

A hora do Gol!

Commerce & Payments



Replay

Looking back on our payments journey in brazil

Attacking on the mid-field



Payments journeys through services windows, either organic or paid traffic (CTWA)



User Looking for specific payments use cases



Review and pay experiences with simple call to actions generating superior conversion rates and better user NPS



Same UX on all WABAs ensuring a same experience on WhatsApp

Attacking from the right side



Paymentos journeys on utility messages for customers with recurring payments



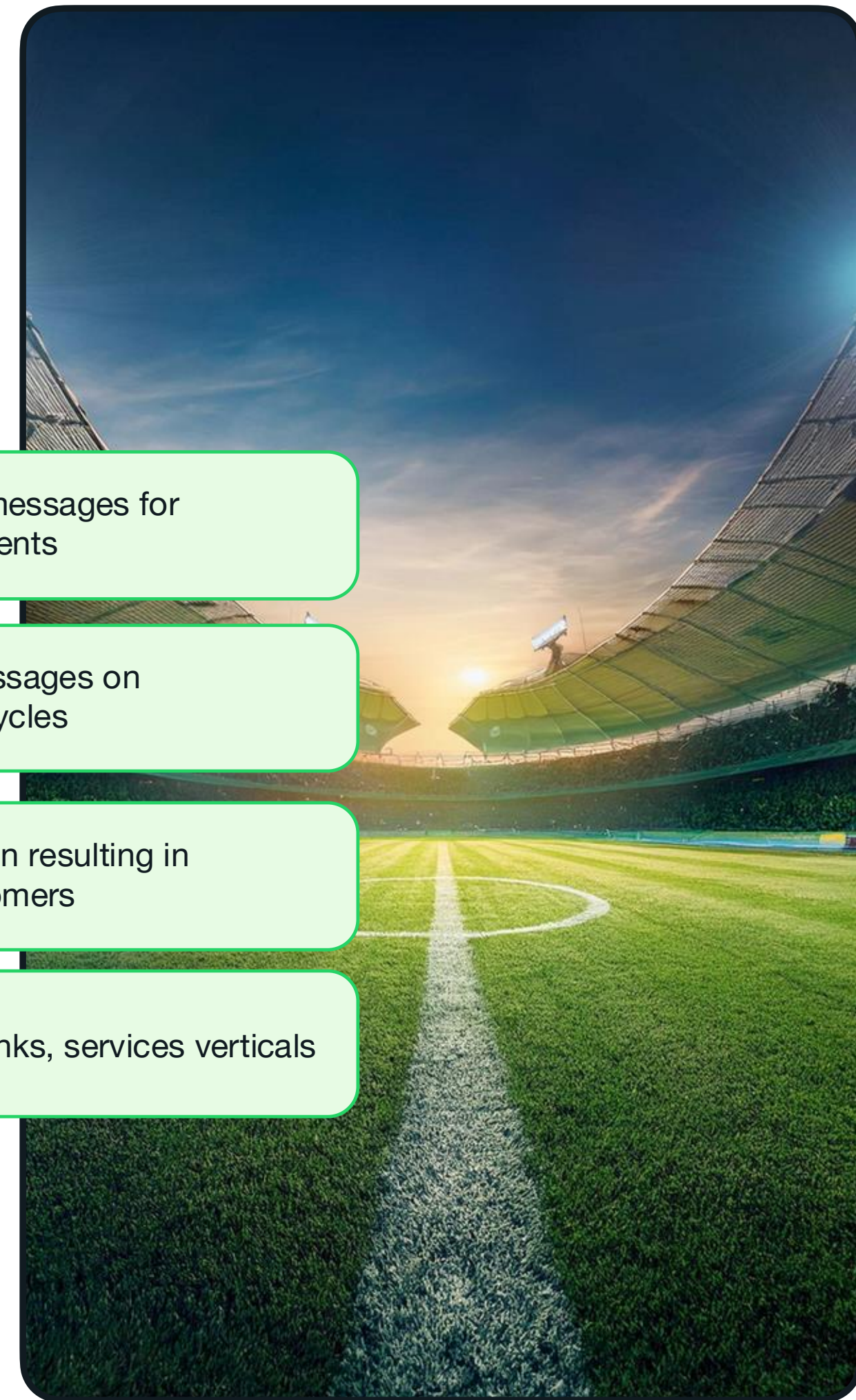
Risers receiving WhastApp messages on preventive, due date and late cycles



Same story! Superior conversion resulting in better financial results for customers



Wide adoption across utility, banks, services verticals

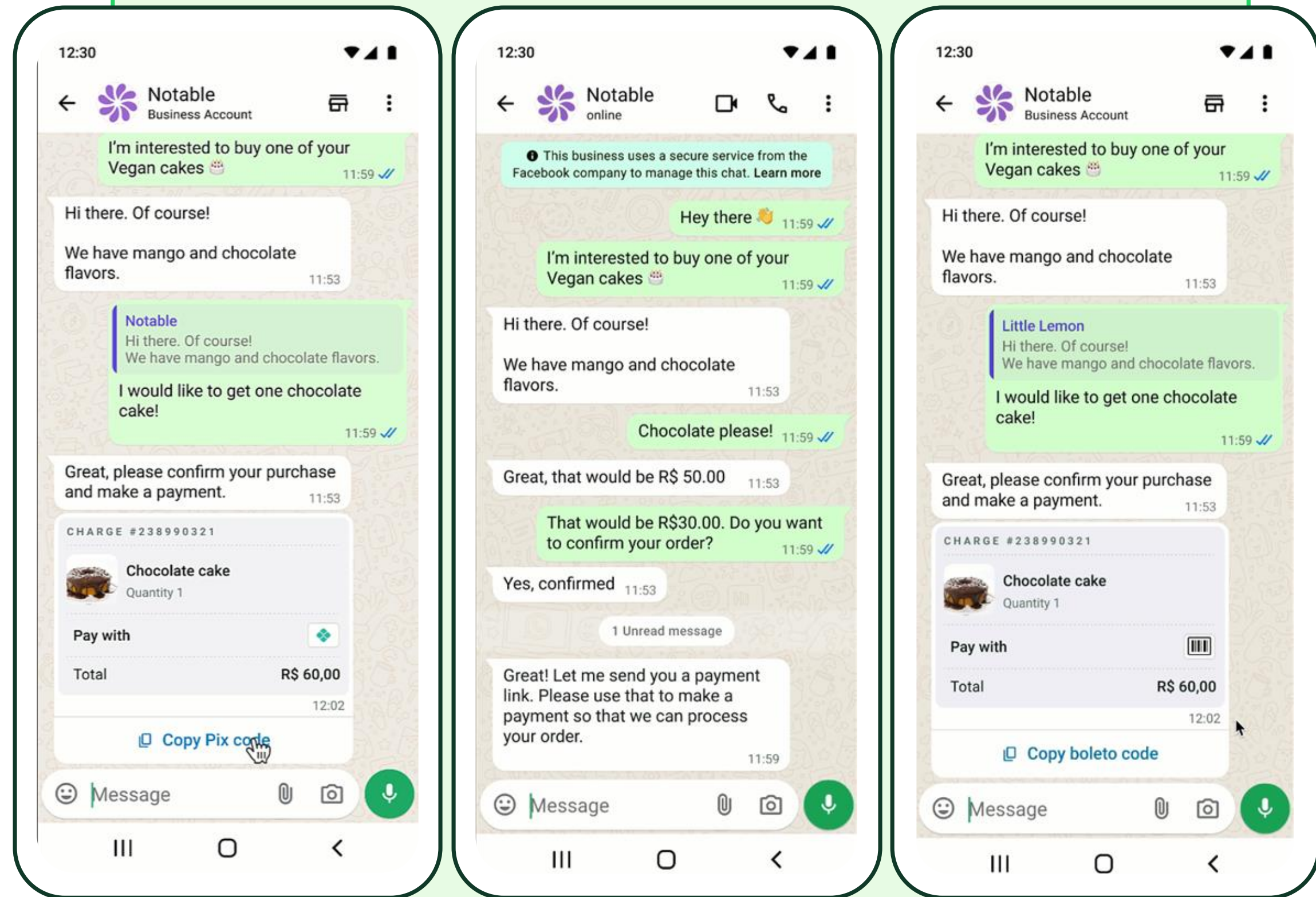


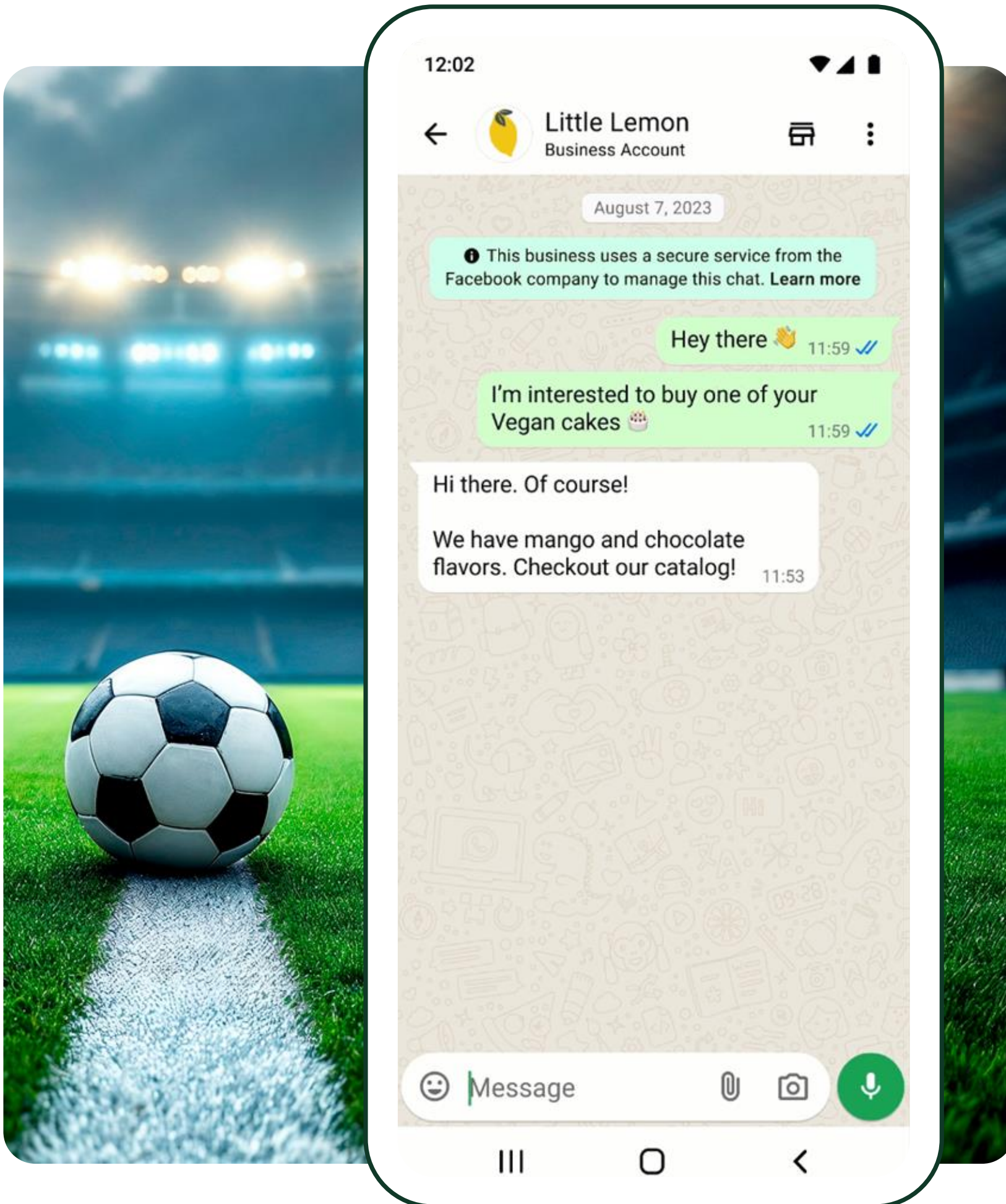
Better conversation with payments options

Review and Pay experiences chosen by customers to irs

- Copy Paste Pix Code
- Copy Paste Boleto
- Cards (click to pay - following a payment link to a web checkout)

Customer can choose up to 2 buttons, and select options above.





Matchup results in one sentence!

Incremental Revenue

5x growth in bottom of the funnel metrics when compared to traditional channels²

More customers happy!

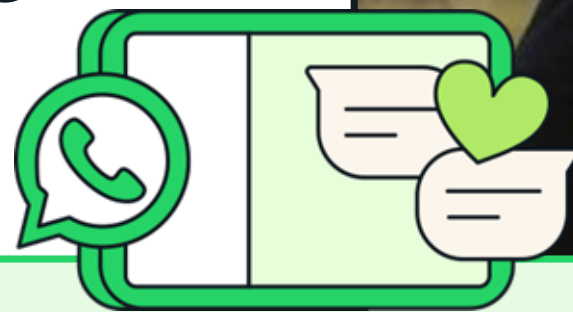
90% increase in customer satisfaction¹

Increase loyalty and recurrence from your customers

17% increase in recurrent purchases¹

¹Source: Data is based on specific initial pilots in the insurance, transportation, and ticket booking industries conducted in April 2024. The results are reported by the companies themselves and cannot be reproduced in an identifiable way.² Indian market case. The results were reported by the companies and cannot be repeated in an identifiable way.

But we are still
missing a good
attack from the
left side!

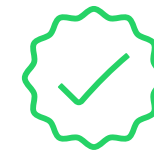


It is time to increase payments
conversion on marketing messages!





Same game, new game!

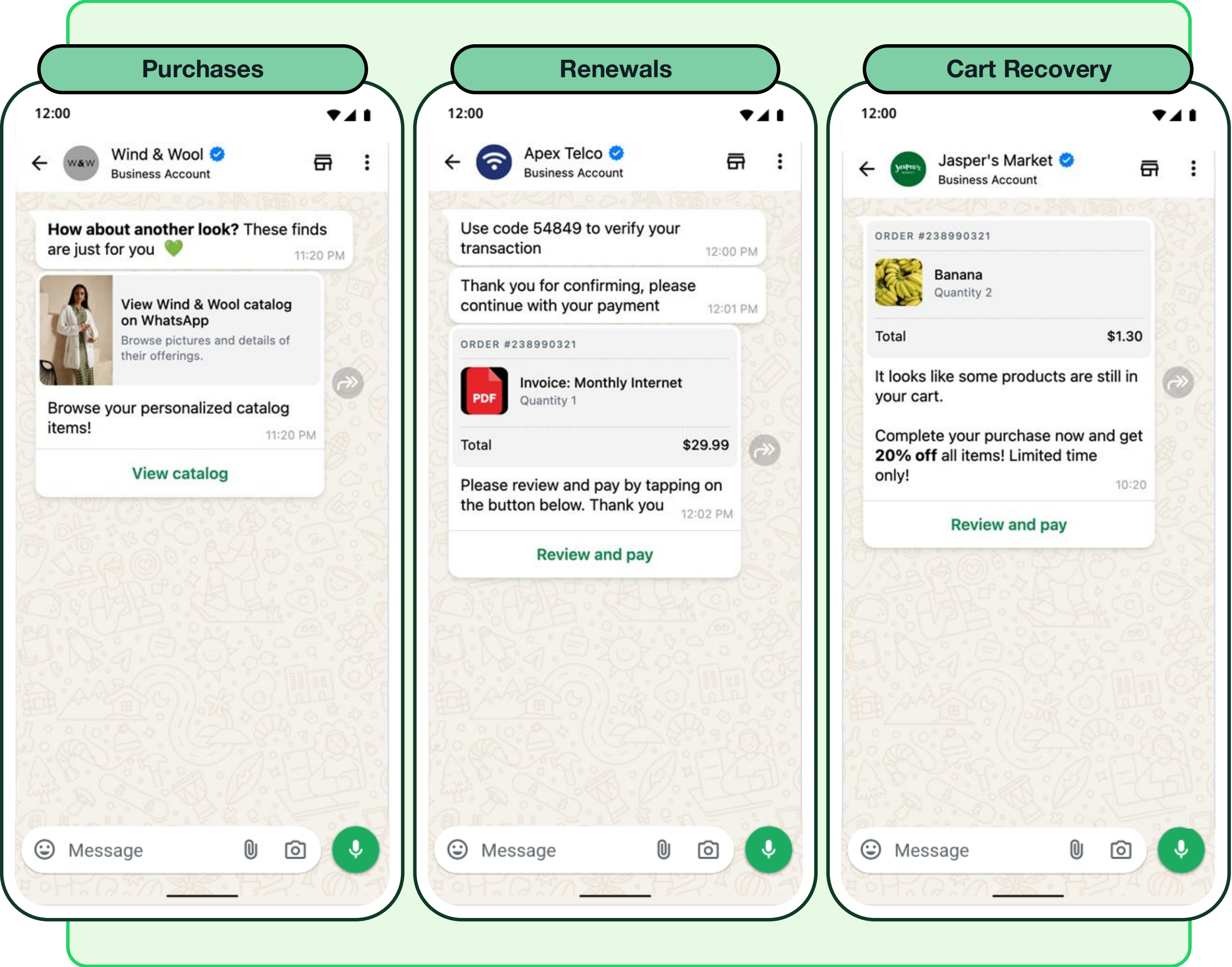


AI will change everything in
agentic commerce



New payments features can boost
you with new marketing use cases

Moving from
post-purchase
use cases to...



Onboarding



User-auth



Recommendation



Checkout



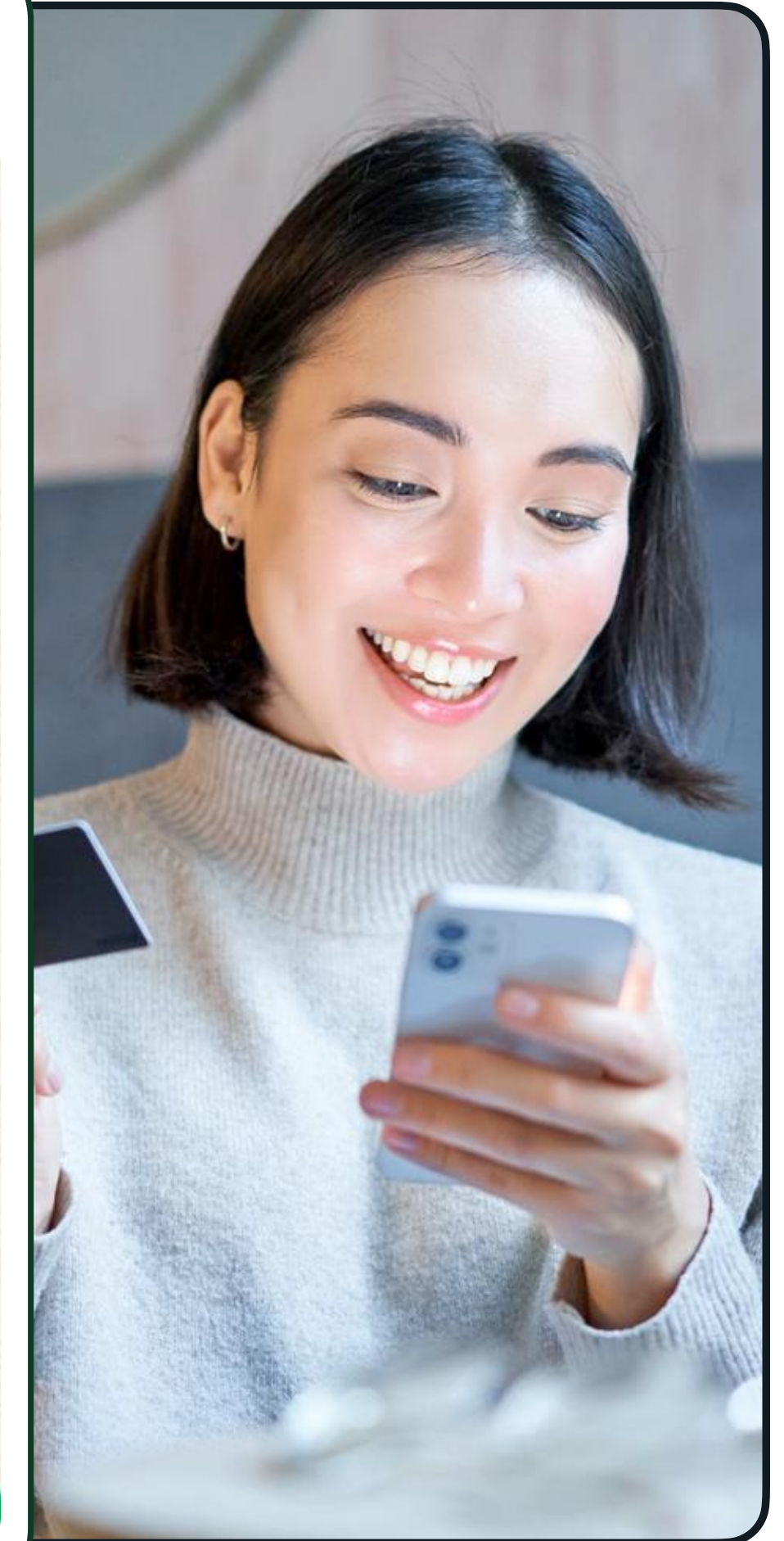
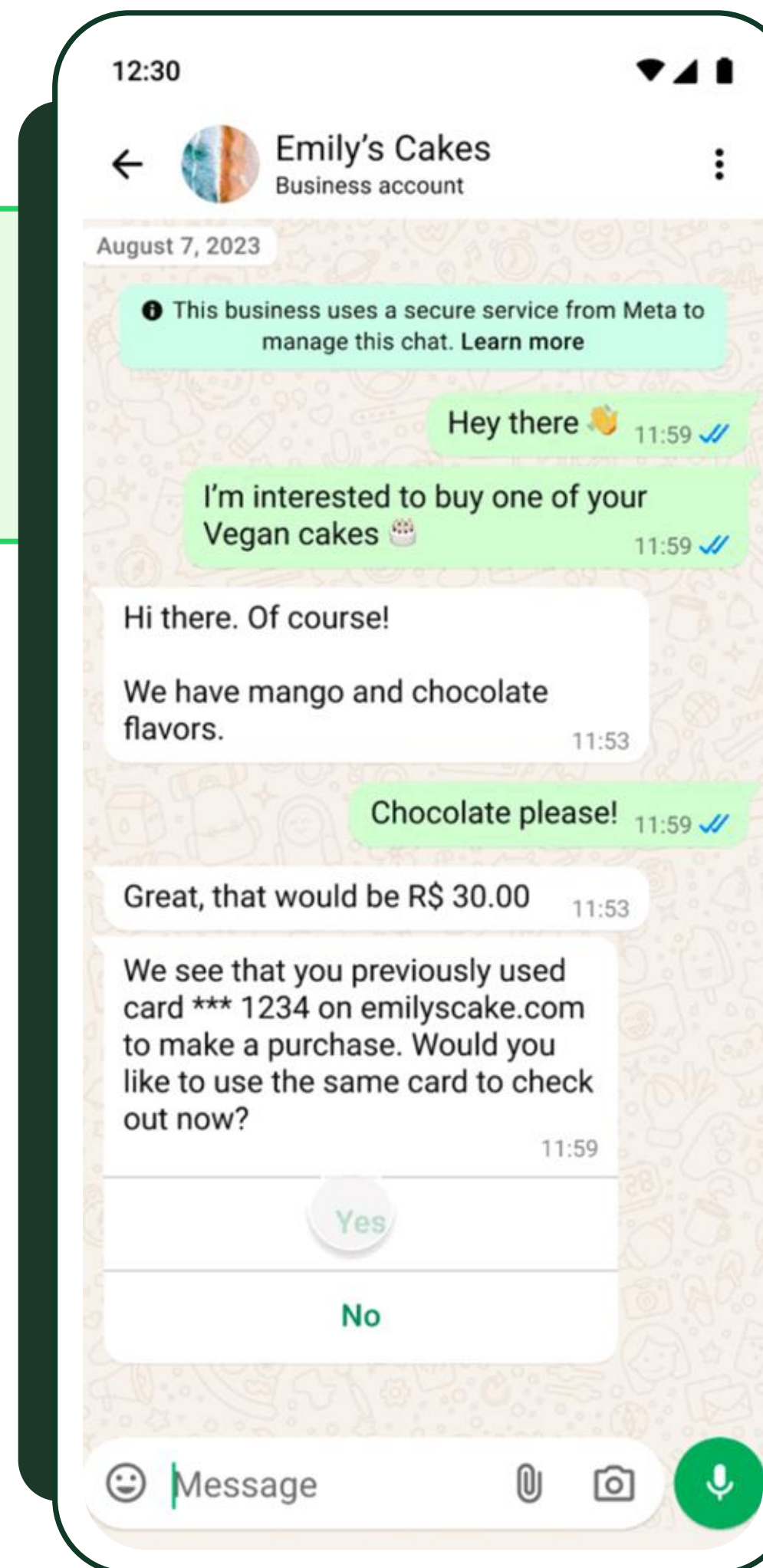
...and
agentic AI
experiences

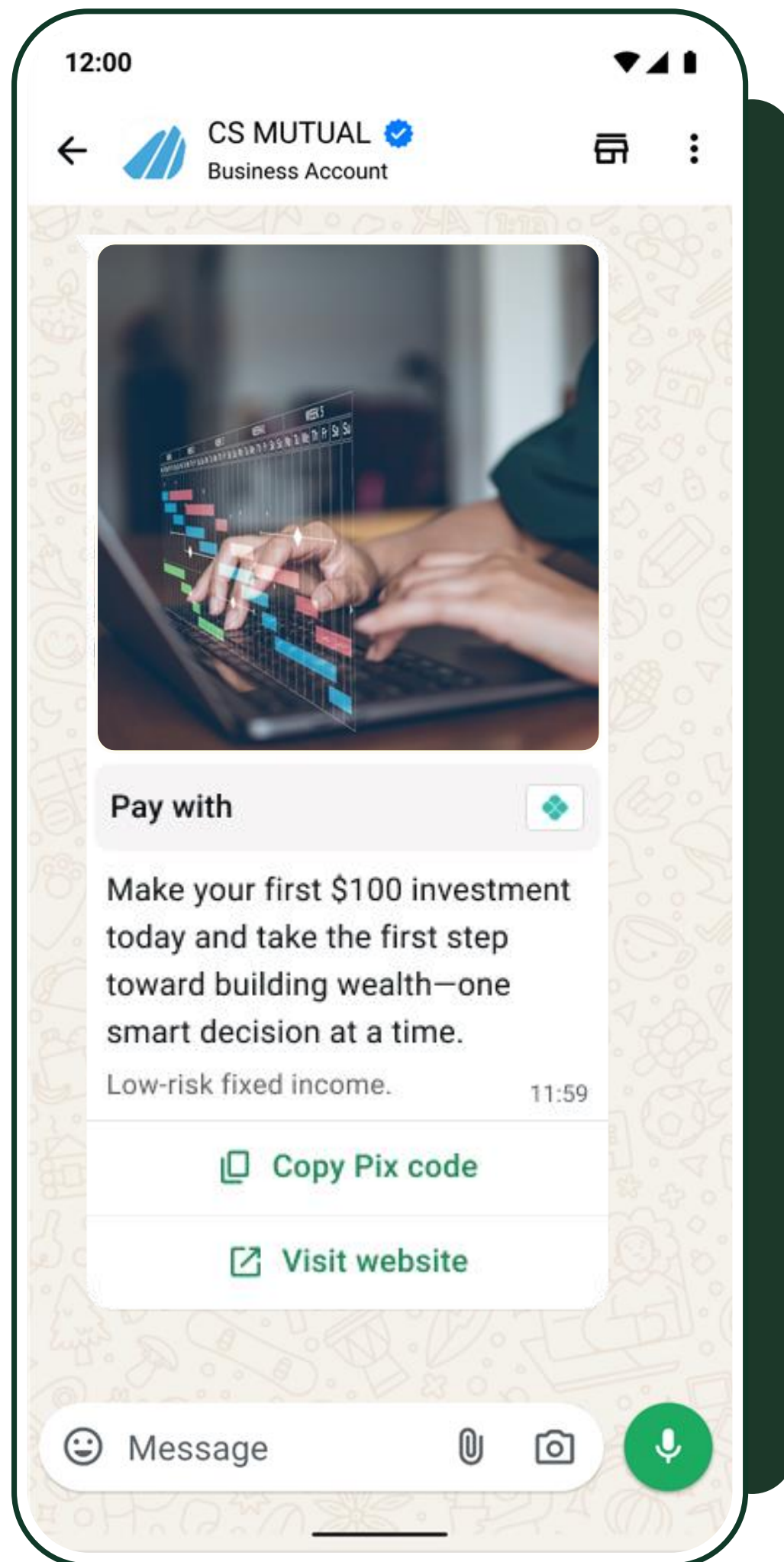
One-Click Card payment (GA)

A highly customizable feature that allows users to have a one-click payment experience, with payment processing occurring on the business's backend.

This standardized WhatsApp component with a clear call to action aims to improve conversion rates and provide a superior purchasing experience.

Create high-performance retargeting journeys, allowing people to pay with stored card data.





April launch

We're simplifying the Payments API

We're making it easier for businesses to send payment requests to their customers.

The **payment request button** enables businesses to use template messages for payment requests without an order details API integration, supporting button combinations with payments.

Supported Payment Methods:



Pix Dynamic Code



Boleto



Payment Link

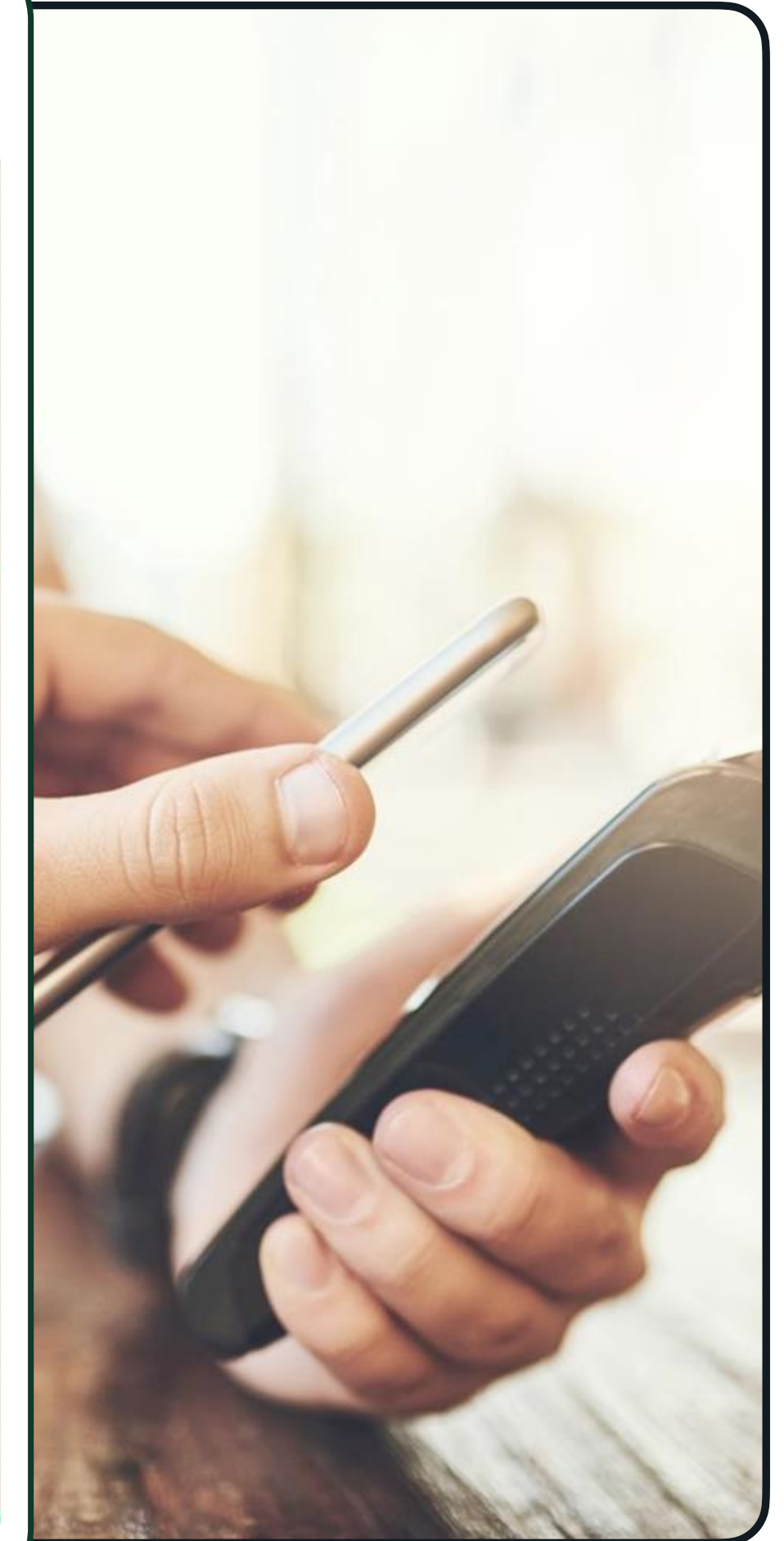
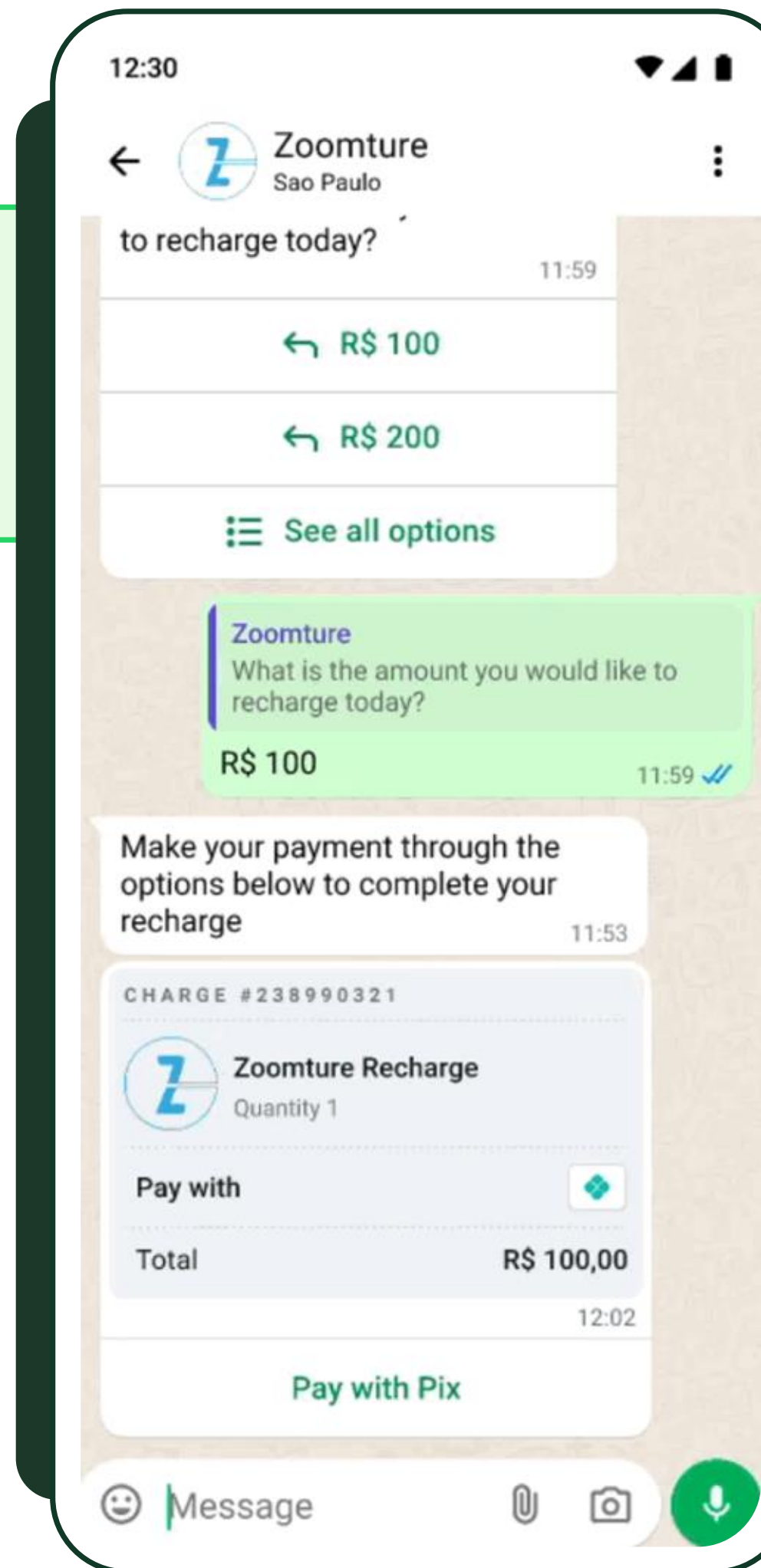
Early documentation available in
[WhatsApp Product Roadmap Central Hub](#)

Beta: Pix redirect

The Pix payments on WhatsApp will become even easier.

Instead of copying and pasting the Pix codes, users will be able to simply tap "Pay with Pix" to be automatically directed to the bank of their choice, to just authorize the transaction!

We believe that the more fluid and integrated experience on WhatsApp will further facilitate payments on our platform.



Thank You!

