

Datasheet

# WhatsApp Business Platform

Be Present Where Your Customers Are

Power up your business communication with simple, secure and reliable WhatsApp Business Platform



## 3 Billion

users in 180 countries. Reach out to a global user base at lightning speed

Source: <https://www.whatsapp.com/about>

Premier partner of **Meta**

Caters to **2000+ brands** in **20+ countries**

Readily available **Payment Gateway integration** and UPI solutions

**Strategic partnerships** with key CRMs (MoEngage, CleverTap, LeadSquared)



Catalog



Address Collection



Carousel



Payments



Coupon



Click-To-WhatsApp Ads



Limited Time Offer



Flows



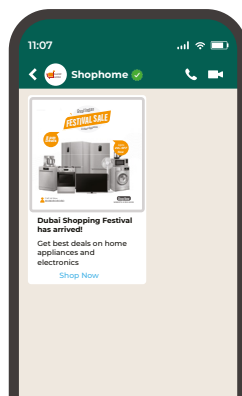
Authentication



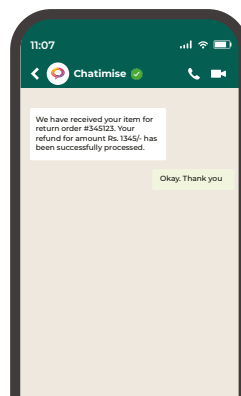
Voice Calling

## Leverage New Templates & Features to create an Interactive Messaging Experience

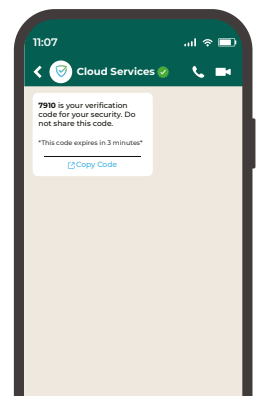
Marketing Template



Utility Template



Authentication Template



## Features and benefits



Track CTWA conversions via Meta's Conversion API



Enable Zero-tap authentication



Access revenue metrics (conversions, total Ad spend, ROAS)



Seamless chatbot integration with on-demand Live agent support



Improve delivery & engagement of marketing messages via MM Lite API



Elastic server capability - better throughput as per demand



Quick onboarding with Embedded Signup

## Get the best ROI for your Campaigns



Centralized campaign management



Unified dashboard delivering detailed reports



Access to geographical insights and trend analysis



Monitor opt-in/opt-outs across multiple touchpoints



Instant access to approved template library



## Success Stories



Largest enabler of WhatsApp ticketing across six metros



30%+ leads generated by a multinational paint company using Click-to-WhatsApp Ads



A QSR giant experienced a 100% rise in in-store coupon redemptions using WhatsApp

## Key highlights



Pioneers in conversational commerce, highest share of payments on WhatsApp



200 Mn+ messages delivered monthly



Meta's 'Solutions Partner of the Year 2024'

Scan to learn more



Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

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