

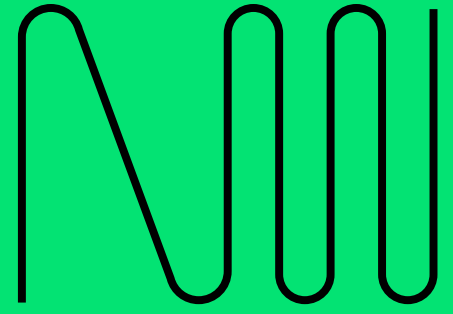
The A–Z of Business Messaging:

Bridging the Gap Between Awareness and Outcomes

Key steps for launching & optimizing performance-driven campaigns using Unifonic's customer engagement platform alongside META Channels.



Introduction: What's In the Guide



Gartner's CMO Leadership Vision for 2025 outlines the key challenges that marketing professionals have been dealing with over the past 12 months and which are likely to remain top of mind in the future. The most significant include:

- ➔ The need to demonstrate monetary value from marketing campaigns.
- ➔ Pressure to prioritize profitable customer journeys.
- ➔ Being consistently (and authentically) present on all key channels.
- ➔ Reliable collection of 1st party (and zero-party) data.
- ➔ Effective use of data to add value to customers and the business.
- ➔ Making customers feel genuinely valued and not just harvested for data.
- ➔ Increasing automation without losing the human touch.

However, effectively addressing these challenges can be very difficult. Many marketing platforms lack integration with internal business systems, complicating data analysis, campaign optimization, tracking, and attribution. This issue becomes even more critical as marketers face constant pressure to demonstrate the return on investment (ROI) for their marketing activities.

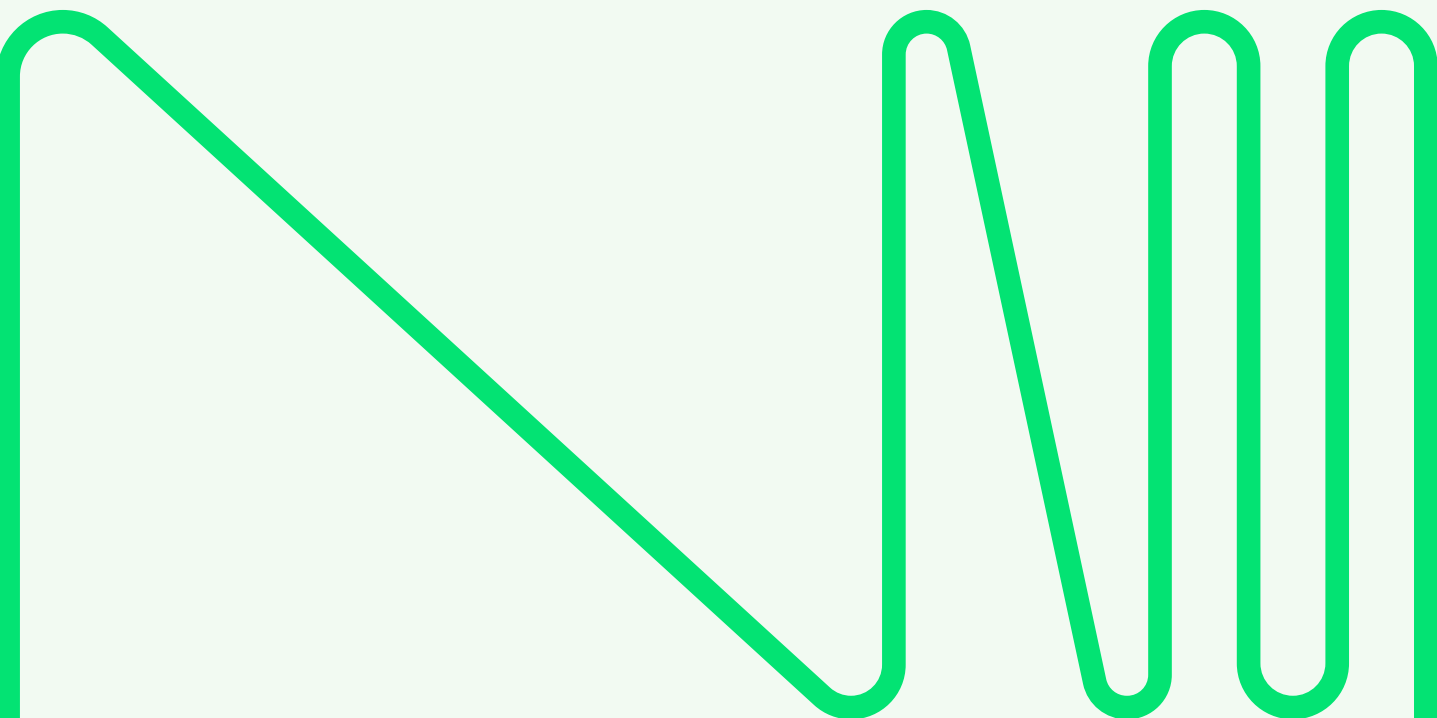
Marketers need to focus more on metrics that reflect true performance rather than just awareness levels. This shift enhances decision-making and accountability within teams, making it essential to develop strategies aimed at measurable outcomes that align with organizational goals.

This guide examines the key business messaging channels that improve customer experience, and the strategies that can be applied throughout the customer journey to improve performance. It will also provide real-world examples of Unifonic clients who have successfully implemented these methods. The recommendations draw on META Platforms and Unifonic's conversational marketing tools to support effective outcomes.



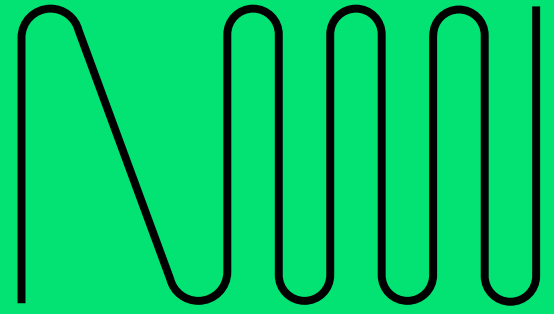
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Why Business Messaging?

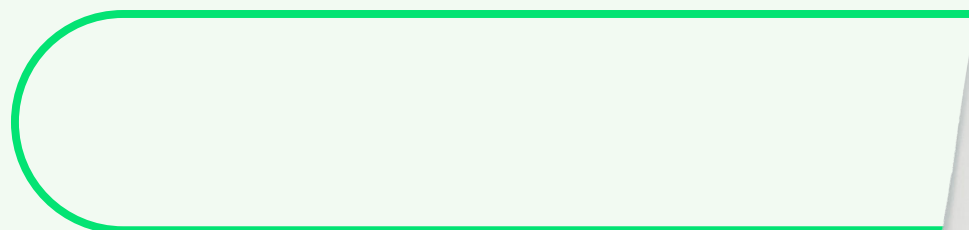
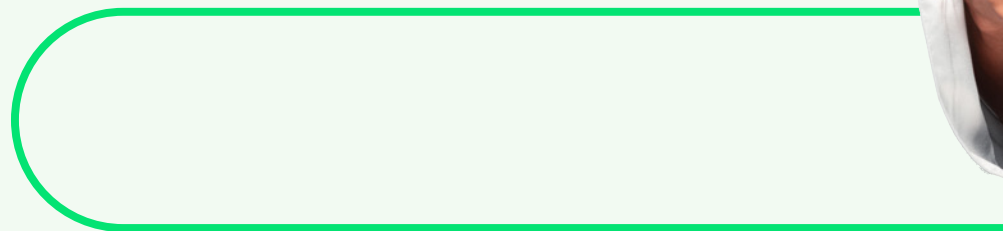
Messaging channels drive better results across the customer lifecycle



Traditional digital ads can suffer from high drop-out rates, low engagement, and poor customer experience due to static landing pages. Customers now prefer a single end-to-end experience. They want a single conversation that covers everything from finding products & services to making purchases and getting support. Instant, Business messaging channels are better suited for this because they allow businesses to speak directly to customers in valuable, relationship-building, two-way conversations.

Research conducted by Mukraj Insights for Unifonic in both the UAE and KSA shows that consumers prefer messaging channels like WhatsApp to contact businesses. This preference extends to both receiving marketing promotions and customer service.

Businesses are responding quickly and adopting instant messaging as their key communication channels. Between 2023 and 2024, Unifonic saw a 340% increase in the adoption of chatbots and conversational channels across almost all industries. Our data suggests that the retail sector was a key driver in this increase.





Panda, a Unifonic customer, is a great example of a brand that is pursuing an innovative omnichannel strategy that includes e-commerce and aggregated, Business Messaging channels.

Panda Retail Company is one of the largest grocery retailers in the Kingdom of Saudi Arabia, operating over 180 hypermarkets and supermarkets and managing over 100 million transactions annually. They recognize that the communication paradigm has shifted from one-to-many to one-to-one and are taking steps to personalize customer experience by offering a seamless experience between online and offline. **Adopting an integrated solution that uses WhatsApp, together with chatbots, to bridge the gap and to ensure a smooth transition for customers, wherever and whenever they desire.**

65%

of consumers prefer messaging apps for promotions.

2/3rds

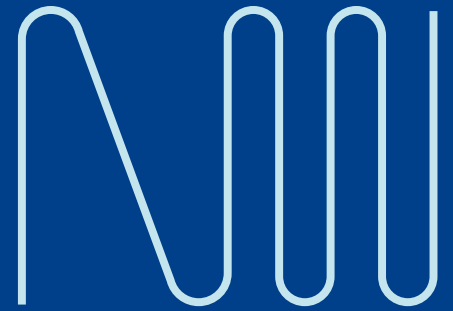
of consumers prefer messaging apps when communicating with brands.

340%

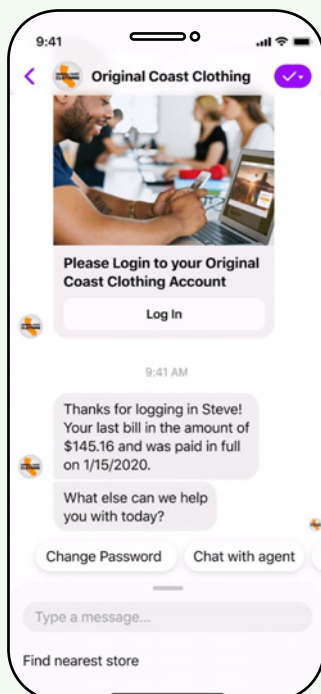
increase in adoption of chatbots and instant messaging channels across sectors.

META Business Messaging Apps

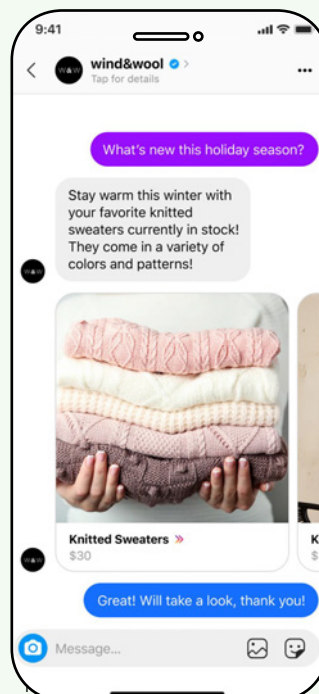
Talk to customers on their preferred channels



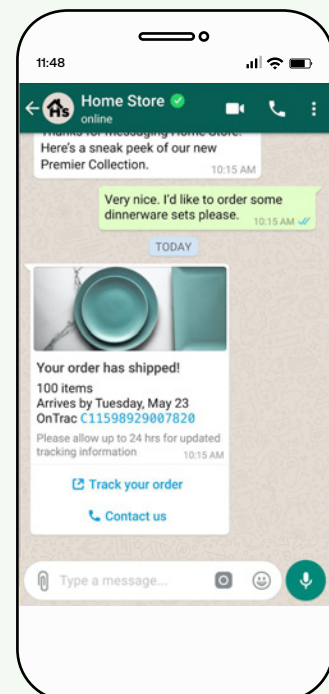
Ensuring that you can meet your customers on the channels that they use every day is key to building an effective end-to-end conversational marketing strategy. You can capitalize on the popularity and scale offered by integrating WhatsApp and Messenger into your business operations.



Direct connection on Facebook makes it personal and convenient



connect with the people, brands and things they love



Allows people to discover, communicate and transact with any business

KSA Consumer Adoption



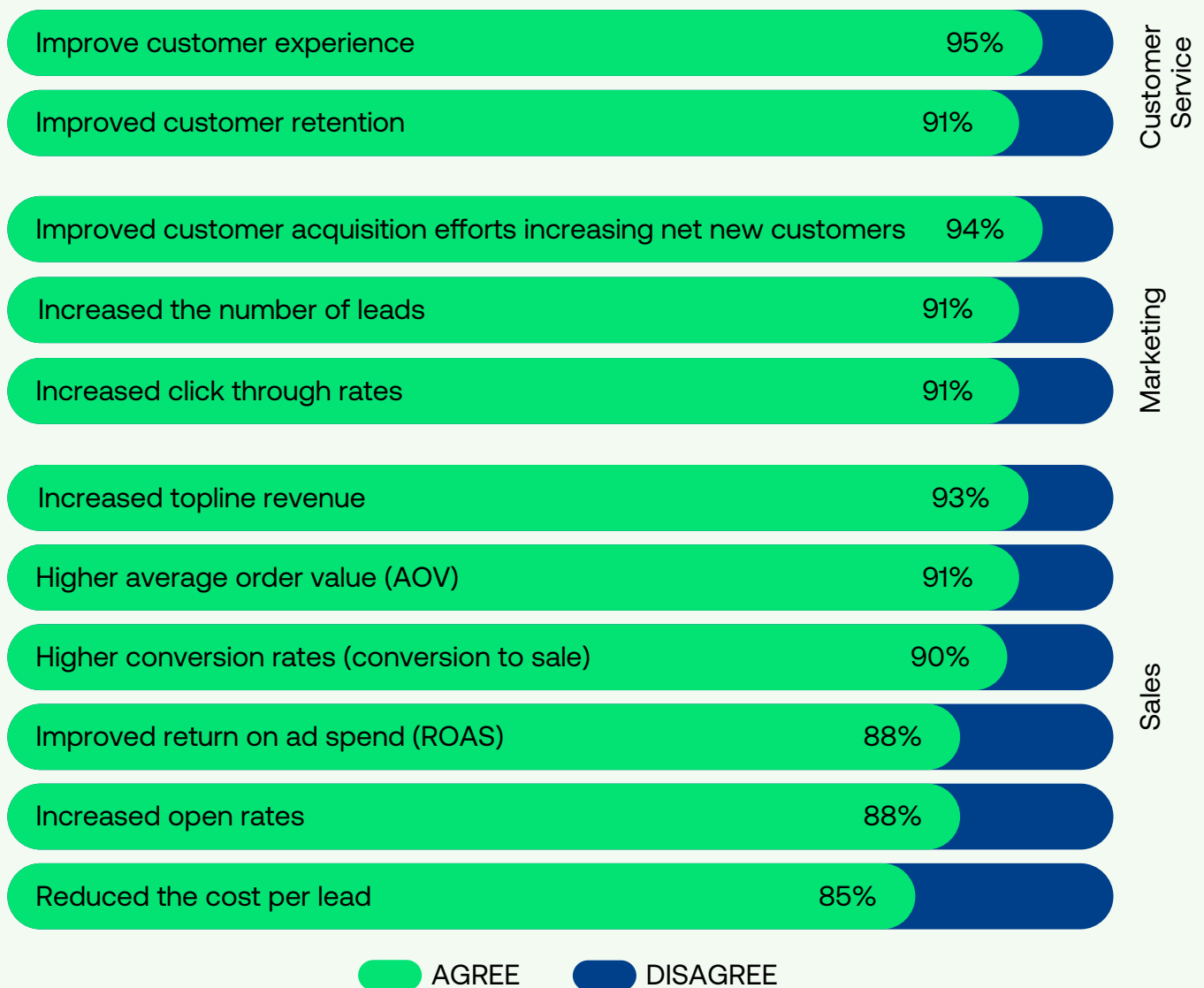
Instant Business Messaging Compared to Legacy Channels



Drive results across the customer journey

Messaging apps provide a natural platform to reach customers. By making conversations easier, they help brands reach to customers, boost conversions, and improve retention.

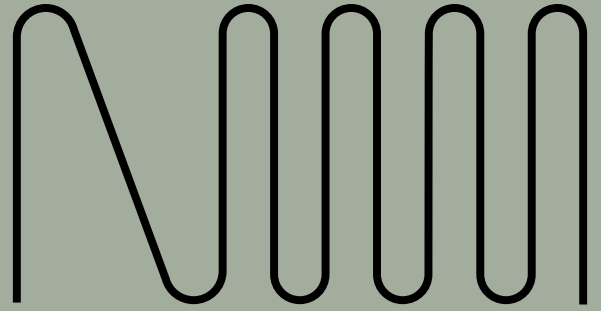
Q: How much do you agree or disagree that your organization has experienced each of these benefits with Business Messaging compared to legacy channels?



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

Marketing Challenges

Measuring ROI, Managing Data & Optimizing Campaigns



Forrester research shows that 60% of B2B marketing organizations are planning to increase spending on customer engagement, but with enterprise businesses already spending over 600 billion USD on advertising, how do they know that they are getting the most out of their spend? Particularly when the deprecation of cookies is expected to significantly affect performance marketing activities.

To combat the expected reduction in effectiveness of third-party cookies and pixels for retargeting, brands are moving towards a first-party data strategy by using their own digital assets and customer data platforms (CDPs).

[The research by Forrester](#), which surveyed 1,231 people in marketing, data/analytics, and sales/e-commerce roles, identifies common hurdles with this strategy, such as data inconsistencies across platforms and a lack of automation.

Understandably, marketers face pressure to demonstrate ROI for their activities, which requires effective tracking and attribution. Utilizing personalized marketing strategies is crucial for increasing conversion rates, yet challenging to implement. Marketing platforms often lack integration with internal business systems, complicating data analysis and campaign optimization.

60% of B2B marketing organizations are planning to increase their customer engagement spending.

Less than

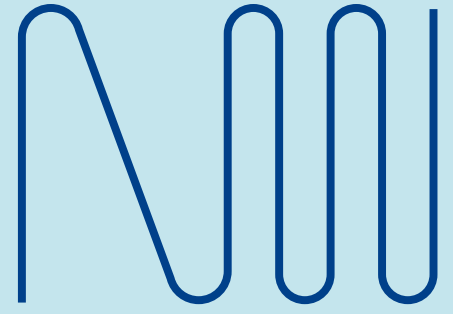
30% of marketers face challenges in tracking and measuring metrics to optimize business messaging efforts.

86% of organizations show success in marketing operations.

Source:
Meta commission study by Forrester Sept 2024: Unlock Business Success With Business Messaging Measurement

Unifonic's Conversational Marketing Solution

Integrating META Platforms, Data, and Conversational AI to Support Performance-Driven Marketing



Customer Engagement Platforms, like Unifonic, help to unify data through simple integration with existing business systems, and provide tools to automate personalized engagement across META channels.

Tight integration with Meta helps close the loop for paid ads. Use cases like Ads that click to WhatsApp help grow and measure ROI for paid social by speeding up lead closure, attributing conversions to ads and generating first-party data. When it comes to WhatsApp marketing, platforms like Unifonic help brands to launch behavior-triggered campaigns that support campaign goals. Unifonic's customer data platform collects conversion data from storefronts like e-commerce stores and PoS to clearly show the ROI on WhatsApp marketing spend.

Impact

74%

Increase in Engagement.

13:1

ROAS (Return on Ad Spend)

8x

Increase in ROI

20%

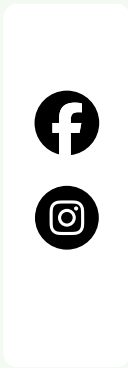
Increase in revenue.



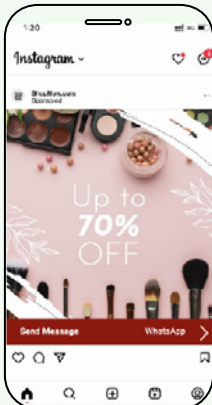
AUTOMATION

FIRST-PARTY DATA COLLECTION

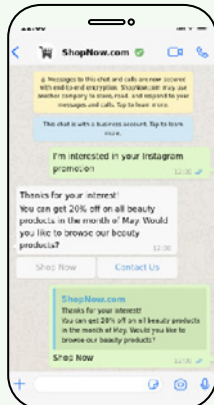
Ads Channel



C2WA Adv



Bot Lead Capture



PERSONALISATION

DATA CENTRALIZATION



Online Store

Purchase event



Walk in Offline Store



Customer Profiles

Systems



OPTIMIZATION

DATA SEGMENTATION

Channels

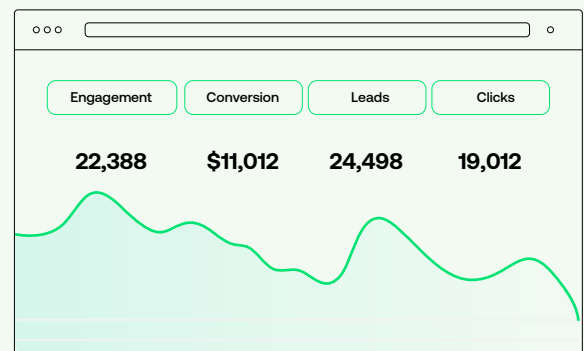


Ads Channel



DATA ANALYTICS

ROI Dashboard



LEAD GENERATION

ENGAGEMENT

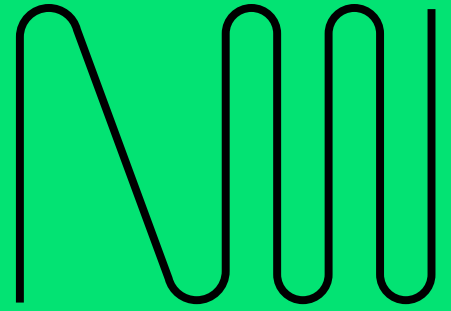
CONVERSION

RETENTION

RETARGETING

Aligning Marketing Goals

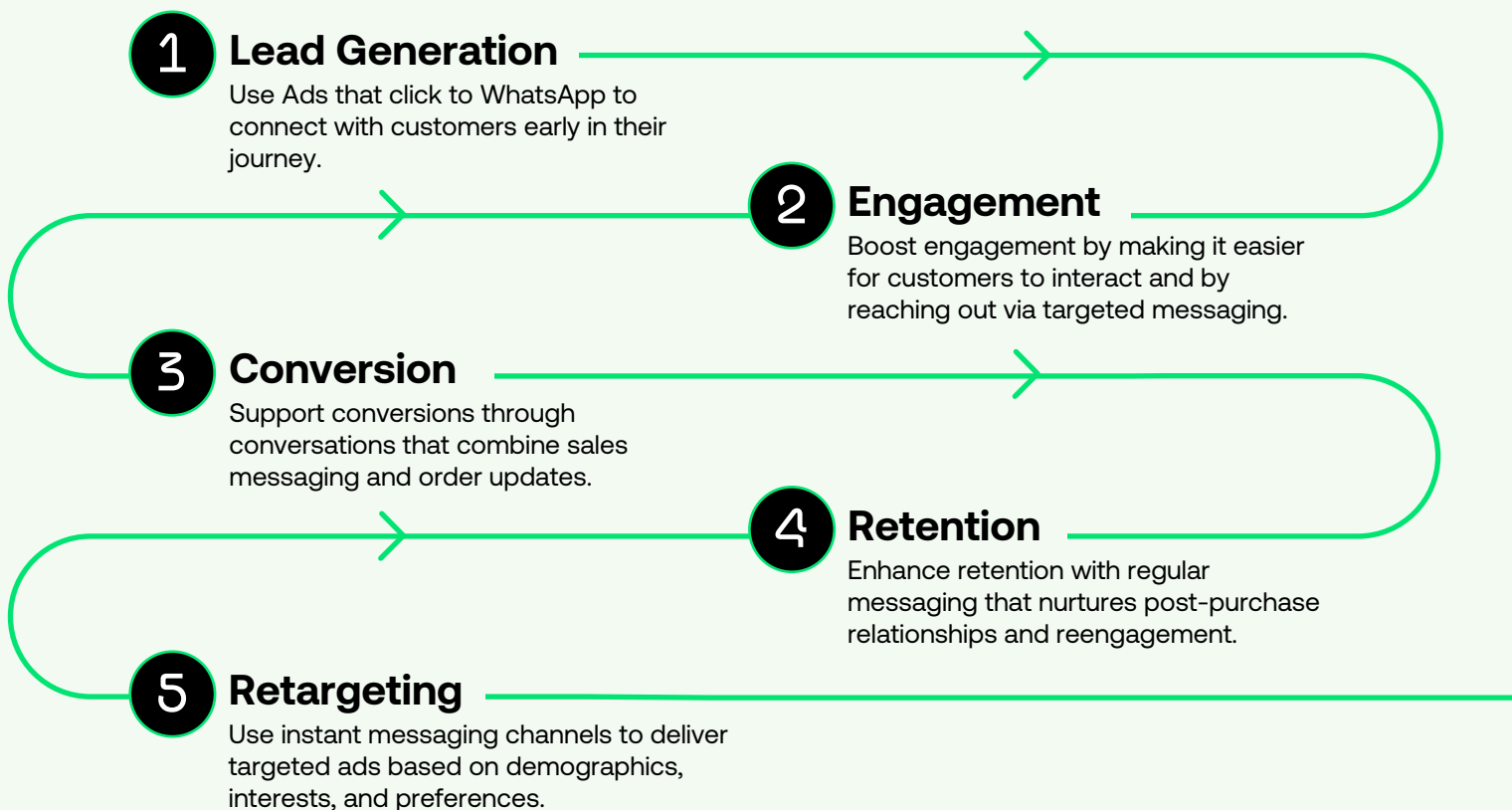
Setting up an end-to-end performance-based messaging strategy



According to Forrester's research, developing a comprehensive measurement framework for instant messaging channels that identifies appropriate metrics is essential. It allows businesses to make more informed decisions.

Marketers need to focus on the right metrics for their instant business messaging channels at different stages of the customer journey, ultimately aiming to improve business outcomes like revenue growth and customer satisfaction.

The subsequent sections of this guide present a summary of strategies applicable at each stage, along with metrics, tactics, and tips to improve performance. These recommendations use META platforms and Unifonic's conversational marketing tools to hit business targets.



Lead Generation

Turn Ads into conversation starters

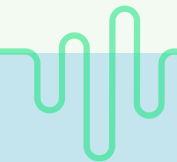
Key KPI to look for: Click-throughs & Leads

In any industry, maximizing budget efficiency to enhance lead generation is a priority. When building digital ad campaigns, you need the ability to reach a wide range of customers and nurture those leads down the funnel.

You can make the most of your budget with ads that click to WhatsApp. These ads include a button to allow the recipient to start an instant chat, combining the reach of Meta's ad platform with the convenience of WhatsApp. With these campaigns, you can chat to qualified leads across Facebook and Instagram with personalized, 1:1 conversations.

These begin as ads on Facebook, Instagram, Stories, Marketplace, website and even traditional offline ads using QR codes. They include a button that opens a direct WhatsApp chat window, offering businesses using the Business App or the API a way to connect in direct, private conversations.

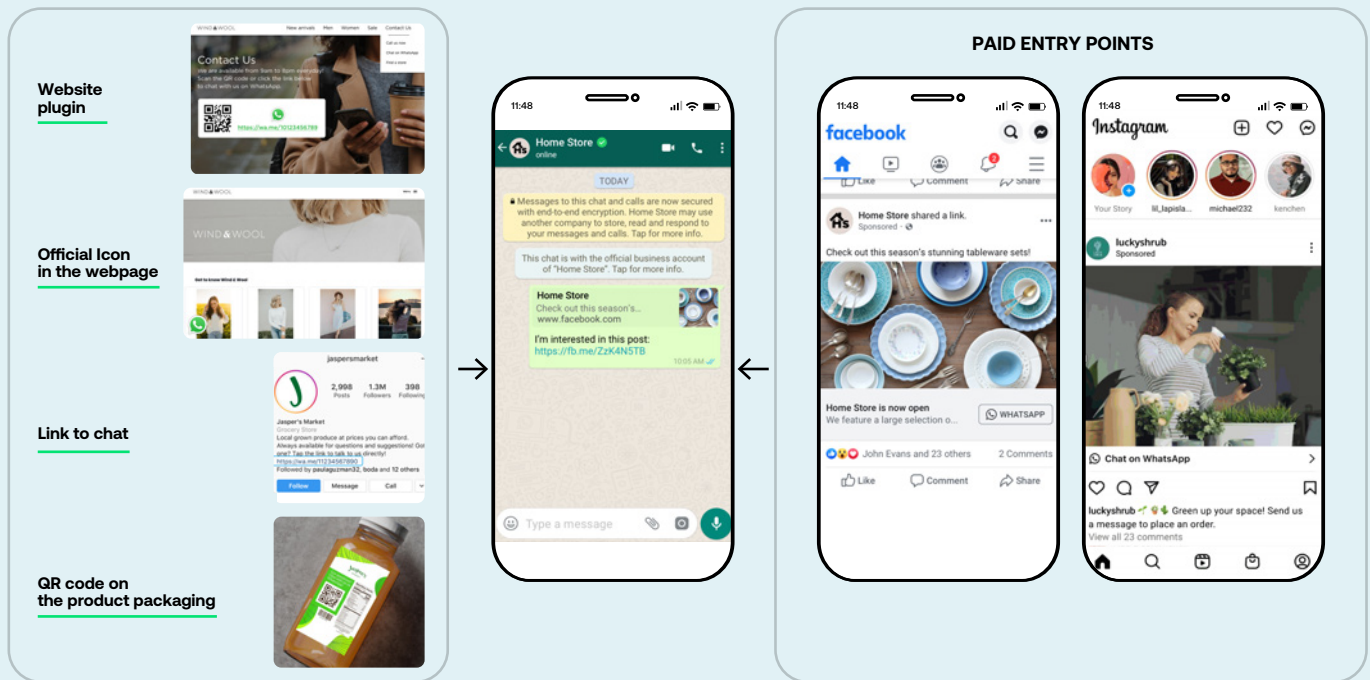
What's more, Ads that click to WhatsApp open a 72-hour chat window on WhatsApp, which is free of charge to the business.



An example of an organisation that has improved lead generation using WhatsApp is Unifonic's client, Ajiulana. This Saudi-based school group was able to **speed up open-day registrations by 99%**.

By using WhatsApp to communicate about open day events, [Ajialuna](#) avoids the need for additional spending on separate digital advertising. A standard social media post would typically require at least five days to gather sufficient visitor confirmations, but WhatsApp achieves the same results in just half an hour, allowing Ajialuna to meet its targets quickly.

Metrics: Clicks, Reads, Cost per click, Click-through rate



Tips to make your ads more impactful



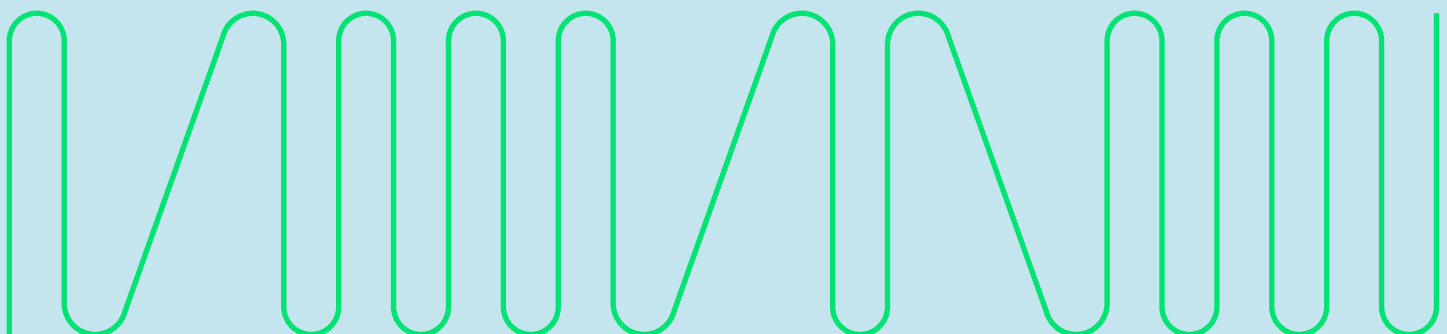
Adjust your ads targeting based on the customer's funnel stage

You can tailor your ads for a certain kind of customer by importing lookalike audiences – more on this, [on page..](#)



Deliver your ad promise quickly after a click to show the value of chatting with your brand

If you've promised a discount code, send it soon after the chat begins. If customers expect product information, connect them to a knowledgeable agent or an advanced bot immediately



Engagement

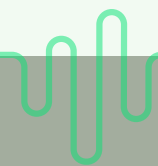
Qualify leads & collect first-party and zero-party data

Key KPI to look for: Qualified leads

A WhatsApp chatbot streamlines interactions for prospective buyers responding to advertisements while reducing the workload for marketing teams. Unifonics' **Chatbot Builder** enables businesses to automate communications across WhatsApp, Facebook Messenger, and Instagram Direct Messenger. The context of each ad remains consistent throughout the chat, allowing brands to customize the chatbot experience according to the specifics of any given ad.

Unifonic's chatbot is capable of managing conversations such as qualifying leads, with easy-to-use, AI-enabled campaigning tools automating promotions and allowing staff to focus on more complex tasks. Through Ads that click to WhatsApp conversations, it is possible to obtain opt-ins and collect zero-party data such as product preferences or clothing sizes. This contrasts with first-party data, which is collected from websites, apps, CRM systems, or POS systems. Using this data enables agents and chatbots to send customized answers to individual customers, potentially improving the purchase experience.

To maximize the advantages of WhatsApp, conversational prompts can be planned to request information from customers. For instance, a chatbot might ask new customers a series of lead qualification questions or present a quiz designed to generate recommended products. The data gathered through these interactions can be used to send personalized WhatsApp messages over time, maintaining contact following their engagement with the Ad That Clicks to WhatsApp.



An excellent example of an organization that has been able to streamline its lead qualification process, using a WhatsApp Chatbot, is Motory.com, part of the Abdul Latif Jameel Technology Group. This leading auto trading website directly integrates with over 70 car distributors and dealers in both KSA and Jordan, and generates leads for these dealerships through its platform.



Motory.com follows up on these leads by sending survey questions related to the actions taken by dealerships to chat with users interested in purchasing vehicles. This used to be a manual process carried out by the company's call centre agents, which proved to be a daunting task given the exponential increase in the number of users. To address this challenge, the company turned to the WhatsApp automation solution provided by Unifonic to streamline its customer communications and lead generation process.

“WhatsApp automation has made it easier for our users to answer survey questions at their convenience without being bothered at inappropriate times. Consequently, the percentage of respondents to these surveys has significantly increased. The responses, captured by chatbots, enabled us to build a dashboard connected to our CRM system, which generates insights into our services and levels of customer satisfaction. Through WhatsApp, we are also able to showcase other services and products based on the answers we receive,” says Laith Haddad, Head of Product Development at Abdul Latif Jameel Technology.

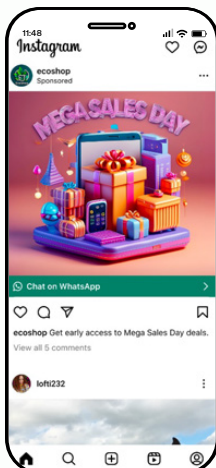
Abdul Latif Jameel Technology now uses automated WhatsApp chatbots to capture and monitor leads and ensure that users receive appropriate follow-up from its partners, such as car distributors and dealerships.

Mr Haddad says customer communication through WhatsApp saves the company time and effort and is more cost-effective than phone, email, or SMS. “WhatsApp allows us to build trust with our customers. We have also been able to automate our customer communications completely and reassign call center agents to other tasks. It also allows us to proactively reach out to customers with sales promotions and special offers.”

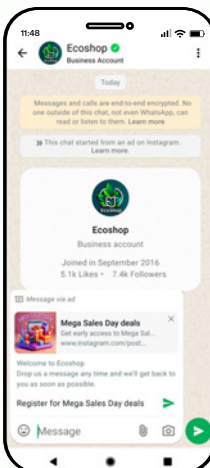
Additional visual examples from the retail and health insurance sectors are presented below, along with key metrics and outcomes derived from authorised case studies:

Industry Example: Retail

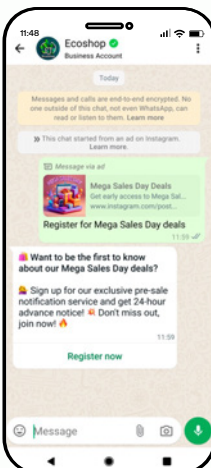
Click-to-message



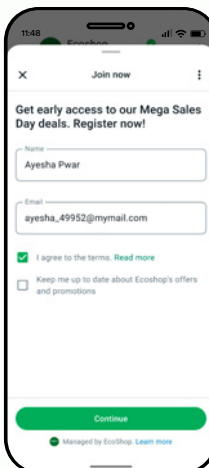
Chatbot Automation



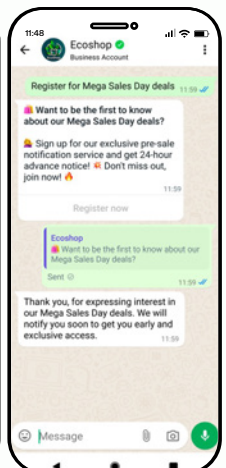
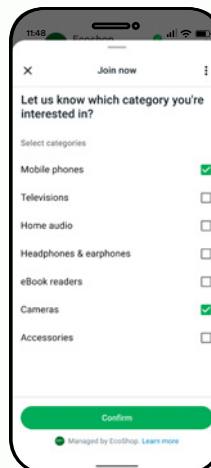
WhatsApp Flows



WhatsApp Flows



Customer Zero-Party Data Enrichment



Metrics: Leads, Subscriptions, App downloads, Opt-ins, Cost per Lead

Impact

8x

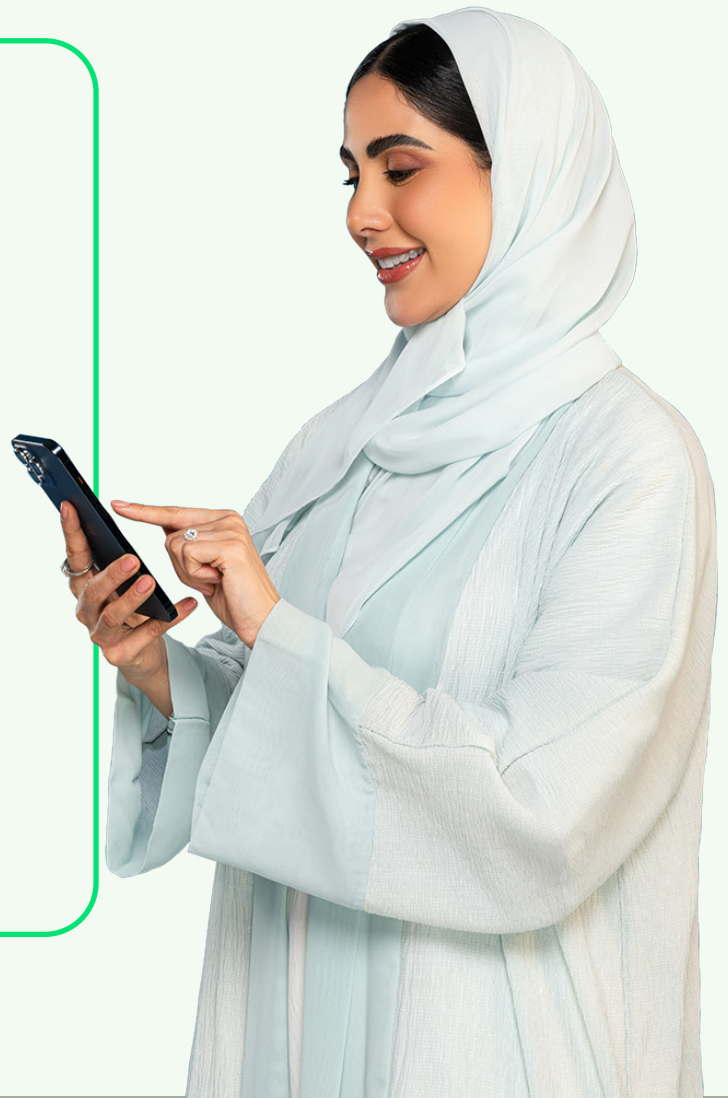
increase in ROI
compared to SMS – Bazil

90%

of customer queries resolved
over WhatsApp – Bazil

74%

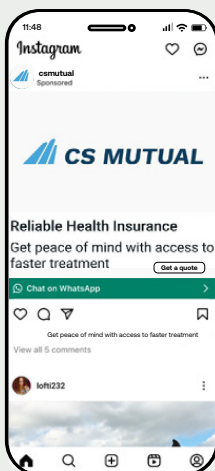
increase in engagement – Reef



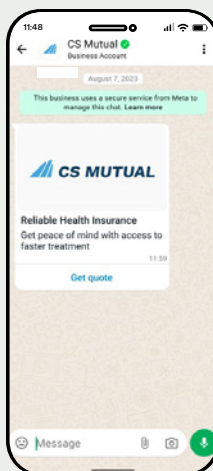
Reference: Unifonic Customer-approved case studies

Industry Example: Health Insurance

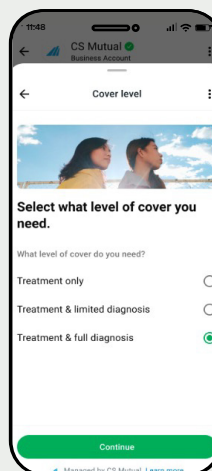
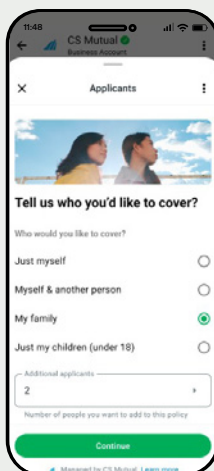
Click-to-message



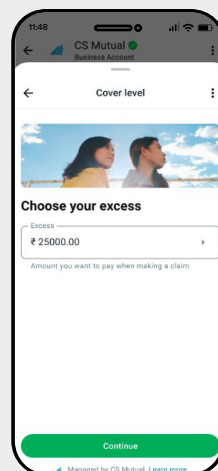
Chatbot Automation



WhatsApp Flows



Customer Zero-Party Data Enrichment



Metrics: Leads, Quotations, Opt-ins, Cost per Lead

Chatbot Automation

WhatsApp Flows

Customer Zero-Party Data Enrichment

WhatsApp Flows

Customer Zero-Party Data Enrichment

Metrics: Leads, Quotations, Opt-ins, Cost per Lead

Impact

5x
leads to conversion rate

4x
uplift in lead to quote generation

40%
conversion uplift

19%
higher average order value for
financial products





Tips to increase engagement



Create a relevant chatbot journey

Don't risk losing customers after you've worked so hard to create your Ads that click to WhatsApp. Set up a 24/7 AI chatbot, so potential customers can get fast responses after clicking.



Reduce long conversations

WhatsApp Flows in Unifonic's Chatbot Builder enable easy data collection with simple in-message forms, as shown in the examples.



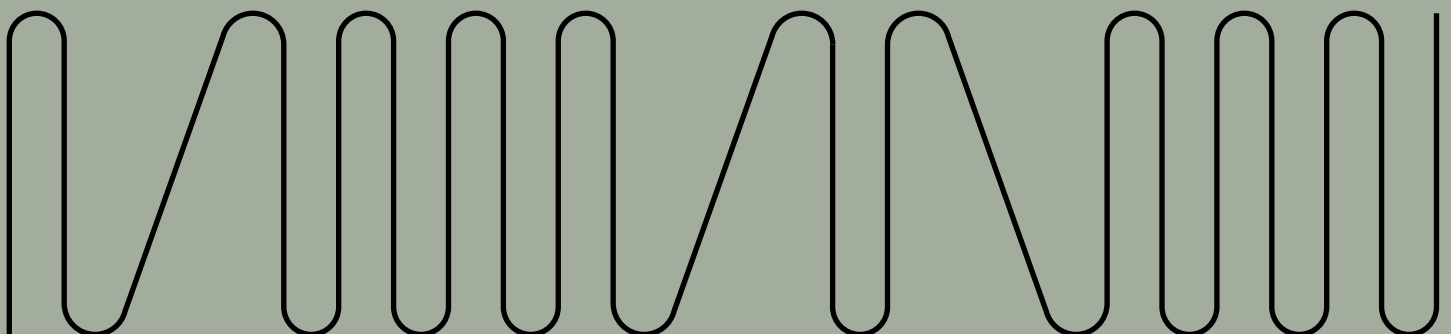
Direct customers with complex questions to agents

Many people use Ads that click to WhatsApp to ask about promoted products. Always provide helpful information, but if the chatbot can't assist, quickly transfer the chat to a live agent. Unifonic's Contact Center product makes handing over chats easy while retaining context.



Don't forget to ask for opt-ins

The power of Ads that click to WhatsApp goes beyond your first conversation with a customer after they click. Getting their opt-in to continue messaging them is important to gently nudge them down the sales funnel.



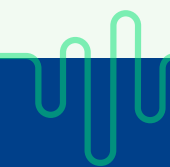
Sales Conversion

Driving & managing sales all in one chat thread

Key KPI to look for: Cost per acquisition, Conversion Rate, ROAS, average purchase value

Conversations enable 1:1 transactional opportunities – with all the context and relationship-building potential residing in a single chat. The data that is captured provides insights into customer behavior and preferences, and allows you to build detailed profiles that can be used to drive sales opportunities.

Once you have opt-in from your prospective customer, you can continue the conversation by sending abandoned cart notifications, or personalized promotions & recommendations, encouraging them all the way to a sale.



BAZIL

Bazil, one of the leading companies in KSA in the perfume retail industry, stands out as a key example. They increased sales revenue by 20% by sending abandoned cart reminders over WhatsApp. Integration with their e-commerce platform, Salla, allowed them to reach out to customers while browsing on the platform, or post-sale. They can send messages to remind customers of potential purchases, and give support to complete the buying process using chatbot automation, with handover to human agents were needed. The entire buying journey is handled through WhatsApp. Nearly 90% of queries are now managed over WhatsApp and they have experienced an 8x increase in ROI.

Mohammed Haidar, performance marketing manager at Bazil, said, "In 2023, WhatsApp proved to be our secret weapon, delivering outstanding marketing results. Within hours of launching a new campaign, our dashboard showed a significant increase in the numbers."

Marketers can also choose to use the capabilities that WhatsApp offers to build a complete customer journey through chat. Rich media messaging and product catalogs help customers choose without moving them to another platform. Businesses can showcase more than 30 products and services from their catalog natively within WhatsApp.

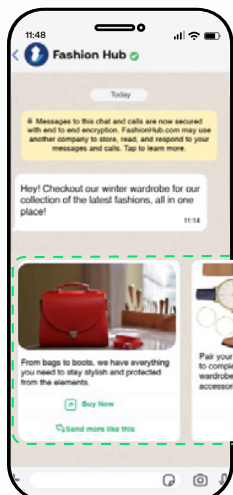
Engaging catalogue messages, [carousel messages](#), and product promotional messages can be built and sent directly from the Unifonic platform to boost conversion rates. [AI suggestions](#), natively available in allow you to launch SMS and WhatsApp campaigns with AI-assisted content creation, including tone selection, emoji use, and Arabic-English translation.

Invoices can be shared within the same conversation, whether the sale took place on a platform or in a physical store. This allows brands to bridge the gap and bring offline customers into digital ecosystems. The Integration with POS and business systems enables tracking of actual sales, enabling attribution of conversion to ad spends - all surfaced in Unifonic's ROI dashboard. Real-time cost updates and detailed reporting help you stay on budget and optimize results.

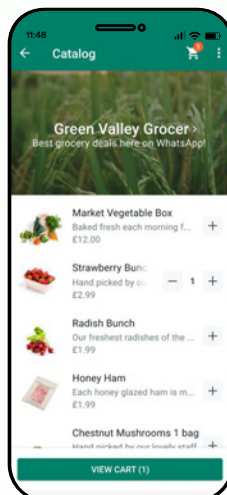
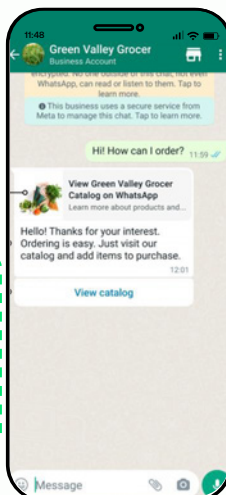
Visual examples from the retail, hospitality & finance sectors are presented below, along with key metrics and outcomes derived from authorized case studies

Industry Example: Retail

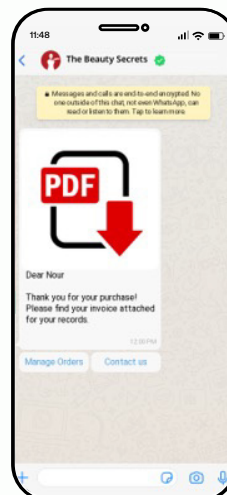
Whatsapp Carousel Message



Catalogue Message



Invoice Sharing



Metrics: Conversations, Sales

Impact

95%

achievement in bridging the gap between online and offline

20%

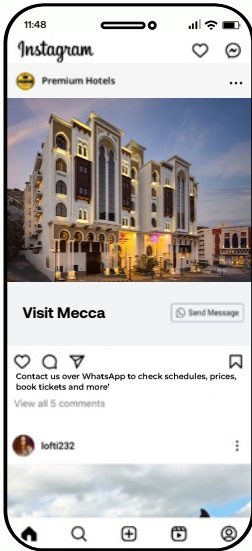
Increase in revenue due to abandoned cart reminders

13:1

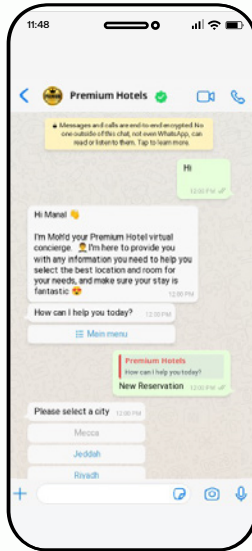
Return on Ad Spend (ROAS)

Industry Example: Hospitality

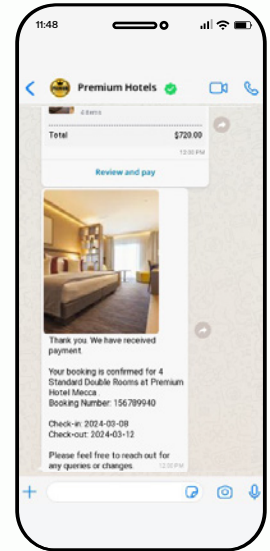
Click to Message



Booking automation



Booking Confirmation



Metrics: Bookings, ROI, ROAS

Impact

41%
Increase in
ROI

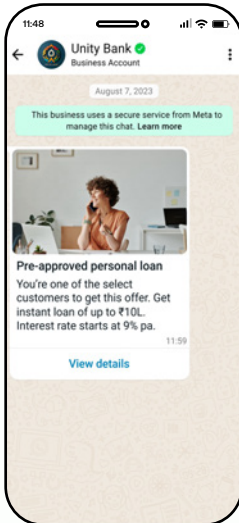
99%
Cost savings with
WhatsApp

Reference: Meta Customer Approved Case Studies

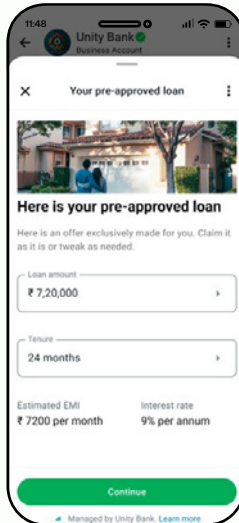


Industry Example: Finance

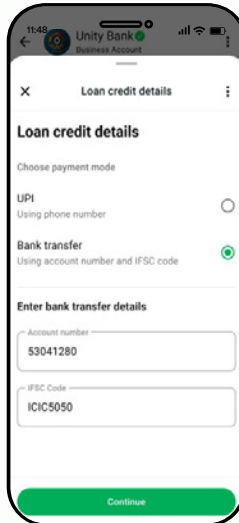
WhatsApp Campaign



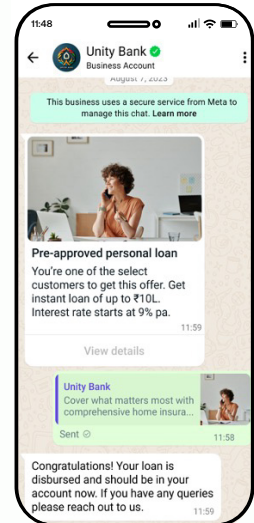
Chatbot Automation



WhatsApp Flows



Customer Data Enrichment



Metrics: Clicks, Conversions, Sales, ROI, ROAS

Impact

2.9x

more conversions from organic visitor appointment bookings

49%

Increase in conversions from paid site traffic appointment bookings

21%

Increase in customer satisfaction from appointment bookings





Tips to optimize conversions



Keep the conversation relevant

Test your automated message flow, or chatbot interaction to make sure it's providing relevant recommendations based on data received from your e-commerce or buying platform. Train your agents about your inventory or services, and use AI-enabled agent assistance using Unifonic's Co-pilot, so they can give helpful suggestions.



Don't push uninterested prospects

Instruct chatbots and agents to stop offering recommendations if a customer says they're not interested in buying a product. You can automate opt-out management with Unifonic's Audience capabilities to ensure you do not target customers who have opted out.



Update your catalog

Guide customers to purchase by sharing links to products from your catalog. Enable shoppers to share multiple items that they're interested in purchasing from you in a single message via cart.



Retention

Drive repeat purchases and reduce churn

Key KPI to look for: App subscribers, coupon conversion rate, repurchase, Customer LTV

Nurturing Customers

Research conducted by Mukraj Insights for Unifonic in both the UAE and KSA of 1000 consumers, revealed that two-thirds would consent to a brand storing their personal information, expecting that their data would be used to improve customer services and provide more relevant, personalized offers suited to their interests and preferences.

The more you know about your customers, the more you can do to build authentic experiences based on verified, personalized, and relevant information. You can build and execute a well-crafted and automated messaging strategy built around key signals along the customer journey using Unifonic's segmentation & targeting capabilities. Customers can be segmented based on purchase history, behavior, product preferences, language, buying stage, and more – allowing you the opportunity to target them at the most appropriate time, and with messages that resonate with them.

Providing personal welcome and birthday messages and specific offers tailored to their interests drives a sense of loyalty and makes customers feel seen and understood.

Sharing coupons, special loyalty offers, and time-sensitive offers creates a sense of exclusivity and urgency to encourage repeat purchases.

Businesses can enhance customer onboarding by offering proactive communication, such as app updates and instructional guides, ensuring a smooth transition to digital platforms and applications.



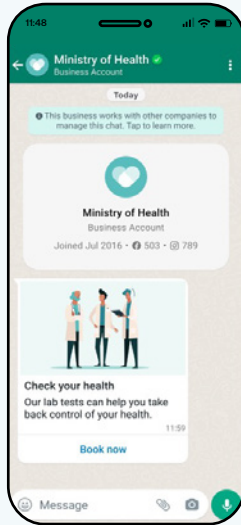
مستشفى الدكتور سمير عباس
Dr. Samir Abbas Hospital

A great example of an organization in the healthcare industry that uses the convenience of WhatsApp to provide exceptional and personalized patient experiences in [Dr Samir Abbas Hospital](#) in Saudi Arabia. It uses WhatsApp campaigns to promote services such as nutrition services, laboratory test discounts, and health awareness campaigns to its existing patients. The introduction of a sophisticated chatbot has transformed how the hospital interacts with patients. This AI-driven tool, integrated into the hospital's WhatsApp channel, automates appointment bookings, sends reminders, and provides quick answers to FAQs. The chatbot also handles patient verifications through OTPs and facilitates sharing test results. It has streamlined patient communication and reduced the need for human intervention.

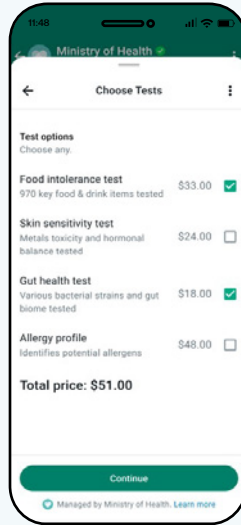
Visual examples from the healthcare industry is presented below, along with key metrics and outcomes derived from authorized case studies:

Industry Example: Healthcare

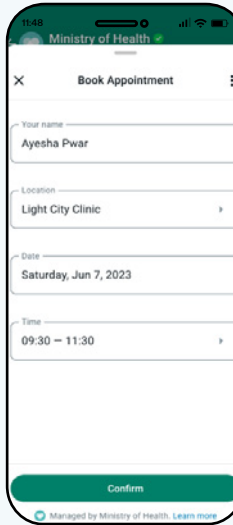
WhatsApp Campaign



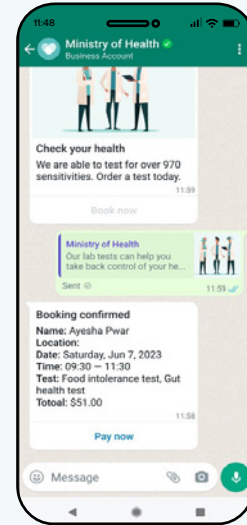
Chatbot Automation



WhatsApp Flows



Customer Data Enrichment



Metrics: Clicks, Reads Appointment Bookings, ROI

Impact

2.6x

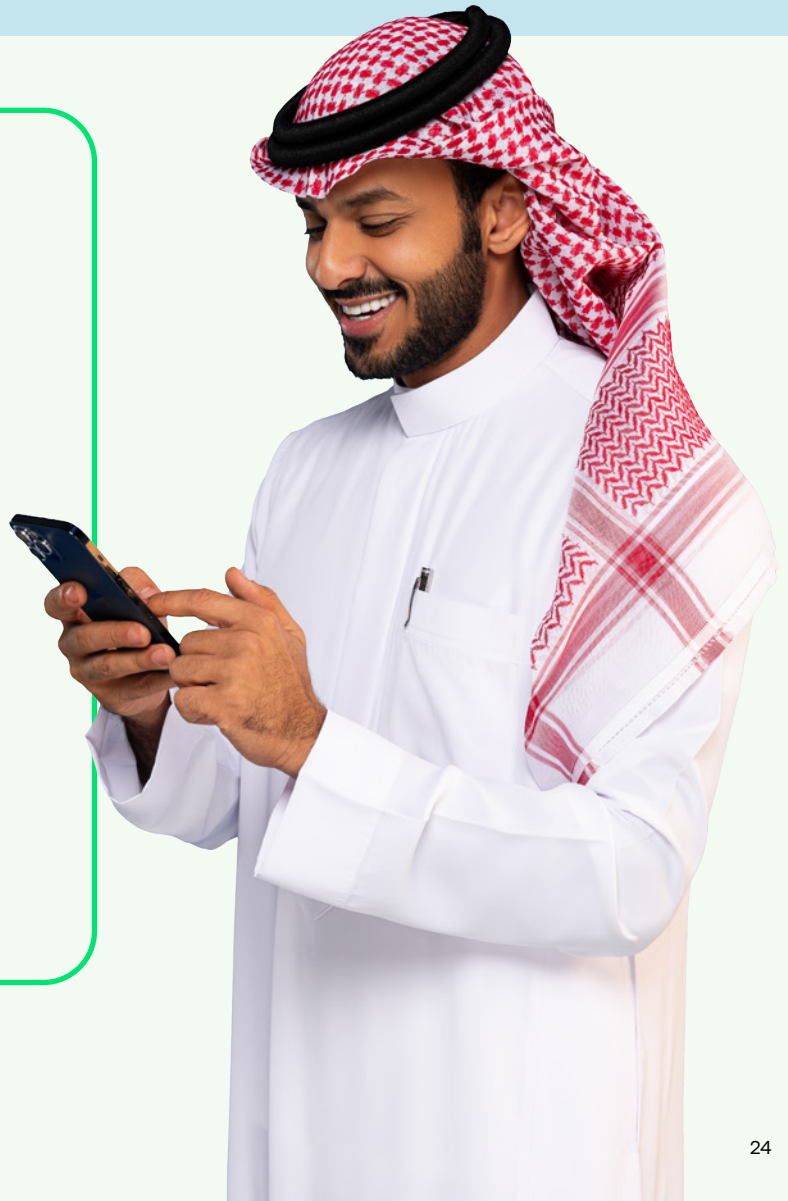
Increase in medical consultations

49%

Increase in bookings

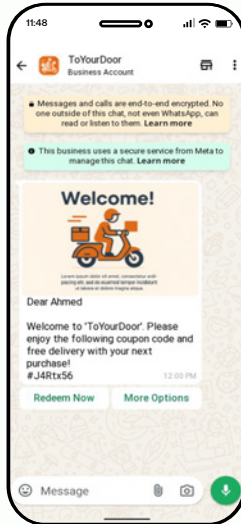
72%

Increase in average revenue per order

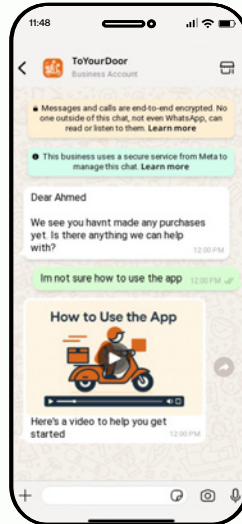


Industry Example: Digital Native - Food Delivery

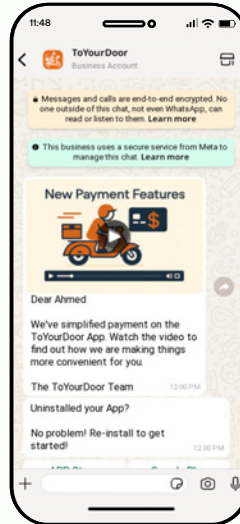
Welcome Message & Coupons



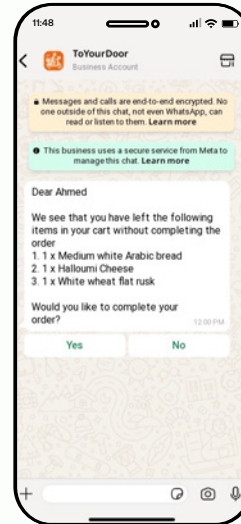
Prompt



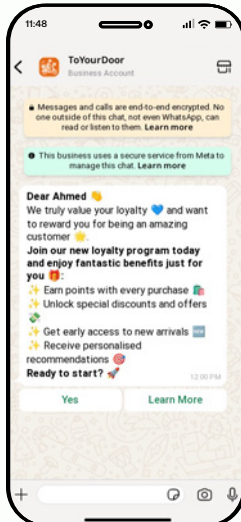
App updates



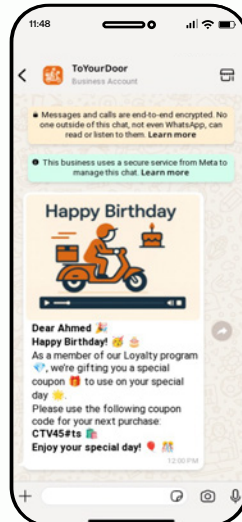
Cart abandonment



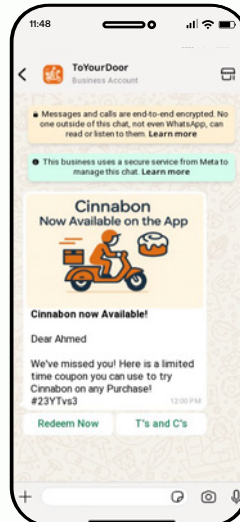
Loyalty program promotion



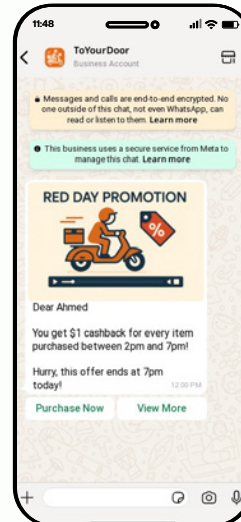
Updates & Birthdays



New Products & Prompts



Special Promotions



Metrics: App Subscribers, Coupon Redemption, Repurchase, Upsales



Tips to optimize campaigns



Leveraging Insights when targeting

Use both direct and indirect insights to enhance your retargeting strategy and improve overall performance. Unifonic's ROI dashboard allows you to set goals for your campaigns to track and analyze the effectiveness of retargeting efforts.



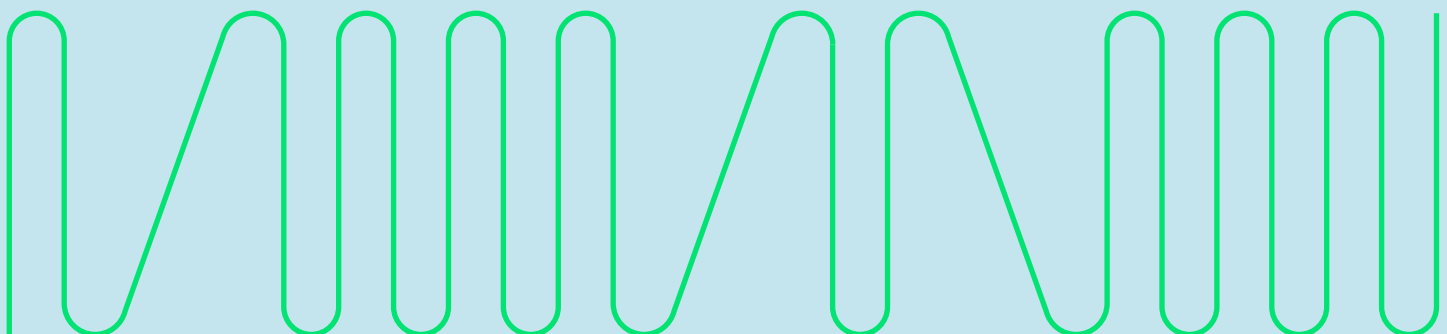
Create engaging messages using AI and templates

When crafting your messages, it's key to ensure that the message is delivered in the right tone, and uses engaging message attributes such as emoji's (if appropriate). Unifonic provides AI-powered content suggestions to simplify the process for marketers. [See how in the video](#). Use template variables to personalize messages, making them more relevant to your audience. Carousel and catalogue messaging templates help to showcase products effectively.



Optimize message timing & delivery

To further optimize delivery of WhatsApp Campaigns, META's Marketing API – WhatsApp MM Lite – uses algorithms that enable campaigns to perform better over time. This is freely available to Unifonic customers, and you can [learn more here](#).



Post-sale Experiences

The study by Mukraj Insights revealed that 70% of consumers are willing to switch brands if offered a superior customer experience, with a smooth buying experience and strong post-purchase support preferred over price. By using AI and chatbots over digital platforms and channels, brands can offer a virtual sales assistant to manage after-sales support 24/7. These super-intelligent agents understand customer queries and provide information about product availability, sizes, color options, delivery timelines, after-sales warranties, maintenance plans, return policies, and more. The ability to hand over to live agents, with complete context, is also key to building trust and ensuring that buyers feel that they have access to help at any time.

A great example of this principle in action is [Reefi](#), one of Saudi Arabia's leading online retailers, whose exponential growth presented a significant challenge, particularly in terms of marketing and customer service. "We always aim to enhance the engagement and interactivity of our customer communication. However, the high volumes of requests from telephone systems and web chats were very challenging for us. Our customer service agents simply could not handle all these requests promptly and efficiently," says Dr. Tamim Alganam, CEO of Reefi.



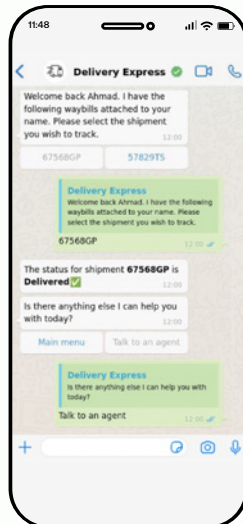
To tackle this challenge, Reefi engaged Unifonic, whose solutions put WhatsApp and chatbots at the core of Reefi's engagement strategy and helped them dramatically improve their customer experiences. Self-service chatbots now handle 85% of their customer support function. Customers receive instant support through WhatsApp, allowing them to ask questions, seek assistance, or gather product information, all with the assurance of prompt replies.

"Given the popularity of WhatsApp in Saudi Arabia, we also use it as a marketing campaign tool to convert customers. One of the things that many online stores in Saudi are not great at is customer retention. Brands spend a lot of money to acquire new customers but don't make much of an effort to retain them.

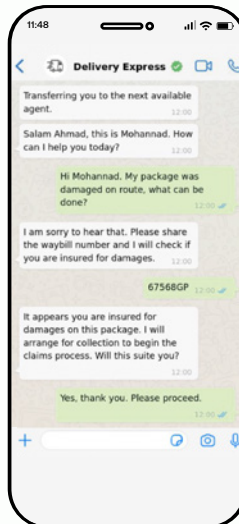
When, in fact, it is easier to re-target the same customer through different channels, and we saw a good return on investment on the retention part using WhatsApp," says Dr. Tamim.

Industry Example: Logistics

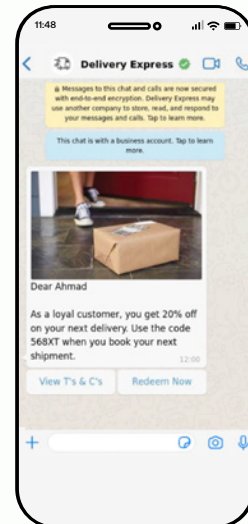
Order updated & tracking



Returns



Loyalty promotions



Metrics: CSAT, LTV



Tips to optimize post-sale customer experiences



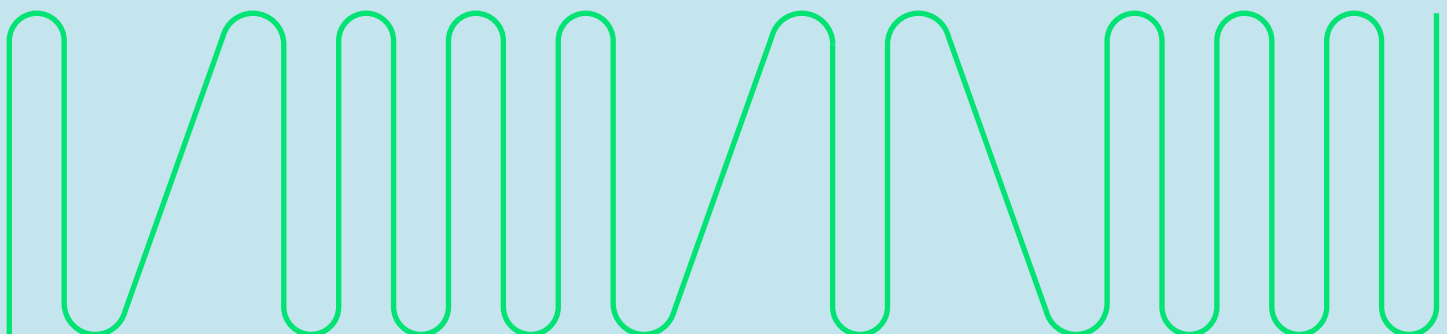
Provide a consistent experience across channels

Maintaining a consistent experience across multiple communication channels is crucial. Unifonic enables organizations to replicate chatbot workflows across Webchat, In-app chat, WhatsApp, Facebook Messenger, and Instagram, accelerating time to market for unified omnichannel self-service experiences.



Continually optimize self-serve channels

Clearly outline the hours of operation when live agents are not available. Keep note of your frequently asked questions, or intents, and review both agent and chatbot performance metrics to continually optimize and improve your chatbot and live agent interactions.



Retargeting

As mentioned earlier in the guide, enterprise businesses collectively spend over 600 billion USD on ads. But how do they reach the right audiences, and how do they know they are getting the most out of them?

You can now target lookalike audiences when advertising on Facebook and Instagram. By importing customer segments from Unifonic on META Ad Manager, you can create quality ads that target the right segments, increasing conversion and helping you make the most of your ad spend.

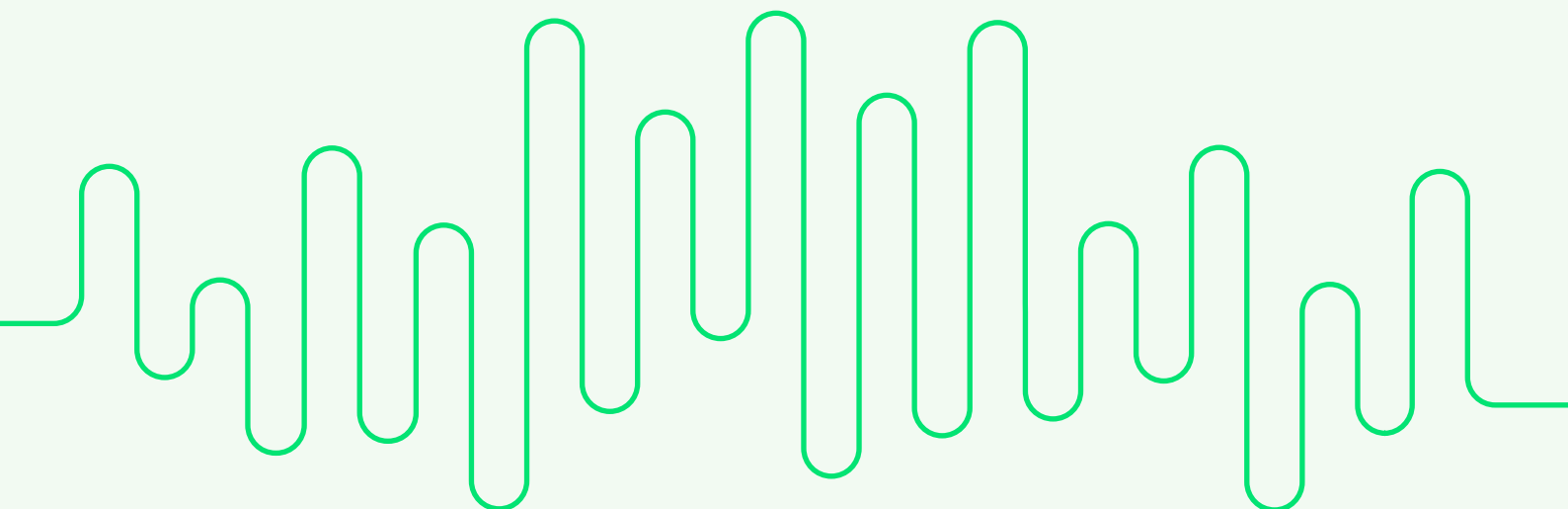
You can help generate awareness for new and existing products, while leveraging the power of messaging, through click-to-chat, to chat with potential customers and qualify them post-click.

You can target ads to Facebook and Instagram users based on their age, gender, location, and how closely they match your Lookalike audiences.

You can also adjust the targeting based on your ad's funnel stage. A Consideration ad might go to someone who has already visited your Facebook page, while an early-stage Awareness ad targets people with the same demographics as your ideal customer persona.

This is made possible through META's Conversions API, which is fully integrated with Unifonic's customer engagement platform. It allows you to measure the true value of ads that click to WhatsApp, so that you can better understand customer behavior, create more relevant content, and make informed decisions, leading to increased returns and market share.

The Conversions API provides a resilient and secure pipeline from which advertisers can send their first-party customer data from the Unifonic Platform to Meta and back. Unifonic also provides an ROI dashboard to help you easily understand messaging campaign results based on the outcomes that matter, such as the number of purchases and cost per purchase, rather than just conversations started.



Impact

50%

lower cost per lead generated

87%

ROAS lift in Add-to-cart

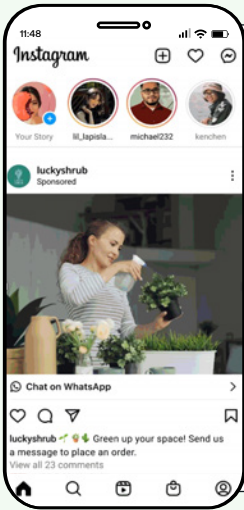
2.5x

more qualified leads



Reference: Meta Customer Approved Case Studies

How to measure the journey starting from the ad



 Where does the event happen?	At Meta's platforms	In-chat (WhatsApp)	It can happen in-chat or elsewhere (physical store, e-commerce, app)
 Measurement Solutions	Ads Manager	Unifonic Platform	Conversions tracking with META Conversions API integrated with Unifonic ROI Dashboard
 KPIs	Messaging Conversations Started Cost per messaging conversations started	In-chat events (full-funnel analysis)	Conversions (Lead, Purchase), Cost per Conversion, ROAS (Depending on Goals setup in unifonic ROI Dashboard)

But you don't have to do it all alone. Unifonic's dedicated team of professional consultants are committed to helping you scope out your customer engagement requirements and implement a solution that will help you realize your organizational goals.

to get started today



