



OFFICIAL WHATSAPP BUSINESS SUCCESS STORY

EDUCATION / LEAD QUALIFICATION

Learnwise

Ads that click to WhatsApp opened a short, structured WhatsApp Flow that asked about education level, desired program and intent before counselor follow-up.

4X

more qualified leads

60%

less employee time qualifying

31%

lower cost per qualified lead

What Rainlight takes from this

Structure qualification before human handoff so counselors can prioritize people who are ready to act.

Why it may help

Use this example only when your situation is similar. Results vary by business, offer, audience and follow-up.

[View the original case study.](#)

Third-party public case study. This is not a Rainlight client result. Reported results are self-reported or platform-published and are not guaranteed or identifiably repeatable. Outcomes vary by implementation, offer, lead quality and sales process.



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REAL ESTATE / APPOINTMENT BOOKING

Lomas de Angelopolis

Click-to-WhatsApp ads connected to an agent that answered instantly, shared property and pricing information, collected details and scheduled appointments after hours.

6X

more monthly appointments

33%

shorter sales cycle

10-12h

employee time saved per week

What Rainlight takes from this

Immediate response and appointment routing can protect expensive ad demand when salespeople are busy.

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AUTOMOTIVE / CONTEXTUAL HANDOFF

Kavak

The agent used ad context and prior activity to understand whether shoppers wanted to buy, sell or trade, then handed qualified leads to Kavak systems with full context.

1 in 3

ad conversations became qualified leads

8X

higher lead capture efficiency

489

conversations managed in two weeks

What Rainlight takes from this

A good handoff transfers the answers, preferences and intent - not just a phone number.

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LOCAL SERVICES / END-TO-END SALES

Maribel Clean

Ads that click to WhatsApp fed an agent that handled quotes, scheduling and overnight enquiries for a small upholstery-cleaning business.

5X

increase in daily sales

80%

conversations resolved end-to-end

6h

saved per day on customer service

What Rainlight takes from this

Local service businesses can automate repetitive quoting and scheduling while keeping owners focused on delivery.

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META FOR BUSINESS CASE STUDY

CLINICS / MESSENGER LEAD CAPTURE

LABX Clinic

Meta reports that the clinic used ads that click to Messenger with lead optimization to improve lead generation.

4.6X

increase in leads

76%

lower cost per lead

DM

structured Messenger journey

What Rainlight takes from this

For appointment businesses, the post-click conversation can be designed as part of the lead campaign rather than left to manual inbox handling.

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