

WhatsApp Business Messaging: Connect, Engage, Convert



Say hello to the world's favorite messaging app—now optimized for business.

Reach your audience instantly, build stronger relationships, and drive real results with WhatsApp.

Reach Your Customers Where They Are

Your customers are already on WhatsApp—now your business can be too. With billions of users in nearly every country, the reach is unbeatable.



2.9 billion
monthly active
users globally as of
June 2024.

Source: Esendex



Available in
180 countries
and supports
60 languages

Source: D7 Networks



Why Businesses Choose WhatsApp

From sky-high open rates to incredible conversion stats, WhatsApp isn't just convenient—it's powerful.

Businesses love it because customers actually respond.

98%

message open rate, far surpassing email and SMS.

Source: AiSensy

45 - 60%

conversion rates for WhatsApp Business messages.

Source: Cooby

27%

increase in sales reported by companies using WhatsApp Business.

Source: Chatfuel

Use Cases That Deliver Results

Support, updates, promotions—you name it. WhatsApp shines when it comes to keeping customers informed, engaged, and coming back for more.



Order Tracking & Delivery Updates:

54% of users contact businesses for these services.

Source: Content Kettle



Customer Support:

39% prefer WhatsApp for service inquiries.

Source: Content Kettle



Promotions & Offers:

High engagement with personalized deals.



Secure & Trusted Communication

With end-to-end encryption and a trusted reputation, WhatsApp gives your customers the confidence to engage securely and often.

100% end-to-end encryption ensures privacy and security.

67% of users trust WhatsApp for customer service interactions.

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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