

ITERABLE

How to Build a Mobile Marketing Strategy with SMS and WhatsApp

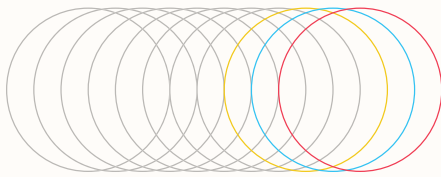









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From Campaigns to Customer Moments

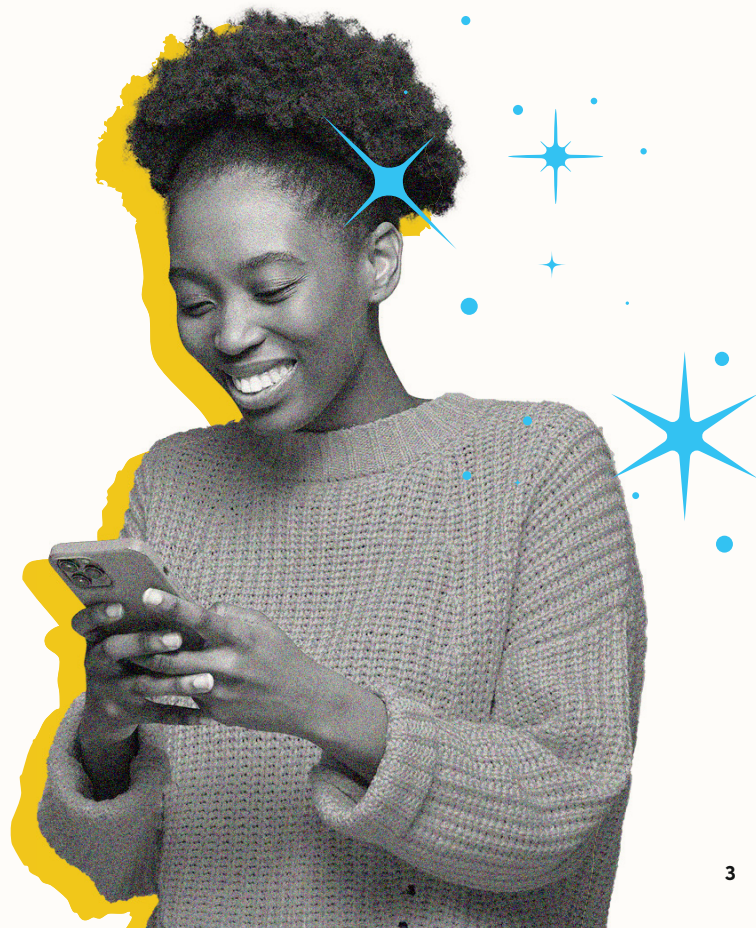
In less than twenty relatively short years, our smartphones have gone from a new invention to a can't-live-without necessity. They've become an extension of ourselves, like another limb, transforming the way we communicate and move about the world.

When your customers are always on the go, the traditional campaign calendar doesn't make sense. You can't foster real-time, customer-led engagement without harnessing the power of mobile channels. Text messages and messaging apps like WhatsApp are essential conversational tools to meeting your audiences where they are, making them truly invaluable mediums for brands to deliver 1:1 customer experiences across the lifecycle.

There are so many channels that make up a world-class mobile marketing strategy: email, push and in-app notifications, the mobile inbox, and more. But given their most intimate and immediate nature—and the fact that you don't need a mobile app to use them—

we're going to focus this guide on SMS and WhatsApp specifically, as they can be highly effective for building trust, rewarding loyalty, and driving deeper customer engagement—especially when integrated with other marketing channels.

We'll provide step-by-step guidance for building a conversational mobile strategy catered to your organization's—and your customers'—specific needs and use cases.





Mobile Foundations: SMS vs. WhatsApp

SMS and WhatsApp are two mobile channels that any brand can leverage—regardless of whether they have a mobile application. Unlike push or in-app notifications, businesses can communicate with their customers using just a phone number.

Let's dive into the differences between SMS and WhatsApp.

SMS

SMS, or Short Message Service, is a text messaging service typically transmitted over cellular networks. Rolled out in 1993, SMS enables users to send and receive text messages of up to 160 characters.

MMS, or Multimedia Messaging Service, was later introduced in 2002 and allows longer messages, as well as a wider variety of rich media, including images, audio, and video.

WhatsApp

WhatsApp, launched in 2009 and acquired by Meta in 2014, is the world's most popular messaging app with three billion monthly active users.

Since 2018, the WhatsApp Business platform has allowed marketers to leverage the WhatsApp API to deliver two-way conversations with customers using interactive calls-to-action, dynamic product lists, rich media, and more.

WhatsApp is a powerful channel to help your brand drive real-time engagement and reach a massive global audience. While companies around the world communicate with customers via WhatsApp, the platform is especially useful for North American brands to message their international users.

50% of consumers prefer to receive brand updates via text, but only **20% of consumer brands actually send SMS messages** to their customers.

Iterable SMS comes with built-in support to help you navigate the nuances of number registration, implementation, and delivery.

Iterable's **native WhatsApp** integration and built-in guidance make it easier to navigate the nuances of the WhatsApp Business Messaging Policy, simplifying template creation and reducing manual mistakes.

The **average open rate** for a WhatsApp message is 98%, and users spend approximately **34 minutes** in the app per day.

For more information on how to engage your international audience with WhatsApp, check out our **on-demand recording** of Iterable's Activate session.





When to Use SMS vs. WhatsApp

Channel

SMS/MMS

WhatsApp

When to Utilize?

For driving urgency through brief, real-time messages that inspire relevant action.

For engaging international users on a platform they frequently use, ensuring interactive, high-visibility conversations.

How to Utilize?

- Exclusive offers
- Flash sales
- Confirmations
- Reminders
- Personalized win-back messages

- Customer support
- Product launches
- Personalized offers
- Order updates

What to Utilize?

SMS: Short text (160 characters)

MMS: Text, images, videos, audio

Rich media and interactive elements like buttons and catalogs



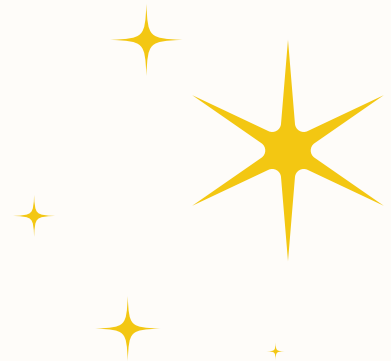


5 Strategic Questions for Mobile Messaging Readiness

To be invited into someone's personal space is an immense privilege. That's why it's absolutely critical to understand why and how you plan to use mobile channels like SMS and WhatsApp. We've come up with five questions to ask to determine your brand's readiness to use SMS and WhatsApp in your customer communications:

1. **What are your use cases?**
2. **What types of messages do you plan on sending?**
3. **What's your budget and timeline?**
4. **How are you gathering customer phone numbers?**
5. **What are your KPIs?**

Let's dive into each of them.



1 What are your use cases?

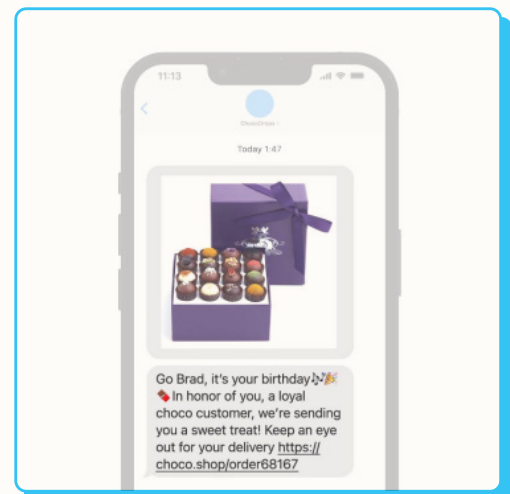
SMS and WhatsApp don't have an "I" in them—but your strategy should. In fact, it should have four. Here is what each means and the different examples of marketing and transactional messages they can include.

Intimate and Individual

Conversational interactions should be meaningful and personalized to cultivate an established relationship with each customer that strengthens their brand loyalty.

Examples

- **Happy birthday offer:** Send a special offer the user can redeem on their birthday.
- **Milestone recognition:** Acknowledge customer achievements as they relate to interaction with your brand or products.
- **Requests for feedback on purchases:** Ask customers to rate their recent purchases. SMS surveys have the highest response rate (40%) of online survey channels.
- **Appointment reminders:** Let a user know about an upcoming appointment, including any related forms they need to fill out, or identification/insurance they need to bring.

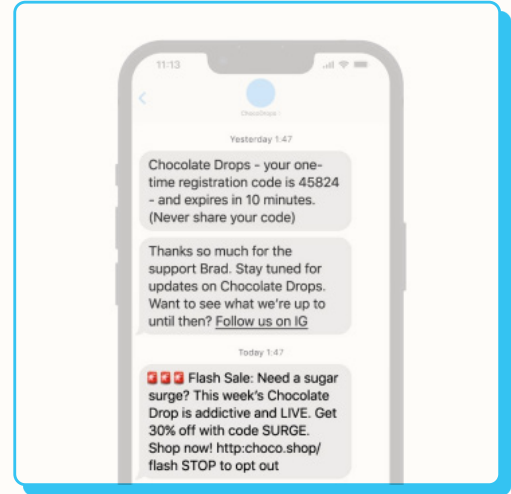


Immediate and Informative

Messages should ideally offer valuable, wanted information with a sense of urgency that carry instant customer opportunity.

Examples

- **Flash sales and time-sensitive promotions:** Sales or discount codes announced exclusively via text or WhatsApp message are a great way to build excitement.
- **Order confirmations:** Keep the user updated about a recent purchase or subscription renewal.
- **Alerts:** Send up-to-the-minute messages about news, weather, traffic, sports, and more.
- **Transactional delivery/pick-up notifications:** Let a user know their order is out for delivery or ready for pick-up at your store.



2 What types of messages do you plan on sending?

Mobile messages generally fall into two core categories: transactional and promotional. Defining these early helps you build compliant, customer-first messaging strategies across SMS and WhatsApp—and supports smarter orchestration within your journeys.

Transactional messages

These are time-sensitive, service-related notifications customers expect. Common examples include:

- Shipping confirmations and updates
- Appointment reminders
- Password resets
- Out-of-stock and restock notices, if requested
- Monthly subscription confirmations
- Important notes requiring action or attention

Promotional messages

These are marketing-driven messages intended to drive engagement or conversions, like:

- Weekly deals
- New product announcements
- Event invites
- Flash sales, coupons, and time-sensitive promotions
- Shopping cart abandonment notifications
- Birthday, anniversary, and milestone recognition
- Important notes requiring action or attention



Transactional and promotional messages should be separated, each with its own phone number and code. Sharing numbers can result in critical issues related to opt-out management and business growth.

Here's why.

Why You Should Separate Promotional and Transactional Traffic

Separating these two message types is not just a best practice—it's often a requirement for:

- **Compliance:** Many regions restrict promotional message send times. For example, some countries allow marketing texts only during weekday business hours.
- **Timeliness:** Ensures time-sensitive transactional messages—like one-time passcodes or order pickup details are delivered quickly without delays caused by promotional volume.
- **Personalization:** Gives customers more control over what they receive—some want delivery updates, but not flash sales.
- **Expectation Management:** Helps set clear boundaries for content and frequency, reducing opt-outs and boosting satisfaction.

You should also use separate keywords for each message type (e.g., "Text STATUS" for transactional alerts and "Text DEALS" for promotions). Keywords help trigger the right automations based on the markets and content in which a user has shown interest—so you don't send every message on every topic to every person.



Pro Tip: A mobile marketing partner like Iterable can help you set up your backend strategy, workflow, and keywords so that you send the most important messages compliantly and at the correct time.

3 What's your budget and timeline?

SMS and WhatsApp communications are not sold on a CPM basis like traditional advertising. Rather, there are a few factors that go into calculating your budget range for launching your mobile marketing strategy.

For SMS

- **Domestic vs. International:** Factor in whether or not you are sending messages within your native country or to an international location, as other countries will have variations in pricing.
- **SMS vs. MMS:** Because MMS includes media, message costs might run higher, depending on which service you use.
- **Short code vs. long code:** Short codes can cost up to \$10,000/year on average, while a long code can cost a few dollars and between two and five cents to send messages. Additionally, consider your desired throughput (messages sent per second), which is higher with short code than long code.



For WhatsApp

- **Prerequisites.** To leverage WhatsApp in a marketing platform like Iterable, you'll need access to a Meta Business Manager account and a new phone number that's capable of receiving SMS messages (and voice calls for number verification).
- **Clear cost structure:** Work with a partner that offers transparent, real-time pricing so you can forecast costs accurately and avoid hidden fees as you scale.



Pro Tip: You can multiply the per-message cost by the number of opted-in users to whom you plan to send communications to finalize your budget.

Your timeline for getting up and running largely depends on the type of number you plan to use. Short codes for SMS can take between eight and twelve weeks to get approved and go live on major carriers—in some cases, it's even longer. Working with a trusted partner can help you expedite this process.

You'll also need to estimate how long it will take to gather customer phone numbers to use for mobile marketing. This will likely happen on a rolling cadence. While WhatsApp does not have this requirement, some SMS marketing platforms require at least 1,000 opted-in phone numbers to get started, but with Iterable, you can leverage text messaging right away.

4 How are you gathering customer phone numbers?

Just like with any first-party data you gather from users in other marketing channels, you must incentivize your customers to give you their phone number and opt into messages due to the perceived value of engaging with your brand.

You'll also want to use other channels such as email, push, or in-app in your marketing mix to drive to SMS and WhatsApp. Some ways you can entice users to sign up include:

- An exclusive discount, such as an extra 20% off their order
- Freebies, like a cup of coffee
- Free resources, such as guides or e-books

Using established digital marketing channels can help you cross-promote mobile sign-ups. Your website is a prime place because of the real estate and functions available:

- Banners and pop-ups
- Landing pages
- Customer service chats
- Point-of-sale checkboxes
- And more

You could send an email that encourages sign-ups through the copy or in the signature. On social media, you can use a URL, QR code, or keyword to capture opt-ins.

SMS Opt-In Policy

From here, you need to figure out whether you want to pursue single vs. double opt-in to get consent to message users who provided their numbers:

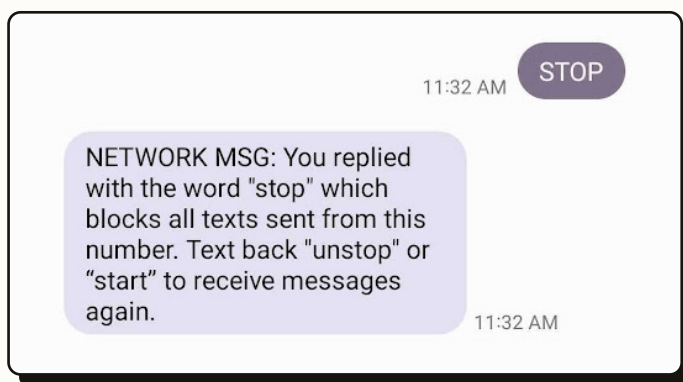
- **Single opt-in**, in which a user agrees to receive mobile messages from your brand with a single “Yes,” is the strategy to choose if you want to grow your list faster, as there is no secondary confirmation to complete the opt-in. However, this may yield more opt-outs down the road.
- **Double opt-in** requires a user to say “Yes” to the channel twice. So while you may grow your list slower, you’ll have a more loyal base and fewer opt-outs downstream. Although not required by law, using double opt-in will depend on your strategy and business model.

SMS Opt-Out Policy

Your user opt-out subscription policy is just as important as your opt-in policy. That’s because if you message a user who has opted out, you are out of compliance, which can result in fines of \$1,000 or more.

A best practice is to send opt-out instructions with every campaign, as some carriers do filter SMS messages that don't have these details. At minimum, you need to have opt-out instructions with the very first campaign that you send to a user.

One thing to note is that opt-out instructions are included within the overall character limit for SMS, so aim to be as short and concise as possible.



What Is E.164? E.164 is the international telephone numbering plan that ensures each device has a globally unique number. When you message users, the value must be E.164-formatted, in which you put the country code, area code, and subscriber number so the number reads as: 12345678901.

5 What are your KPIs?

Mobile performance can be measured similarly to other marketing channels, specific to use cases and message types. Metrics that help keep a pulse on performance and optimization include things like:

- Audience size
- Message sends
- Messages delivered
- Bounces
- Send skips

Additional KPIs can be unlocked with a link shortener (and UTM parameters directly attributing website traffic from SMS and WhatsApp), including business outcome metrics around total purchases, average order value, revenue, conversions, and more.

This allows you to get even closer to attributing message engagement to pipeline influenced (revenue, customer lifetime value, and return on investment).

Looking at performance across audience cohorts can also be an effective way to understand engagement and performance across any user profile fields you currently have on your customer.

In Iterable you can evaluate revenue and performance metrics based on country or state, [brand affinity](#), or engagement cohorts like a loyalist vs. a neutral audience segment, and more.

Cross-Channel Testing Strategy

Beyond campaign and business outcome KPIs, it can be helpful to start thinking through a testing strategy. The following can be helpful tests as you roll out, build, and refine your mobile messages within your cross-channel strategy:

- **Test specific offers:** This can be a great way to try out promotions and/or specific offers with a smaller subset of your audience.
- **Test performance alongside other channels:** Try testing SMS and WhatsApp against email engagement/performance, keeping the offer and messaging consistent.
- **Test segmentation performance:** Look at two audience cohorts (e.g. loyalists and new buyers) to determine engagement/performance differences between the two.



Getting Mobile Delivery Right

What is your delivery rate?

Delivery rate is determined by the total number of messages delivered divided by the messages intended. While delivery is more commonly understood within email marketing, it's just as vital for your mobile messages as well.

Making Setup Simple

Once you've selected the right mobile marketing provider like Iterable that can make getting started a breeze, you'll need to take some preliminary steps, such as:

- **WhatsApp:** Setting up your Meta Business Manager and WhatsApp Business accounts.
- **SMS:** Obtaining a business text number through your chosen provider. This can be a 10DLC (ten-digit long code) number, a short code, alphanumeric, or a toll-free number.

To better understand the nuances of mobile communication, it's important to review the differences between long codes and short codes.

Long Codes vs. Short Codes

Text messages can be communicated via long codes or short codes:

- **Long codes** (also known as 10DLC) are standard phone numbers, usually ten digits in length, that can send and receive voice calls and SMS messages. Long codes are easy and low-cost to set up, but have limits regarding send rate and volume.
- **Short codes** are five-to-six-digit phone numbers created for high-throughput, two-way SMS and MMS messages. Short codes transmit very quickly, but they cost thousands of dollars and take several weeks to get up and running.

Choosing long-code or short-code numbers will dictate the registration process. You must register with the carrier (AT&T, Verizon, T-Mobile, etc.) the use cases you anticipate using in your SMS program.

For instance, if you're registering a short code for both transactional and promotional use cases, you'll need a separate code for each category. You would also need multiple short codes if multiple brands within your company will be sending SMS.



Pro Tip: If you are registering for a short code and plan to use MMS, you must note that in your application.

Using a trusted mobile marketing partner can help you both navigate and expedite the registration process for long and short codes.

Here are the other main pros and cons and proposed use cases for each code:

Number type	Best for	Pros	Cons	Use Cases
Long Code	Brands new to SMS	Faster approval Low monthly cost Can be pooled	• Lower send rate • Daily send limit • Requires Trust Score to determine throughput (MPS)	Low-volume use, like abandoned cart messages and order shipping notifications
Short Code	Brands more mature with SMS	• High-volume • Unlimited daily SMS • Reduced filtering • Quick response time • Doesn't require a Trust Score	• Longer approval time • Higher cost • Some industries are hard to approve (insurance, cannabis, stocks)	High-urgency messages, like two-factor authentication, one-time passcodes, alerts, and promos

The Major Laws That Impact Mobile Marketing

Like any other digital marketing channel, SMS and mobile messaging apps have deliverability guidelines, but they are not federally regulated. The U.S., international countries, and carriers all have different laws and guidelines, which can lead to the tricky situation of following legal requirements but still being out of compliance.

This is why it pays to work with an expert mobile marketing partner in addition to your in-house legal counsel and/or data privacy team. Together, these resources can help ensure you're following the law and carriers' specific requirements.

That said, you should be aware of a few laws that impact mobile marketing both in the U.S. and internationally:

United States

- **Telephone Consumer Protection Act (TCPA):** Requires marketers to get explicit written consent from users before sending them recurring automated SMS communications.
- **Cellular Telecommunications Industry Association (CTIA):** Goes beyond TCPA by mandating that SMS program details are clearly stated and visible, have a call to action, and specify how to opt out.
- **The Americans With Disabilities Act for Accessible Design (ADA):** Requires brands to make accommodations for anyone who is impaired, including ensuring messages pass the POUR test: Perceivable, Operable, Understandable, Robust.
- **The CAN-SPAM Act:** Under the FCC, unwanted messages are prohibited, and clear disclosure is required if a message is an ad.

International

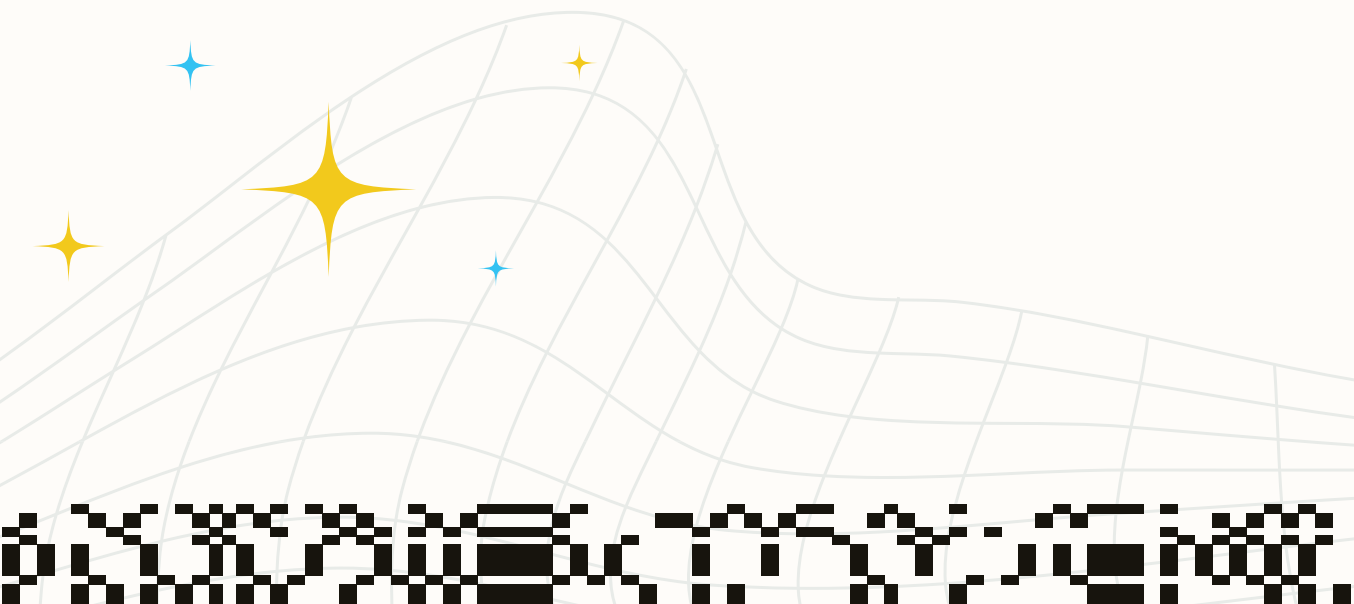
- **General Data Protection Regulation (GDPR):** Governs the processing of personal data within the European Union and European Economic Area, as well as the transfer of data outside of them.
- **Canada's Anti-Spam Legislation (CASL):** To send commercial electronic messages, including SMS and other mobile messaging, to Canadian recipients, consent must be obtained and identification information and unsubscribe mechanisms must be provided.
- **WhatsApp Business Messaging Policy:** Defines what is and isn't allowed when using WhatsApp Business Services, aiming to enable rich, conversational experiences while ensuring businesses comply with guidelines on creating a quality experience, protecting data, and adhering to legal requirements. Violations can lead to limitations or removal of access to these services.

The Core Components of Compliance

When taken in aggregate, these laws can be boiled down to four main compliance rules that you'll want to take into account regardless of carrier:

1. **Your subscriber must opt in to each marketing channel in writing.** In other words, opting in to one channel doesn't mean opting in to other channels. As mentioned previously, users can opt in via single or double verification.
2. **You must explain which types of messages subscribers receive from you,** with clear instructions on how they can opt out if they so wish.
3. **You must immediately respect opt-out requests.**
4. **You can't send SMS communications during "quiet hours"**—typically before 8 am and after 9 pm in the recipient's time zone. Rules differ by country and state, so work with your SMS partner to ensure compliance with local laws.

Compliance isn't just about avoiding a fine. It also ensures your messages actually get delivered by the carrier. Messages judged as spam could be blocked. Every mobile marketing program should be reviewed by your in-house legal counsel team to ensure compliance.





Bringing Mobile into Your Multichannel Strategy

SMS and WhatsApp are powerful channels, especially when they're integrated with email, push, social, and any other mediums where your audience engages. An orchestrated cross-channel marketing strategy will ensure your brand is capturing customer moments regardless of the device they are on or what stage of the journey they're in.

In the following pages, we'll dive into three core planning areas to consider when integrating SMS and WhatsApp into your cross-channel mix.

Cross-channel shoppers generate **30% higher lifetime value** than single-channel buyers.

1 Make the Customer Journey Mobile

To understand where SMS and WhatsApp can fit within a customer journey, think back to the four I's at the beginning of this guide. Your brand should ask itself if the channel could:

- **Save users time (immediate):** If you want a user to complete a survey or a product review, would they respond faster if you messaged them via text instead of email?
- **Fill communication gaps (informative):** Is there a sizable lifecycle gap in how you're nurturing your customers that WhatsApp could fill?
- **Drive revenue (intimate):** Could sending an abandoned cart message via SMS be the nudge that gets a user to complete a purchase?
- **Increase user engagement (individual):** Depending on user preferences, could WhatsApp be the best way to engage in a specific moment?

Mapping out these touchpoints can help you understand cross-channel intersections and where SMS and WhatsApp could integrate. Consider the specific triggers that could drive a more mobile customer journey, like the ones below:

- **Example 1:** Product back in stock → WhatsApp message with image + CTA
- **Example 2:** Cart abandonment → SMS reminder, then WhatsApp follow-up

2 Understand Each Channel's Function

SMS and WhatsApp are more time-sensitive channels, so it helps to understand the level of messaging's urgency to best strategize how to use it with other channels.

Lean into new events or promotions via SMS and WhatsApp, with supporting information to come from "longer-form" channels like email or social media.

Fabletics, an Iterable customer and the largest digitally native activewear brand in the world, discovered that even though SMS accounted for only 15% of its send volume, the channel generated 85% of all clicks. SMS was clearly the most preferred channel, with a click rate of 9.8% versus less than 1% for email.



Pro Tip: If your brand has an app, consider deep links to bring recipients from the SMS message directly to the relevant section or page of your app.

3 Test to Scale Smarter

Consumers now expect brands to send them timely communications tied to key moments. To do this, brands must approach marketing with a service mentality of "always-on" adaptive journeys. There are a multitude of ways that you can go about optimizing and testing your cross-channel strategy. Here are three possible methods:

1. **Test multi-channel messages to optimize and determine impact:** By testing and [optimizing messages by channel](#), your brand can use implicit signals to identify which channels customers are not responding to and then follow up with a similar message on one that receives more engagement.
2. **Capture user preferences and deliver messages accordingly using segmentation:** Once you're able to start capturing preferences, you can segment messages and information according to each user's preferred channel mix. For example, a user might prefer their newsletter communications sent via email but shipping confirmations via text.
3. **Ensure consistency of cross-channel messaging:** Your messages should be consistent across all touchpoints along the path to attribution. Retargeting via mobile is also a factor to test in reinforcing engagement with a non-mobile channel. For instance, you can use WhatsApp to summarize an information-heavy email.

Looking for more concrete examples on how to break through the single-channel barrier and start delivering personalized, real-time experiences? Download [The Marketer's Guide to Cross-Channel Success](#) for a deep dive into all the channels Iterable supports—and how leading brands are orchestrating them together.



Getting Started With Iterable

Mobile marketing channels like SMS and WhatsApp are essential to enabling real-time, personalized customer communications. But if you're just getting started, it doesn't make sense to do it alone.

ITERABLE AND SMS

Individualized text messaging with unmatched cross-channel capabilities

- Dynamic personalization
- Journey building
- Full MMS support
- Automatic link shortening
- Verified contact cards
- Phone verification
- Custom domain support
- SMS keyword reply
- Major number type support
- Native revenue tracking
- Smart billing & reporting
- Compliant opt-in & opt-out
- Quiet hours
- Built-in implementation support

ITERABLE AND WHATSAPP

Direct communication with global reach for personalized messages at massive scale

- Send rich content and media
- Native template creation & management
- Support multiple WhatsApp categories
- Quick reply conversations
- CTA buttons
- Read receipts
- Easy personalization
- Journey building
- WhatsApp API
- Events system webhooks
- Secure data sharing for WhatsApp events
- Compatibility with Copy Assist for easy content creation
- Built-in guidance





AI-Powered Mobile Orchestration

In addition to our team of engagement experts who can set you up for success, Iterable is rolling out Nova in fall 2025. Nova is the AI-powered assistant you need to orchestrate cross-channel customer journeys like never before.

ITERABLE NOVA

- Iterable's new AI agent
- Custom-trained LLM
- Designed to power moments-based marketing
- Prescriptive recommendations
- Conversational advisor
- Goal-based outcomes
- One single, intelligent flow
- Live experiments
- Predictive insights and models
- Dynamic optimization
- Built-in visualization
- Real-time monitoring
- High-performing customer experiences with precision

Purpose-built for savvy marketers, Iterable Nova is the next evolution to power real-time, moments-based customer experiences across all channels. If you're ready to turn your goals into growth, and insights into impact, request a demo of Iterable today.

Request Demo: [iterable.com/form/demo/request-demo](https://www.iterable.com/form/demo/request-demo)

About Iterable

Iterable is the AI-powered communication platform that organizations trust to build deeper customer relationships through personalized, real-time engagement. With Iterable, leading brands like Priceline, Fabletics, Blockchain, and GitLab deliver seamless cross-channel experiences by turning data into action and continuously optimizing for maximum impact. Because the future of marketing isn't about sending more campaigns—it's about creating moments that matter. Learn more at www.iterable.com.





Glossary of Terms for SMS, WhatsApp, and Mobile Messaging

SMS

- **10DLC:** Ten-digit long code phone numbers (also referred to as long codes).
- **Delivery rate:** A metric determined by the total number of messages delivered divided by the messages intended.
- **MMS:** Multimedia Messaging Service allows longer text messages than SMS, as well as a wider variety of rich media, including images, audio, and video.
- **MPS:** Message segments per second is how throughput is counted when sending SMS messages.
- **One-Time Password (OTP):** A unique, temporary code sent to verify a user's identity during actions like login, sign-up, or payment confirmation.
- **Short codes:** These are five or six-digit numbers created for enterprise, two-way SMS and MMS messages.
- **SMS:** Short Message Service is a text messaging service that enables users to send and receive text messages of up to 160 characters.
- **Throughput:** This term is used to describe how fast and how many messages can be sent from a single telephone number, measured by message segments per second (MPS).
- **Trust Score:** When a business registers for a 10DLC registration, they receive a Trust Score based on specific criteria related to the company that carriers then use to calculate messaging throughput.
- **Two-Factor Authentication (2FA):** A security layer requiring two steps to verify identity (e.g., password + OTP).
- **Verification:** The process of enabling higher throughput on toll-free phone numbers by providing information pertaining to the content sender.

WhatsApp

- **Blue Checkmark:** Indicates a verified WhatsApp Official Business Account. Builds trust and confirms that the account belongs to an authentic, vetted business.
- **Business Solution Provider (BSP):** An authorized partner that connects your brand to the WhatsApp Business Platform. Iterable integrates natively—no third-party connector or BSP required—unlike many platforms.
- **Quality Rating:** WhatsApp assigns a reputation score to your phone number based on user feedback and message quality. Poor experiences—like spammy messages—can lower your score and trigger rate limits.
- **Read Receipts:** Indicators showing if and when a message has been read. On WhatsApp, two gray checkmarks mean “delivered,” and two blue checkmarks mean “read.”

- **Rich Media:** Any non-text content sent through WhatsApp, including images, videos, GIFs, PDFs, and voice notes. Enables more dynamic, engaging, and branded conversations compared to traditional SMS.
- **Session:** A 24-hour window that starts when a user initiates a chat. During this time, businesses can send any messages without needing WhatsApp-approved templates.
- **WhatsApp:** Launched in 2009 and acquired by Meta in 2014, WhatsApp is the world's most popular messaging app with three billion monthly active users.

Mobile

- **Conversational Messaging:** A real-time, two-way interaction model that focuses on dynamic, user-led conversations rather than one-directional campaigns.
- **Daily limits:** Daily limits are the number of messages you are allowed to send each day per registered phone number.
- **Opt-In:** A user's explicit permission to receive messages from your brand. For WhatsApp, opt-in must happen before you message them—even if they're a current customer.
- **Push Notification:** A short message sent to a user's mobile device via an app—not SMS or WhatsApp, but often part of mobile orchestration.

