



# How to Create a Memorable Black Friday Experience

A Guide for Personalized Marketing



Black Friday is here! Enjoy 30% off on all electronics, including headphones! Use code **BLACKFRIDAY30** at checkout.

[Shop Now](#)

Thank you.

BLACK  
FRIDAY



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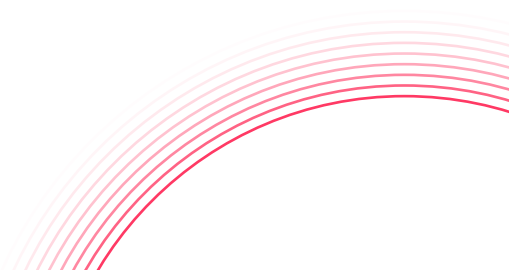
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# The 'Sale-a-bration' of Black Friday!

Black Friday has transformed into a truly global phenomenon, a shopping event that transcends borders and cultures. Millions of consumers around the world eagerly await this annual event, driven by the promise of deep discounts and incredible deals on a wide range of products.

Originating in the United States, Black Friday has expanded its roots in Latin America and Asia-Pacific. In 2021, consumers spent an average of \$229 per person during Black Friday in Brazil. Mexico saw a 168% increase in sales compared to an ordinary day.

In recent years, Black Friday sales have seen tremendous growth, driven by rising online sales and global participation. In Latin America alone, eMarketer projects e-commerce sales to reach **\$180 billion** this year, with Brazil and Mexico leading the charge.

However, with numerous brands competing for consumer attention, standing out is harder than ever. Simple discounts won't suffice anymore.

So how to boost your sales and amplify your brand metrics amidst this tough competition?

Let's explore!





## CHAPTER 01

# You ARE a Part of the 'Crowd'!

Brands know that holidays and mega sales days are crucial for driving sales, and they pull out all the stops to capture the attention of eager shoppers.

When we look at past black Friday sales data:

### Consumer Behavior Trends

**200.4 million**

consumers shopped during the five-day holiday from Thanksgiving to Cyber Monday in 2023

**114%**

more customers installed deal discovery apps in November 2023, just around Black Friday

**32%**

of consumers took advantage of early deals, extending their shopping before Black Friday

### Regional Insights

**7/10**

Brazilian shoppers visited multi-category websites on Black Friday in 2022

**3.7 Items**

were purchased per person, on average, by Black Friday shoppers in Peru

**370 million**

Colombian pesos were generated in Black Friday sales in 2023, reflecting a 12% growth in online transactions.

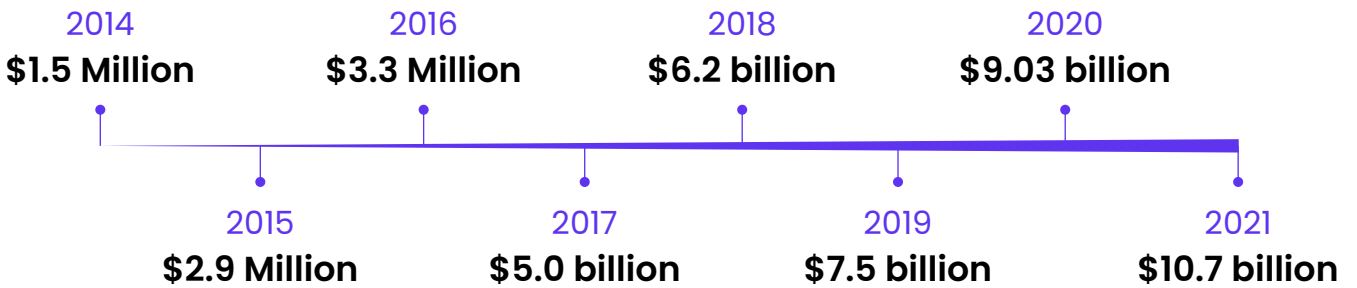
**20%**

surge in Black Friday orders was recorded in Argentina in 2023 compared to post-COVID sales



# A Three-Phase Breakdown of Your Consumers' Behavior During Black Friday

Over the years, businesses have seen a significant increase in online market spending during the Black Friday sales:



In 2022, global online sales reached \$65.3 billion, with 124.7 million people shopping online during Black Friday weekend. By 2023, global sales grew to \$70.9 billion, an 8% increase, while US Black Friday sales hit \$9.5 billion.

This dramatic growth reflects how Black Friday has evolved into a complex consumer behavior phenomenon, driven by extended shopping periods, omnichannel experiences, and a heightened focus on personalized deals.

To navigate this complexity, experts have divided consumer behavior into three distinct phases: the build-up, the peak event, and the post-event period, providing valuable insights into how customers act and what they seek during the Black Friday sales.

## Phase 1: Curiosity

Weeks before the big day, consumer curiosity peaks as they research the timing and scope of Black Friday deals. While not yet tied to specific products or brands, they actively seek reviews to inform their purchasing decisions.

### Increased interest in specifications

Search interest for detailed product specifications, particularly for technology products, surges by 26%.

### Focus on higher-priced items

The top rising categories during this phase include electronics and home and garden, indicating a preference for higher-priced items

### Preparation for bulk purchases

Consumers begin planning their bulk purchases, primarily within food and groceries.



## Phase 2: Consideration

As Black Friday approaches, consumers shift their focus from general research to specific brands and products. Having compared specifications and read reviews, they are ready to make informed purchases. This phase sees a surge in searches for retailers offering coupons and rebates, indicating a strong preference for deals and discounts.

### Shift to brand-focused searches

Interest in specific brands and products intensifies, reflecting a higher level of familiarity and confidence.

### Focus on coupons and rebates

There's a sharp rise in searches for retailers offering coupons and rebates, indicating a strong desire for discounts.

### Emphasis on reviews

Consumers increasingly rely on product reviews, particularly on YouTube, to make informed purchasing decisions.

## Phase 3: Decision

The final stage of Black Friday shopping involves last-minute deals and gift purchases. Despite the event's conclusion, consumers continue to search for bargains and discounts in the weeks following.

### Focus on gifts

As the holiday shopping season approaches, searches are primarily centered around gifts, such as toys and games.

### Growing interest in upcoming Cyber Monday

The popularity of Cyber Monday, the online shopping event that follows Black Friday, has increased significantly, with a 24% year-over-year growth in search interest.

Hey! Any deals or discounts on your TVs for Black Friday?

Hey there! Yes, we've got 25% off plus a rebate on select models! Use code **BLACKFRIDAY25** at checkout.





## CHAPTER 02

# Black Friday 2024 - What To Expect This Year?

With heavy social media influence this year, experts anticipate the Black Friday market to reach **\$278.6 billion** globally in 2024. Given this projected growth, several trends and expectations are emerging that can help businesses effectively capitalize on the Black Friday wave:



### Early Bird Advantage

Just like in other parts of the world, Black Friday in Latin America is transitioning from a single-day event to an extended shopping season. This means retailers are starting their sales earlier, often in October, and stretching them out for weeks leading up to Thanksgiving.



### The Last Friday Still Holds its Power

Despite the extended season, the last Friday of November remains a pivotal day for online shopping in Latin America. We can expect to see a surge in online traffic that day, as shoppers take advantage of the final sales pushes and potential flash deals.



### Huge Promotions, Discounts, and Deals to Flow

Businesses will pull out all the stops to entice shoppers with early access deals, flash sales, and doorbuster offers. Many stores extend their Black Friday promotions throughout the weekend until Cyber Monday.



### Customer Experience will Remain on Top

This Black Friday, businesses will go beyond just offering discounts and focus on creating a unique and personalized shopping experience for their customers. This means innovative payment options, personalized recommendations, interactive content, and a strong focus on customer service.



### Social Commerce Explosion

Around 64% of the shoppers intend to shop online this year. Hence social media is expected to play a crucial role in driving sales, with platforms like Instagram, TikTok, and Facebook integrating more shopping features.



# The Audience Barrier: What Might Block Your Sale?

While Black Friday is a potential goldmine for sales, this special event can also bring forth a set of specific challenges:

## Overwhelming Competition



Black Friday is saturated with businesses offering massive discounts, making it difficult for brands to stand out. This flood of offers often leads to consumer fatigue, as they are bombarded with promotions across multiple channels.

## Price Wars



Fierce competition often leads to a race to the bottom on prices. Many businesses end up sacrificing profit margins for fleeting sales.

## Customer Service Overload



An influx of queries, returns, and complaints can overwhelm customer service teams, leading to frustrated shoppers and negative brand perception.

## Price-Driven Buyers



Heavy reliance on discounts attracts bargain hunters, which may not translate to long-term loyalty. This leads to unsustainable sales spikes, leaving businesses scrambling to replenish stock and manage fluctuating inventory levels.

## The Social Media Noise



Businesses struggle to cut through the noise of endless promotions and influencer collaborations, making it hard to stand out.

**So, how can brands cut through the noise and drive up Black Friday sales?**

# Designing Seamless Automated Conversions to Ace Black Friday Sales

As demand surges, you're faced with two paths



Increase the number of agents and extend their hours, or



Rely on a smarter, more scalable solution

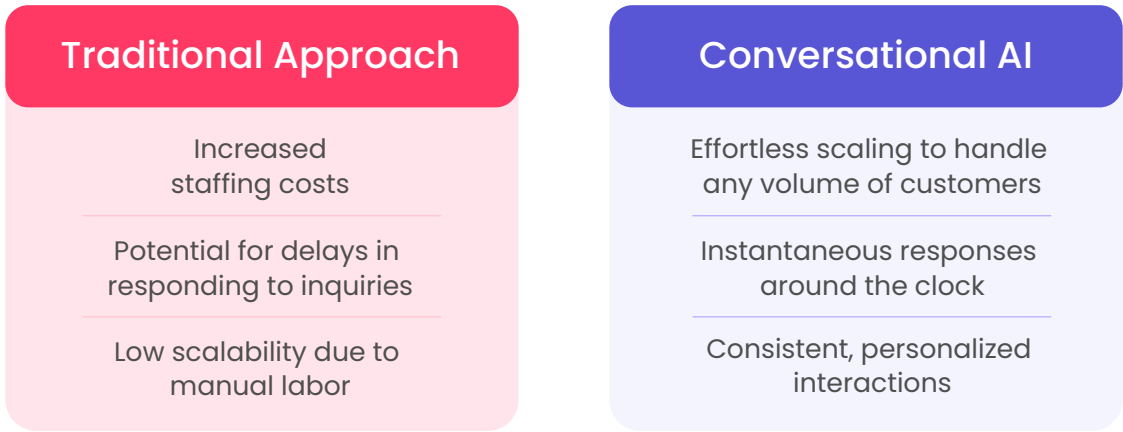






# Choose scalability with minimum to no additional effort

In the traditional approach, you'd bring in more staff, but this comes with increased costs and no guarantees of meeting every inquiry promptly. It's a risky strategy. However, with Conversational AI, you can scale effortlessly, serving hundreds or even thousands of customers without breaking a sweat.



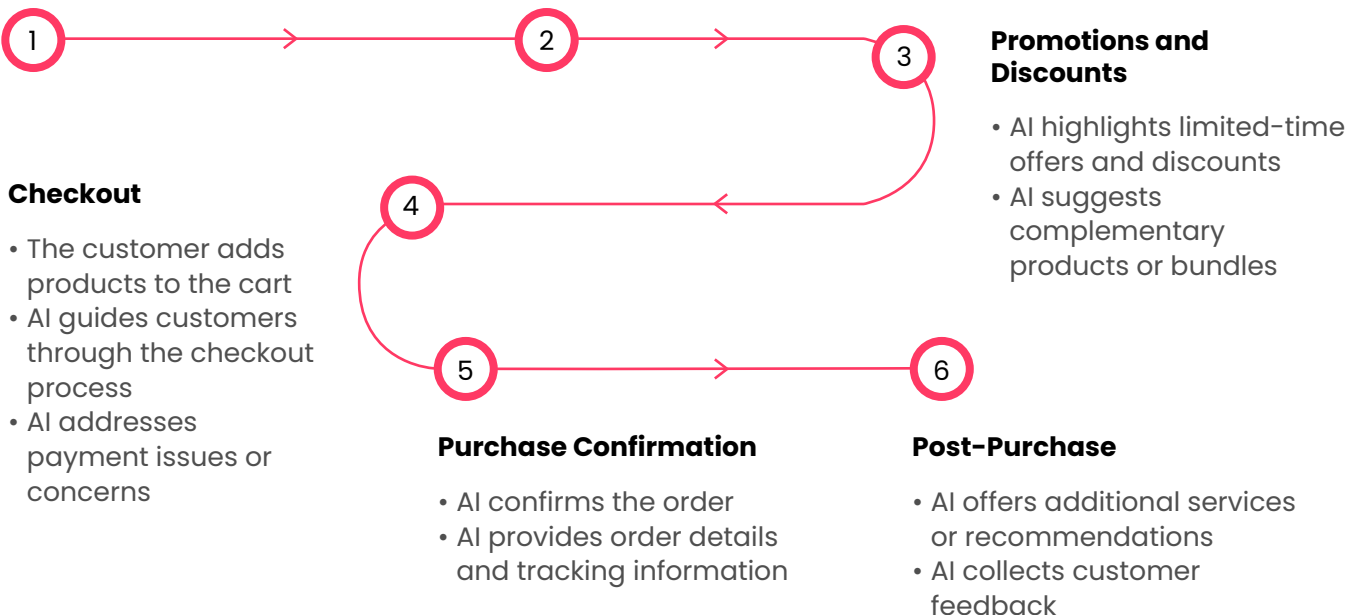
# Create conversational roadmaps for your brand's success

## Product Discovery

- Conversational AI greets the customer
- AI asks about customer preferences or needs
- AI suggests relevant products or categories

## Product Details

- The customer requests more information about a product
- AI provides detailed product descriptions, images, and reviews

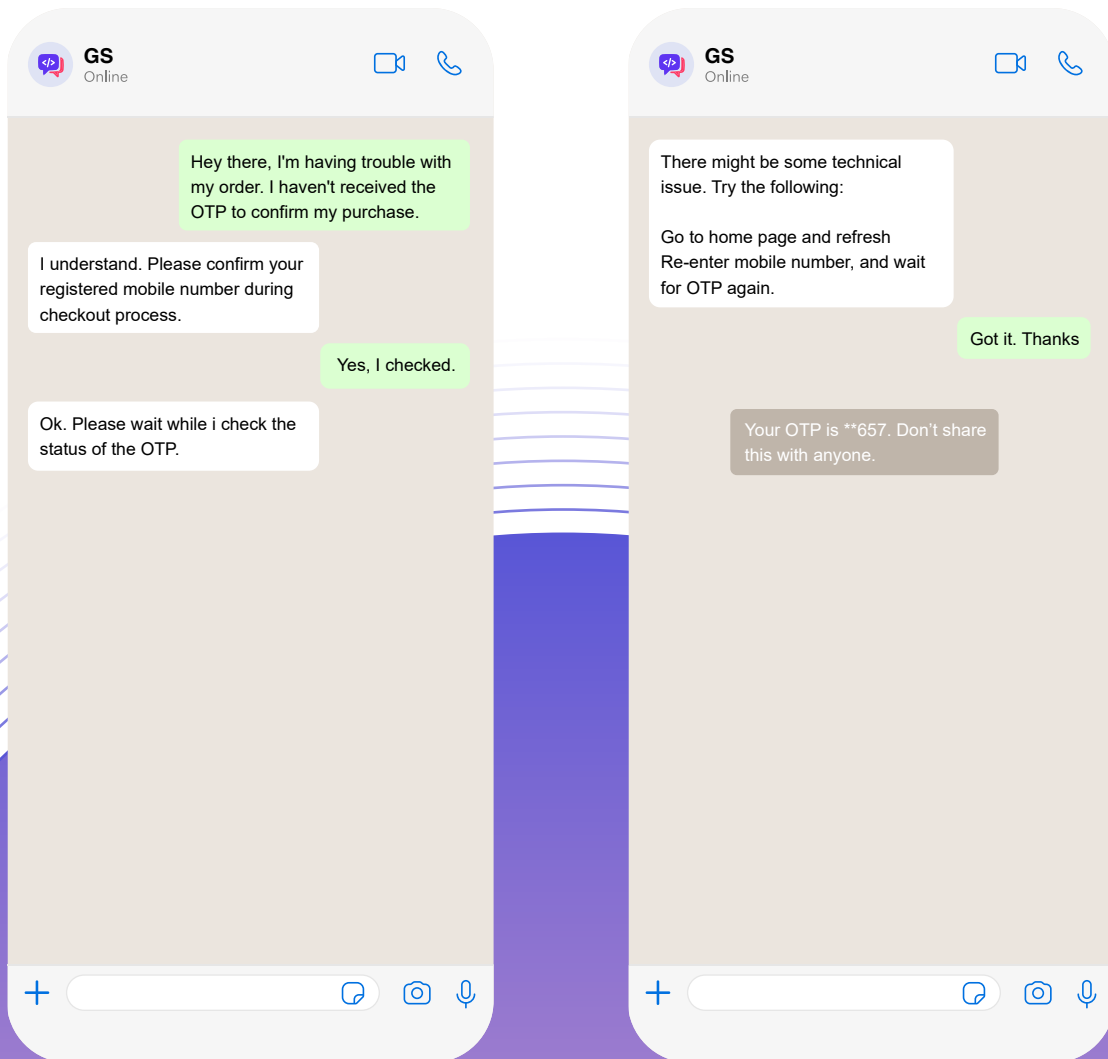




During high-demand periods like Black Friday, conversational journeys act as a virtual sales force. They don't just handle customer inquiries—they drive conversions by seamlessly nudging customers toward making a purchase. This means more satisfied customers and a higher conversion rate for your business.

## Use your conversational journeys as a solution-maker

Conversational AI is more than just a responsive tool—it actively solves customer issues at the moment they arise, on the channels customers prefer. Whether it's answering common questions about payments or tracking shipments, Conversational AI connects with the third-party platforms your business already uses to offer personalized, real-time solutions.





## CHAPTER 03

# Reach Your Customers Effortlessly via Social Media and Messaging Platforms

Up to this point, we've explored automated conversational flows and key factors to consider when crafting your Black Friday strategy. But how do we move from theory to application?

Every business has a unique model, distinct goals, and a specific customer base with varying needs. Here's how you can implement these strategies effectively:

## Tailor your marketing approach

While businesses may be tempted to rely on push marketing tactics like aggressive discounting and social media blitzes, pull marketing offers a more sustainable and effective approach. Use customer data to personalize your communication across social and messaging platforms. Understand their preferences to deliver the right message at the right time.

A study by Morning Score showed that pull marketing traffic online is capable of converting 68% higher across various industries than push traffic. It's like pulling customers towards the brand, rather than pushing it onto them. This is often achieved through content marketing, social media, and public relations.

During Black Friday sales, when consumers are inundated with promotional messages, pull marketing can be particularly effective in Latin American countries. How? Let's find out.



Hey John! Black Friday is around the corner, and we've handpicked some deals just for you based on your past favorites.

[My Picks](#)

[Explore More](#)

[My Picks](#)



# The 'Magnetic' Strategies for Pull Marketing

The Pull marketing strategies involve social media contests, influencer partnerships, and exclusive content, which can generate excitement and convert into sales during this peak shopping season.

Some well-known platforms to run your pull marketing campaigns effectively are:

## Instagram

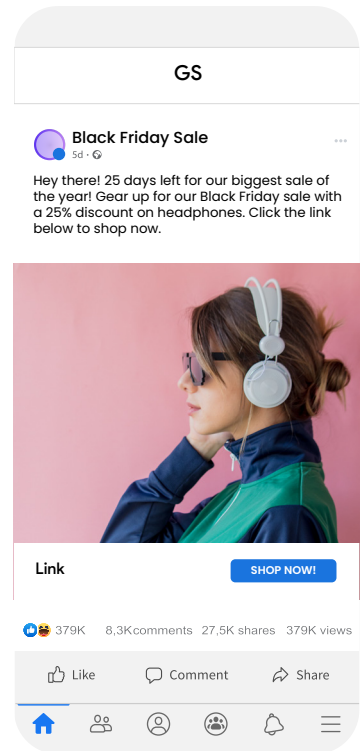
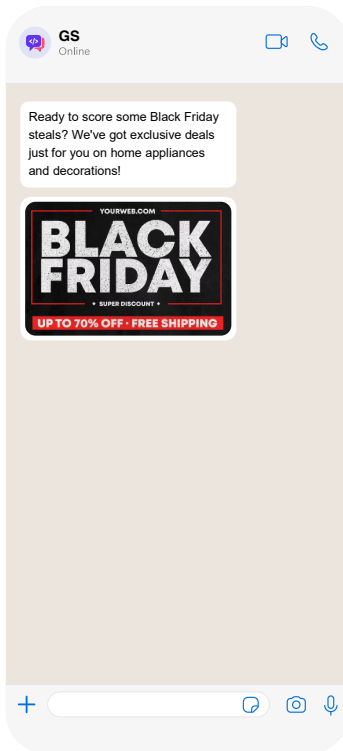
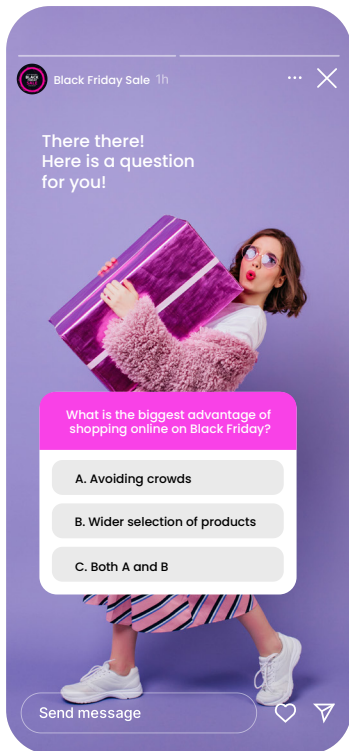
This visual-focused social media platform is popular among younger demographics. Brazil has the most users, so Instagram can be used to share product photos and videos, reels, and stories, run contests and giveaways, and engage with followers through polls, quizzes, and Q&As. Instagram's hashtags are a great way to reach customers in real-time and promote Black Friday deals.

## WhatsApp

Among all marketing channels, WhatsApp is the most effective and reliable way to communicate with your customers, as 64% of the population in Latin America uses it. You can send personalized offers, product recommendations, and customer support messages. WhatsApp's high open rates and engagement levels make it an effective channel for reaching customers during Black Friday.

## Facebook

Facebook is a widely used social media platform in Latin America, with Brazil topping 175.31 million users, according to Statista. It can be a great advertising platform for promoting Black Friday sales and running contests or giveaways. To promote your Black Friday sales, you can create engaging content, run targeted ads, share and go live about your Black Friday event, chat, and place an order via Messenger.





## Choose the Right Platform

Engage your audience on platforms they already use. Be present where your customers are, whether it's Instagram, Facebook, or messaging apps like WhatsApp.

### **Using WhatsApp for automation and continuous engagement**

WhatsApp's massive user base and high engagement rates make it an ideal platform for reaching a wider audience, especially in LATAM countries. This instant messaging app is ranked second in both Mexico and Chile, whereas in countries like Brazil, Argentina, and Columbia, it is famous among 33% of social media users. This survey by Statista proves how insanely big WhatsApp's user base is.

Its range of features is rich, as well as diverse. Especially during Black Friday when customer volume surges and timely responses are crucial for maximizing sales, WhatsApp comes in handy in order to deliver exceptional customer experiences and drive conversions in Latin America. By integrating a Conversational AI chatbot into your WhatsApp Business platform, you can enhance customer interactions through features like:



#### **Instant Responses**

Automate responses to keep customers engaged and satisfied.



#### **Personalized Experiences**

Use variables to fetch data from customer contacts and personalize messages.



#### **Answer FAQs**

Automate replies to frequently asked questions for instant self-service.



#### **Seamless Agent Hand-off**

Transfer complex queries to customer support representatives.



#### **Schedule Appointments**

Automate appointment scheduling without phone calls or emails.



#### **Send Payment Reminders**

Reduce drop-offs by sending notifications about due payments.



#### **Collect Documents**

Gather required documents for various use cases.



#### **Provide Post-Sales Support**

Offer immediate customer support for issues like shipments and deliveries.



#### **Transform Marketing**

Leverage high open rates for effective and result-driven marketing.

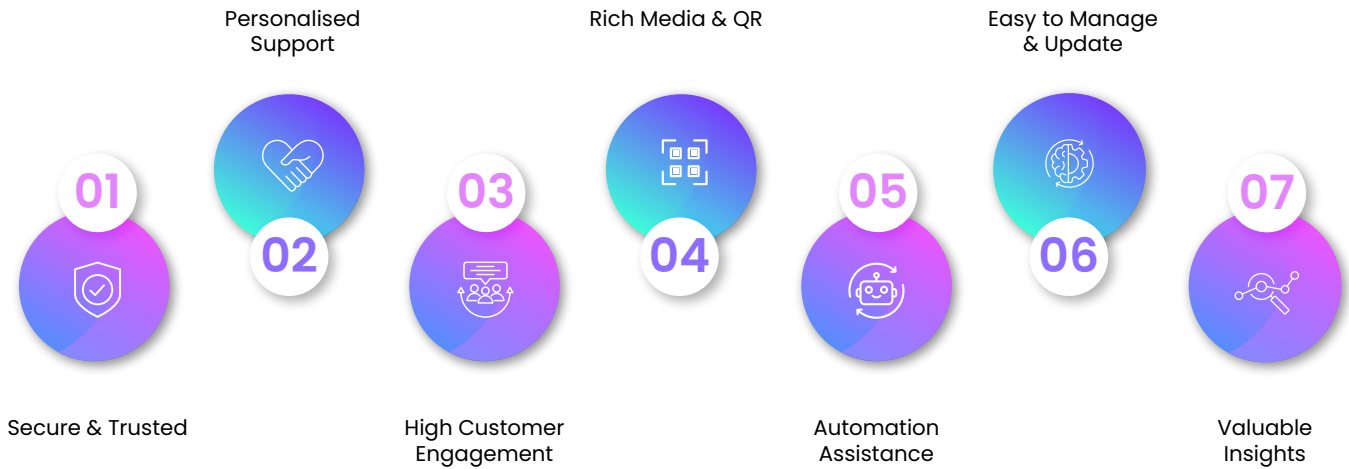


#### **Powerful and Secure Conversations**

Ensure safe customer interactions with end-to-end encryption and GDPR compliance.



## 7 Reasons Why Whatsapp Business Is Great For Marketing



## Why is WhatsApp conversation better?

When it comes to 24-hour customer service, nothing can beat the availability of WhatsApp. Whether you're targeting specific demographics, geographic regions, or language groups, WhatsApp's versatility allows you to engage with audiences of all kinds. This is why, more than 92% of internet users in LATAM regions widely use WhatsApp.

Here's a brief rundown on the three main conversation categories you can get in WhatsApp:

### Authentication messages

Authentication messages on WhatsApp, which include OTPs, account verification, and recovery, offer higher read rates at reduced costs.

Despite its high-end utilities, these messages are cost-effective. Prices have dropped by 7% in India, 71% in Brazil, 62% in Mexico, and 17% in Indonesia. These changes have been effective since July 1, 2024.

### Utility messages

Utility messages allow you to respond to user interactions or inquiries. Common uses include confirming opt-ins, managing orders and deliveries (such as providing updates on shipments), sending account notifications (e.g., payment due alerts), or requesting feedback through surveys.

These messages now come at a lower cost. Effective from 1st August 2024 utility message prices have been reduced by 67% in India, 77% in Brazil, 62% in Mexico, 54% in Saudi Arabia, and 21% in the UAE.





### Marketing messages

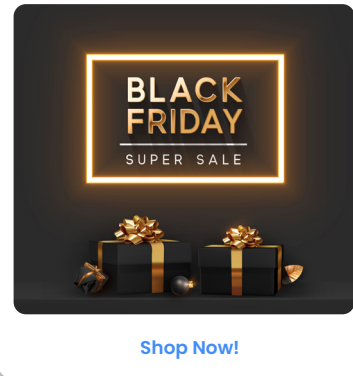
Marketing messages can help achieve goals like raising awareness, driving sales, and retargeting. These include product announcements, targeted offers, and upsell campaigns.

Because of its stark awareness kind, these messages are on the side with growing prices—where prices will rise 8% in India, 12% in Saudi Arabia, and 13% in the UAE, effective from October 1, 2024—businesses should prioritize targeted, interactive content. Untargeted or non-interactive messages risk lower delivery and read rates and higher spam chances.

For segmentation of target-specific groups of customers based on their interests, demographics, or purchase history you can use broadcast messages on WhatsApp Business API. This is particularly useful for sending out important announcements, promotions, or updates to a wide audience. This is how you can send more personalized and relevant messaging, increasing the chances of engagement and conversion.

Hello Sana! Our Black Friday sale is here with up to 50% off on the latest gadgets and electronics.

Don't wait—grab the hottest deals before they're gone!





## CHAPTER 04

# Chats, Sales, & Succeed Journeys Across Industries

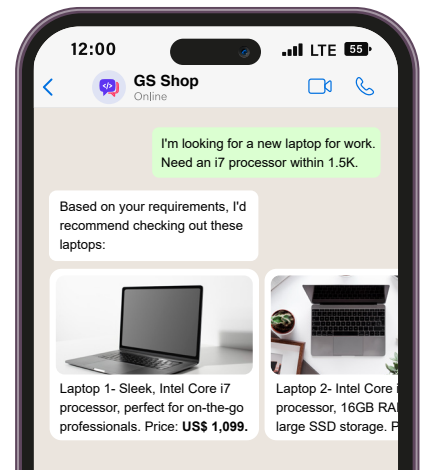
Geared up to turn online visitors into paying customers? In today's world, where conversations can happen anywhere and anytime, the art of turning a casual chat into a sale is more important than ever.

Did you know that according to a Mastercard SpendingPulse study, U.S. retail sales on Black Friday jumped a whopping 2.5% year over year? That's a lot of potential customers out there just waiting to be converted!

Let's dive into how you can craft killer conversational journeys that turn strangers into buyers across different industries

## In retail, it can be a shopping assistant

Suppose, your customers are looking for a new laptop that fits their budget and needs, but need help figuring out where to start. In such cases, Conversational AI chatbots can be a useful solution. As per Statista, Argentina witnessed a rise of 1051% in transactions during Black Friday compared to any usual day in 2019. The benefits here include:

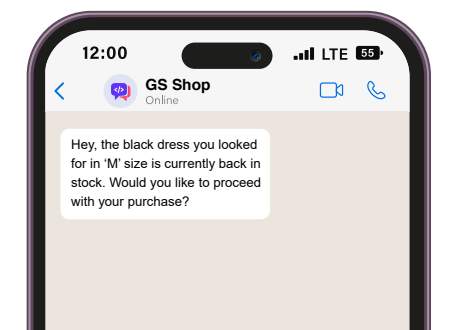


### Every customer gets the best

Gone are the days of browsing endless product pages. With a Conversational AI chatbot, your customers can simply describe your needs and preferences, and the chatbot will curate a selection of products that perfectly match their criteria.

### Never run out of your stock

One of the most frustrating experiences in online shopping is finding a product only to discover that it's out of stock. The Conversational AI chatbot can help check the inventory, ensuring your customers don't waste time on products that are out of stock.





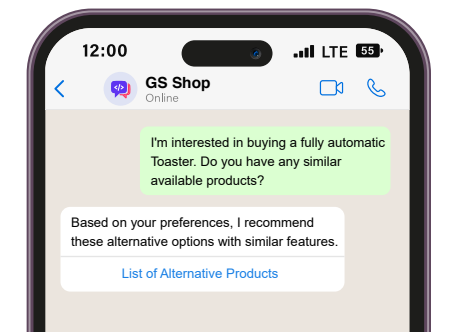


The example of a Brazilian fashion retailer **Reserva** is worth noticing here. They revolutionized its marketing strategy by integrating WhatsApp into its Vtex eCommerce platform. Through targeted, personalized campaigns, the brand achieved remarkable results. Abandoned cart nudges, for instance, yielded a staggering 46X ROI. Overall, online sales increased by 7X due to WhatsApp's effectiveness.

The brand's cohort-based marketing, tailored to specific demographics and preferences, drove a massive 40% click-through rate (CTR) on WhatsApp campaigns, far surpassing the 2.2% and 10% CTRs from email and SMS, respectively. Open rates also soared to 60%, compared to 33% for email, demonstrating WhatsApp's superior engagement.

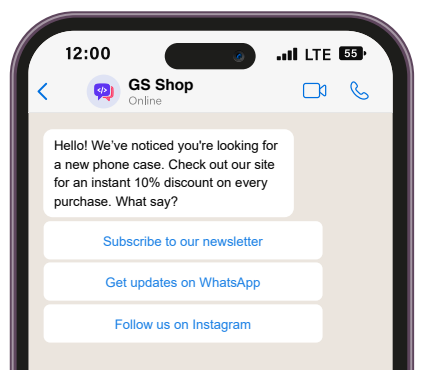
### Alternative suggestions and reminders:

If the product your customers want is sold out, the chatbot can suggest similar items in stock. It can also remind or notify them once the product is back in stock.



### Virtual try-ons

While nothing can replace the feeling of trying on clothes in person, Conversational AI chatbots can offer the next best thing: virtual try-ons. This feature is particularly useful for items like shoes and accessories, which can be difficult to assess without trying them on in person.

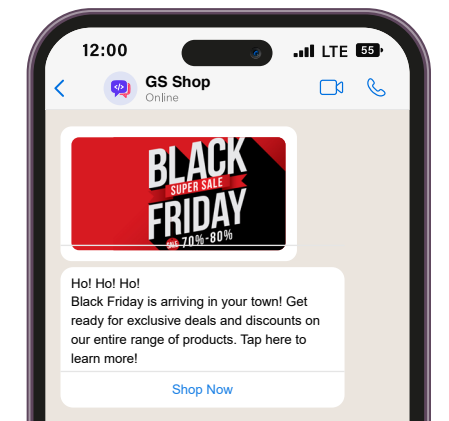


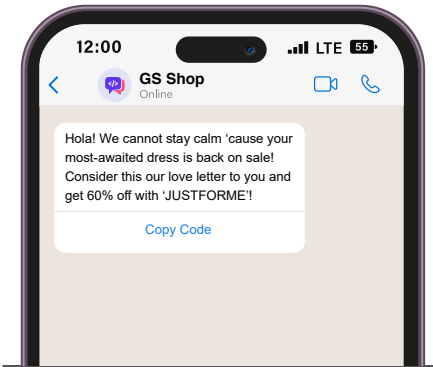
### No customer should leave empty-handed

Do not let any of your Black Friday leads slip through your fingers. With a smooth integration, route these leads to their preferred channels like WhatsApp, Messenger, or SMS for a personalized follow-up.

### New leads every now and then

Your brand's social media platforms, websites, and even mobile apps are the best way to know who is interested in further taking a conversation to conversion. Display clickable ads, they are automatically redirected to a pre-filled WhatsApp message, making it convenient for them to start a conversation.



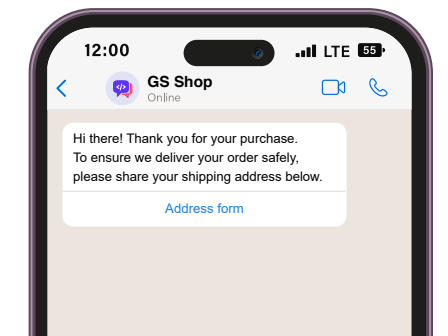


### Instantly copy codes with WhatsApp

WhatsApp introduced a new feature recently, which can be the biggest game-changer during the rush of Black Friday sales. Simplify coupon redemption with single-click copy code templates. Your customers can now apply the copied coupon code from their clipboard and checkout easily!

### Get a detailed address on WhatsApp

Once your customer purchases something, both online and offline, delivering the parcel safely to their home becomes your first and foremost priority. Use the 'Address CTA' feature on WhatsApp to share your shipping address with stores effortlessly. Let them have a seamless shopping experience and avoid the hassle of manually entering details.



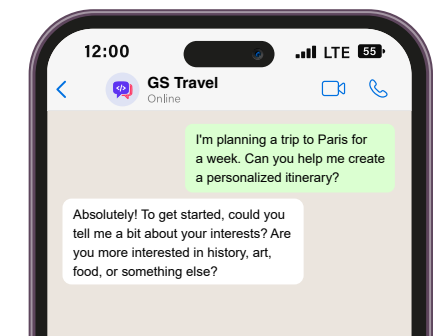
## WhatsApp Solution for the Tourism Sector

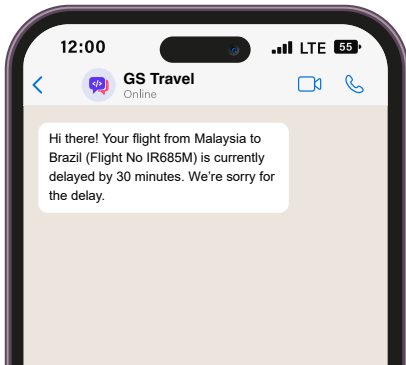
If you think, only the retailers wait for the Black Friday sales every year, you are heavily mistaken. Have a look at the article by The Independent, stating that 9 out of 10-holiday bookings were found cheaper than it was after a few weeks than Black Fridays. Imagine the number of people booked to enjoy their holidays.

In Latin America, it is no different. The tour planners can use Conversational AI chatbots to:

### Make Itineraries for your customers

One of the most valuable features of these chatbots is their ability to create personalized itineraries based on your tourists' specific interests and preferences. Whether they are history buffs, foodies, or adventure seekers, the chatbot can suggest activities, attractions, and accommodations that align with their tastes.



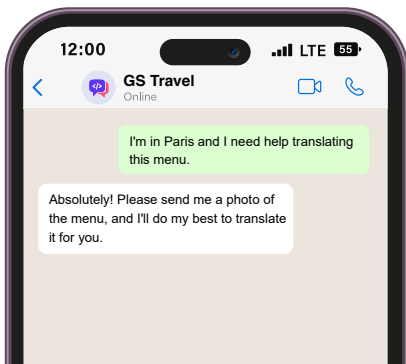
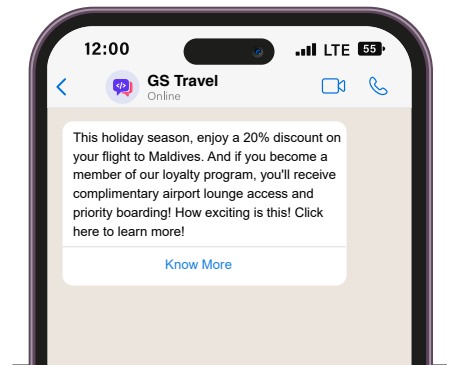


### Send timely updates to keep them informed

Traveling can be unpredictable, with flight delays, hotel cancellations, and other unexpected changes. Conversational AI chatbots can help your customers stay informed at every step and adjust their plans accordingly.

### Nurture the leads

During the peak holiday season, when customers are looking for a flight, hotel, or restaurant, give them personalized deals and membership deals with these Conversational AI chatbots.

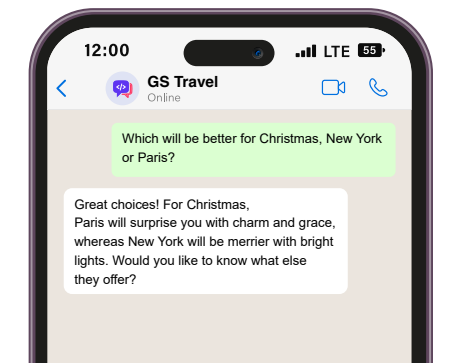


### Break the language barrier

Traveling to a foreign country can be challenging if your customers do not speak the local language. Conversational AI chatbots can help them bridge the communication gap by providing quick translations by voice automation.

### Plan your destination with detailed knowledge

WhatsApp Carousels are especially useful for travel agents who want to highlight a variety of destinations without overwhelming their tourists with separate messages. With up to 10 carousel cards and a horizontally scrollable view, you can make it easier for customers to take action when they like something off your Black Friday collection.



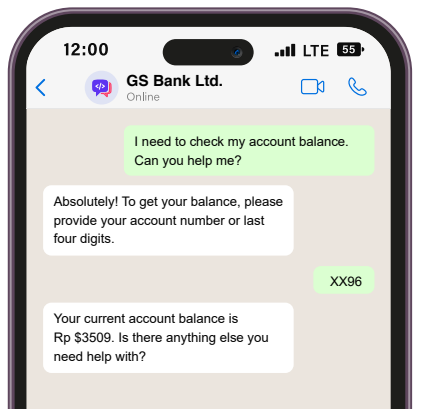
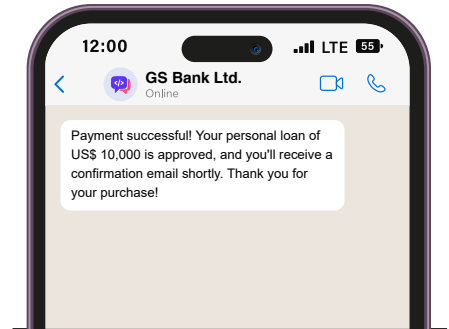


# WhatsApp Solution for the Banking Sector

One of the most convenient features of Conversational AI chatbots is their ability to provide you with quick and easy access to your financial information. If you look into an example shared by Gupshup, Tata CLiQ successfully leveraged the WhatsApp Business Platform to deliver personalized messages and offers, resulting in a 10x increase in ROI compared to traditional channels. With WhatsApp, they achieved a 57% clickthrough rate and a 1.7x higher likelihood of purchase.

## Banking does not need a branch or an app

WhatsApp users can now scan QR codes to make convenient and secure payments directly within the WhatsApp app. This feature eliminates the need for physical cash or visiting a branch, making it a convenient and contactless option for both businesses and customers during peak sales hours.



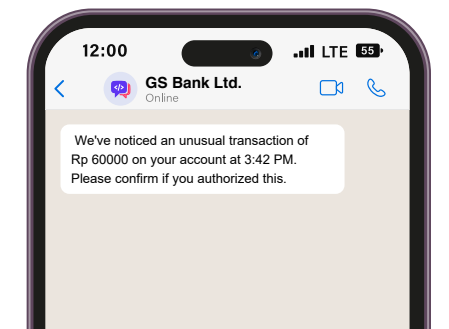
## Checking account balance

Whether they're away on a trip or heavily shopping for Christmas, your customers need all their banking information at their fingertips. The Conversational AI chatbot eases this out.

Want to check the account balance? Ask the chatbot. Need to review the transaction? The chatbot is here to help. Wondering how investments are performing? For every query, a chatbot provides a solution.

## Instant protection for unusual activities

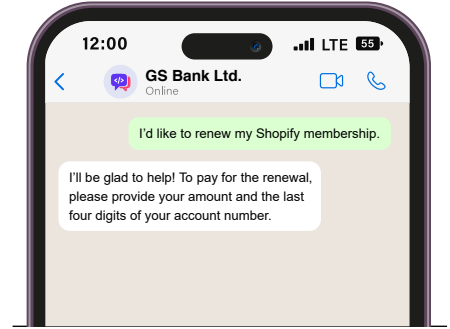
Fraud is a significant concern in the financial industry, and Conversational AI chatbots can play a crucial role in preventing and detecting fraudulent activity. They can monitor your customer's preferred location, device, or usual amount. If they notice any unusual behavior or too big of a purchase amount, they immediately alert the customer about their account.





### Easy to manage money

Conversational AI chatbots can also be integrated with your bank's online banking platform, allowing your customers to perform various transactions directly through the chatbot, such as bill payments, online purchases, money transfers, and more.



Here is a great example you can explore. Tonik Bank, a leading Philippine neobank, faced challenges with escalating customer interactions due to rapid growth. To address this, they partnered with Gupshup to deploy a Generative AI-powered chatbot. The AI, leveraging a multi-model approach combining LLMs and traditional NLP, significantly improved customer query management.



The AI chatbot significantly improved customer query management, handling nine out of ten queries autonomously with a 95% accuracy rate. This freed up the in-house customer care team to focus on more complex issues, resulting in a 4.3 times increase in productivity. Additionally, the initiative is expected to save over USD 20 million in operational costs over three years.

### Increased card limits

Conversational AI chatbots let your customers swipe more by increasing their instant credit limits, so they can keep swiping. Besides, automated account upgrades unlock better benefits during peak seasons. Motivate even more spending with targeted promotions for specific cards, all through personalized emails, texts, or WhatsApp messages.



**CHAPTER 05**

# Post-Black Friday Customer Retention Plan

So, you've survived the chaos of Black Friday. You've scored some big profit, your credit card might just become a little fat, and your team is probably tired of delivering all the products to the customers. But now comes the most important part: keeping those customers you just acquired.

Following the Black Friday sales period, you must continue engaging with your customers to build trust and loyalty. You can share:

**01****Thank you messages**

Send personalized thank you messages to customers who made purchases during Black Friday.

**02****Customer surveys**

Conduct surveys to gather feedback on your Black Friday campaign and identify areas for improvement.

**03****Referral codes**

Provide exclusive credit points, membership extensions, or referral codes to encourage repeat purchases.

**04****Share behind-the-scenes content**

Customers often want to see what cards you have up your sleeve. To keep customers interested, offer exclusive content or sneak peeks of packaging videos or your employees' reactions via stories or reels.

**05****Reward repeat customers**

Implement a loyalty program that rewards repeat customers with points, discounts, or exclusive perks.

**06****Tie-in with other holidays**

Extend your Black Friday deals into Cyber Monday and beyond, offering additional discounts or limited-time offers. Leverage other holiday seasons, such as Christmas, Hanukkah, or New Year's Eve, to extend your sales.

**07****Maintain connection**

Continue to engage with customers on social media by responding to comments, messages, and reviews.



# Dominate This Shopping Season with Gupshup

With a focus on innovation and customer satisfaction, Gupshup, the leading provider of Conversational AI and messaging solutions, helps you navigate the meandering journey of Black Friday sales in Latin American countries.

To engage with customers personally, we offer a comprehensive suite of tools to help businesses thrive in today's digital landscape. Our platform is designed to facilitate personalized WhatsApp marketing. With features like automated message flows, interactive templates, and rich media to create engaging and effective campaigns. On the other hand, our advanced analytics tools provide valuable insights into customer behavior, allowing you to deliver tailored customer experiences.

Beyond WhatsApp, Gupshup offers a range of capabilities to improve customer engagement. Humanized chatbots can provide 24/7 customer support, omnichannel communication encourages interactions across multiple platforms, and cloud-based solutions ensure scalability and reliability.

## Pre-purchase conversational marketing

Gupshup is your go-to for pre-purchase conversational marketing. Our expertise lies in empowering brands to engage with customers on their preferred channels, voice bots or chatbots. With us, you can:

<b>Unified Customer Profiles</b> Gain a comprehensive view of your customers with identity resolution, engagement data, and marketing journeys.	<b>Performance Optimization</b> Leverage actionable insights into your engagement, conversions, and campaign performance.	<b>Cross-Channel Orchestration</b> Scale engagement across WhatsApp, RCS, and SMS with pre-approved templates.
<b>No-Code Journey Builder</b> Create conversational journeys without coding.	<b>High Scalability</b> Send campaigns to millions of customers and handle massive event volumes.	<b>Seamless Integrations</b> Connect to mobile apps, support tools, and online stores to access all historical and real-time data.



# Post-purchase conversational support

Finally, you can enjoy Gupshup’s post-purchase conversational support. It enhances customer satisfaction and loyalty. With us, you can automate customer support, resolve queries efficiently, and manage your online reputation.

24/7 Automated Support	Smart Query Routing	Automated Reputation Management	Unified Agent Assist
Resolve queries on demand, in the customer's preferred language	Automatically route complex issues to live agents for personalized assistance	Assess customer sentiment and respond to social media mentions	Provide agents with a single inbox for all customer queries

# The advantages of Gupshup’s unified platform

A unified platform like Gupshup during crucial times like the Black Friday rush, when you need to integrate all your messaging platforms, Conversational AI chatbots, and analytics can offer significant advantages for your brand.

It helps you to understand your customers and deliver personalized content. By consolidating these functionalities into a single platform, businesses can gain a deeper understanding of customer behavior and preferences.



## Acquire

Generate leads and build first-party data with ads that click to chat.



## Engage

Go beyond one-way communications to personalized two-way interactions.



## Convert

Enable commerce, recommend better and send automated alerts to drive growth.



## Support

Resolve customer queries faster and improve CSAT with AI chatbots and live agents.





## Take The Next Step Toward a Successful Black Friday

So, there goes everything you need to know about personalization! As you embark on your Black Friday campaign, remember that personalization is the key to success. From leveraging the WhatsApp Business API to harnessing the capabilities of Conversational AI, Gupshup offers a comprehensive solution to elevate your customer engagement and drive sales.

Remember, Black Friday is a massive business opportunity to boost sales and make a splash. Given the intense competition and consumer expectations during Black Friday, personalized and well-executed campaigns can help increase brand visibility, attract new customers, and drive sales. Our all-in-one conversational cloud platform simplifies your marketing efforts.

With our omnichannel capabilities, reach your customers wherever they are. Engage with your audience on WhatsApp, SMS, or other messaging platforms, ensuring a seamless and consistent experience across all channels. With Gupshup, you can create engaging campaigns, provide unmatched and personalized customer service, and watch your sales go higher than the moon.





# About Gupshup

Imagine a world where your business can effortlessly engage with customers on their terms, across every platform they use. Forget about clunky interfaces and impersonal interactions; Gupshup revolutionizes marketing and customer engagement by seamlessly integrating Conversational solutions into your business.

This isn't just about chatbots; Gupshup is a game-changer that transforms how you connect with your audience. Over 45,000 businesses in 60+ countries have already embraced this revolution, using Gupshup to interact with customers on 30+ channels – from messaging apps to social media and beyond.

Gupshup's cutting-edge technology goes beyond basic chat functionalities. It empowers you to redefine customer engagement with sophisticated automation for marketing, commerce, and support. Imagine personalized conversations that feel human, effortlessly delivering exceptional customer experiences. With Gupshup, you can create frictionless interactions that boost customer satisfaction and drive revenue.

This is the future of customer interaction – a future where businesses can connect with customers anytime, anywhere, on their terms. Gupshup makes it a reality, unlocking a new era of seamless, meaningful, and effective engagement.



WhatsApp



Instagram



SMS



RCS



Viber



Telegram



GBM



Voice



[gupshup.io](https://gupshup.io)

#1 Conversational Engagement Platform for  
**Marketing | Commerce | Support**