

Integrating *shopify* with WhatsApp: Guide to Enhancing Your E-Commerce Experience



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Introduction

As a Shopify business owner, you are constantly seeking ways to enhance your e-commerce experience and connect more effectively with your customers.

This is where the power of integration between Shopify, your e-commerce platform, and WhatsApp, a globally dominant messaging app, becomes crucial.



Overview of Shopify and WhatsApp

Shopify, a leading e-commerce platform, has revolutionized the way you sell online. With its user-friendly interface, comprehensive tools, and extensive app ecosystem, Shopify empowers you to create a personalized and efficient online store. [Shopify powers over 1.7 million businesses in approximately 175 countries, a testament to its widespread acceptance and effectiveness.](#)

[On the other hand, WhatsApp, with over 2.78 billion active users worldwide](#), has become a primary communication tool in many of your customers' lives. It's more than just a messaging app; it's a way for people to connect, share, and engage in a familiar and convenient environment.

2M 2M - WhatsApp boasts over 2 billion monthly active users worldwide

175M 175M - People were messaging with WhatsApp Business accounts every day

53% 53% - People are more likely to shop with a business they can message directly

98% 98% - Open rate

45% 45% - Response rate

Importance of Integrating WhatsApp with Shopify

The integration of WhatsApp with Shopify opens up new possibilities for your business.

By harnessing WhatsApp's extensive reach and engagement rates – open rates as high as 98%, compared to 20% for emails – you can significantly enhance customer interaction.

This integration allows you to provide personalized customer service, send instant updates on orders, and run targeted marketing campaigns directly through a platform many of your customers already use daily.

Furthermore, this integration means tapping into the growing trend of conversational commerce, where transactions are conducted via messaging apps.

This trend is not just a passing fad; a study shows that 67% of consumers reported having increased their use of messaging apps to communicate with businesses in recent years.

Understanding Shopify & WhatsApp

As a Shopify business owner, your journey in e-commerce is intertwined with the tools and platforms that empower your business.

Understanding the foundations and capabilities of both Shopify and WhatsApp is crucial to leverage their full potential.



Introduction to Shopify

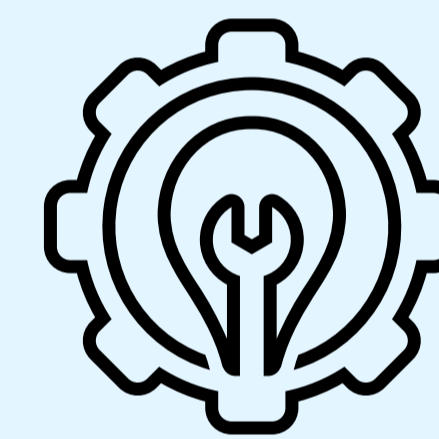
Shopify began as an internal solution to a common e-commerce problem but quickly evolved into a global e-commerce powerhouse. Its history is a testament to the evolving needs of online sellers like you. From its inception, Shopify was designed to simplify the online selling process, making it accessible to everyone, regardless of technical expertise.

Key features of Shopify that have been instrumental in its success include:



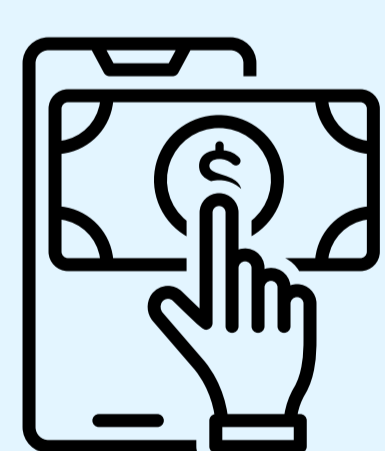
User-Friendly Interface

Shopify's intuitive design allows you to easily set up and manage your online store without needing advanced technical skills.



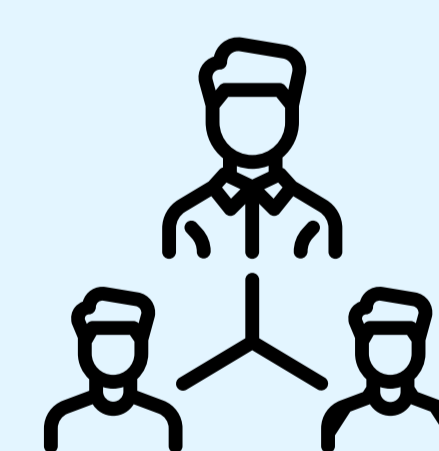
Customizability

With a wide range of themes and plugins, Shopify provides you the flexibility to tailor your store to fit your brand and customer needs.



Integrated Payment Solutions

Shopify simplifies the transaction process by supporting various payment gateways, making it easier for your customers to make purchases.



Robust Support and Community

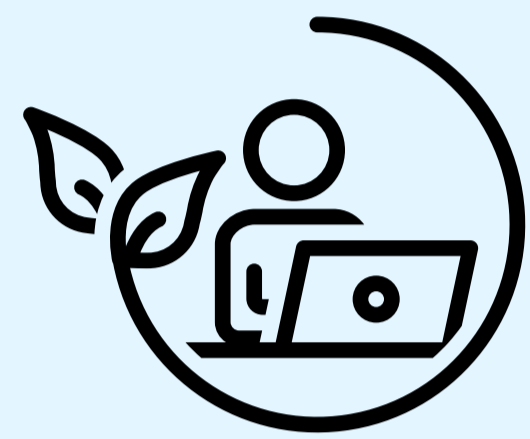
A comprehensive support system and a vibrant community of users provide a wealth of resources and shared knowledge.



Introduction to WhatsApp

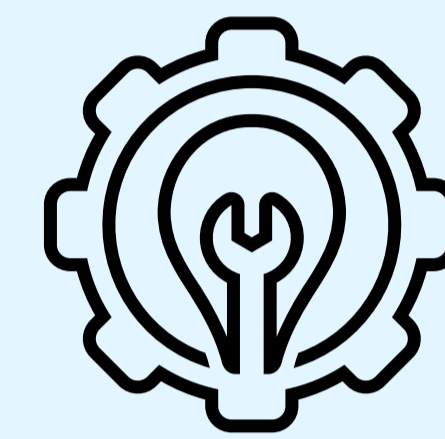
WhatsApp's journey from a simple messaging app to a vital tool in business communication mirrors the growing importance of instant, personal communication in our lives. Initially designed for personal communication, WhatsApp's ease of use and widespread adoption have made it an invaluable tool for businesses.

The growth of WhatsApp in the business domain includes:



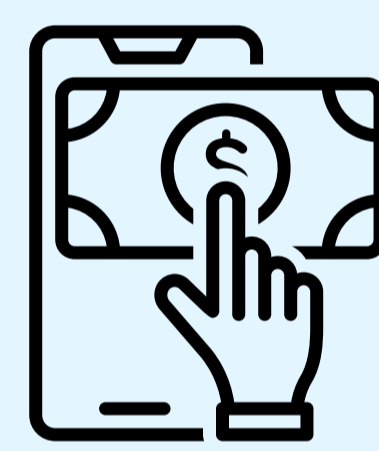
WhatsApp Business App and API

Tailored for businesses, these tools allow customer interaction, automated messaging, and other business-friendly features.



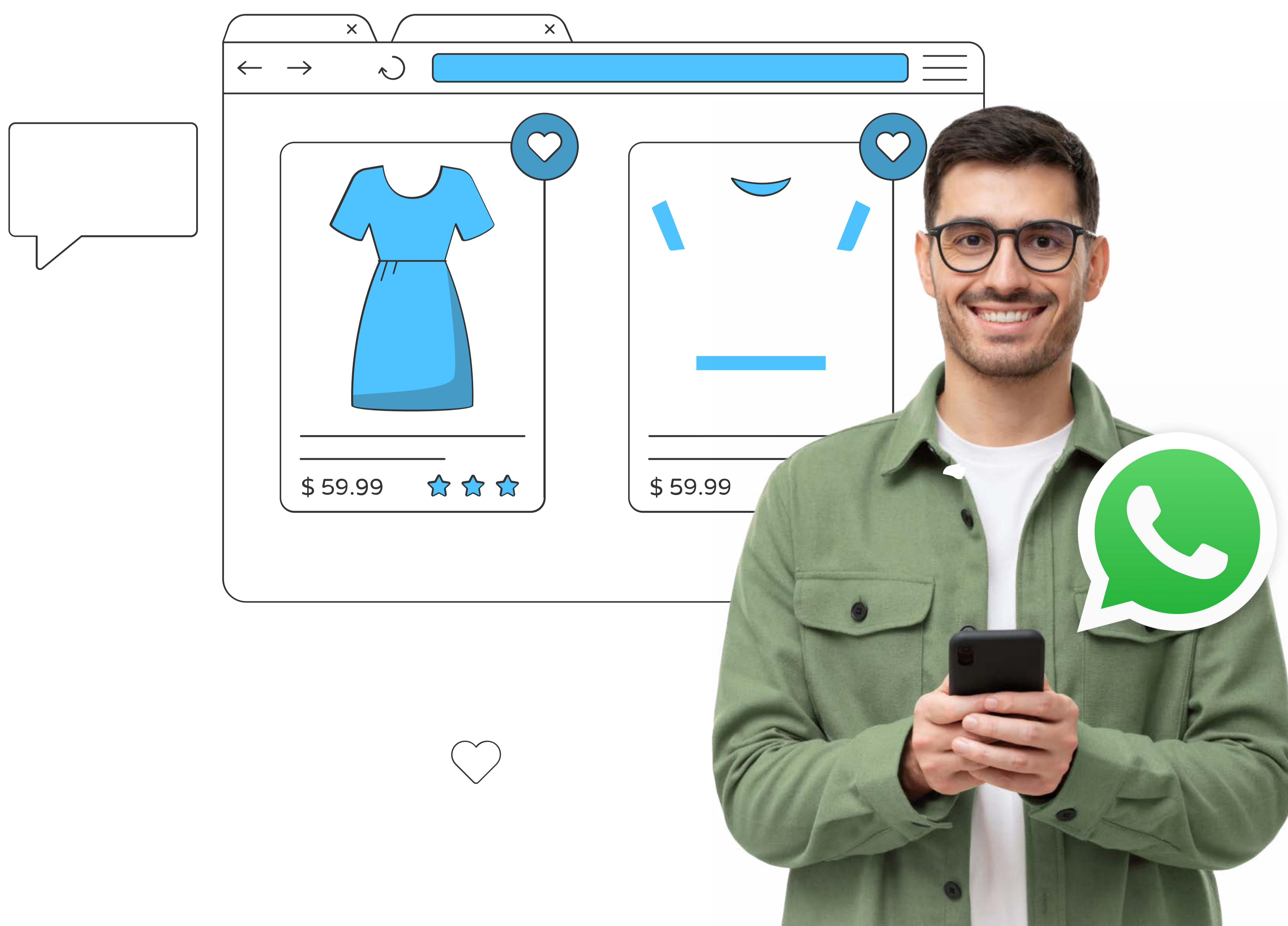
High Engagement Rates

With high open and read rates, WhatsApp presents an effective platform for reaching customers directly and personally.



Global Reach

WhatsApp's vast user base provides businesses with a direct line to a global audience, breaking down geographical barriers in customer communication.



The Connection Between E-Commerce and Messaging Platforms

The integration of e-commerce platforms like Shopify with messaging apps like WhatsApp represents a convergence of convenience and personalization. This offers several benefits:

- **Enhanced Customer Experience:** Direct communication through WhatsApp adds a personal touch to the online shopping experience, fostering stronger customer relationships.
- **Immediate Customer Support:** Instant messaging allows for real-time customer support, addressing queries and issues faster and more efficiently.
- **Streamlined Marketing and Sales:** WhatsApp can be a powerful tool for personalized marketing, promotional campaigns, and even completing sales transactions within the chat.

This chapter has set the stage for understanding how combining the strengths of Shopify and WhatsApp can transform your e-commerce business, offering a seamless, personalized shopping experience to your customers.

Next let's look at how the API works.



Understanding WhatsApp Business API

In this era of digital commerce, understanding and utilizing the right tools can significantly enhance your business's customer interaction and sales. As a Shopify store owner, getting acquainted with the WhatsApp Business API is a strategic step in this direction.

This chapter explains what the WhatsApp Business API is, how it differs from the WhatsApp Business App, and why it's a game-changer for your e-commerce business.

What is WhatsApp Business API?

The WhatsApp Business API is a powerful tool designed for medium to large businesses that require more advanced communication capabilities than the standard WhatsApp Business App provides.

It's a platform that allows your business to automate, sort, and quickly respond to messages on a large scale.

Essentially, the API (Application Programming Interface) serves as a bridge between your business and your customers, enabling you to integrate WhatsApp communication features into your existing software systems, such as your Shopify store.



Benefits of Using WhatsApp Business API for E-commerce

Integrating the WhatsApp Business API with your Shopify store brings a multitude of benefits:



Enhanced Customer Engagement- With the API, you can send personalized messages, updates about orders, and even exclusive offers directly to your customers' WhatsApp, enhancing engagement and fostering loyalty.



Efficient Customer Support- Automate responses to common queries and provide real-time support, reducing response time and improving customer satisfaction.



Increased Sales Opportunities- Utilize the API for conversational commerce, where customers can inquire about products and make purchases directly through WhatsApp, creating a seamless shopping experience.



Data-Driven Insights- The API provides valuable insights into customer interactions, which can be used to refine marketing strategies and improve communication.



Differences between WhatsApp Business App and API

Feature	WhatsApp Business App	WhatsApp Business API
Scale and Automation	Suitable for small businesses and personal use.	Designed for larger businesses with high message volumes. Allows for automation and integration with business systems.
Multiple User Access	Not available. Only one user can manage the account.	Supports multiple users or agents to access and respond to messages, ideal for customer support teams.
Advanced Features	Limited to basic messaging and business tools.	Offers programmable messaging, chatbots, and detailed analytics for advanced communication strategies.

By integrating WhatsApp Business API into your Shopify store, you're not just opening a channel of communication; you're embracing a tool that can revolutionize how you connect with your customers, manage support, and drive sales.



Give Wati a Try!

Simplicity and Robust Features:

Wati makes setting up your WhatsApp Business API account a breeze. Its user-friendly interface simplifies the process, ensuring you can navigate effortlessly.

Seamless Integration with WhatsApp:

Wati is designed to seamlessly integrate with WhatsApp, offering you a smooth connection for your chatbot endeavours.

Comprehensive Analytics:

Stay on top of your game with Wati's comprehensive analytics. Track and analyze interactions to optimize your chatbot's performance.

Scalability:

As your business grows, Wati grows with you. Enjoy the flexibility to scale your chatbot capabilities to meet the evolving needs of your expanding audience.

Expert Support:

Worried about getting stuck? Wati's support team is ready to assist you at every step, ensuring you have the guidance you need to succeed.

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No Credit Card Required

The Basics of API Integration

As a Shopify store owner, understanding the technical backbone that powers your e-commerce operations is vital.

This chapter introduces you to the world of APIs (Application Programming Interfaces), and outlines the benefits of integrating these into your e-commerce strategy.



What is an API?

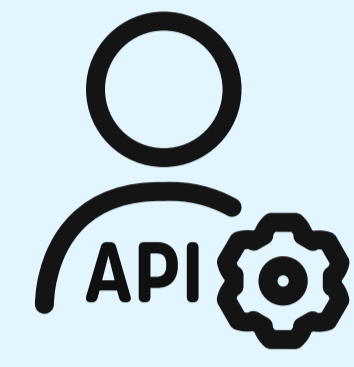
An API is a set of rules and protocols for building and interacting with software applications.

Think of it as a middleman that allows two separate software systems to communicate with each other.

In the context of e-commerce, APIs enable your Shopify store to connect with other services and tools, like WhatsApp, to enhance functionality and user experience.

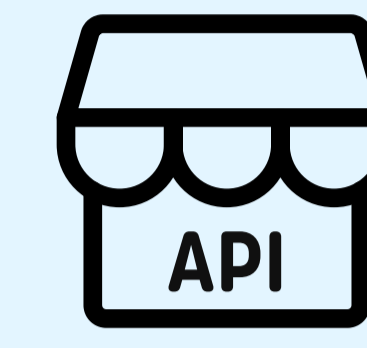
Overview of Shopify APIs

Shopify provides a range of APIs that allow you to extend the capabilities of your online store:



Admin API

Used to manage all aspects of your Shopify store, including products, orders, and customers.



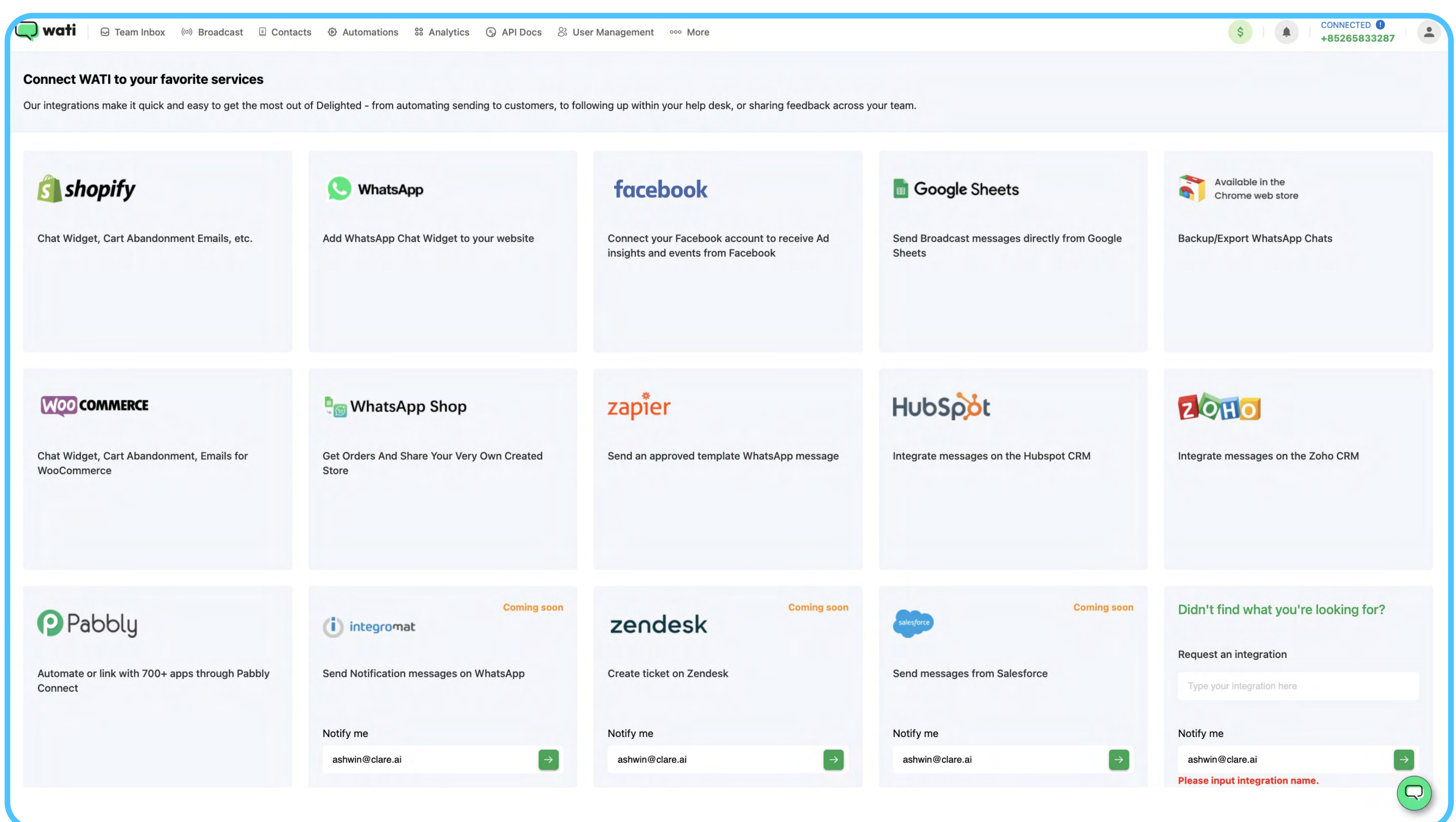
Storefront API

Build custom storefronts that allow you to build a unique shopping experience on various platforms.

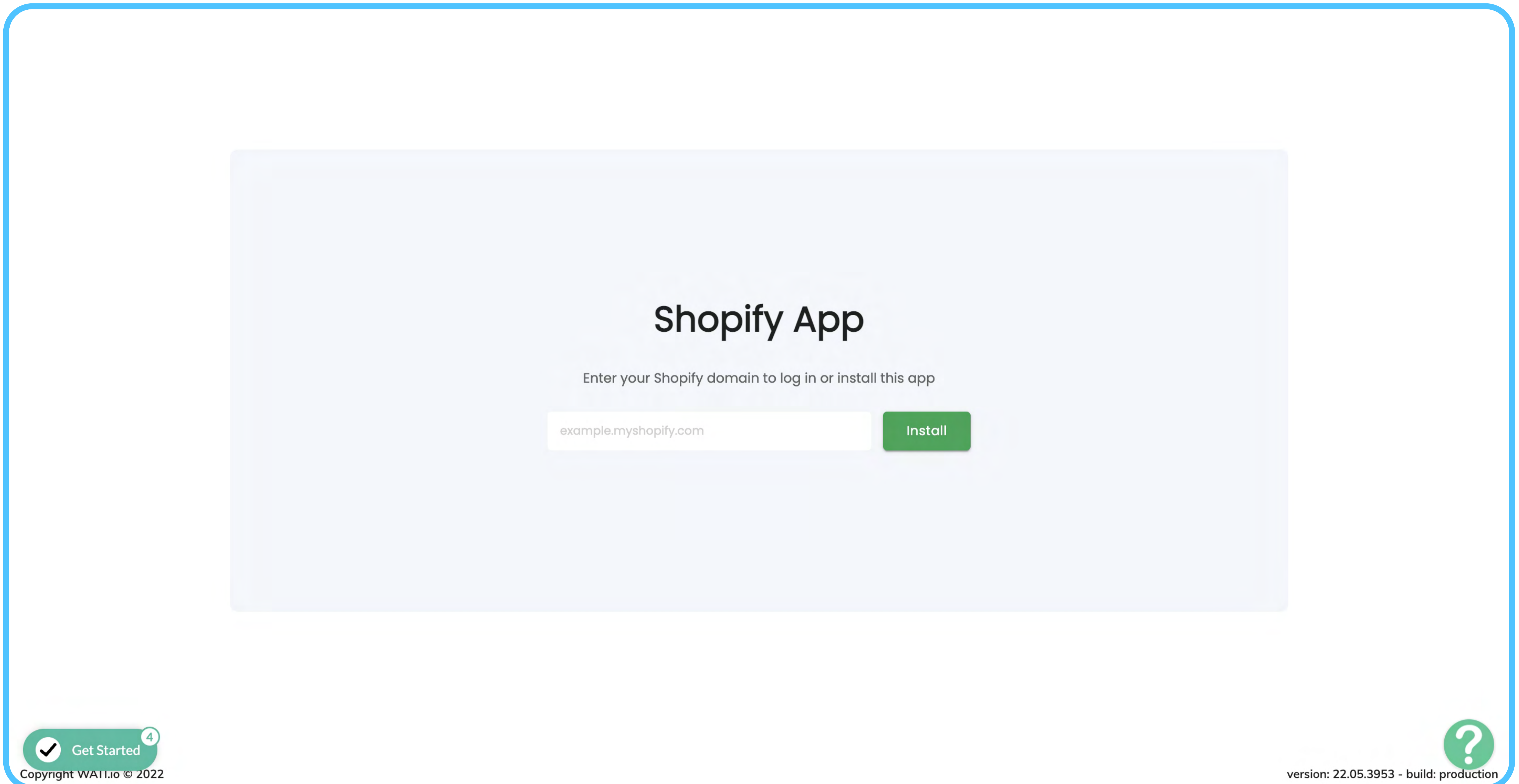
Integrating Wati's WhatsApp API with Shopify

Integrating WhatsApp with your Shopify store can significantly enhance your customer engagement and business operations. This chapter is designed to guide you through the step-by-step process of integrating WhatsApp API with your Shopify store.

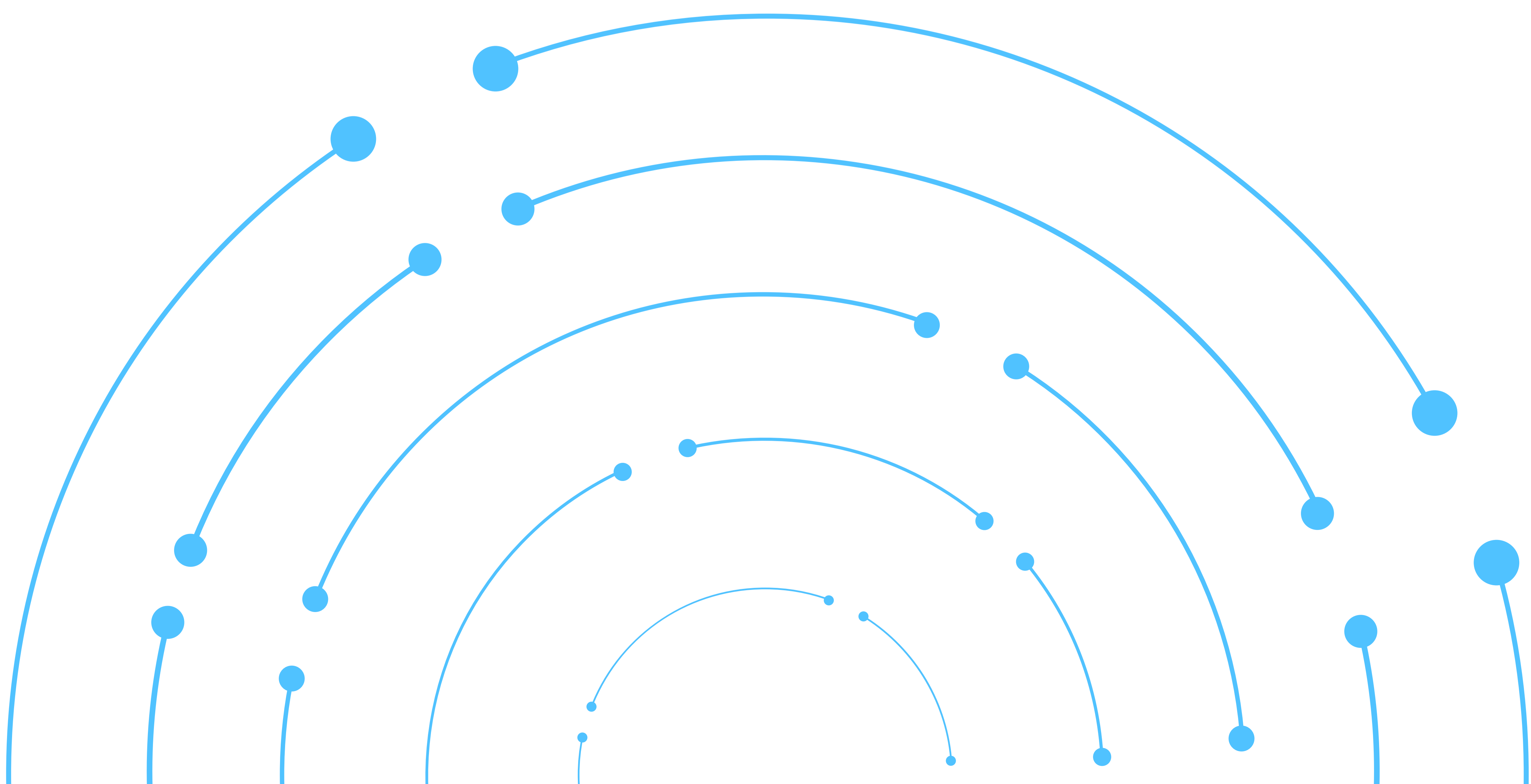
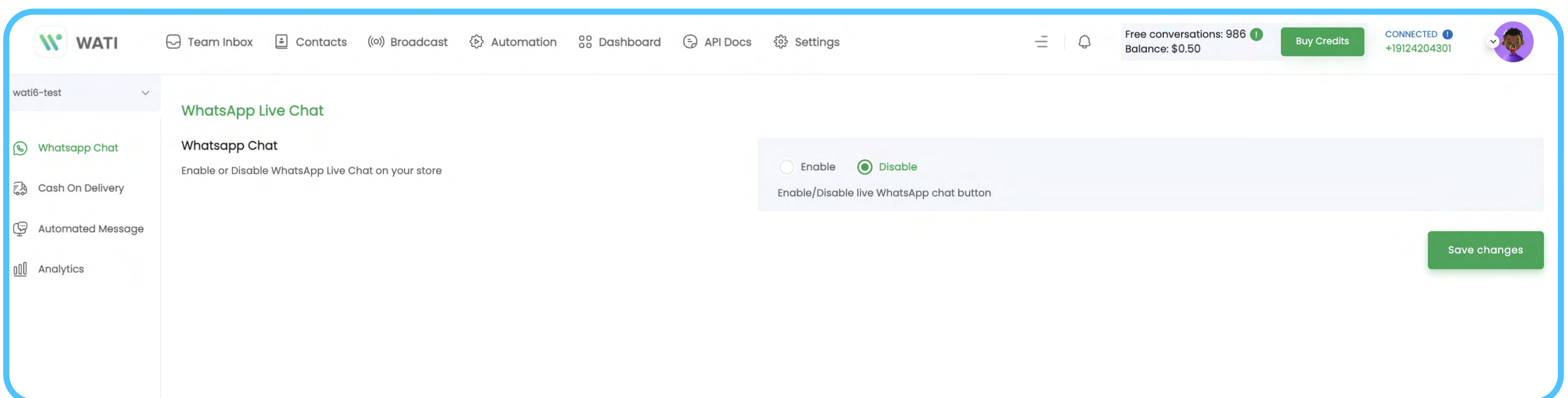
1. First, log into your Wati account. Head over to the Integration page and click on the 'Shopify' icon. This is your first step towards a seamless integration.



2. Once you click the Shopify icon, enter your Shopify App domain and click 'Install'. This links your Shopify store with Wati, paving the way for more advanced features.



3. After installation, you'll find the Live Chat button set to 'Disable' by default. Simply click 'Enable' to activate this feature on your Shopify store.



4. Next, to set up the WhatsApp chat button on your Shopify store, check our article on ‘How to add a WhatsApp Chat button for your website’. It’ll walk you through the process in detail to complete this step.

Now, let’s jump into the automated message feature. This allows you to trigger customized messages for different events, enhancing customer interaction. Wati offers several template messages for different events. Feel free to customize these templates according to your brand voice and preferences.

Message	Default template
Abandoned Recovery Message	shopify_default_abandoned_recovery_v6
Cash on Delivery	shopify_default_cod_confirm_order_v6
Order completed/confirmation	shopify_default_order_complete_v5
Order fulfilled	shopify_default_order_fulfilled_v5
Follow up after Purchase	shopify_default_follow_up_v5
Return and exchange request	shopify_default_refund_v5

5. To activate these templates, just select the ones you want and click ‘Enable’. Once enabled, they will be sent automatically whenever the corresponding event is triggered.

Abandoned Recovery Message

Recover abandoned carts by reaching your customers on WhatsApp. Message is sent (x) minutes (configurable) after customer abandons cart.

Automated WhatsApp message templates cannot be modified or edited, because message templates need to be pre-approved by WhatsApp before they can be sent using the API.

Enable Disable

Select Template

shopify_default_abandoned_recovery_v5

Send message after (X minutes)

1

Template Message

Dear {{name}}, this is {{shop_name}}.

We are reaching out to you to see if we can help you out with anything regarding your order.

Click on the button below to complete the payment and confirm your order.

View my cart

Include discount coupon

And that’s it! You’ve successfully integrated Wati with your Shopify store. These features will greatly enhance your customer’s shopping experience and streamline your communication.

Things You Can Do with Wati - Shopify Integration

Integrating Wati with your Shopify store opens a plethora of opportunities to enhance customer engagement, streamline operations, and boost sales. Wati, known for its efficient WhatsApp integration and communication tools, can significantly augment your Shopify experience. Here's what you can achieve with this powerful integration.

Increase Engagement with Customizable Chat Widgets

- **Personalized Interaction:** Implement Wati's customizable chat widgets on your Shopify store to engage visitors with a personalized touch.
- **Brand Consistency:** Tailor the look and feel of chat widgets to match your brand, creating a seamless experience for your customers.
- **Immediate Engagement:** Capture customer attention right when they visit your store, offering assistance or answering queries instantly.



Improve Conversions with Abandoned Cart Reminders

- **Automated Reminders:** Set up automated messages to remind customers of items they left in their cart, nudging them towards completing the purchase.
- **Customizable Messages:** Craft compelling, personalized reminder messages that resonate with your customers, encouraging them to revisit their carts.
- **Increased Conversion Rates:** Recover lost sales by re-engaging customers who abandoned their carts, directly impacting your store's conversion rates.



Automate Messages and Send Broadcasts

- **Efficiency in Communication:** Automate routine communications such as order confirmations, shipping updates, and welcome messages.
- **Marketing Broadcasts:** Utilize Wati to send out promotional broadcasts or announcements, reaching a wide audience quickly and effectively.
- **Time-Saving:** Save valuable time by automating repetitive communication tasks, allowing you to focus on other critical aspects of your business.



Increase Sales with Cash on Delivery Verification Messages



- **Reduce Order Cancellations:** Send verification messages for cash on delivery orders to confirm customer intent, reducing the likelihood of cancellations.
- **Build Trust:** Establish a sense of trust and security by confirming orders through a reliable and familiar platform like WhatsApp.
- **Streamlined Operations:** Improve operational efficiency by ensuring orders are verified before dispatch, enhancing the overall sales process.

Provide Better Customer Service with Shared Team Inbox

- **Team Collaboration:** Use Wati's shared team inbox feature to manage customer interactions collaboratively.
- **Efficient Response Management:** Assign conversations to different team members, ensuring quick and effective responses.
- **Track Customer Interactions:** Maintain a comprehensive view of customer interactions, leading to more informed and consistent customer service.



Seamlessly Connect and Convert with Catalog Feature

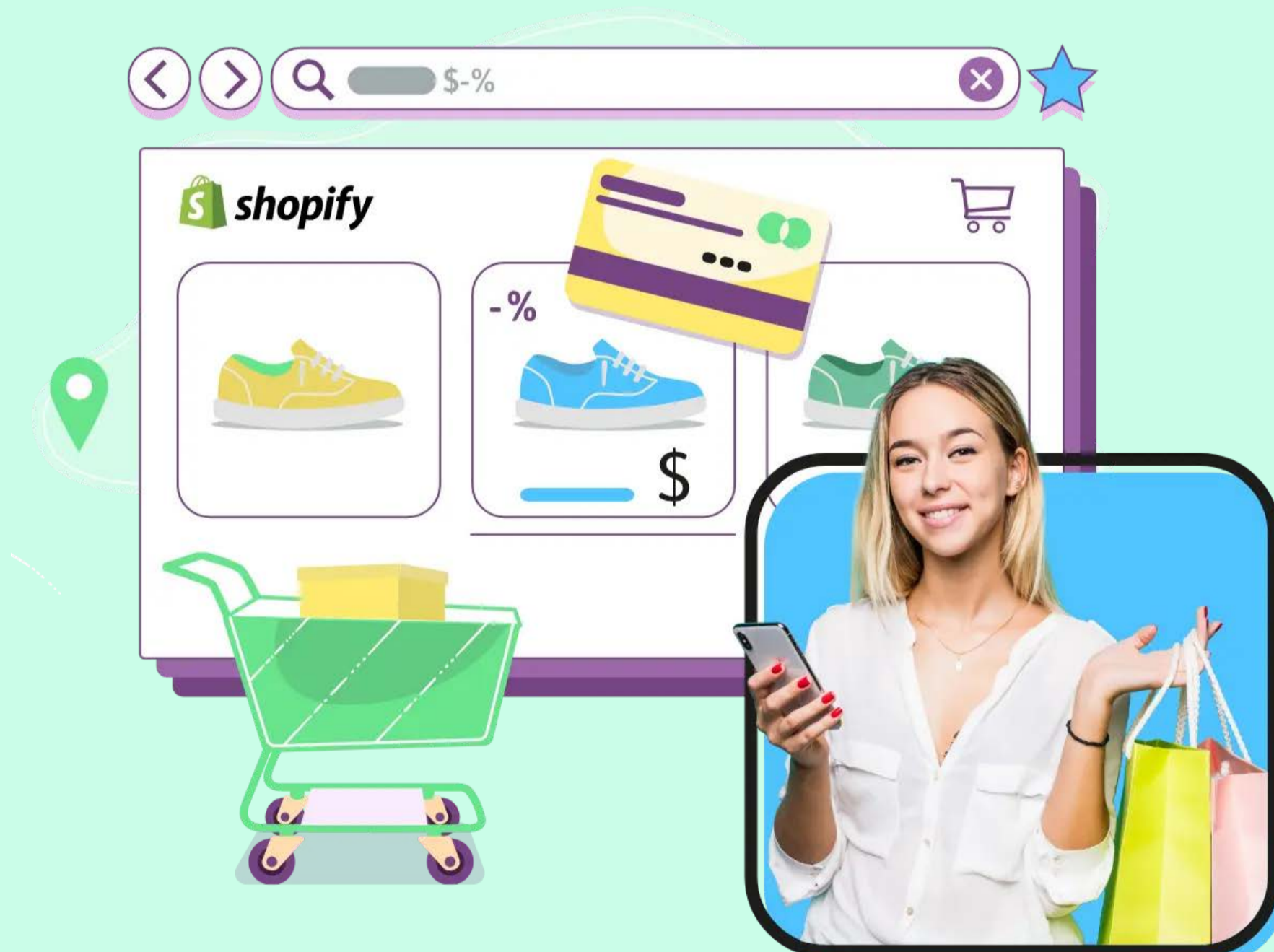
- **Showcase Products:** Leverage WhatsApp's catalog feature through Wati to showcase your products directly to customers.
- **Easy Browsing:** Enable customers to browse your product catalog within their WhatsApp, making it easier for them to make purchase decisions.
- **Direct Sales Opportunities:** Use the catalog to facilitate direct purchases through checkout option, offering a convenient shopping experience within the WhatsApp chat.



Conclusion: Final Thoughts on Wati and Shopify Integration

Overall, the Wati-Shopify integration is more than just a technical enhancement; it's a strategic business move. It recognizes and capitalizes on the shift towards conversational commerce, where the lines between communication and e-commerce are increasingly blurred. In today's digital age, where customer experience is as crucial as the product itself, this integration puts your business at the forefront of customer-centric innovation. Embracing this integration means that you not only keep up with the current trends in e-commerce but also prepare your business for future advancements in digital customer engagement. It's an investment in your business's growth, customer satisfaction, and operational efficiency, all of which are key ingredients for long-term success in the ever-evolving world of e-commerce.

Transform Your Shopify Experience, Achieve 60% Increase in Revenue



[Install Wati from Shopify App Store](#)