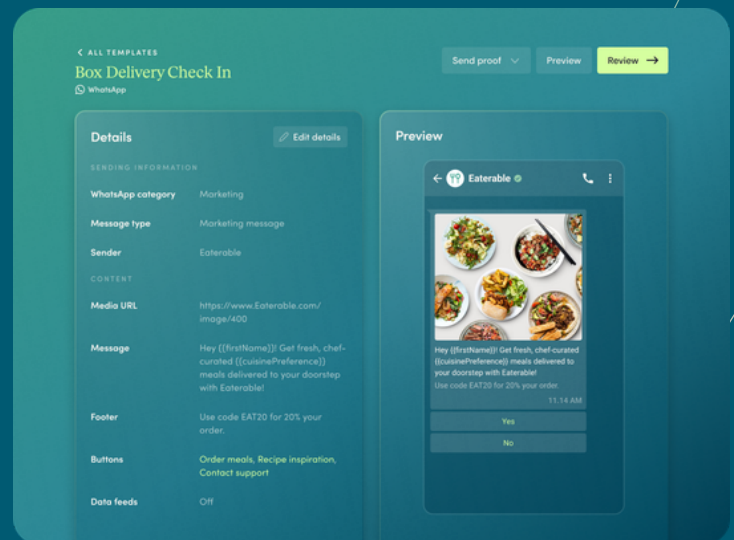




WhatsApp

Reach more global customers while keeping every interaction connected

Meet customers where they already are on WhatsApp without creating another disconnected channel. Bring WhatsApp into your existing cross-channel journeys and keep customer context connected across every interaction.



Turn global reach into connected experiences

Expand global reach

Reach customers across 180+ countries on a secure channel they trust and use daily—and drive two-way engagement with Quick Replies, CTAs, rich text, and media.

Carry context across every channel

Maintain one customer profile so every interaction reflects what came before and helps shape what comes next, no matter the channel.

Add WhatsApp without adding another workflow

Bring WhatsApp into existing cross-channel journeys, so you can manage it alongside other channels without creating another silo.

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Bringing WhatsApp natively into our cross-channel strategy has delivered immediate impact for ATG Entertainment. We achieved full project ROI on our very first campaign, consistently seeing 90–95% open rates and conversion rates two to three times higher than email. Having an interactive, rich-media channel directly within Iterable allows us to bypass overcrowded inboxes and drive real-time customer action.

Marcel Hornberger, Head of E-Commerce & CRM
ATG Entertainment Germany

