WhatsApp Opt-In Examples

Opt-in policy

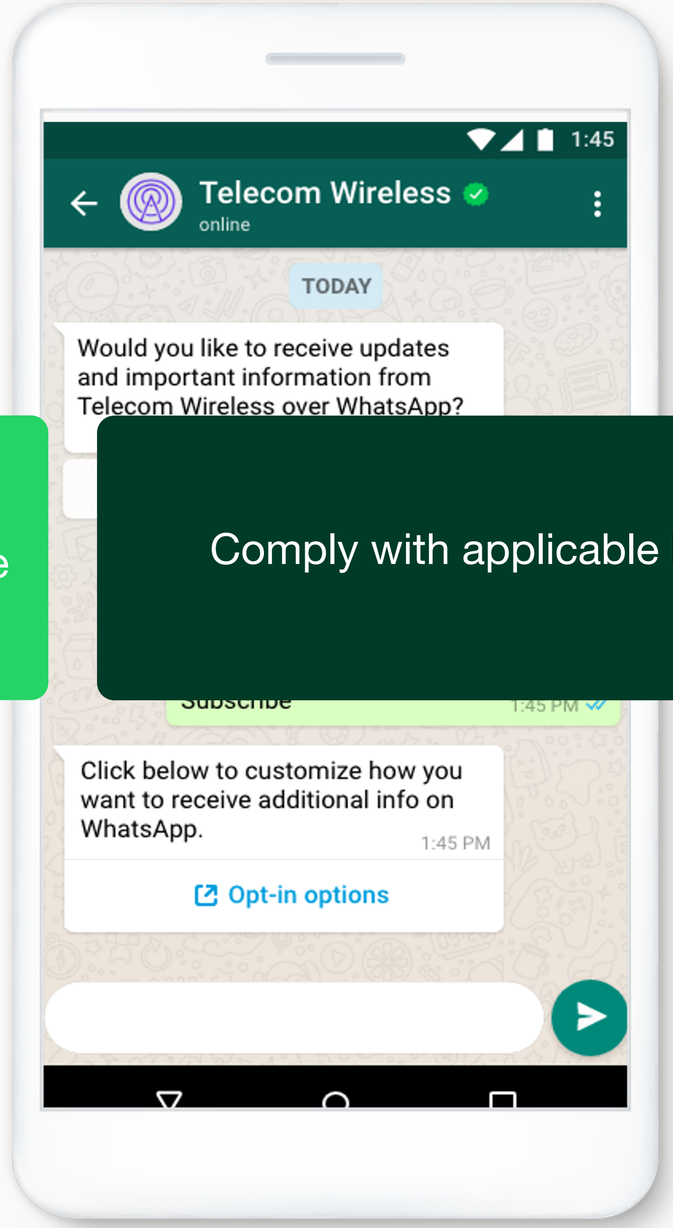
You must receive prior opt-in from a user before you can send them a notification

When collecting opt-ins, you must:

Clearly state that a person is opting in to receive messages from your business over WhatsApp.

Clearly state the business' name that a person is opting in to receive messages from.

Comply with applicable laws.



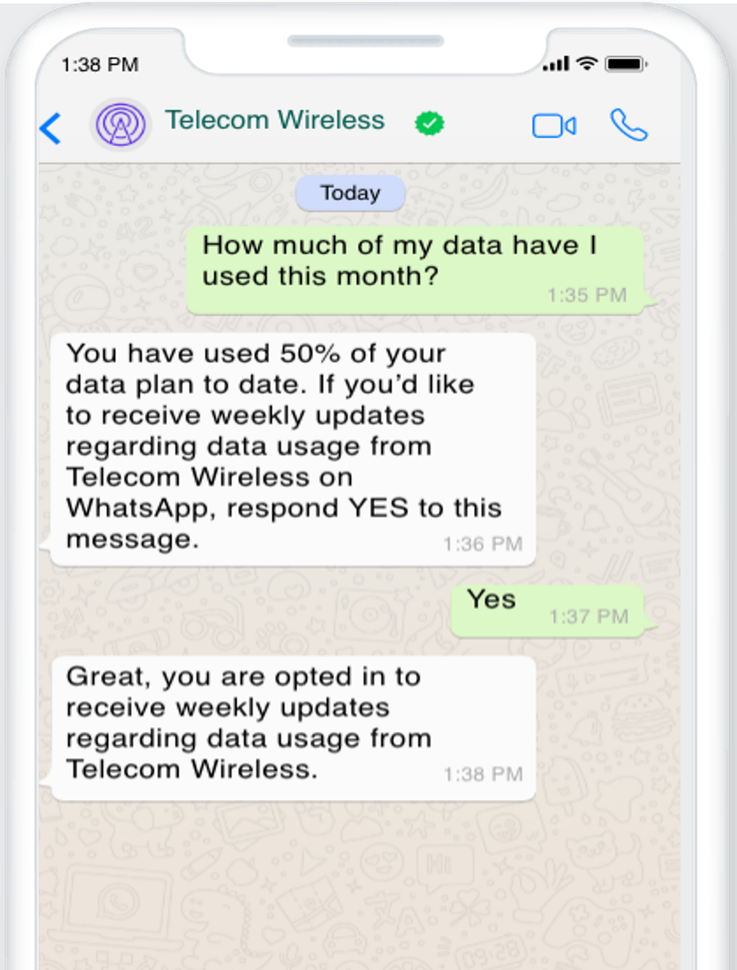
Long Term Opt-in methods

Currently, accepted opt-in methods include:

SMS Request opt-in via SMS.	**Website** Create an opt-in signup form on your website's homepage, dedicated landing page, or at key touch points during the purchase process.	**In a WhatsApp thread** Request opt-in during a user-initiated thread.
By phone Create an interactive voice response (IVR) flow.	**Missed call** An opt-in message can be sent to a caller who hangs up before the business answers (unless returning calls is standard practice).	**In person / on paper** Customers can sign a physical document to opt in.

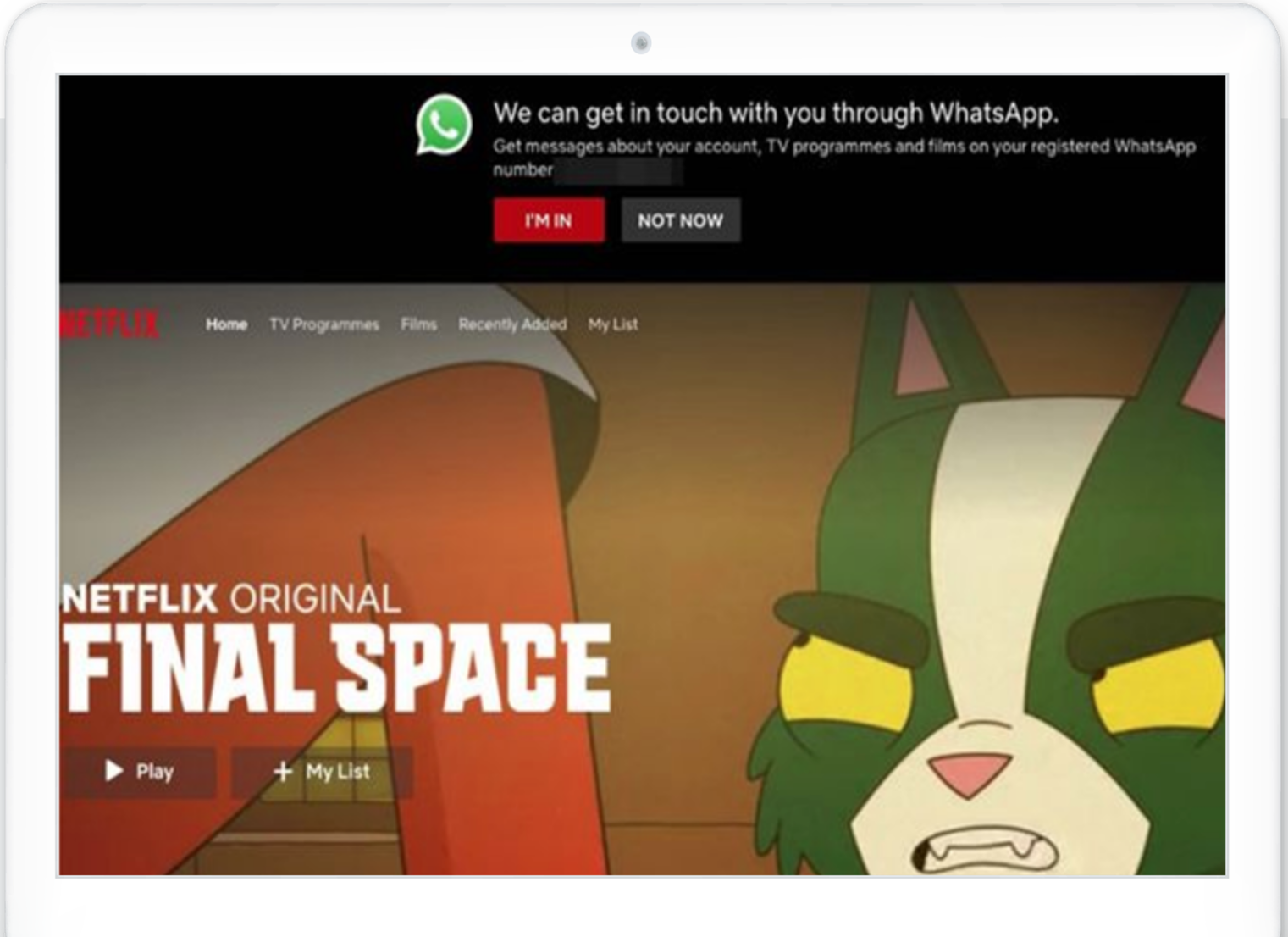
Opt-in example

In-thread opt-in:



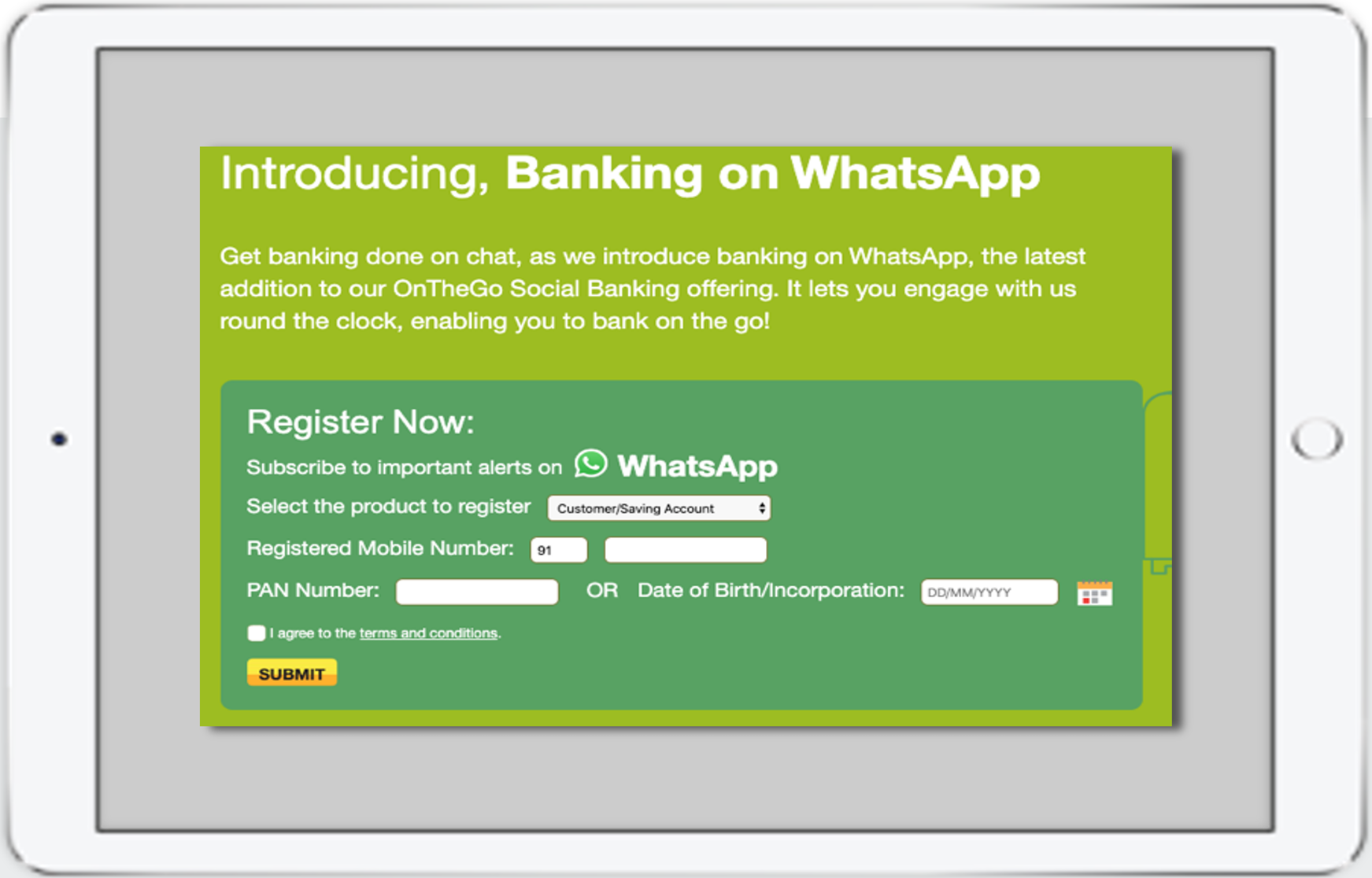
Opt-in example

On-page opt-in:

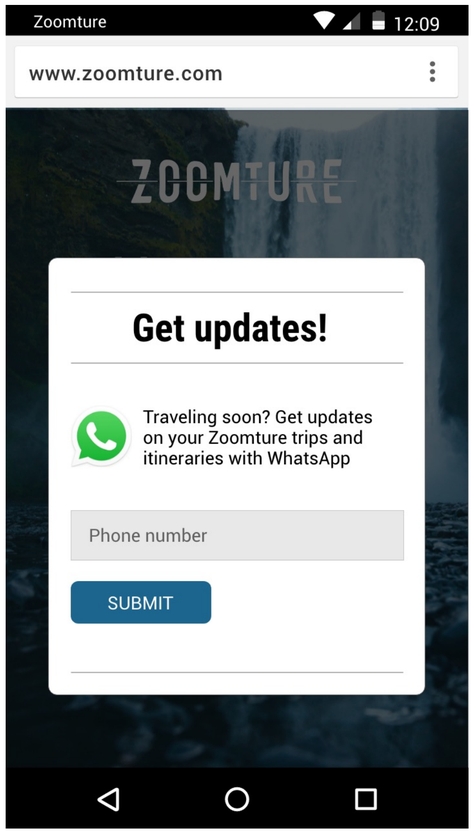


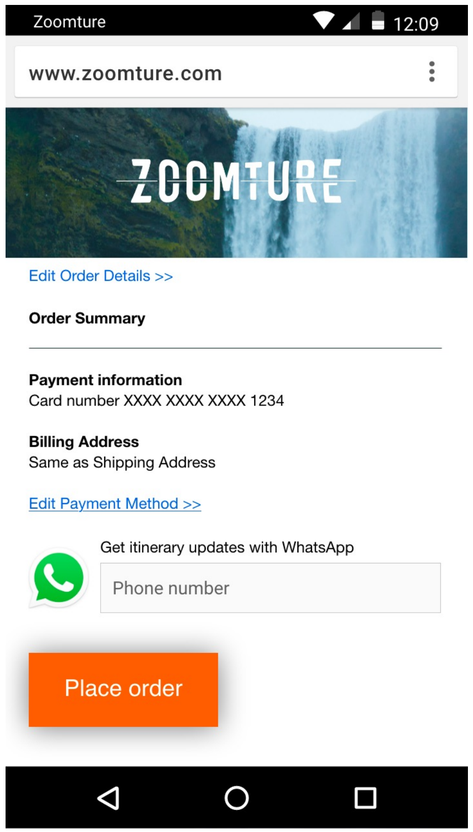
Opt-in example

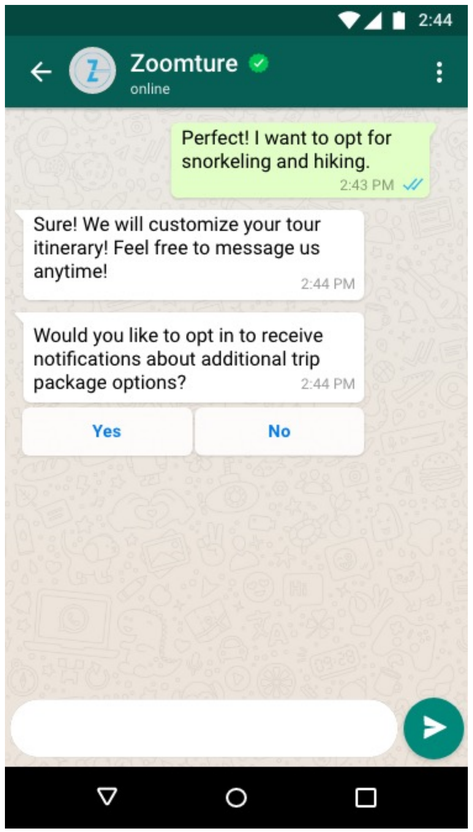
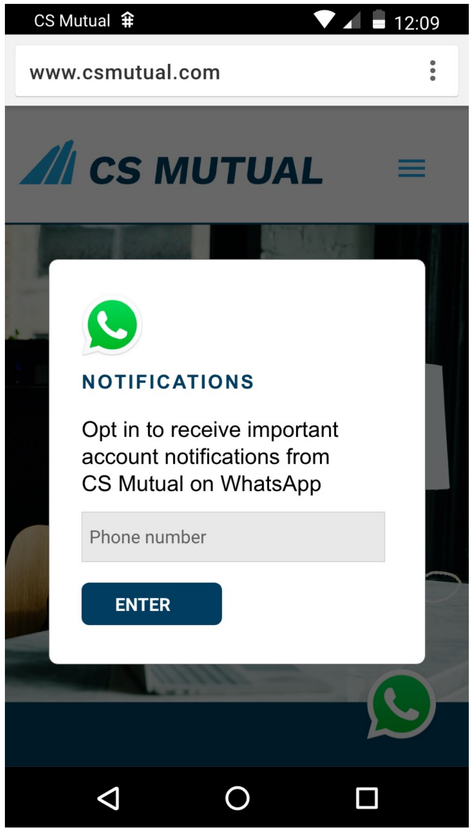
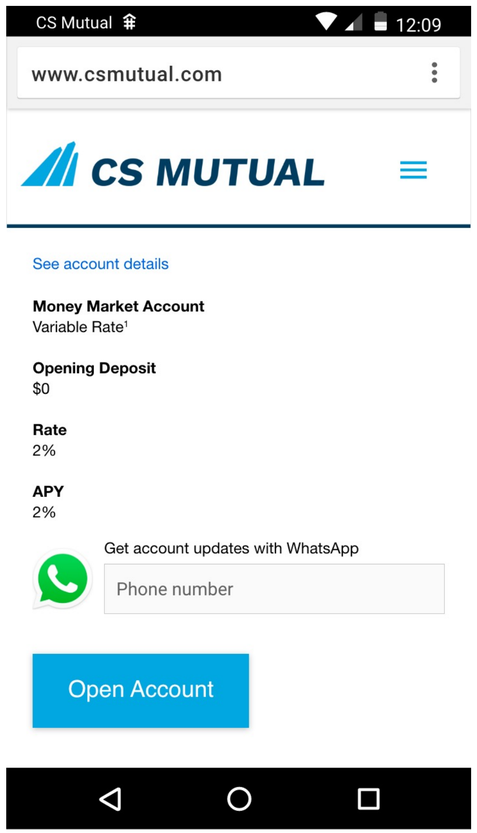
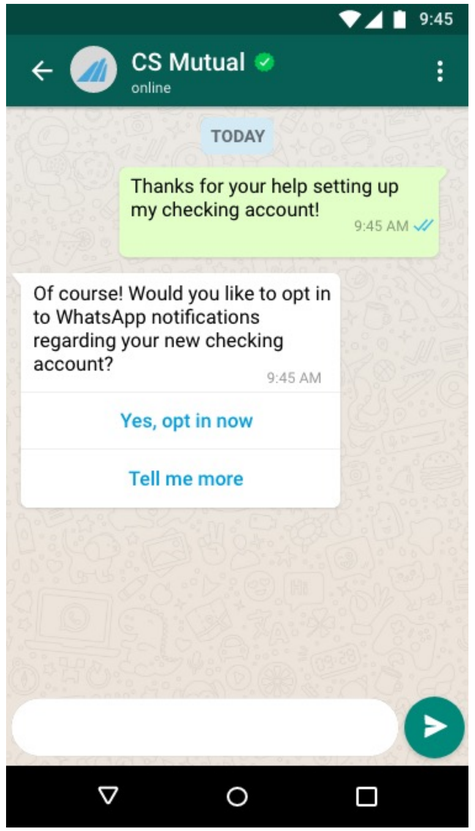
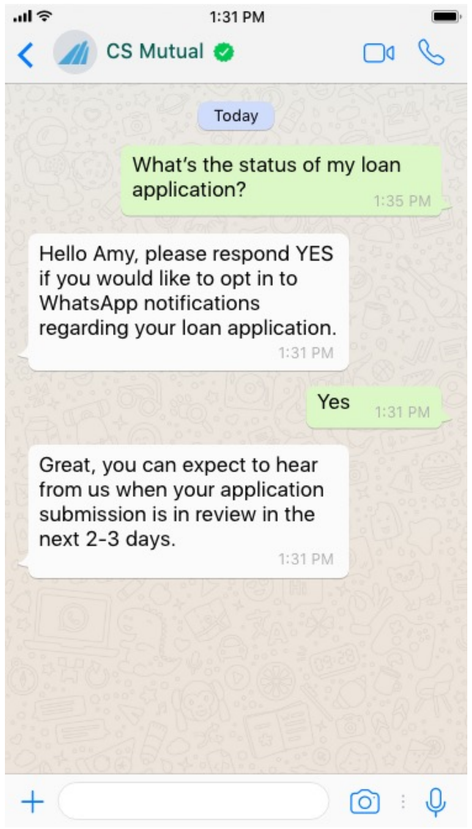
Pop up opt-in:



Opt-in example



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