



WhatsApp Opt-In Examples



Opt-in policy

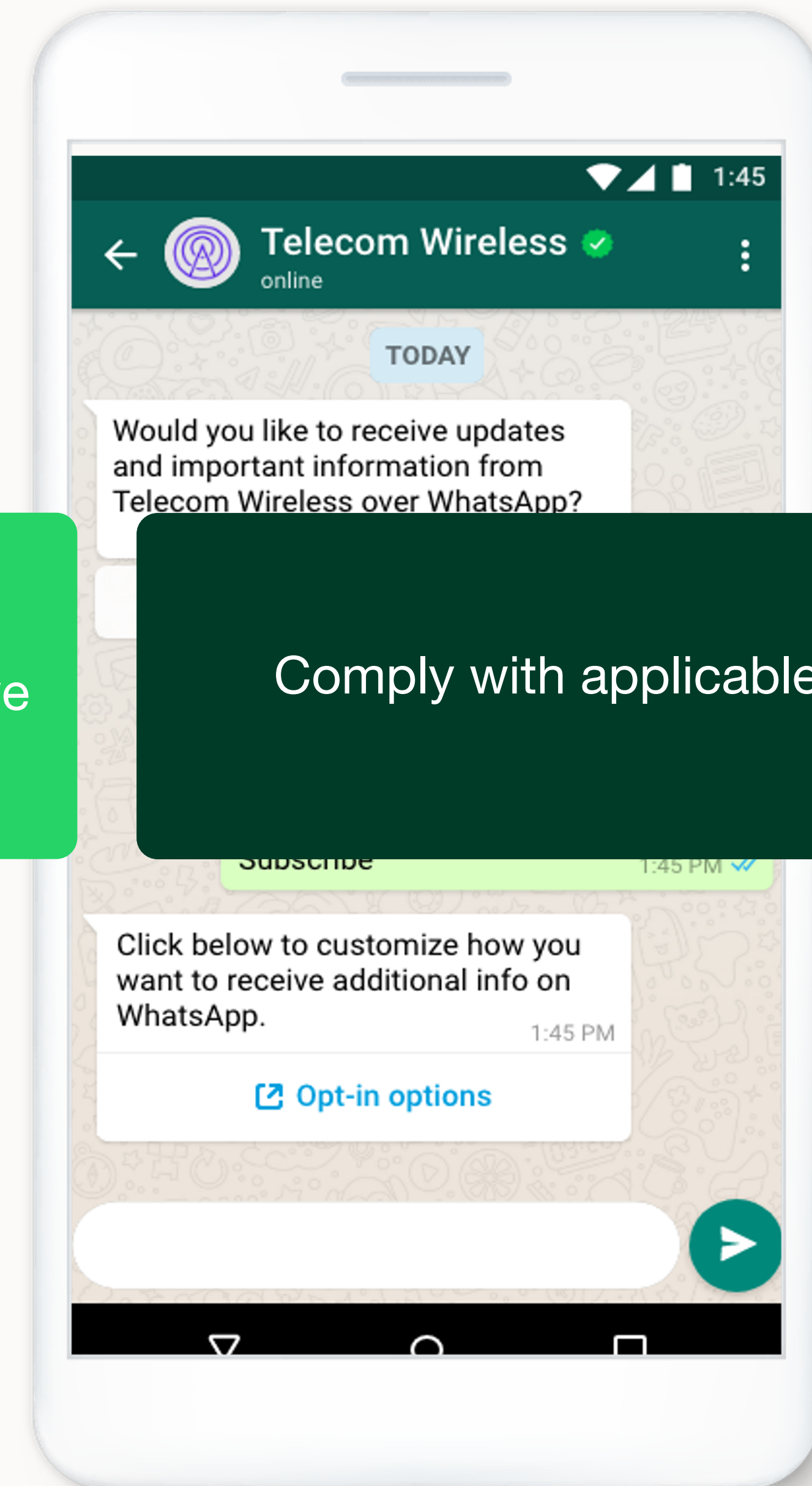
You must receive prior opt-in from a user before you can send them a notification

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).

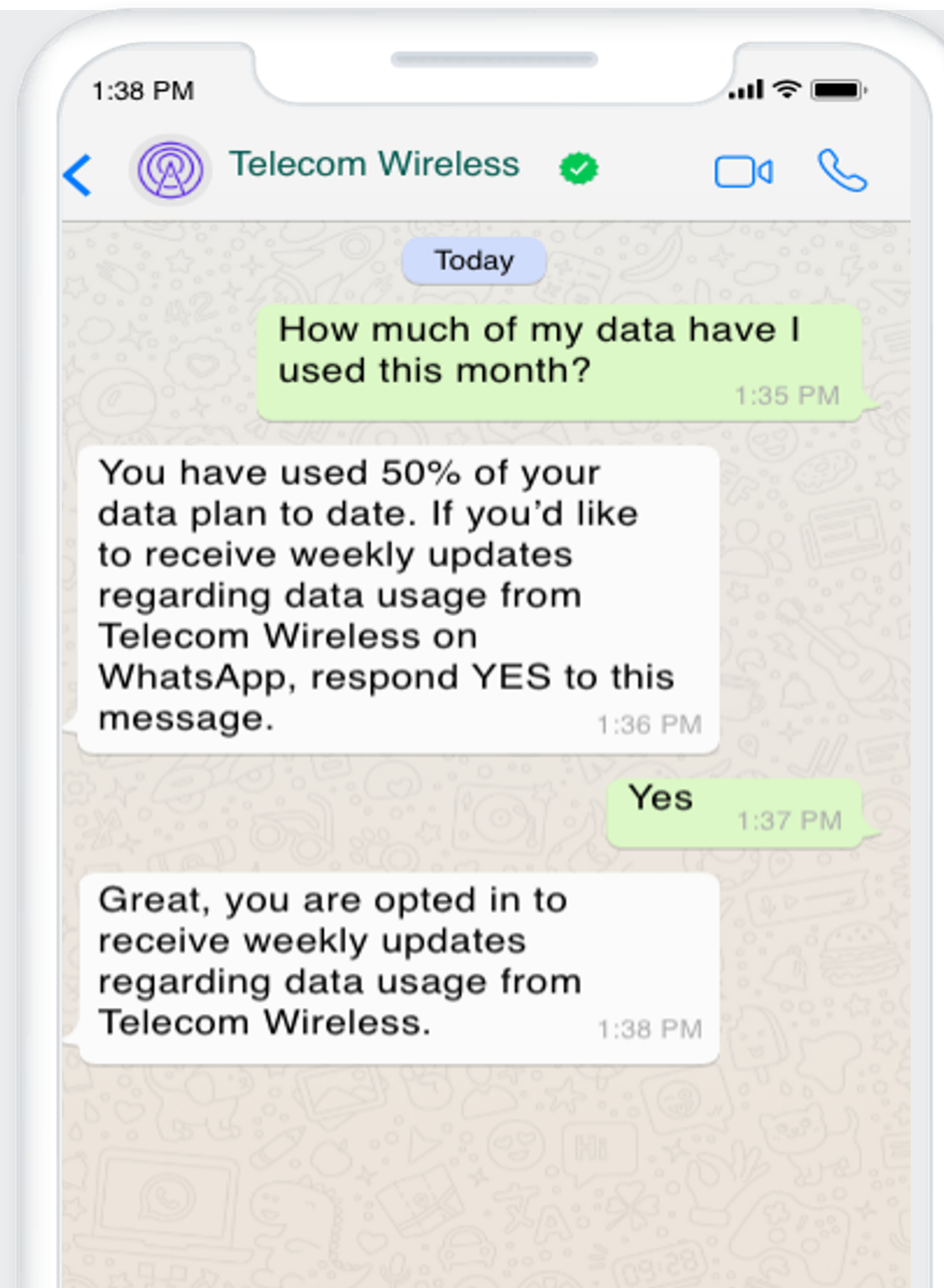
In person / on paper

Customers can sign a physical document to opt in.



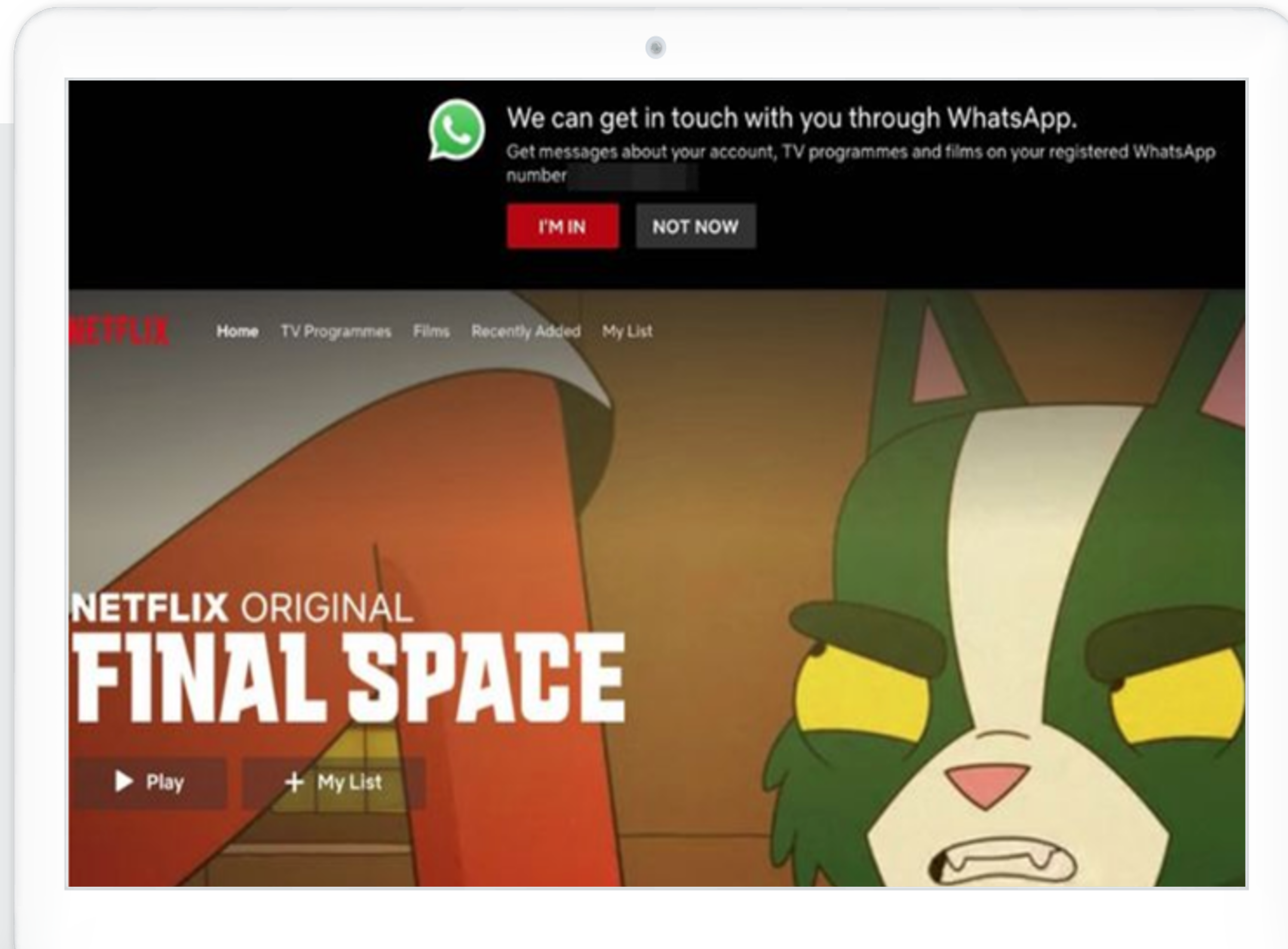
Opt-in example

In-thread opt-in:



Opt-in example

On-page opt-in:






Opt-in example

Pop up opt-in:

Introducing, Banking on WhatsApp


Get banking done on chat, as we introduce banking on WhatsApp, the latest addition to our OnTheGo Social Banking offering. It lets you engage with us round the clock, enabling you to bank on the go!

Register Now:

Subscribe to important alerts on  **WhatsApp**

Select the product to register

Registered Mobile Number:

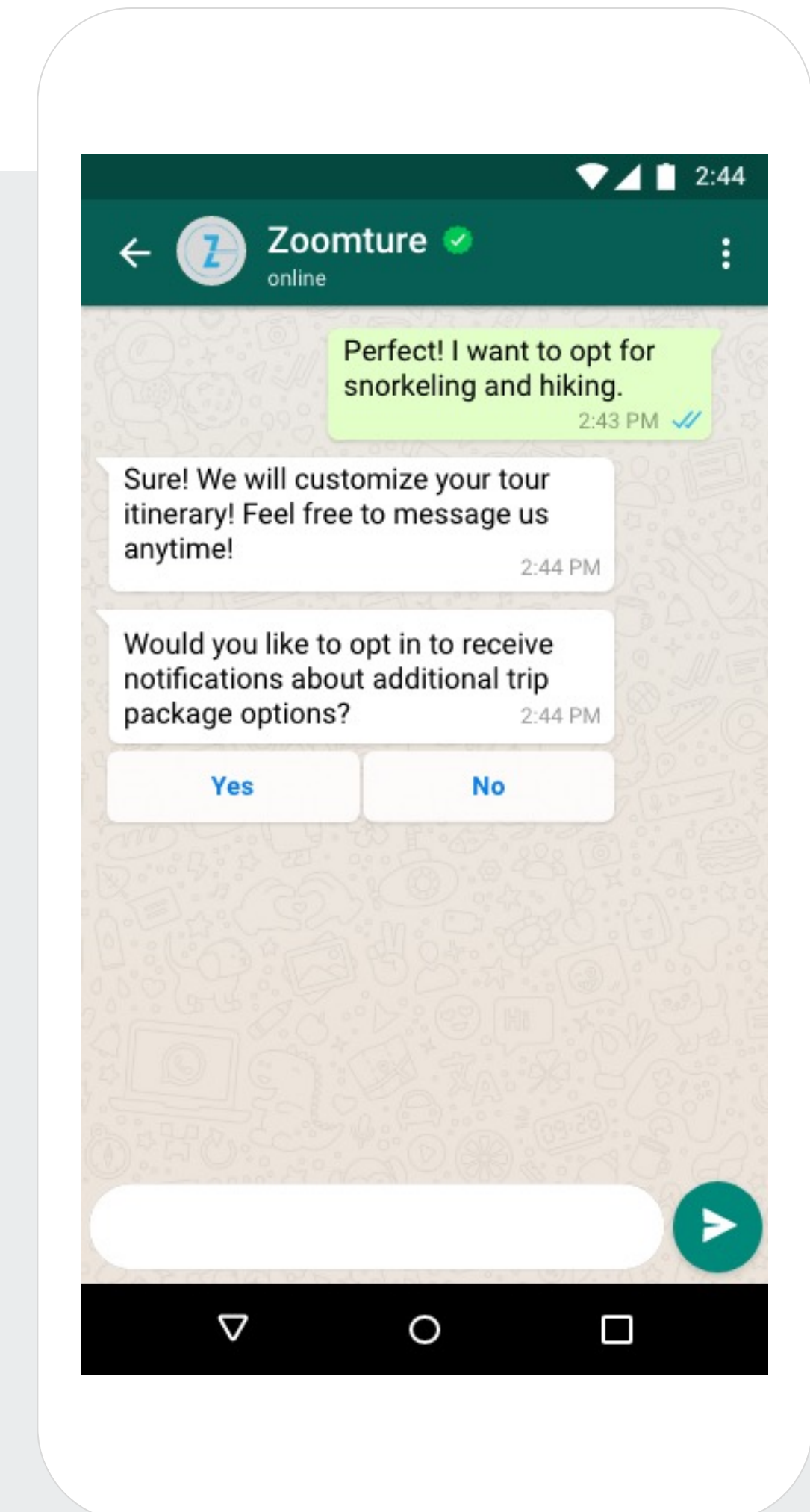
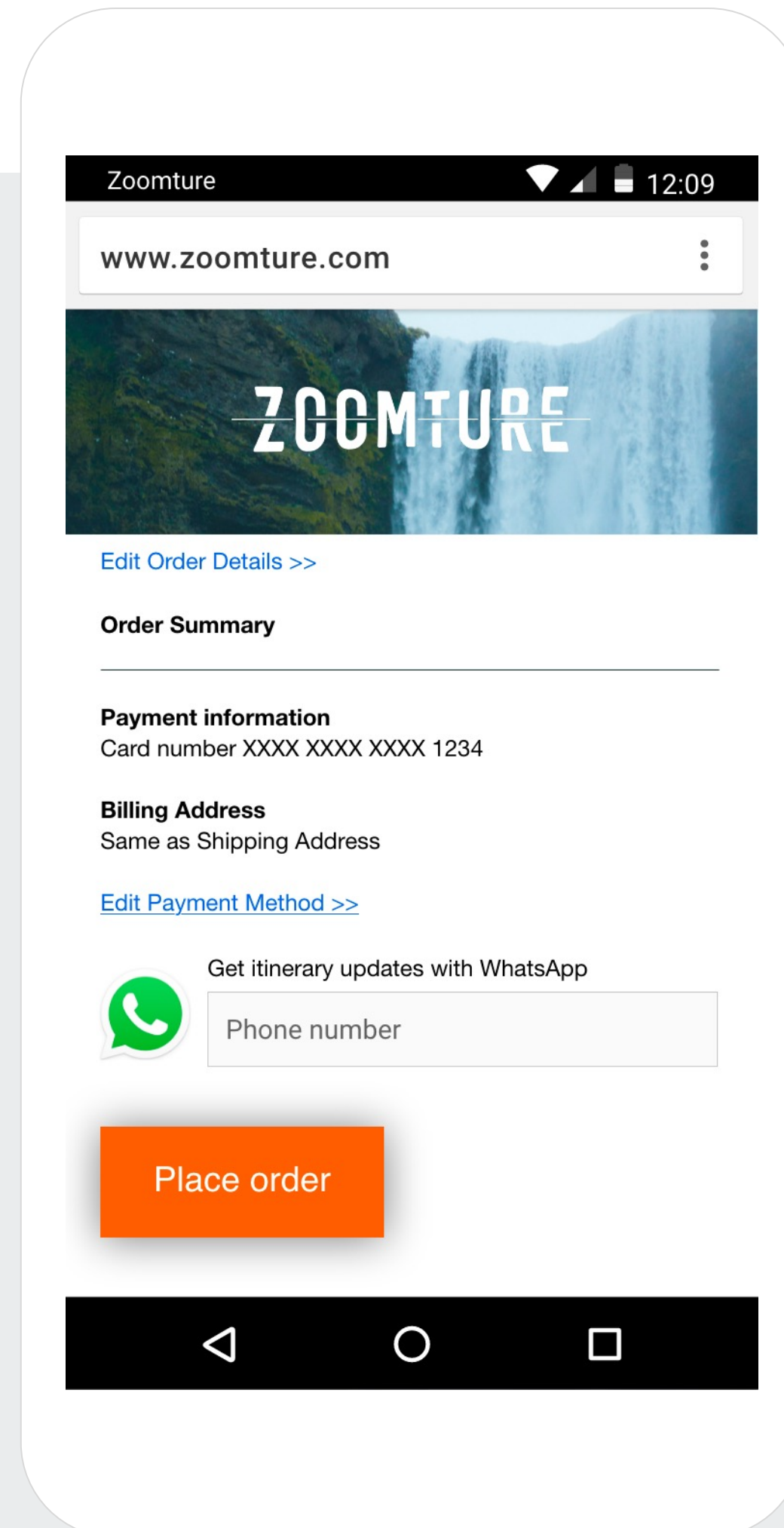
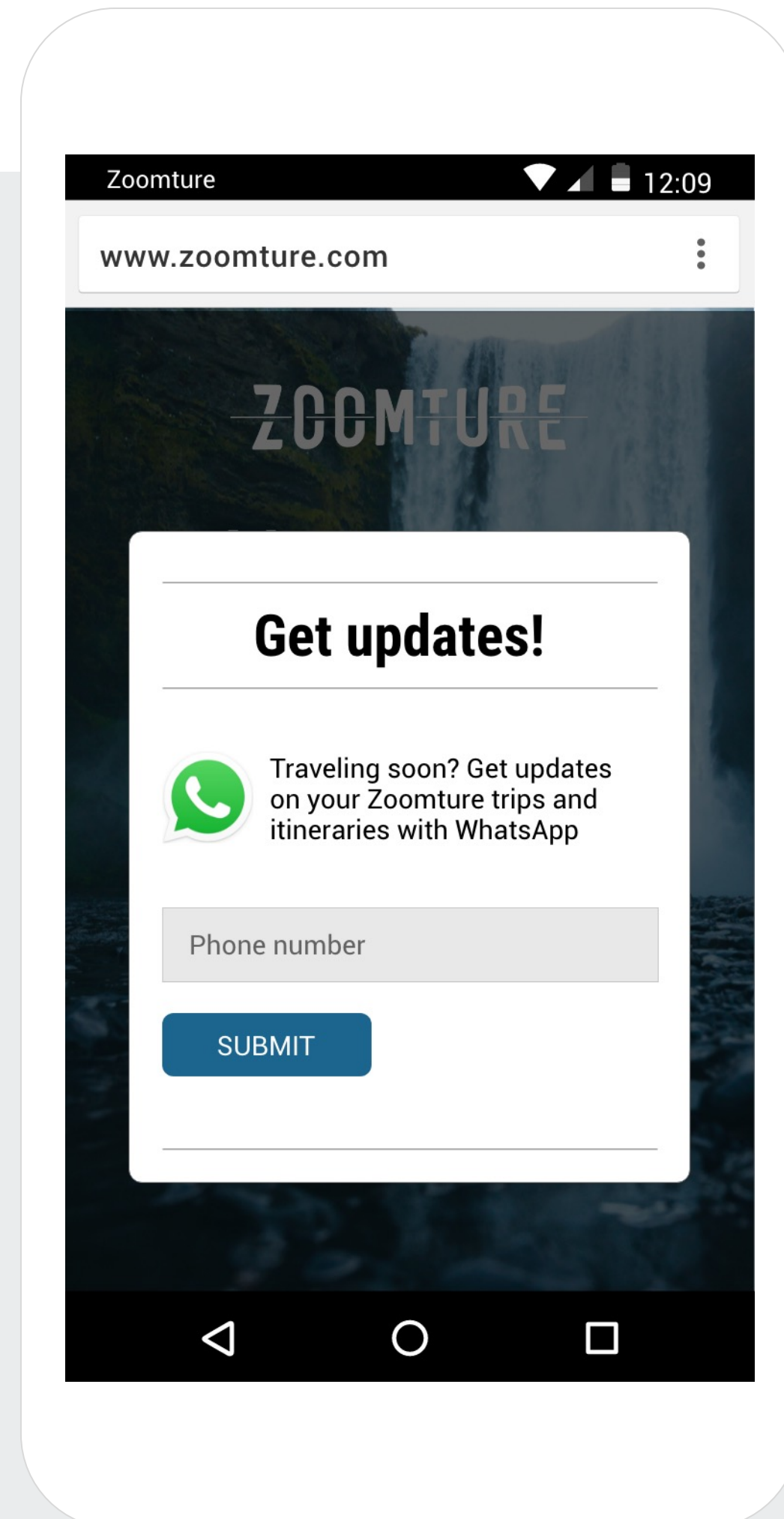
PAN Number: OR Date of Birth/Incorporation: 

I agree to the [terms and conditions](#).

SUBMIT



Opt-in example





Opt-in example

