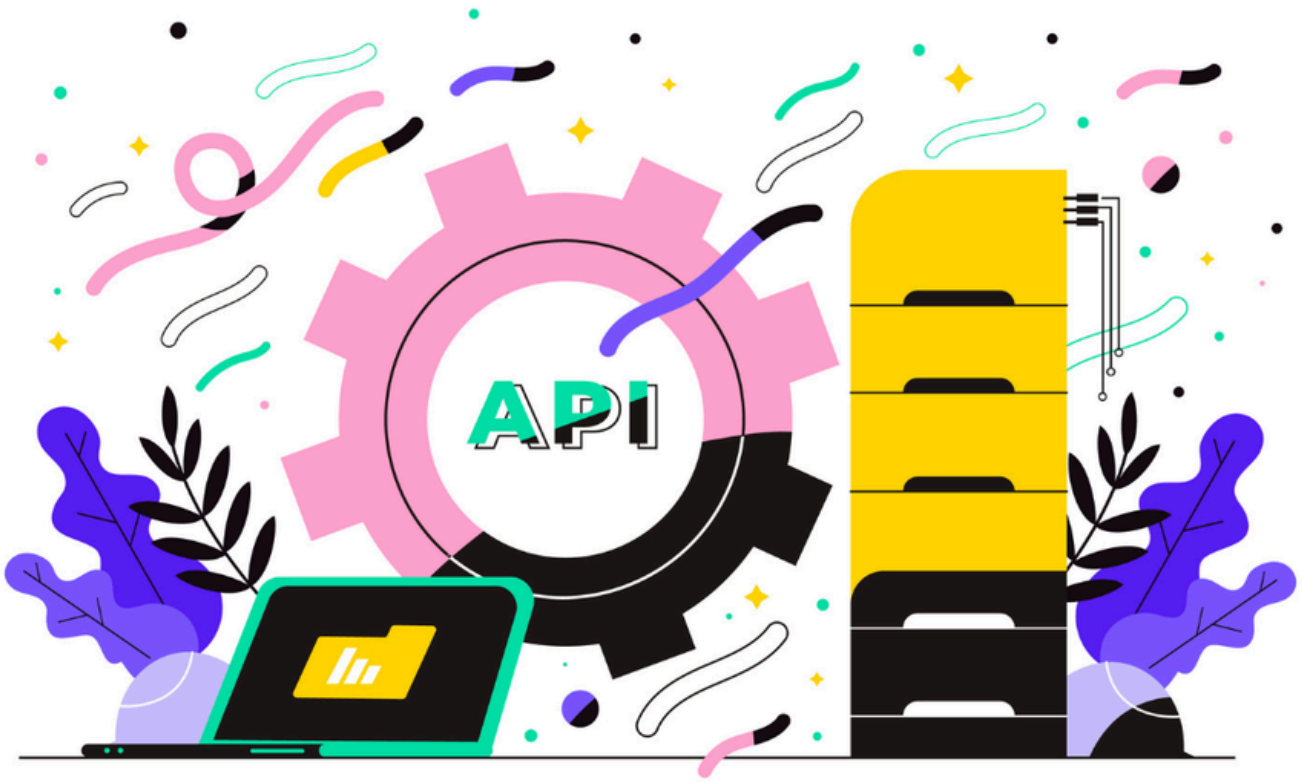




# Top Five Tips to Increase Customer Reach Through WhatsApp Business API

There are more than two billion WhatsApp users worldwide, making it a ubiquitous way to communicate. In contrast, [WhatsApp Business API](#) stands out as the ultimate solution for comprehensive customer relationship management for businesses grappling with large volumes of messages. As a result of the acquisition by Meta (formerly Facebook) in 2018 of the 'WhatsApp Business' feature targeted at micro-businesses, it is now known as the 'WhatsApp Business API', a robust, two-way conversational software.



<https://prpservices.in/whatsapp-business-api/>