

Boomerang.africa - WhatsApp templates increase engagement and conversion rates

Issued by Techsys Digital

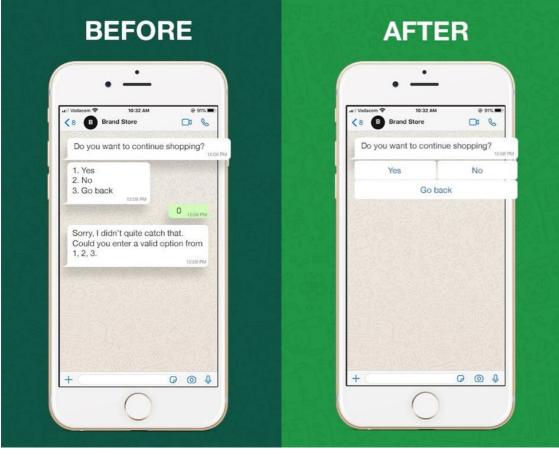
As an official Facebook ISV, we build WhatsApp platforms to drive conversations, engage consumers and offer support.



Our rich media template feature allows companies to send quick menus, images, videos and PDFs to their customers. In addition to this businesses now also have access to sending template messages that contain locations, quick reply functionality and call-to-action buttons.

Benefits of media templates

1. Decreased cart abandonment or drop-offs



With the help of visual promotions and a distinctive call to action, the prospect can make clear buying decisions, leaving no room for doubts.

2. Upselling and cross-selling

BEFORE		AFTER
ari Vodacom ♥ 10:32 AM < 8 M Movie Theatre	@ 91%	• • • • • • • • • • • • • • • • • • • •
Dear Customer, your tick generated, Booking ID: 6 for 3D Movie on 17 Octo @10:30pm. Seat no: F12 Your ticket can be downl https://movieticket92383	64578574621 Jober 2020 L.	Today Download your movie ticket below 2200 PM CINEMA TICKET MOVIES 10.30 PM 31/01/2010 Content also like Wonder Woman You might also like Wonder Woman
+	 ○ ↓ 	Wonder Woman 1984 https://youtu.be/ww1984t

Our smart virtual assistants help with data-driven product suggestions.

3. Drive conversions without increasing overhead

We can reuse a template once it has been created and approved by WhatsApp in multiple campaigns.

Template library



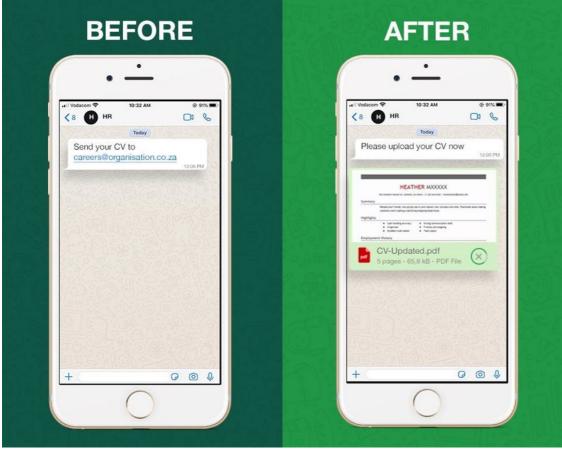
click to enlarge

Choose from predefined, approved templates and reuse anytime.

4. Aid smart product discovery

The virtual assistant can learn consumer patterns to suggest the right product at the right time.

5. Self-serve document submission and review



This functionality allows for document submission, evaluation and approval whilst keeping the recipient notified of the status throughout the process.

BEFORE AFTER • ٠ 10:32 AM @ 91% 10:32 AM @ 91% < 8 F Fly 00 6 < 8 F Fly 00 6 Your Ticket can be downloaded here Download your ticket https://bitli2823777.php 12:06 P 20:42 27. 19 27. a mainta Flight-Ticket.pdf Ł 000 000 + +

6. Billing, payments, tickets through interactive messages

We can show you how to use Whatsapp templates to provide enhanced customer experience to gain long-term users.

Are you ready to see how Boomerang can elevate your business and improve your customers' lives? Reach out to us at www.boomerang.co.za to schedule a live demo of our bot builder.

Want to get started? Simply head to our website and fill in our contact form or email any questions you may have to hello@boomerang.co.za and we'll get back to you.

Contact us today:

Johannesburg office: 071 877 0931 Cape Town office: 021 788 6896

Email: hello@boomerang.co.za



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