Hippo

WhatsApp Marketing

Provide personalized experience on the most engaging channel in the world.

All customers are unique.

The world is becoming customer-centric and brands are expected to provide personal experience across all touchpoints. Customers switch between devices and channels frequently and so should businesses. It will enable them to keep in step with them.

Our mission is to automate customer engagements and marketing strategies for businesses across various industries and enable them to provide a personalised experience to every customer.

Challenges faced by businesses

- 24/7 human availability to help your customers.

- Increasing customer churn and low rate of repeat customers.

- Sending generic emails and SMS and wondering why is it not working.

- Inability to manage multiple vendors and agents along with increasing customers.

- Not able to store and manage customer data thus every interaction starts from square one.

Jungleworks

Add WhatsApp to your omnichannel strategy

It's imperative for any business to use an omnichannel approach to marketing strategy. WhatsApp being the most popular among all has become a necessity for any business to thrive.

Hippo provides you access to all major channels and enables you to deliver the right message at the right time. It helps you create a personalized experience throughout various touchpoints across the customer journey.
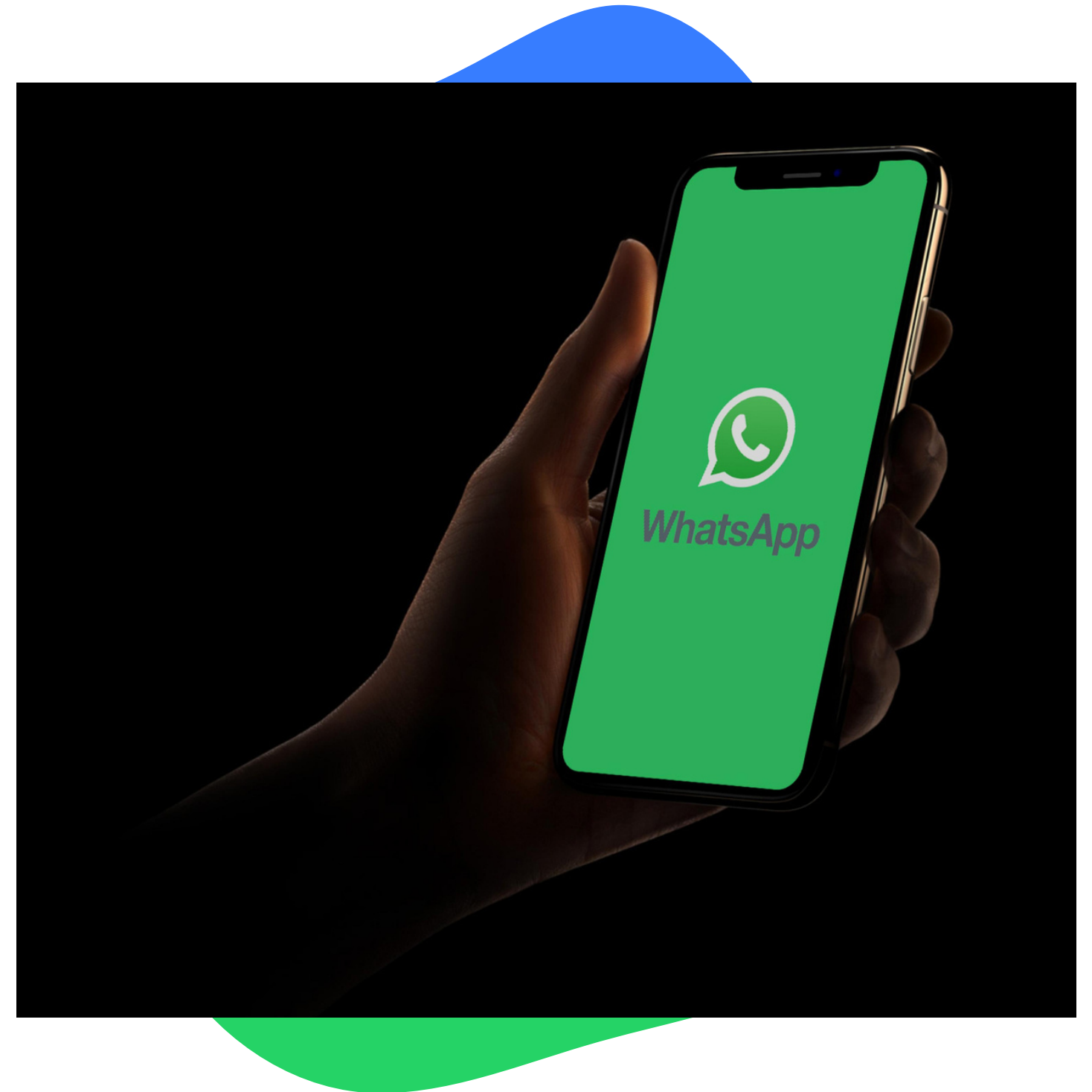
Our Offerings

WhatsApp Chat

Provide your customers with proactive support on the most popular app in the world.

WhatsApp Broadcast

Broadcast campaigns instantly or use triggers to set up live campaigns and revolutionize how to talk to your customers.

Setup

-> Engagement Automation

-> Config

-> WhatsApp

-> Choose one of the integrations

-> Add details/scan QR code from phone

-> Save

Integrations

Direct Integration(Hippo)

- Instant setup

- Instant messages, no verification required

- Zero cost

Twilio Integration

- Charges levied by Twilio.

- Verification required for every message.

WhatsApp Broadcast

INSTANT CAMPAIGNS

Send your messages in a few clicks instantly or schedule them for later to provide your customers with updates on new products, offers and sales.

EMPOWER MULTIMEDIA

Send media-rich campaigns that include images, GIFs, audio, videos, etc.

BETTER VISIBILITY

With over a 98% open rate, be sure that every message will be read.

REDIRECT

Send links along with campaigns and invite them back to your platform.

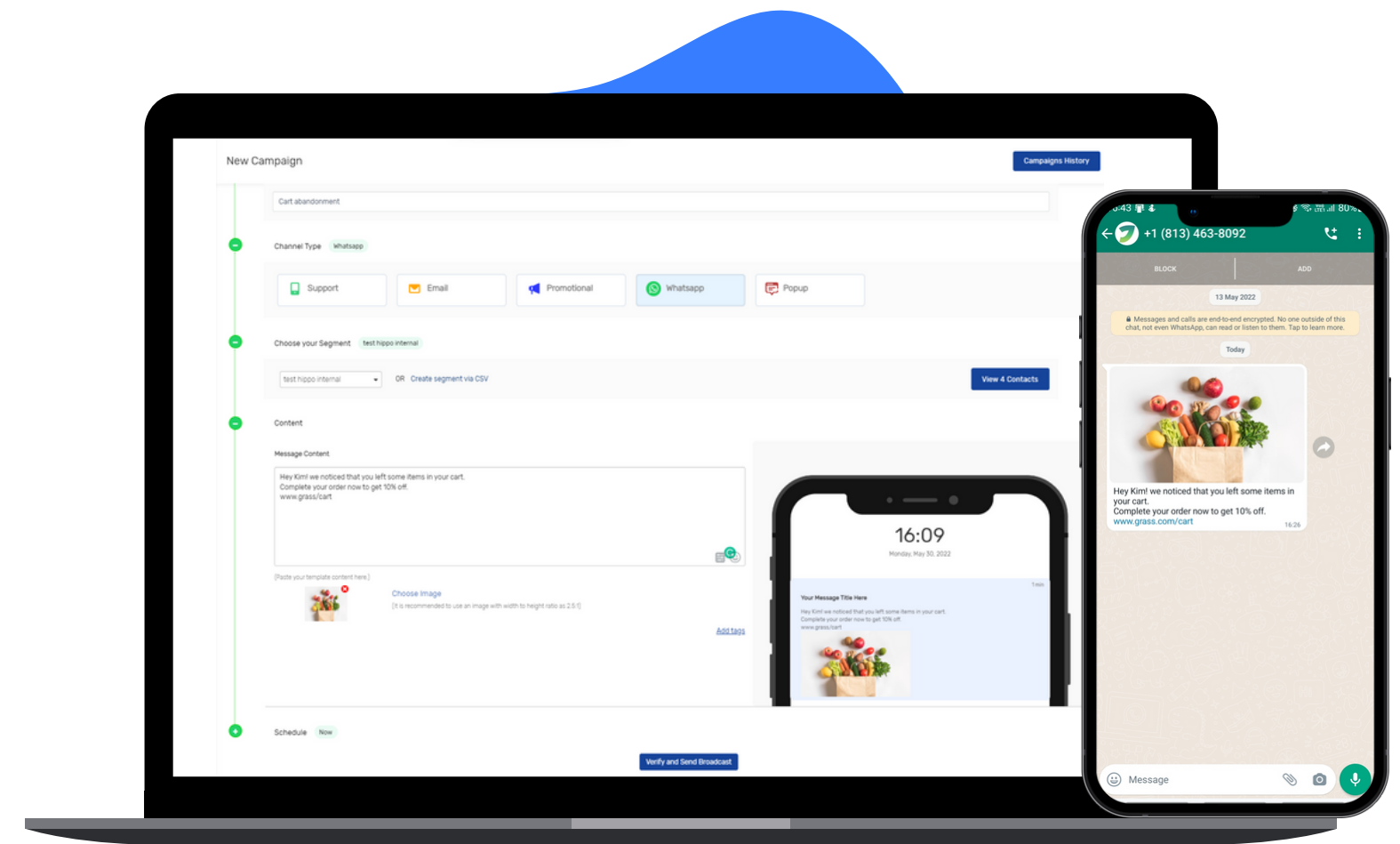# Live Campaigns

WELCOME NEW SIGNUPS

Make your prospects feel special by welcoming them to your platform as soon as they sign up.

RECOVER ABANDONED CARTS

Target customers who leave items in the cart with a personalised message and invite them back to complete the purchase.

MULTIPLE TRIGGERS

Schedule live campaigns based on seasonal, promotional, and numerous other triggers and Hippo will take care of the rest.

FEEDBACK

Take customer feedback regularly and show your customers that their opinions matter. Work on the gaps and improve customer experiences.

WhatsApp Chat

WHATSAPP WIDGET

Add a WhatsApp widget on your website and app to make it easier for your customers to reach you on WhatsApp.

CHATBOT

Automate responses with customised chatbots for specific use cases to engage, route and convert hot leads in real-time.

LIVE-CHAT

Multiple agents can cater to customers from the hippo dashboard so that none of your customers are left hanging high and dry.

ONE STOP SOLUTION

WhatsApp broadcast and WhatsApp chat both take place at on the same thread so that all your engagements and hassle free.

LEADS/TICKET CREATION

Fill in the details of customers to create a lead or ticket, assign it to an agent and push it to CRM from the chat dashboard itself.

Segmentation

CUSTOM SEGMENTATION

Create segments without limitations. Over any time period, use any combination of events, profile attributes, location, predicted values, and more.

RFM

RFM, by default, segments your customers based on their recency, frequency and monetary value of purchases. Therefore, it helps you segment customers that need special attention.

SEGMENT UPLOAD

If you already have segments or lists of prospects made, you can upload them in the form of CSV.
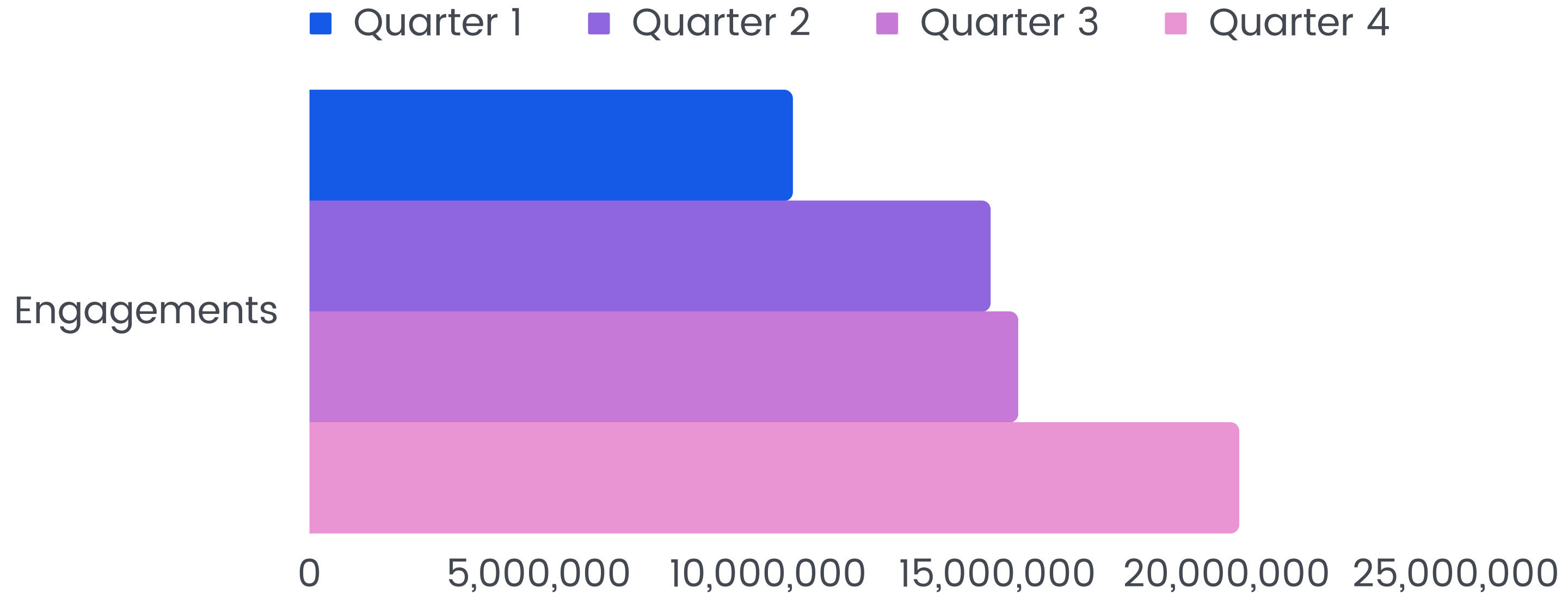
Analytics

Determine the reach and success of every campaign in 2hrs and 12 hrs windows by studying

- Sent

- Delivered
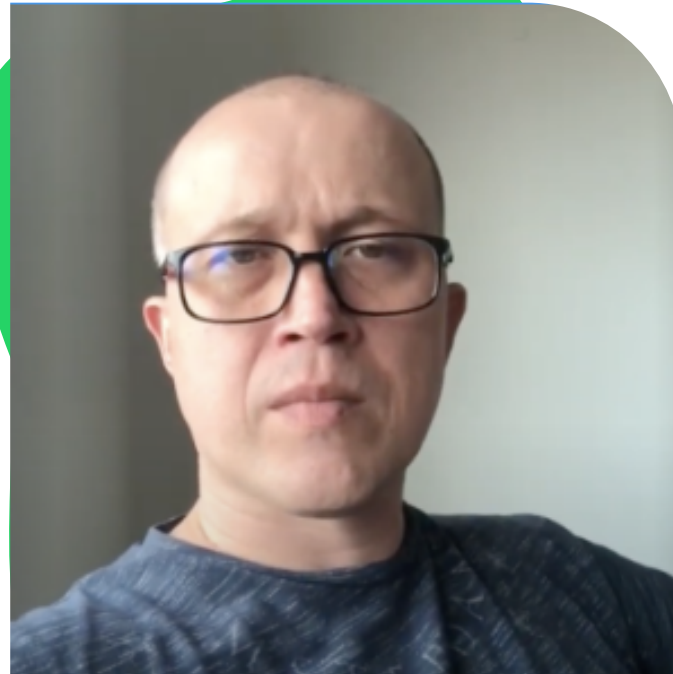
- Read

Customer engagements powered by Hippo in 2021

Quarter 1   Quarter 2   Quarter 3   Quarter 4

Engagements

0   5,000,000   10,000,000   15,000,000   20,000,000   25,000,000

Success story:
A word from our customers.

Jungleworks

Yassir

CEO

Since we started using Hippo, our customer retention has increased drastically.

Eugene

CPO

Since we started using Hippo, we see better conversions with each campaign specially for new customers onboarding.

Taqi

FOUNDING MEMBER

Hippo has helped me convert my data-driven insights from yelo and make automation with ease as the sync among the two tools is seamless.

Some of our esteemed clients.

Along with our recent accolades.