

Scaling Global Fundraising for UNICEF with Compliant WhatsApp Engagement

UNICEF Mexico, a leading global humanitarian organization, leveraged the 360 SMS App within Salesforce to run compliant, scalable WhatsApp messaging for donor and supporter engagement, improving fundraising, operational efficiency, and real-time campaign visibility.

The Challenge

- Fragmented platforms hindered scalable, compliant WhatsApp communication in Salesforce
- Operational complexity caused by multiple tools and technical dependencies
- Delayed campaign launches due to complex development and validation cycles
- Limited visibility into donor responses across systems
- Lack of richer templates with multimedia and quick replies

The Solution

360 SMS App implemented the WhatsApp integration within Salesforce and Marketing Cloud for UNICEF Mexico to enable:

- Template-based campaigns for fundraising & engagement
- Centralized approvals and campaign execution
- Real-time visibility of donor responses stored directly in Salesforce
- Automated WhatsApp bots for donor care and engagement
- Compliant delivery at scale during high-volume campaigns

The Impact

Reduction in day-to-day deliverability issues

Improved operational efficiency across donor communication

Faster response handling and follow-ups through automation

Trackable interaction with real-time visibility in Salesforce

Stronger channel integration within Marketing Cloud

More reliable and agile campaign execution during peak outreach

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