



Messaging
trends 2024

Retail and eCommerce



Industry
focus

INDUSTRY FOCUS

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Analysis of the **473 billion interactions** between businesses and customers on the Infobip platform in 2023 reveals how retail and eCommerce brands are adopting new channels and blurring the line between marketing, sales, and support by supporting customers on their entire journey in a single channel.

As consumers look for a deeper connection with the brands they buy from, it is the channels that offer a more conversational style of interaction that are being favored by retail brands.

Businesses can offer category-specific catalogs to customers via chat apps like Messenger and WhatsApp and RCS.

Customers inquiring about a product can receive details, photos, and even personalized recommendations. With Payments on WhatsApp, they can take the final step and complete the purchase in app.

74% 



global growth in messaging by Retail and eCommerce businesses on our platform



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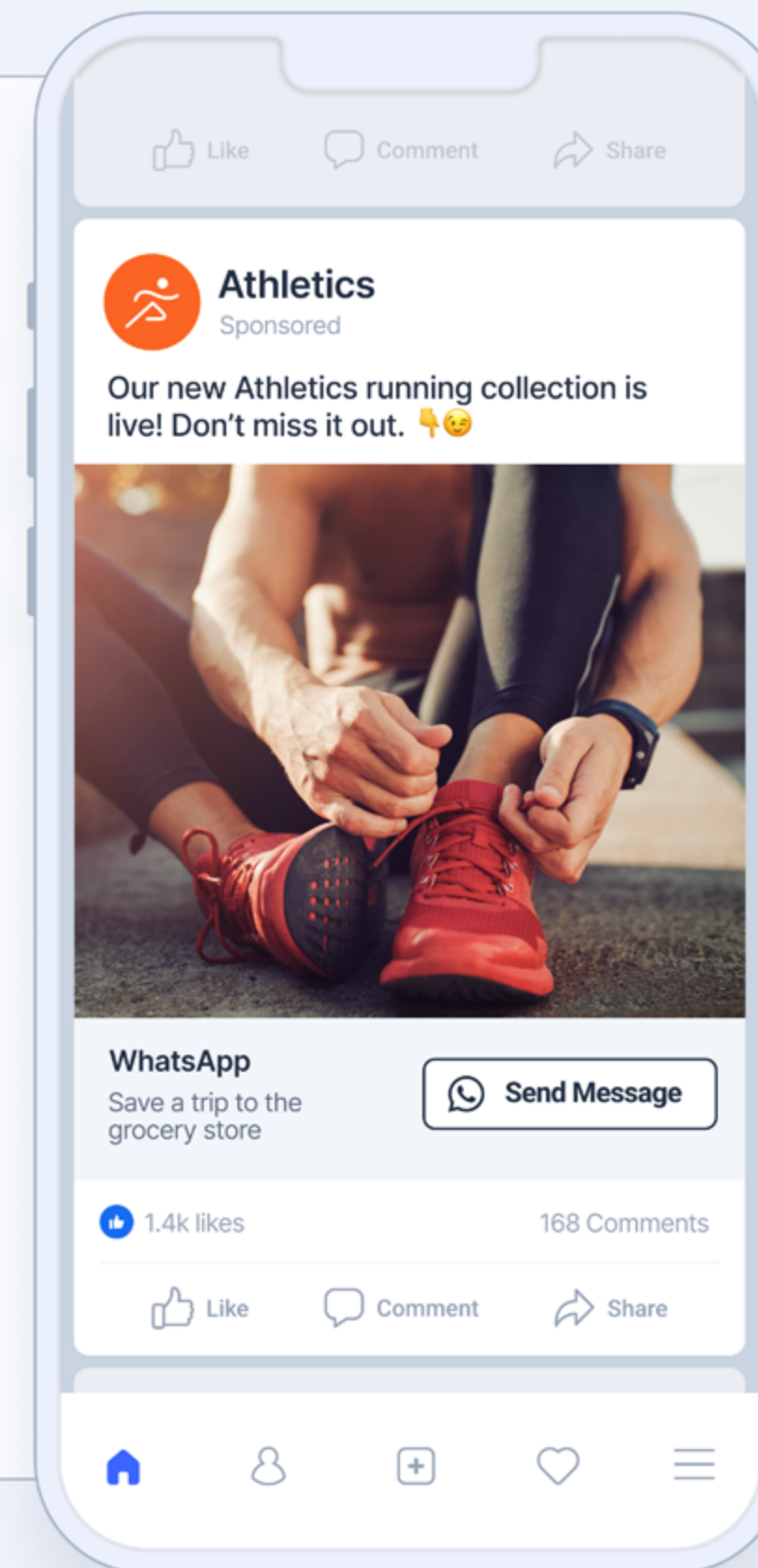
Retail and eCommerce messaging trends

Retailers and eCommerce businesses are often the trailblazers when it comes to adopting new technologies and rolling out innovative new use cases. Agile and creative young brands can challenge established players by engaging with customers in fresh and dynamic ways.

This is especially true of brands that target the teen and young adult market who have led the way in adopting chat apps and social media as sales channels and working with influencers to exponentially extend the reach of their campaigns.

Some of the latest trends in the retail and eCommerce sector include:

- Using click-to-chat ads to start conversational interactions and front-load the sales funnel.
- Enabling end-to-end chat app customer journeys from discovery to purchase and beyond.
- Adopting virtual sales assistants to provide personalized support 24/7.
- Enhancing the last-mile delivery experience, for example in-app delivery tracking and even deliveries by drone.



The chat app eCommerce journey

As retail brands make increasing use of chat apps to support customers through the entire purchase cycle, app providers have rolled out new features to support this trend. WhatsApp currently has the most advanced set of features that enable customers to seamlessly progress through all stages of a purchase within a single WhatsApp chat window. This removes the need to jump between different apps and websites, making for a more convenient experience.

- **WhatsApp Flows**

This is a highly customizable new feature within the WhatsApp Business Platform. It enables businesses to create structured, interactive customer journeys that guide users in a conversational way - from initial contact to post-purchase and ensuring that they are always served with the most relevant information at each step.

- **Click to chat ads**

This feature makes it possible for brands to attract people to start a WhatsApp chat by publishing a link in online ads, in their social media, or from their website that starts a chat when clicked.

- **Payments**

Currently only available in India and Brazil, this feature enables customers to complete their purchase within a WhatsApp chat. Infobip customer Tata has been full of praise for our integration after taking over 3,000 payments over WhatsApp for insurance renewals in the first three months after launch.

Previously customers had go through multiple steps including logging in to a mobile app, going through a separate authentication process, and then progressing to the payment gateway. With payments on WhatsApp, all these steps are removed.

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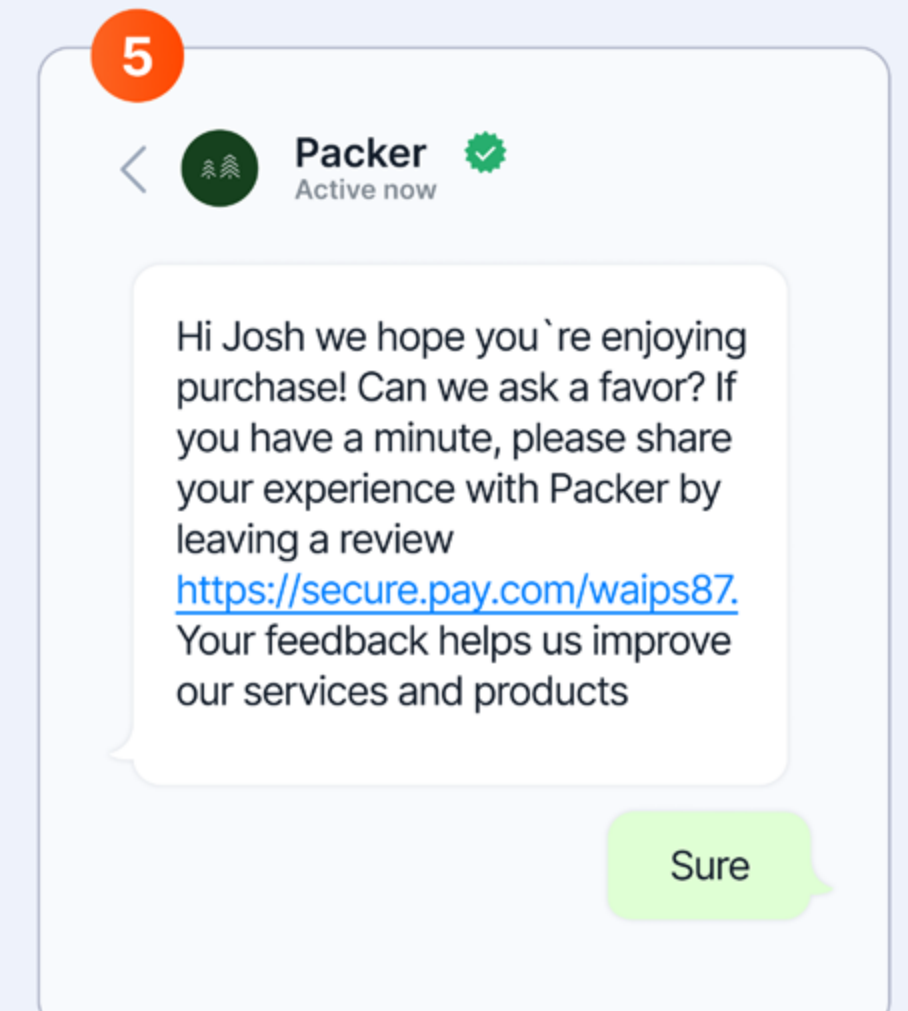
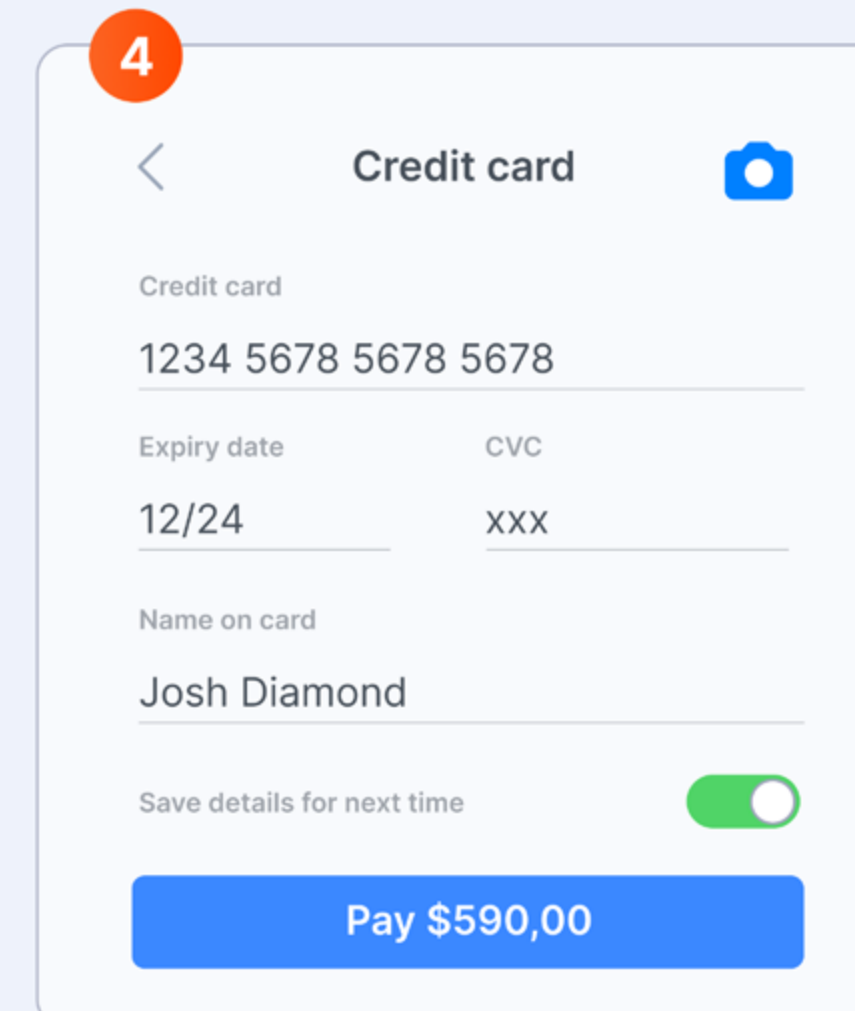
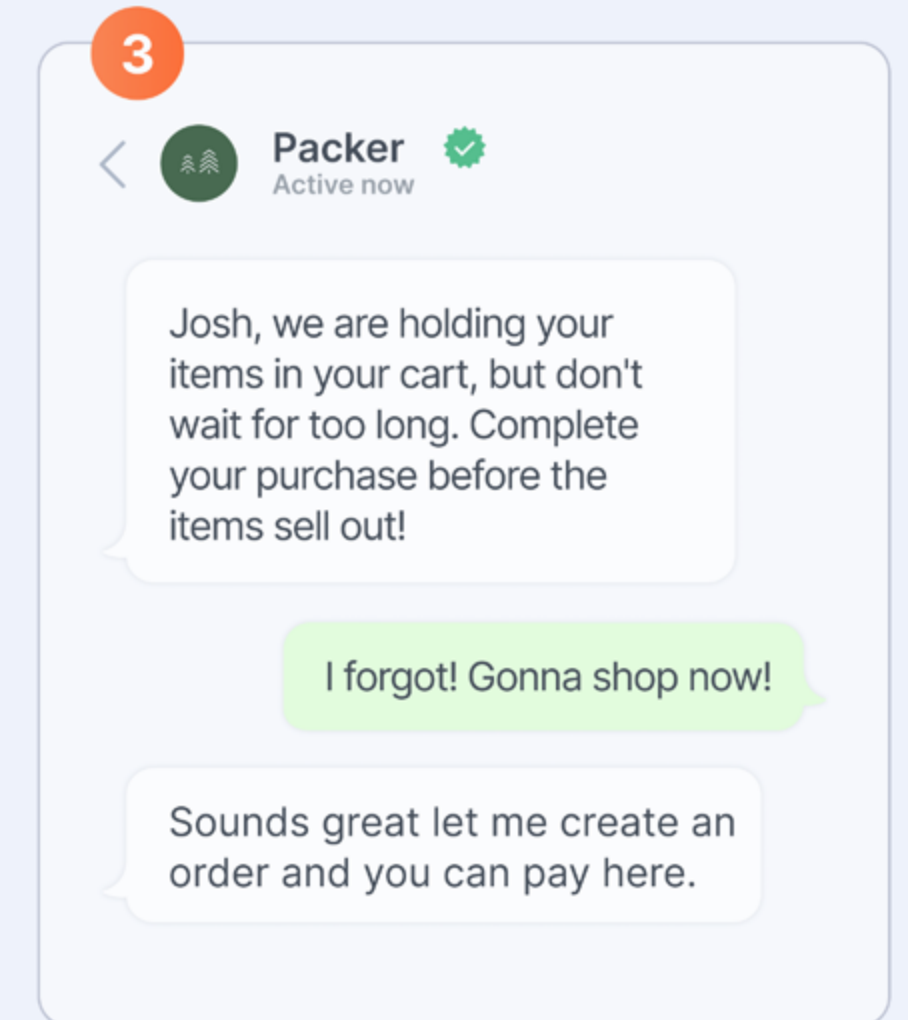
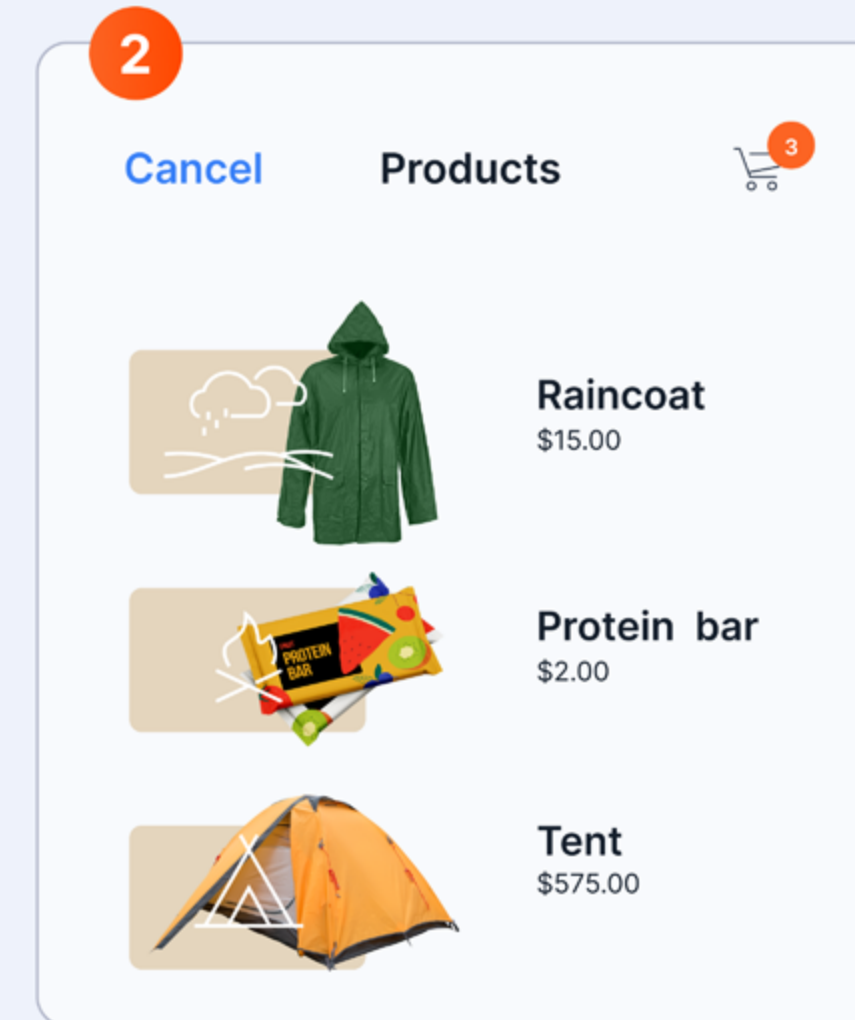
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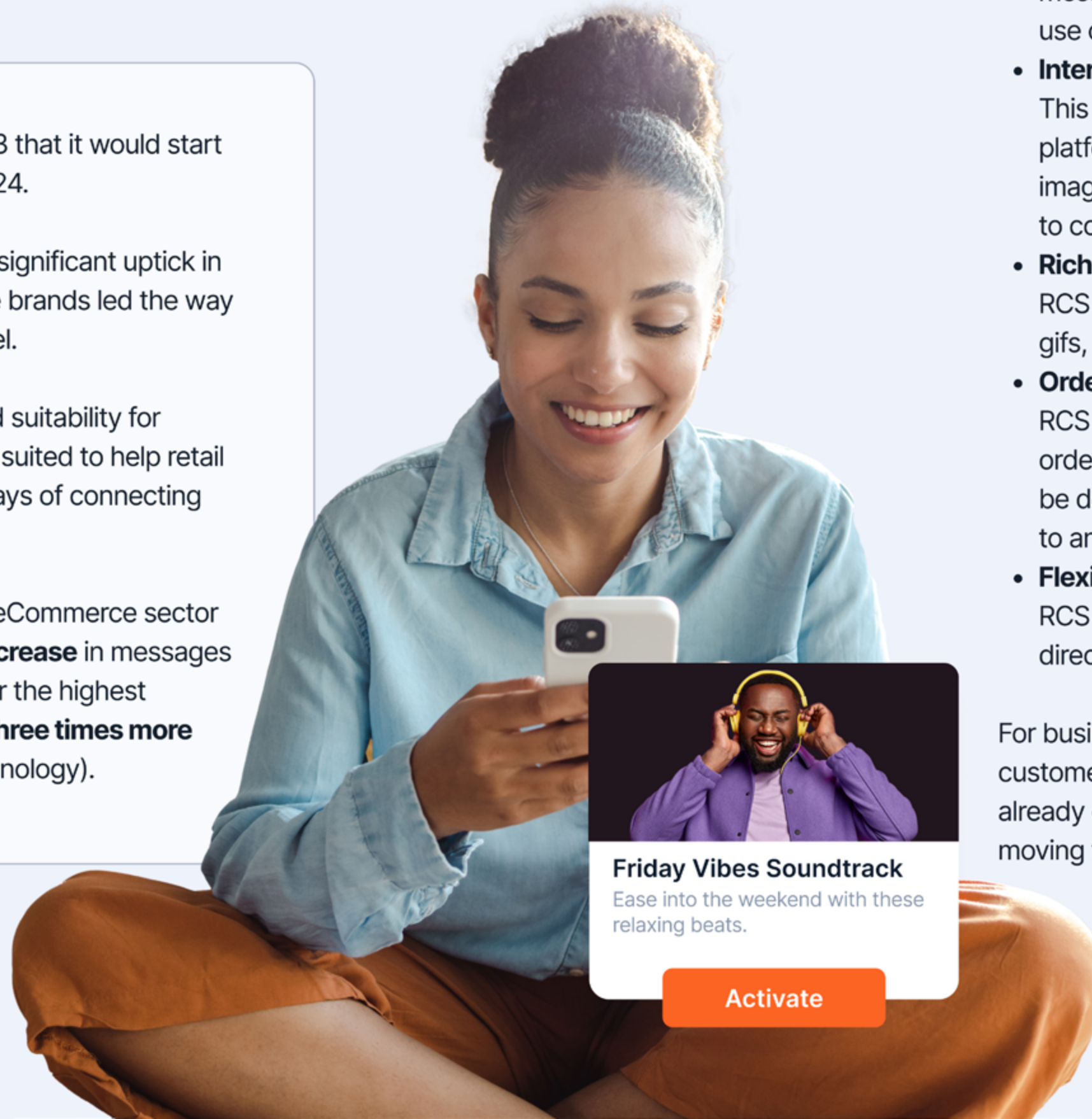
Rapid RCS adoption in retail and eCommerce sector

Apple announced in November 2023 that it would start supporting RCS on its devices in 2024.

However, we were already seeing a significant uptick in RCS traffic as retail and eCommerce brands led the way by extending their use of the channel.

With its media sharing capability and suitability for conversational interactions, it is well suited to help retail businesses explore dynamic new ways of connecting with consumers.

The growth of RCS in the retail and eCommerce sector has been significant with a **684% increase** in messages sent. Overall, the sector accounts for the highest proportion of RCS messages sent, **three times more** than the next highest industry (Technology).



What makes RCS so attractive to retail businesses?

With a move towards more interactive two-way messaging the native features of RCS neatly compliment the conversational approach.

- Verified business profiles:**
 Verified senders are built into the RCS Business Messaging protocol and provide recipients with the assurance that messages are from a trusted source – crucial for eCommerce use cases.
- Interactive product catalogs:**
 This feature turns the RCS channel into an interactive shopping platform where customers can browse products, view detailed images and descriptions, and click through to a purchase portal to complete payment.
- Rich media support:**
 RCS interactions can be enriched by including images, video, gifs, audio, and interactive buttons.
- Order tracking:**
 RCS can be used to provide real-time updates on customers' orders and hyper-accurate delivery tracking. Order queries can be dealt with in the RCS chat window without the need to switch to another channel and lose the context.
- Flexible call-to-action:**
 RCS provides multiple options for including a call-to-action directly in the channel including buttons, links, and images.

For businesses already using SMS to communicate with their customers there is no need to get additional opt-in for RCS as this is already covered by the SMS opt-in. This simplifies the process of moving traffic from SMS to RCS.

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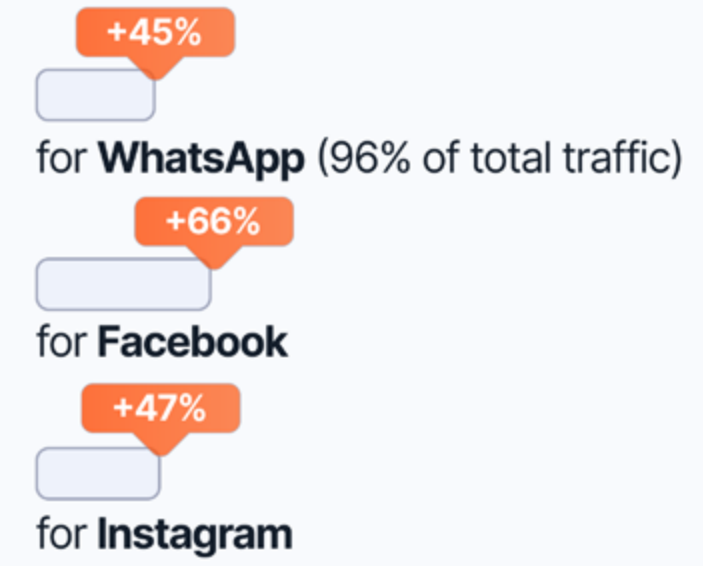
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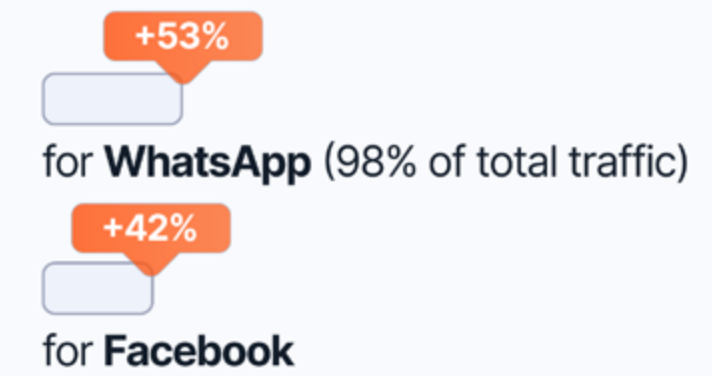


CONVERSATIONAL SUPPORT (CONVERSATIONS)



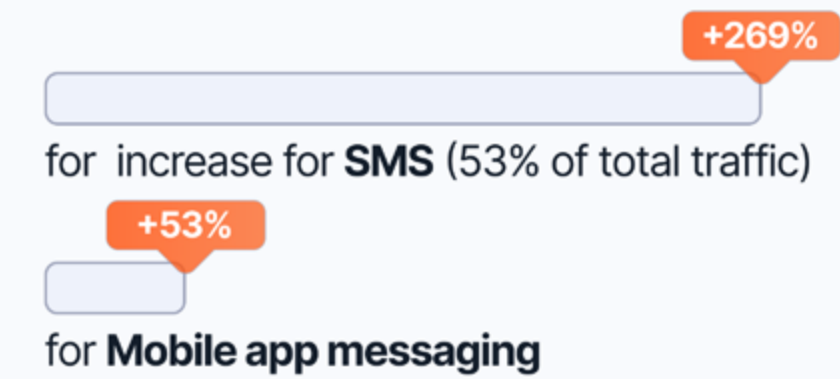
11x ↗
increase for
Google Business Messages

CONVERSATIONAL AI (ANSWERS)



15x ↗
increase for
Google Business Messages

CONVERSATIONAL MARKETING (MOMENTS)



Strong growth across the globe

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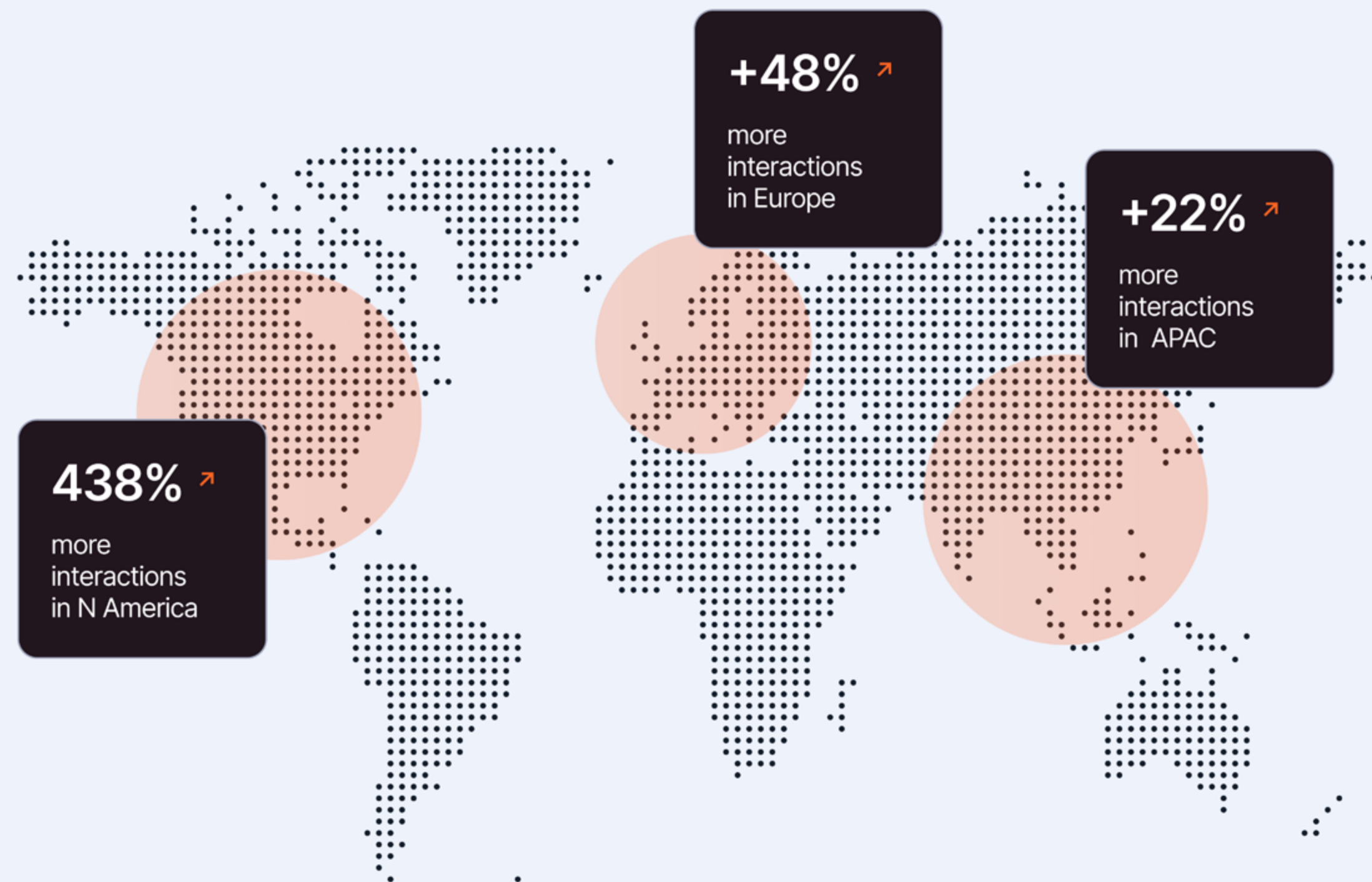
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CASE STUDY / SALMOIRAGHI & VIGANÒ



We worked with the Italian luxury eyewear retailer to help digitize and scale their sales support operation, including introducing a chatbot delivered over WhatsApp.

CASE STUDY / PETPETGO



The innovative eCommerce brand doubled the purchase frequency of their pet products with personalized promotional messages and notifications.

CASE STUDY / KIBON



The ice cream brand used our customer engagement solution to drive data-driven campaigns over the WhatsApp Business Platform.

The power of co-creation

Benefit from a complete conversational experience solution

- Cover all the channels that your customers use
- Deploy easy-build chatbots for any use case
- Easily adapt and scale your messaging for any global market

Talk to your customers the way they need you to

- Secure and compliant messaging that respects customer preferences
- Relevant personalization driven by a customer data platform
- Provide the convenience of a complete in-app customer journey

Get the benefits of AI without the risk

- Incorporate AI that adds real value for your customers and business
- Use generative AI safely with the help of our experts and partner network
- Stand out in your market with a tech partner not afraid to explore possibilities

Work with us to start your own messaging trend

Contact us 