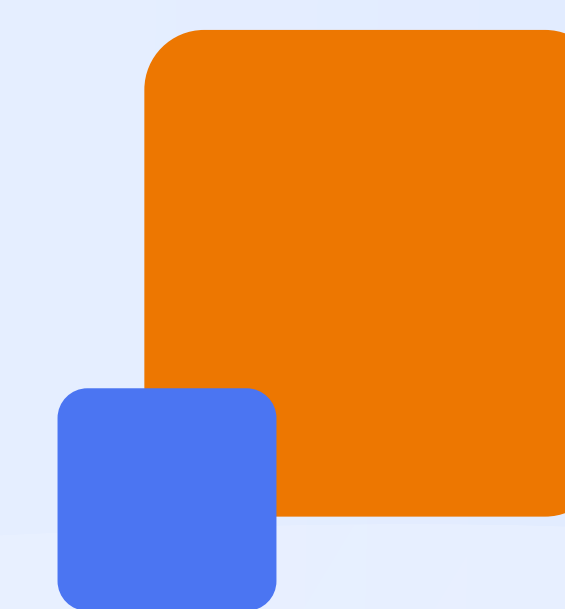




Express Checkout

11 Retail Messaging Use Cases
+ One Bonus Item

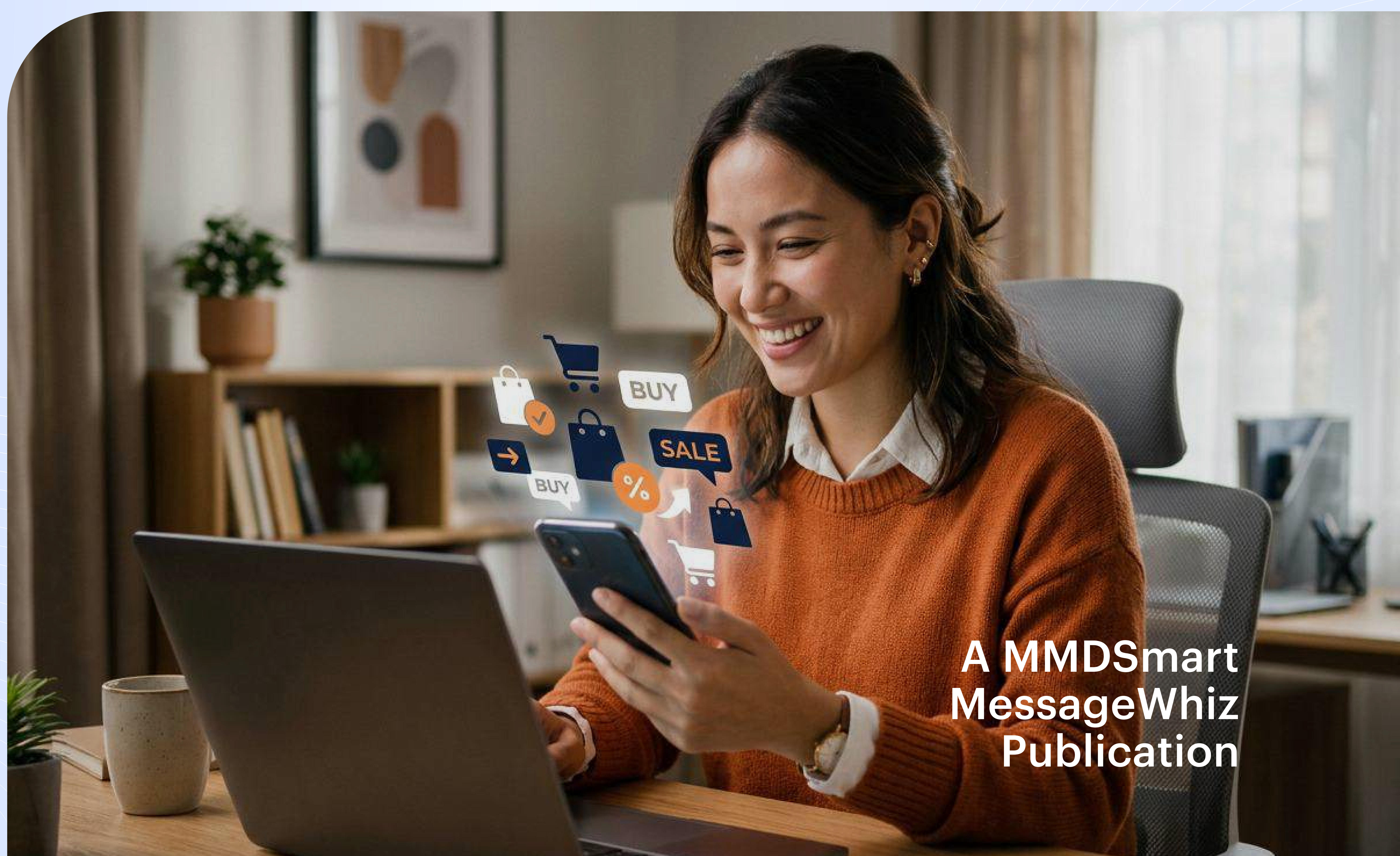


Table of Contents

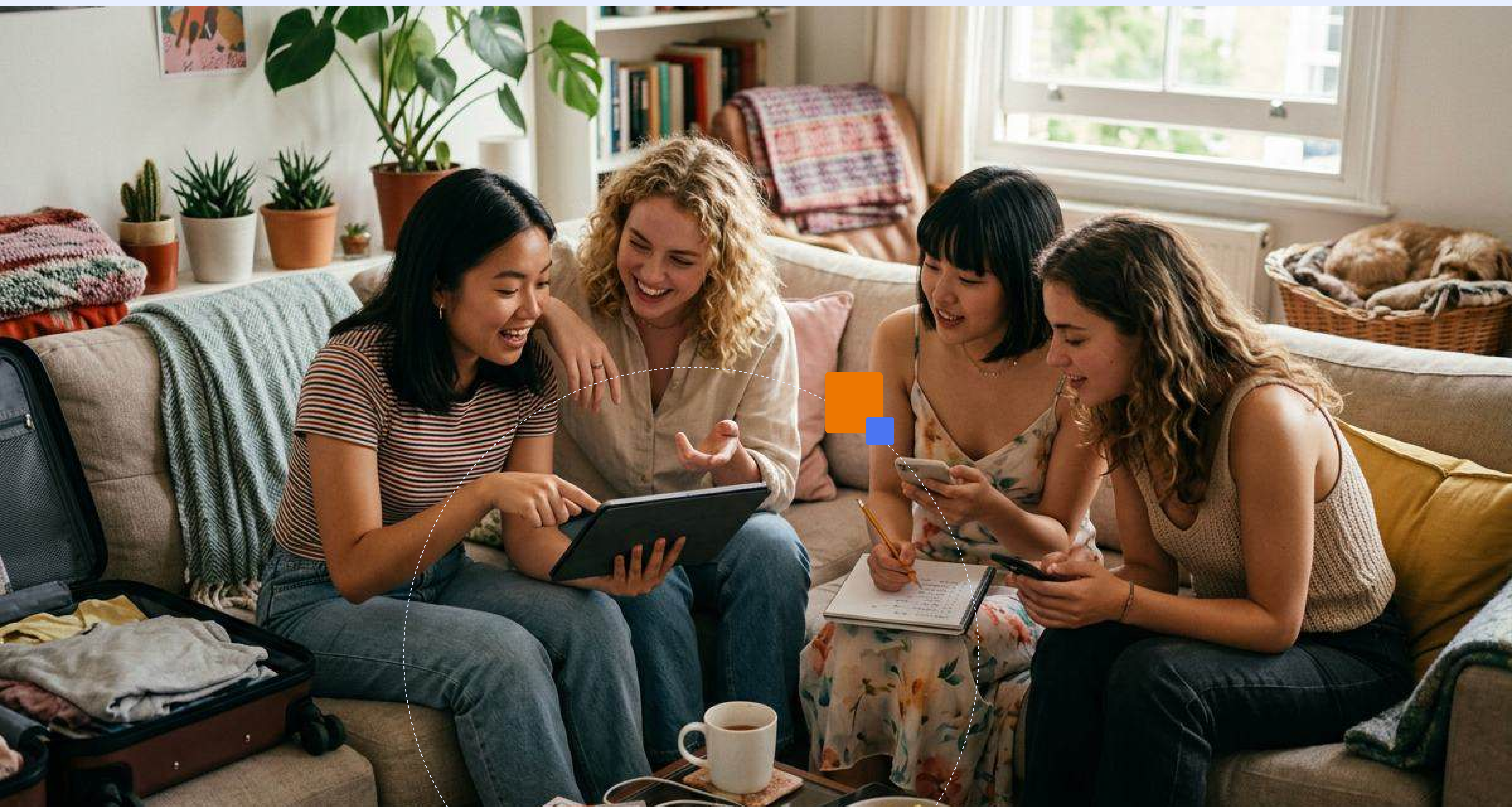
Retail Moves Fast	3
The Retail Messaging Shift	4
Every Communication Channel Has a Job	5
Retail Use Cases	6
Use Case No. 1: Abandoned Cart	7
Use Case No. 2: Flash Sale Alert	8
Use Case No. 3: Back in Stock	9
Use Case No. 4: Wishlist Alert	10
Use Case No. 5: Limited Drop	11
Use Case No. 6: Loyalty Rewards	12
Use Case No. 7: VIP Early Access	13
Use Case No. 8: Replenishment	14
Use Case No. 9: Post-Purchase Upsell	15
Use Case No. 10: Click & Collect	16
Use Case No. 11: Review Request	17
Use Case Bonus Item: Refer a Friend	18
Why MessageWhiz	Back Cover



Retail Moves Fast

Your customers are browsing, comparing, abandoning, returning, and buying across more touchpoints than ever. For you to win, you need to show up with the right message, on the right channel, at exactly the right moment.

Express Checkout is a practical playbook for retail messaging. Each use case is drawn from a real customer journey moment, to help you turn messaging into a business growth channel.





The Retail Messaging Shift

Today's retail messaging focuses on operations. It handles order confirmations, provides delivery updates, and authenticates user accounts. Retailers are discovering that the same messaging platforms can also drive revenue for the businesses, especially when those systems are connected to the right data.

- **66%** of eCommerce companies plan to increase their messaging investment over the next 12 months, introducing promotional and loyalty messaging.
- **42%** are already using messaging for bulk promotional campaigns.
- **32%** intend to add them within the next 6 months.

However, there is a key gap holding them back. **84%** of eCommerce companies say that omnichannel messaging is central to their growth strategy, but only **16%** have their messaging platform fully integrated with their CRM. Without that connection, retailers can't react in real-time to customer actions. A customer who complained yesterday can get a promotion for the same service today, and high-value customers receive the same campaigns as everyone else.

Integrating messaging with customer data helps improve the relevance of the messages your customers receive. That helps turn messaging from an operations tool into a growth engine.

Source: 2026 State of Digital Customer Communication Report, MMDSmart

Every Communication Channel Has a Job

Retail runs on moments. The right message in the right channel at the right time turns a moment into a sale, a return visit, or a loyal customer.



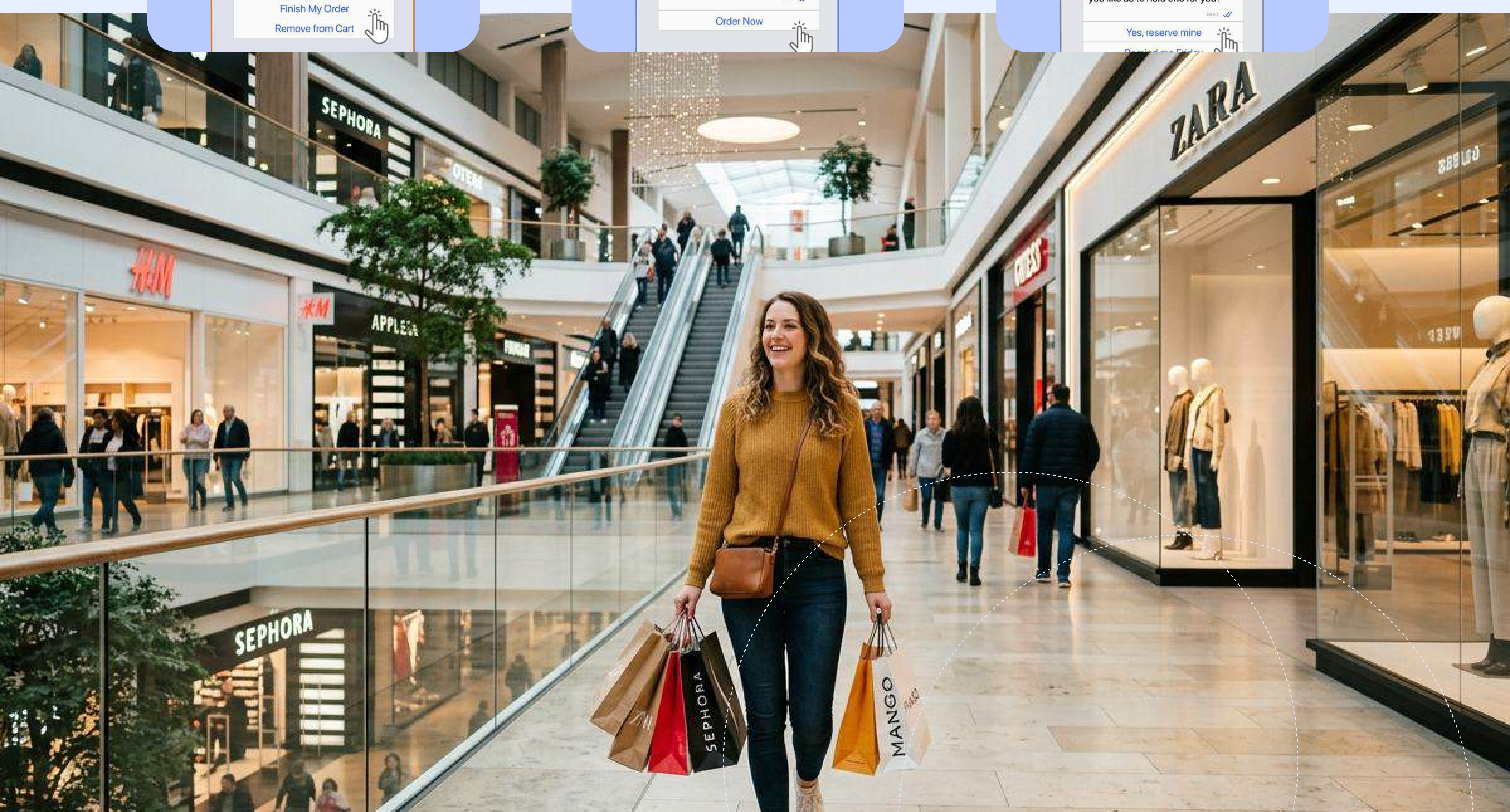
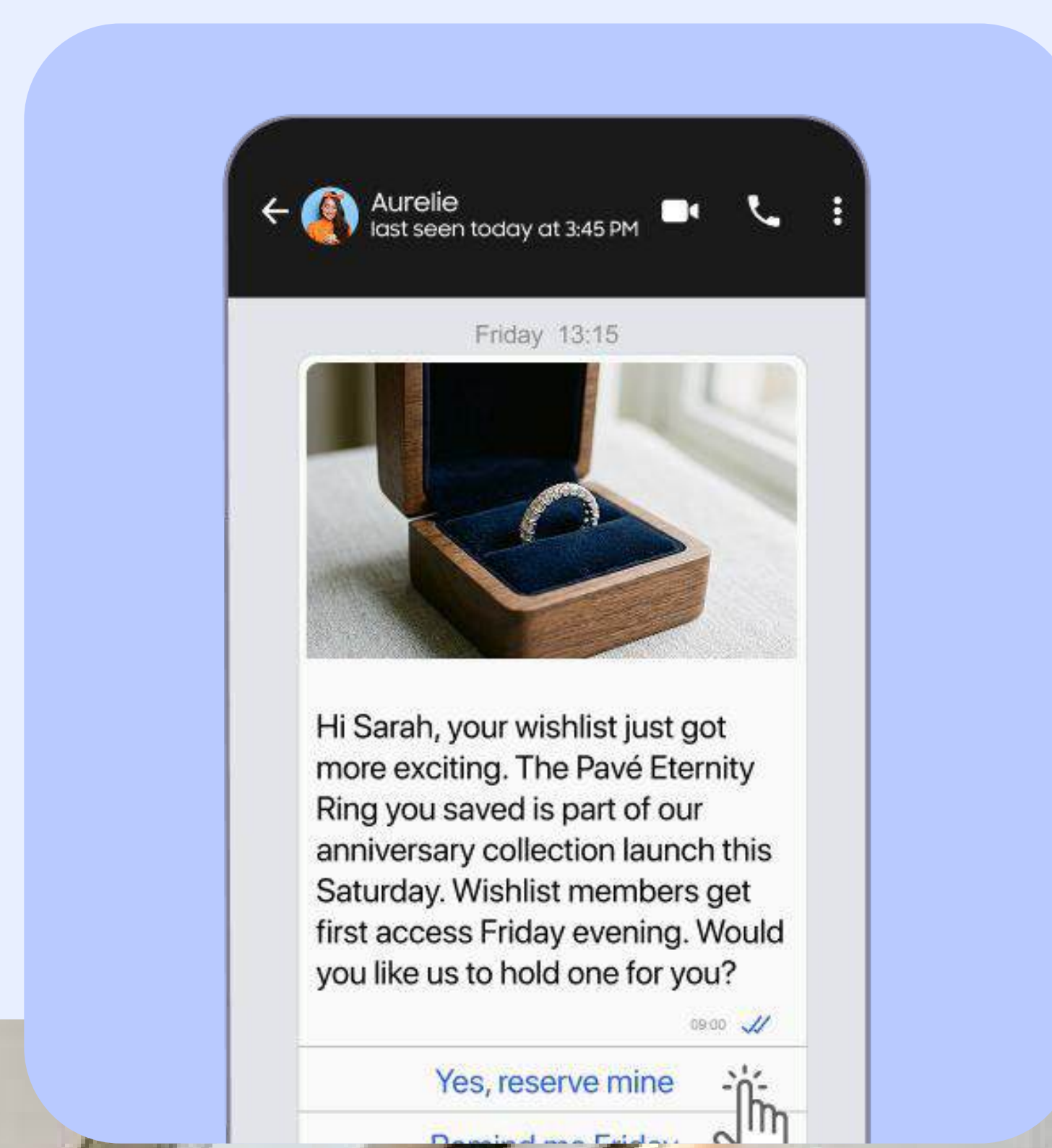
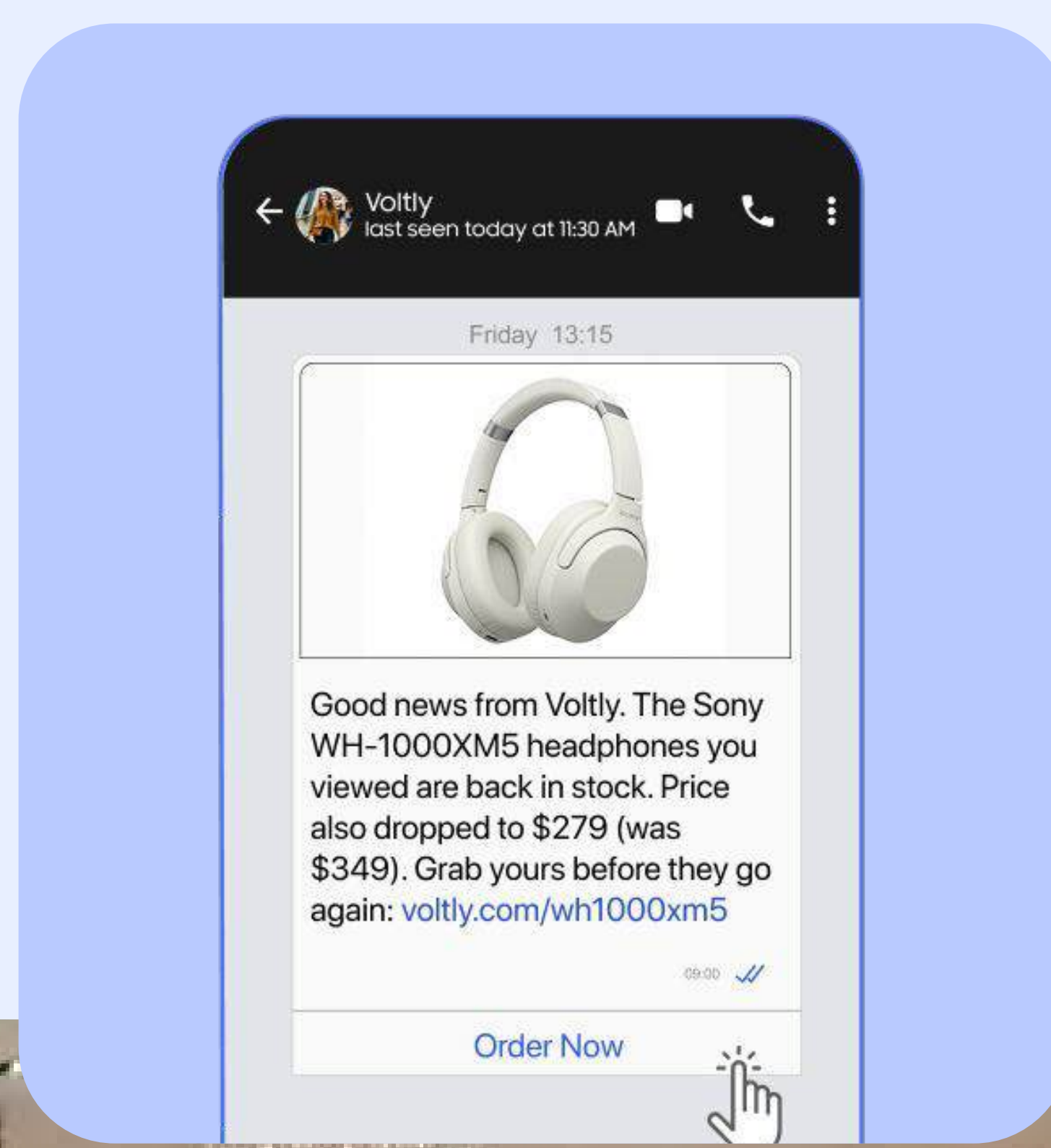
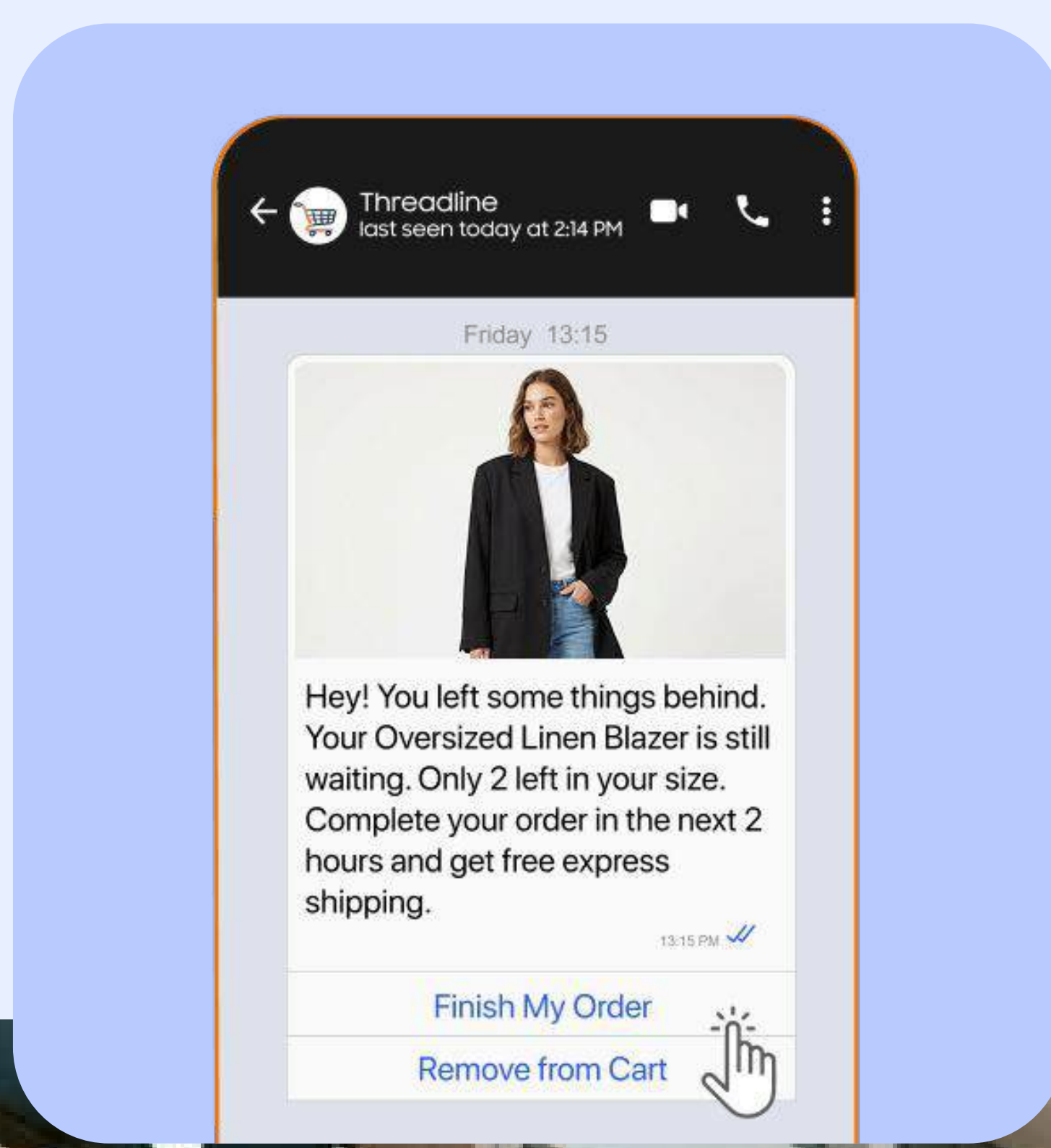
When each channel is run separately, the customer experiences is fragmented. A shopper gets an SMS about an issue they already resolved on WhatsApp. A VIP receives a generic promotion hours after a complaint. The conversation exists, but no one can see all of it.

Omnichannel messaging fixes the siloed approach. One platform, one unified view of every conversation across every channel. Your team sees the full history. Your automations fire based on real behavior. And your customer feels like you actually know them and care, because you do.

On average, retailers use just 2 to 3 messaging channels. The ones winning on retention use all of them in a manner that is connected, triggered, and timed to the customer journey.



Retail Use Cases

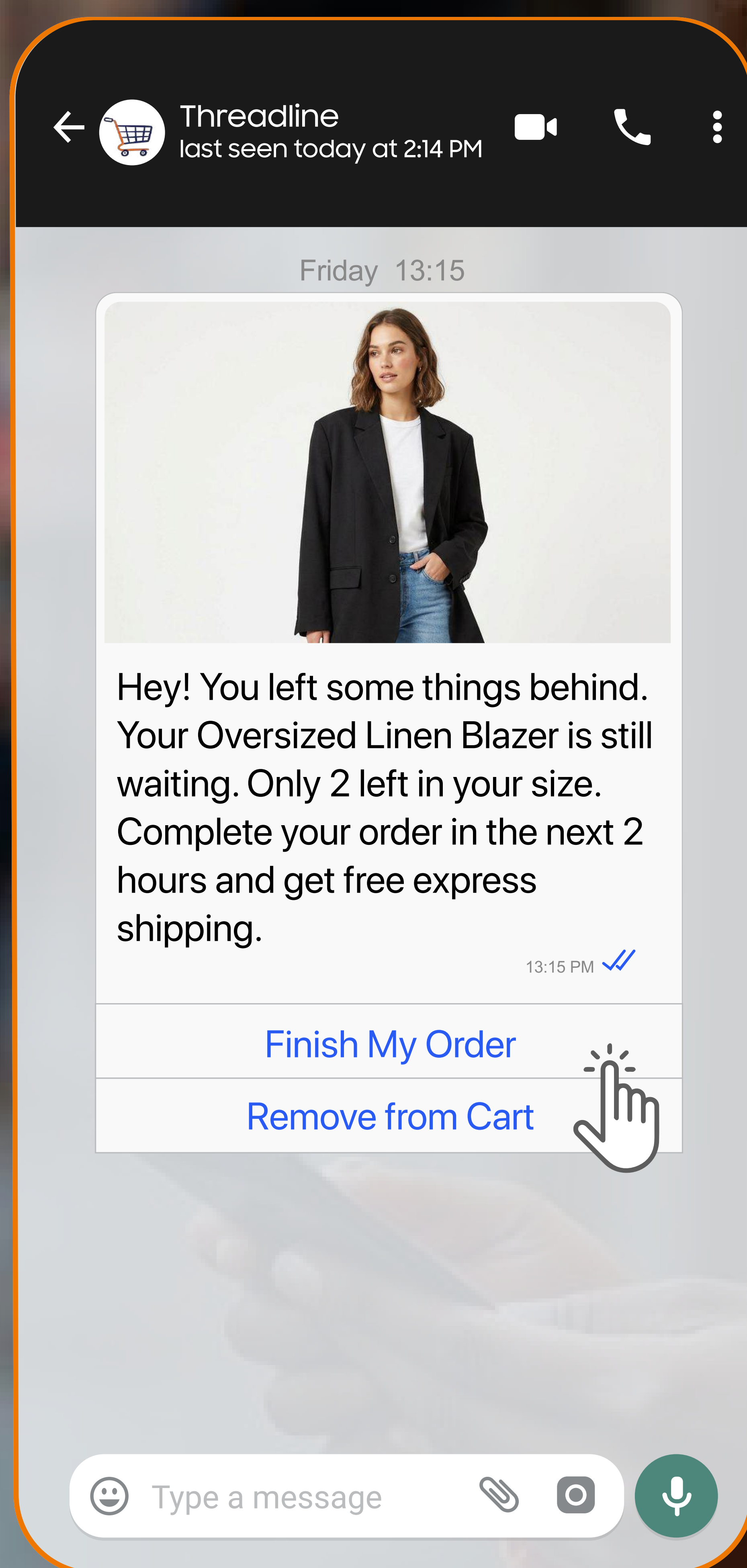


No.1



Abandoned Cart

Turn abandoned carts into completed orders



Use abandoned cart messaging to promote:

- Low stock warning
- Limited-time discount offer
- Free shipping reminder
- Social proof nudge
- Final chance alert

No.2



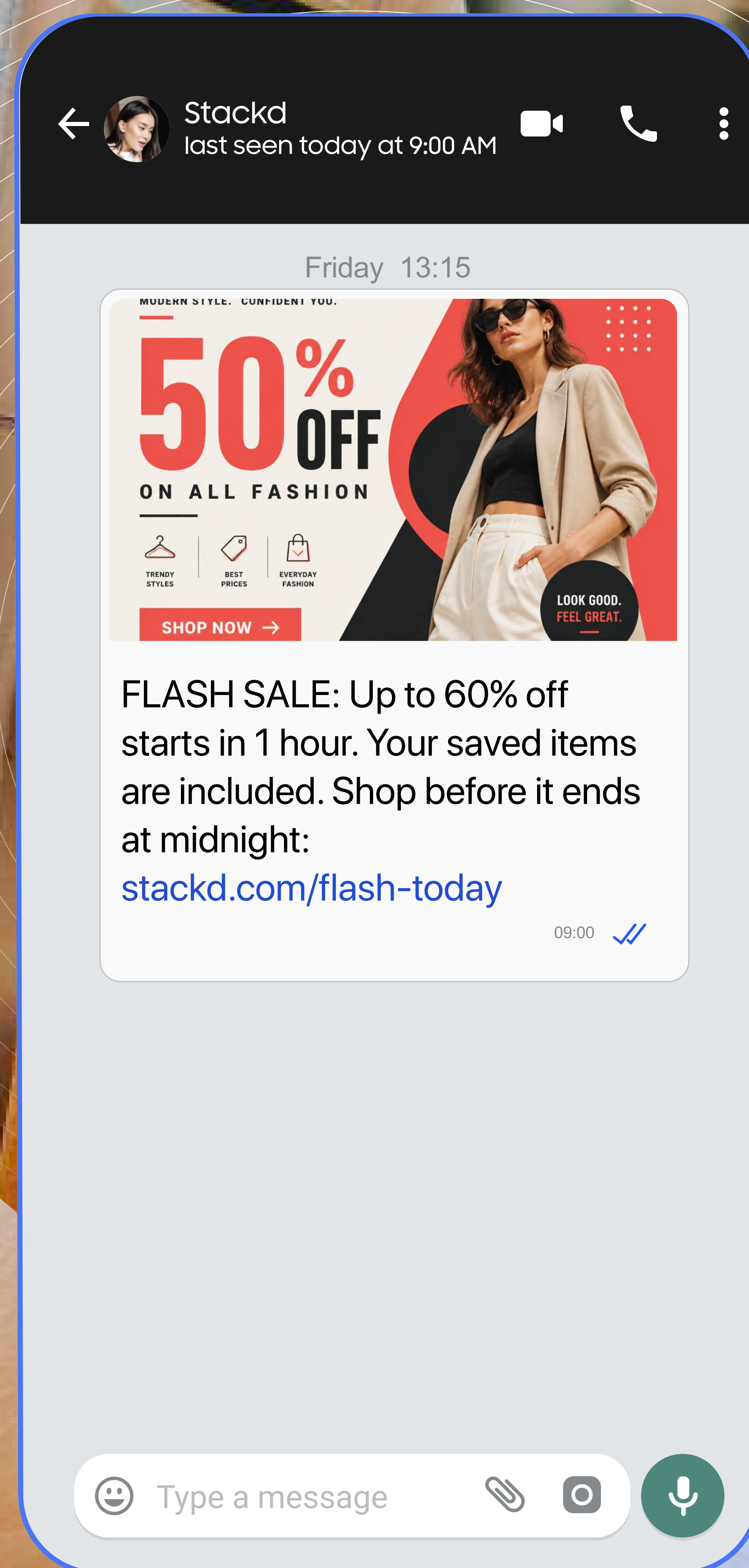
Flash Sale Alert

Create urgency before the window closes



Use flash sale messaging to promote:

- Category sale announcement
- Member early access alert
- Countdown reminder
- Last chance extension
- Personalized deal alert

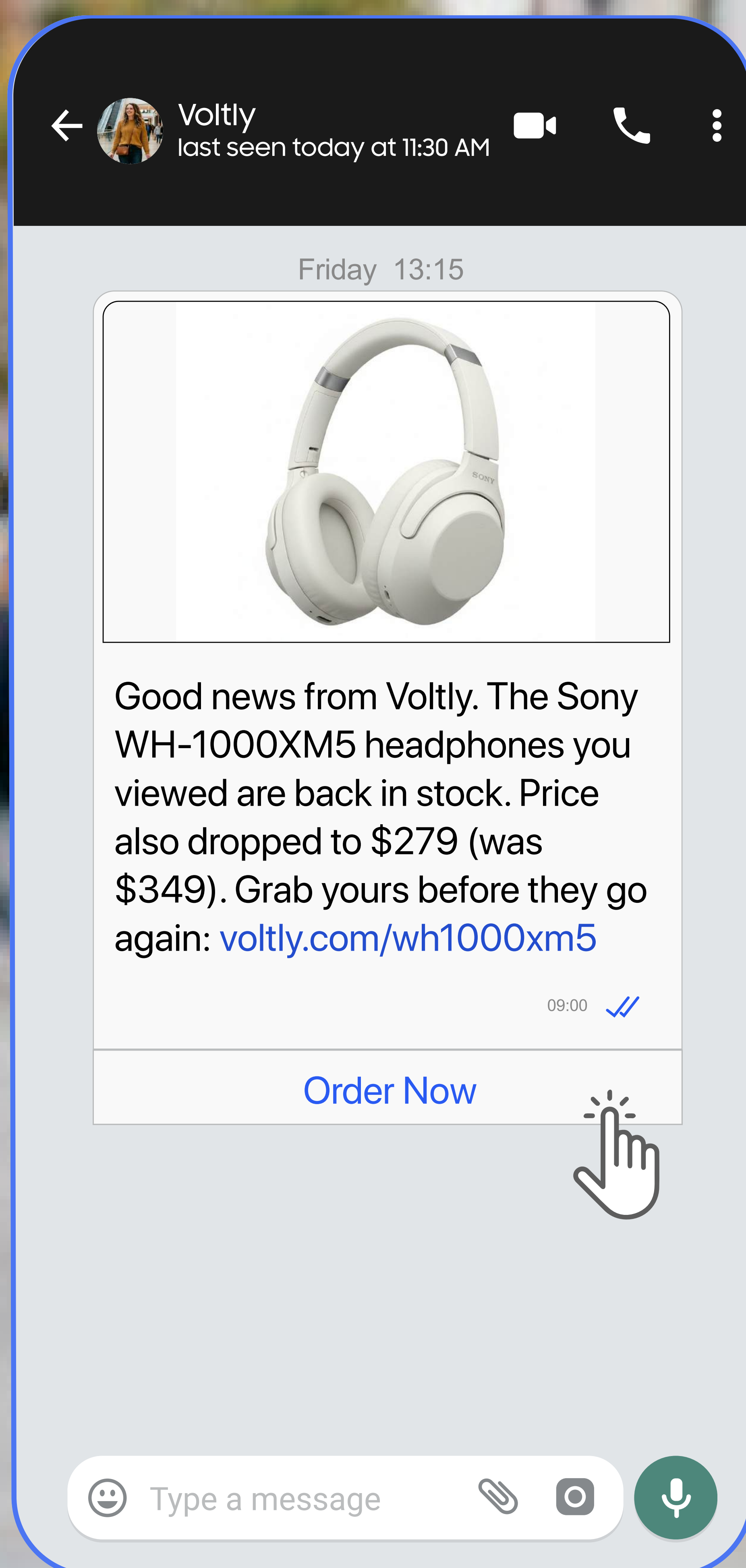


No.3



Back in Stock

Reach buyers the moment intent meets availability



Use back in stock messaging to promote:

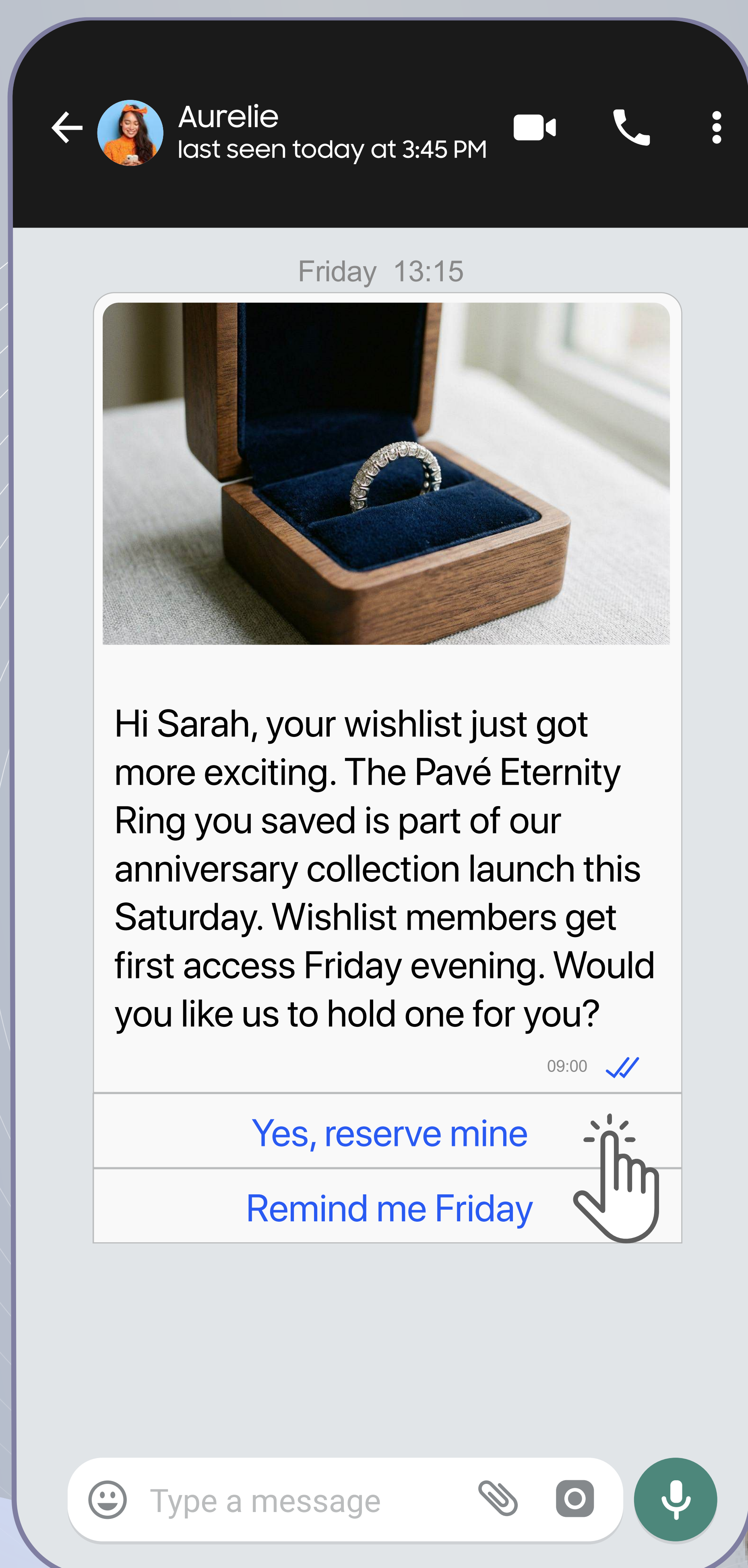
- Restock notification
- Price drop alert
- Waitlist confirmation
- Low inventory warning
- Post-restock upsell

No.4



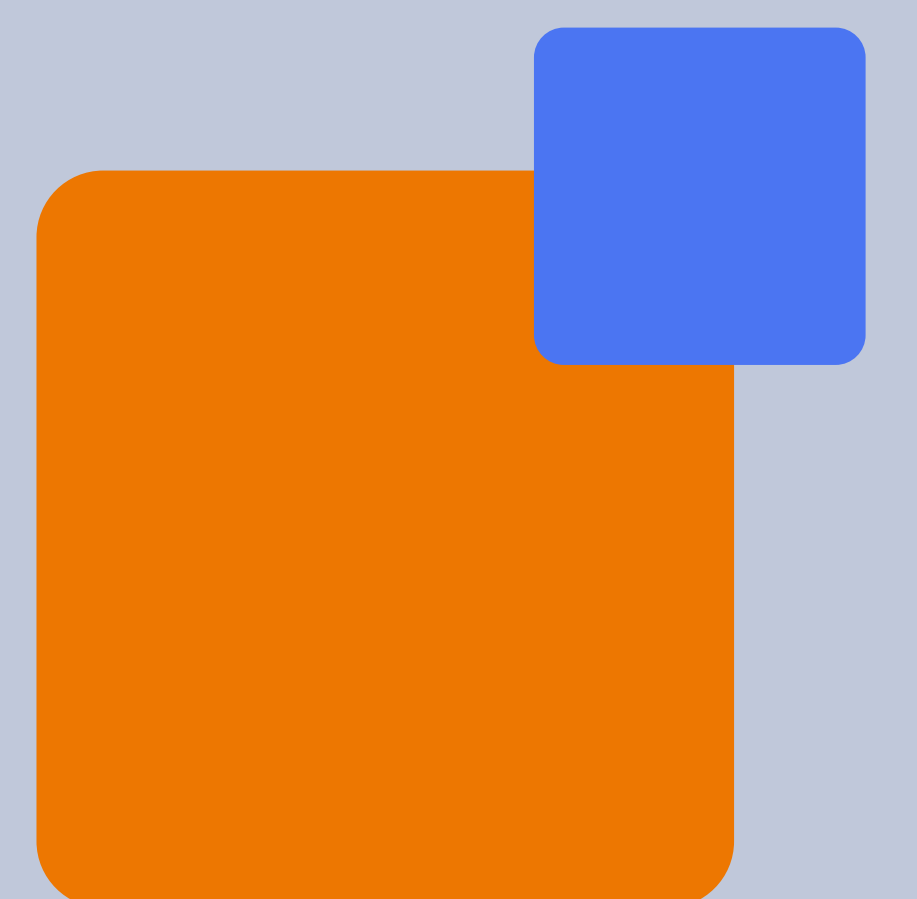
Wishlist Alert

Turn a saved item into a gifted moment



Use wishlist messaging to promote:

- Occasion reminder
- Price drop on saved item
- New arrival match
- Wishlist expiry warning
- VIP preview invitation

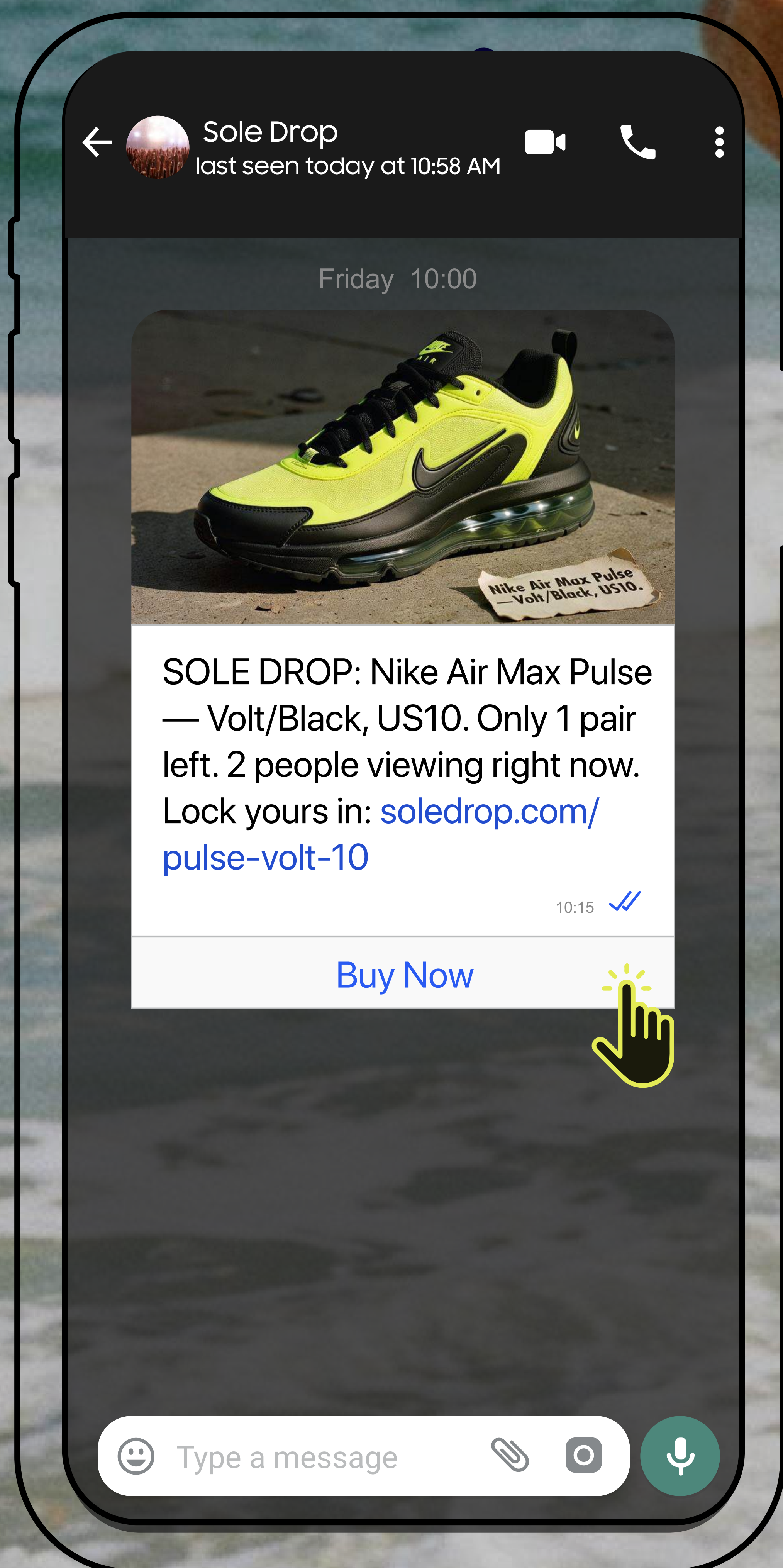


No.5



Limited Drop

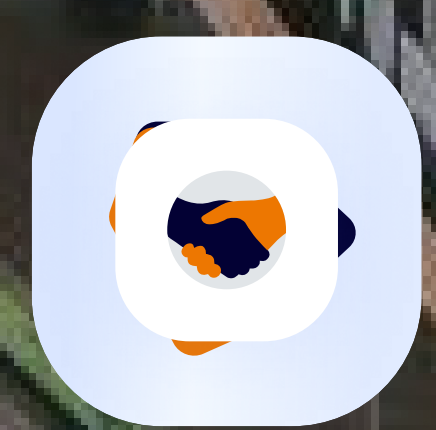
Make scarcity felt, not just stated



Use limited drop messaging to promote:

- Drop countdown alert
- Raffle entry confirmation
- Queue position update
- Restock lottery notification
- Post-drop consolation

No. 6

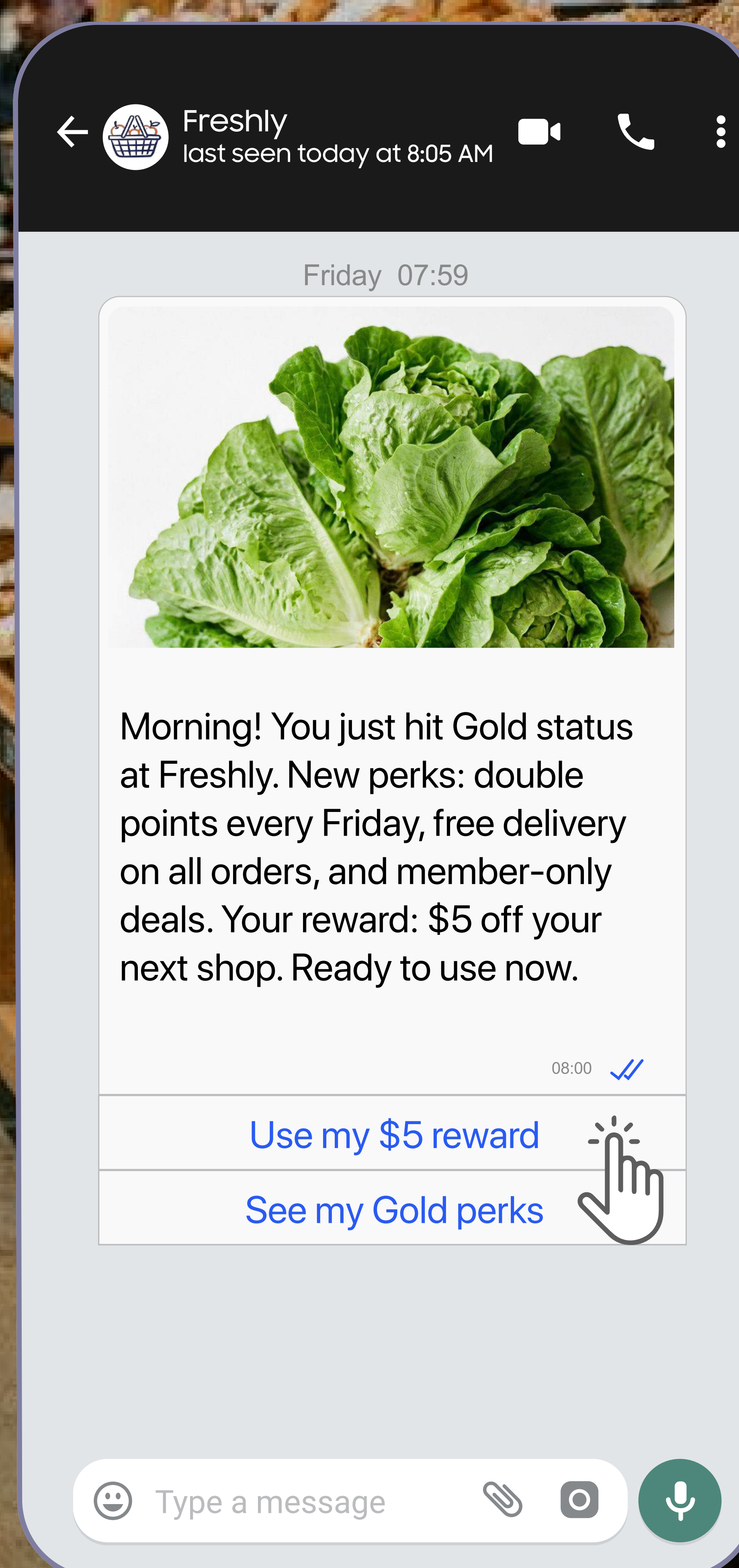


Loyalty Rewards

Reward loyalty the moment it is earned

Use loyalty messaging to promote:

- Tier upgrade congratulations
- Points expiry reminder
- Double points event alert
- Reward near-miss nudge
- Birthday reward delivery

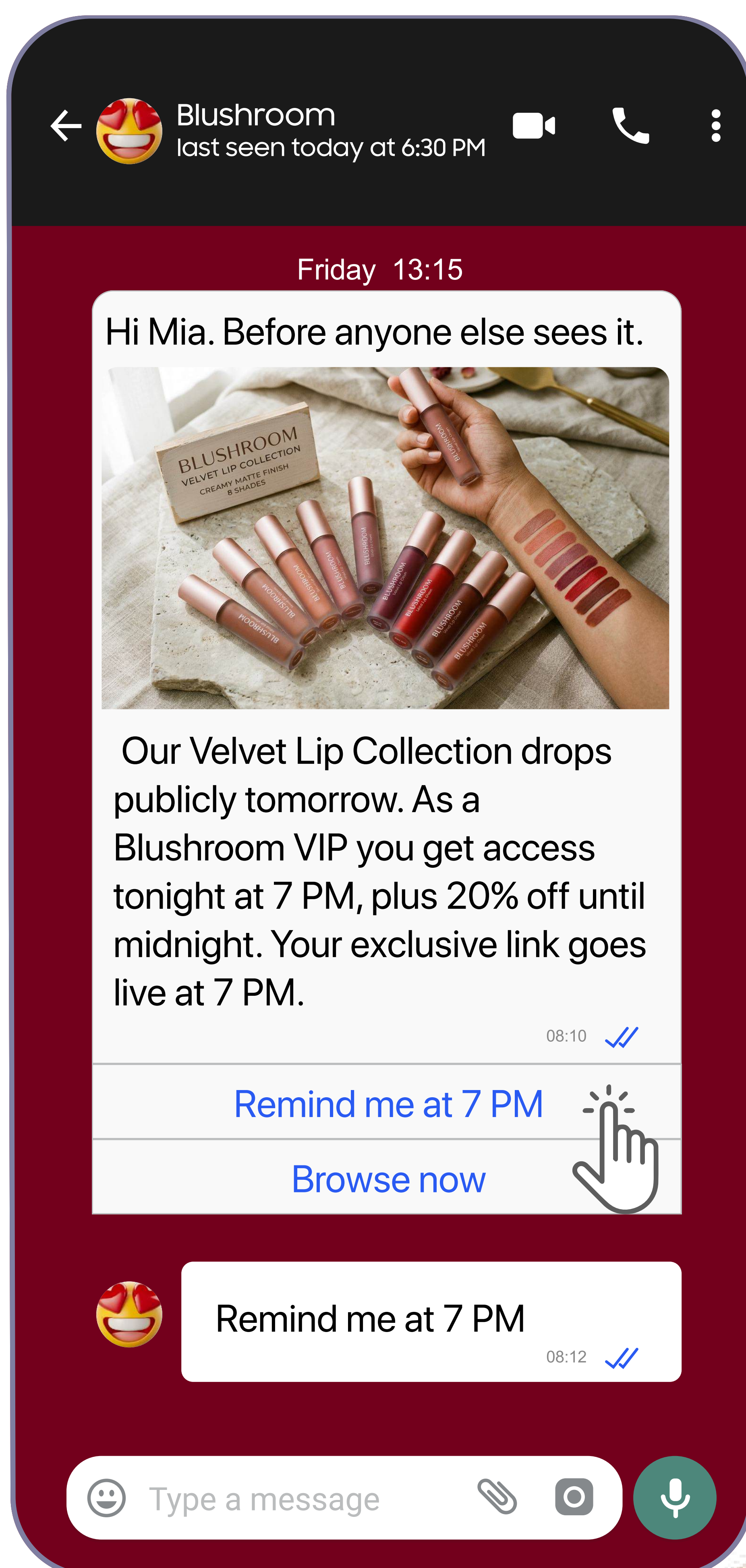


No.7



VIP Early Access

Give your best customers something to feel first



Use VIP early access messaging to promote:

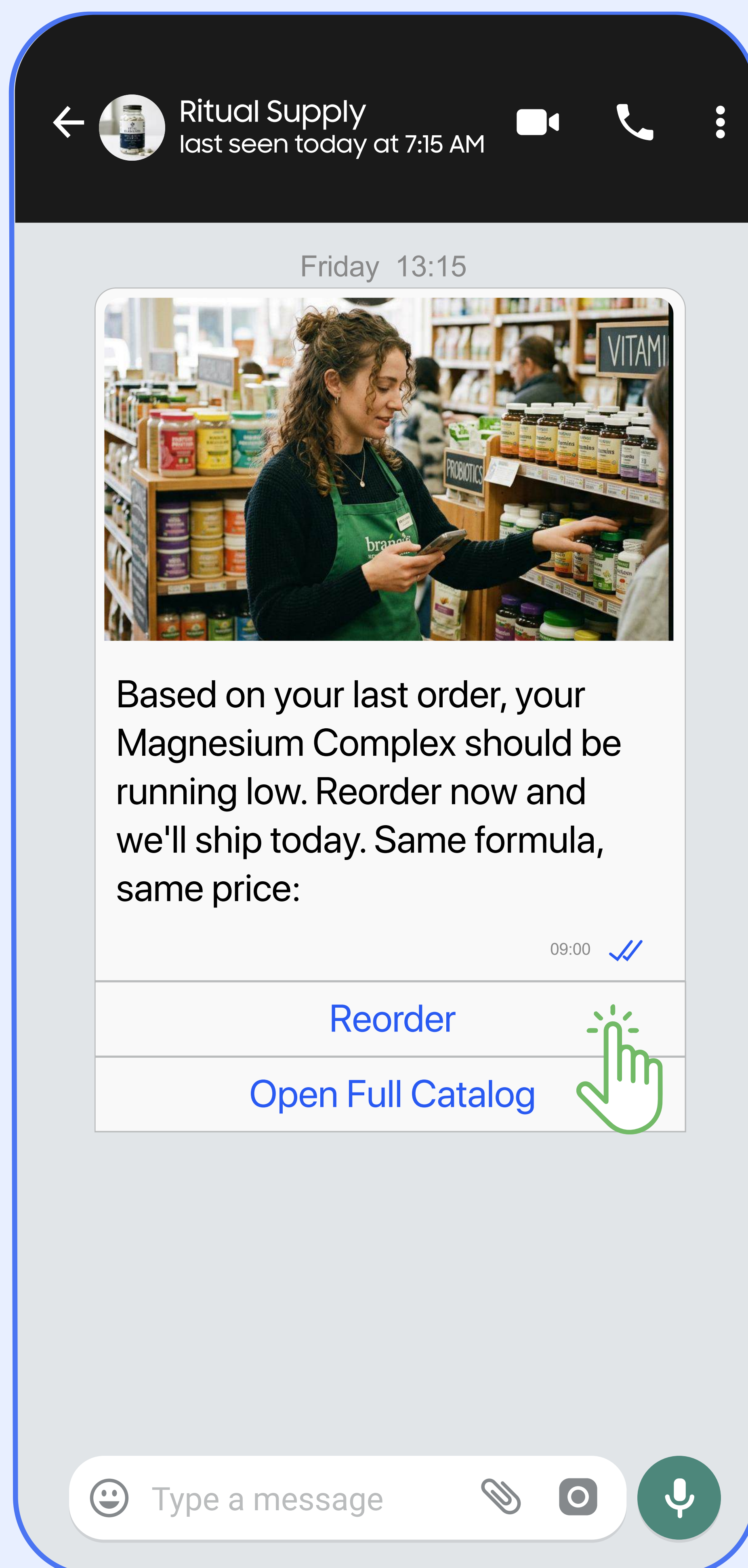
- New collection preview
- Exclusive pricing offer
- Private event invitation
- Personalized product selection
- VIP perks reminder

No.8



Replenishment

Be there before the customer runs out

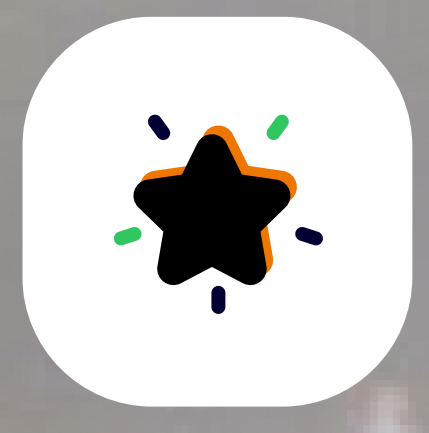


Use replenishment messaging to promote:

- Running low reminder
- One-tap reorder prompt
- Subscribe and save offer
- Bundle reorder suggestion
- Lapsed customer win-back

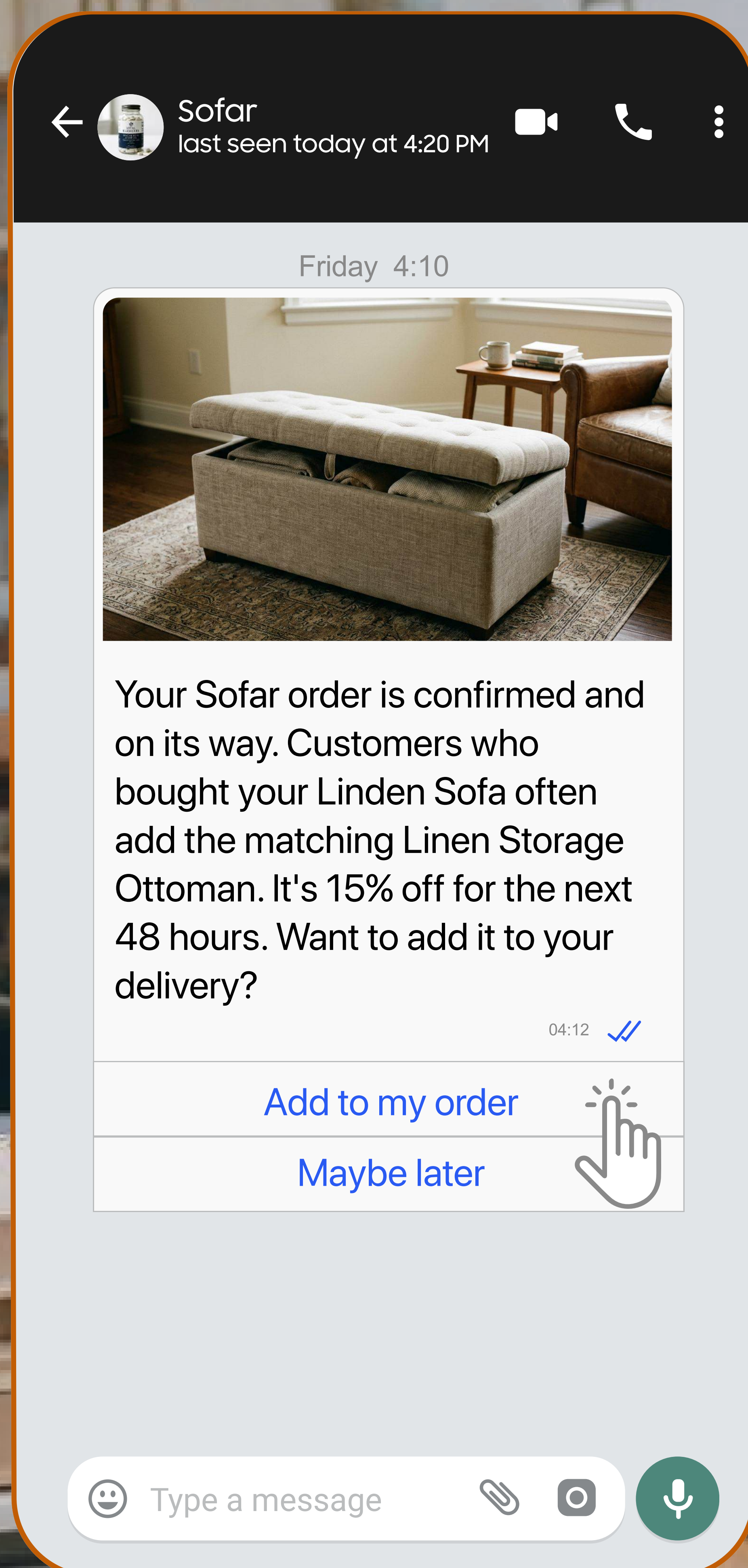


No.9



Post-Purchase Upsell

Upsell while the excitement is still fresh



Use post-purchase messaging to promote:

- Accessory recommendation
- Complete the look offer
- Protection plan offer
- Complementary service offer
- Social proof suggestion

No.10

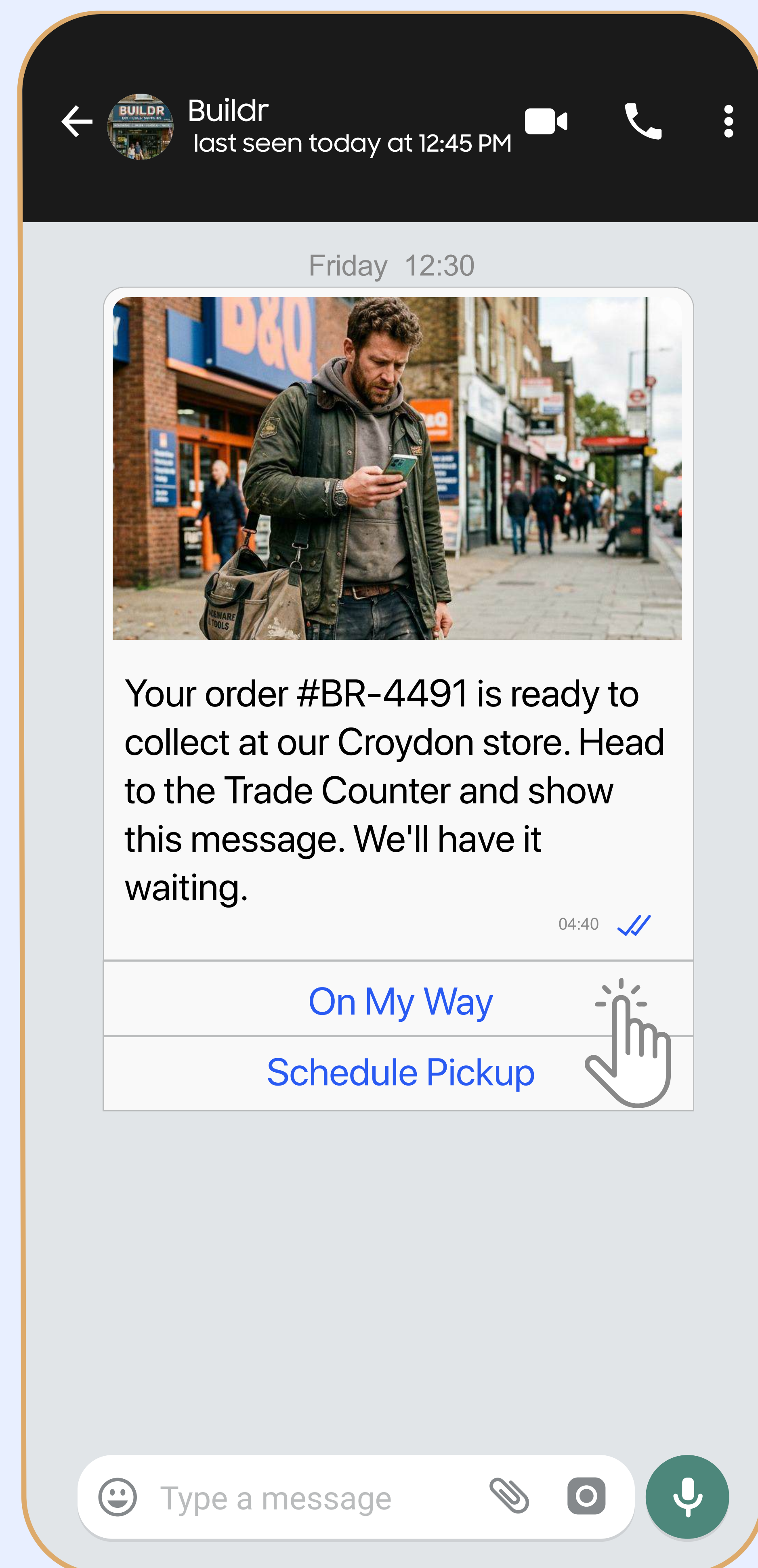


Click & Collect

Make collection effortless from click to curb

Use click & collect messaging to promote:

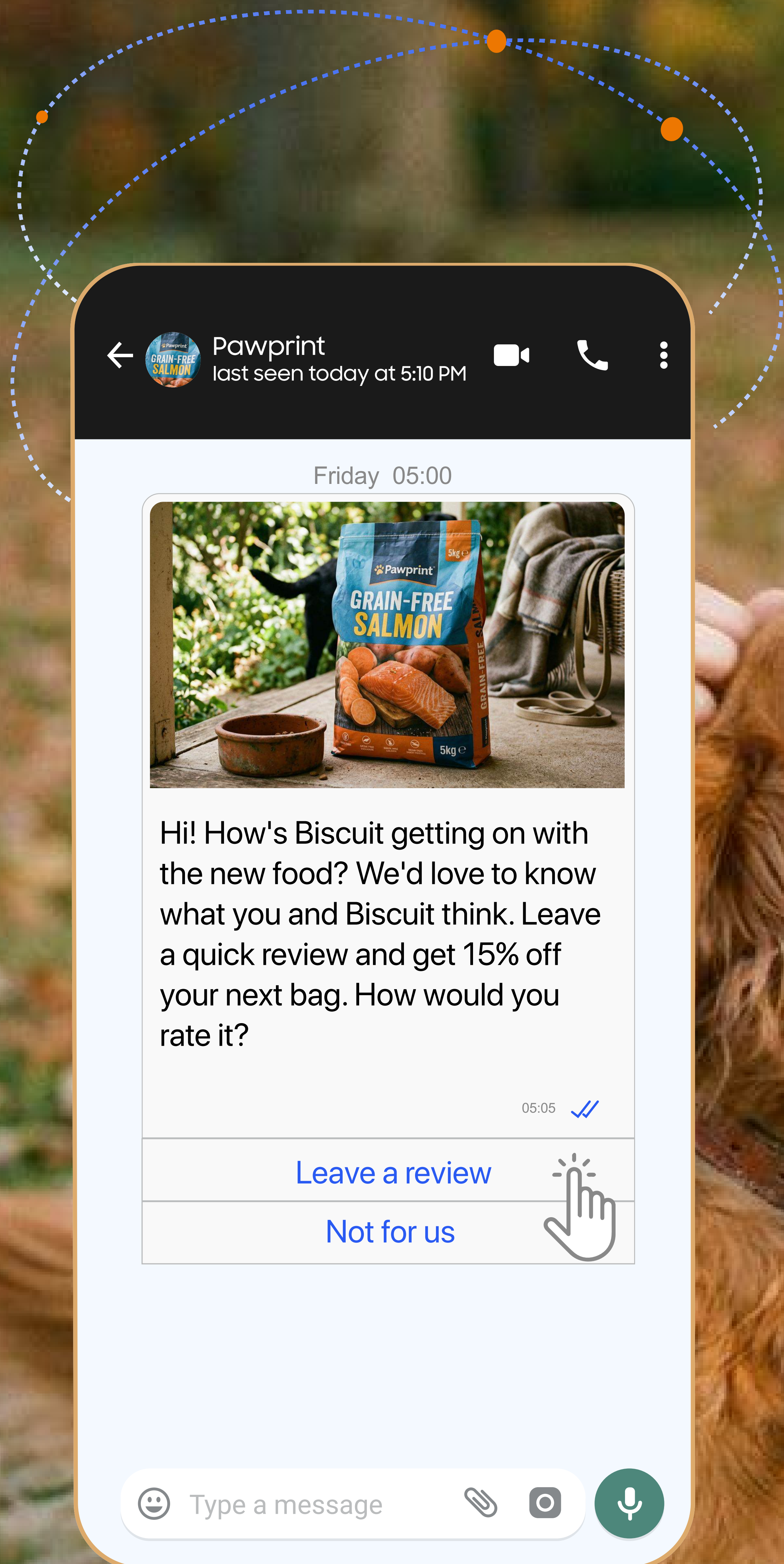
- Order ready notification
- Hold extension offer
- Curbside pickup prompt
- Post-collection check-in
- In-store reward reminder



No.11

Review Request

Close the loop and keep the conversation going



Use review messaging to promote:

- Post-delivery feedback request
- Incentivized review offer
- Photo review invitation
- Low rating follow-up
- Repeat buyer review request

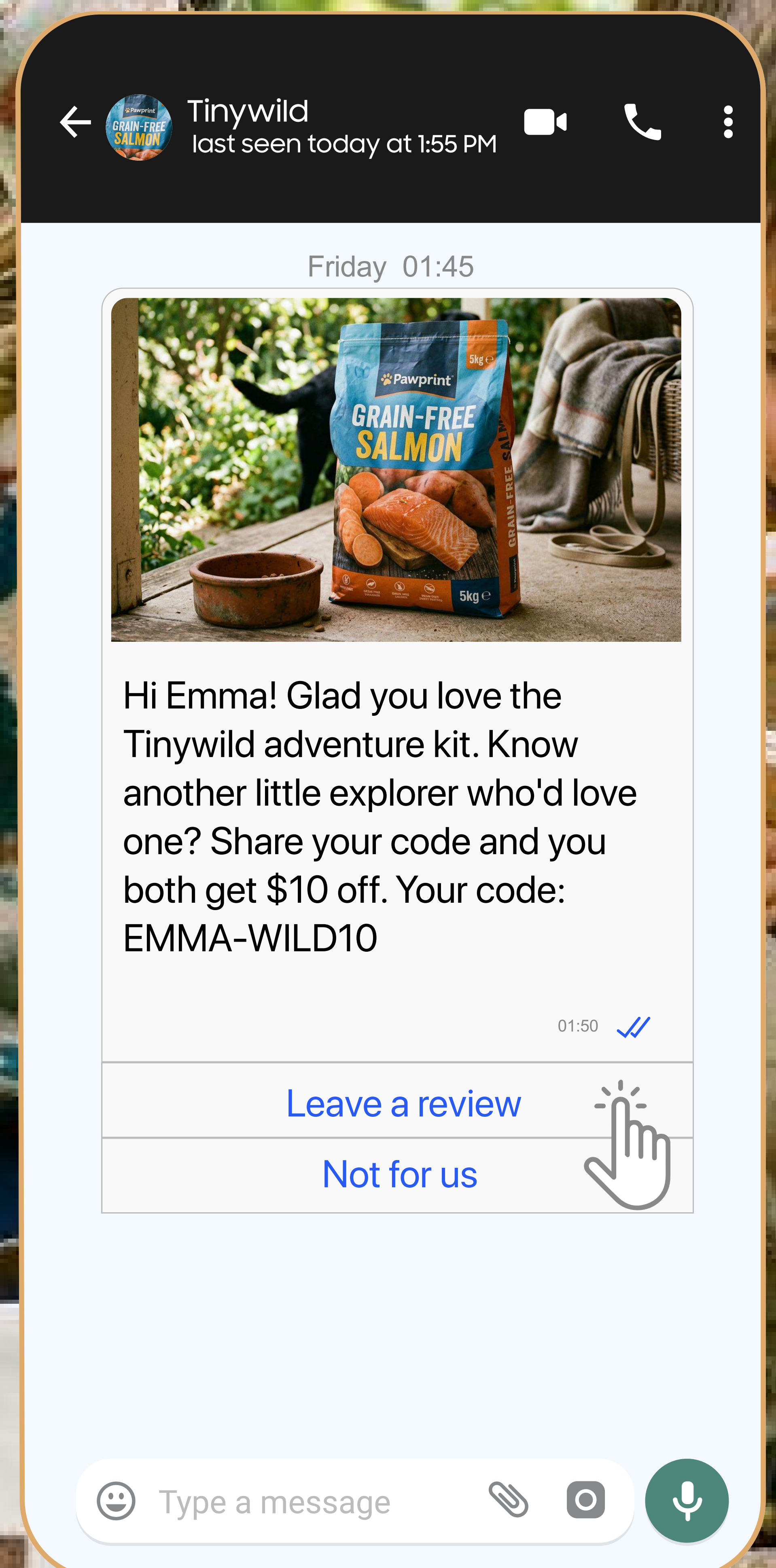
Use Case Bonus Item:

Refer a Friend

Turn happy customers into your best channel

Use referral messaging to promote:

- Post-purchase referral offer
- Mutual reward invitation
- Referral code reminder
- Unused code nudge
- Successful referral thank you





Why MessageWhiz?

Built for retailers who can't afford to get messaging wrong.

- **Highest Delivery Rates:** AI-driven routing ensures your messages arrive across every market, every carrier, every channel.
- **CTR Threshold:** Bulk message campaigns automatically stop when CTR rates don't meet a predetermined threshold
- **All Channels in One Place:** SMS, WhatsApp, RCS, Viber, Telegram, email, and voice. One platform, one view, one team.
- **24/7 Dedicated Experts:** Real people who know your account, available around the clock at no additional cost.
- **GenAI-Optimized Messaging:** Built-in tools to create, test, and optimize message versions for higher conversions.
- **Flexible by Design:** Custom routing, workflows, pricing, and integrations tailored to how your business actually runs.
- **Performance You Can Measure:** Real-time analytics, delivery reporting, and CTR tracking across every campaign and channel.

Ready to Build Your Retail Messaging Stack?

Talk to a MessageWhiz retail messaging expert.

Get in touch.

[Contact us](#)

www.messagewhiz.com

info@messagewhiz.com



About MessageWhiz

MMDSmart **MessageWhiz** is a performance driven omnichannel messaging platform that helps marketing, customer success, operations, and growth teams turn conversations into measurable results. For reliable SMS, WhatsApp, Viber, Telegram, RCS, email, and voice, MessageWhiz combines AI-driven smart global routing, realtime analytics, and deliverability tuning. Robust CPaaS APIs and intuitive apps simplify automated campaigns, alerts and service at scale that reach customers where they are, with exceptional delivery worldwide. Above all, MessageWhiz is flexible. We tailor routing, workflows, pricing, and reporting to your goals, with custom integrations and personalized service.

Customer success is our priority from product design to dedicated account managers and 24/7 support. Whether you need faster OTPs, higher conversions, better deliverability, or unified omnichannel communication, MessageWhiz brings the expertise and care to strengthen relationships and delight customers.

Founded in 2007, MMDSmart pioneered SMS business marketing and smart messaging solutions, and is a leading global supplier of innovative communications products. With headquarters in Israel, and offices in Hong Kong, Kyiv and Sofia, the company is driving marketing campaigns that convert, security that protects, and service that delights, for customers across gaming, financial services, travel, eCommerce and other industries.

