WhatsApp Is Getting Down to Business With Its New API

WhatsApp introduced an application-programming interface that allows businesses to manage conversations with users and gives users an easy way to start conversations with businesses. The Facebook-owned messaging app also revealed that it has been testing Facebook ads that enable users to click to WhatsApp. The process of getting businesses to engage people via WhatsApp, and… https://www.adweek.com/digital/whatsapp-is-getting-down-to-business-with-its-new-api/