

The shopping experience of the future is already on WhatsApp

Bring your retail and e-commerce relationships together in the channel customers and buyers already use — with AI converting 24/7 and fewer abandoned carts.

- Catalogue and products
- Cart recovery
- Orders and tracking
- After-sales and loyalty



The channel they already use
No app to install: your customers discover, buy and track the order on the WhatsApp they already have open.



More conversion, less abandonment
AI answers on the spot, recommends products and recovers abandoned carts with a message that is opened within minutes.



From question to delivery
Order status, tracking and exchanges in the same thread — the customer is never left wondering where the order is.



Customers who come back
Campaigns, repurchase and loyalty programmes in the channel with a higher response rate than email.

~98%

of messages opened — and read within minutes

24/7

support and sales, every day

0

apps to install — everything on WhatsApp

1

channel to sell, deliver and build loyalty

THE CHALLENGE

Repeated questions, abandoned carts — and lost sales

- Repeated questions about products, stock and orders
- Abandoned carts and sales lost for lack of follow-up
- Support scattered across several channels and without history
- Slow, manual exchanges, returns and support
- Campaigns that spark no conversation or repurchase

THE SOLUTION

Zapify turns WhatsApp into your brand store and after-sales

- A WhatsApp assistant with catalogue, AI and human support when needed
- Recommendations and catalogue that help decide and convert
- Automatic cart recovery and checkout follow-up
- Order status, tracking and deliveries in real time
- Exchanges, returns, payments and campaigns in the same channel

USE CASES IN RETAIL AND E-COMMERCE

From discovery to repurchase — all by conversation

From the first product question to the loyalty campaign, every step of the journey on WhatsApp.

 **01 Support and product discovery**
Catalogue, recommendations and stock answered on the spot, with AI helping decide.

- Catalogue on WhatsApp
- Recommendations
- Stock lookup
- Product questions

 **02 Cart recovery**
Follow-up and checkout links that bring back the nearly lost sale.

- Cart reminder
- Checkout links
- Recovery offers
- Automatic follow-up

 **03 Orders and tracking**
Order status, tracking and deliveries communicated in real time.

- Order status
- Tracking and carrier
- Delivery window
- Proactive alerts

 **04 Exchanges, returns and support**
Requests, pickups and FAQs handled by conversation, without friction.

- Exchange request
- Return label
- Pickup scheduling
- Support FAQs

 **05 Payments and documents**
Payment links, receipts and invoicing without leaving the conversation.

- Payment links
- Receipts and invoices
- Order confirmation
- Proof of purchase

 **06 Campaigns and loyalty**
Promotions, repurchase and reactivation of inactive customers that convert.

- Segmented campaigns
- Repurchase offers
- Reactivation of inactive customers
- Loyalty programmes

A PLATFORM CONNECTED TO YOUR STORE

Integrates with the tools you already use

Zapify connects to your e-commerce platform, stock, payments and campaigns to automate the whole buying journey.

 **E-commerce & catalogue**

 **Logistics & tracking**

 **Payments & invoicing**

 **CRM & loyalty**

 **Meta Ads · Click-to-WhatsApp**

 **Stock management**

 **BI & reports**

 **Webhooks & API**

BENEFITS FOR EVERYONE

Advantages for your brand

 **For customers**

- Fast, practical replies
- More convenience and autonomy
- A simple shopping experience

 **For operations**

- Less operational load
- Centralised support
- More productivity and conversion

 **For management**

- More sales and repurchase
- Better journey tracking
- Metrics and efficiency

 **For marketing**

- Campaigns that convert
- Less abandonment
- Repurchase and loyalty

Put WhatsApp to work for you
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