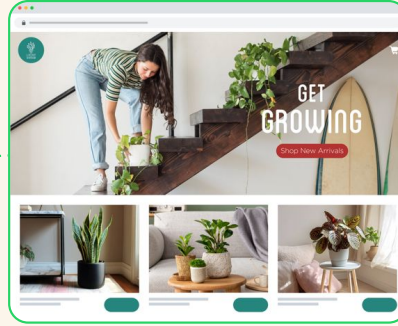


The biggest
growth opportunity
for brands starts in a
conversation. 

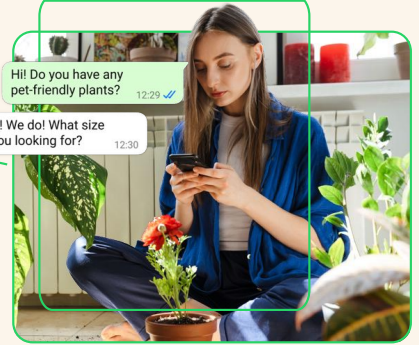
Welcome to the era of AI powered Conversations



Storefront



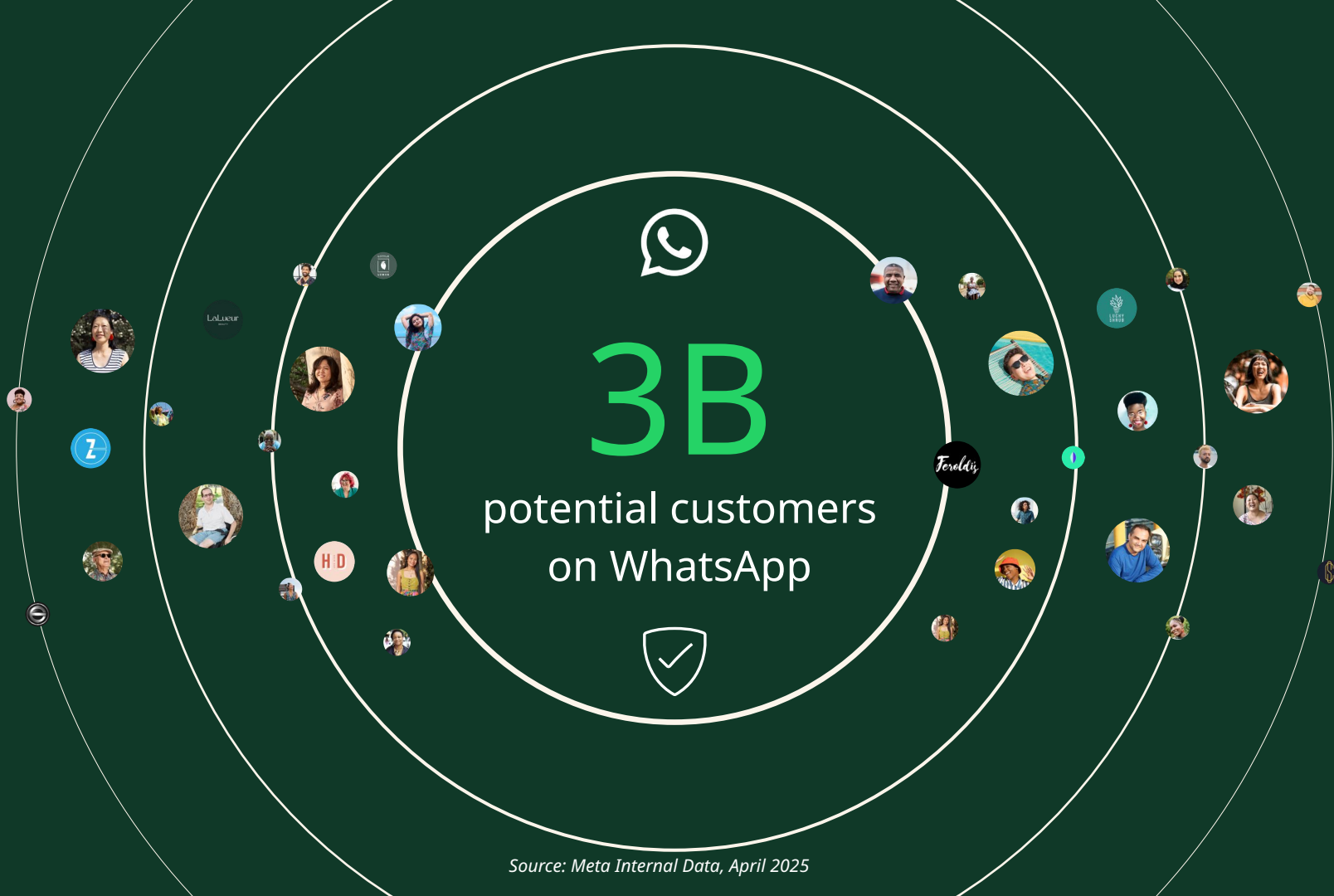
Website



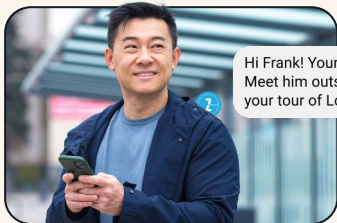
Messaging



Hi Quinn, your order 1032 has shipped!



Source: Meta Internal Data, April 2025



Hi Frank! Your guide is on the way.
Meet him outside at the kerb. Enjoy
your tour of London!

1B



Send message



conversations happen between people and
businesses every day across our messaging services

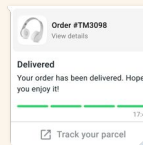
Source: Meta Internal Data, **May 2025**

I want to switch up my monthly
coffee order. What would you
recommend?

11:50 ✓

Happy to help! Do you prefer light
or dark roast?

11:53



"Agentic" is a word we'll hear more often



Every business will have an agent.

\$3-\$5T

agentic commerce by 2030*.



Every consumer will too.

Not an upgrade. A market redesign.



Conversational Commerce: A Generational Shift, Already Underway

NIQ Insight Summit 2026



Harmjan Oldenbeuving

Global Client Partner

harmjan@meta.com



01



The state of business messaging globally



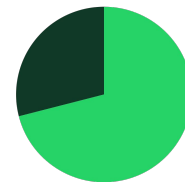


Messaging has moved beyond an alternative channel

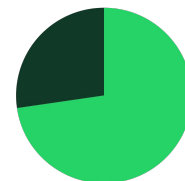


8 in 10

global consumers **message**
with a business at least **once**
a week



71% prefer to message
with a business rather
than calling a business



72.7% prefer to
message with a
business rather than
sending an email



Messaging replaces higher-friction channels



64% of global consumers would prefer to make a purchase via messaging than going to a store



7 in 10 find it easier to message a business than deal with a website



68.6% prefer to message with a business rather than visiting in person

0

20

40

60

80



Trust becomes a differentiator



3 in 4 global consumers trust a business more when they can exchange messages with the business



79.3% of global consumers agree they are more likely to message a business if they have confidence that it is legitimate



Consumers signal AI-readiness, provided it solves problems



42.9% of global consumers agree that quicker responses 24/7 from an AI chatbot would significantly improve their experience



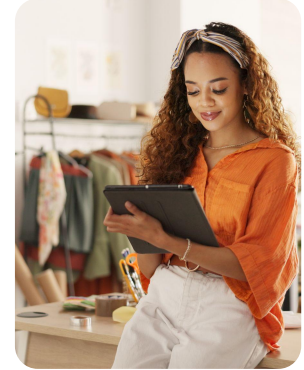
45.5% of global consumers rank 'Fast Response' as the most valuable attribute when messaging a business. *It is the top global value.*



Consumers appreciated personalised messages / a majority receives too many



3 in 4 global consumers like it when they receive a personalised message about products, service, discount coupons and sales opportunities from a business



62.3%

of global consumers feel they receive too many messages

02



Europe vs. The World

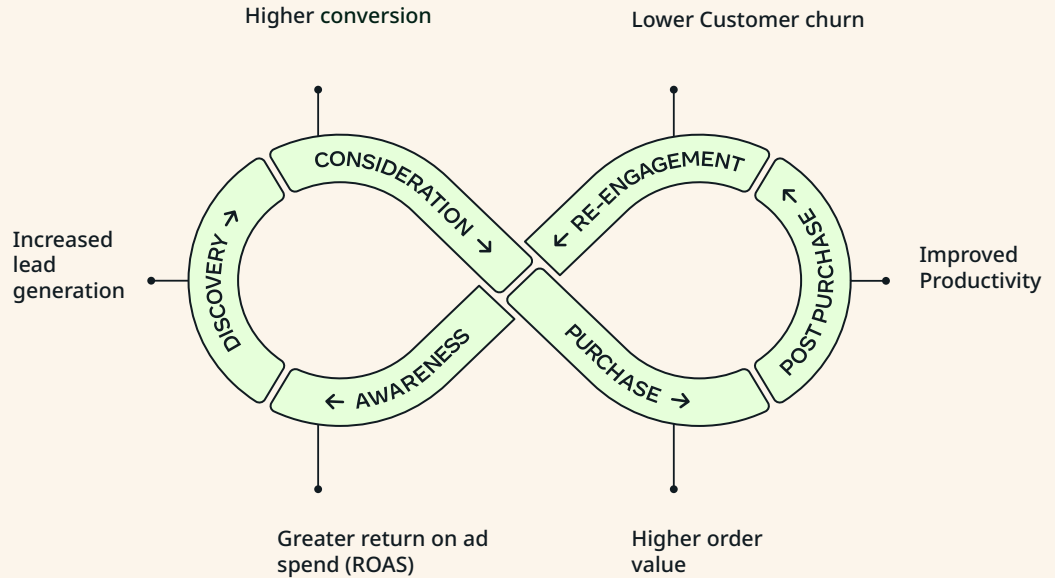
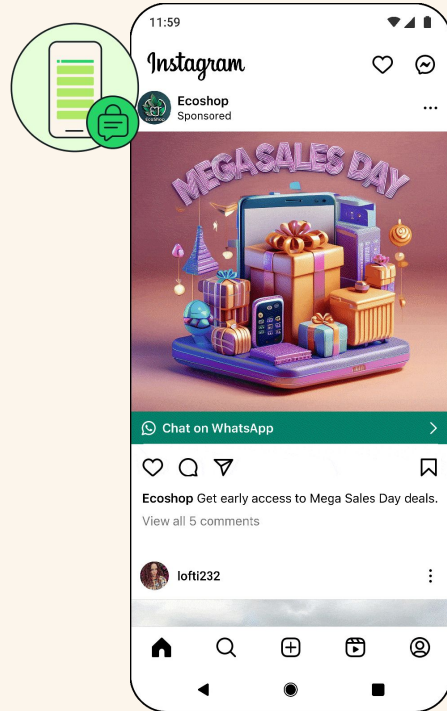


03



Product & Next steps

Business Messaging converts conversations into growth at every stage of the customer lifecycle



... through a single, **persistent thread**

Businesses are moving
to messaging because it
drives Business Growth



Customer
Enablement

Empower customers with timely, helpful information

Customer
Activation (marketing)

Inspire action with personalized offers

Businesses are moving
to messaging because it
drives Business Growth

Customer
Enablement

Empower customer with timely, helpful information

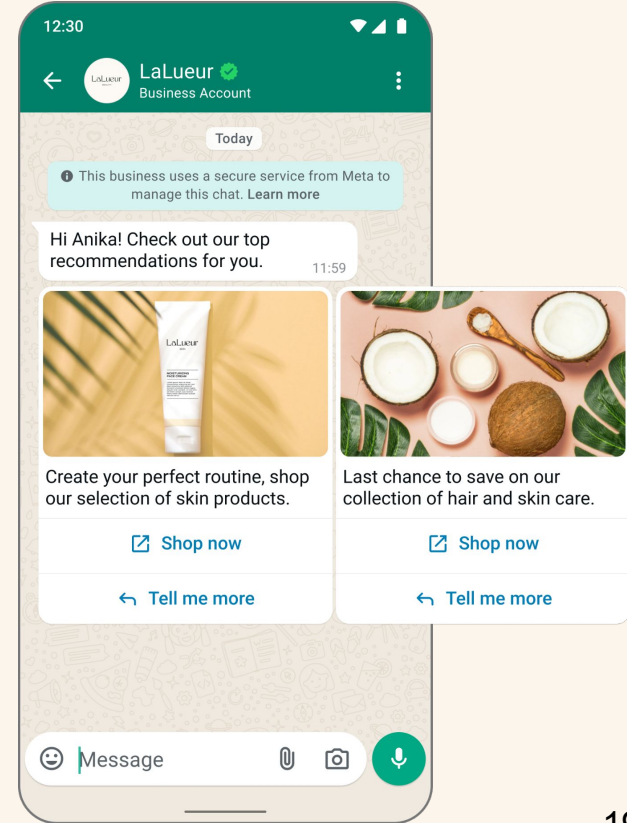
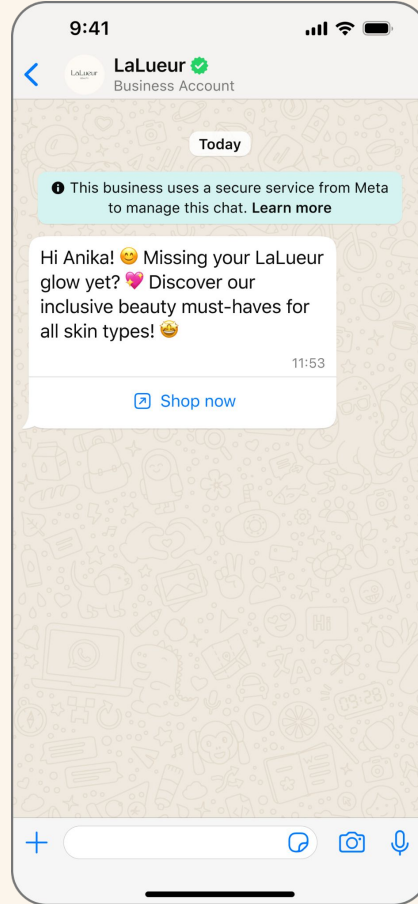
Customer
Activation

Inspire action with personalized offers

Marketing Messaging: send messages to increase sales

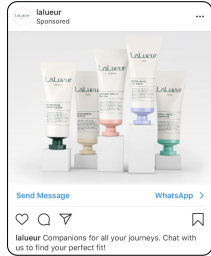
Marketing messages allow businesses to send **re-engagement messages** at scale to **increase sales, loyalty** and **engagement**.

It allows businesses to engage their subscribers who have given consent to receive messages from the business.



Click to WhatsApp Ads: provide a compelling entry point into your messaging journeys

PAID ENTRY POINTS



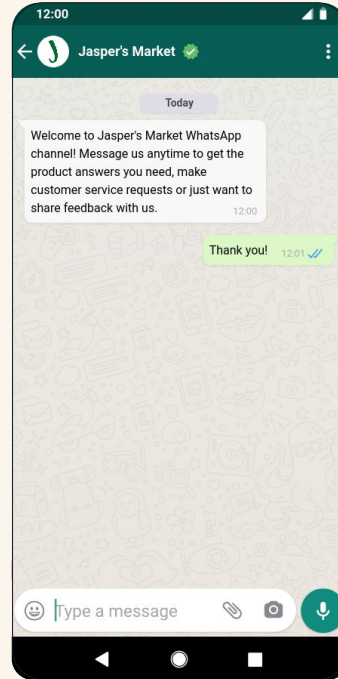
Ads that click to WhatsApp

Reach your audience (new or existing customers) on Facebook or Instagram, leveraging Meta ads tools

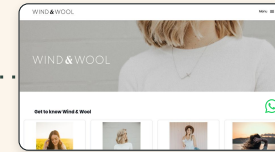


Marketing Messages

Re-engage your existing customers with timely and valuable messages on WhatsApp



ORGANIC ENTRY POINTS



Official icon in the webpage



Website plugin

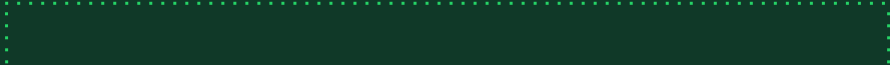


Link to chat



QR code on the product packaging

Businesses are moving
to messaging because it
drives Business Growth



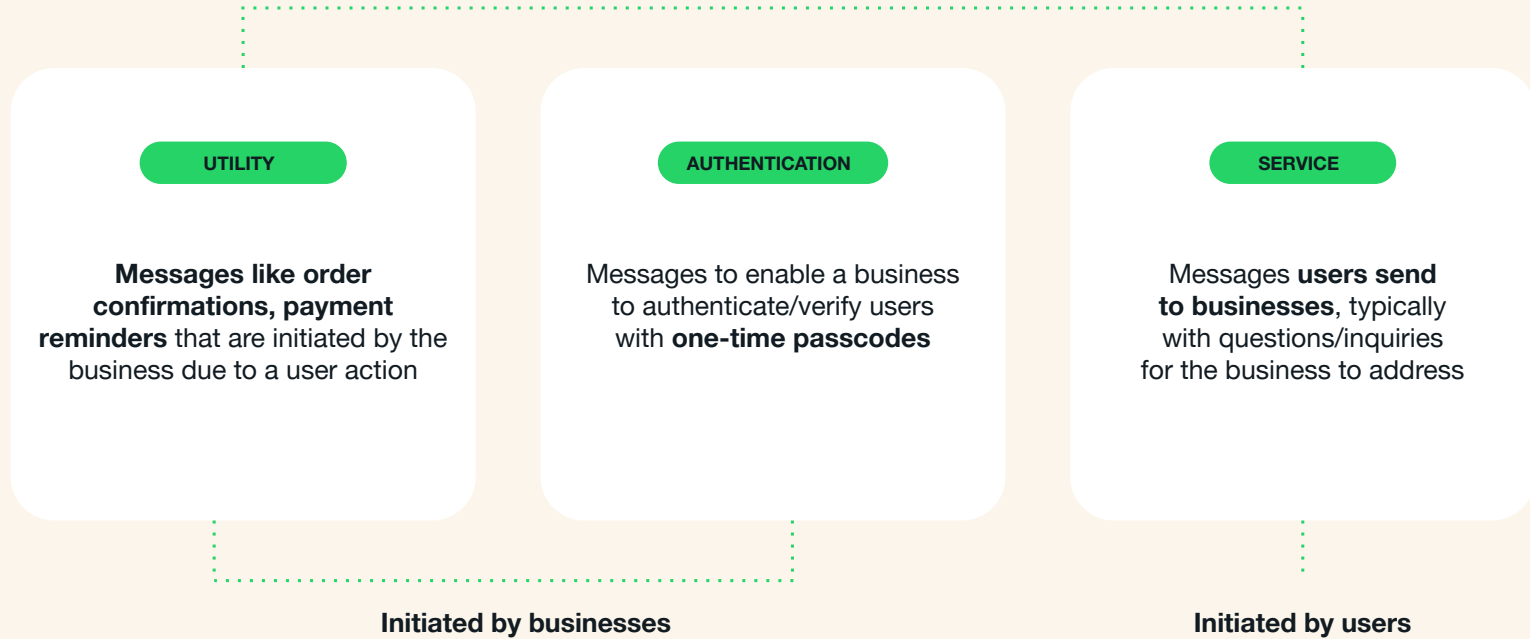
Customer
Enablement

Empower customers with timely, helpful information

Customer
Activation

Inspire action with personalized offers

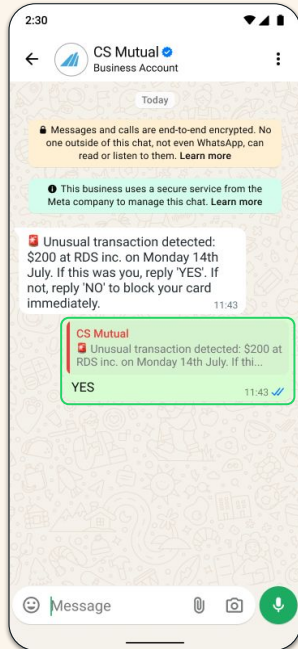
Customer Enablement



Utility: messages help enhance business efficiency

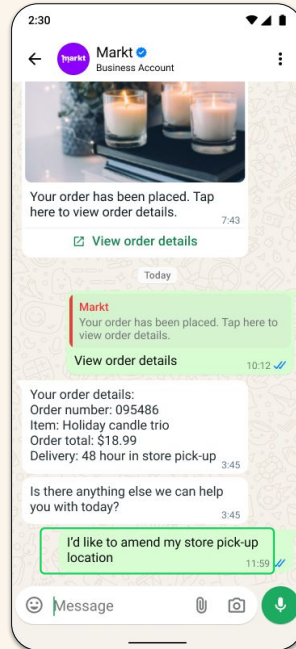
FRAUD ALERT

Resolve potential fraud situations faster



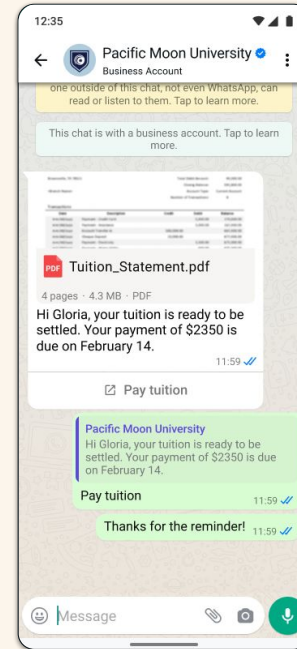
ORDER MANAGEMENT

Reduce costs and enhance customer satisfaction by minimizing inbound inquiries and keeping customers informed



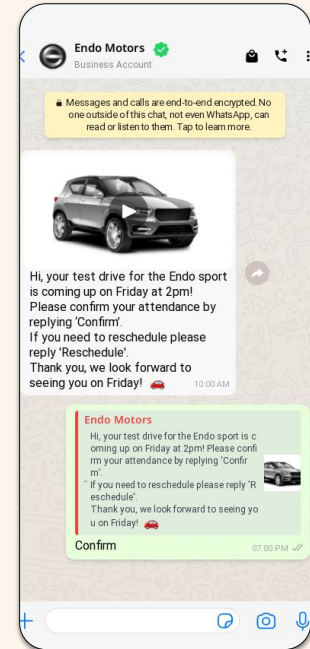
PAYMENT ALERTS

Reduce late payments and increase topline revenue



APPOINTMENT REMINDERS

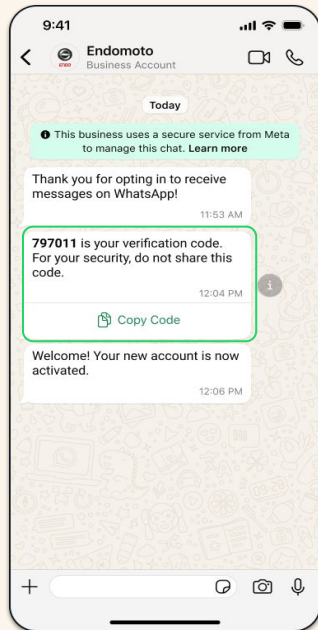
Decreased missed appointments



Authentication: Use authentication messages to achieve business objectives across the customer journey

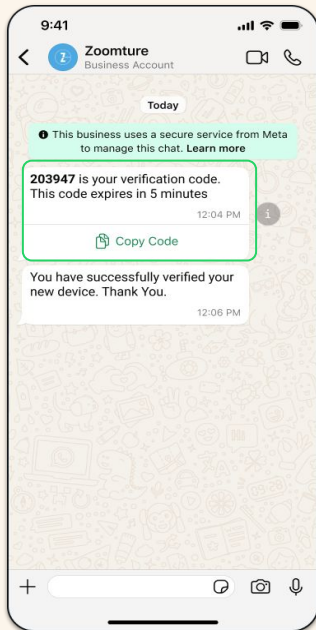
NEW ACCOUNT CREATION

Drive **active user growth** by successfully authenticating users on WhatsApp



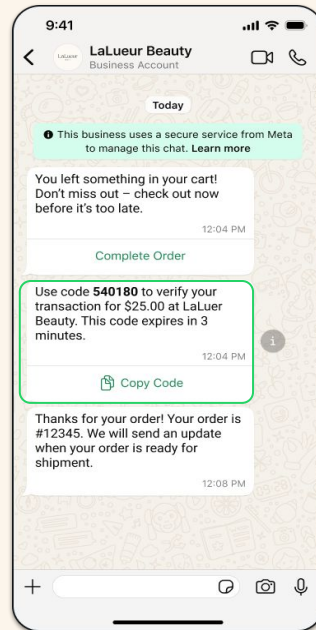
ACCOUNT RECOVERY

Enable **other conversion events** by ensuring customers safely re-access their accounts



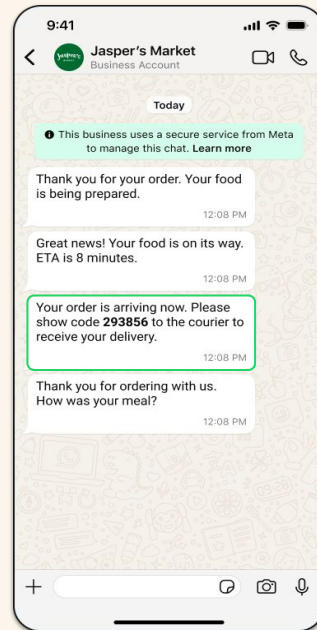
NEW ORDERS / TRANSACTIONS

Confidently secure **new revenue** by authenticating users during checkout



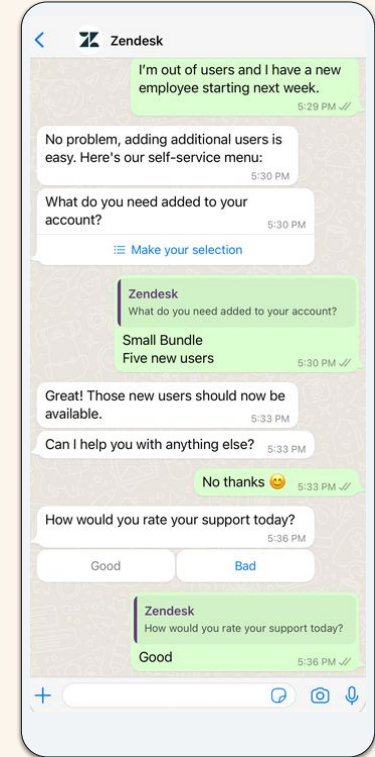
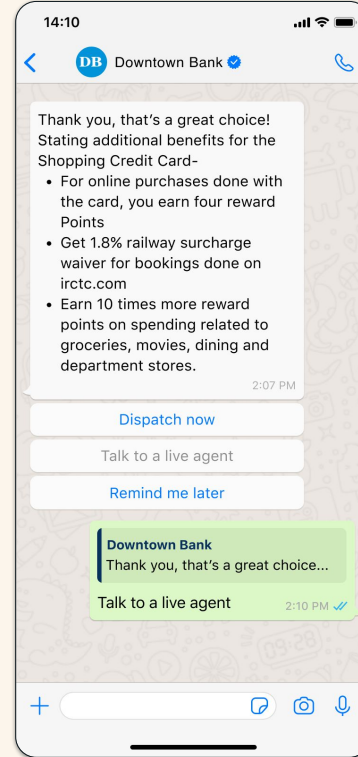
EXISTING ORDERS / TRANSACTIONS

Protect **existing revenue** by requiring verification during an order delivery



Service: Customer contact via WhatsApp helps solve questions quickly and efficiently

- ✓ **Product information**
Do you have this article in size L?
- ✓ **Shipping information**
Where is my order?
- ✓ **Issues and complaints**
My flight has been cancelled - Can I get a refund?
- ✓ **Information about processes**
I would like to return my product. How can I do this?



Nearly

70%

of online adults already agree that
getting a response from AI is helpful



Hi! When will the Soothing & Balance
Moisturizer be back in stock?

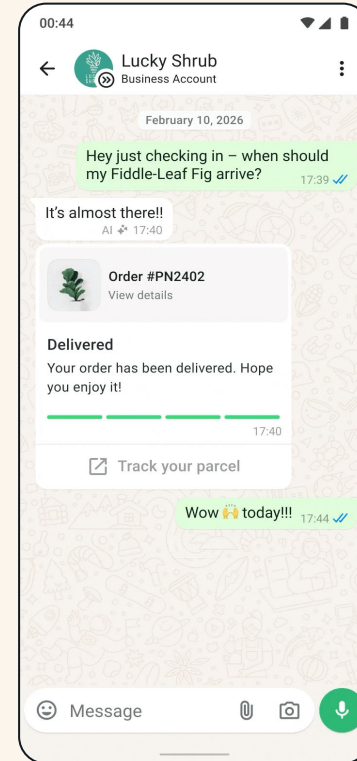
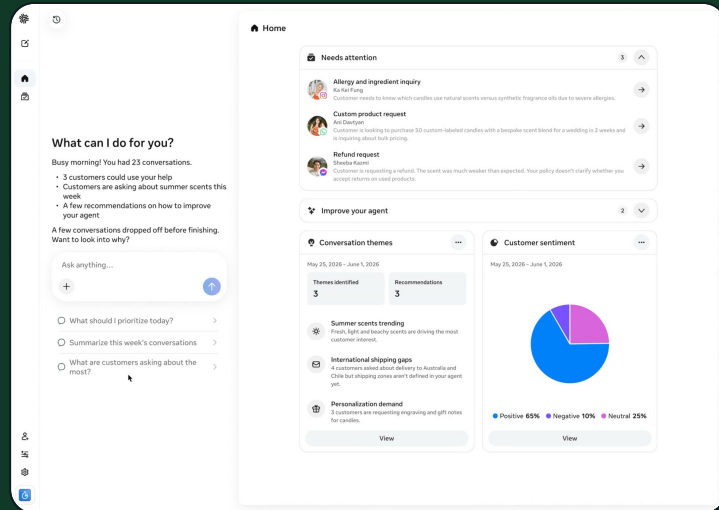
It should be back in stock
by this time next week!

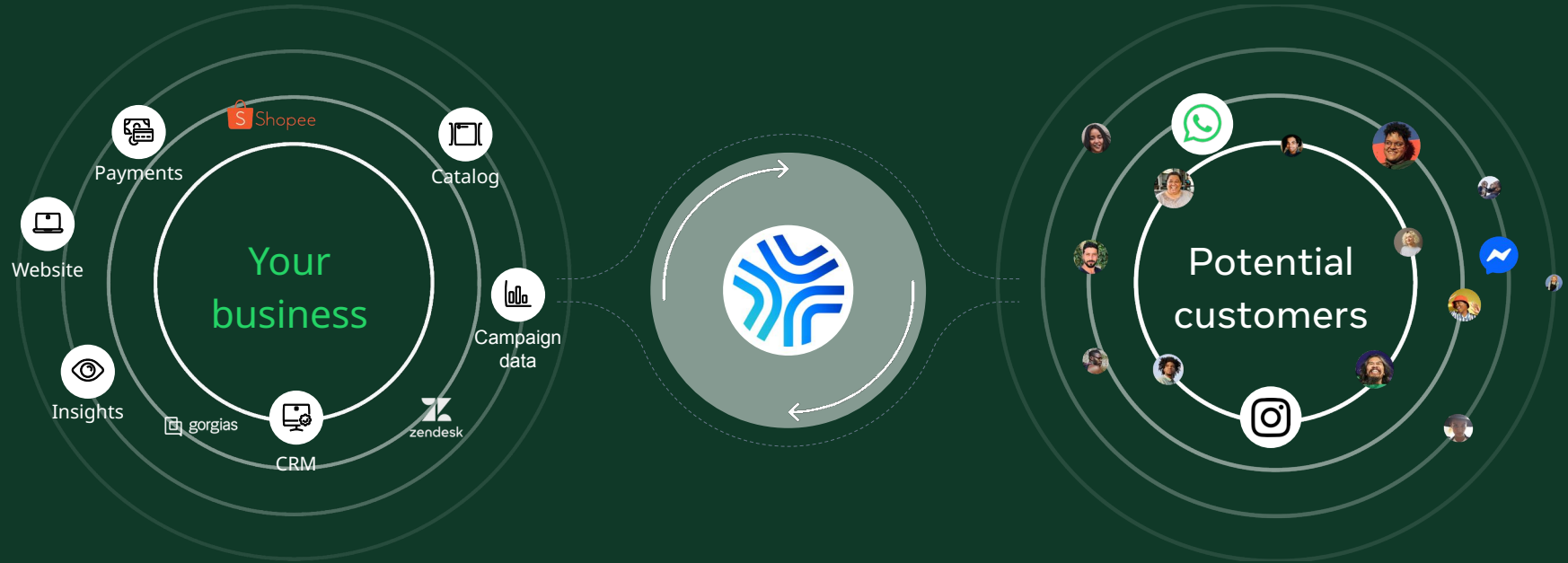


Source: Business Messaging Usage Research by 3rd party (Meta commissioned online study of 11,016 online adults in US, FR, DE, UK, ES, IN, MX, BR, ID, TH, VN, MY, PH, CA, AR, CO, TR, SG, KSA, UAE, NZ, and AU, April 2026)

Meta Business Agent

Now available globally



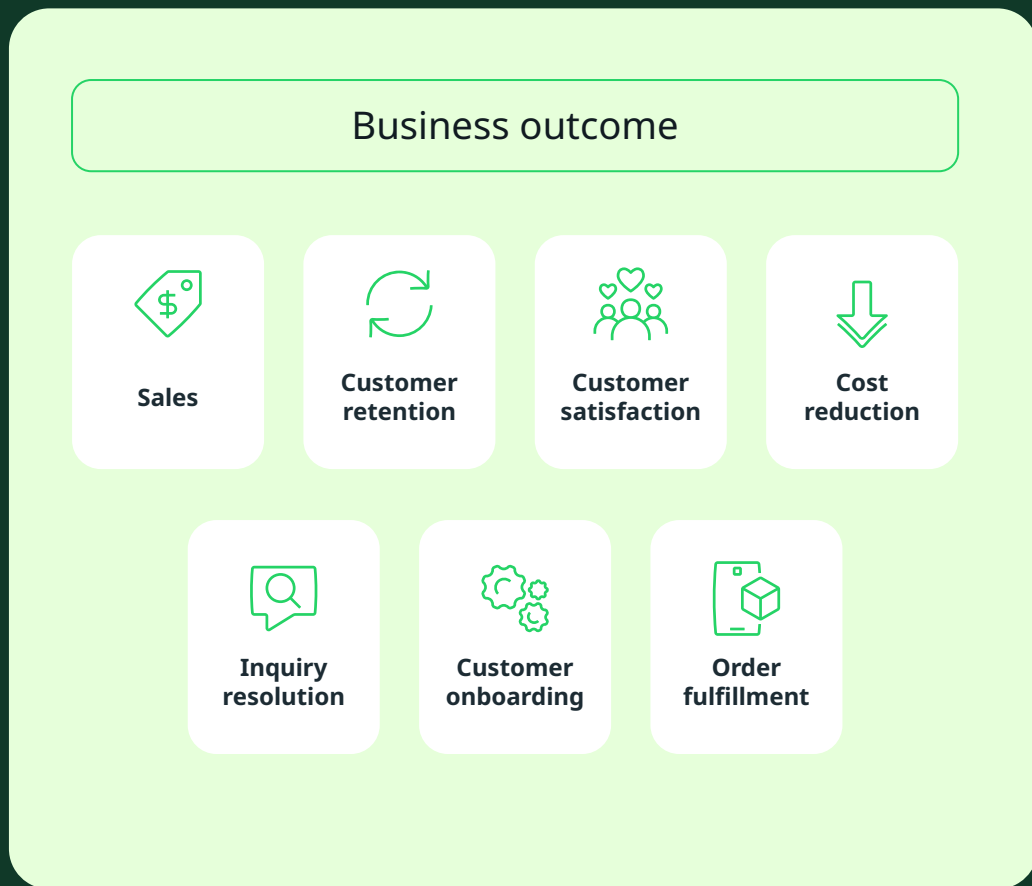


Framework to Build

A complete messaging service flow – from proactive outreach to resolution to follow-up.

What's the service goal you're solving for?

- Faster resolution?
- Lower cost-to-serve?
- Higher customer satisfaction?
- Fewer repeat contacts?



Messaging Journeys Framework

A complete messaging service flow –
from proactive outreach to resolution to follow-up.

Using the Messaging Journeys Framework:

01

Identify your resolution points

02

Define your entry and re-entry points

03

Craft your in-chat experience



WhatsApp

from
∞ Meta