



∞ Meta
Business Partner

Most platforms only help you manage conversations.

We help you turn
them in to a
revenue engine.



Strictly Confidential

The information in this document is strictly confidential and should not be disclosed or viewed by any unauthorized individuals, parties, or entities outside of those expressly permitted access.

Where high-volume conversations become revenue

Respond.io is a conversation management platform that helps **B2Cs** capture, convert and retain customers over **chat, voice and email**.

Connect **all channels** and your **CRM** in a **team inbox powered with AI** to manage customer conversations with full context at scale.



Capture

Leads from ads, websites, QR codes and every popular channel so you never miss a customer



Convert

Instantly reply, qualify, route, book appointments and follow up 24/7 to capture interest while it's high



Retain

Re-engage customers with targeted broadcasts on any channel to build loyalty and repeat business

90% of consumers expect an instant response

Every late reply, generic message and untracked conversion is a customer lost.



Leads message outside business hours

Responses are delayed so they move on to a competitor.



Sales spends too much time on unqualified leads

Generic replies and spam overwhelm teams with no way to filter signal from noise.



Generic replies frustrate qualified leads

Customers clicking specific ads receive irrelevant replies.

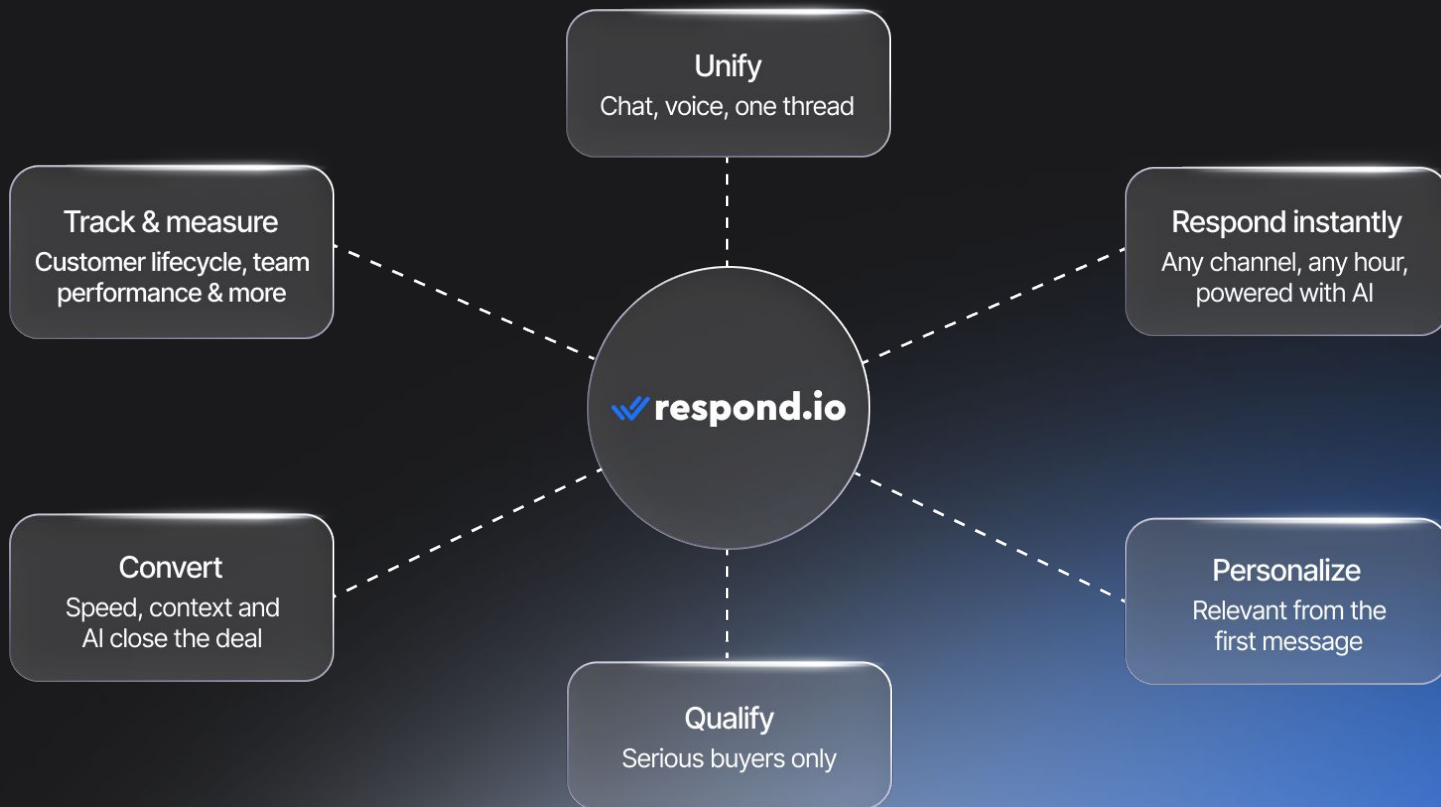
Calls and chats happen in different tools

Teams lose context when they switch between voice and chat.

Return on ad spend is impossible to measure

No visibility into which campaigns actually drive conversions.

How respond.io fixes it



Reply instantly to leads from every channel

It starts here: Connect every channel from TikTok and WhatsApp to voice calls to one shared inbox with full context.



Capture leads from ads

All context is passed through so agents know exactly which ad triggered the conversation.



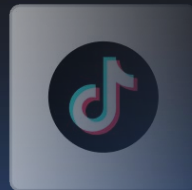
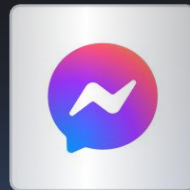
Website chat, QR codes and deep links

Every entry point flows into the same unified inbox.



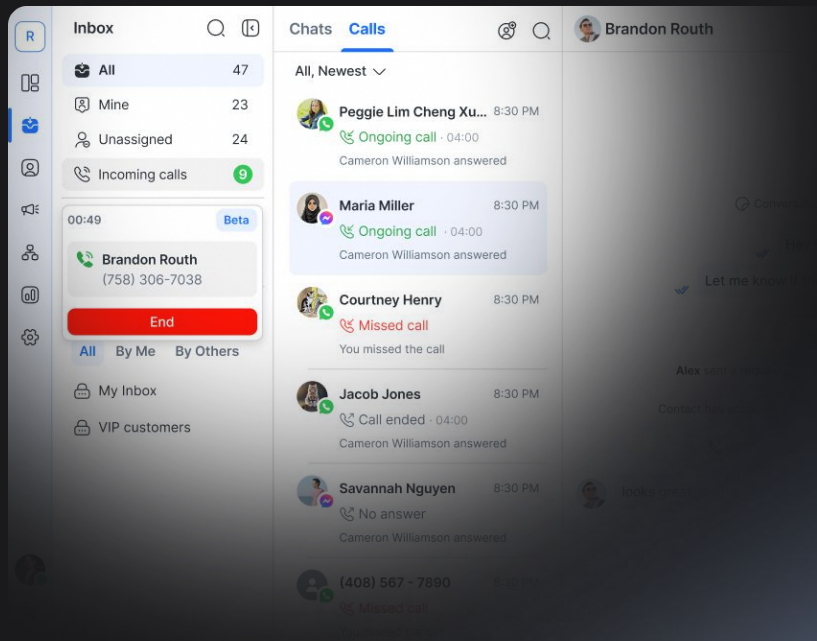
Route leads to the right team or AI Agent

Based on channel, intent, language, or campaign in real time.



Handle voice calls directly from the same inbox as your chats

Move effortlessly from chat to voice, without losing context. Or let AI Agents handle incoming calls before escalating to a human.



WhatsApp Business Calling

Make, receive and transfer WhatsApp voice calls directly inside the respond.io inbox.



VoIP Calls

Channel-agnostic voice calling using just a phone number. No third-party app needed.



Calls stay in the conversation thread

Call history, recordings and notes are stored in the same thread as the chat.

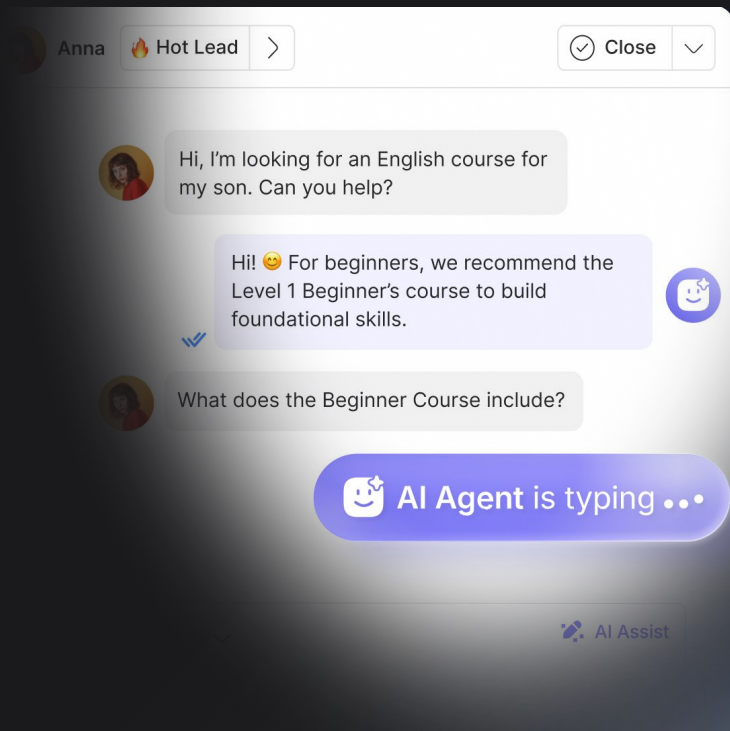


No tool-switching for teams

Agents can easily escalate conversations from chat to voice in one click.

Let AI Agents run the conversation and step in if needed

AI handles the full conversation — qualifying leads, recommending products, handling bookings and routing serious buyers to the right human, in any language.



Multimodal AI that understands real conversations

Text, images, audio, files and voice calls — processed in any language for accurate, relevant responses every time.

Collect contact details and qualify automatically

Ask qualifying questions, populate CRM fields, tag leads.

Route qualified conversations to the right team

Seamless handoff. Full context passed to agents.

Trigger actions in CRM and external systems

Orders, data lookups and backend actions across Salesforce, HubSpot, Pipedrive, webhooks and custom systems.

Track conversations and conversions

Nothing matters if you can't see what's working — close the loop between marketing and revenue with built-in conversation tracking and reporting.



Meta CAPI & TikTok Events API

Send conversion signals automatically to Meta and TikTok to optimize ad spend with better targeting.



Full Lifecycle Tracking

Track entire customer journeys to identify and fix bottlenecks and common drop-off points.

NEW

New Lead



Hot Lead



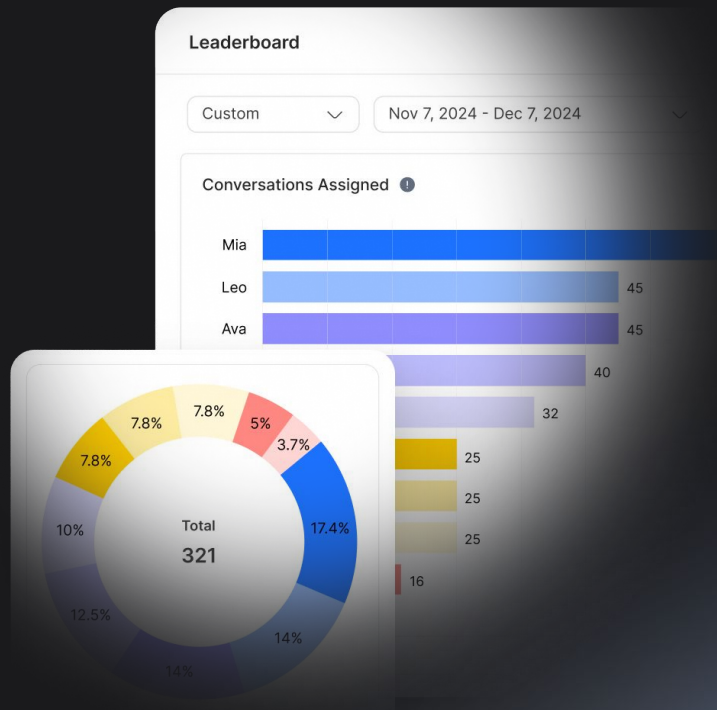
Payment



Customer



Cold Lead



Agent & Team Performance

Granular metrics like response time, resolution rate and conversion per agent or team.

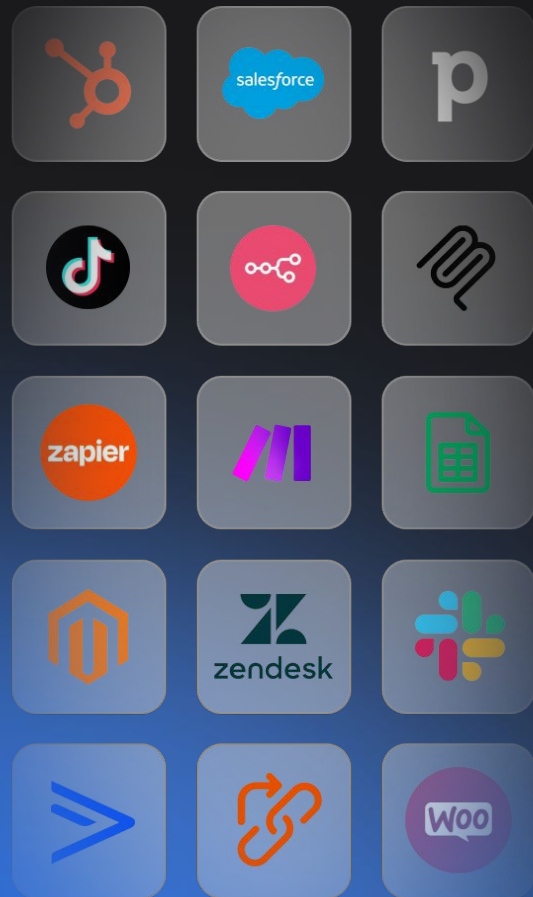


Campaign & Broadcast Analytics

Open rates, reply rates and attribution per campaign.

Work with the tools you already use

Two-way CRM integrations where supported, not just webhooks. AI Agents can also connect to external systems via HTTP requests.



Respond.io helps 10,000+ businesses power billions of revenue-critical conversations globally



Meta Business Partner



TikTok Business Partner

Real customers, real results

Businesses using respond.io improve how conversations convert into revenue.



Innov821

100% boost in qualified leads

AI Agents filtered out unserious leads, doubling results without added headcount.



42.5× ROI from WhatsApp broadcasts

Sent 80,000+ targeted broadcasts monthly, fully managed by AI Agents.



3× more leads from ads

Scaled click-to-chat ads with AI Agents, tripling leads and cutting sales cycles by 60%.



70% more leads recovered

Switched from email to WhatsApp and stopped losing leads mid-funnel.



PARCEL DAILY
WE CARE FOR YOUR PARCEL

60% more conversions

Connected Meta CAPI and TikTok Events. Ad leads up 35%, cost per lead down 10%.

Why choose respond.io



ROI in weeks, not quarters

See results fast with the right setup and clear performance tracking.



Enterprise-grade without the bloat

Built for scale without the bloat. Speed, security and stability with 99.999% uptime.



AI that's built-in, not bolted on

AI is part of our foundation for full context and continuity across every channel.



First in line with Meta, TikTok & more

Official Meta and TikTok partner with early access to features others are still waiting for.



World-class support, 24/5

24/5 live experts, weekend AI help, success calls for growth.



Proven, not experimental

8+ years of results across industries, high volumes and complex use cases.

Respond.io Pricing Plans

Pay only for the contacts you talk to

Monthly Active Contacts (MAC) pricing means you're only charged for contacts you actually talk to, not your total database or message volumes.

Use WhatsApp with no extra fees or markups. Pay only what Meta charges you.

More MACs = More Qualified Leads = More Sales.

What's included? [Find out more here.](#)

BEST VALUE

Starter

Starting from

\$99 / month

For sales teams to manage conversations and achieve sales goals across multiple channels

Growth

Starting from

\$199 / month

For marketing and sales teams looking to maximize conversions over conversations with automation and AI

Advanced

Starting from

\$349 / month

For marketing and sales teams needing advanced integrations, multiple workspaces, and security enhancements

Enterprise

Talk to Us

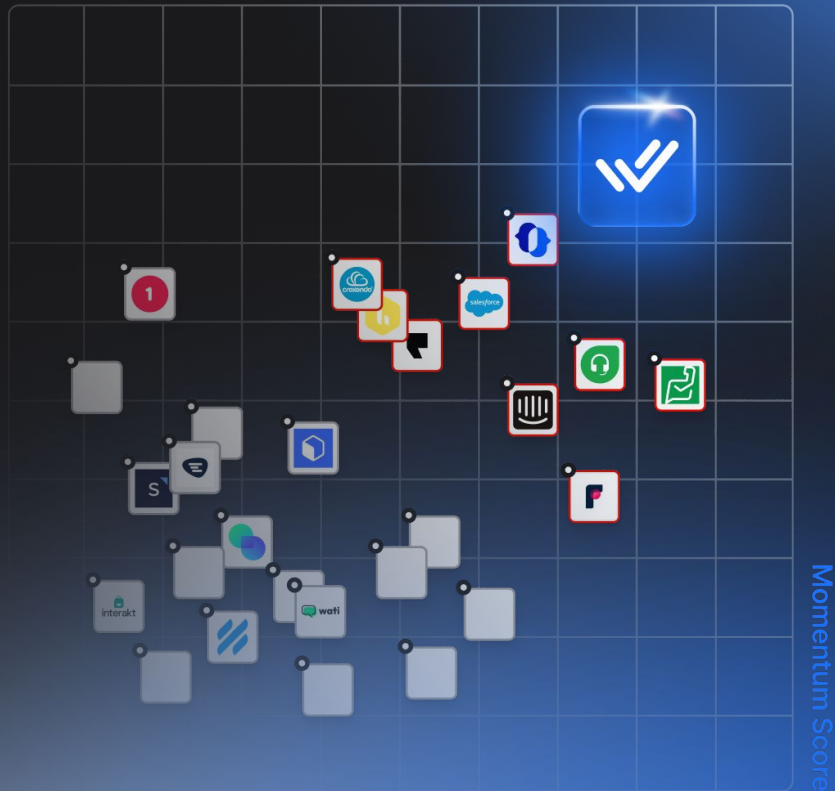
For marketing and sales teams requiring a large number of user seats, workspaces and increased API rate limits

Implementation and Support

Set up and get started quickly

- Human support is available 24/5 via live chat and calls, with AI agents on weekends
- Alternatively, you can also visit our [Help Center](#)
- Train your agents on using respond.io via online courses in our [Learning Center](#)

Satisfaction



Every conversation is a revenue opportunity.

Book a Demo

Chat with Sales



Secure conversations. Reliable delivery. Real revenue.