



# WhatsApp Business: Driving Monetization Through Business Profiles

## The Monetization Funnel

- WhatsApp Business acts as the primary **consumer-business interaction surface**.
- **Profile Views** directly increase the likelihood of starting new conversations.
- **Conversations** drive monthly active threads, fueling the core monetization funnel.
- Current **low-information profiles** are a bottleneck, limiting conversion rates.



*Goal: Understand what makes a business profile trustworthy enough for a user to initiate a conversation*

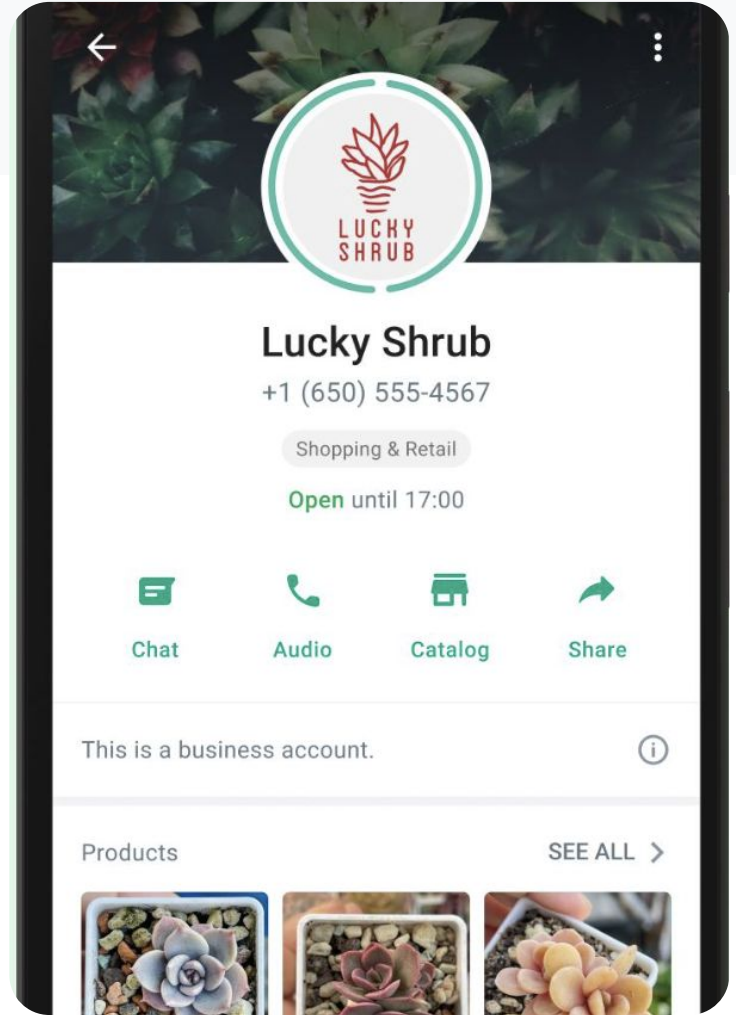
# Objectives

## 1. Primary Question

What information do consumers look for on a business profile before engaging?

## 2. Secondary Questions

- What signals increase trust vs. skepticism?
- What causes users to drop off without messaging?
- How do expectations differ by business size/type?



# Methodology

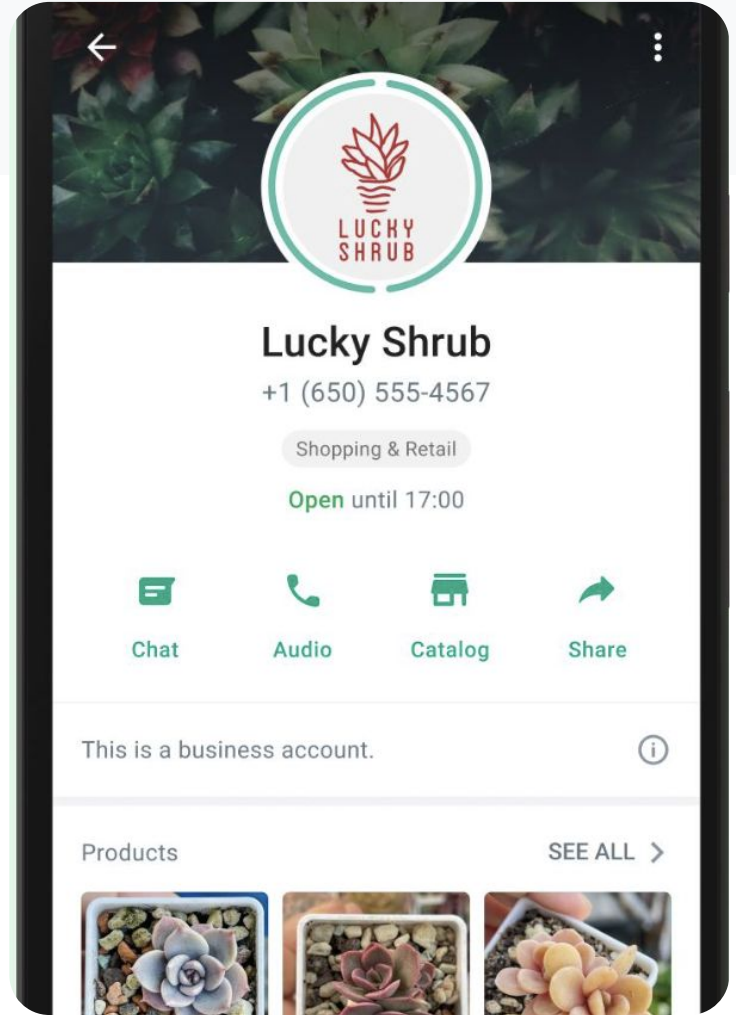
## Core Approach

- Qualitative interviews with WhatsApp business consumers
- Concept + current-state evaluation
- Decision-making focus before messaging

## Research Techniques

- Behavioral probing: "Walk me through what you look at..."
- Comparative references (Google, Instagram, etc.)

**Goal: Capture the nuanced signals that drive user trust.**



# Synthesis: The Dual Pillars of Business Trust

Research revealed that trust isn't a single metric, but a combination of two distinct categories of "signals".



## Pillar 1: Factual Trust

Focus: Identity & Authenticity

### Key Signals

- Location
- Hours of operation
- Profile completeness
- Contact details
- Verification through badges, physical address (linked to Maps), and external website

### User Goal



Verification that the entity exists in the real world and isn't a bot or scam.



## Pillar 2: Social Trust

Focus: Reliability & Community Validation

### Key Signals

- Google reviews
- Ratings
- Presence across platforms
- Indicators that others trust this business
- "Usually responds in..." metrics, high-quality catalogs, and transaction history

### User Goal



Validation that the business is active, responsive, and has a track record.



Trust is built through a combination of "Is this real?" and "Is this good?"

Users evaluate business profiles through both interpersonal validation (social proof) and factual verification.

# Opportunity Areas: Design Opportunities



## Increase Social Proof

- Integrate reviews (e.g., Google)
- Show ratings or testimonials



## Strengthen Factual Signals

- Encourage profile completion
- Standardize key fields (hours, location)



## Reduce Friction to Engage

- Surface catalog/products more prominently
- Make profiles feel **richer + more browseable**

Trust is built through a combination of “Is this real?” and “Do others trust it?”

# Impact & Strategic Role

My Role

## Strategic Contributions



### Research Leadership

Led end-to-end research from scoping to synthesis.



### Framework Definition

Defined trust signal framework for cross-functional teams.



### Strategy Influence

Influenced profile strategy to drive monetization.

## Business Impact & Conversion Funnel

### Confidence

Stronger trust signals leads to more profile confidence.

### Engagement

More confidence leads to more messages initiated.

### Growth

Increased monthly active threads supporting monetization.