An aerial photograph of the New York City skyline during the golden hour of sunset. The Empire State Building stands prominently in the center, its spire reaching towards the sky. The city is densely packed with skyscrapers of various architectural styles, their windows reflecting the warm light. In the background, the Hudson River and the New York Harbor are visible, with the Freedom Tower and other modern buildings on the horizon. The overall atmosphere is one of a bustling metropolis at the end of a day.

Entry Points for Recurring Notifications



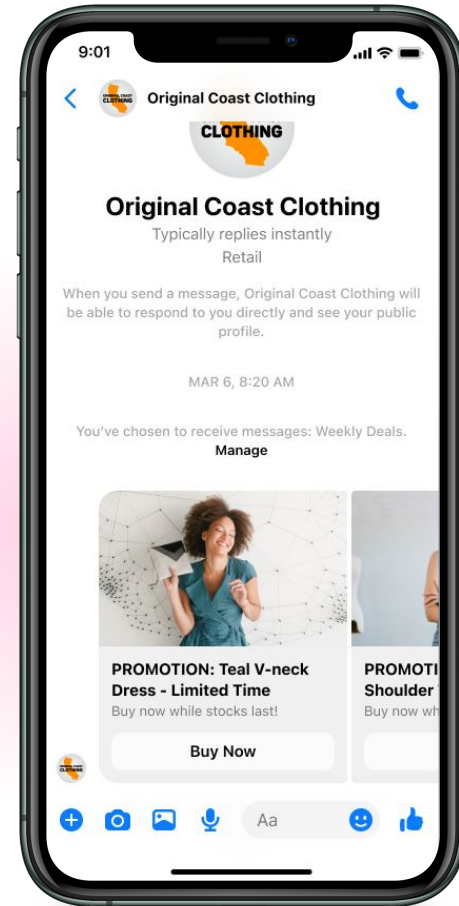
Table of Contents

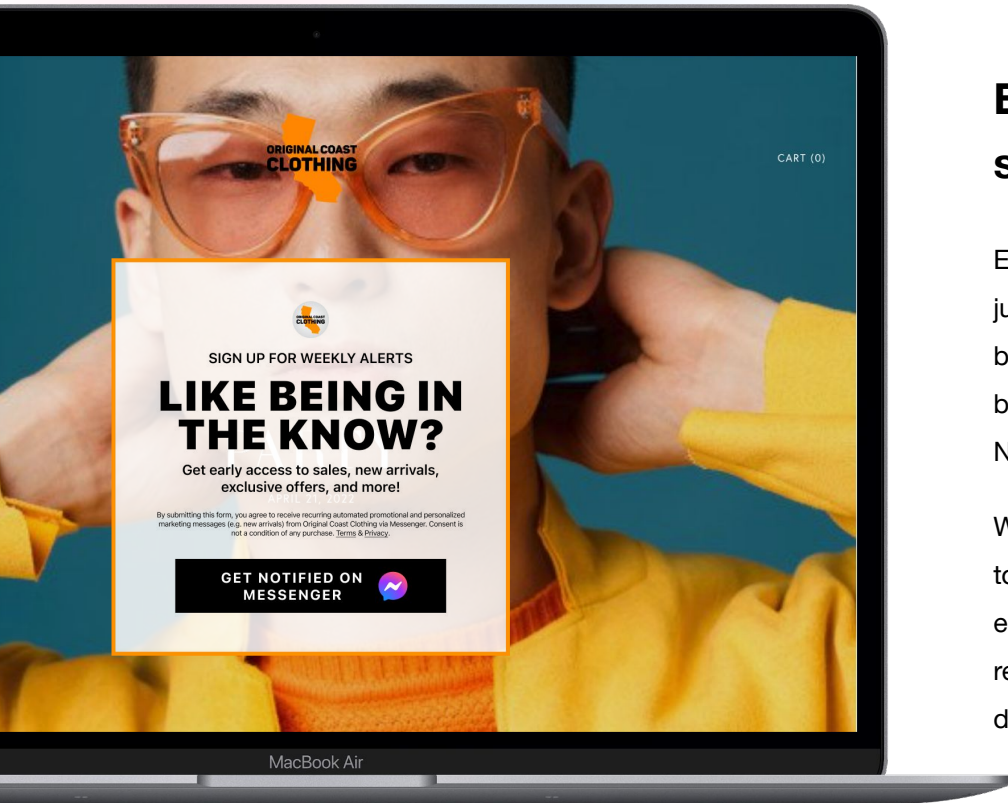
- 1 Introduction: Building a contact list
- 2 Three new types of entry points
- 3 Benefits of opt-in entry points
- 4 m.me Recurring Notifications link
- 5 Checkbox Plugin
- 6 Chat Plugin
- 7 Recap

Build your contact list to drive marketing success.

With more than one billion users connecting to a business account through Meta messaging services each week¹, Messenger is how people want to interact with their favorite businesses.

Building a contact list of highly engaged customers and re-engaging them with targeted Recurring Notifications is a great way to help increase sales year-round.





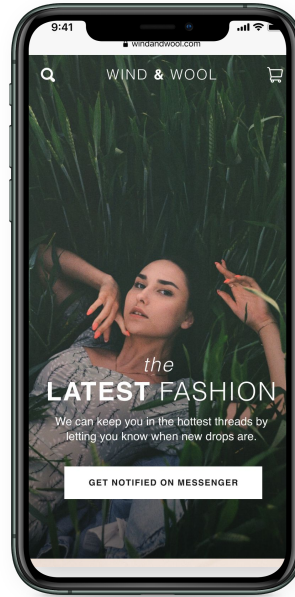
Entry points: Great contact lists start with great opt-ins

Entry points are “doorsteps” into Messenger conversations just about anywhere that customers interact with your brand. Businesses can use them to build their contact lists by encouraging users to opt-in to receiving Recurring Notifications.

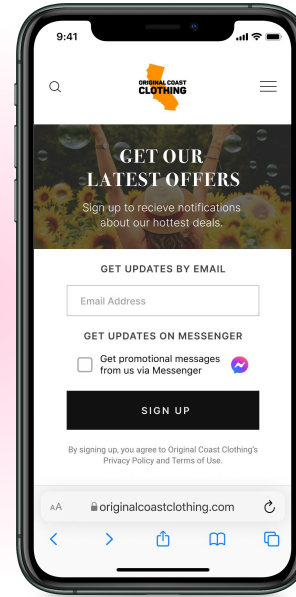
We have built new solutions to make it easy for businesses to collect opt-ins from multiple channels, such as websites, emails, and even print. Once a customer opts in, you can re-engage them with compelling Recurring Notifications to drive new business.

Three new types of entry points for Recurring Notifications opt-in

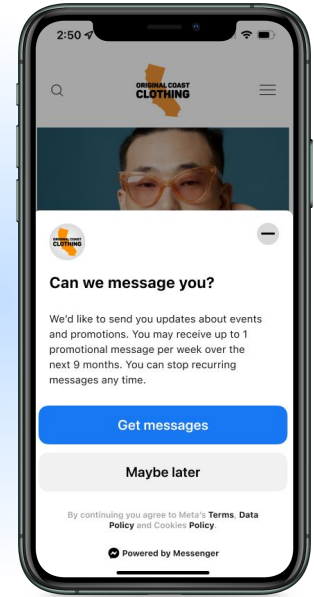
- **m.me Recurring Notification link:** URL link that businesses can use on websites, email, in-stores or mobile app to allow customers to opt-in to receive tailored Recurring Notifications.
- **Checkbox Plugin:** allows businesses to display a checkbox on web pages so customers can opt-in to receive tailored Recurring Notifications with a single click.
- **Chat Plugin:** a free website extension that businesses can use to initiate a conversation – including collecting opt-ins for Recurring Notifications.



m.me link



Checkbox



Chat Plugin

The benefits of entry points



Benefits



Frictionless

People can opt-in to Recurring Notifications on a cadence with a single tap from a website.



Personalized

Enables people to engage with businesses on a channel they prefer.

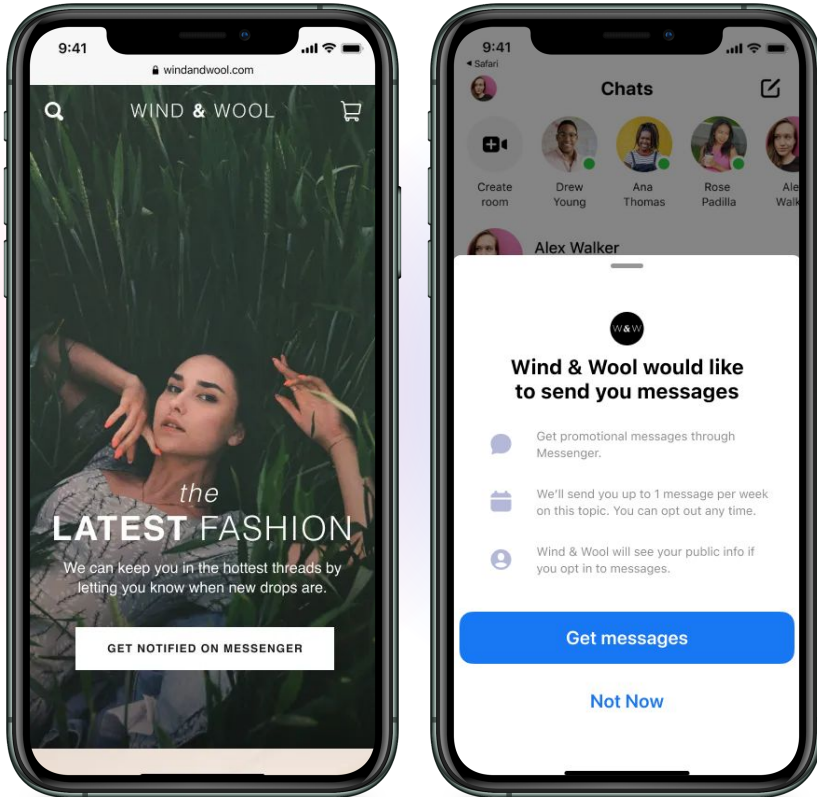


Performant

Build your contact list quickly and easily so you can engage and convert more effectively.

**Opt-in to Recurring
Notifications via
m.me links**





Graphic for illustration purposes only

What are m.me links for Recurring Notifications?

- m.me links for Recurring Notifications are URL links that allow people to opt-in to Recurring Notifications on Messenger.
- They can specify a cadence and topic following the format https://m.me/rn/<business name>?topic=x&cadence=y&ref=z&app_id=123
- Start conversations from hyperlinks that you can add to emails, messages, social media posts and more.
- Combine m.me links with QR codes to start conversations from offline materials, such as signage or print ads.

Benefits of using m.me Recurring Notifications links

Easy to implement

Businesses can use the URL on emails or websites just like any other URLs with minimal effort. No complex integrations are required to deploy these links. Only requirement is to have a Messenger experience either automated and/or staffed by agents.

Enable 1:1 hyper personalized conversations

Businesses can customize the URLs by setting the topic and cadence parameters to direct the users to a specific Messenger experiences (e.g., connecting to a specific flow based on the topic).

Flexibility in branding

The link designs are up to the business and are easily adaptable to their brand.

Easy way to help grow your audience

Businesses can add m.me links on the product pages, order delivery emails or digital billboards. Businesses can then send personalized messages to their customer base.

Drive opt-ins from websites

Discovery placement

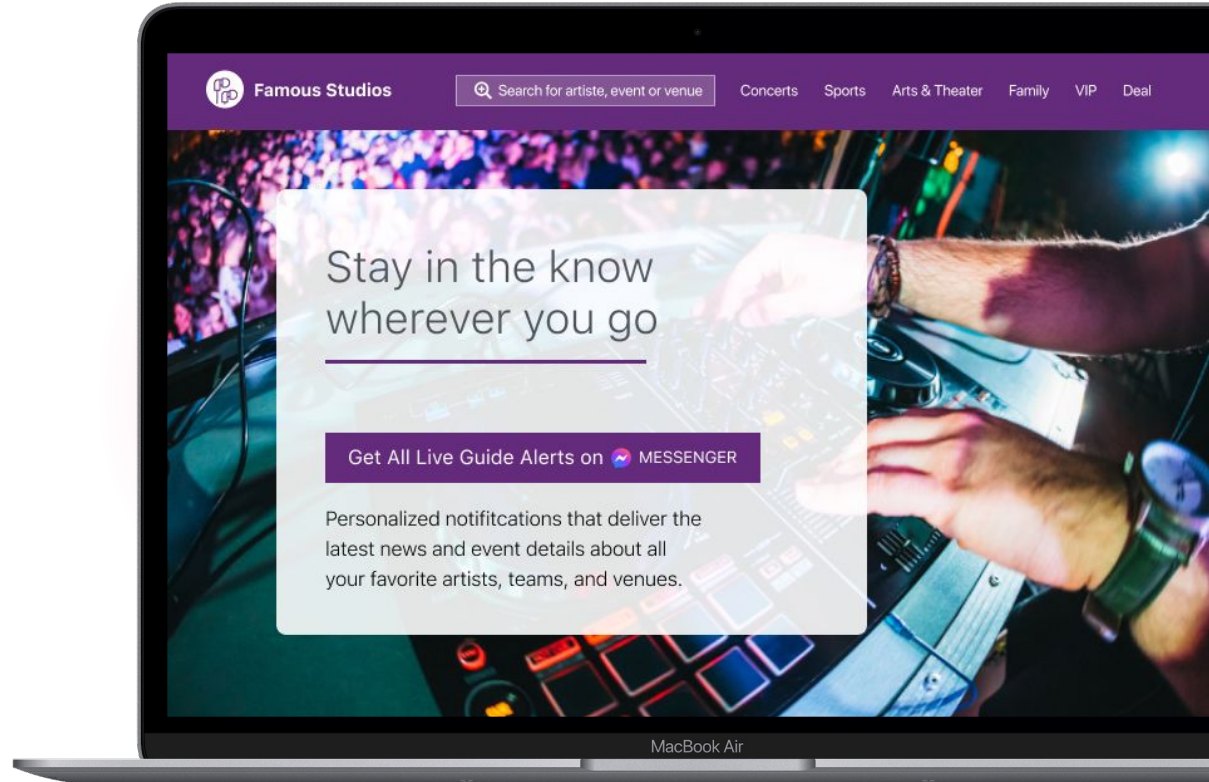
Product pages (e.g., New visitor pop up for deals sign up)

Content format

Text link

Observations

1. Offer something valuable for your customers in exchange for their opt-in. It can be personalized product recommendations, product drop notifications, or anything else that excites your customers.
2. The offer should be clearly stated, and the call to action button should be big and easily identified.
3. The pop up should render well on mobile.
4. Don't ask for too many things like email, phone number and then opt-in for Messenger. This will lower your opt-in rate.
5. You can ask people to opt-in to updates over Messenger to make sure they don't miss out on flight deals, special promos etc.



Use QR codes on in-store signage

Discovery placement

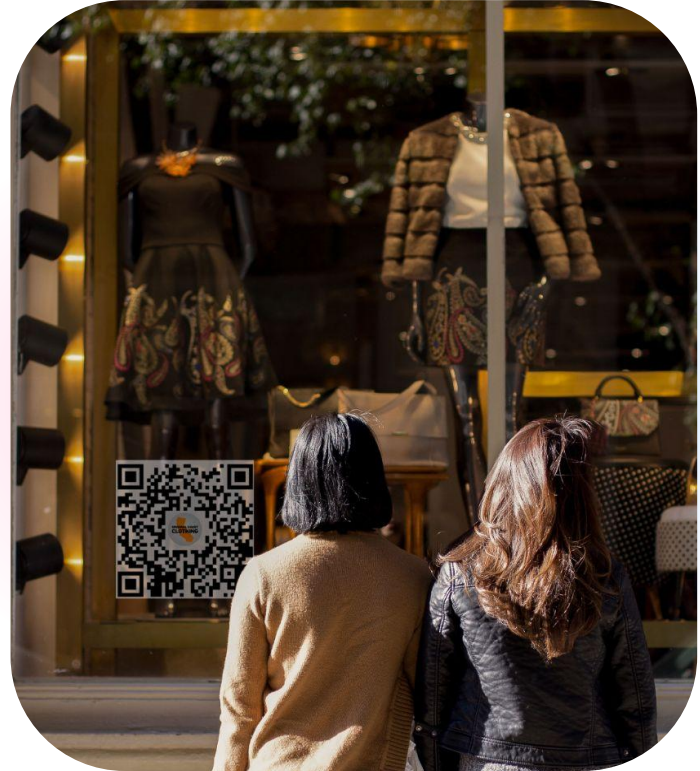
In-store signage, payment receipts, product packaging

Content format

QR code

Observations

1. Collect opt-ins in-store quickly and easily. Scanning a QR code is faster and easier than manually typing in a phone number to receive text updates.
2. Offer something valuable for your customers in exchange for their opt-in. It can be new product drop notifications, loyalty rewards updates, or anything else that excites your customers.
3. Add a logo or CTA inside your QR code for another opportunity to showcase your brand. Adding a CTA like “Loyalty program sign up” next to the QR code further increases the likelihood of a scan.
4. Test QR codes before use. If the code is too small, or on an uneven or rounded surface, it may not scan successfully.



Drive opt-ins from emails

Discovery placement

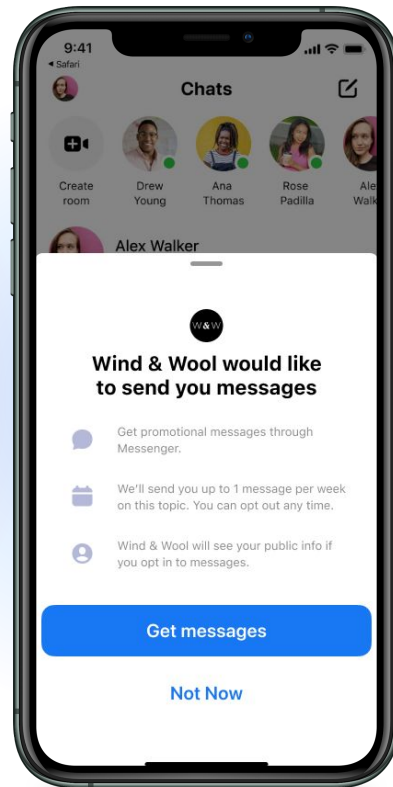
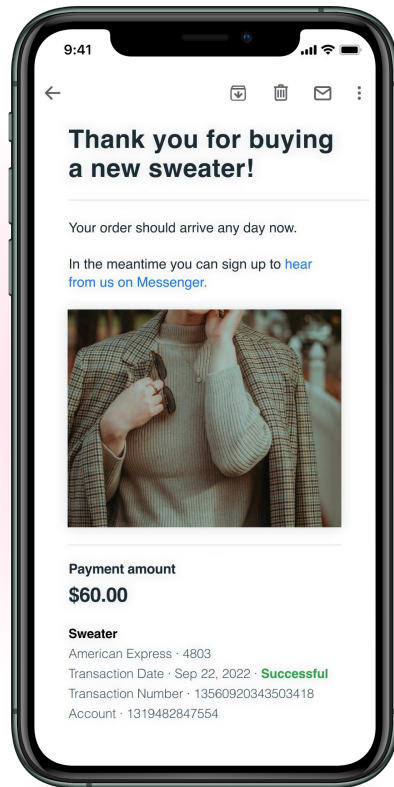
Emails (promotional campaigns, transaction confirmations, etc.)

Content format

Text link

Observations

1. Consider tailoring CTA messaging depending on the type of email, as well as information you know about the recipient based on purchasing behavior.
2. Text links are unobtrusive ways to gain new recurring Notifications opt-ins.
3. Making it easy for customers to opt in from a transactional email creates new opportunities for marketing interactions.





Retail/Ecommerce

Keep your customers up to date about sales, special discounts and deals they won't want to miss.

Use Recurring Notifications to encourage customers to make additional purchases to increase their lifetime value. When the developer platform is integrated with the inventory or management system, Recurring Notifications can be even more personalized.

Use case inspiration

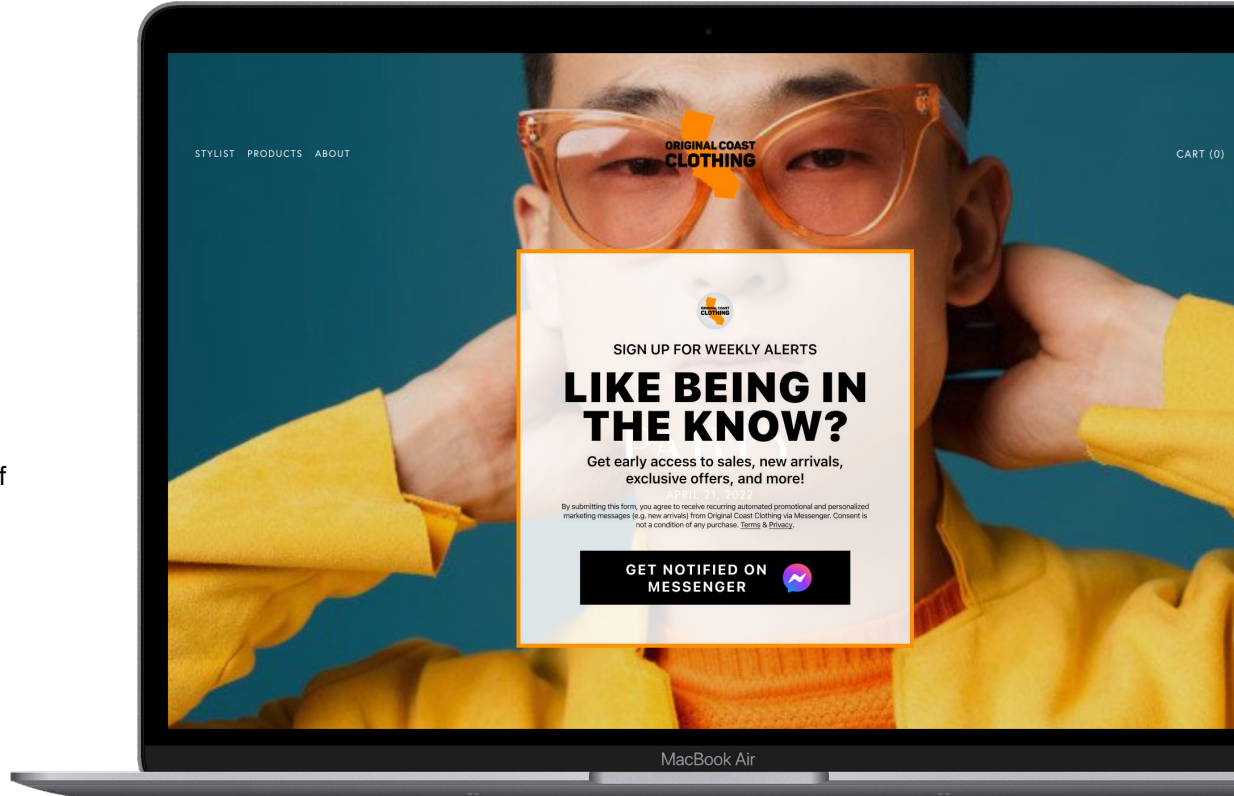
- 1 Daily deals
- 2 Weekly product tips
- 3 Weekly community newsletter
- 4 Monthly product pre-sale alerts
- 5 Monthly product recommendations based on past purchases
- 6 Loyalty rewards updates



Retail/Ecommerce

Example of the use case in action

Pippa opts in for Recurring Notifications while visiting her favorite store's website. Now she gets a weekly message from the retailer letting her know about their deal of the week, which helped her add some sweet new earrings, a cute bag and two more shirts to her closet.

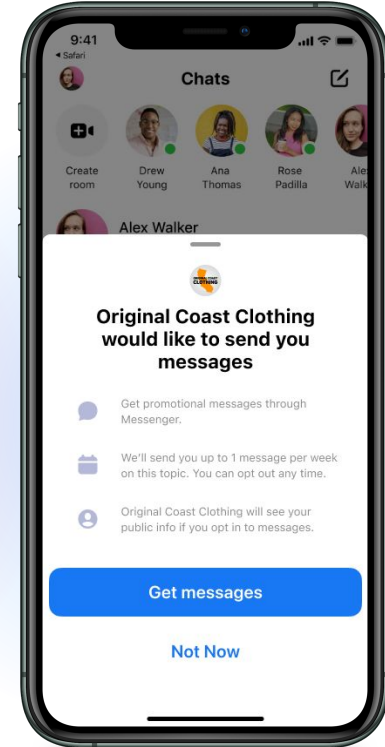
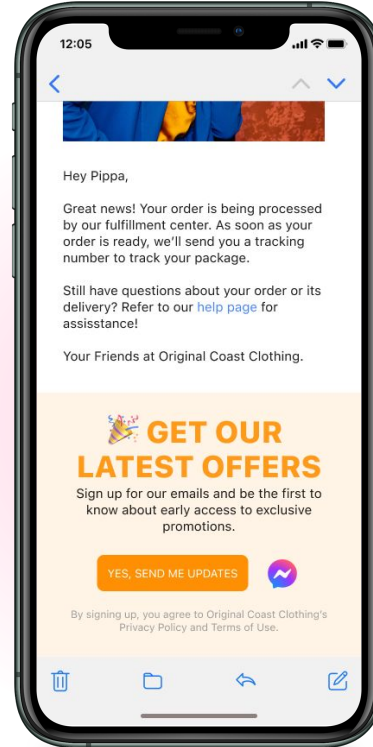




Retail/Ecommerce

Example of the use case in action

Pippa places an order from her favorite retailer and receives an order confirmation email. In the email, she sees an option to sign up for early access to exclusive promotions. Now she looks forward to getting her monthly message from the retailer letting her in on special deals.





Retail/Ecommerce

Example of the use case in action

Pippa receives a product from her favorite retailer. In the product packaging, she sees an option to opt-in to updates on her rewards status. With the snap of a QR code, she now gets a monthly message letting her know about the exclusive perks she has unlocked by shopping with them.

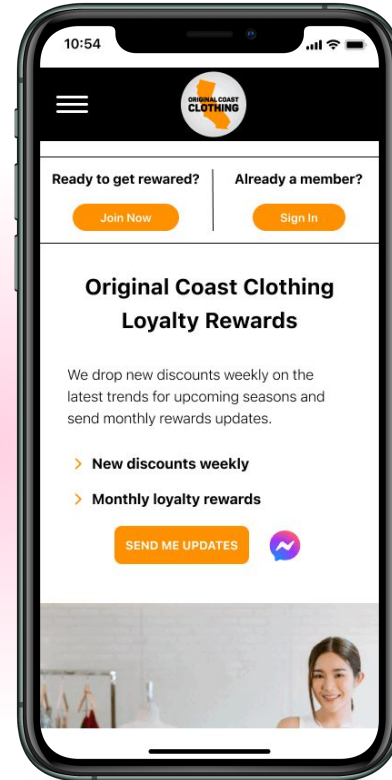




Retail/Ecommerce

Example of the use case in action

Pippa's experience with the beauty product she purchased was awesome. She decides to join the loyalty program so that she can earn points for every purchase she makes and redeem those points for rewards of her choosing. During signup, she also opts in to get updates on her rewards as well as tips and advice from beauty experts.





Media/ Entertainment

Keep fans up to date with pre-sale notifications, artist news and last-minute information about their favorite events.

Use Recurring Notifications to inform fans when tickets are available so you can sell out your events faster.

Use case inspiration

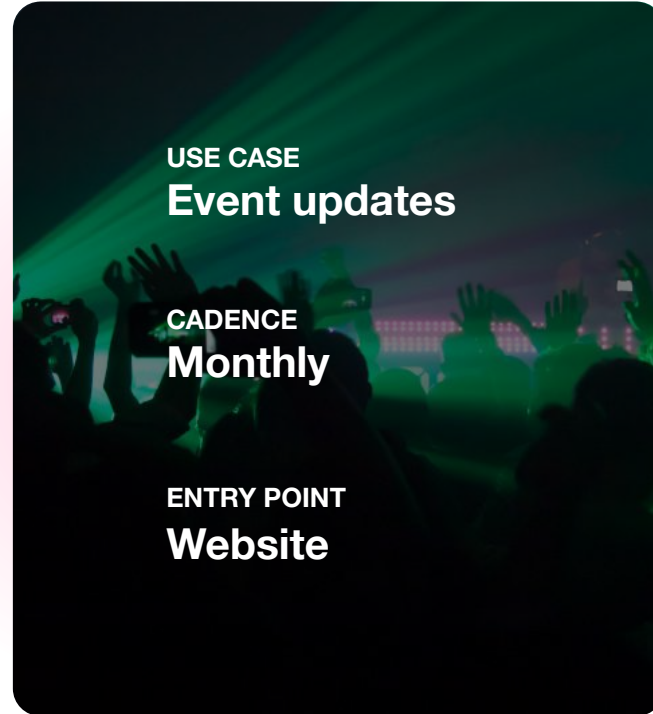
- 1 Daily event RSVP reminders
- 2 Daily pre-event content
- 3 Post-event content (surveys, photos, links to merchandise store)



Media/ Entertainment

Example of the use case in action

Oliver saw on Facebook that his favorite band is releasing their tour schedule. The band just posted a link to their website highlighting the dates. Oliver opts in for special pre-sales access to tickets, news about upcoming shows and more.

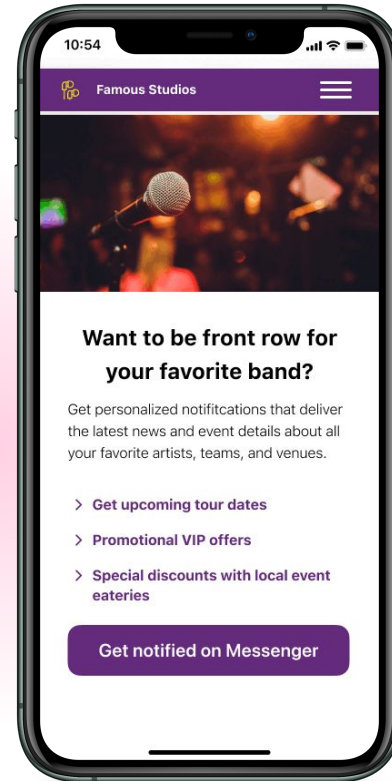




Media/ Entertainment

Example use case workflow

1. The event promoter adds an m.me link that redirects users to Messenger.
2. Oliver clicks the link to get event updates for the band.
3. Oliver automatically receives a notification in Messenger asking him to opt in for monthly updates about upcoming shows.





Travel

Let your best customers know when a hot deal comes up so they can be the first to get away from it all.

Use Recurring Notifications to convert more people into adventurers by receiving timely, relevant information.

Incorporate Recurring Notifications into your loyalty program to keep customers engaged while building brand affinity.

Use case inspiration

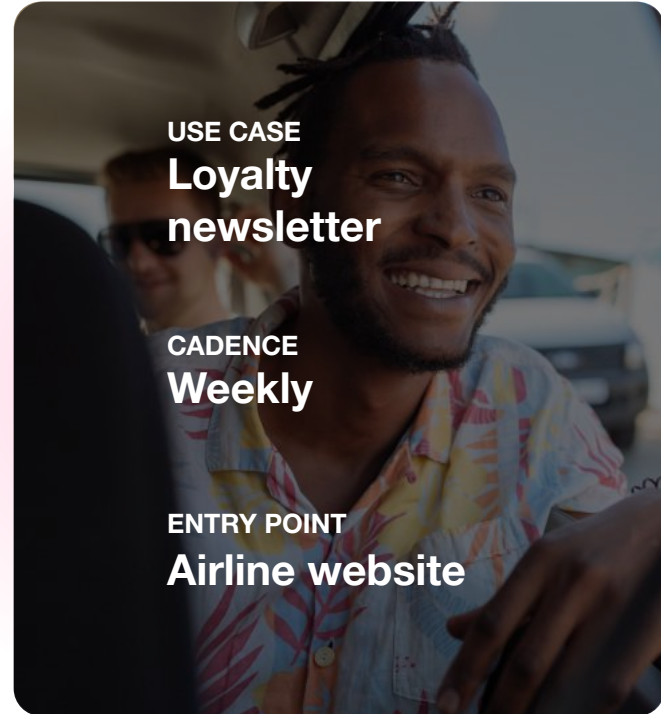
- 1 Loyalty reward alerts
- 2 Weekly member newsletter
- 3 Trip upgrade alerts
- 4 Monthly flight deals
- 5 Monthly partner offers



Travel

Example of the use case in action

William visits his airline loyalty program account to see if he has enough points for a free flight. While in his account, he opts in to receive the airline's weekly loyalty program newsletter via Recurring Notifications by clicking on a sign up button with an embedded m.me link. The newsletter includes travel inspiration and exclusive offers for its loyalty program members. Thanks to the newsletter, William learned about an exotic island that the airline now flies to, inspiring him to book a trip.

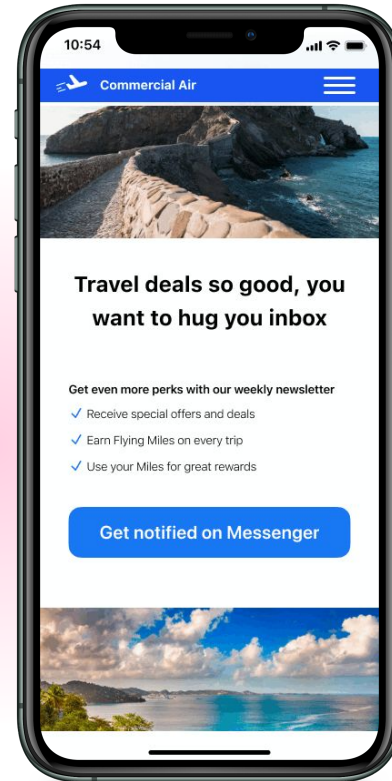




Travel

Example use case workflow

1. The business adds a “Get Notified on Messenger” button on its website.
2. William clicks the button which has an m.me link.
3. A message is automatically sent to William in Messenger confirming his opt-in to the weekly deals newsletter.



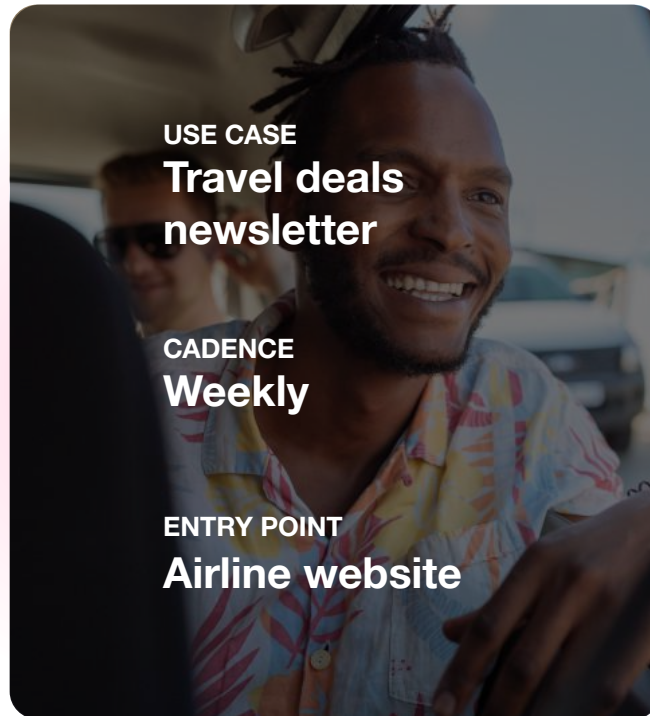


Travel

Example of the use case in action

William purchases his ticket from an airline's website and receives a confirmation email. In the email he sees an option to sign up for monthly travel deal alerts. The sign up button has an embedded m.me link. William opts-in to these notifications and starts receiving travel inspiration and exclusive offers.

Thanks to the newsletter, William learned about an exotic island that the airline now flies to, inspiring him to book a trip.



How do m.me links for Recurring Notifications work for the user?

1

User clicks on the m.me/rn link with the parameters required to trigger the Recurring Notification opt-in flow.

2

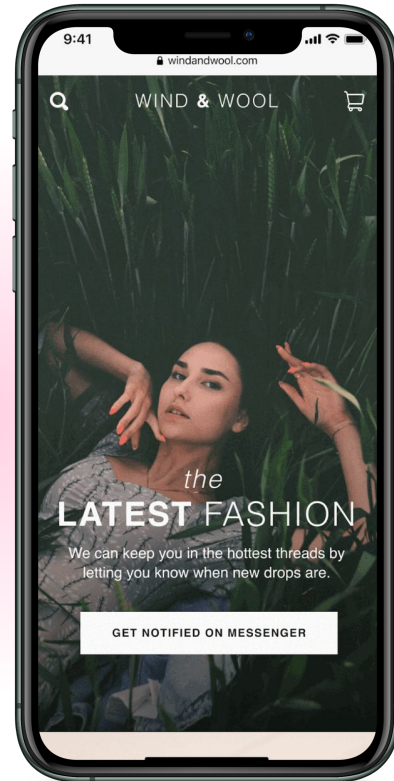
Users see a pop up asking if they want to receive regular updates on a specific cadence and topic.

3

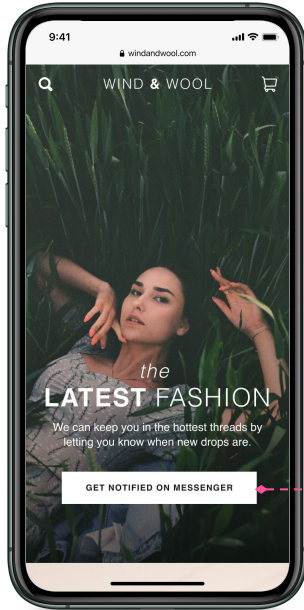
User accepts to receive updates.

4

User sees confirmation of the opt-in.

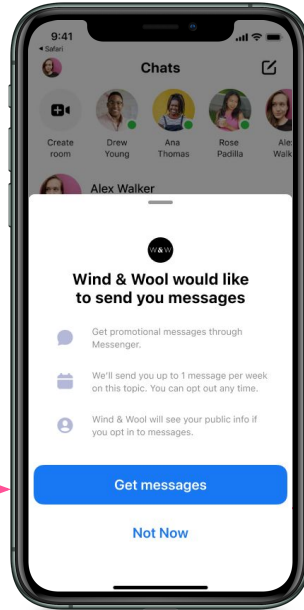


Logged in user flow



1

Clicks m.me link



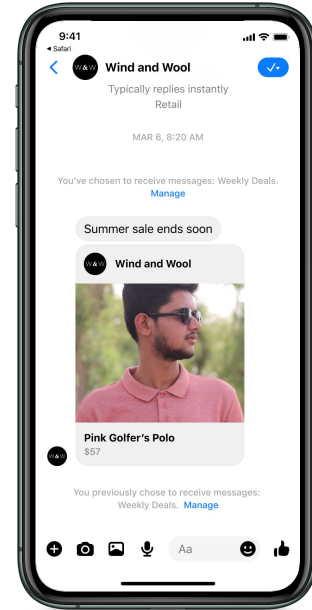
2

Accepts or declines



3

Sees confirmation



4

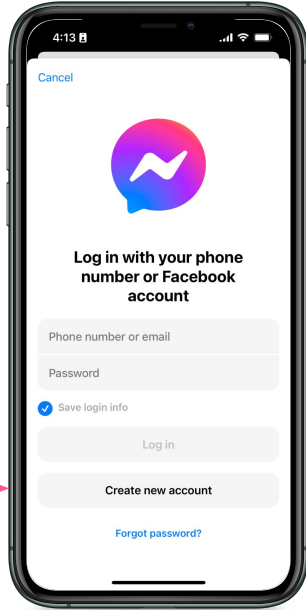
Receives Recurring Notification messages

Logged out user flow



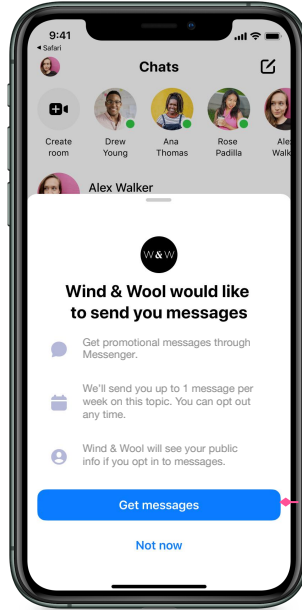
1

Clicks m.me link



2

User logs in



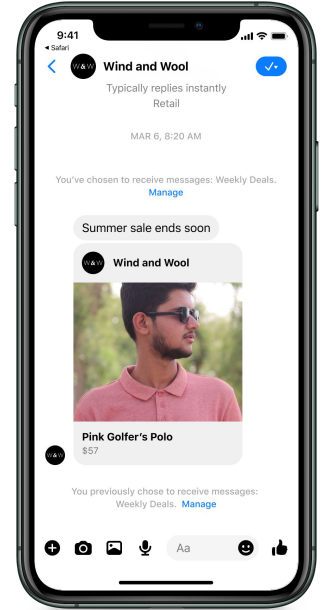
3

Accepts or declines



4

Sees confirmation



5

Receives Recurring Notification messages

Best practices

Set clear expectations

Calls to action attached to these links should communicate clearly and transparently that people are being asked to opt in to receive messages on Messenger. Accompanying text should not be misleading or promise things that are outside of the messaging experience.

Make link placement strategic

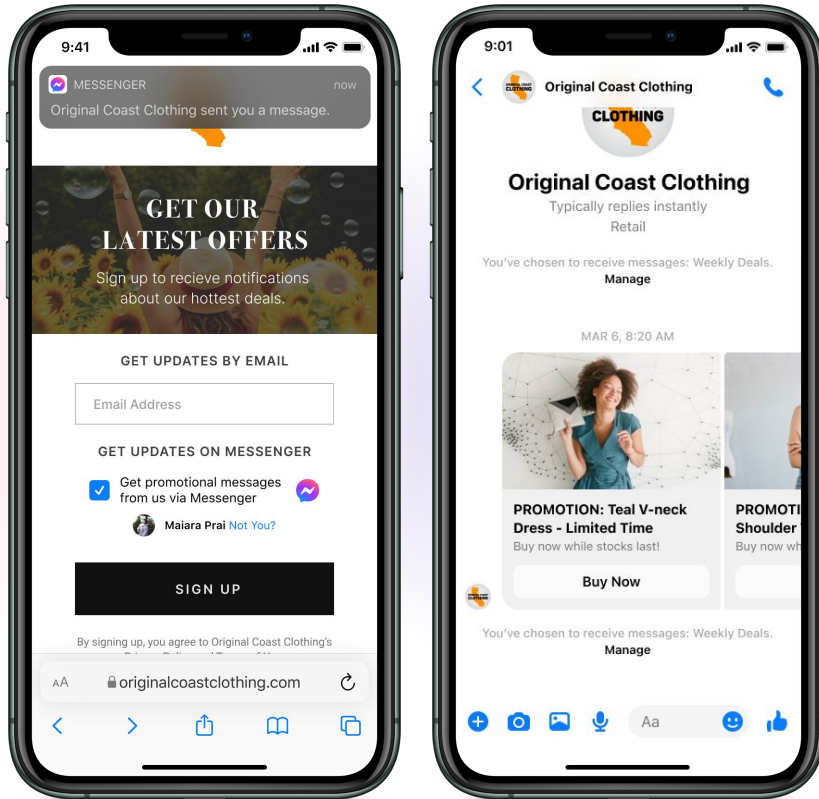
The more prominent the placement of m.me links, the more likely that people will click on them. At the same time, avoid placement that interrupts the customer workflow, which can create a negative experience.

Use ethical design language

Place links on clickable objects like buttons and clearly styled hyperlinks to ensure user intent. Avoid placing links where accidental clicks are likely to occur. Do not route a user to the URLs programmatically or use dark patterns that intentionally mislead.

Opt-in to Recurring Notifications via Checkbox Plugin





What is the Checkbox Plugin?

- The Checkbox Plugin allows businesses to display a checkbox on web pages like checkout page that allows users to opt-in to receive messages from the business in Messenger.
- The plugin can be used on an ecommerce website, where you wish to send receipts, order updates, or offer coupons to the user.
- **New!** Allows people to easily opt-in to daily, weekly, or monthly recurring notifications.

Benefits



Frictionless

People can easily opt-in to Recurring Notifications on a daily, weekly, or monthly cadence by checking the box on a website.



Personalized

Enable people to hear from businesses on topics they choose on a channel they prefer.



Performant

Build and engage with your audience through high-quality communications that deepen relationships.

Checkbox Plugin on website checkout page

Discovery placement

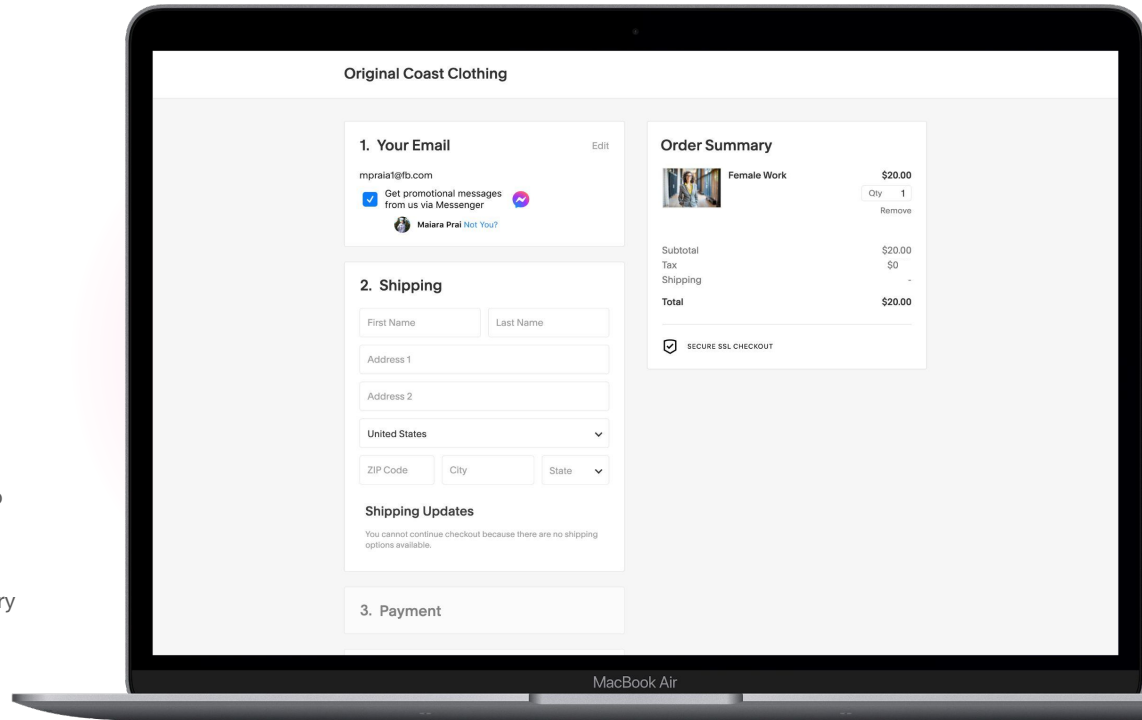
Website checkout page

Content format

Checkbox Plugin

Observations

1. Offer something valuable for your customers in exchange for their opt-in. It can be new product drop notifications or anything else that will excite your customers.
2. Adding the Checkbox Plugin just before a buyer places an order or books an appointment allows the user to opt-in to relevant notifications from the business.
3. Place the Checkbox Plugin above the primary CTA (e.g., Checkout) on the landing page. Placing it below the primary CTA can create confusion among users who might not know what they are opting in for.
4. The business should clearly specify in the text above the Checkbox Plugin what type of updates the user is opting in to receive via Messenger.



Checkbox Plugin on website homepage

Discovery placement

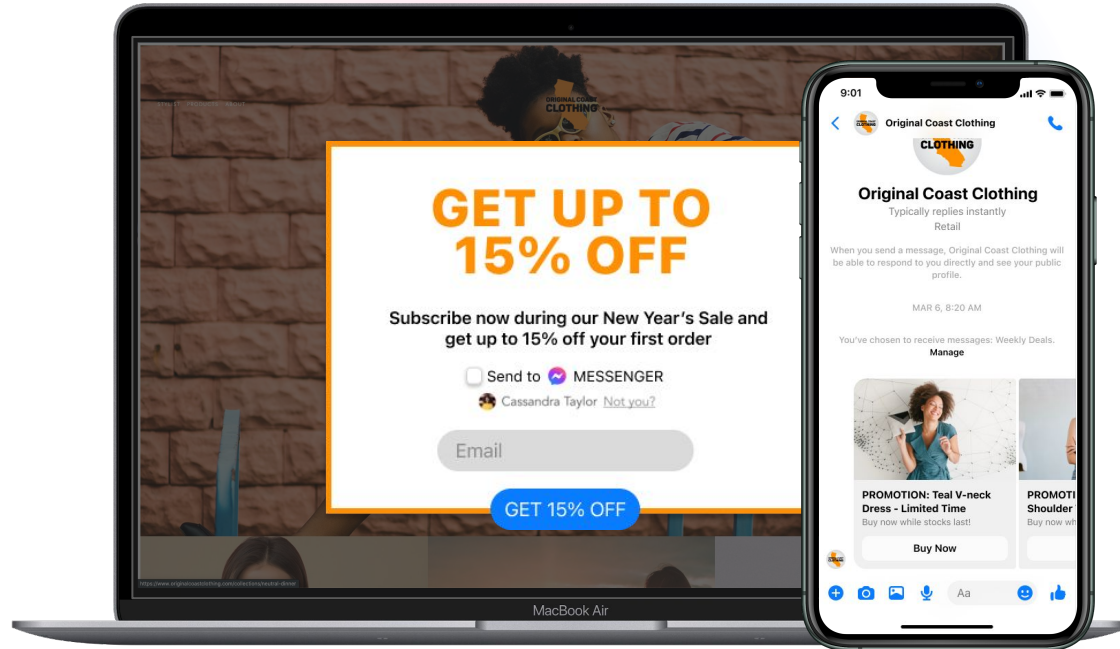
Website homepage

Content format

Checkbox Plugin

Observations

1. Adding the Checkbox Plugin just on the home page next to email capture is a great way to get people to opt-in to receiving coupons toward a purchase.
2. Business can then follow up with the user on Messenger to remind them in case of coupon expiration.
3. Place the Checkbox Plugin above the primary CTA (e.g., Get 15% off) on the landing page. Placing it below the primary CTA can create confusion among users who might not know what they are opting in for.
4. The business should clearly specify in the text above the Checkbox Plugin what type of updates the user is opting in to receive via Messenger.





Travel

Let your best customers know when a hot deal comes up so they can be the first to get away from it all.

Use Recurring Notifications to convert more people into adventurers by providing them with timely, relevant information. Incorporate Recurring Notifications into your loyalty program to keep customers engaged while building brand affinity.

Use case inspiration

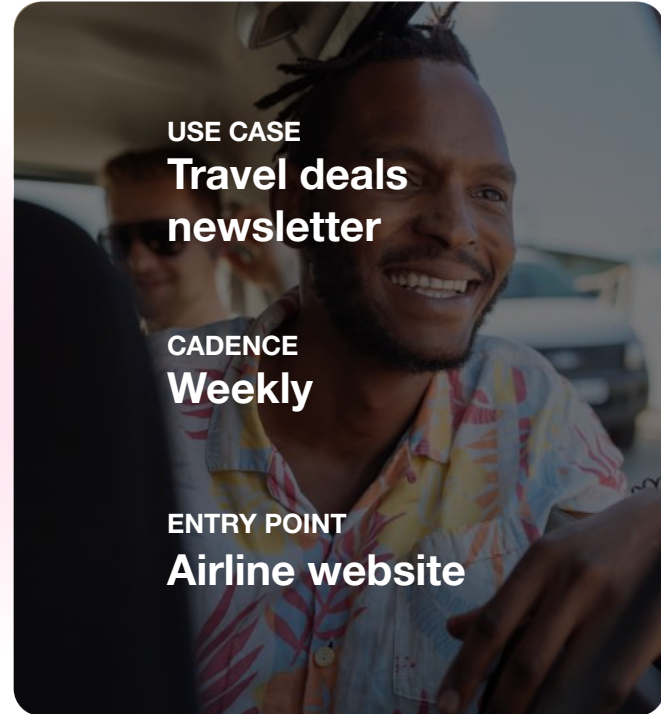
- 1 Loyalty reward alerts
- 2 Weekly member newsletter
- 3 Trip upgrade alerts
- 4 Monthly flight deals
- 5 Monthly partner offers



Travel

Example of the use case in action

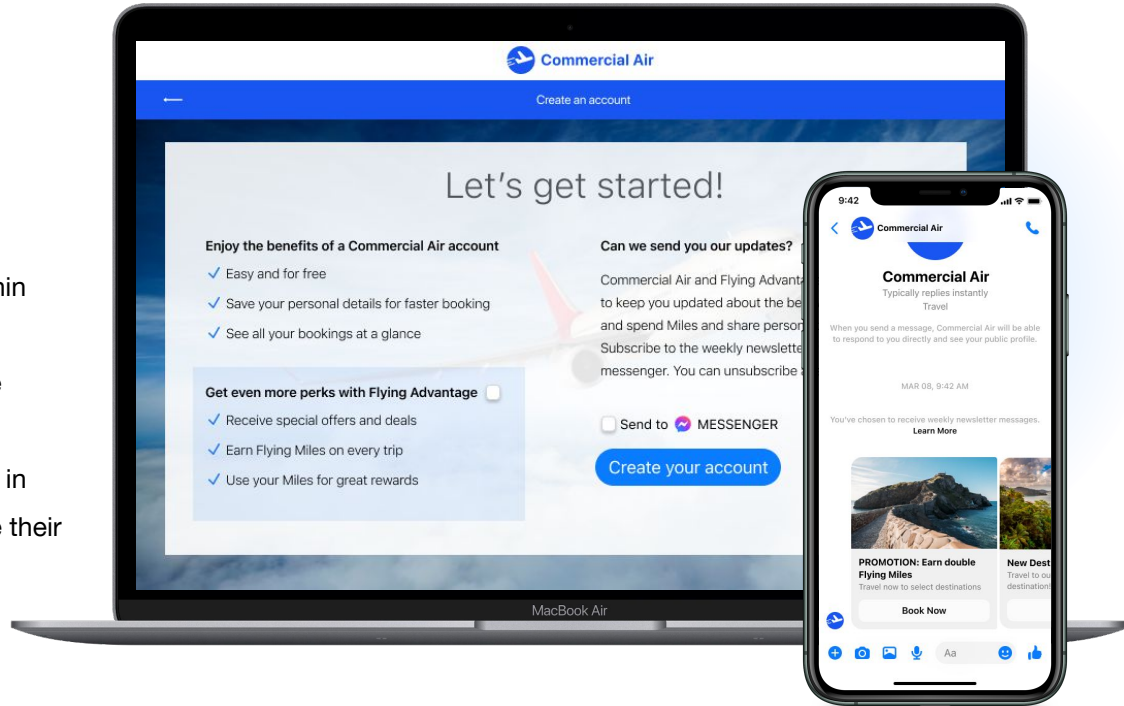
William is visiting an airline's website to check his loyalty program account to see if he has enough points for a free flight. While in his account, he opts-in to Recurring Notifications so that the airline can send him their weekly loyalty program newsletter. The newsletter includes travel inspiration and exclusive offers for its loyalty program members. Thanks to the newsletter, William learned about an exotic island that the airline now flies to, inspiring him to book a trip.





Example use case workflow

1. The airline adds the Checkbox Plugin within the loyalty account creation flow.
2. While browsing the site, William clicks the button.
3. William automatically receives a message in Messenger asking him to opt in to receive their weekly newsletter.





Media/ Entertainment

Keep fans up to date with pre-sale notifications, artist news and last-minute information about their favorite events.

Use Recurring Notifications to inform fans when tickets are available so you can sell out your events faster.

Use case inspiration

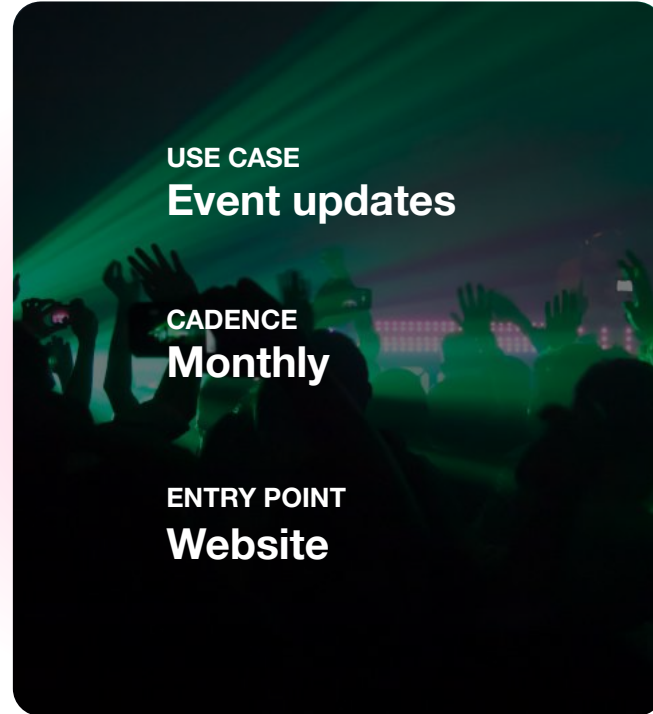
- 1 Daily event RSVP reminders
- 2 Daily pre-event content
- 3 Post-event content (surveys, photos, links to merchandise store)



Media/ Entertainment

Example of the use case in action

Oliver saw online that his favorite band is releasing their summer tour schedule. The band just posted a link to their events page, along with the Messenger Checkbox Plugin. Oliver opts in to receive special pre-sales access to tickets, news about upcoming shows and more.

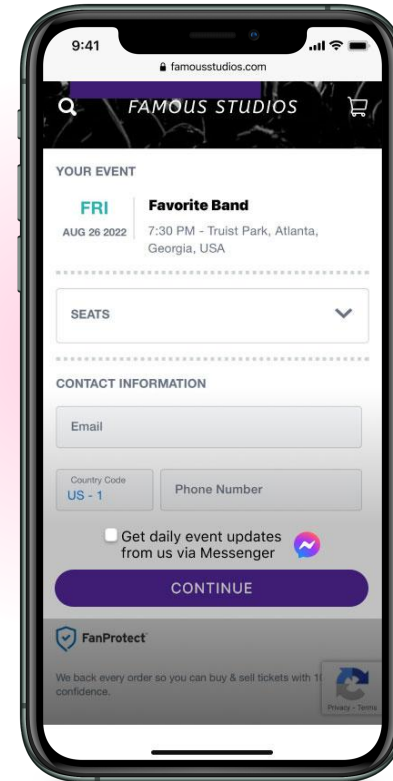




Media/ Entertainment

Example use case workflow

1. The event promoter adds the checkbox on the checkout page.
2. Oliver checks the box to get event updates for the band.
3. Oliver automatically receives a notification in Messenger asking him to opt-in for monthly updates about upcoming shows.

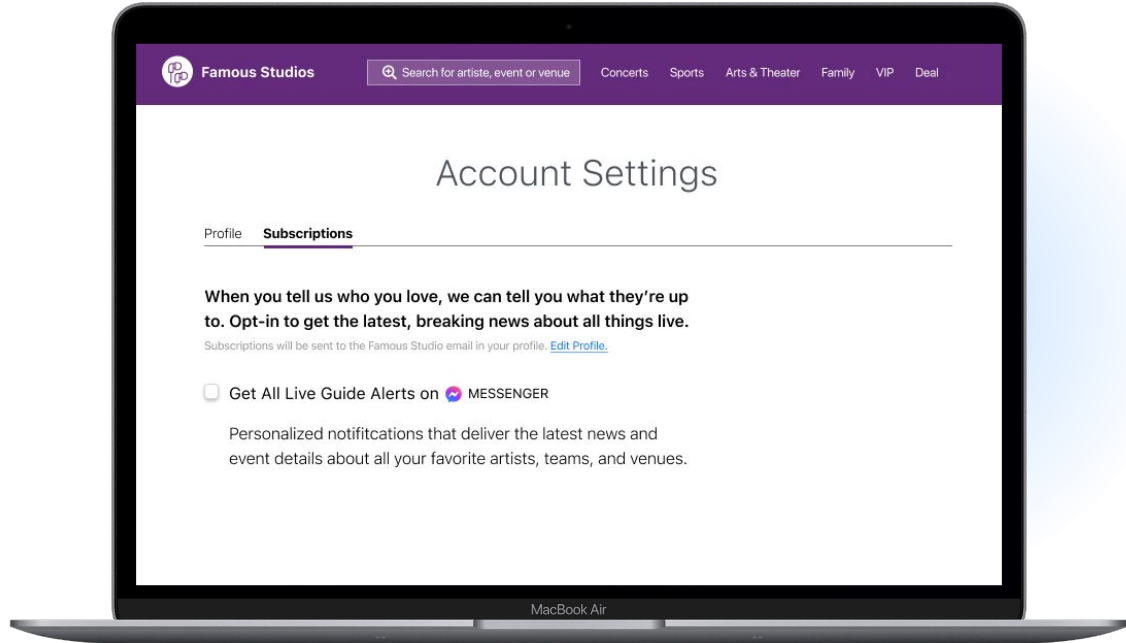




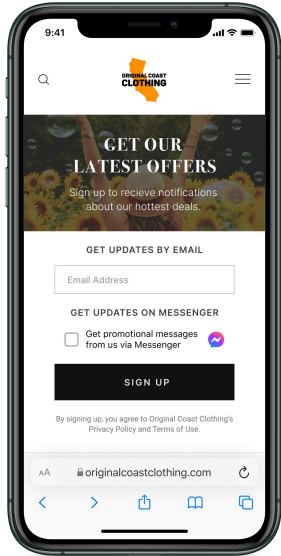
Media/ Entertainment

Example use case workflow

1. The event promoter adds the Checkbox Plugin to the member account settings page.
2. Oliver checks the box to get event updates for his favorite artists.
3. Oliver confirms opt-in and he receives a message confirming the opt-in.
4. Oliver then receives regular updates on his favorite artists.

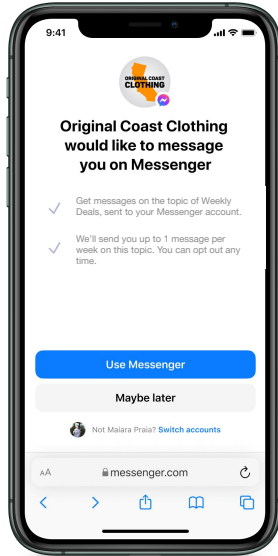


Logged in user flow



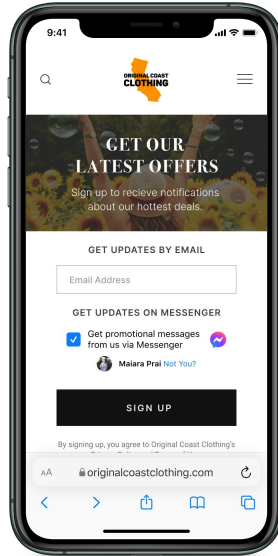
1

User provided an option to check the box



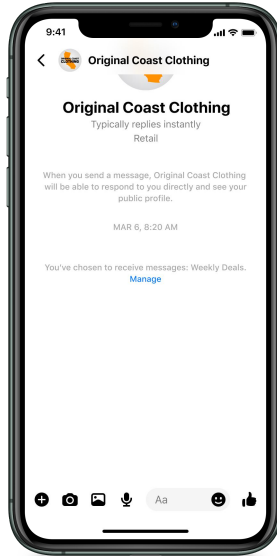
2

Pop up after user checks the box



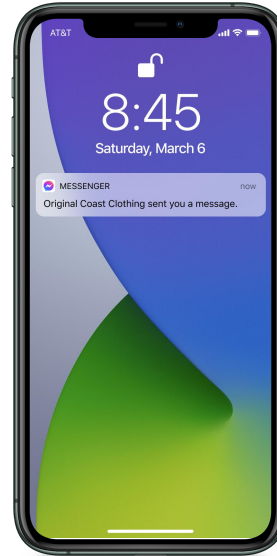
3

Box checked if user clicks on "Get messages" in step 2



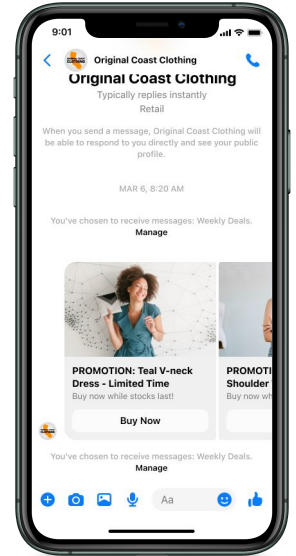
4

User receives confirmation in Messenger via admin text



5

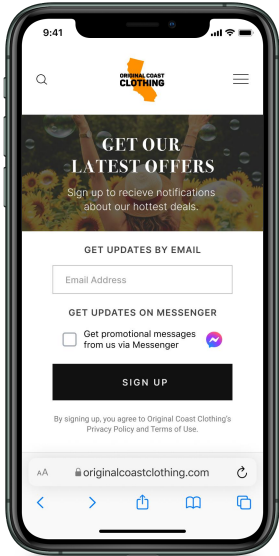
Sometime later user receives a notification from the business



6

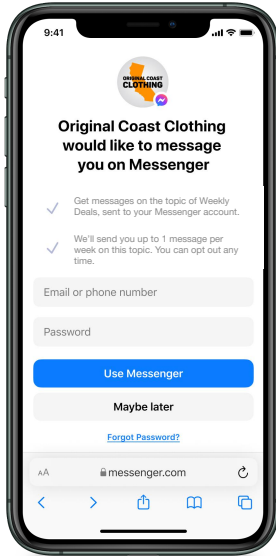
When opened the user sees they received a follow up message relevant to the topic

Logged out user flow



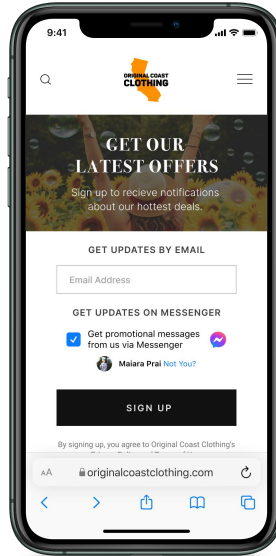
1

Pop up after user checks the box



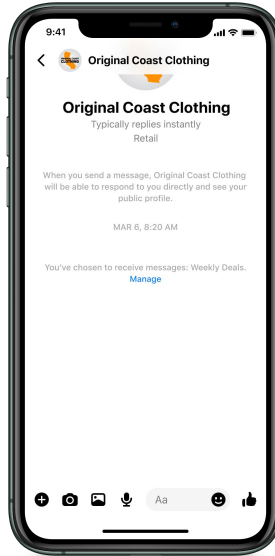
2

Pop up after user checks the box



3

Box checked if user clicks on "Get messages" in step 2



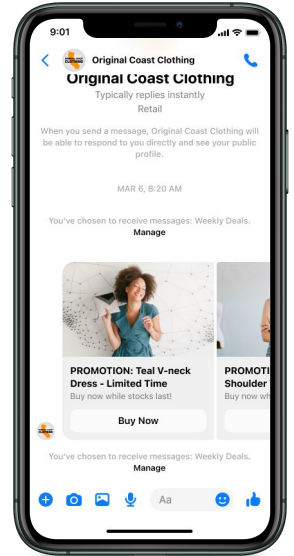
4

User receives confirmation in Messenger via admin text



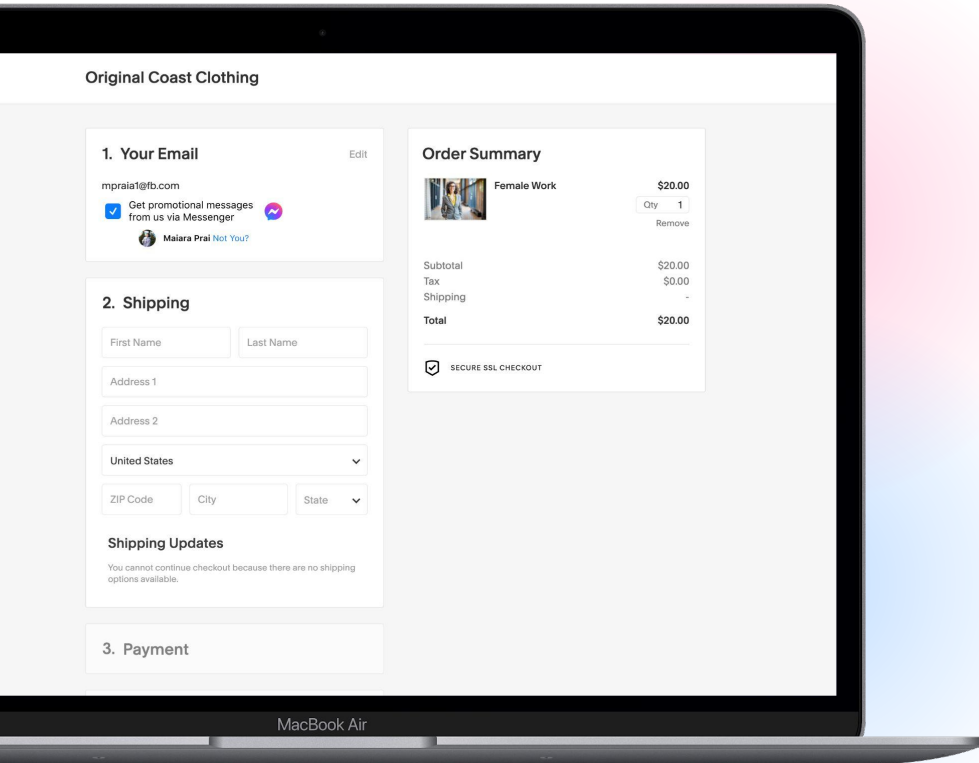
5

Sometime later user receives a notification from the business



6

When opened the user sees they received a follow up message relevant to the topic



How does it work for the business?

1

The business can install the Checkbox Plugin on any web page on their site. Typically they are installed on pre-checkout or post-checkout pages to avoid disrupting the checkout process.

2

When a person opts-in to receive messages via the Checkbox Plugin, the opt-in must be triggered by a user action such as a button press (e.g., Buy). The business can pass the state of the checkbox along with the button press event.

3

The business can choose to hide the plugin if the user is not logged into their Facebook account.

4

Once the user opts in, the business can start sending daily, weekly, or monthly updates to the user.

Best Practices

Place above the primary CTA

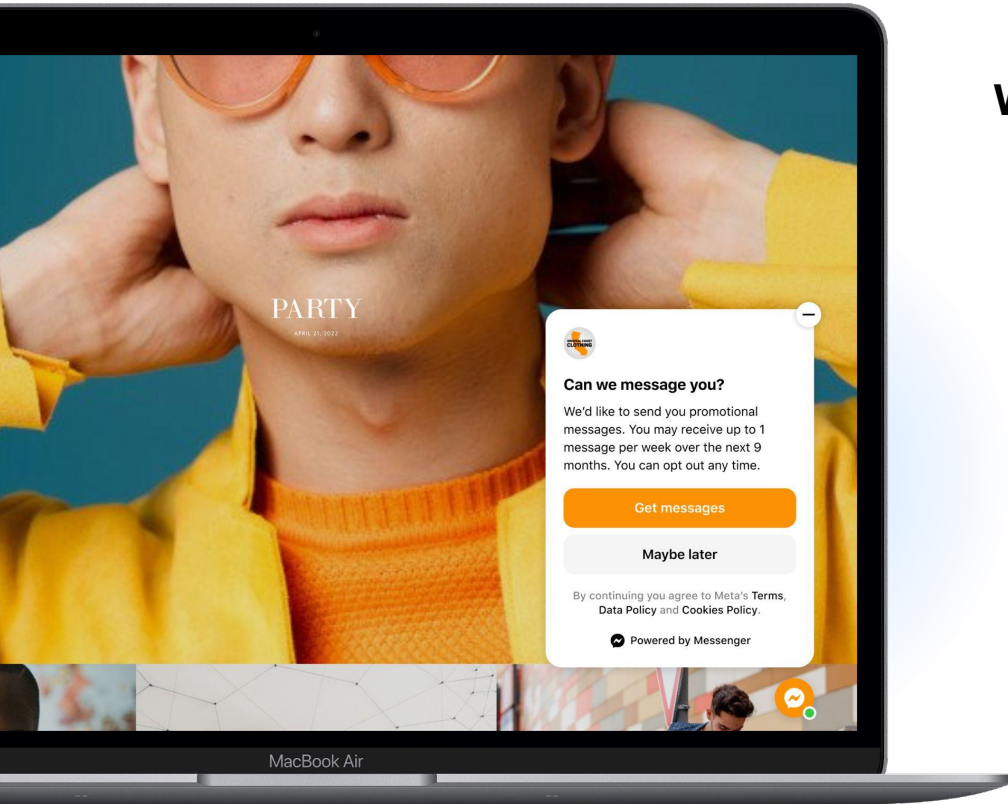
Place the Checkbox Plugin above the primary CTA (e.g., contact info capture flow) on the landing page. Placing it below the primary CTA can create confusion among users who might not know what they are opting into.

Set clear expectations

The business should clearly and transparently specify in the text above the Checkbox Plugin what type of updates the user is opting into receive via Messenger. Accompanying text should not be misleading or promise things that are outside the messaging experience.

**Opt-in to Recurring
Notifications via
Chat Plugin**





What is the Chat Plugin?

- > Chat Plugin is a free website extension that businesses can use to drive sales and provide support to customers browsing their website.
- > It can be customized to your brand and webpage and can be installed in minutes.
- > Conversations started on your website can be continued on Messenger, even after customers leave your website!
- > **New!** Allow users to easily opt-in to daily, weekly, or monthly recurring notifications while on the business website.



Retail/Ecommerce

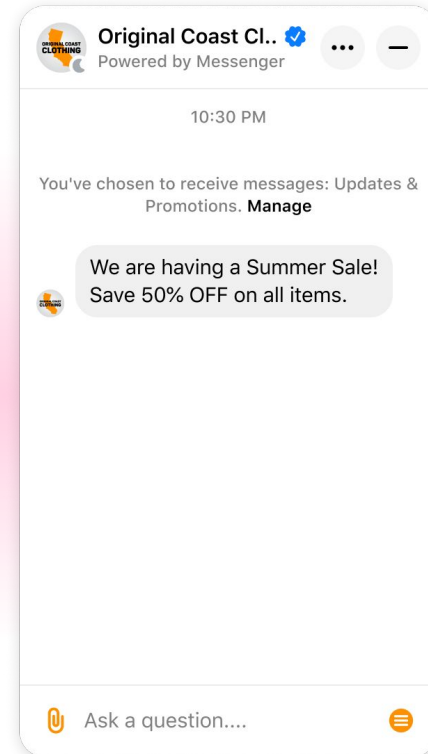
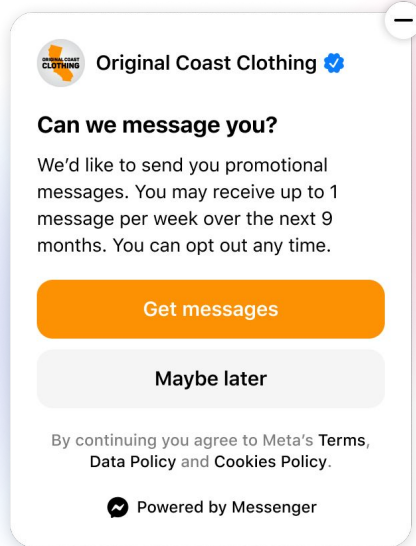
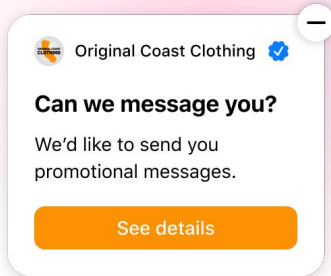
Keep your customers up to date about sales, special discounts and deals they won't want to miss.

Add Chat Plugin to your home page or product pages to get people to opt-in to Recurring Notifications.

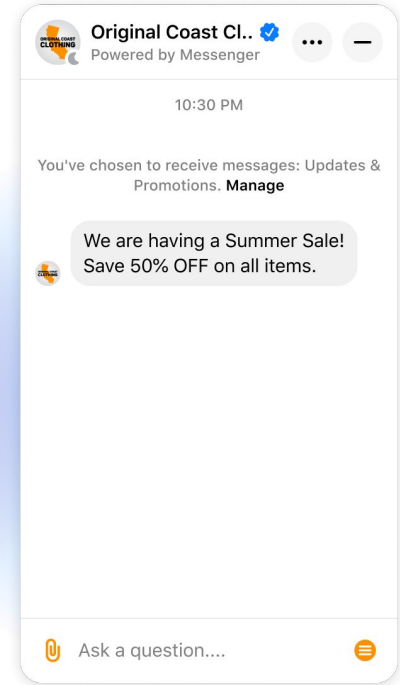
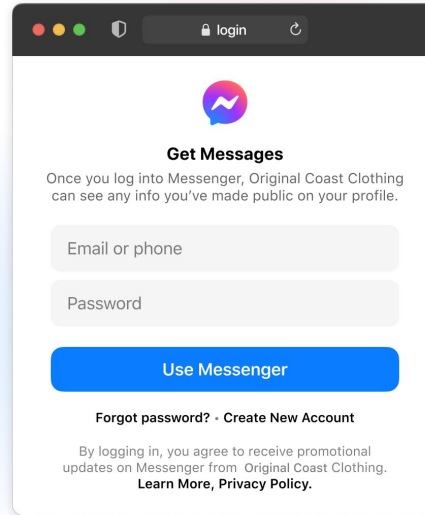
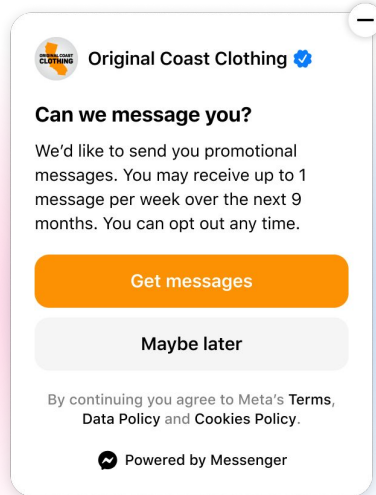
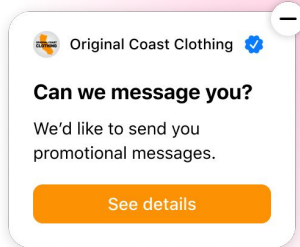
Use case inspiration

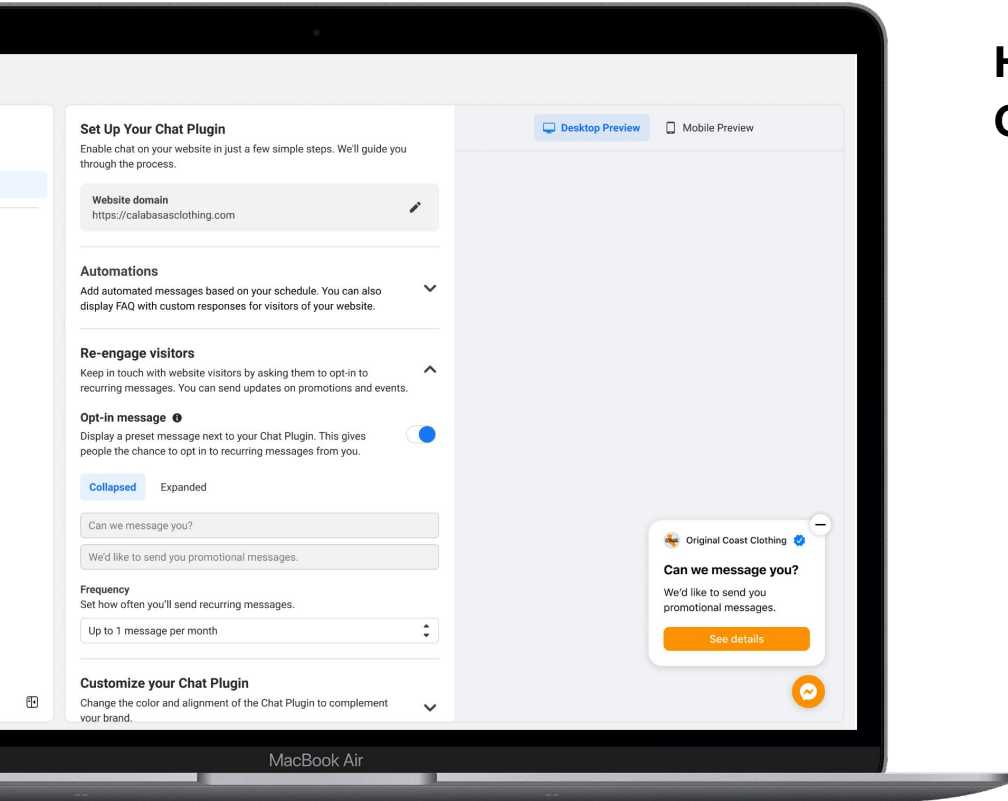
- 1 Daily deals
- 2 Weekly product tips
- 3 Weekly community newsletter
- 4 Monthly product pre-sale alerts
- 5 Monthly product recommendations based on past purchases
- 6 Loyalty rewards updates

How does it work for the logged in user?



How does it work for the logged out user?





How to enable Chat Plugin to collect Opt-ins

- 1 Navigate to Inbox settings > Chat Plugin and turn on Message request toggle under “Re-engage” visitors.
- 2 Turn on the toggle “Opt-in message”.
- 3 Pick the frequency for Recurring Notifications.
- 4 Hit Publish.

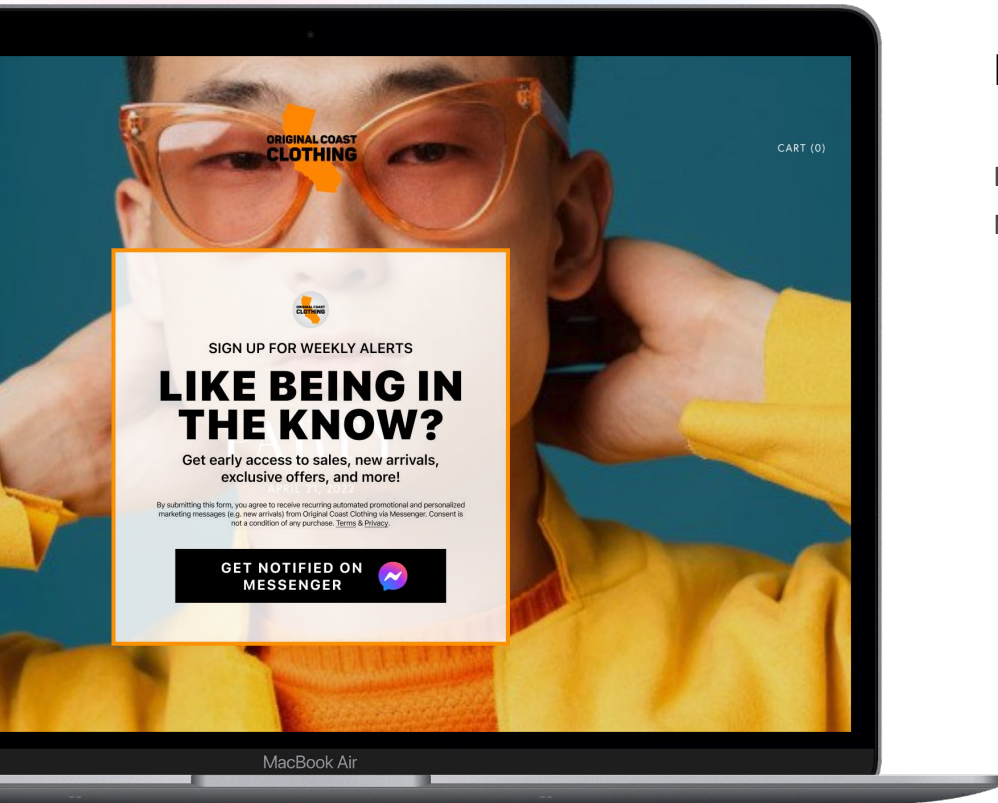
Recap



Which type of opt-in should we choose for Recurring Notifications?

While every opt-in here is easy to use and serves a similar purpose, each has its own advantages. Here are a few guidelines for choosing which to use where.

- 1 **m.me links** are the most flexible in terms of location, use, and styling options. They are ideal for emails and offline media, or if you want your opt-in to match your website's style precisely.
- 2 **Checkbox Plugin** is a quick, easy way to have your customers opt in from your website, whether on the home page, a product page, or at checkout.
- 3 **Chat Plugin** welcomes both an immediate conversation as well as opt-in for Recurring Notifications. Use it when you want a prominent placement with more descriptive information.



Recap: Why use entry points?

Entry points that invite customers to opt in to Recurring Notifications serve as a “welcome mat” for your brand.

- Entry points allow you to build your contact list and then continue engaging your customers.
- Conversations started from an entry point can be continued on Messenger, where your customers can engage with you wherever and whenever they want.
- Entry points let your customers choose the topic and frequency of your notifications, so your conversations can be hyper personalized.