



Drive Business Growth with Autonomous AI Agents for every Customer Conversation



Acquire

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



Engage

Go beyond one-way broadcast to personalized two-way conversations powered by AI Agents



Convert

Enable commerce, recommend better and send automated alerts to drive conversions





Support


Make customer service frictionless and improve CSAT with AI Agents and human assistance


Leading businesses win with Gupshup


2.3x Higher customer engagement rate 

94% Resolution rate with Gen AI Support Agent 

50% Lower lead gen costs 

90% Queries automated through AI 

20x Annualized ROI 

45% Reduction in support calls 

Recognized by leading analysts



Market Guide for Conversational AI '24



Conversational AI Products PEAK Matrix® '24 and '23



Established Leader in OTT Business Messaging Leaderboard '23



Major Player in '23 CPaaS MarketScape

Converse

Two-way Conversations across the customer lifecycle

3x
Higher
Engagement Rate

40%
Increase in
CSAT

24%
Higher
Revenue



Conversational Campaigns

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



Commerce & Catalogs

Drive conversions by sharing rich catalogues and AI-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

40-60%
Lower Cost Per
Qualified Lead

1.5x
Sign Ups
Compared to
Web Forms

40%
More Qualified
Leads

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

52%
Open
Rate

57%
click-through
rate

11 Mn
messages in a
single campaign