



Scaling Lead Distribution to LATAM with Real-Time SMS & WhatsApp



Launched in Brazil & Mexico
with WhatsApp + SMS



20K+ monthly leads delivered,
2K via WhatsApp



Scalable, multi-channel system
with <0.15% opt-outs



Client

A global recreational vehicle retailer specializing in products for snow, water, asphalt, dirt, and air. Following major success in North America, the company expanded its dealer network globally, enabling customers to interact with and purchase directly from regional dealers.

Challenges

The client aimed to build on their successful lead notification system in North America by launching in two new markets: Brazil and Mexico. However, expanding into Latin America brought several challenges:

- **Regional Communication Preferences:** Adapting the system to support WhatsApp, the preferred messaging channel in LATAM, while continuing to support SMS in North America.
- **Language Support:** Enabling communications in Portuguese and Spanish without duplicating campaign infrastructure.
- **Scalability:** Maintaining a high-performance, high-volume lead distribution system across multiple countries and channels.
- **Dealer Experience:** Ensuring lead notifications were clear, timely, and well-received, without increasing opt-out rates.



Solution

Munvo enhanced the existing lead notification system by introducing a flexible, scalable, and multilingual solution:

- **WhatsApp Integration via Messaging Gateway:** Seamlessly integrated WhatsApp as a notification channel alongside SMS, ensuring localized communication for dealers in Brazil and Mexico.
- **Serverless Architecture:** Deployed a scalable, event-driven system that supports both new and existing markets without requiring changes to the client's current tech stack.
- **Dynamic Templates:** Enabled customized content and formatting per language, channel, and dealer location, using a unified library of modular templates.
- **Feedback-Driven Logic:** Built-in response tracking across both SMS and WhatsApp to detect engagement and automate lead follow-up or reallocation when necessary.

Benefits

- **Localized Engagement:** Enabled region-specific communication through WhatsApp for Brazil and Mexico.
- **Scalable Lead Distribution:** Maintained high-volume, cross-region distribution with a serverless, multi-channel solution.
- **Dealer Enablement:** Delivered richer, real-time lead data across SMS and WhatsApp to support faster dealer follow-up and conversion.



Results

- ✓ Launched successfully in 2 new LATAM markets: Brazil and Mexico
- ✓ 2,000+ leads/month now distributed via WhatsApp
- ✓ Maintained delivery of 20,000+ leads/month across Americas
- ✓ Seamless SMS & WhatsApp integration with no tech stack changes
- ✓ Kept opt-out rate under 0.15%, signaling high satisfaction



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