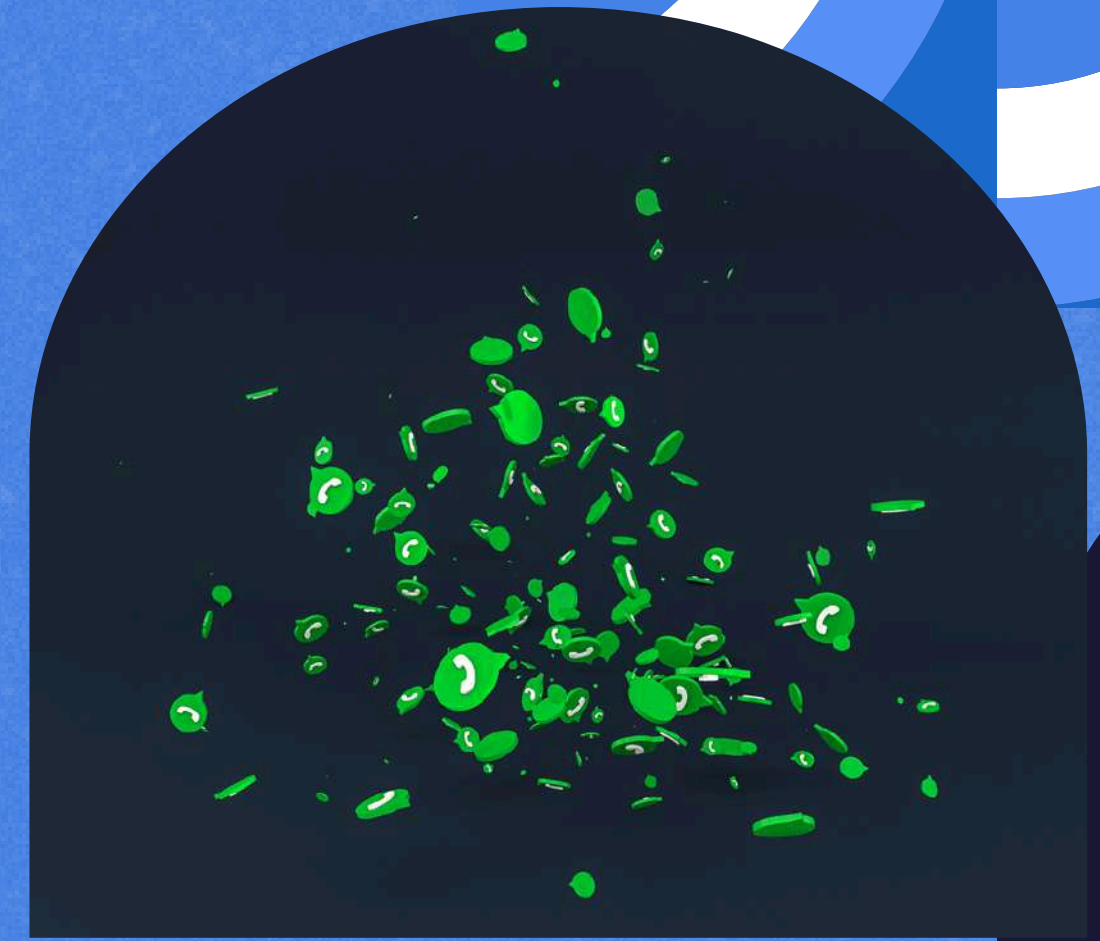




# WhatsApp Business API

Features and Integration





# WhatsApp Business API

**This presentation will cover key features and benefits**

Explore messaging automation options

Understand customer engagement strategies

Learn integration process steps

Identify performance tracking metrics





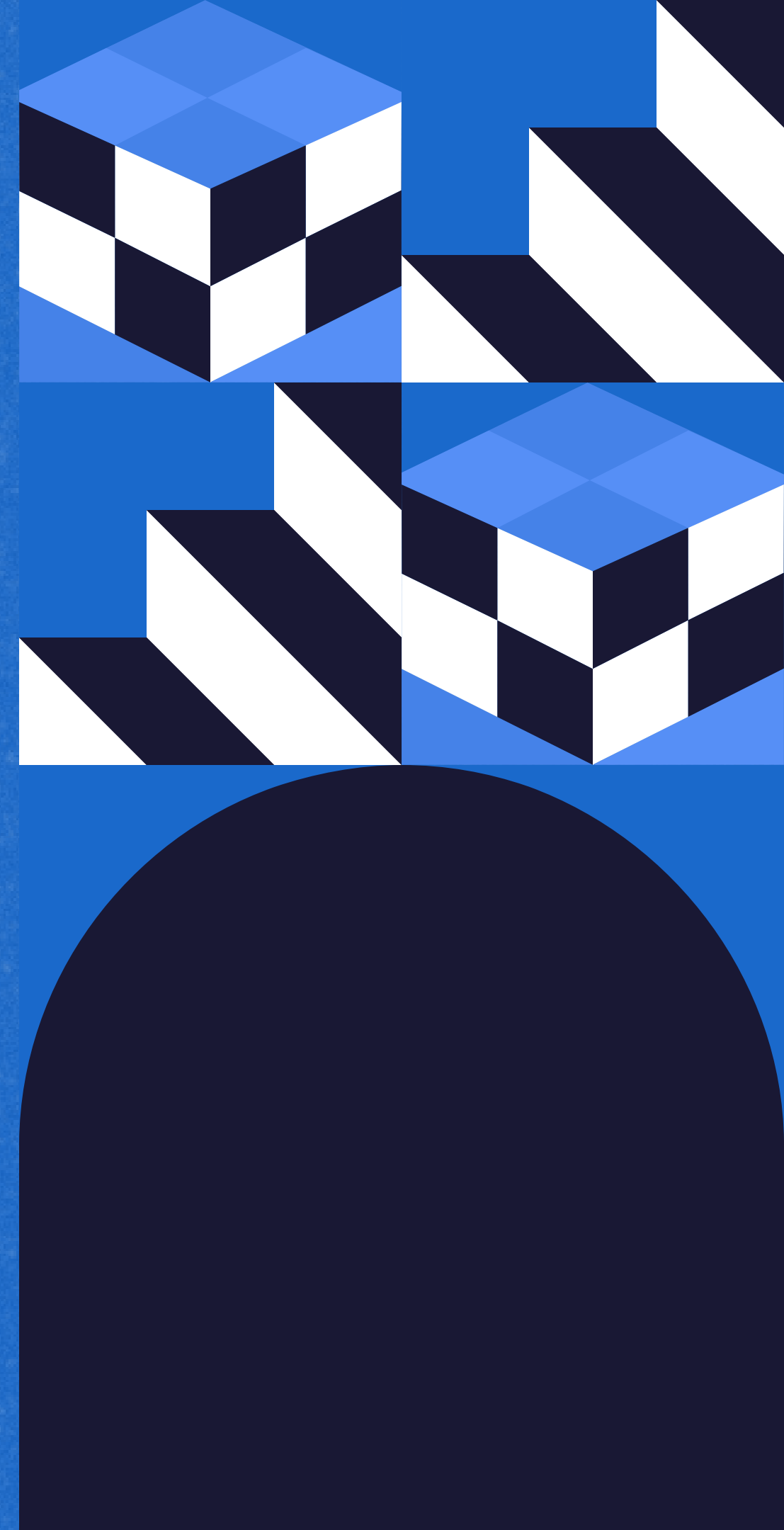
How can WhatsApp  
Business API enhance  
your customer  
interactions?





# Imagine Customer Engagement

How would seamless communication through  
WhatsApp transform your customer service and open  
new business opportunities?







# Features

Unlocking the potential of customer engagement

The WhatsApp Business API offers **powerful tools** for businesses to enhance customer interaction, providing features like automated responses, rich media sharing, and real-time communication options.



# Traditional Messaging vs. WhatsApp Business API

## Traditional Messaging

Limited features and often lacks automation options.



## WhatsApp Business API

Robust features with automation and integration capabilities.



# WhatsApp Business API Timeline



**2018**

Launch of Business API



**2019**

First major integrations  
completed

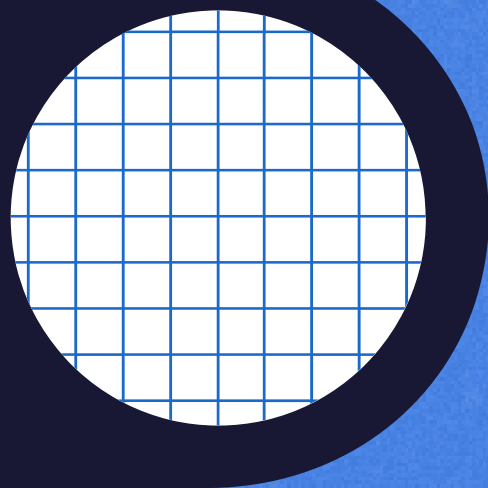


**2021**

Expanded features and  
global adoption







# Key Benefits of WhatsApp Business API

- ✓ Enhanced customer engagement
- ✓ Automated messaging features
- ✓ Secure communication channels





75%

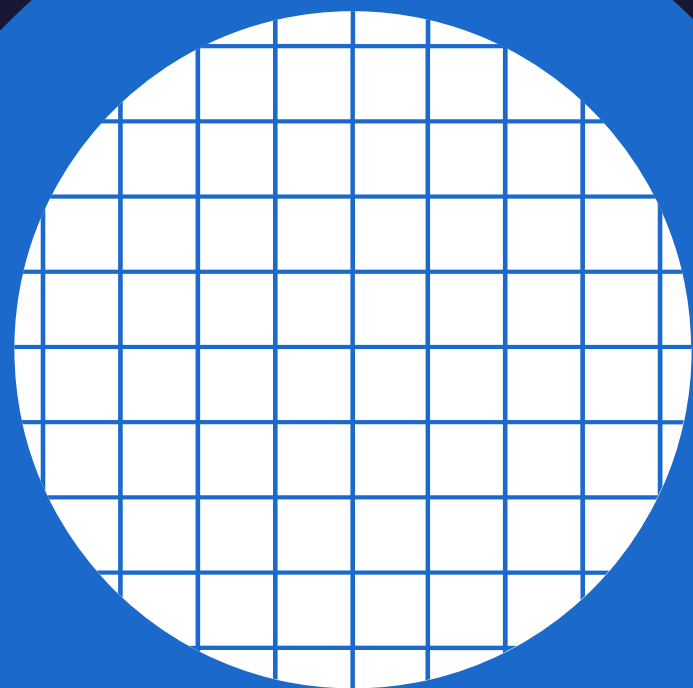
### Improved Response Rates

Businesses saw a **significant increase** in customer engagement

60%

### Enhanced Customer Satisfaction

Higher ratings were reported from **users** after implementation





# Thank You For Your Interest!

How could implementing WhatsApp Business API  
enhance your customer engagement strategies and  
improve communication?

[www.gtechwebmarketing.com](http://www.gtechwebmarketing.com)

