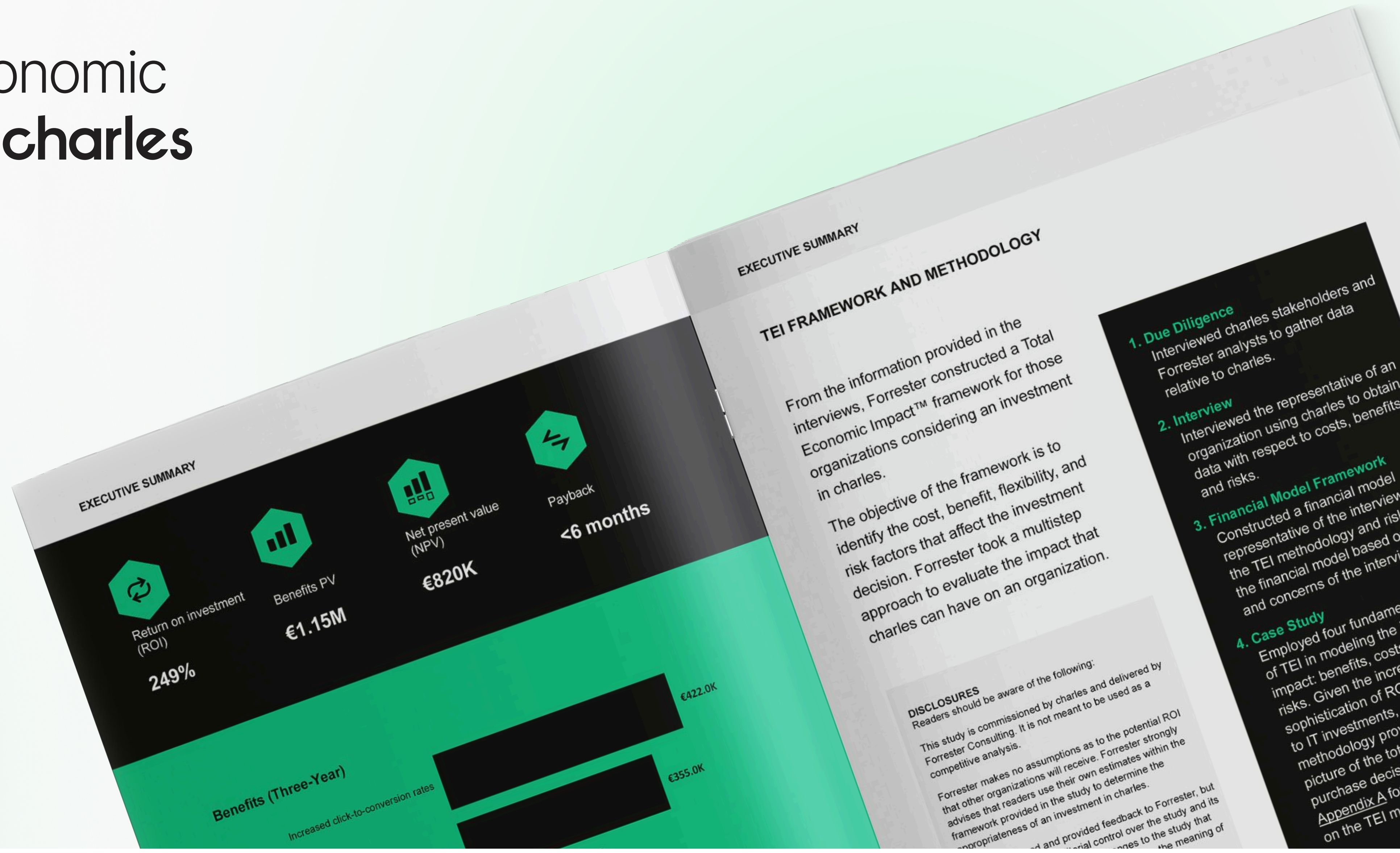


FORRESTER®

The Total Economic Impact of charles



THE TOTAL ECONOMIC IMPACT OF charles

A commissioned study conducted by Forrester Consulting on behalf of charles (December 2024) concluded that the **charles WhatsApp marketing platform**, with its focus on automation and personalization, has the following three-year financial impact for European e-commerce organizations.

Return-on-investment (ROI)

249%

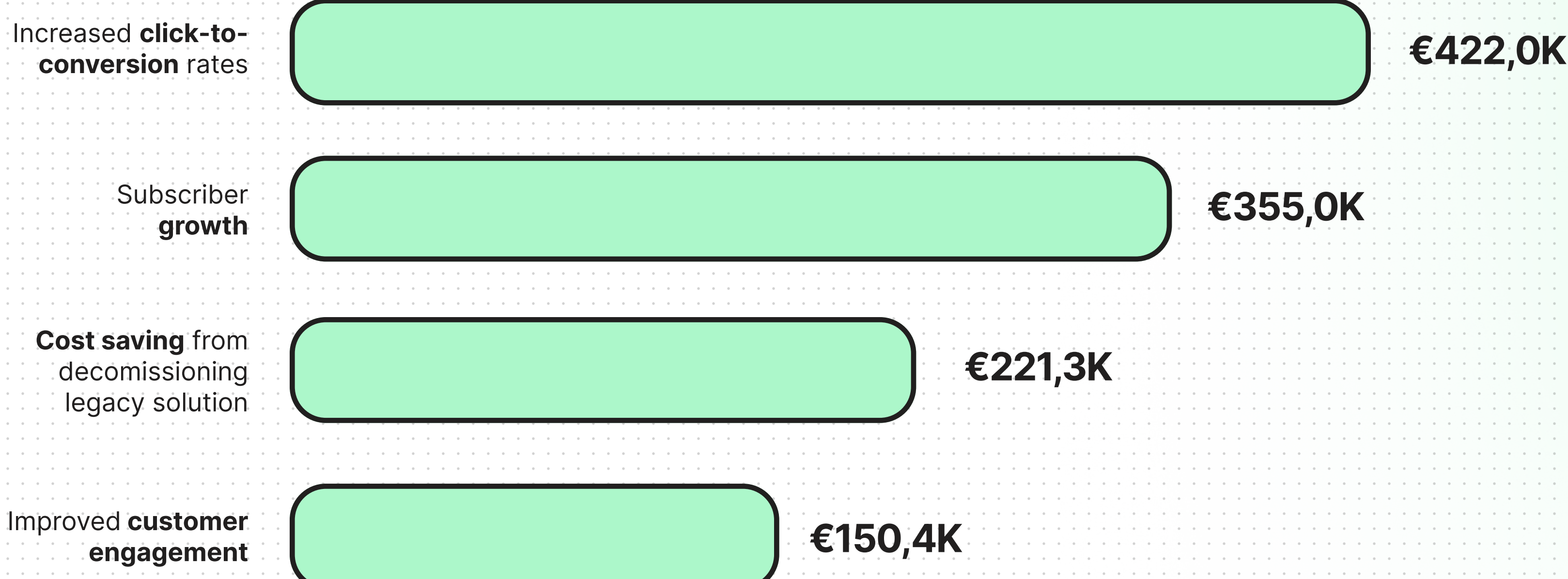
Benefits Present Value

€1.15M

Investment payback

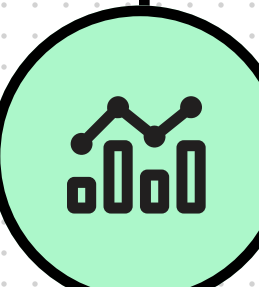
<6 MONTHS

Summary of benefits *Three-year risk adjusted*




KEY FINDINGS

Three-year, risk-adjusted present value (PV) of **quantified benefits** include:

 **550%** improved customer engagement

 **267%** increased click-to-conversion rates

 **Unquantified benefits** impacting these numbers include expert support, ease of use, seamless integration, automation capabilities and GDPR-compliance

“ We wanted to benefit from charles' expertise and their proven track record with other companies using WhatsApp marketing.

“ One of the main benefits is that charles has helped us run creative campaigns on WhatsApp [...], which has had a positive impact on engagement and customer experience.

“ With charles, we found a WhatsApp marketing platform strategy solution that allowed us to effectively convert the audiences that we generated.

CRM manager, e-commerce at fast-growing European online fashion retailer, operating in 26 countries