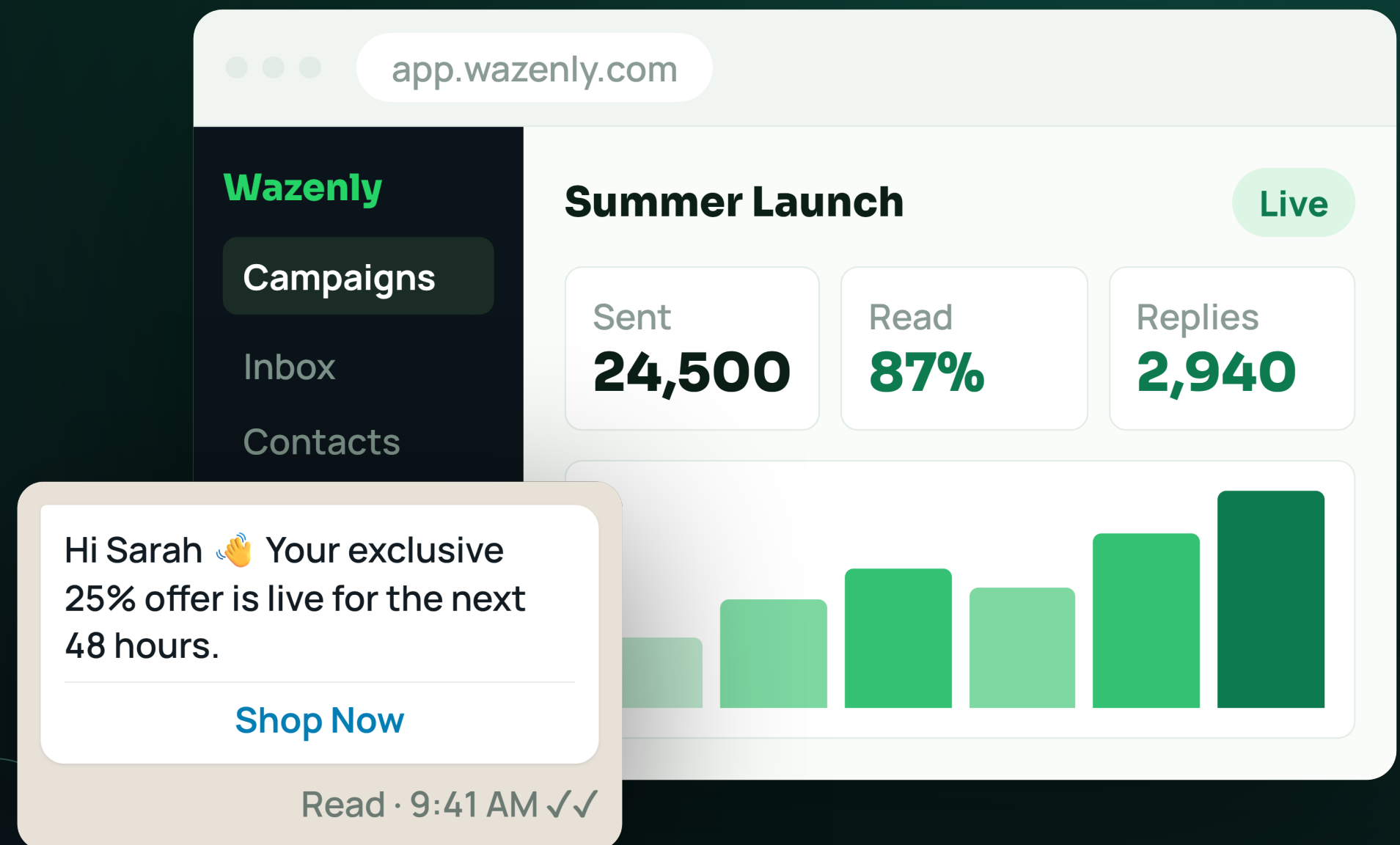


WhatsApp Marketing Solutions **with WazenlyApp**

Reach customers instantly. Increase engagement. Drive sales.

Client Pitch ·
2026

Meta Business Partner
Ecosystem



THE OPPORTUNITY

The Digital Communication Shift

Email

21%

average open rate —
inboxes flooded with
120+ emails a day

Facebook

5.2%

average organic reach
— most of your
followers never see
your posts

Instagram

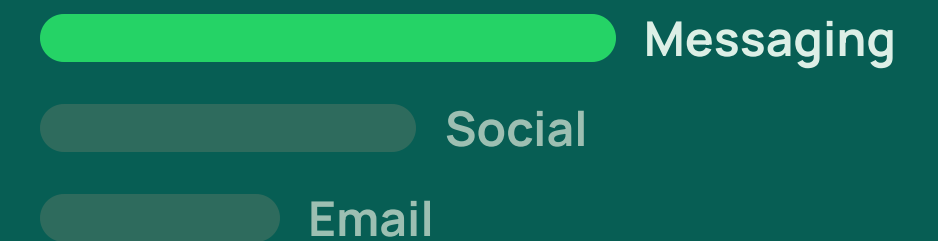
0.6%

average engagement
per post — the feed
algorithm decides
your reach

WHERE ATTENTION WENT

80%

of consumers now prefer to
message a business rather
than call or email



THE CHANNEL

Why WhatsApp

2B+

active users worldwide —
the most used messaging
platform on earth

100B+

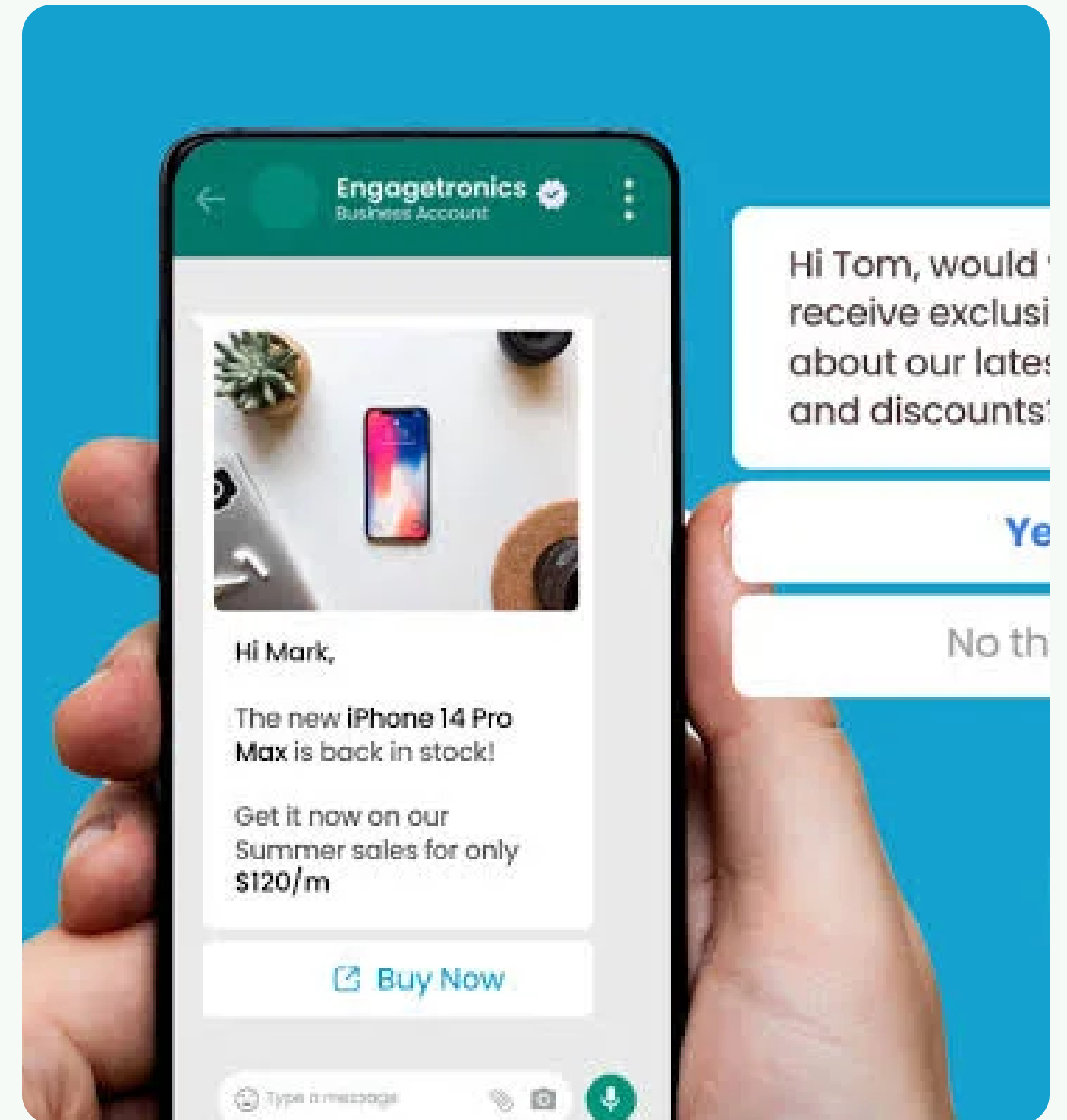
messages exchanged every
single day

180

countries — one channel
that reaches every market
you serve

23x

daily opens per user — a
trusted, personal, direct
line to your customer



THE PROOF

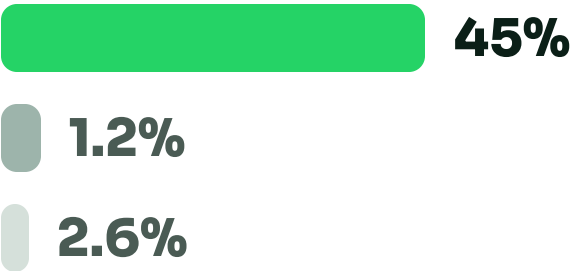
WhatsApp vs Facebook, Instagram & Email

WhatsApp Facebook / Instagram Email

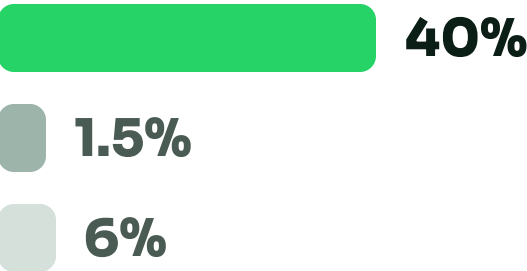
Reach / Open Rate



Click / Engagement Rate



Response Rate



Engagement

Direct 1-to-1 conversation — no feed algorithm in between

Delivery

Instant, with delivered & read receipts

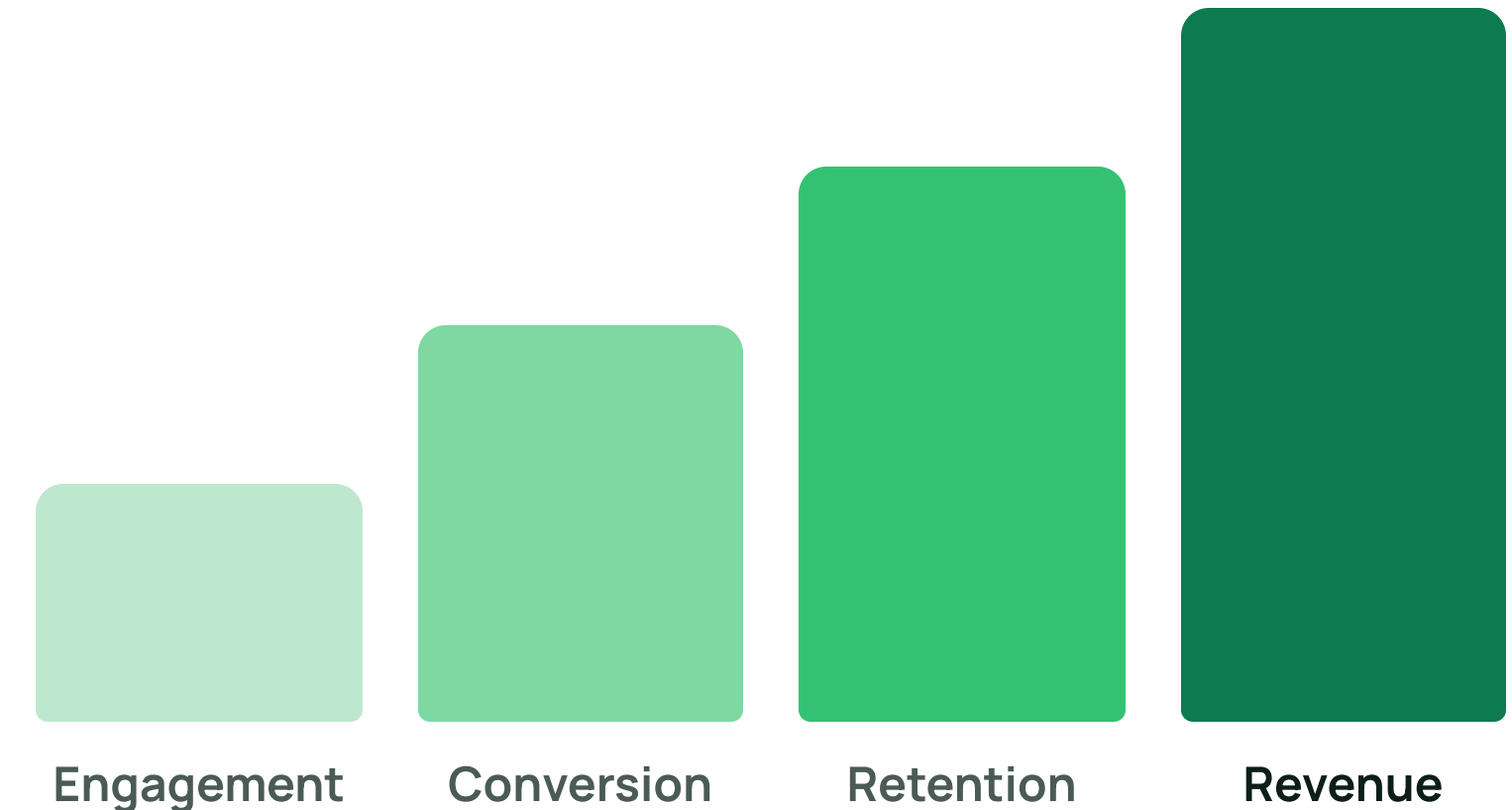
THE PAYOFF

Business Benefits of WhatsApp Marketing

- ✓ Higher engagement on every send
- ✓ Personal, 1-to-1 customer relationships
- ✓ Faster support, right in the chat
- ✓ More sales from the same audience
- ✓ Higher conversion with rich, clickable messages
- ✓ Personalized campaigns at scale
- ✓ Improved retention and repeat purchases

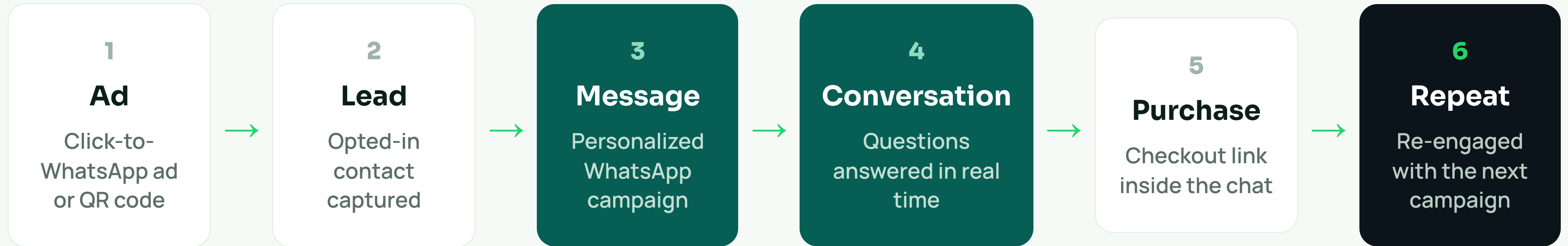
How the growth compounds

Each stage lifts the next



HOW IT WORKS

The Customer Journey



↻ Every purchase feeds the loop – repeat customers re-enter at step 3, at near-zero acquisition cost

WHO IT'S FOR

Use Cases by Industry



Education

Student admissions campaigns · fee reminders · exam schedules



Healthcare

Appointment reminders · follow-up care · lab result alerts



Real Estate

Property promotions · viewing bookings · new listing alerts



E-commerce

Order updates · abandoned-cart recovery · flash promotions



Travel

Booking confirmations · itinerary updates · check-in reminders



Restaurants

Weekly offers · loyalty campaigns · reservation confirmations

THE TECHNOLOGY

The Meta WhatsApp Business API

PERSONAL

WhatsApp

- For friends & family
- One device, one user
- No business tools

SMALL BUSINESS

Business App

- Business profile & catalog
- Manual replies only
- No bulk campaigns, 1 device

SCALE · VIA BSP

Recommended

Business API

- Bulk campaigns to opted-in lists
- Automation, chatbots & integrations
- Multi-agent team inbox
- Verified business identity
- Accessed through a platform like **WazenlyApp**

Architecture Your business → **WazenlyApp (BSP)** → Meta Cloud API → Customer's WhatsApp

PLAYING BY THE RULES

Meta Policies & Compliance

✓ Allowed

- ✓ Customer notifications & order updates
- ✓ Promotions to opted-in customers
- ✓ Customer support conversations
- ✓ Appointment & payment reminders

✗ Not Allowed

- ✗ Spam or bulk messages without consent
- ✗ Unsolicited cold outreach
- ✗ Misleading or deceptive content
- ✗ Illegal or restricted products & services

WazenlyApp enforces these rules automatically – consent tracking, template checks and quality monitoring are built in.

PLAYING BY THE RULES

Customer Opt-In

WHAT IS OPT-IN?

The customer's explicit permission to receive WhatsApp messages from your business – given before the first campaign is sent.

Where to collect consent

Website forms

QR codes

Landing pages

Checkout pages

Facebook & Instagram ads

EXAMPLE · CHECKOUT PAGE

Complete your order

+1 555 0134

☒ Send me order updates and offers on WhatsApp

Place Order

Running WhatsApp Campaigns Legally in the UK

WHAT UK LAW REQUIRES

PECR 2003 · Regulation 22

WhatsApp counts as "electronic mail" — marketing to individuals needs prior **consent**, or the **soft opt-in** (your own customers, similar products, opt-out every time)

UK GDPR consent standard

Freely given, specific, informed, unambiguous — no pre-ticked boxes, no bought-in lists, withdrawable any time

ICO enforcement

Fines up to £500,000 under PECR — biggest penalties hit businesses without consent records

HOW WAZENLYAPP KEEPS YOU COMPLIANT

✓ **Consent records built in** — every opt-in stored with date, time, source and wording, exportable if the ICO asks

✓ **Automatic opt-out handling** — "STOP" replies instantly added to a suppression list, no re-sends

✓ **Verified sender identity** — your business name on every message, with a clear contact route

✓ **Opted-in lists only** — imports are consent-checked; bought-in lists blocked by policy

GETTING STARTED

How to Get the WhatsApp Business API

1

Meta Business Manager

Create your business account

2

Business Verification

Submit documents to verify identity

3

Phone Number Setup

Register a dedicated business number

4

API Activation

Connect the number to WazenlyApp

5

Template Approval

Submit message templates to Meta

6

Campaign Launch

Go live with your first campaign

With WazenlyApp onboarding, most businesses complete all six steps in 2–4 weeks.

GETTING STARTED

What We Need From You — Business Verification

Meta verifies every business before granting API access. Have these six items ready and verification is smooth.

1

Legal business name

Exactly as it appears on official documents

2

Registration document

Trade license, certificate of incorporation, or tax registration

3

Address proof

Utility bill or bank statement matching the business address

4

Business website

Live site (or official page) showing the same business name

5

Business email

On your company domain — not a free Gmail/Yahoo address

6

Phone number

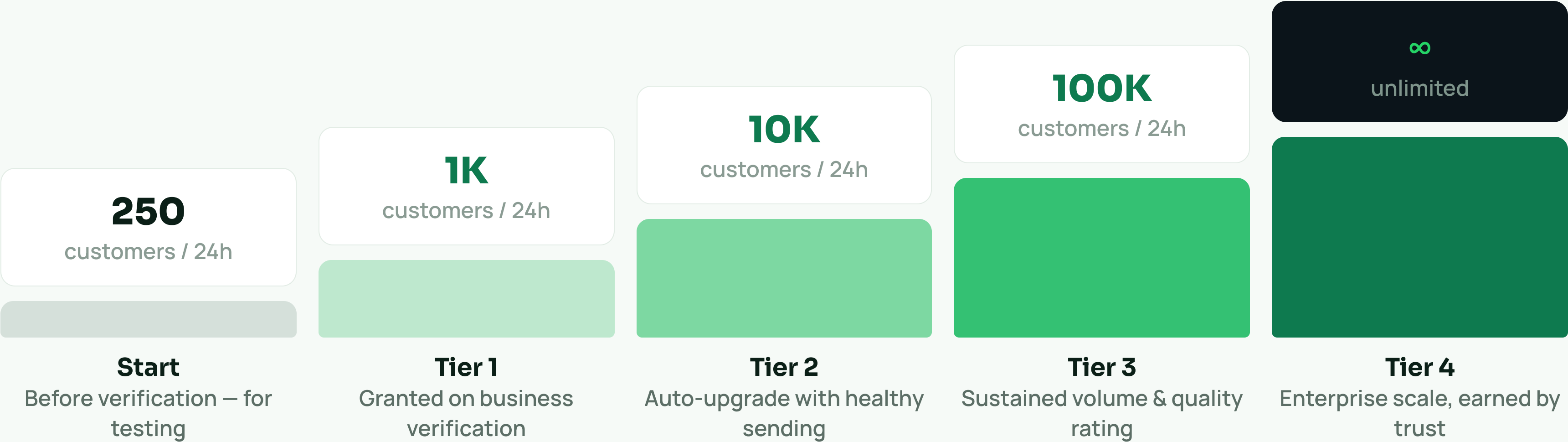
A number not registered on any existing WhatsApp account

Send us these documents — the WazenlyApp team handles the entire Meta submission for you.

GETTING STARTED

Messaging Limits — How They Scale

Meta caps how many unique customers you can message per 24 hours. Limits upgrade **automatically** as you send with good quality.



How to level up: message roughly half your current limit within 7 days while keeping a high quality rating — WazenlyApp tracks both for you.

The WhatsApp Pricing Model

1 - Meta conversation charges

Per delivered message, set by Meta – varies by country & category

2 - Platform subscription

WazenlyApp access – campaigns, inbox, analytics, automation

3 - Campaign volume

Costs scale with audience size – you only pay for what you send

Estimated monthly cost by volume

Illustrative – marketing conversations



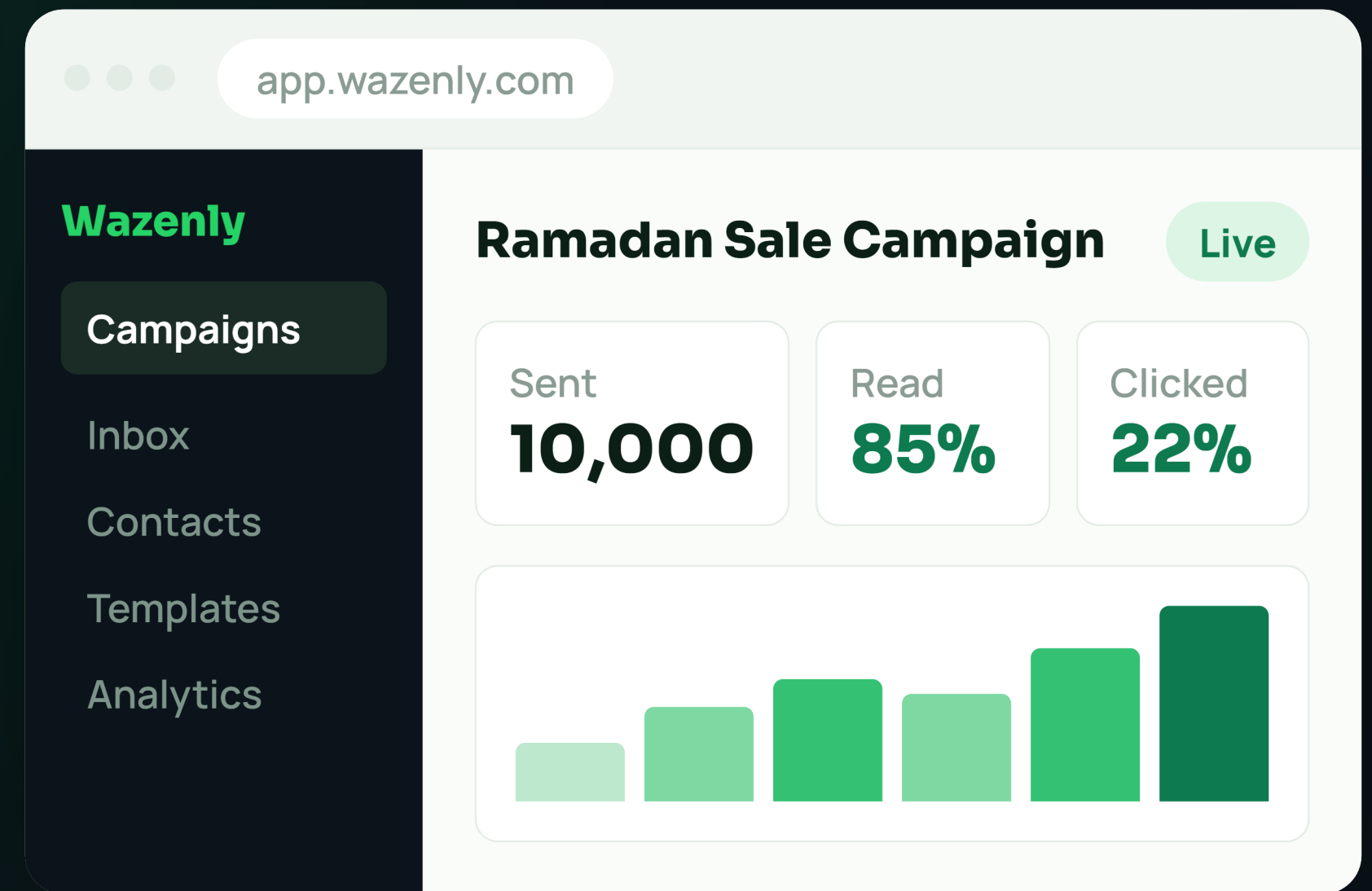
Per-message cost drops as you scale – and each message earns multiples of its cost back (see ROI, later).

THE PLATFORM

Introducing WazenlyApp

Your complete WhatsApp Business Solution Platform – create, automate, monitor and scale campaigns from one dashboard.

- ✓ Campaign creation in minutes
- ✓ Contact management & segmentation
- ✓ Real-time analytics & delivery reports
- ✓ Automation & team collaboration



THE PLATFORM

Key Features of WazenlyApp

✓ Bulk Campaigns

✓ Contact
Segmentation

✓ Campaign
Scheduling

✓ Analytics Dashboard

✓ Delivery Reports

✓ Read Reports

✓ Click Tracking

✓ Team Inbox

✓ Chat Management

✓ Template
Management

✓ Automation

✓ API Integration

THE PLATFORM

Campaign Creation Workflow



**Upload
Contacts**



**Select
Template**



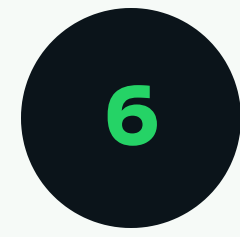
Personalize



Schedule



Launch



**Monitor
Results**

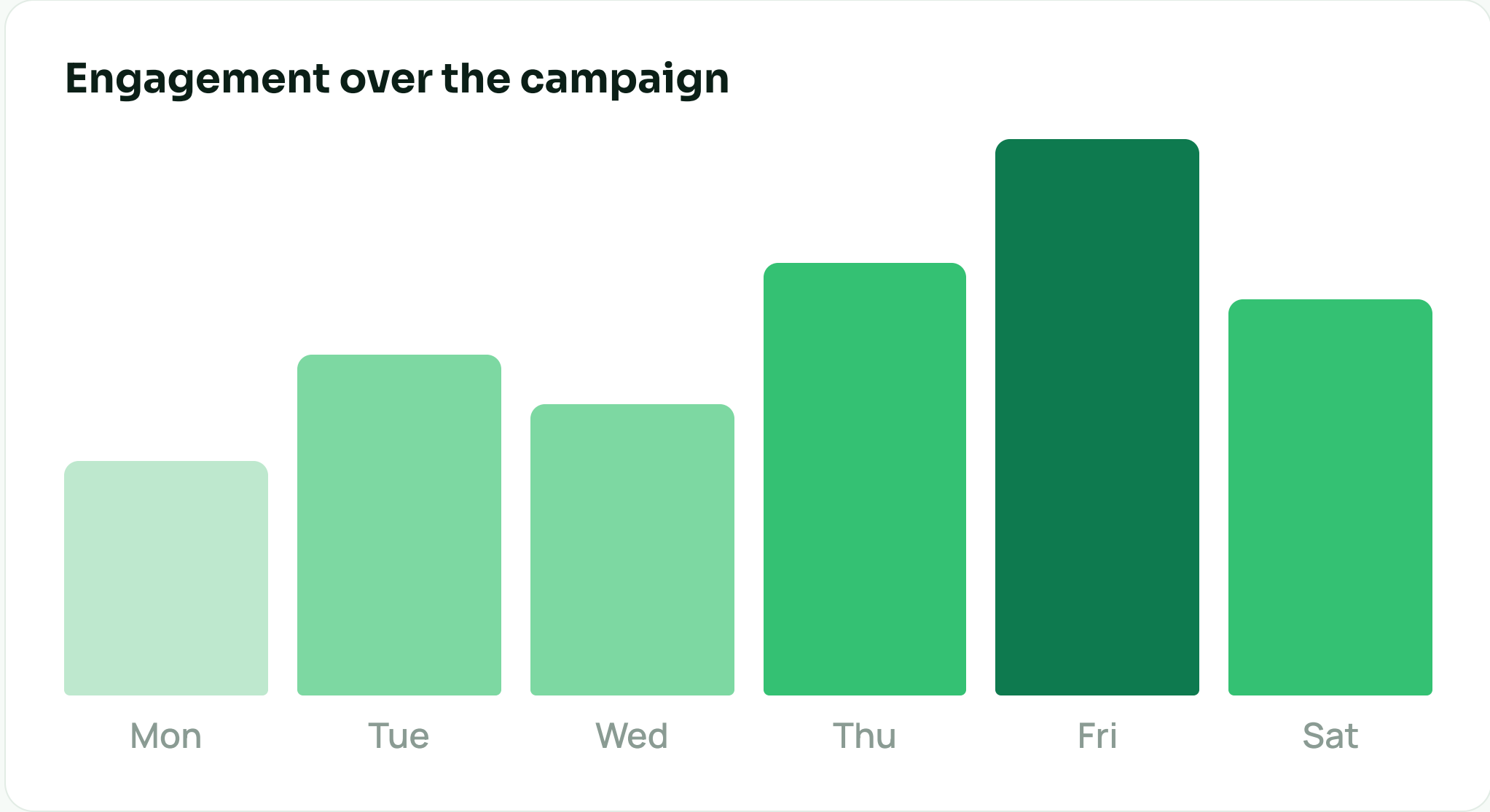
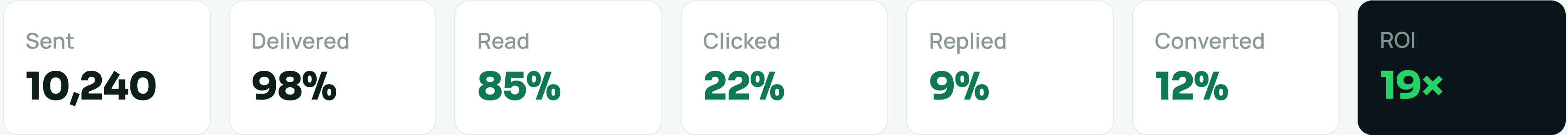
CSV or CRM import – contacts deduplicated and consent-checked automatically

Dynamic variables – name, order, appointment time personalized per contact

Live tracking – delivery, reads and clicks stream in as the campaign runs

THE PLATFORM

Analytics & Insights



Decide with data

Compare templates, send times and segments – double down on what converts

Export & share

Executive-ready reports for every campaign, one click away

IN PRACTICE

Sample Campaign Messages

REAL SEND · LIVE APP



EDUCATION

🎓 Admission Open 2026

Hello Ahmed, admissions are now open for the new academic session.

Apply today and receive an early registration discount.

[Apply Now](#)

Delivered · 10:02 AM ✓✓

E-COMMERCE

🛍 Exclusive Offer

Hello Sarah, get 25% OFF on your next purchase.

Offer expires in 48 hours.

[Shop Now](#)

Read · 1:17 PM ✓✓

HEALTHCARE

🏥 Appointment Reminder

Dear John, this is a reminder for your appointment scheduled tomorrow at 11:00 AM.

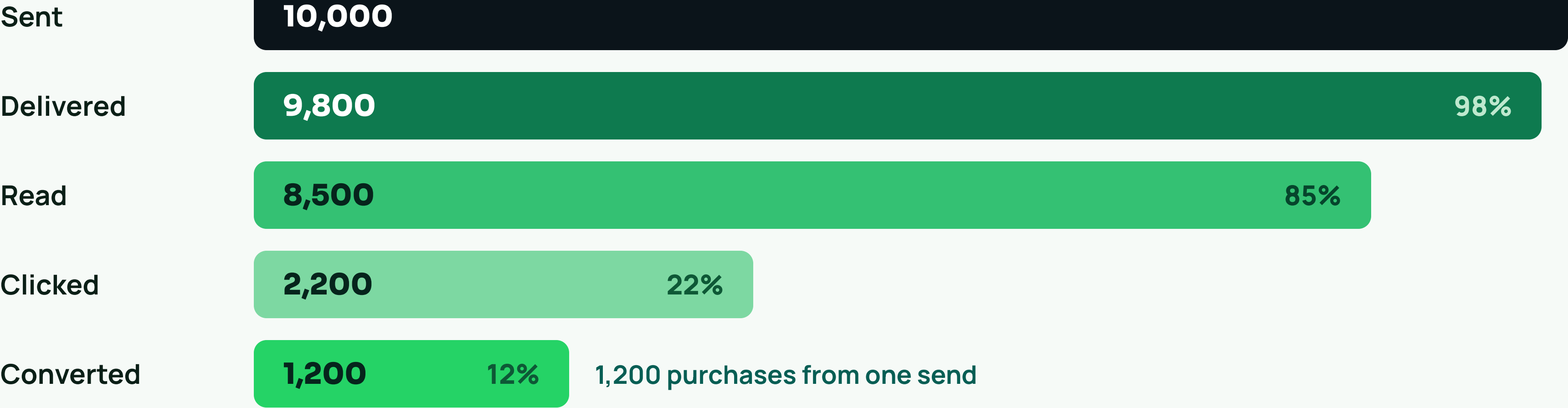
[Confirm Appointment](#)

Replied · 4:45 PM ✓✓

IN PRACTICE

A Campaign in Numbers

Retail promotion · 10,000 messages sent



IN PRACTICE

The ROI Math

CAMPAIGN COST

\$100

1,000 targeted messages
to opted-in customers



converts to

REVENUE GENERATED

\$2,000

40 orders at \$50
average order value

RETURN ON INVESTMENT

1900%

\$19 back for every \$1 spent

WHY US

WazenlyApp vs Generic Providers

Capability	WazenlyApp	Generic providers
Analytics	✓ Full funnel + ROI	Delivery counts only
Automation	✓ Flows & triggers	Manual sends
Support	✓ Dedicated onboarding	Ticket queue
Ease of use	✓ No-code campaigns	Developer required
Scalability	✓ SME to enterprise	Volume caps
Reporting	✓ Executive dashboards	CSV exports
Campaign management	✓ End-to-end in one place	Send-only tooling

WHY US

Security & Reliability



Meta-compliant

Official API access,
policy-safe by design



Secure infrastructure

Encrypted in transit
and at rest



Data protection

Your customer data
stays yours



Access controls

Role-based
permissions per team
member



Reliable delivery

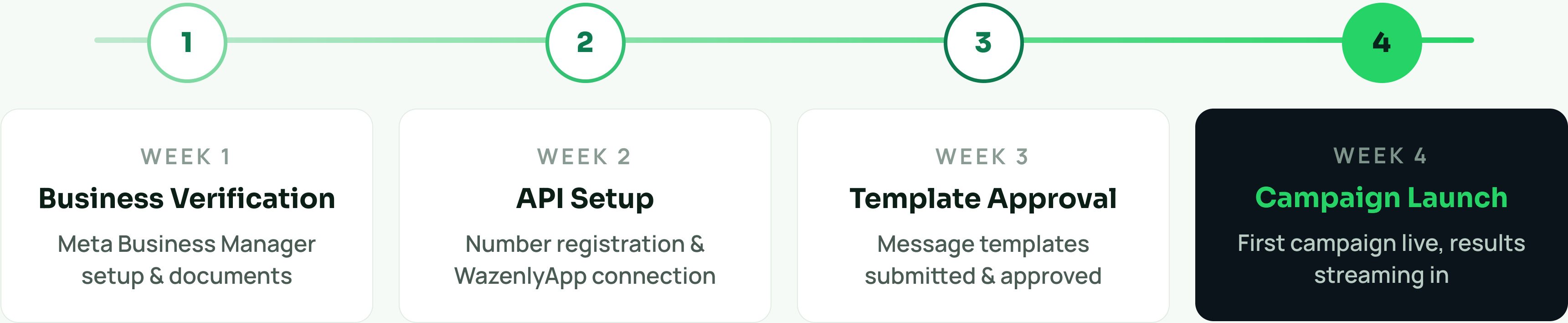
High-throughput
sending, monitored
24/7

Built on Meta's official Cloud API — no gray-market senders, no account-ban risk.

Official BSP access

GETTING STARTED

Implementation Timeline





Start Reaching Customers **Where They Already Are**

Turn conversations into conversions.

[Request a Demo](#)

[Talk to Sales](#)

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