



Drive Re-Engagement with Recurring Notifications

Learn more about automated messaging on
Messenger Platform

April 2022



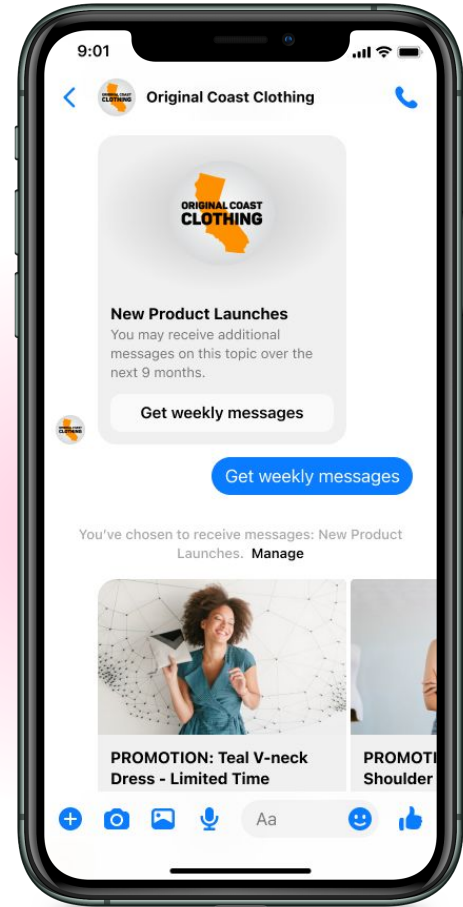
Table of Contents

- 1 Introduction
- 2 The benefits of Recurring Notifications
- 3 How Recurring Notifications works
- 4 Use cases
- 5 Case studies
- 6 Where people connect using Messenger
- 7 Best practices
- 8 Implementation checklist
- 9 Resources
- 10 Recap: Why Messenger

Initiate messages that drive action with Recurring Notifications.

With more than one billion users connecting to a business account through Meta messaging services each week, Messenger is how people want to interact with their favorite businesses.

Messenger now supports a powerful new type of business-initiated messaging: businesses can proactively message customers to increase engagement and drive faster results.



Recurring Notifications is a Messenger Platform capability that enables businesses to initiate ongoing messages with interested customers anywhere in their journey and on several topics. This allows customers to hear from their favorite businesses in ways that weren't possible before on Messenger.



Recurring Notifications benefits

Tailor and deliver timely messages that resonate with people



Message at every stage of the customer journey to drive results faster



Engage and convert more effectively than standard channels



Create high quality conversations and experiences that deepen customer relationships

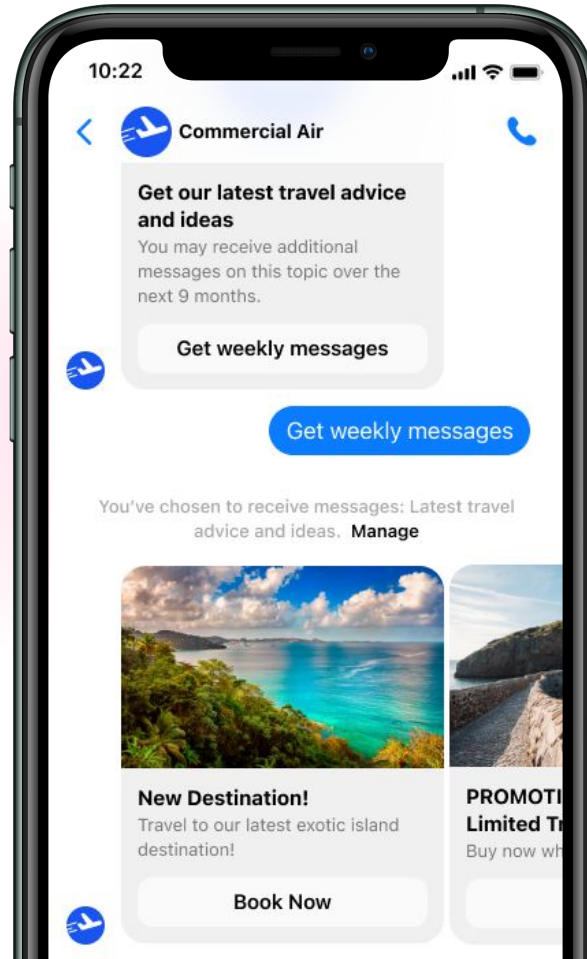


**Why Recurring
Notifications
delivers business
results faster**

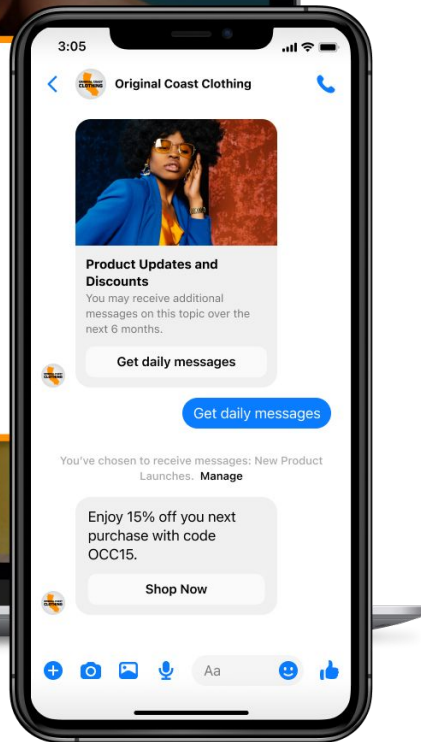
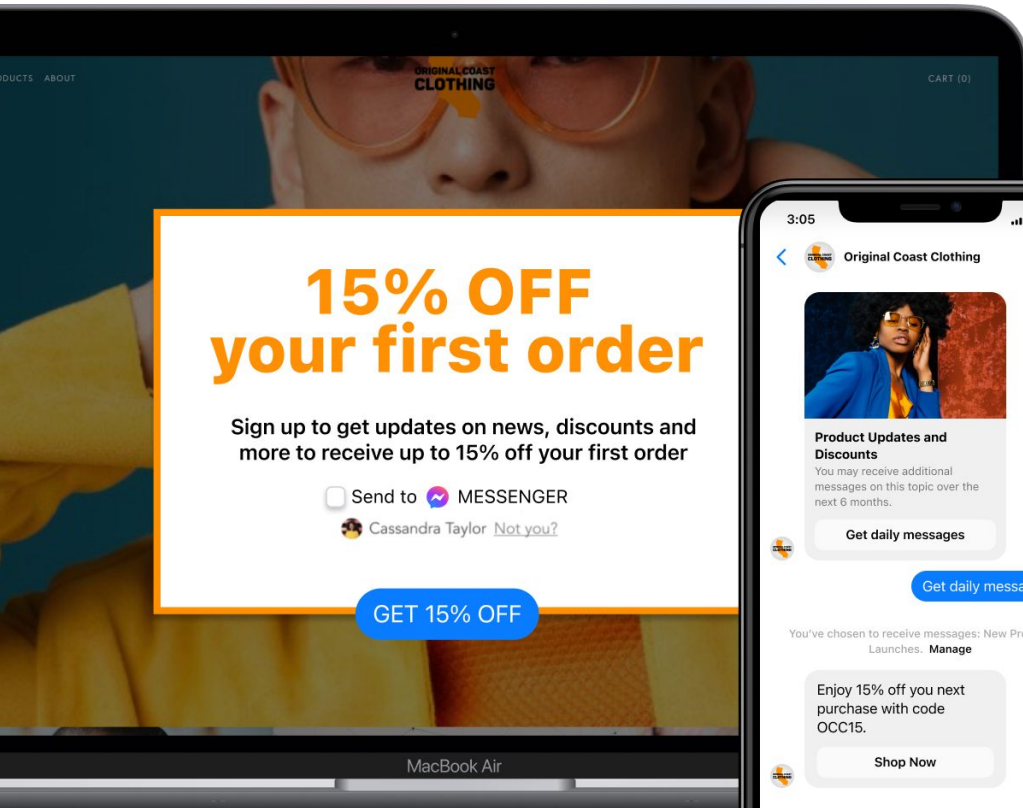


Recurring Notifications

Tailored and timely messages that drive action.



Recurring Notifications allows businesses to create personalized messages about a wide range of topics of their choosing. Because message content is determined by the business, content can be tailored specifically to different cohorts to create messages that more effectively resonate with people.



Recurring Notifications supports getting opt-ins from several channels (such as websites, emails and print) to create contextually-relevant opt-in experiences that are more likely to be effective. Tailored messaging, delivered in the right context, anytime a customer wants to hear from a business is more likely to resonate and drive engagement and customer conversions.

Recurring Notifications enables messages at any moment across the customer journey to deliver results faster.



Recurring Notifications gives you a new way to leverage Messenger that wasn't possible before. Use this new functionality to help clients expand their use of Messenger at any moment across the customer journey by sending notifications that drive discovery, consideration, conversations and loyalty.



Recurring Notifications creates additional touchpoints that businesses can harness to move people through the customer journey faster. By initiating conversations at any time with interested customers, businesses can accelerate sales, deepen engagement or generate new leads that might not have happened before.

"We help brands engage with the customer at every touch point. Recurring Notifications provide a new way for organizations to enrich their 1:1 experiences at a global scale with their customers and provide relevant updates in their preferred communication channel."

Sprinklr

Recurring Notifications outperform standard channels.

Messenger is already a channel where businesses see success. Recurring Notifications makes Messenger a more effective channel for driving engagement, leads and sales.

1

Outperformed standard channels like SMS and email across critical business KPIs.

2

Achieved increased opt-in rates, decreased opt-out rates and higher click-through rates, demonstrating its ability to help businesses meet their performance goals.

During closed beta testing, Recurring Notifications:

“Our customers who have included Recurring Notifications with their social campaigns are seeing over 10X increase in engagement from their paid social ads and organic posts.”

Stefan Mayo, Head of Brand Partnerships, Amplify.ai

Recurring Notifications fosters high quality communications that deepen relationships.



Because people opt in to receive messages and know the message content/cadence to expect, they see these messages as welcome, relevant communications instead of advertising or spam. This creates a stronger customer relationship that endears ongoing loyalty to a business.



People also have complete control to manage the conversation or opt out at any time. If a person remains opted in to Recurring Notifications, it's because they want to receive that type of content and are happy when you send it.

“Recurring Notifications empowers our partners to communicate more effectively with their customers via ‘opt-in’ whilst keeping an open communication channel to provide a valuable and personalized brand-to-customer experience.”

Cesar Christoforidis, SVP Global Partnerships & Strategy, Emplifi

Recurring Notifications helps your platform grow.



Developer partners that use Recurring Notifications may see an increase in messaging volume that goes through their platform. For developers that generate revenue based on message volume, this can provide tangible, bottom line growth. By making Messenger a more robust and performant channel, it also helps you build your client relationships so that they see your work as enabling their goals.



Recurring Notifications is a compliant way to send the ongoing business-initiated messages that your clients have asked for. This helps you avoid generating workarounds that run the risk of your business or client getting flagged or banned for violating policies, giving you peace of mind in addition to a powerful new tool.

“Recurring Notifications helps Pancake raise our client's customer satisfaction with our platform as well as increase the number of users in the entire Pancake ecosystem all in accordance with Meta's policies.”

Phong Mai, CEO, Pancake

Recurring Notifications represents a valuable revenue stream.

Developers can choose to monetize Recurring Notifications in several ways, helping you grow your business while creating a new revenue stream. Potential monetization models include:

- Offering access to Recurring Notifications
- Creating a new marketing or re-engagement package featuring Recurring Notifications
- Requiring a plan upgrade in order to access Recurring Notifications
- Offering volume-based pricing, with variable fees per opt-in and per notification send
- Offering results-based pricing, such as when a Recurring Notifications conversation turns into a lead or sale

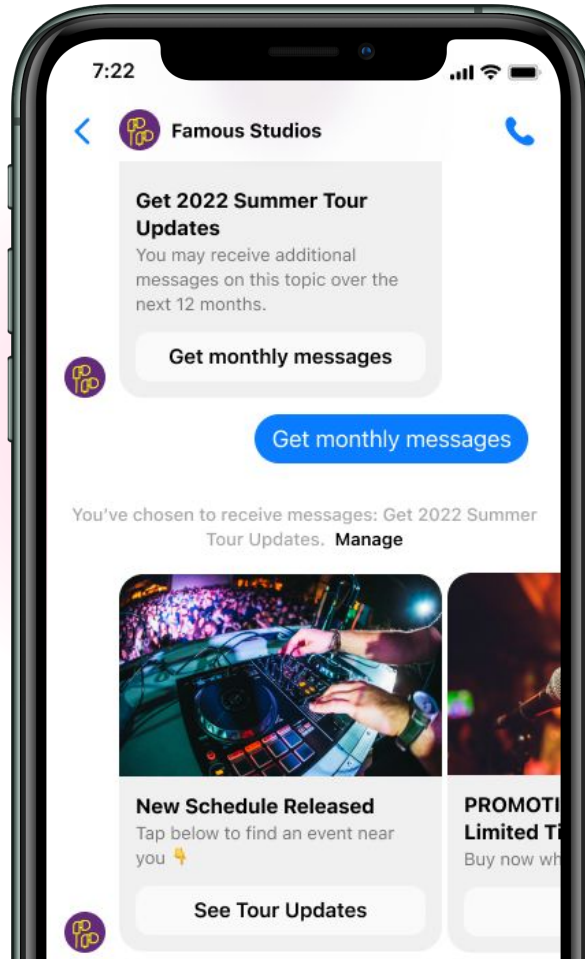
Leading developer partners driving results with Recurring Notifications today



How Recurring Notifications works



What is Recurring Notifications?



Recurring Notifications lets businesses proactively send topic-based messages at a set cadence to people who opt in to receive them.

How Recurring Notifications works

Choose a pre-set cadence

Businesses can choose to send a message daily, weekly or monthly.

Daily

Send one message daily for 6 months.

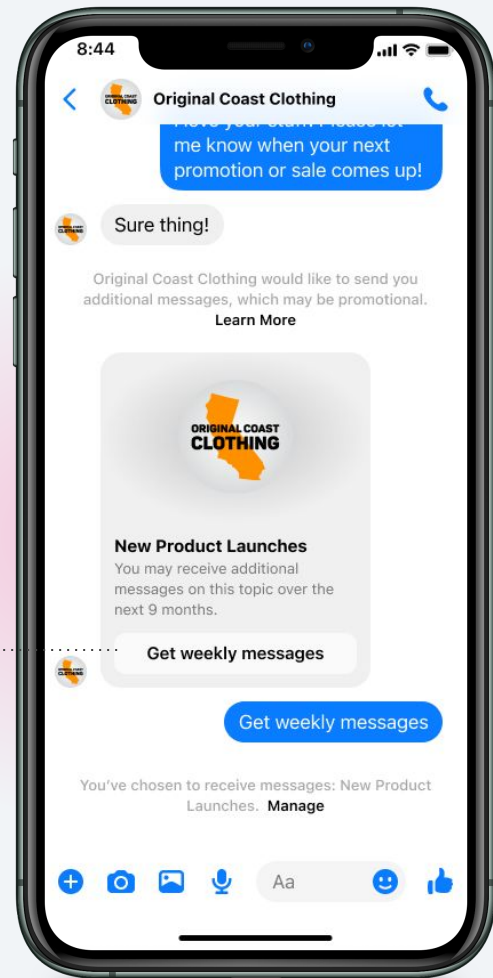
Weekly

Send one message every seven days for 9 months.

Monthly

Send one message every 30 days for 12 months.

Choose the cadence with a pre-set CTA button



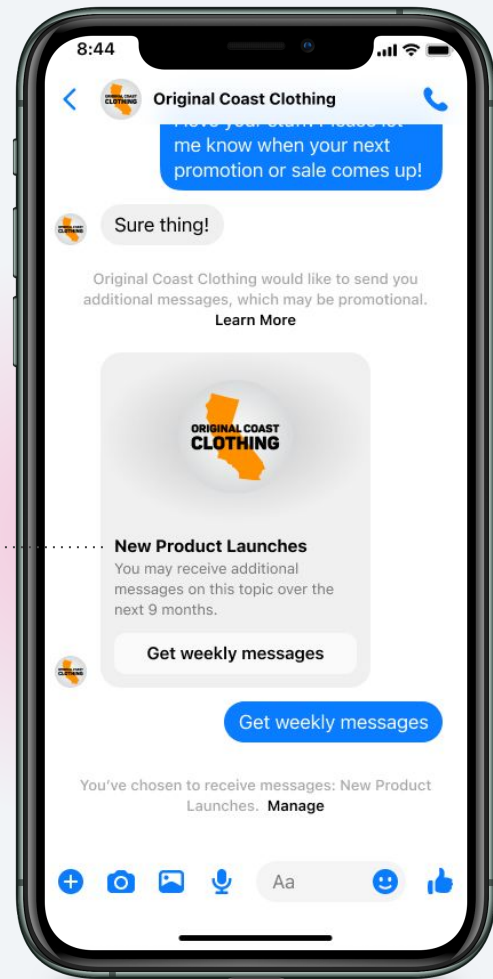
How Recurring Notifications works

Obtain opt-in

Businesses must get opt-in from people before sending a recurring message. The opt-in invitation message must include the topic of the messages the person will receive. The business can customize the title copy only. By clearly stating the topic, customers know what they are opting into, ensuring messages are welcome instead of seen as spam.

Note that the text below the title (“You may receive...”) is added automatically and can’t be edited by the business. This content ensures that users have full visibility into what they are opting in to.

Clear topic title
for readability



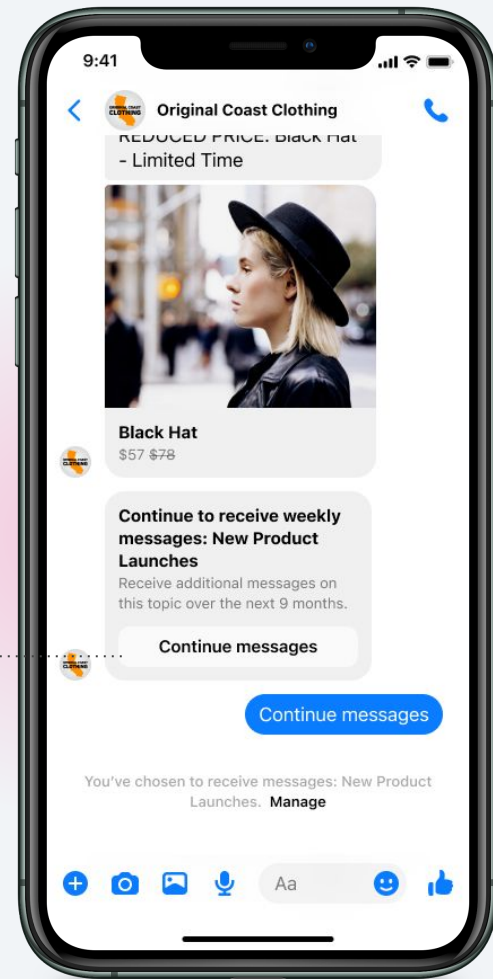
How Recurring Notifications works

Renewing opt-in

Once the opt-in is about to expire, people receive an automatic request allowing them to opt in again to continue to receive messages.

The end of the period is 6 months for daily message opt-in, 9 months for weekly message opt-in, and 12 months for monthly message opt-in.

Automated renewal request

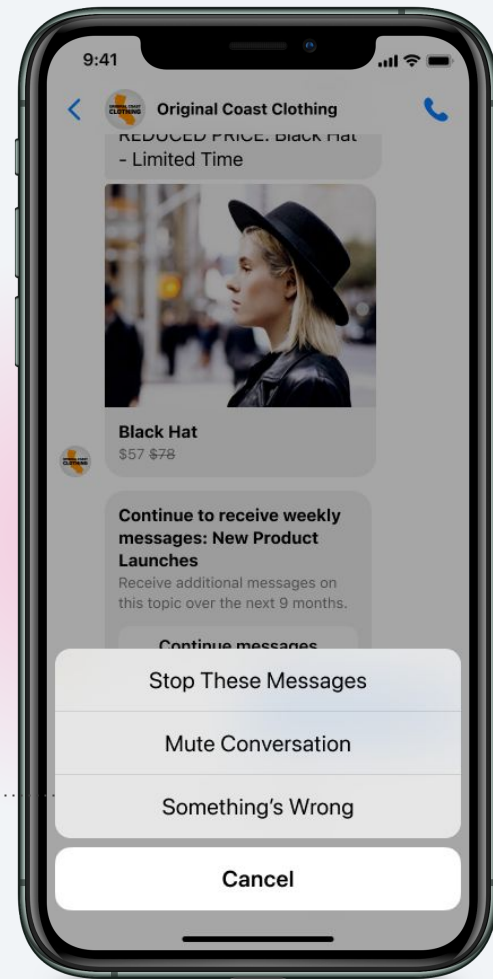


How Recurring Notifications works

People stay in control

People can stop messages, mute conversations or block and report a business at any time. Users have access to these controls with every message sent.

User controls for notifications



Recurring Notifications use cases



Keep your clients' customers up to date about sales, special discounts and deals they won't want to miss.

Use Recurring Notifications to encourage customers to make additional purchases to help your clients increase their customer lifetime value. When the developer platform is integrated with the customer's inventory or management system, then Recurring Notifications can be even more personalized.

Use case inspiration

- 1 Daily deals
- 2 Weekly product tips
- 3 Weekly community newsletter
- 4 Monthly product pre-sale alerts
- 5 Monthly product recommendations based on past purchases



Retail/Ecommerce



Retail/Ecommerce

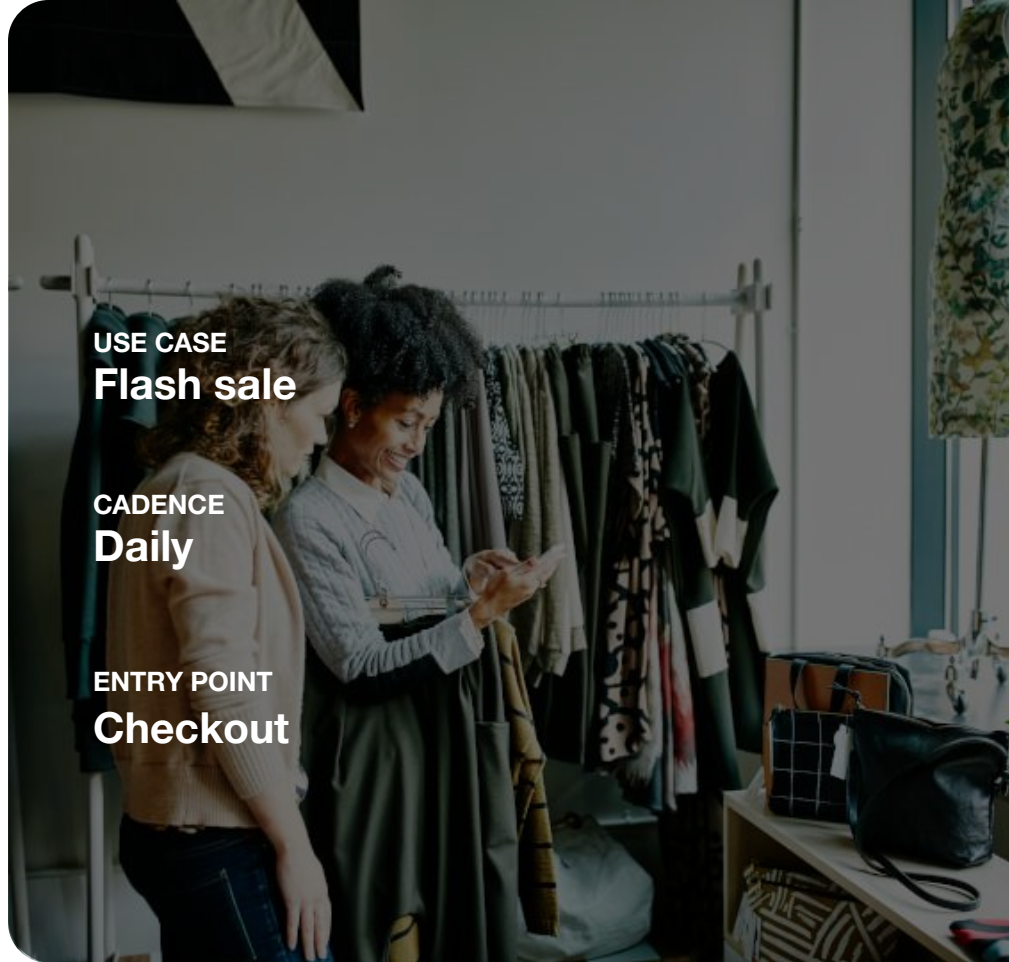
Example of the use case in action

Pippa opted in for Recurring Notifications during checkout the last time she bought a new t-shirt from her favorite store. Now she gets a daily message from the retailer letting her know about their deal of the day, which helped her add some sweet new earrings, a cute bag and two more shirts to her closet.

USE CASE
Flash sale

CADENCE
Daily

ENTRY POINT
Checkout

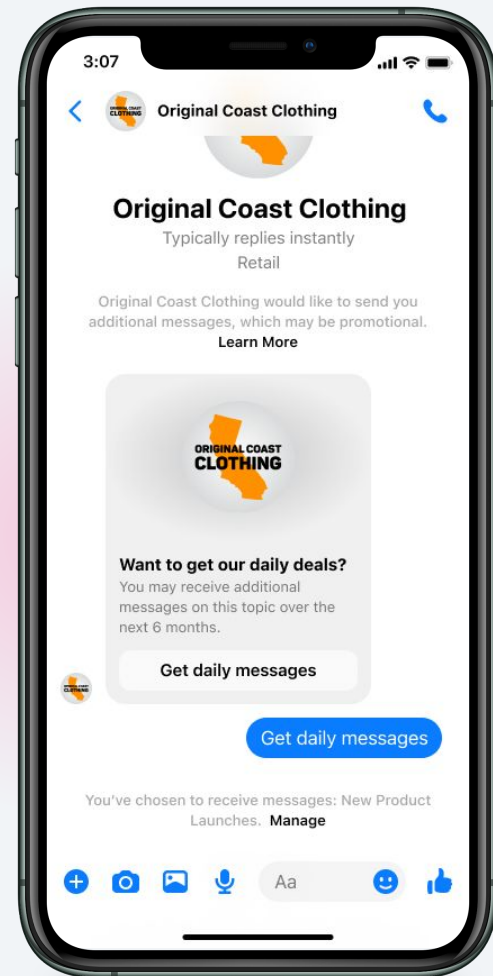




Retail/Ecommerce

Example use case workflow

1. The retailer adds a Checkbox Plugin to their checkout process that lets customers opt in to Recurring Notifications.
2. At checkout, Pippa checks the box.
3. A message is automatically sent to Pippa in Messenger asking her to opt in for daily messages about their deal of the day.



Let a client's best customers know when a hot deal comes up so they can be the first to get away from it all.

Use Recurring Notifications to convert more people into adventurers by allowing your clients to follow up with timely, relevant information. Incorporate Recurring Notifications into your loyalty program to keep customers engaged while building brand affinity.

Use case inspiration

- 1 Loyalty reward alerts
- 2 Weekly member newsletter
- 3 Trip upgrade alerts
- 4 Monthly flight deals
- 5 Monthly partner offers



Travel



Travel

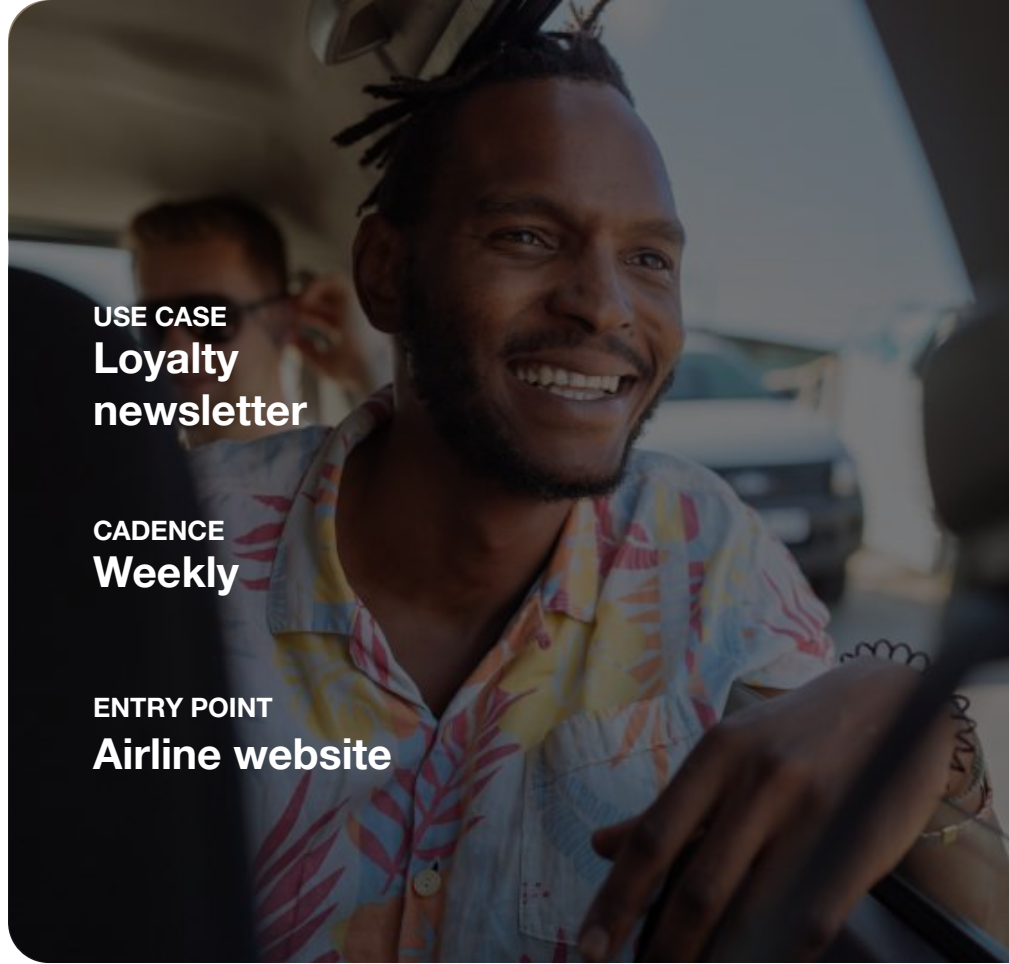
Example of the use case in action

William is visiting an airline's website to check his loyalty program account to see if he has enough points for a free flight. While in his account, he opts in for Recurring Notifications so that the airline can send him their weekly loyalty program newsletter. The newsletter includes travel inspiration and exclusive offers for its loyalty program members. Thanks to the newsletter, William learned about an exotic island that the airline now flies to, inspiring him to book a trip.

USE CASE
**Loyalty
newsletter**

CADENCE
Weekly

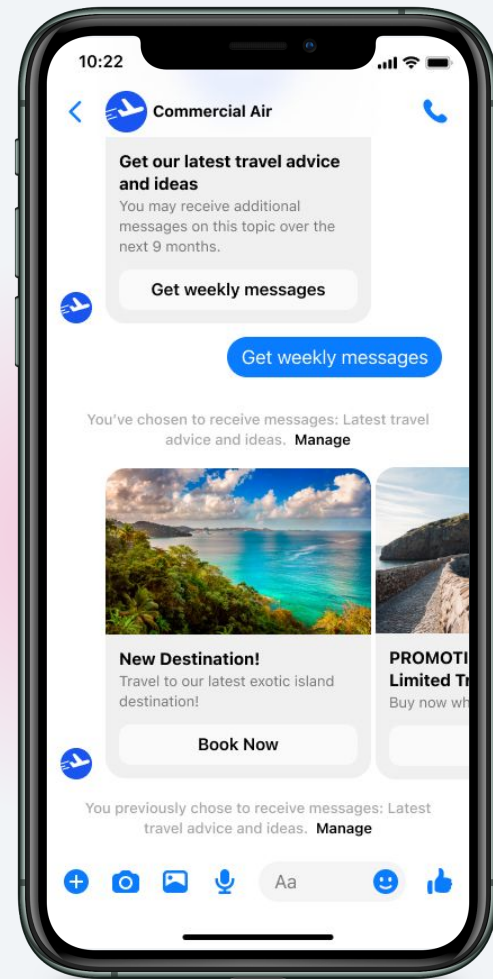
ENTRY POINT
Airline website





Example use case workflow

1. The business adds a Send to Messenger plugin to its website.
2. While browsing the site, William clicks the button.
3. A message is automatically sent to William in Messenger asking him to opt in to receive their weekly newsletter.



Keep fans up to date with pre-sale notifications, artist news and last-minute information about their favorite events.

Use Recurring Notifications to inform fans when tickets are available so clients can sell out their events faster.

Use case inspiration

- 1 Daily event RSVP reminders
- 2 Daily pre-event content
- 3 Post-event content (surveys, photos, links to merchandise store)



**Media/
Entertainment**



Media/Entertainment

Example of the use case in action

Oliver saw on Facebook that his favorite band is releasing their summer tour schedule. The band just posted a link to their events page, which will let Oliver opt in for special pre-sales access to tickets, news about upcoming shows and more.

USE CASE

Event updates

CADENCE

Monthly

ENTRY POINT

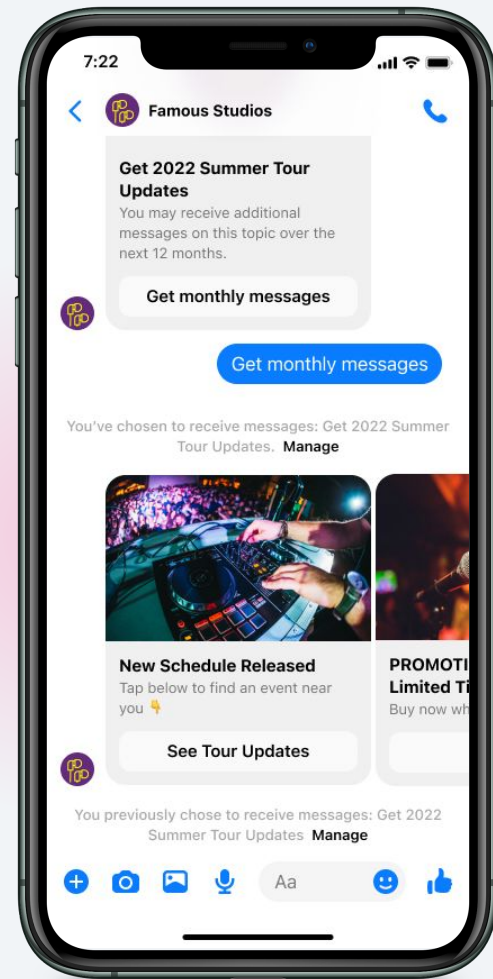
m.me link



Media/Entertainment

Example use case workflow

1. The event promoter adds a m.me link that redirects users to Messenger.
2. Oliver clicks the link to get event updates for the band.
3. A message is automatically sent to Oliver in Messenger asking him to opt in for monthly messages about upcoming shows.



Share content with leads and buyers to keep them engaged, invested and excited about their next ride.

Use Recurring Notifications as another way to help businesses share content and regularly engage motorheads and daily drivers alike.

Use Case Inspiration

- 1 Weekly brand campaigns
- 2 Monthly service and parts offers
- 3 Pre-owned inventory update alerts
- 4 Monthly lease payment reminders



Auto



Auto

Example of the use case in action

Thomas commented on a post that his local dealership just added that offers a special discount on service to the first 100 people to respond to the post. The dealership sends a private message to Thomas inviting him to opt in to receive his discount and exclusive content.



USE CASE
**Brand
engagement**

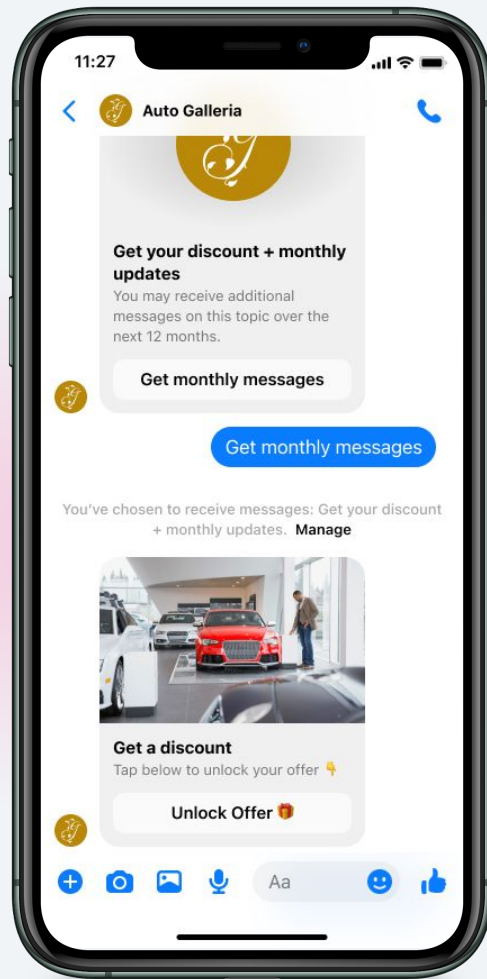
CADENCE
Monthly

ENTRY POINT
Private Replies



Example use case workflow

1. The dealership sets up a keyword trigger for Private Replies that automatically triggers the opt-in request.
2. Thomas sees the post with the keyword prompt and comments using the keyword.
3. The message invites Thomas to opt in for monthly information about the dealership's offerings and to get his discount code.



Recurring Notifications in action





Boosting engagement and sales with Recurring Notifications

The ticketing platform wanted to keep fans up to date with news on artists and events. eTicket made opting in to Recurring Notifications easy by using Send-to-Messenger Plugin on artists' event pages. Fans received daily reminders for specific artists or events, or monthly subscriptions to help them plan their social calendars in advance.

72%

opt-in rate to notifications

65%

of fans who received a notification made a same-day purchase

“Recurring Notifications have been a game changer for fan engagement. This same-day purchase rate is even more impressive when compared to email campaigns, where it could take a fan up to 72 hours to open their inbox. We’ve seen easier interactions and faster purchases through the efficiency of Recurring Notifications.”

ADRIAN CONTRERAS, CO-FOUNDER AND CTO, eTICKET

Source: Meta Case Study, April 2022





+ Appier

Driving brand awareness and consideration in long sales cycles

The consideration period and purchasing cycle for cars is very long so BMW Taiwan used Recurring Notifications to launch a multi-day Lunar New Year campaign with the goal of sending daily digital content and games to re-engage BMW Taiwan Facebook Page fans and ensure BMW remains top of mind with potential buyers.

78%

opt-in rate to notifications

10X

increase in campaign engagement compared with past campaigns

“With Recurring Notifications, we cannot emphasize enough that we have a lot more flexibility in our creatives in terms of promotions. We can proactively reach out to customers with personalized content and fully utilize our Messenger channel as a customer care channel and a full-funnel channel with better customer engagement.”





奇華餅家
kee wah bakery



Sanuker

Driving coupon redemption and sales with Recurring Notifications

During a 10-day pilot, Kee Wah Bakery drove opt-ins for Recurring Notifications through Ads that Click to Messenger. When shoppers clicked on the ad, they received an offer to redeem an exclusive coupon by subscribing to Recurring Notifications that shared exclusive discounts and promotions.

80%

opt-in rate to notifications

30%

coupon redemption rate

“Through Recurring Notifications, we’ve developed closer connections with our customers. We’ve always shown great attention to the quality of our customers’ experience, starting with our flavorful pastries. Now, using Recurring Notifications, we’re bringing the same care and focus to the ways our customers receive information from us.”

TERRY LAU, ASSISTANT MARKETING MANAGER, KEE WAH BAKERY

Source: Meta Case Study, April 2022





Driving coupon redemption and sales with Recurring Notifications

ChicMe wanted to give its digital marketing efforts a fresh new look, finding ways to reach customers beyond conventional email and SMS campaigns. During a sales promotion lasting nearly two months, shoppers were encouraged to opt-in to receive weekly notifications through Click-to-Messenger campaigns. After subscribing, shoppers could redeem coupons for new offers.

79%

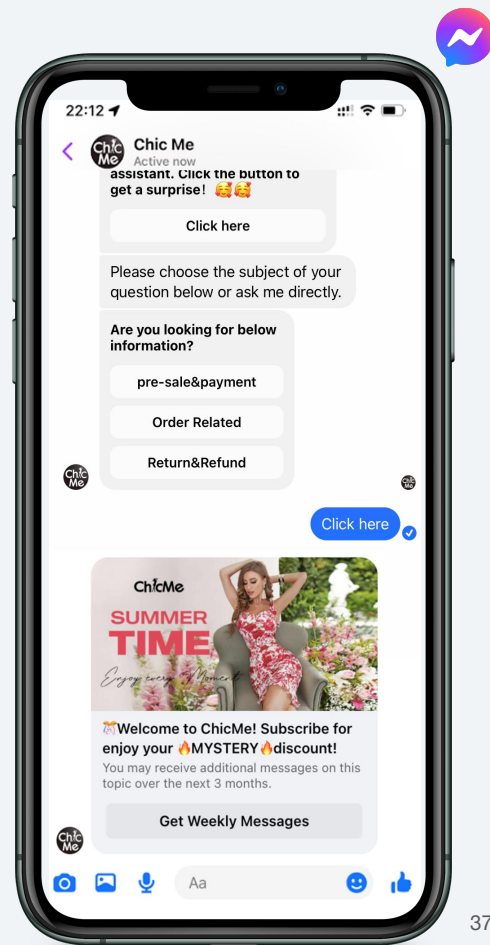
increase in open rate compared to email campaigns

13x

increase in revenue per customer vs. email

33%

of first-time buyers made repeat purchases



URBAN :LIST



Driving readership and engagement with Recurring Notifications

To re-engage readers with consistent, relevant messaging related to the brands and businesses it works it, Urban List Perth launched a “12 Days of Christmas” giveaway campaign on Recurring Notifications. Urban List Perth delivered daily, no-cost direct messages with fresh campaigns and promotions to people who opted-in.

88%

CTR on notifications

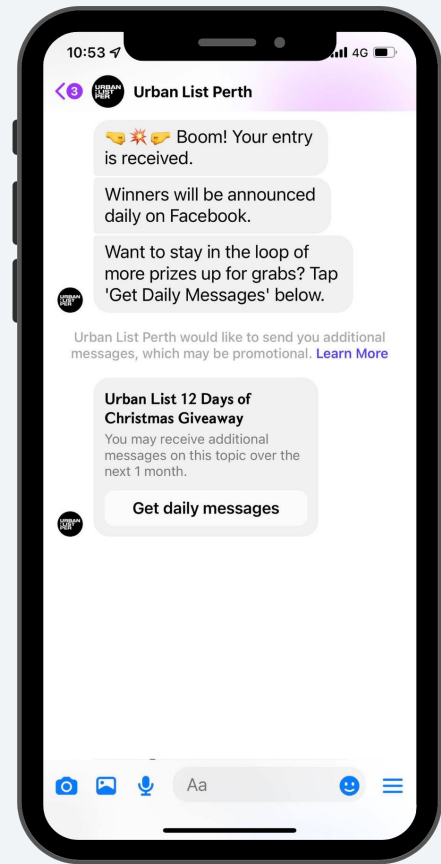
97%

read through rate on notifications

“With recurring notifications, we gain a powerful way to deliver personalized bulk messaging through a social media channel that is popular with our readers. Instead of encouraging readers to visit our website, we can use recurring notifications to create ongoing connections and trust with readers.”

CLAIRE LOGAN, PERTH EDITOR, URBAN LIST

Source: Meta Case Study, April 2022



Outer Aisle + Paloma

Boosting sales with Recurring Notifications

Outer Aisle wanted to grow its sales channel and increase delivery subscriptions. Outer Aisle and Paloma built a list of opt-in subscribers for Recurring Notifications on Messenger using Ads that Click to Messenger and Sponsored Messages for diet quizzes, special promotions, and product drops. Those who signed up for Recurring Notifications received an immediate 15% discount.

20X

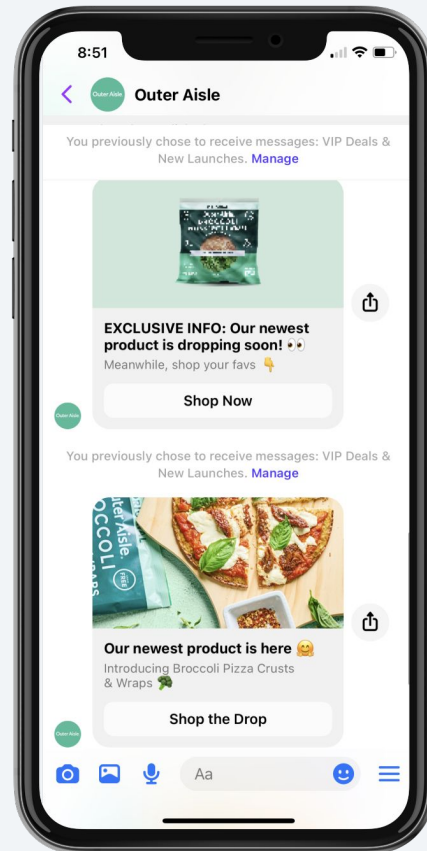
increase in CTR vs. email

30%

increase in average order value

“We were impressed to see how well Recurring Notifications converted leads for Outer Aisle and how they performed better than any other channel. Recurring Notifications are low investment, low risk, and high return.”

RAQUEL LUCZO, INTEGRATED MARKETING MANAGER, OUTER AISLE



**Start customer
conversations
based on where
they are**



Where do people connect with businesses using Messenger?

Here are a few ways to help clients start conversations with Messenger across channels through contextually-relevant options. In doing so, you can create more resonant experiences that can help clients meet their goals of gaining opt-in, building a customer list and re-engaging customers.



Start customer conversations based on where they are

1

Send to Messenger Plugin

Create a button on the business website that opens Messenger with an opt-in message. This is useful for providing follow-up information about events, confirmations or updates. Create a customizable CTA that is relevant to the page where you install the plugin to drive engagement.

2

m.me Link

Create a link that sends people directly into a conversation with a business in Messenger encouraging opt-in for recurring notifications. The link can also be embedded into a QR code that can be used in digital or print materials so that you can promote Recurring Notifications in collateral and signage.

3

Private Replies

Use Private Replies to reply directly to users who have engaged with a business Facebook page by posting a comment or post. This entry point allows the business to send a single message on Messenger within seven days of the user's engagement, but can be used to initiate an opt-in for Recurring Notifications.

Start customer conversations based on where they are

4

Ads that Click to Messenger

Run an ad on Facebook to promote exclusive discounts in exchange for opt-in.

5

Sponsored Messages

Send a sponsored message encouraging users to opt in for additional messages.

6

Checkbox Plugin

Let users opt in to notifications from commonly-used business flows such as checkout. Adding the checkbox plugin right before someone places an order allows the customer to opt in for updates as part of the checkout process.

Best practices for making the most out of Recurring Notifications



1

Create high quality messages and experiences.

To keep Messenger an app that people enjoy using, here are a few things to know about how Recurring Notifications is designed to foster high quality conversations.



Create high quality messages and experiences

1

Businesses can only send opt-in requests within 24 hours after the user messages the business.

2

Businesses are rate-limited for how many opt-in requests they can send to the same user over a short period of time.

3

People must opt in explicitly to receive follow-up messages.

4

Businesses are prevented from sending more notifications than the user opted in for.

5

People can opt out of follow-up messages for any topic at any time.

6

Recurring Notifications are topic-based, so businesses can send multiple opt-in requests to one user if its for different topics. For example, a business could send an opt-in request for weekly messages for New Product Launches, in addition to an opt-in request for a monthly Sales Promo.

7

Businesses with high rates of negative feedback, such as user blocks or reports, will be subject to automated enforcement via Messenger's existing systems. Reports of scams or other Community Standards violations will be sent for review per existing processes.

2

Design a relevant opt-in experience.

You can't send a message until a user opts in, making your opt-in experience critical. Choose the right option, cadence and topic title to make your opt-in experience more resonant. Here's a few things you can do to improve your odds of success.

"We have seen higher opt-in rates when the topic name and content of Recurring notification is clear which greatly helps our clients to build a close relationship with their existing customer base."

Trumph Silpsrikul, CEO, Page365



Design a relevant opt-in experience

Pick the right cadence

Some customers might be hesitant to opt in if they think they will get spammed with too many messages. Choose the cadence that makes the most sense for your client's goals, business, audience and marketing strategy.

EXAMPLES

- An event promoter might choose a daily cadence so they have the option to send messages each day leading up to an event.
- A retailer may choose a weekly cadence to support a quarterly promotion.
- A brand might choose a monthly cadence so they can send out a link to their monthly newsletter.

Create a compelling topic title

The topic title is the only part of the opt-in message that a business can customize. While there is a 65 character limit, use 40 or less to ensure the title gets to the point. Make the title clearly state what the message content will include.

EXAMPLES

- New product launches
- Sign up for weekly sales updates
- Get updates about <Event Name>?
- Get updates for our Cyber Monday Sale

3

Create timely and resonant content.

Once the user opts in for messages, make sure the ongoing notifications are worth subscribing to.



Create timely and resonant content

Align

Align content across the different stages of the marketing funnel. Ideas include:

- Discovery: Product discovery recommendations, product/brand inspiration content
- Consideration: Abandoned cart reminders, daily deals, product-specific content, behind the scenes news
- Conversion: Discount codes, promotional content
- Re-engagement: Tips, community stories, product drops, cross-sells, product service reminders

Integrate

Integrate Recurring Notifications into your client's existing promotional, email and content strategy to ensure alignment while amplifying their overall messaging.

- You are not required to send a message; opt-in only means you have the opportunity, not the requirement, to message customers. This means you don't have to send a message every day just because someone opts in for daily messages. Only send a message when you have something interesting to share, especially for daily messages. If you send too many messages, it may lead to a higher opt-out rate.
- Don't send messages that are unrelated to why users signed up in the first place; for example, if a user opts in for news about a specific product launch, don't send a promotion for a different product.

Optimize Recurring Notifications performance

Here are a few more tips you can use to help businesses get the most out of Recurring Notifications.

- > To make your opt-in request resonate more with customers, choose an entry point that is most relevant to the notification you wish to send.
- > Start with a targeted use case to gain familiarity before rolling out other use cases.
- > Give users a reason to opt in, such as exclusive access to a promo code or content.
- > Consider using the first message to welcome the user and set expectations for what to expect.
- > Send the message when your audience is most active and likely to read it.
- > A/B test opt-in messaging and entry points to optimize the process.
- > Track KPIs to understand how Messenger performs against other channels like email and SMS.

Use the right tool for the job.

There are several ways businesses can use Messenger to engage customers. Here's the difference between Recurring Notifications and other options so you choose the right engagement tool for your client's specific use case.

	What is it?	What's the difference?
<u>Message Tags</u>	Message Tags enable businesses to send important and personally relevant 1:1 updates to users outside the standard messaging window, such as reminders for an event, updates on a recent purchase, account charges or customer support.	Message Tags may not be used to send promotional content, such as offers, coupons, and discounts. There is no limitation on sending promotional content with Recurring Notifications.
<u>One-time Notification</u>	One-time Notification allows a business to request that a user opt in for one follow-up message after the 24-hour messaging window has ended, such as an update when a specific product is back in stock, or when tickets go on sale.	One-time Notification is useful for responding to a single query, while Recurring Notifications lets you send multiple messages over a set period of time.
<u>Sponsored Messages</u>	Sponsored Messages allow you to send highly targeted promotions directly to the people who have communicated with your business in Messenger.	Sponsored Messages require a fee to send. They can be sent at any time, and require no opt-in. There is no fee to send Recurring Notifications, but these messages can only be sent using the pre-established cadence and require opt-in.

Frequently asked questions

When can a business send the opt-in request?

Opt-in requests must be sent within 24-hours of the last user message in a conversation. Users can opt in anytime after receiving the request. After the person opts in, Recurring Notifications can be sent after the 24-hour standard window has expired.

Can a brand send multiple opt-in requests to the same person?

A brand can send multiple opt-in requests on the same topic to the same person. Businesses are rate-limited for how many of the same opt-in requests they can send to the same user over a short period of time.

Recurring Notifications are topic-based, so businesses can send multiple opt-in requests to one user if its for different topics. For example, a business could send an opt-in request for weekly messages for New Product Launches, in addition to an opt-in request for a monthly Sales Promo.

Will conversation data, such as opt-in rates, mute thread rates or opt-out rates, be available to businesses?

Businesses can only see if a customer has opted in to send follow up messages. To protect user privacy, Facebook does not share any other conversation data.

Is Meta charging for Recurring Notifications?

Recurring Notifications is a new, optional premium feature that we intend to charge businesses for. It is currently available to all businesses in a free trial period. We currently charge businesses to send messages from the WhatsApp Business API and we're listening to customer feedback to guide decisions on our pricing model. We will inform customers and partners of any changes to the free trial with ample advance notice.

Helping your clients get started with Recurring Notifications is easy.

Use this checklist to integrate Recurring Notifications into your clients' existing Messenger strategy.

- Gather stakeholders from across the customer journey (marketing, customer support, retail services).
- Start with a clear business objective and audience.
- Identify where Recurring Notifications can solve friction in the existing customer journey.
- Develop and prioritize a specific use case.
- Choose a business KPI (increase transactions, drive engagement, grow CLV).
- Define and implement contextually-relevant options.
- Create a content calendar based on the message offer and cadence.
- Review best practices for opt-in.
- Test opt-in messaging.
- Test in all languages that customers use.
- Use the Messaging Events API to see how customers interact with the Messenger experience.
- Compare performance against existing channels by measuring KPIs.

Resources

Here's everything you need to take the next step.

Learn More About Recurring Notifications

Our site contains information you need to get started with Recurring Notifications. [Learn more.](#)

Case Studies

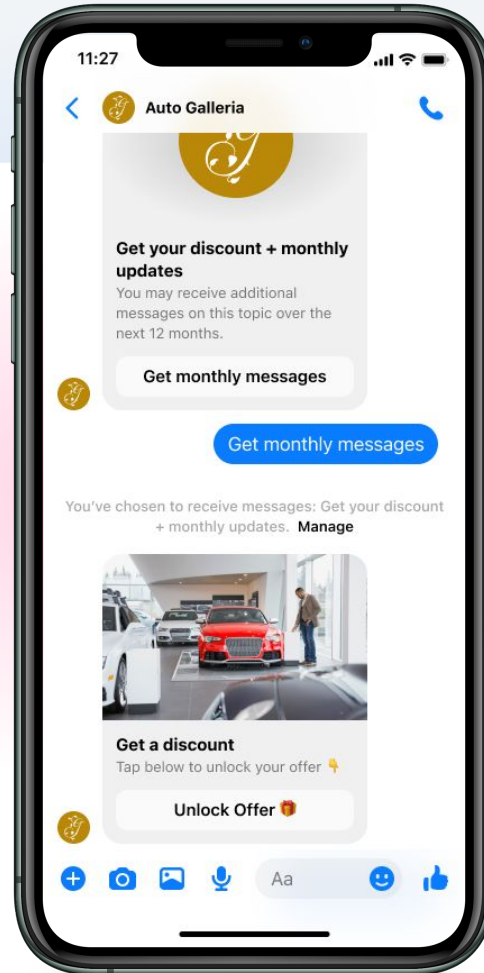
Read more case studies to maximize your use of Recurring Notifications. [Learn more.](#)

Developer Documentation

See all API docs for your technical teams. [Learn more.](#)

Messenger Platform Policy

Use Recurring Notifications the right way. [Learn more.](#)



Why Messenger



Why Messenger?



Global reach

1.3B users

Cross-platform,
cross-device

Real identity



Seamless conversations

Easy to start
and re-engage

Persistent thread

Synchronous
or asynchronous



The modern way to communicate

Optimized for mobile

Rich media



Easy integration

Facebook pages and ads

Third-party integrations via
API

Best-in-class
developer platform



People prefer messaging over other communication channels

80%

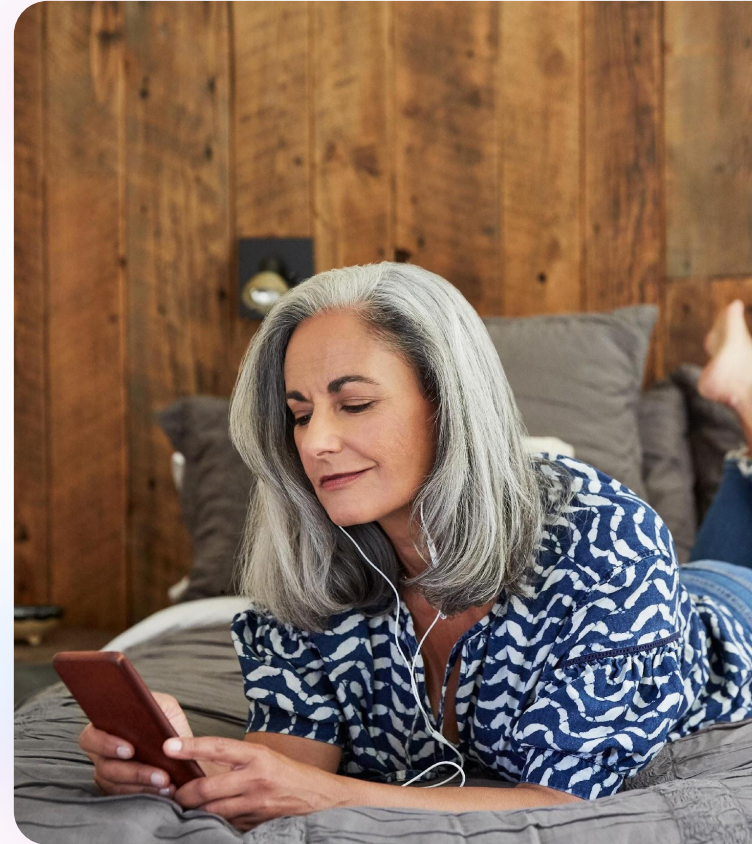
of international adults say 'messaging is a quick and easy way to communicate with a business'

Messaging helps people build trust and feel more connected to businesses

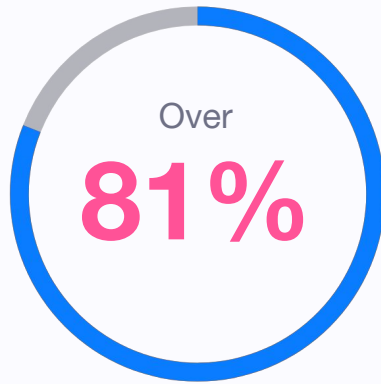
75%

of international adults say “I want to be able to communicate with businesses in the same way that I communicate with friends/family through messaging (e.g. via a chat app, text)”

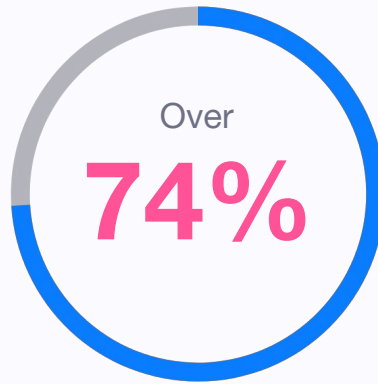
Source: Business Messaging Research Study (Facebook Commissioned study of 8,214 adults ages 18 and older in U.S., Germany, the UK, India, Mexico, Brazil and Indonesia), September 2020



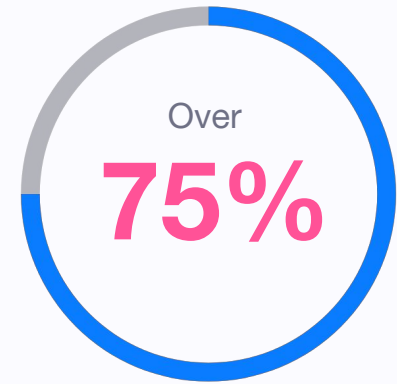
Messaging helps businesses remove friction across the customer journey



message businesses to ask
about products
or services



message businesses to
make a purchase



message businesses to
get support for a product
or service



Thanks!