



## Supercharge your **WhatsApp Marketing** Journey with Anantya.ai



## Why Choose **WhatsApp** for Marketing?

Marketing on WhatsApp helps 3x your sales, skyrocket revenue & increases your brand's visibility

**50 million**

businesses are using WhatsApp for commercial purposes

By leveraging **WhatsApp's 2.4 Billion** active user base and viral potential, businesses can enhance their **online presence**, generate **qualified leads**, and **establish valuable customer connections**.

**80%**

of marketers leverage marketing automation to improve lead generation and conversions

WhatsApp has a **98%** Message Open Rate & **45-80%** Click-through Rates making it the best platform to reach customers where they already are!

**84%**

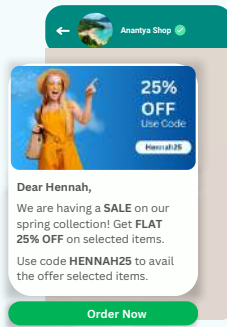
of consumers worldwide would browse or buy products in messaging conversations

**175 million**

million people send messages to a business account on WhatsApp every day

# Anantya.ai: Your Complete WhatsApp Marketing Platform

Everything you need to notify, chat & engage your users All in one place



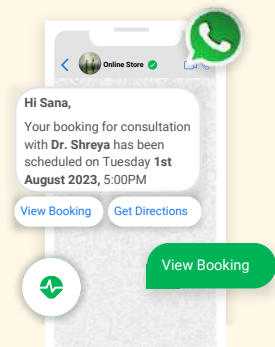
## ➤ Broadcast Promotional Offers to Unlimited Users in One Go

Our platform allows you to easily send unlimited WhatsApp marketing messages to users who have opted in. Share exciting offers, festival promotions, and more to engage with your audience and boost sales.

## ➤ Automate your Notifications & Reminders on WhatsApp

You can set up automated notifications on WhatsApp for multiple events like order, shipping, delivery, abandoned carts & more to users via integration.

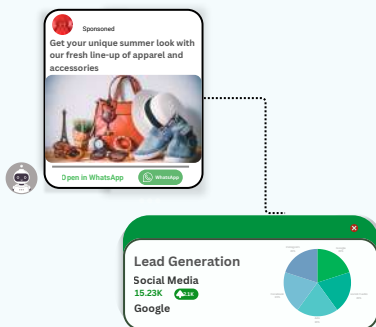
Get 5x more open rates & responses when you automate notifications to users on WhatsApp.



## ➤ Run Direct to WhatsApp Ads

Use Direct to WhatsApp Ads on Instagram & Facebook for instant lead generation and lower lead costs. With these ads, users go straight to WhatsApp for a live 1:1 chat.

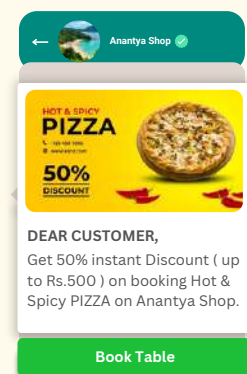
By using **Anantya.ai**, you can run **Click-to-WhatsApp Ads** on Instagram and Facebook and reduce your ad spending by up to 60%.



## ➤ Send WhatsApp Retargeting Campaigns

Segregate Audiences Smartly on basis of Read, Delivered, and Replied behaviours and retarget messages accordingly

Retarget users who are 3x more likely to convert into customers with Anantya.ai's WhatsApp Retargeting Campaigns.



# Anantya.ai WhatsApp Marketing & Automation Platform

One Platform you need to drive Marketing conversations on WhatsApp



## #1 Choice of Startups and Brands



## Get In Touch With Us!

We'd love to know your Whatsapp Use-Case and help your Business Grow using Whatsapp!



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