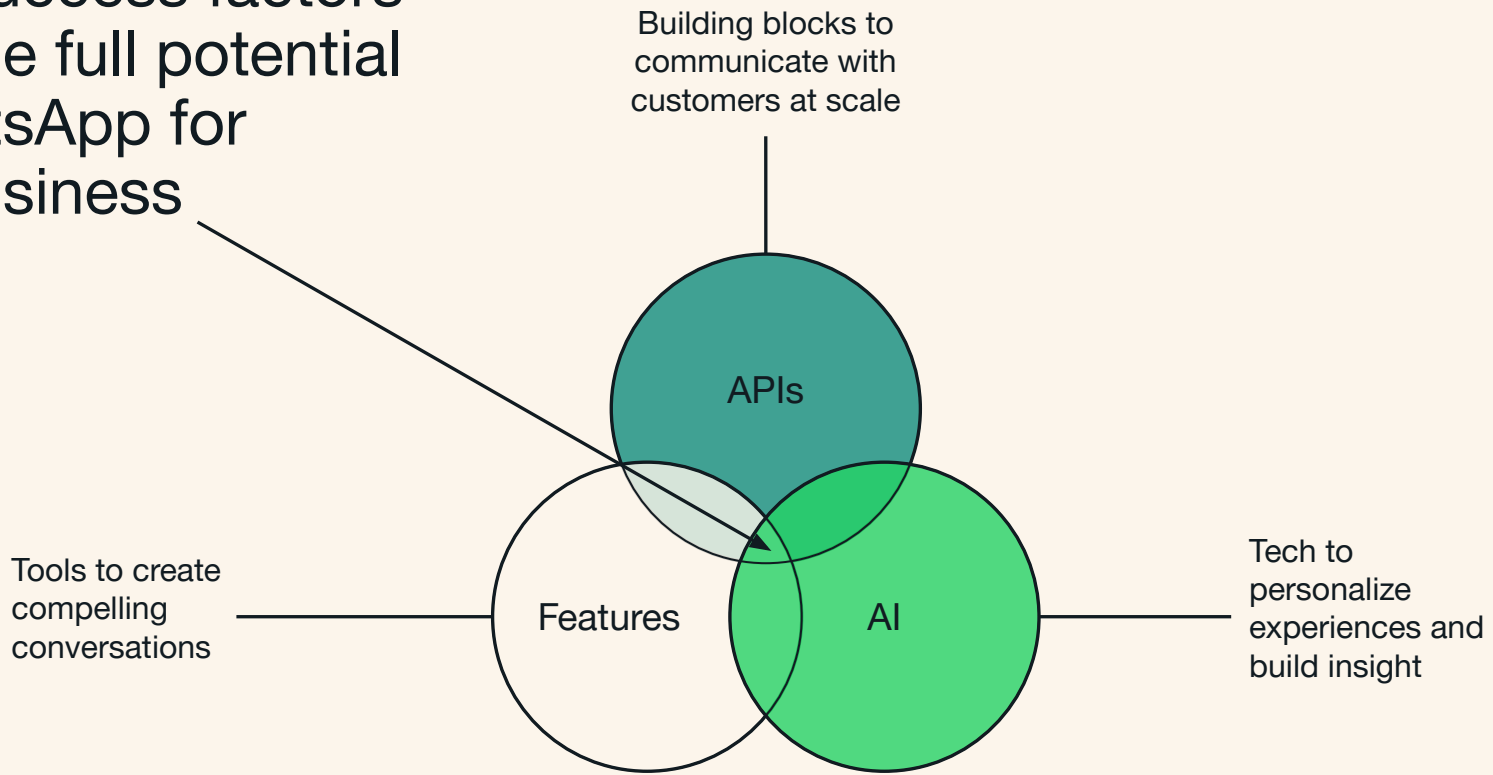
Personalized

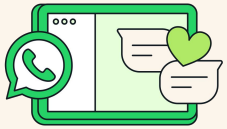
Your messages are tailored to each audience segment. WhatsApp message templates deliver **personalized value** and impressive click-through rates.

Run by Scaling Communications & Productivity

Advertisers have scaled messaging across marketing and non-marketing use cases

Clients who combine these success factors scale the full potential of WhatsApp for their Business





Building with APIs is a smart business move that can help you stay ahead of the curve and achieve your goals

Cloud API, hosted by Meta

Allows you to send and receive messages at scale without the cost of hosting servers.

Conversions API

Use a single endpoint rather than multiple sources to send event data to Meta technologies.

WhatsApp Business Management API

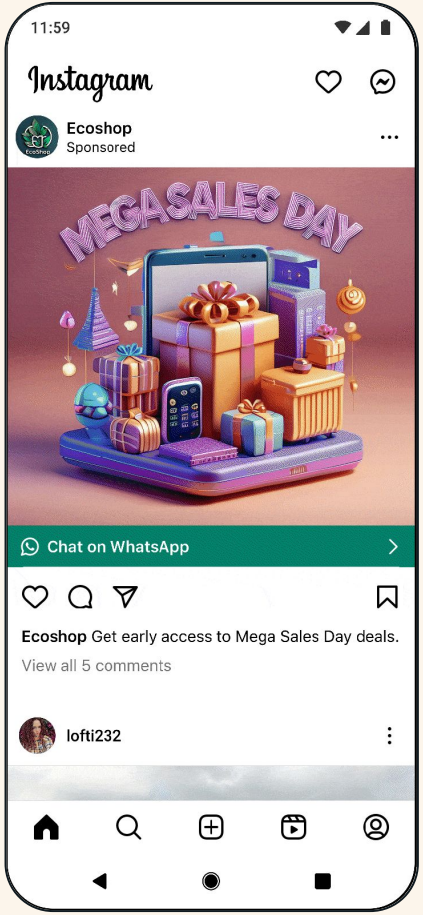
Create and manage WhatsApp-related business assets, such as accounts and message templates.

Marketing API

Graph API endpoints and features that can be used to help advertise across Meta's technologies.

Building with an expansive feature set lets you leverage the latest messaging tech to engage customers in innovative ways

Address messages	Document messages	Video messages
Audio messages	WhatsApp Flows	Coupon code messages
Call-to-action buttons	Limited-time offer messages	Reaction messages
Carousel messages	List messages	Reply buttons
Catalogs	Location messages	Single-product messages
Chatbots	Location requests	Sticker messages
Contacts messages	Multi-product messages	Text messages
Payments (India only)	Payments (Brazil only)	Payments (Singapore only)





You can scale more effortlessly with AI and automation

Enhancing your WhatsApp solution with AI and automation* enables you to manage high volumes while delivering real-time, engaging conversations.

Automation through AI is resolving scalability issues by handling up to 50% of customer inquiries in Year 1 and 70% by Year 3.[1]

Automate and streamline processes to save time and connect to customers 24/7	»	More relevant connections
Understand your customers' preferences and anticipate their needs to create stronger, more personal connections	»	Deeper relationships
Deliver consistent, fast communications and service to keep customers happy and drive business growth	»	Growth across the customer lifecycle

Source: Forrester

*The AI and automation capabilities referenced here apply to a range of technologies and are not specific to any one provider.



Jiang Mun Chong

Strategic Partnership Lead

Infobip



Dikshant Dave

Founder

Zigment AI

zigment

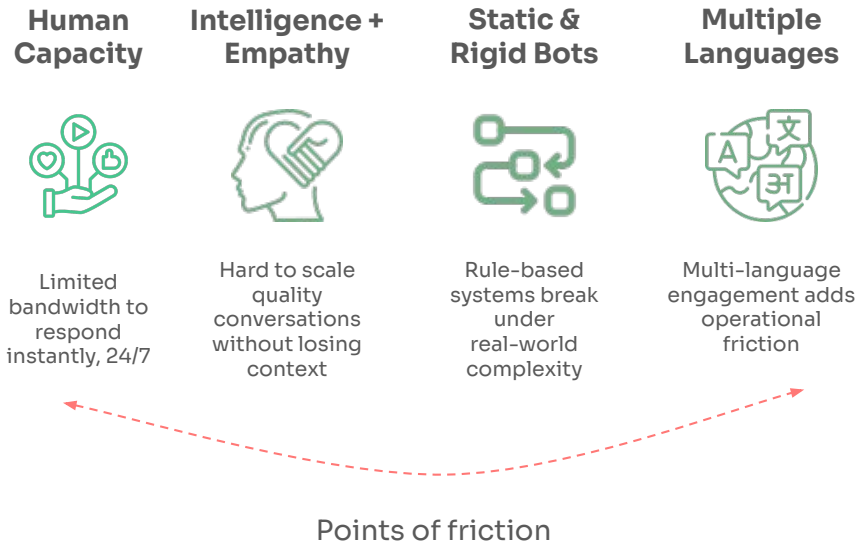
From Messaging to Conversations

How agentic AI turns ad-generated conversations into revenue across CTWA, CTM & Business Messaging

Dikshant@zigment.ai

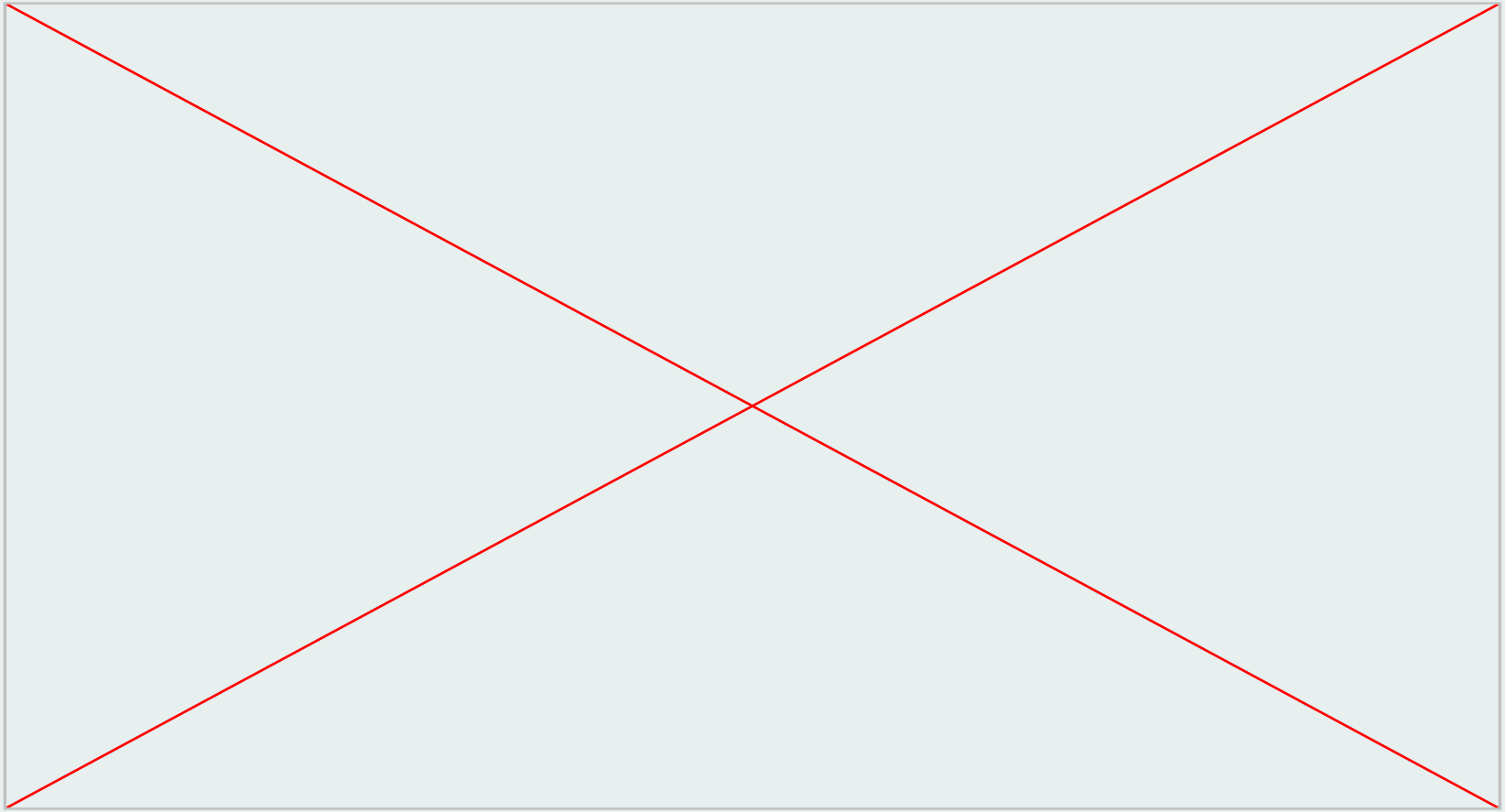
Why is the move from messaging to conversations hard?

Delivering instant, high-quality engagement at scale has always been broken across people, systems, and channels.



zigment

What good conversations look like



zigment

Zigment

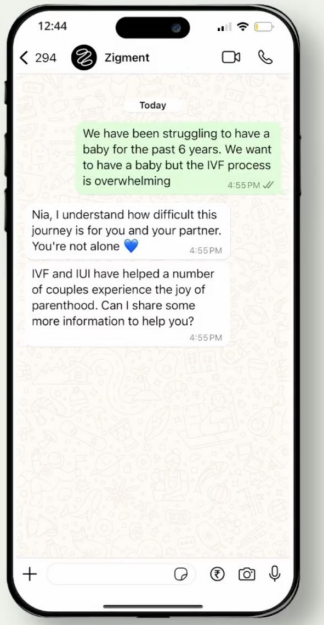
Conversational revenue Orchestration

Agentic AI that turns ad-generated conversations into revenue — across CTWA, lead forms, email, and web.

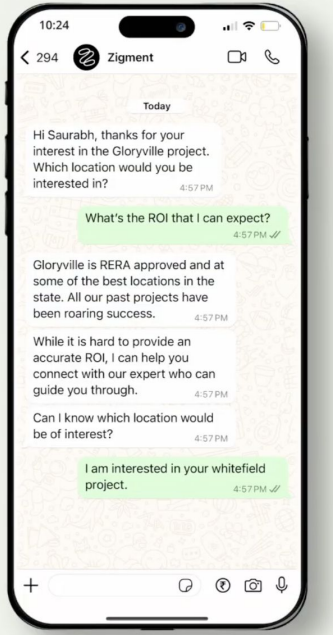
One platform. Every channel. Every client.

55+	**12**	**10+**	**7**
Live deployments	Countries	Channels	days to go live

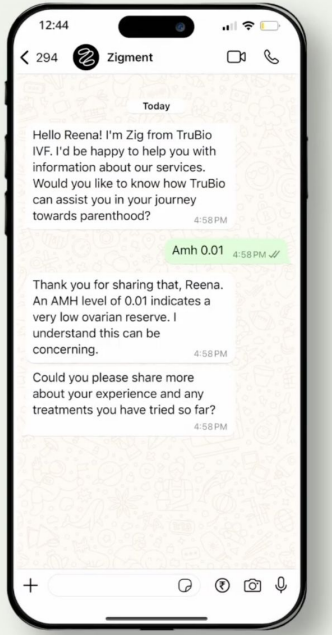
EMPATHETIC **CONVERSATIONS**



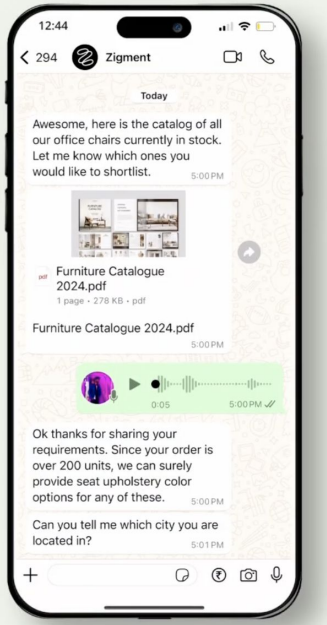
TRUE **INTENT CAPTURE**



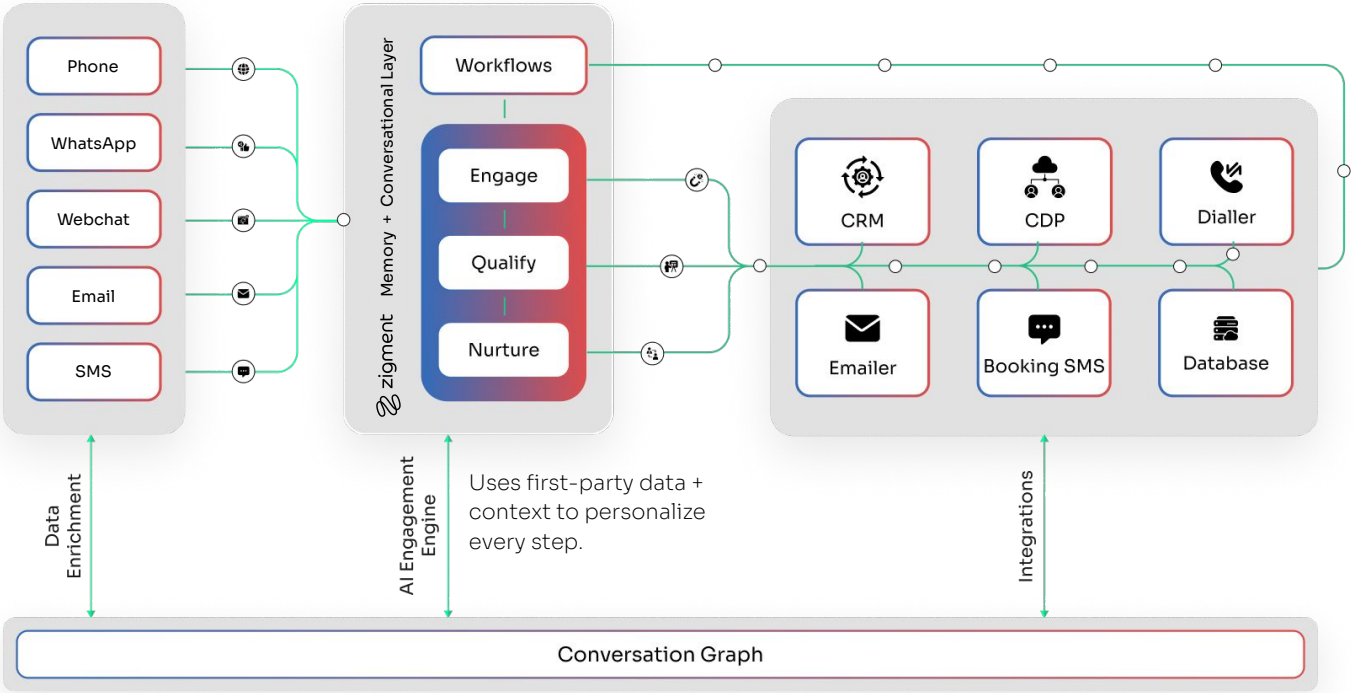
EXCEPTION **HANDLING**



MULTIMEDIA **CAPABILITIES**



Agentic Infrastructure for Conversations



Turn first-party data into a single, connected conversation.

zigment

PUBLISHED META CASE STUDY

zigment

Nova IVF

Healthcare · India's largest fertility network · 88 clinics

End-to-end patient journey on WhatsApp. A sensitive vertical, fully *AI-led.*

38%
Higher marketing conversion
From CTWA click to qualified consultation

90%
Reduction in human effort
AI handles qualification, scheduling, follow-up

88
Clinics live on the platform
Routed by location, language & case profile

CONVERSATION FLOW Meta CTWA ad → AI consultation in 4 languages → Case qualification → Clinic booking → Counsellor handoff

BlueStone

D2C Jewelry · 300+ stores · 117 cities

AI commerce on WhatsApp. The conversation *closes the sale.*

22x
ROAS
100% uplift over previous

70%
Lower CAC
On Meta paid media

60s
Reachout time
Down from 90 minutes

8K+
Products live
Full catalog navigable on WhatsApp

CONVERSATION FLOW Meta CTWA ad → AI visual matching from photo → Catalog navigation → Store visit OR purchase

zigment

Delivered through *agency partnerships.*

Jewellery · CTWA

unigage | BLUESTONE

12x ROAS on store visits

8K+ SKU catalog, visual AI

Healthcare · 88 Locations

viralMint | NOVA IVF FERTILITY

38% higher conversion rate

1.5x lower cost per consult

Automotive · National

omd | TATA MOTORS

50% CAC reduction

24/7 instant response

zigment

Multiple Use Cases

Any campaign. Any language. Any channel.

Conversion & Lead Gen	Engagement & Experience	Onboarding & Retention	Intelligence & Attribution
CTWA	Brand Concierge	User Onboarding	Conversation Analytics
Lead Form Qualification	Product Discovery	No-Show Recovery	End-to-End Journey Insight
Follow-ups	Quizzes & Gamification	Up-sell & Cross-sell	Campaign Attribution
Appointment Booking	Brand IP	Reviews & Surveys	Sentiment Analysis

HOW WE PARTNER

zigment

Agency runs the media. We run the conversation.

The client wins.

YOU OWN

The Agency

Client relationship

Media strategy & spend

Creative & campaign optimization

WE WORK TOGETHER ON

Joint Wins

Joint pitches & solutioning

Shared QBRs with the client

Co-branded case studies

WE OWN

Zigment

Conversation design & AI build

CRM, DMS, helpdesk integrations

Conversation-level reporting

Sign Partnership Agreement → Refer Clients to Onboard → Zigment designs the Custom AI agent → Integrations & Go-Live

Partnership Structure

- ❏ Zero subscription fee or upfront cost for Agencies.
- ❏ Lucrative long-term commission structure - referrals or co-managed
- ❏ Discounted pilot projects for key customers

Webinar Exclusive Offer!

Free First Pilot for Agencies signing up today!

Zigment's model is usage based which provides an uncapped revenue potential with the partnership. We can provide full training of the platform, based on Agency's preference.

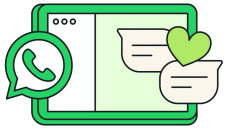
Own the *conversation*.
Own the *revenue*.
Become the *agency of the future*.

Thank you.

Let's explore what this looks like for your clients.

dikshantdave@zigment.ai

+91 96630 73100



NO FEEDBACK, NO DECK :D

Join us on July 15th

Episode 3:
The Next Era of Performance and Commerce

https://bit.ly/2026AAAEpisode2Feedback

Appendix

WhatsApp versus alternatives

		SMS	WhatsApp	Google RCS (RCS Basic[1])
Engaging experience for customers	**Single thread**	✗ No	✓ **Single thread** across the customer lifecycle	✓ Yes
	Native buttons	⇅ Can vary by mobile OS	✓ **Reply & CTA buttons** make it easy to engage or take action	✗ No – only RCS Rich Message
	High character count	✗ Only 160	✓ **High character counts** (up to 1024) to reflect your brand voice	✗ Only 160 Higher for RCS Rich Message
	Rich media	✗ No – only in MMS	✓ **Attach images, docs or PDFs** for relevant use case	✗ No – only RCS Rich Message
	Quality controls	✗ No	✓ **Quality guardrails** protect the platform from spam, leading to a better experience for customers	✗ No
Higher performance and security	**Business branding**	✗ No – Messages from unknown numbers	✓ Business **name**, **image**, **verified badge**, and **profile** provide users confidence	✓ Yes
	Performance	⇅ Competitive	✓ Higher engagement vs. other channels. Cloud API, hosted by Meta targets **99.9% uptime** and p99 **<5-second latency**	⇅ Competitive
	Message encryption	✗ No	✓ Messages travel encrypted	✓ Safer vs. SMS, but not E2EE (end-to-end encrypted)
	Customizable time-to-live (TTL)	✗ Configurable by 3rd-parties	⇅ **Yes** – tell WhatsApp when to stop attempting delivery	⇅ Yes
Better value for business	**Pricing**	⇅ Competitive	⇅ Competitive (on-par with SMS)	⇅ Competitive (on-par with SMS)

Legend: ✓ Differentiated ⇅ Competitive ✗ Lagging

1.RCS Basic messages are text-only (up to 160 characters) and do not allow for native buttons or media. RCS Rich Messages have higher character count and allow for buttons and media but are priced higher.

Thank You



