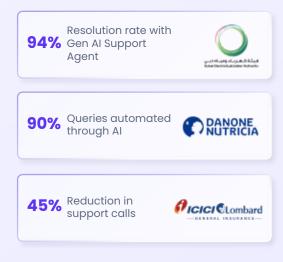


Leading businesses win with Gupshup

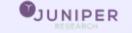




Recognized by leading analysts











Converse

Two-way Conversations across the customer lifecycle



Conversational Campaigns

Engage customers with rich, two-way interactions powered by Al Agents that drive action



Commerce & Catalogs

Drive conversions by sharing rich catalogues and Al-powered product recommendations



Personalized Marketing

Create granular segments and target customers based on their attributes and history



Agent Assistance

Provide agents with complete customer context, enabling faster query resolution and consultative selling on chat

Advertise

Get Superior Returns On Ad Spends



Click-To-Chat Ads

Build first-party database by enabling customers to message you from digital ads



Qualify at Scale

Say goodbye to tedious forms fills. Instead qualify leads through intuitive chat exchanges, reducing CPQL



Remarket with Relevance

Send automated, contextual nudges to leads gone cold, without additional ad spends



Convert More

Set up automated journeys to drive conversions: book appointments, drive sign ups and more



52% Open Rate 57% click-through rate 11 Mn messages in a single campaign

Communicate

Omnichannel Platform That Goes Beyond CPaaS APIs



Personalized Language

Leverage Gen AI to auto-translate messages to customer's preferred language



Channel Fallback

Maximize reach with multi-level channel failover, while managing differences in formats and opt-ins



High Volumes, Low Latency

Architected and battle-tested for enterprise scale, across channels like WhatsApp, RCS, SMS and more



Voice and IVR

Be truly multi-modal with inbound and outbound voice calls







