

ActiveCampaign >

How marketers improved productivity, slashed WhatsApp response times (by 50%+)

Survey Results

Customers save an average of **5 hours weekly**, **improve lead engagement by 66%**, and see positive ROI in under a year.

Executive Summary

From scattered conversations to inconsistent lead follow-ups, most businesses struggle with manual WhatsApp workflows. **Based on a survey of ActiveCampaign WhatsApp Messaging customers** (see Methodology), they report that they can achieve the opposite: streamlined operations and proven results, including:

66% improvement in lead engagement

After implementing ActiveCampaign WhatsApp Messaging, more than half of businesses surveyed engage with 50%+ of their leads (compared to just 32% before).

Fast time-to-value: 94% within a year

The majority of customers (94%) report ROI on their investment within 12 months, with 68% reporting returns in 6 months.

75% faster response time

Companies slashed the average time spent on WhatsApp follow-ups from 12 to 7 hours per week, while 28% reduced their response time by more than 75%.

ActiveCampaign turns
WhatsApp from a time
drain into a revenue driver.

Schedule a demo with our sales team to see how ActiveCampaign WhatsApp Messaging can help your business achieve faster response times, better lead capture, and measurable time savings.

[Schedule a demo](#)



Cut response times by 75% and capture more leads than before

ActiveCampaign's WhatsApp Messaging turns complicated workflows into a system that grows with your business. See how customers in our survey report saving time while improving their lead generation efforts.

28% of respondents said WhatsApp Messaging reduced their average response time to WhatsApp inquiries by more than 75%

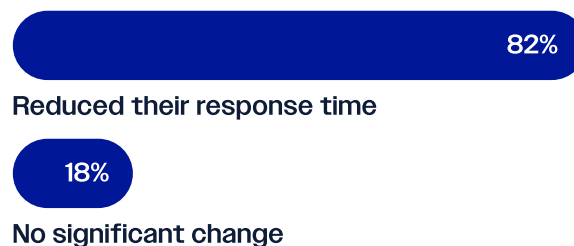
After implementing ActiveCampaign, respondents say average WhatsApp response time slashed: The majority by 50%+

ActiveCampaign customers benefit from more efficient response times.

With ActiveCampaign WhatsApp Messaging, only 6% spend 20+ hours a week on follow-ups (down from 14%), while 76% spend less than 10 hours weekly on chats.

Over half (52%) reduced their response times by 50% or more, and nearly 1 in 4 (22%) achieved 25-50% improvements.

Majority of customers see improved WhatsApp response times



“With WhatsApp Messaging, we were able to centralize attention, better distribute conversations within the team, and above all, begin measuring [key metrics]. Today we can have **complete visibility into what’s happening in real-time, make data-driven decisions, and follow up on each interaction.**”

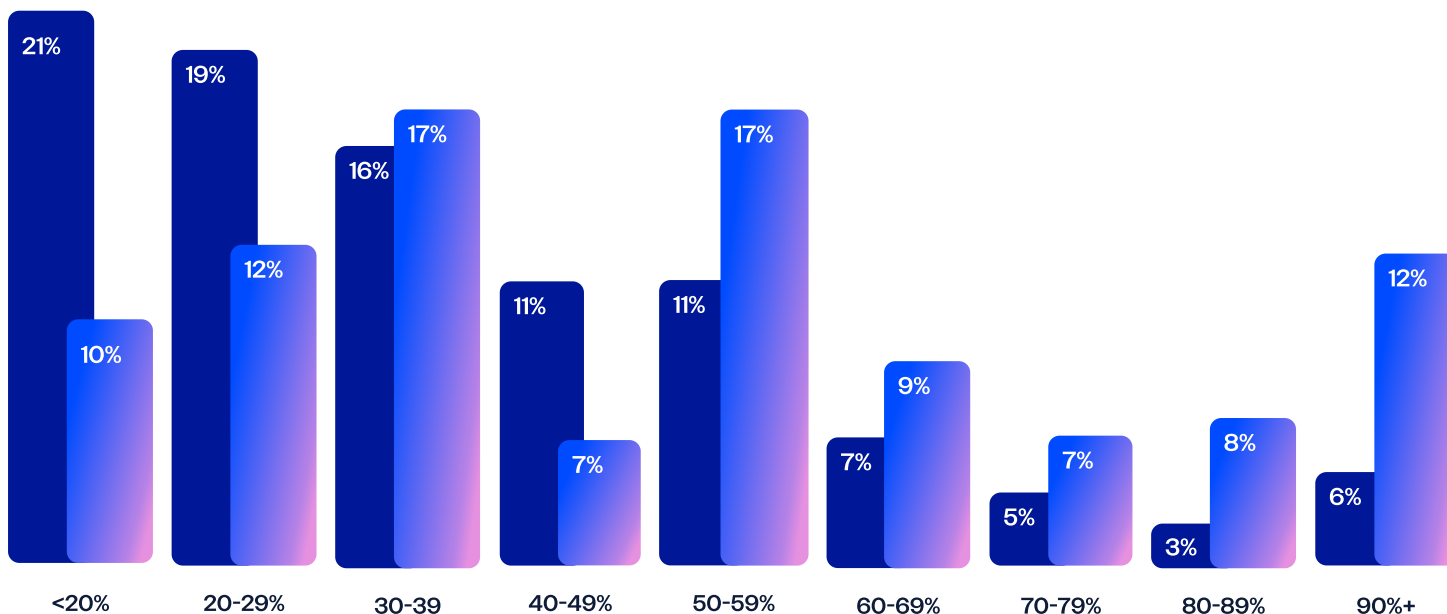
— Merari Guerra Hernández
B2B Coordinator at Sofía

ActiveCampaign customers see a 66% increase in lead follow-up rate after adoption

Before ActiveCampaign WhatsApp Messaging, only 32% of businesses followed up with the majority of their leads. After implementation, that number jumped to 54% of customers—a 66% improvement in transforming leaky funnels into lead capture engines.

ActiveCampaign customers see 66% increase in lead follow-up rate

● Before ActiveCampaign ● After ActiveCampaign



“We’ve started using WhatsApp Messaging to organize conversations around customer experience (CX) topics, and the impact has been very positive.

- ✓ **Better organization**
It’s now easier than ever to follow up on specific issues without mixing topics.
- ✓ **Faster responses**
Team members can jump into the right context immediately.
- ✓ **Improved accountability**
Each topic has its own space, so it’s easier to assign and track action items.

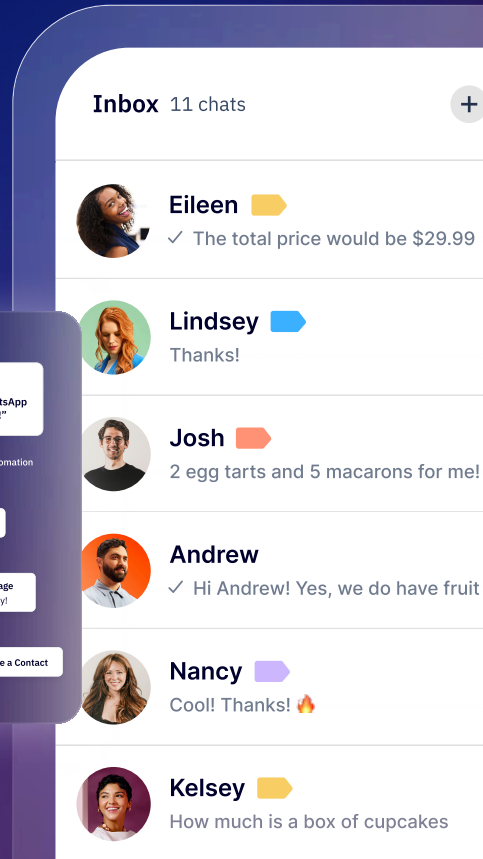
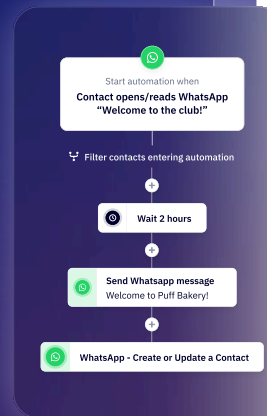
— **Survey Respondent**
Payments/SaaS Industry

Turn chats into memorable customer experiences with Flows

Boost your team's efficiency and productivity with WhatsApp Messaging Flows, which can help transform prospects into customers and automate your sales and marketing workflows. With Messaging Flows, you can automatically collect information to qualify leads, assign conversations to the right team member, and turn lengthy chats into simple, productive interactions that drive results.

"We're a recruiting agency with WhatsApp being our first channel, [so] we needed a **strong tool to nurture our candidate pool and drive them to our job opportunities.** We also needed to qualify new candidates with quick questions, and Flows is the answer."

— **Quentin Bruhier**
Co-founder at Olacar

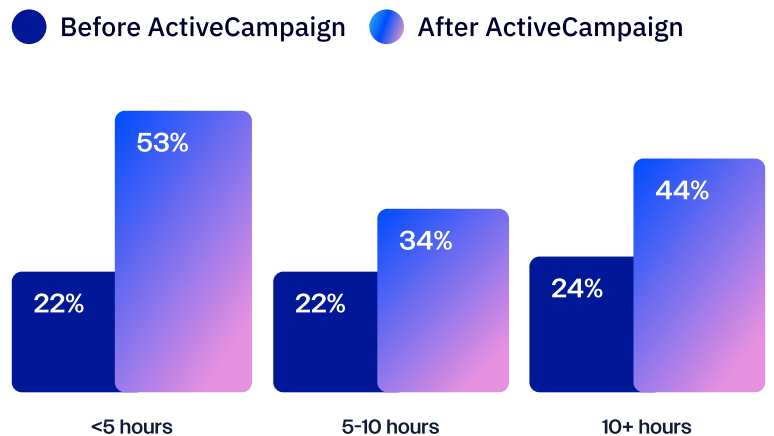


Save an average of 5 hours per week on WhatsApp message follow-up

A quarter of businesses spend at least 15 hours a week responding to their WhatsApp chats, taking time away from other strategic activities. Before adopting WhatsApp Messaging, 44% of customers were spending at least 10 hours per week on follow-ups (compared to 24% after implementing WhatsApp Messaging).

Following the implementation of WhatsApp Messaging, businesses saw their average follow-up time drop 42% from 12 hours to 7 hours per week*.

Average weekly WhatsApp follow-up time drops 42%



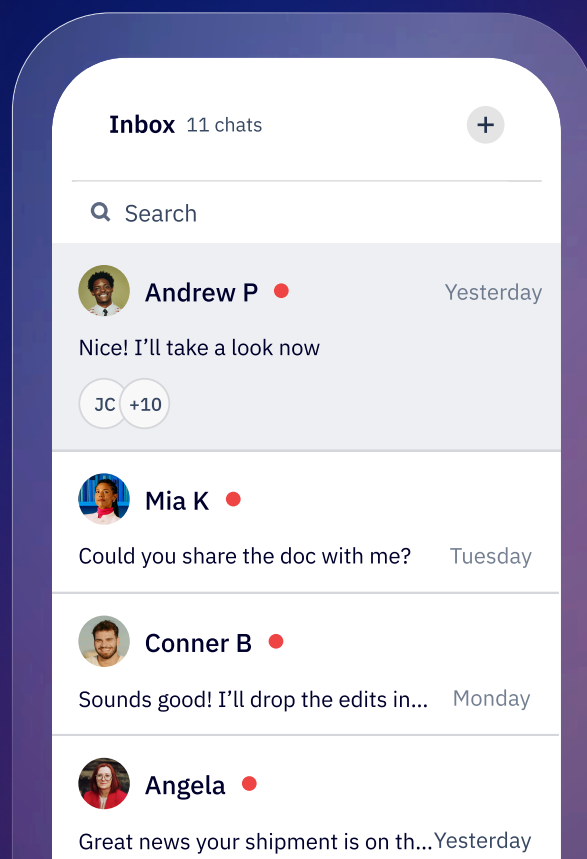
*Weighted averages calculated using range midpoints, assuming a 40-hour weekly maximum and using 30 hours as the midpoint for the 20+ hour category.

Speed up response times with a shared Inbox

Keep track of every conversation and improve your response times with ActiveCampaign WhatsApp Messaging's unified Inbox. Our two-way shared Inbox makes it easy to organize chats, assign responders, and automate chatbots and Flows to ensure no conversation is left behind.

"With our Andrea chatbot created with ActiveCampaign, we **recovered 80% of uncompleted requests and increased the delivery of authentication messages by 99%**. In addition, we managed to resolve customer questions **30% faster** and, best of all, to have a complete analysis of every customer contact."

— **Paul Viveros**
Head of Performance at Kredi



Before implementing WhatsApp Messaging, 68% of customers followed up with fewer than half their leads

With the right tools, businesses can gain a clear competitive advantage through lead nurturing workflows that actually convert prospects into revenue.

Without ActiveCampaign, more than two-thirds of businesses struggled to follow up with even half their leads due to leaky funnels.

After switching to ActiveCampaign, marketers successfully improved their follow-up rate for more than half of their leads.

40%

without ActiveCampaign follow up with fewer than 30%.

54%

of ActiveCampaign customers report following up with the majority of their leads, a 66% increase from before implementing WhatsApp Messaging.

Lead follow-up and slow response times are companies' biggest headaches

When asked about their biggest challenges, 63% of companies said they needed a way to automate their follow-ups and reduce manual work. Just under half (46%) felt their response times were too slow, while 35% said they lacked visibility and control over their WhatsApp interactions.

Customers choose ActiveCampaign to ditch manual workflows and slow responses



“WhatsApp Messaging has **helped us enormously in automating workflows**. Previously, we wasted a lot of time on manual tasks that could be prone to high human error.”

— **Luis Orellana Gómez**
Founder at Vetí

94% of customers see ROI within 12 months —here's how WhatsApp Messaging delivers

In addition to adding more time back to their week and minimizing lead leakage, companies are seeing improvements in operational efficiency and productivity across a variety of functions thanks to ActiveCampaign.

Top quantifiable benefits realized after implementing WhatsApp Messaging

49%

saw improved efficiency and productivity in support

39%

saw improved efficiency and productivity in sales and marketing

30%

reduced the time it takes to close deals

23%

increased their customer retention efforts

22%

reduced their spend on other marketing or sales tech

20%

realized an increased pipeline

19%

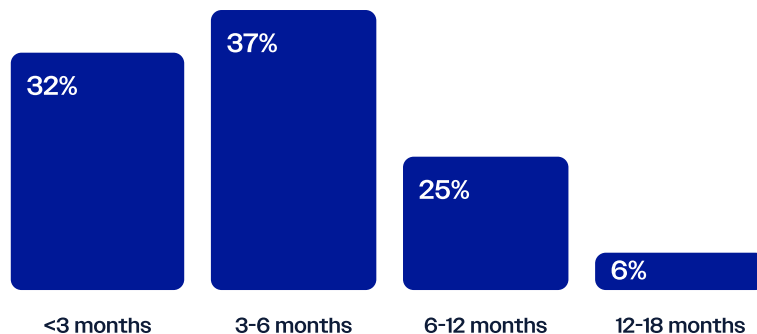
saw an increase in revenue

19%

improved their win rate

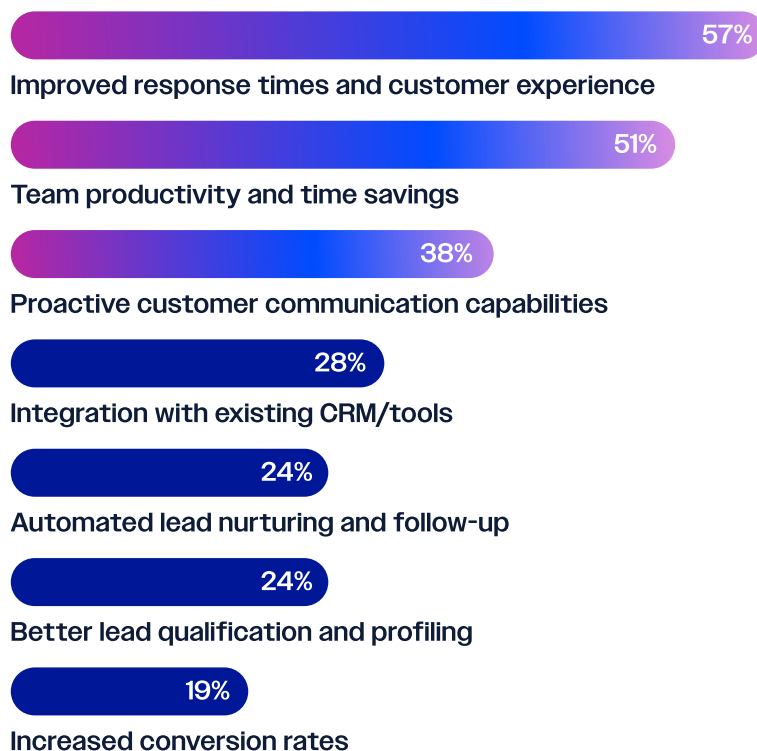
After purchasing WhatsApp Messaging, most companies (94%) realized their investment within the first year, while 68% saw returns in just 6 months.

Most customers see ROI within first year of purchase



As for what made ActiveCampaign's solution most valuable to their organization, improved response times and customer experiences (57%) and team productivity and savings (52%) topped the list.

Customers value faster responses and team



"The integration with ActiveCampaign is **powerful and very efficient**, connecting automations just takes one click. This **saves us a huge amount of time**, especially when building complex flows that previously required much more effort

— **Survey Respondent**
EdTech Industry

Beyond the measurable business impact, customers consistently rate ActiveCampaign highly across key satisfaction metrics with three-quarters agreeing it's a reliable tool.

When asked how they feel about ActiveCampaign WhatsApp Messaging:

70% say it's easy to use

66% have reduced cost to acquire, convert, and support customers

63% find it consistently delivers value for their investment

As for how customers feel about ActiveCampaign:

70% believe that ActiveCampaign is committed to customers' success

68% see us as a long-term partner supporting their business growth

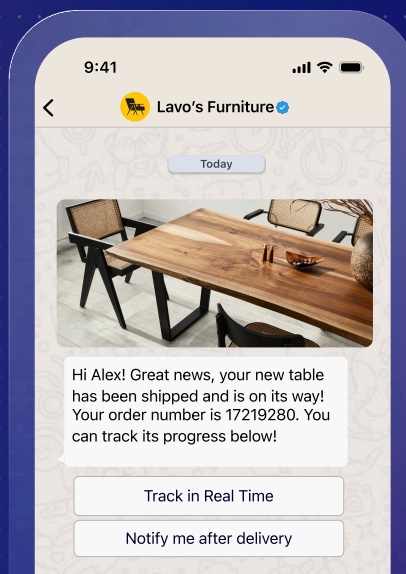
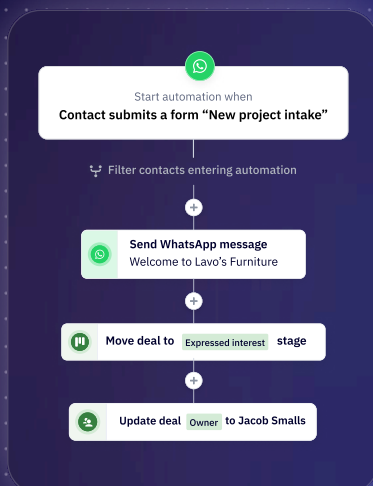
64% agree we provide innovative solutions

Stop losing leads and transform your WhatsApp operations into a revenue driver.

Discover how [ActiveCampaign WhatsApp Messaging](#) can help your business capture more leads, save more time, and accelerate growth today.

[Schedule a demo](#)





Cost savings

\$4,739

per month in operational costs



About ActiveCampaign

ActiveCampaign is the autonomous marketing platform for people at the heart of the action. It empowers teams to automate their campaigns with AI agents that imagine, activate, and validate—freeing them from step-by-step workflows and unlocking limitless ways to orchestrate their marketing.

A comprehensive cross-channel solution, ActiveCampaign delivers everything businesses need in one platform: industry-leading WhatsApp messaging, email and SMS marketing, advanced automation, and 1,000+ app integrations. ActiveCampaign's WhatsApp Messaging capabilities enable teams to collect customer information, qualify leads automatically, and deliver instant answers when customers need them most.

With AI, goal-based automation, and billions of data points, agencies, marketers, and owners can build powerful cross-channel campaigns in minutes to drive business impact. ActiveCampaign is the trusted choice to help businesses unlock a new world of boundless opportunities—where ideas become impact and potential turns into real results.

Methodology

UserEvidence surveyed 108 ActiveCampaign WhatsApp Messaging customers with accounts that have been active for at least 45 days. The survey was commissioned by ActiveCampaign and conducted online in English, Spanish, and Portuguese by UserEvidence between July 24 and August 14, 2025. Survey participants received a \$30 USD gift card upon completion.