

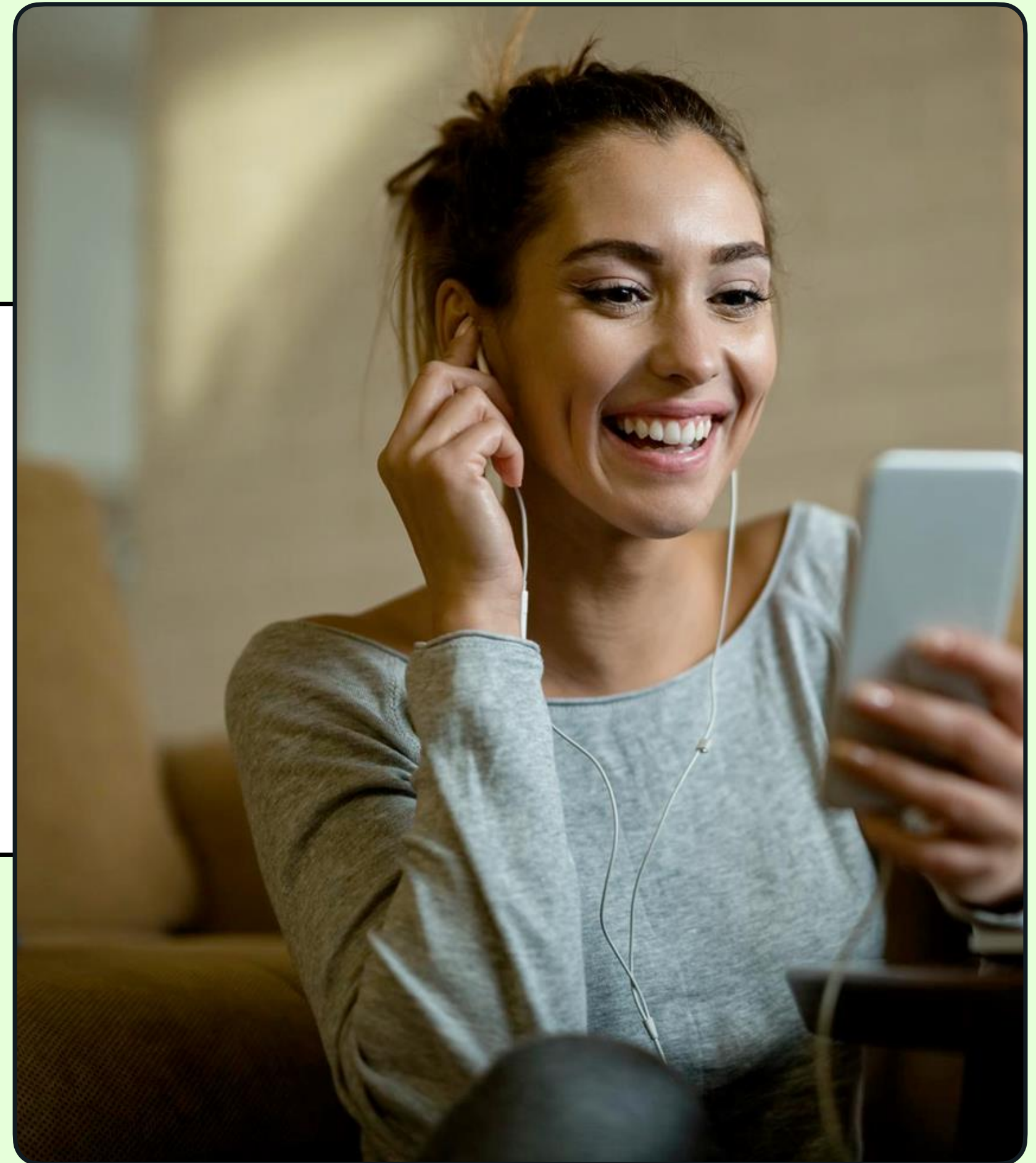
Como alavancar campanhas e estruturar conversas





Every soccer fan knows that the **cheapest** and **most profitable** way to grow a team is to invest in its youth development program.

Investing in Ads that Click to
WhatsApp means you will bring
new valuable players that will
change your team forever



Why partners should capitalize on ads that click to WhatsApp

Help clients level up their game while opening new revenue opportunities

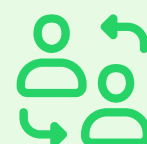
01. Expand revenue



Unlock revenue by increasing effective customer entry points.

**New customers
= easiest same
store growth**

02. Complete strategy



Offer customers a full funnel solution, not just workflows

**New service line
or partnership
opportunities**

03. Enhanced ROAS for marketers



Working with marketers, beyond channel and IT teams, will help you improve customer connection and sales for their ads.

**Unlocking marketing
budget means unlocking
bigger budgets**

04. First-party data



Help clients build owned audiences, enrich data and manage LTV through messaging.

**Audience management is
one of the most valuable
services to provide**

Why clients stakeholders should care about this product

Consider engaging all of them from the start.

Marketing

CMO • Digital Marketing • Performance Mkt

CTWA Ads solve for

- Personalized engagement at scale
- Friction in the customer journey
- Omnichannel measurement

CTWA KPIs

- Lower CPA
- Higher LTV
- Channel attribution

Sales

Head of Sales • Biz Dev Customer • Acquisition

CTWA Ads solve for

- Real-time lead qualification
- Faster sales cycles

CTWA KPIs

- Higher-quality leads
 - Lead response time
 - Higher Conversion Rates
- single channel or omnichannel*

Brand & Comms

Head of Brand • Communications Manager

CTWA Ads solve for

- Build trust and proximity
- Interactive customizable experiences
- Brand engagement beyond impressions

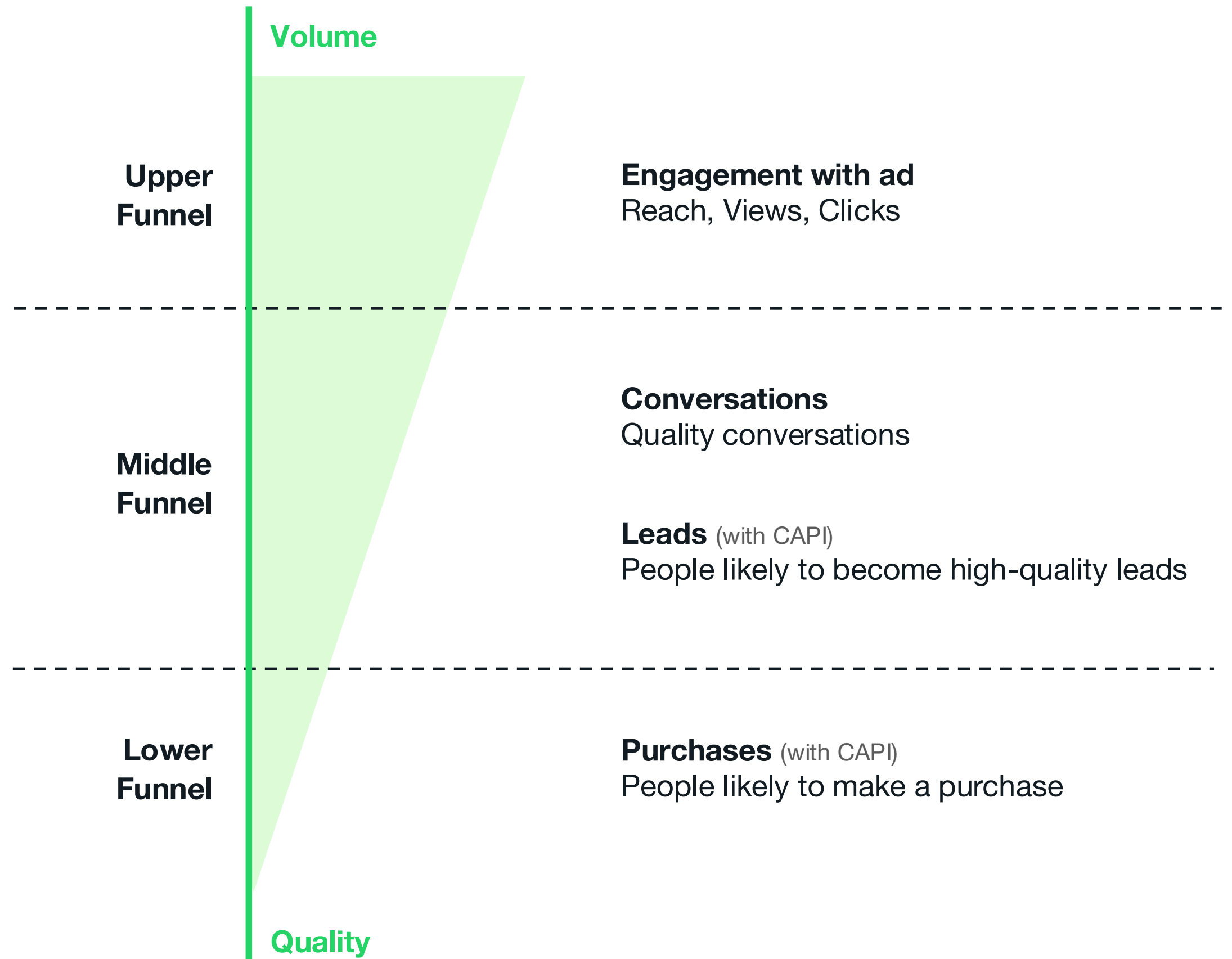
CTWA KPIs

- Engagement and brand recall
- Sentiment and NPS
- Social listening metrics

Optimize your campaigns

You can optimize your CTWA Ad for the outcomes that matter most to your business. This is configured in the “Performance goal” option within the ad set.

For purchase and lead optimization, you will need to share signals with Meta through the Conversions API (CAPI).



Businesses are already getting results

Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. ¹Nivea case. Published December 2024. Expires December 2026. ²Amstel case. Published October 2024. Expires October 2026. ³Conferon case. Published October 2024. Expires October 2026.



Skincare consultations on WhatsApp in partnership with Gupshup.

8.4-point

lift in ad recall¹

86%

Messaging experience completion rate¹



In the pride month campaign “Yes I Am”, after clicking the CTWA Ad, users could create a personalized Reel in WhatsApp using their own words, images and videos.

1.5MM

people reached²

65,000

messages exchanged²



The e-commerce apparel brand wanted to increase purchase intent using purchase optimization.

3.9x

more purchases, compared to usual approach³

79x

lower cost per purchase³

Ads that Click to WhatsApp

unique features

Feature	Benefit
Direct click to chat	Opens WhatsApp instantly - every click is traceable to the exact ad
Multi-objective support	Leads, Sales, Engagement, Traffic, Brand Awareness, Reach, and Video Views.
Multi-platform placement	Facebook, Instagram, and WhatsApp Status.
Optimize for conversations, leads and purchase	Ads are shown to people most likely to start a conversation, buy or become a strong lead.
Automated greeting and message templates	Pre-filled welcome messages, icebreakers and automated responses, guide users from first tap, 24/7
Multi-format ad support	Single image, carousel and video.
Connect to Flows for lead qualification	Trigger lead qualification forms directly in WhatsApp chat

Ads that Click to WhatsApp

NEW unique features

Feature	Benefit
Multi-destination (CTX)	WhatsApp, Instagram Direct and Facebook Messenger
Website Ads that Click to WhatsApp	Guide customers to your landing page with a WhatsApp CTA. Ideal for products and services that need to deliver both more information and human support in the sales cycle
Ads in Status	Place ads in the Updates tab where people discover content without leaving WhatsApp

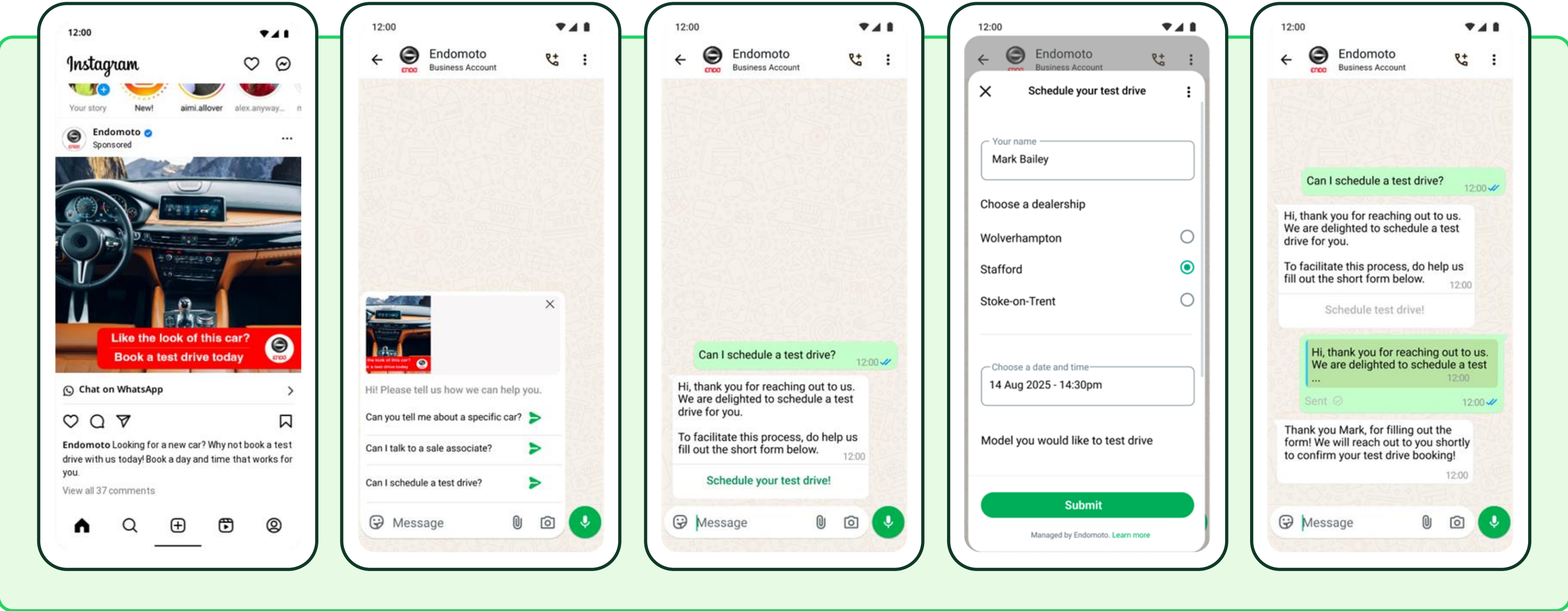


Applying
some best
practices



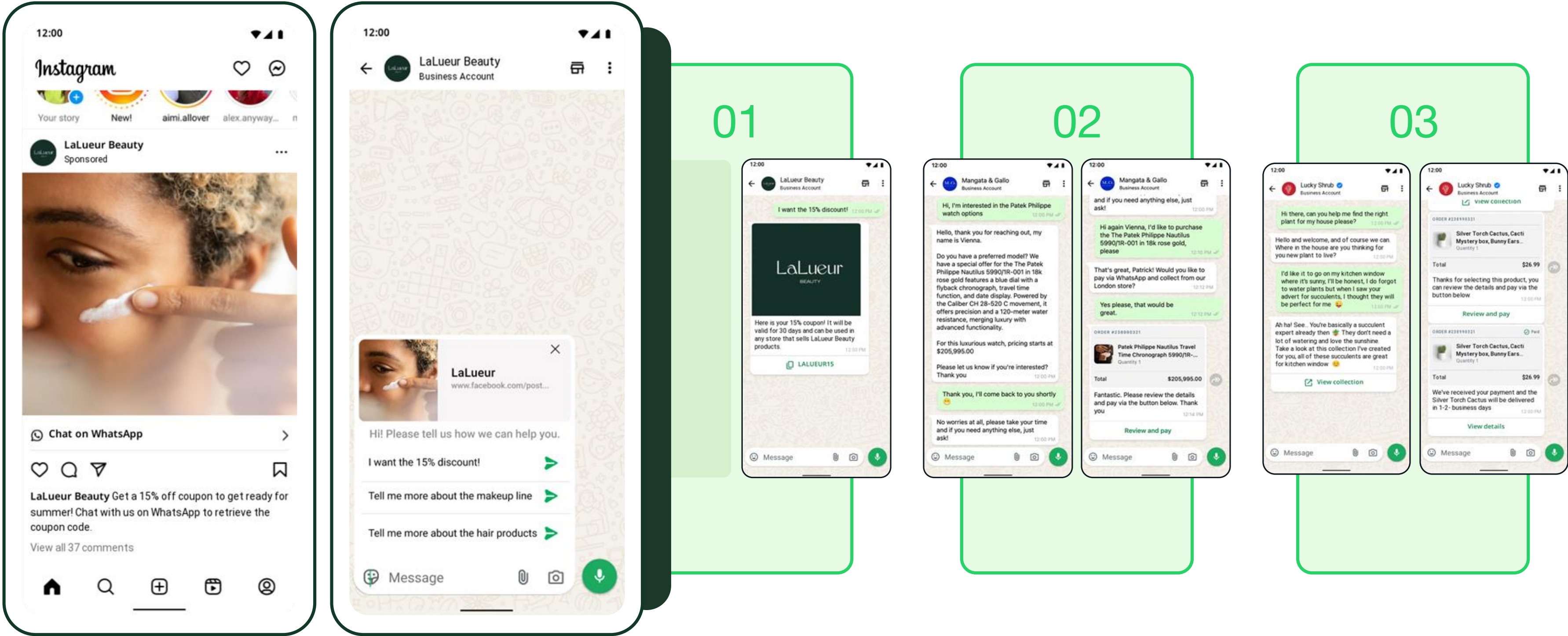
Generating qualified leads with automated greeting + WA Flows

Auto, Finance, Real Estate, Services

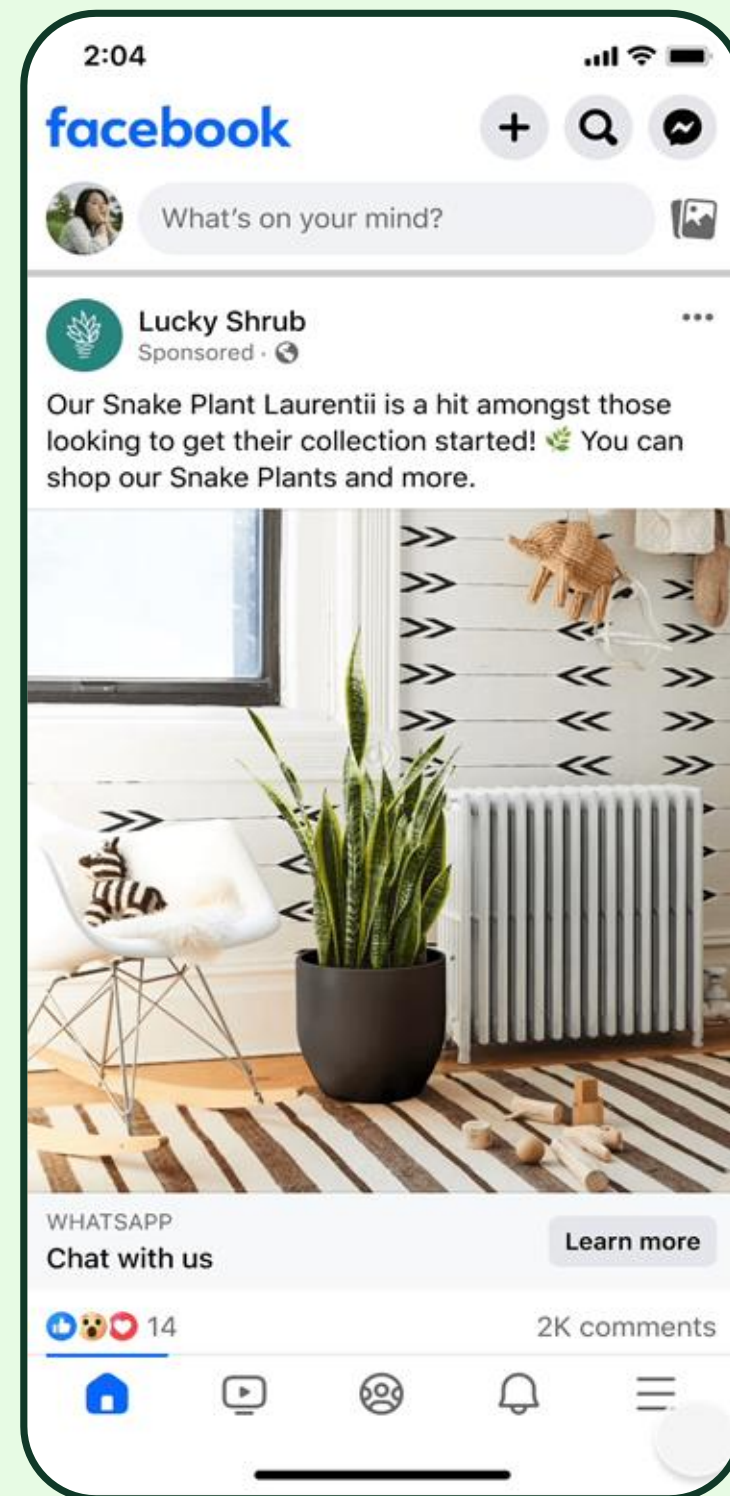


Omnichannel purchase: Coupon, Consultative Sales, Direct Sales

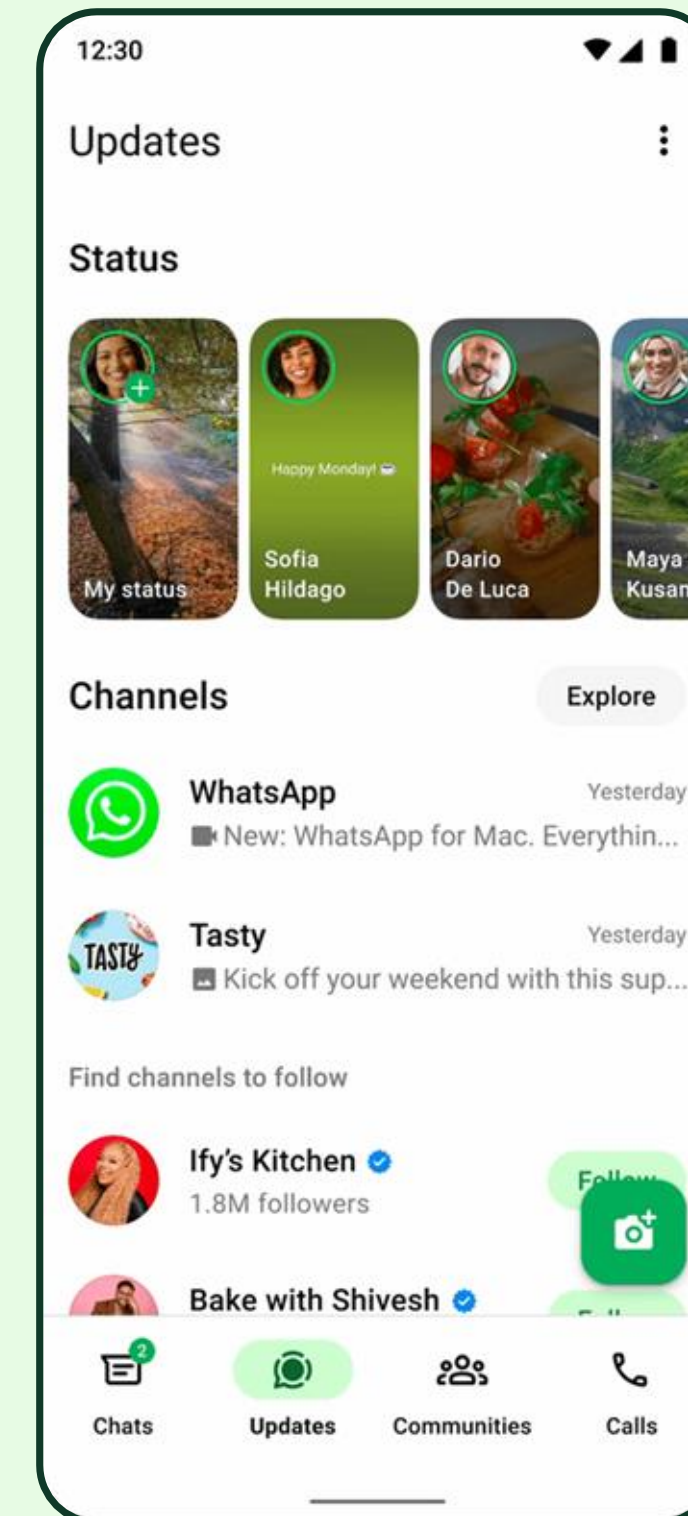
Retail, Services



New formats



Website Ads
that Click to
WhatsApp



Ads in
Status

Purchase and Lead optimization



Campaigns

Jasper's Market (18823498723489761) X

Updated just now

Discard Drafts

Review and publish

...

Search and filter

This month

Campaigns

Ad sets

Ads

+ Create

▼

Edit

A/B test

Rules

View Setup

Reports

Export

Off/On	Campaign	Results	Cost per result	Meta purchases	Orders	Orders	Purchases	Messaging
☐	Meta-WhatsApp-Purchase-Optimization-Ca...	608 Meta Purchases	\$18.06 Cost per Meta Pu...	608				
☐	Meta-CTIG-weekend-sale-global	440 Meta Purchases	\$19.54 Cost per Meta Pu...	440				
☐	Holiday-event-sale-NORAM	306 Meta Purchases	\$20.18 Cost per Meta	306				
☐	Holiday-event-sale-APAC	208 Messaging Conve...	\$22.50 Cost per Convers...	--				
☐	Holiday-event-sale-India	129 Messaging Conve...	\$17.26 Cost per Convers...	--				
☐	Last-chance-purchases-12h-flashsale	85 Messaging Conve...	\$14.40 Cost per Convers...	--				
☐	Festival_of_lights_BR	24 Meta Purchases	\$12.52 Cost per Meta Pu...	24				
☐	Sales-campaign-A	20 Meta Purchases	\$22.50 Cost per Meta Pu...	20				
☐	Sales-campaign-B	18	\$24.08	18				
Results from 36 campaigns ⓘ Excludes deleted items		1,820	\$22.50	1,416	1,707	1,416	\$48.24	422

Conversion goals

☐ Maximize number of conversations

We'll try to show your ads to people most likely to have a conversation with you through messaging.

☒ Maximize number of purchases through messaging

We'll try to show your ads to the people who are most likely to make a purchase through messaging.

☐ Maximize number of conversions

We'll try to deliver your ads to the right people to help you get the most website conversions.

Thank You!

