



CASE STUDY - UNILEVER

Promoting new Products with a WhatsApp Business Chatbot



CHALLENGE

Raising awareness around new products



SOLUTION

Conversational campaign over WhatsApp Business API chatbot



RESULT

14 times higher sales



When we aired the campaign, Infobip was there in real-time, following everything that was going on with the bot. We had to make a bot script change in the middle of the day, and Infobip did it superbly quickly, without impacting consumer interactions.

MARIANA GONÇALO
Senior Marketing Manager at Unilever

CHALLENGE

Comfort, Unilever's leading fabric softener brand in Brazil, was launching a new line of products: a washing powder and a washing liquid with new and improved capabilities.

Unilever was looking for a new and unique approach in their promotional efforts, one that was equally disruptive as the product itself, and that would guarantee an impact.

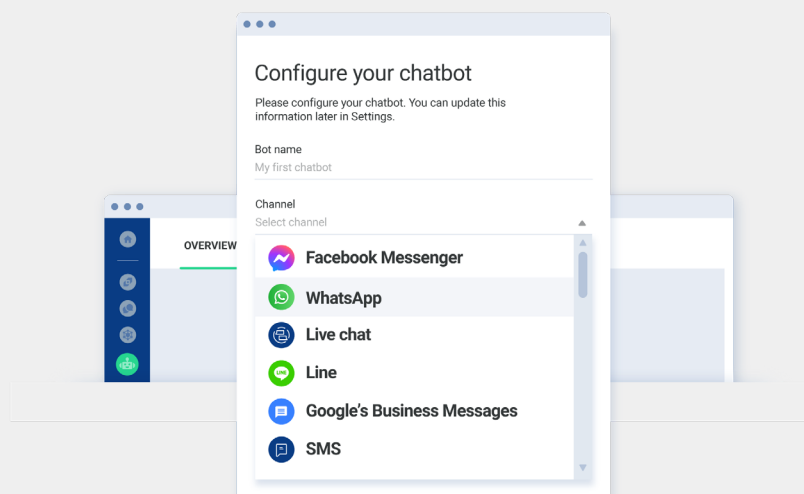
After some research, the multinational consumer goods corporation realized that the best way to promote the products was to approach the customers in a way they're familiar with and that would mimic the way such products get recommended organically.

Unilever was looking for the best way to promote their products

SOLUTION

Since WhatsApp is the world's most popular chat app, and is used among consumers to communicate with their family and friends daily, Unilever decided to use the channel to connect with consumers in a way that's familiar – by having a conversation with their audience and using the opportunity to raise awareness about their new products.

In August 2019, Unilever decided to run a **WhatsApp Business campaign** where they put up 1,000 posters around Sao Paulo that displayed **teaser messages followed by a WhatsApp number**.



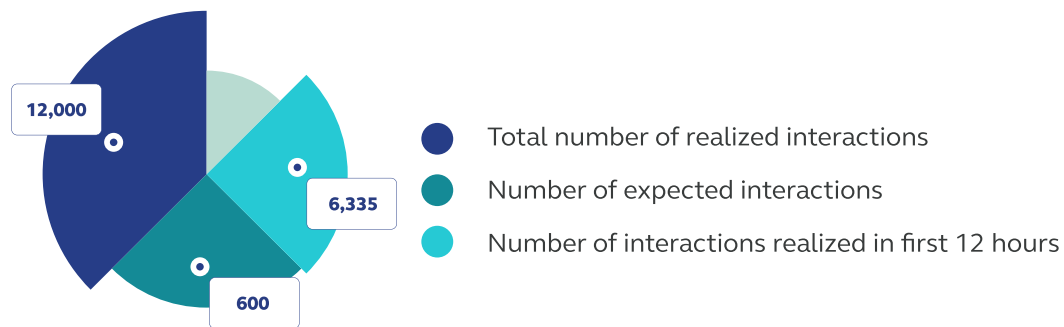
Once interested consumers contacted the number, a chatbot called MadameBot would give advice on how to take care of clothes, and introduce the new products using rich media, such as audio and memes.

At the end of the chat, customers received 50% off the new products, along with free shipping.

The self-service keyword chatbot was built on **Infobip's Answers platform**.

RESULT

It was Comfort's first campaign using WhatsApp, and the engagement exceeded all expectations. In the first 12 hours, 6,335 unique users interacted with Comfort's chatbots, exchanging 145,000 messages – far exceeding the expected goal of 600 interactions. Because of this, the three-day campaign was extended for another week. In seven days, 12 thousand unique customers engaged with the brand, with over 290,000 exchanged messages.



Having a friendly conversation through WhatsApp with potential customers turned out to be a huge success.

The conversational campaign resulted in 14 times higher sales than on ordinary days, forcing the company to add external partners to meet the demands. Additionally, Unilever's call center received many calls praising the campaign.

Unilever saw the benefits of conversational commerce firsthand and is now considering adding a WhatsApp number directly to the product package.

[SEE THE VIDEO](#)

About Unilever

Unilever is one of the biggest multinational consumer goods corporations in the world that owns over 400 brands. They have been present in Brazil for 90 years, and their products can be found in almost every Brazilian home.

The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✓ 600+ direct-to-carrier connections
- ✓ Connect to over 7 billion people and things
- ✓ Strong enterprise client base
- ✓ 60+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our clients and partners, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✓ Best-in-class delivery rates
- ✓ High speed and reliability
- ✓ Low latency
- ✓ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

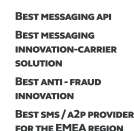
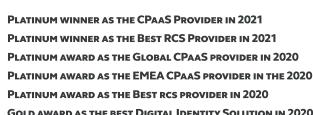
- ✓ Technical expertise
- ✓ Solutions consultancy
- ✓ Customer success management
- ✓ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.

OUR INFRASTRUCTURE

- ✓ Locally available services
- ✓ Compliance to local regulations
- ✓ 28 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



To find out more about how you can improve your communications today, please visit our web or talk to our experts.

TALK TO US

VISIT OUR WEBSITE



infobip