



Reach customers in the moments that matter.

Extend your customer engagement strategy with real-time, mobile-first messaging from Adobe Journey Optimizer and WhatsApp.



New Message

Hey Sonia! Here's a little something special for you. Use code WHYNOT to get 30% off your purchase today only.

Meeting customers where they are— and when it matters most

You're already investing in personalization, segmentation, and journey orchestration.

Even with with a strong strategy, results can fall short.

Not because the message is wrong, but because it doesn't arrive where or when it's needed most.

Today's customers want timely, relevant experiences that feel connected to their behavior — especially on mobile. They expect you to understand what matters to them: what they've already done, what they're interested in, and what they might need next. When that context is missing, attention drops, and trust starts to fade.

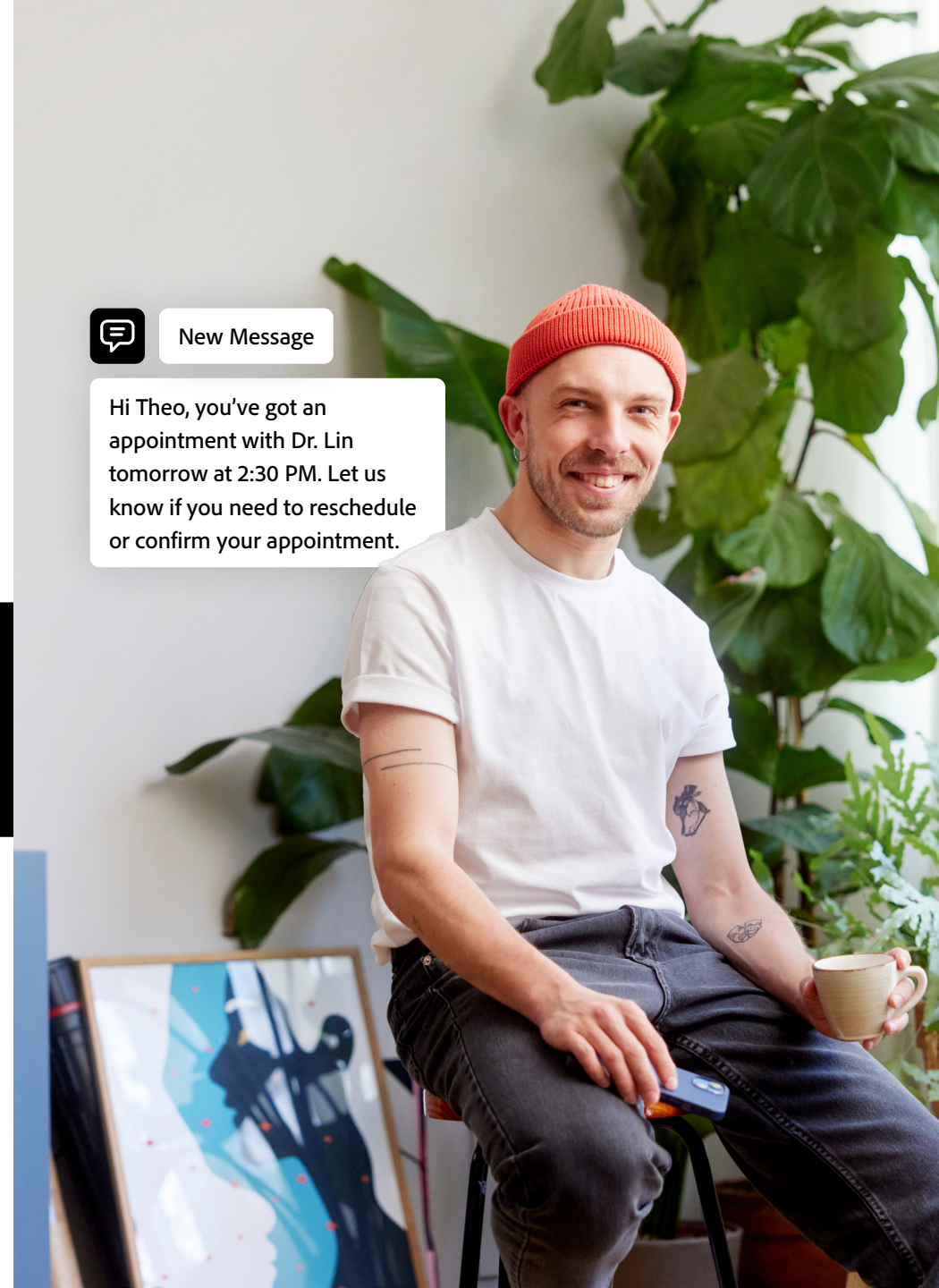
But meeting those expectations isn't always straightforward. Channel performance varies widely. In some markets, customers are inundated with SMS messages or overwhelmed by email. In others, those same channels may be infrequently used or less trusted. What works in one region may barely register in another.

Orchestrating great journeys today requires more than just strong content or smart segmentation. It requires the flexibility to reach customers in the right moment, on the channel that feels most natural and relevant to them.



New Message

Hi Theo, you've got an appointment with Dr. Lin tomorrow at 2:30 PM. Let us know if you need to reschedule or confirm your appointment.



Close the loop with messaging that customers trust.

Your customers don't want reminders that interrupt them. They want messages that help them take action, right when it matters most.

That's where WhatsApp stands apart.

With more than two billion users across 180+ countries, WhatsApp is where people manage their everyday lives: coordinating with friends, confirming appointments, sharing updates, and following through on tasks. It's where conversations happen, plans get made, and decisions are finalized.

That everyday utility makes WhatsApp a uniquely powerful place for businesses to connect. When a message shows up in a space the customer already uses and trusts, it's more likely to be seen, understood, and acted on.

Brands can use WhatsApp to deliver relevant, personalized messages in real time—from post-purchase check-ins and appointment reminders to loyalty nudges and tailored promotions. Customers are already interacting with services they rely on inside the app, which lowers friction and builds familiarity.

WhatsApp also helps build confidence through official business accounts, which support authenticated messaging and help reduce the risk of spam or delivery issues. For customers, that means knowing the message is coming from a brand they recognize. For marketers, it means higher visibility, stronger engagement, and more flexibility in how, when, and where the message is delivered.

With WhatsApp available natively in Journey Optimizer, marketers can use it just like any other channel in their journeys and campaigns, adding immediacy, mobile reach, and message relevance without increasing complexity.



72%

of online adults say messaging feels more personal than other brand communication.¹

According to Forrester Consulting, businesses using WhatsApp have seen **higher click-through rates, more conversions, and increases in average order value (AOV).**²

Bring WhatsApp into your journeys, seamlessly.

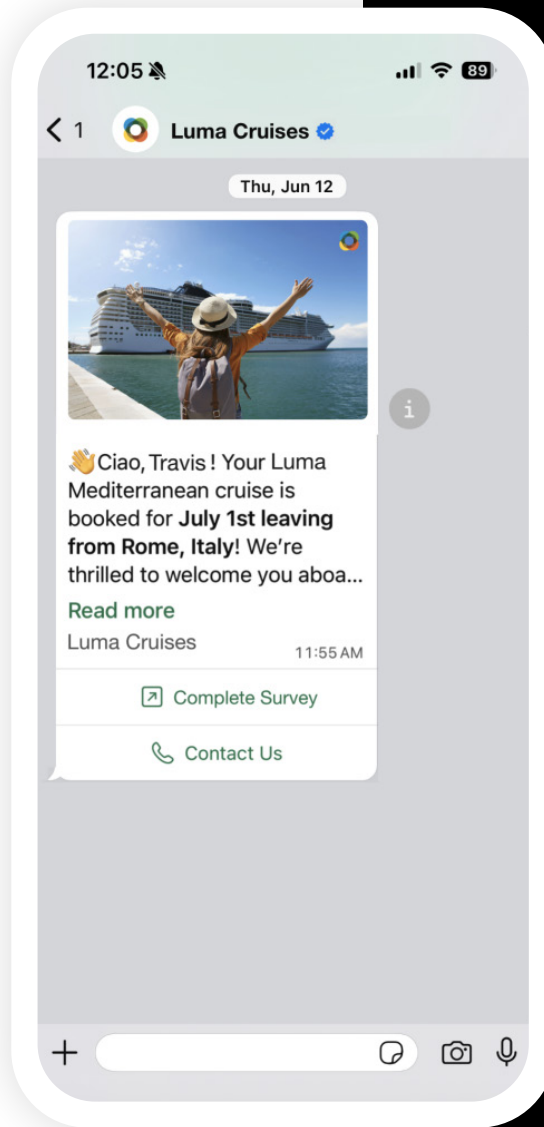
Adding a new channel to your customer engagement strategy shouldn't mean starting over.

With Journey Optimizer, WhatsApp becomes a native part of the journeys you're already building.

Whether you're building a welcome flow, a re-engagement series, or a post-purchase follow-up, WhatsApp fits naturally into your strategy. You can trigger messages based on real-time actions, personalize content using customer profiles, and maintain consistency across touchpoints, without adding operational complexity.

And because WhatsApp is available directly within Journey Optimizer's journey canvas, your team doesn't need to learn new tools or manage disconnected workflows.

You can design, test, optimize, and scale across channels—all from a single platform.

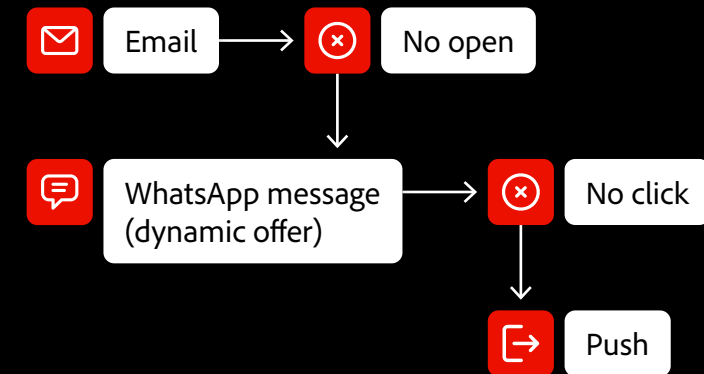


A new touchpoint that fits right in.

Journey Optimizer was built for channel flexibility. WhatsApp is the latest way to meet customers where they are, extending your ability to deliver timely, personalized experiences in the channels they use most.

You can continue using the mix of email, push, SMS, and in-app messages that works for your brand. WhatsApp adds value where it matters most: helping you reach mobile-first customers with immediacy, trust, and global scale.

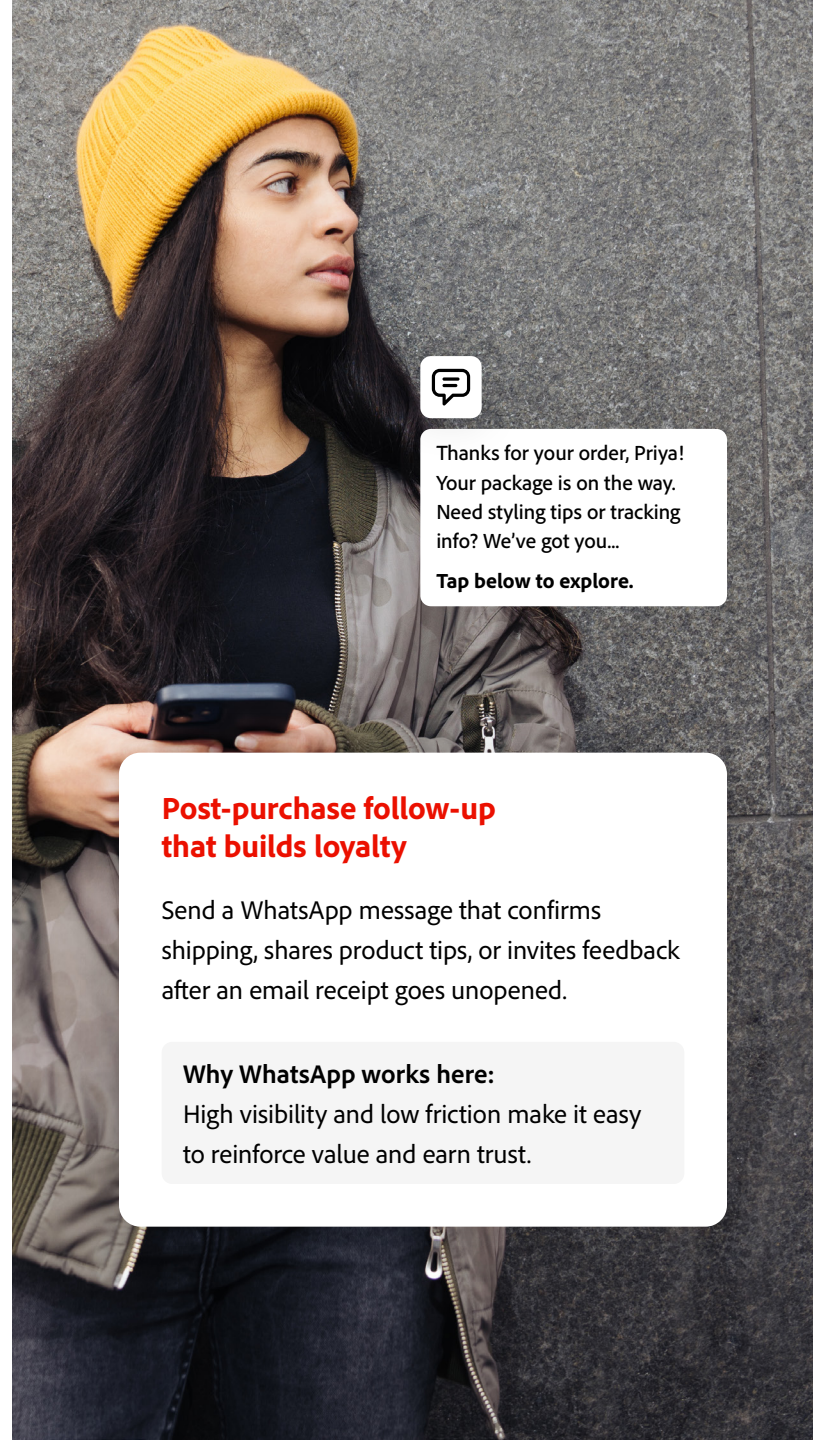
Omnichannel customers shop 1.7 times more than shoppers who use a single channel.³



Make every message feel timely and personal.

Once WhatsApp is part of your omnichannel engagement strategy, you can use it to improve key moments across the customer lifecycle. Wherever your customer is in their journey, the goal is the same: make every message feel more relevant, more visible, and easier to act on.

Here are a few examples where WhatsApp can enhance engagement, especially when layered with channels like email, push, or in-app.



Thanks for your order, Priya! Your package is on the way. Need styling tips or tracking info? We've got you...

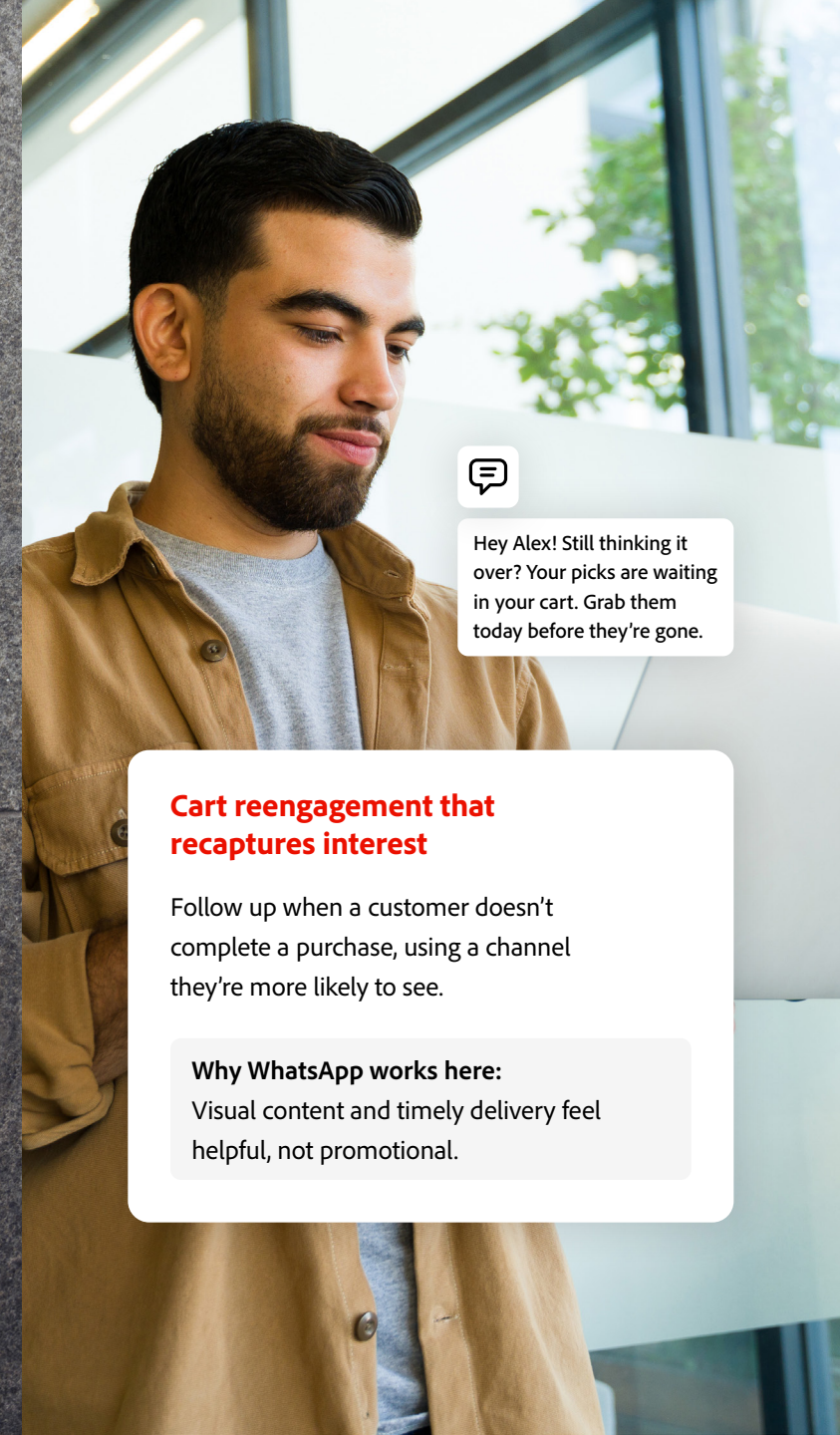
Tap below to explore.

Post-purchase follow-up that builds loyalty

Send a WhatsApp message that confirms shipping, shares product tips, or invites feedback after an email receipt goes unopened.

Why WhatsApp works here:

High visibility and low friction make it easy to reinforce value and earn trust.



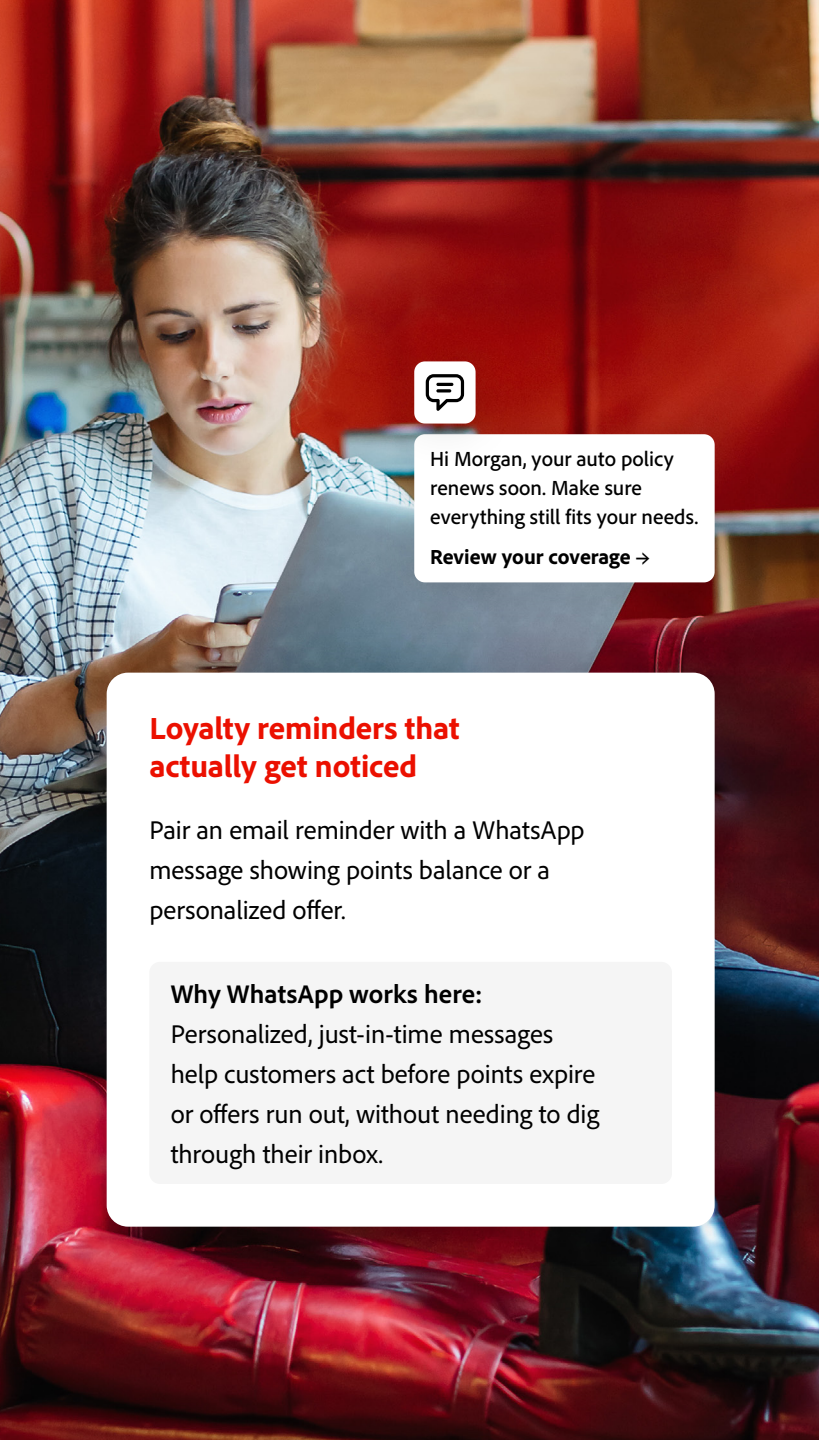
Hey Alex! Still thinking it over? Your picks are waiting in your cart. Grab them today before they're gone.

Cart reengagement that recaptures interest

Follow up when a customer doesn't complete a purchase, using a channel they're more likely to see.

Why WhatsApp works here:

Visual content and timely delivery feel helpful, not promotional.



Hi Morgan, your auto policy renews soon. Make sure everything still fits your needs.

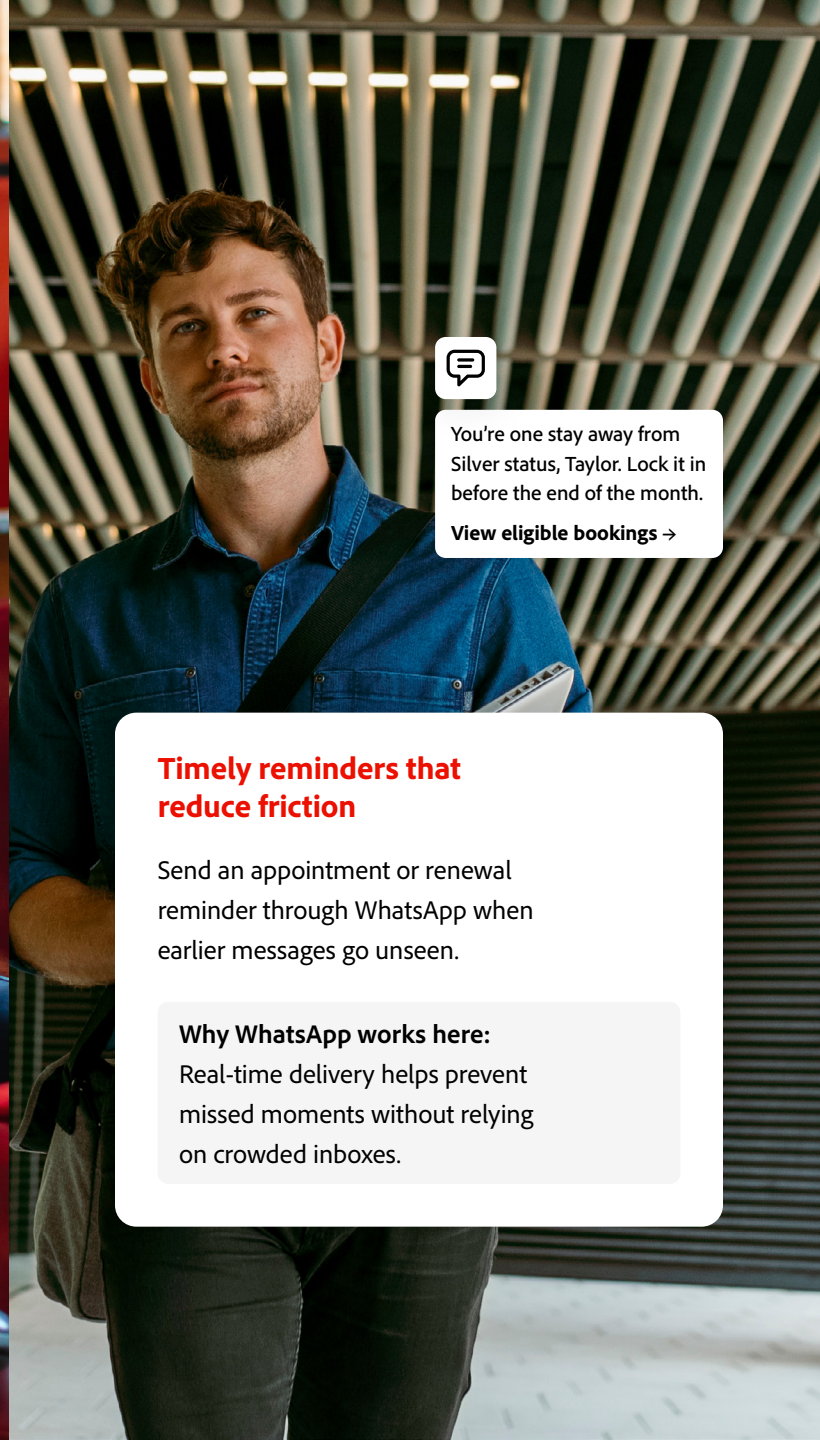
[Review your coverage →](#)

Loyalty reminders that actually get noticed

Pair an email reminder with a WhatsApp message showing points balance or a personalized offer.

Why WhatsApp works here:

Personalized, just-in-time messages help customers act before points expire or offers run out, without needing to dig through their inbox.



You're one stay away from Silver status, Taylor. Lock it in before the end of the month.

[View eligible bookings →](#)

Timely reminders that reduce friction

Send an appointment or renewal reminder through WhatsApp when earlier messages go unseen.

Why WhatsApp works here:

Real-time delivery helps prevent missed moments without relying on crowded inboxes.



What would it look like in your next campaign?

These are just a few of the many ways brands are already using WhatsApp to connect with their customers. From early engagement to long-term retention, the possibilities are wide open.

What's your next messaging opportunity?

Adding WhatsApp doesn't require starting over. In fact, it's often most effective when used to improve a specific step in the journey: something timely, helpful, and easy to act on. **Here are a few questions to help you and your team think through where WhatsApp might fit best and how to evolve your strategy without increasing complexity.**

1

Where in our journey do we see drop-off, delay, or disengagement?

These might be key inflection points for more immediate, high-visibility messaging.

2

How do we respond when a customer takes action (or doesn't)?

These might be key inflection points for more immediate, high-visibility messaging.

3

Do our current channels reach the customers we care about most?

Especially in mobile-first or global markets, preferences may be shifting.

4

Are we building meaningful experiences, or just sending messages?

Reflect on whether your communications feel connected, timely, and helpful, or if they risk feeling fragmented.

5

Are our teams aligned around the full journey, not just touchpoints?

Adding a new channel should simplify orchestration, not fragment it.

If these questions are already sparking ideas, you're not alone. On the next page, we'll look at how brands are evolving their messaging strategies one step at a time, and what it takes to make progress without adding complexity.



Strategic consideration: Think globally, message wisely.

Omnichannel doesn't mean "every channel for everyone." It means the right message in the right moment in the channel that works best for that customer.

In markets like LATAM, India, and Southeast Asia, WhatsApp is often the go-to channel for both customers and brands. In regions like the U.S. or Canada, it may work best as a high-trust channel for transactional updates, not marketing outreach.

Tip: Use journey data and regional insight to adapt your strategy and protect the value of the channel by avoiding overuse or spammy patterns.

A flexible path, built around your customers.

No two brands use messaging in exactly the same way — and that's the point. Whether you're just exploring new channels or looking to add WhatsApp to a complex, multi-stage journey, the key is to start where the impact will be felt.

Below are a few ways teams are integrating WhatsApp into Journey Optimizer, from simple enhancements to full orchestration. Use them as inspiration, not a roadmap.

1. Approach

Start simple

Expand thoughtfully

Orchestrate fully

2. What it looks like

Timely, one-way messaging that informs or confirms

Behavior-based personalization that adapts to customer actions

Coordinated, data-driven messaging across the customer journey

3. Example

Loyalty reminder, appointment confirmation

Post-purchase check in, abandoned cart follow-up

Cross-sell campaigns, real-time orchestration journeys

However you start, the goal is the same: reach customers with the right message, in the right moment, through a channel they're ready to act on. With Journey Optimizer and WhatsApp, you have the flexibility to design journeys that feel personal, responsive, and well-timed at every stage of the journey.



Real results. From the channel and the platform.

As you layer real-time messaging channels like WhatsApp into your strategy, the impact becomes clear: better engagement, faster responses, and smarter journeys that scale. These results speak for themselves — and they're just the beginning.

WhatsApp drives engagement

WhatsApp messages are typically opened and acted on faster than email or SMS — especially in mobile-first regions. Richer content formats also help increase clicks and reduce drop-off.

Up to **98%** open rates⁴

60% loyalty lift from WhatsApp marketing²

Adobe powers efficient orchestration

Unified profiles, intelligent decisioning, and native channel coordination make Journey Optimizer a powerful platform for orchestrating smarter, faster journeys.

431% return on investment⁵

8,320 hours saved by marketers using Adobe-native tools⁵



The potential is clear.
The next step is yours.



Let's explore what's possible.

You've already invested in building smarter, more connected customer journeys. Now you can extend that strategy with WhatsApp: a high-trust, mobile-first channel, now available natively in Journey Optimizer.

Whether you're ready to test a single use case or expand messaging across multiple stages, we're here to help you get started.

Ready to get started?

Reach out to your Adobe representative to request a demo and learn how to enable the WhatsApp channel.

1. Business Messaging Usage Research by Kantar. (Meta commissioned online study of 6,513 online adults in BR, MX, ID, TH, VN, UK, DE, ES, FR, IN, US, PH, MY), March 2024.
2. The Total Economic Impact™ of WhatsApp Business Platform for Marketing and Sales, a commissioned study conducted by Forrester Consulting, February 2023.
3. McKinsey, "What is omnichannel marketing," August 2022.
4. [Getting Value from WhatsApp Messaging: Marketing Edition](#)
5. The Total Economic Impact™ of Adobe Real-Time Customer Data Platform, Journey Optimizer, and Customer Journey Analytics, a commissioned study conducted by Forrester Consulting, November 2023.

