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Founder & CEO

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HeyFably - the WhatsApp Engagement Platform, now also powered by Artificial Intelligence - exclusive AI feature launch on Web Summit 2024!

HeyFably is a WhatsApp Engagement Platform that allows companies to create and send WhatsApp marketing campaigns, build and automate workflows, and integrate with their Ecommerce or CRM platforms. HeyFably is an all-in-one WhatsApp Marketing solution, designed to allow businesses of any size to implement sophisticated marketing campaigns with ease, reducing the need for multiple tools and platforms, streamlining the marketing process and reducing costs. Our solution can also be used for other use cases, such as E-Commerce and Customer Support.

Now, we also incorporate Artificial Intelligence. We now blend traditional marketing tools, such as Campaigns and Workflow Automations, with conversational AI agents, to generate personalized conversations at scale. It is really easy to create and deploy WhatsApp chatbots on our platform, for all the use cases you can think of.

Founded in Portugal by Elizabeth Cruz, HeyFably positions itself as the go-to turnkey solution for WhatsApp messaging. It addresses customer interaction challenges across both B2B and B2C markets, focusing on key areas such as marketing, e-Commerce, customer support and debt collection.

Currently, Europe and the U.S. continue to rely on traditional communication channels that are becoming increasingly saturated—like email and SMS. It is difficult for a brand's email to stand out in an overcrowded inbox, with email open rates at an all-time low. SMS is also limited, as it cannot send images, videos, audio, catalogs, or interactive buttons.

It is within this context of growing communication challenges for brands that HeyFably was born. WhatsApp presents the following statistics:

- 2.5 billion users worldwide
- 35% Click-Through Rate (average)
- 90% Open Rate (average)
- +30% Conversions (average)
- 10x more Revenue vs. Email (average)
- +30% LTV (Lifetime Value) (average)
- 20x ROI (Return on Investment) (average)

According to Elizabeth Cruz, Founder & CEO of HeyFably,

“It is increasingly difficult to reach the end consumer and capture their attention. Since WhatsApp is the most widely used communication platform globally, it becomes the ideal tool for brands to engage with consumers. It allows brands to achieve a sales cycle that is seven times shorter. It’s a new world, and I believe that, over time, all brands will recognize it as the only solution to stay ahead. The truth is, very few people can resist opening a WhatsApp notification.”