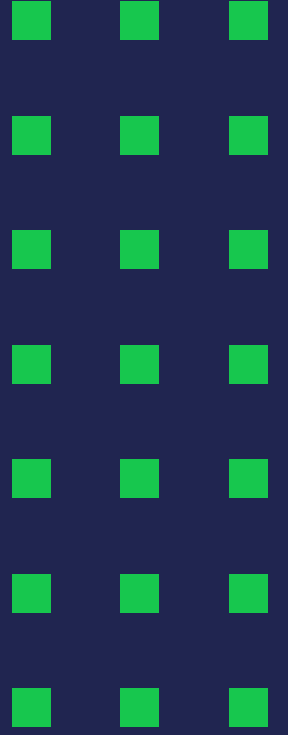




Messaging Me



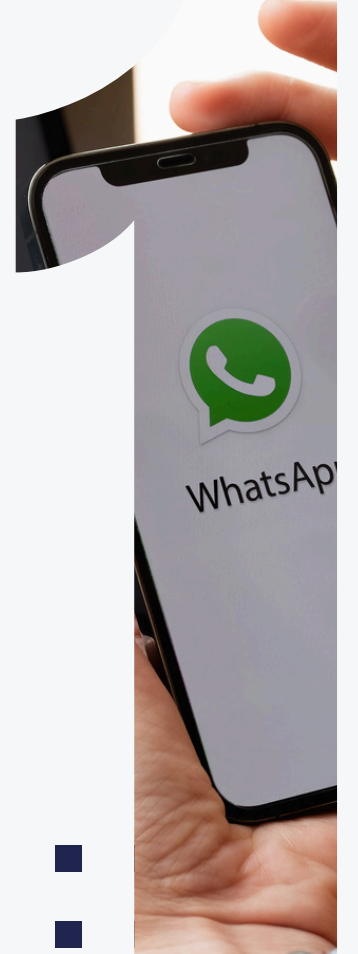
WHATSAPP BUSINESS

VS

WHATSAPP CHANNELS

**WHICH PLATFORM TO
BOOST YOUR
COMMUNICATION?**





ENHANCED COMMUNICATION



WhatsApp Business



WhatsApp Channels



USAGE

Direct communication
company-customer

USAGE

Content distribution
wide audience

TYPE

Two-way
messaging-centric

TYPE

One-way
channel subscribers

AUDIENCE

Companies
(customer service, marketing)

AUDIENCE

Brands
creative organizations

KEYS

Automated answers,
catalogs, statistics

KEYS

Text, images, videos
surveys, links

FORMATS

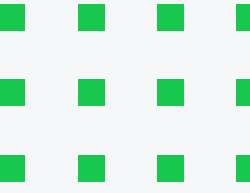
Text, images, videos
surveys, files carousels,
buttons

FORMATS

Text, images, videos
surveys, links



Messaging Me



WhatsApp Business



WhatsApp Channels



SECURITY

end-to-end encryption



SECURITY

no encryption

AUTOMATION

Bots
AI
CRM integration



AUTOMATION

manual posting

INTEGRATIONS

CRM
payments
(Brazil, India)



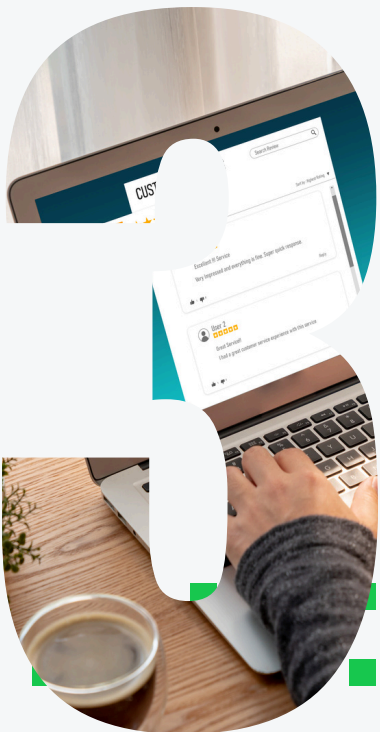
INTEGRATIONS

No API
manual management
via device



TECHNOLOGY AND SAFETY





SEAMLESS USER EXPERIENCE



WhatsApp Business

CONTACTS

Restricted to customer initiated conversations

INTERFACE

Similar to WhatsApp with business options

STATISTICS

Messages reading interactions refer to human

SUPPORT

Support Meta-certified



WhatsApp Channels

CONTACTS

Subscribers receive updates

INTERFACE

Channel management and content

STATISTICS

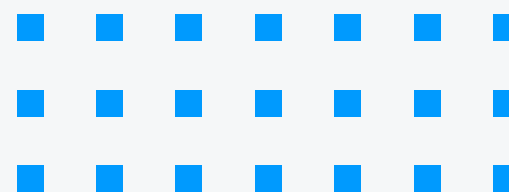
Subscribers views emoji per post

SUPPORT

Limited support to major brands



Messaging Me





Messaging Me



WhatsApp Business

PRICING

Costs for messages sent

MONETIZATION

no through the app

ACQUISITION

Paid media on Meta Platforms

DEPLOYMENT

Via App



WhatsApp Channels

PRICING

Free possible costs for creators

MONETIZATION

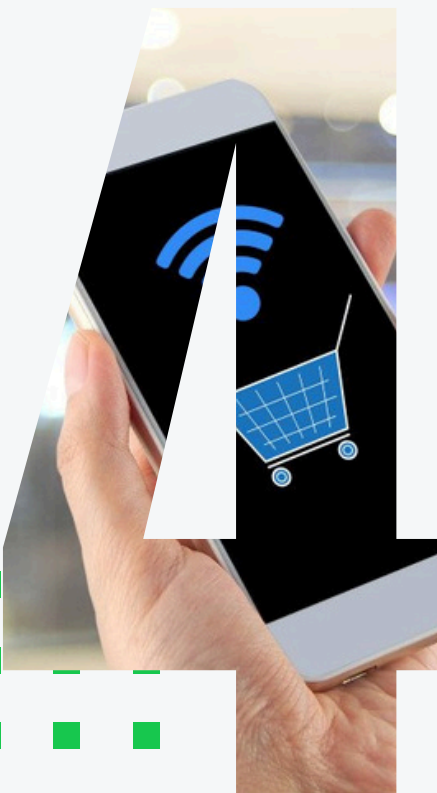
Partnerships advertising

ACQUISITION

Paid media on Meta Platforms

DEPLOYMENT

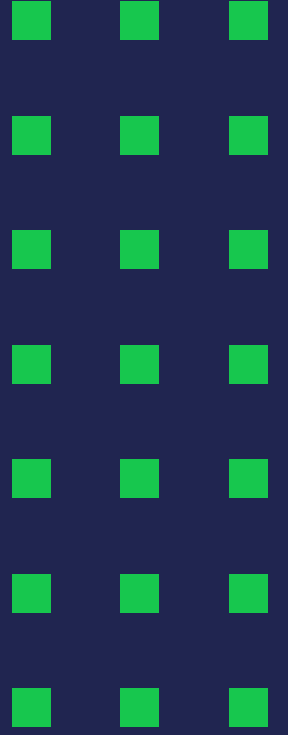
via App but more complicated journey



ECCONOMIC MODEL



Messaging Me



www.messagingme.fr

