Meta Business Agent seasonal moments guide

Maximize success during peak sales seasons with AI-enabled conversations



WhatsApp

from Meta

Seasonal shopping is key to your business growth

$1.29T

Of global online revenue from seasonal shopping[1]

20-40%

of annual revenue occurs during seasonal moments[2]



This festive shopping season is a great time to put your brand in front of consumers who are already highly engaged.

Missing this moment means missing the core of your annual digital revenue.

1. Salesforce, January 2026, 2. National Retail Federation, 2025

Seasonal shoppers have rewritten the rules

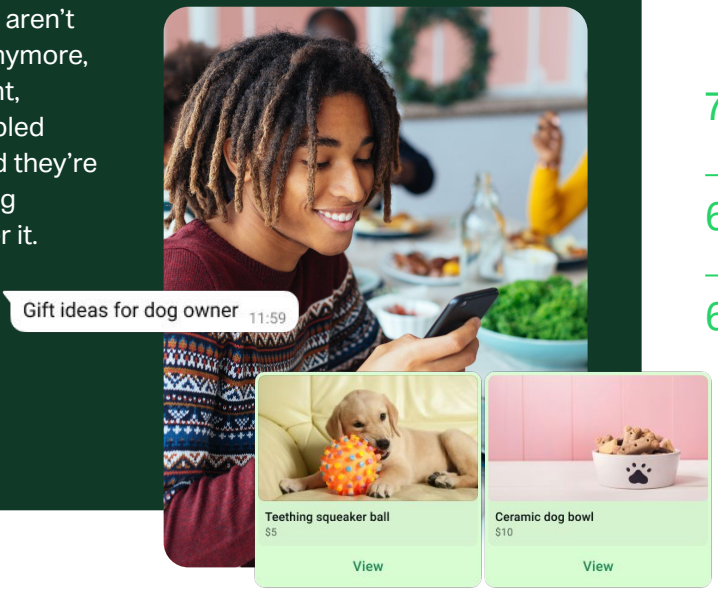


They’re browsing everywhere.
Buying anywhere. Expecting everything.



AI is transforming how customers shop

Your customers aren't just browsing anymore, they want instant, tailored, AI-enabled experiences and they're already choosing brands that offer it.



71% of people who use AI say it's helpful for gift ideas and motivation

68% of shoppers who discover products through AI are likely to purchase

69% of online adults believe that AI agents provide personalized recommendations that are relevant to them[2]

Source: 1. "Holiday Shopping Study" by Ipsos (Meta-commissioned study based on an online survey of 14,473 holiday shoppers in Australia, Brazil, Canada, Colombia, France, Germany, Indonesia, Italy, Japan, Mexico, Peru, South Korea, Spain, Sweden, Thailand, UK, USA, Vietnam), November, 2025. 2. Business Messaging Usage Research by Kantar. (Meta commissioned online study of 11,016 online adults in US, FR, DE, UK, ES, IN, MX, BR, ID, TH, VN, MY, PH, CA, AR, CO, TR, SG, KSA, UAE, NZ, and AU, April 2026)

WhatsApp is at the intersection of emotion and commerce driving your seasonal success



Winning hearts to build brand love and loyalty.





Boosting carts to drive conversions and sales.

76%

of online adults trust a business more when they can exchange messages with the business[1]

84%

of businesses see an increase in converting leads to sales[2]

Source: 1 Business Messaging Usage Research by Kantar.
(Meta commissioned online study of 11,016 online adults in US, FR, DE, UK, ES, IN, MX, BR, ID, TH, VN, MY, PH, CA, AR, CO, TR, SG, KSA, UAE, NZ, and AU, April 2026)
2 TEI of WhatsApp for Business Survey, a commissioned study conducted by Forrester Consulting on behalf of Meta, June 2025 (Updated October 2025).

As seasonal business accelerates, managing your inbox can be challenging

More customer engagement means more conversations to manage.

Maintaining your brand voice at scale is challenging.



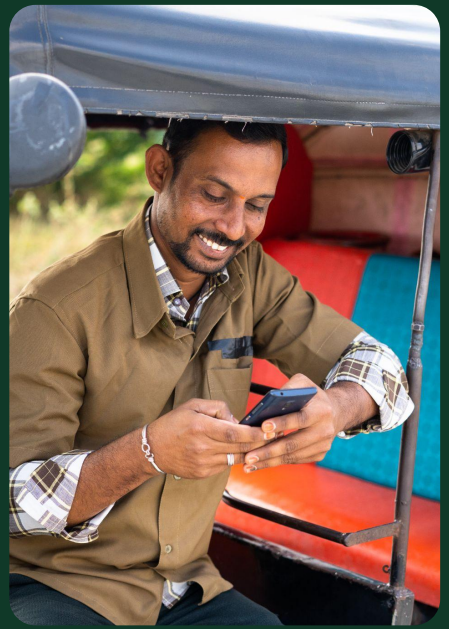
Too much time spent on inquiries can slow strategic growth.

Missed follow-ups can lead to missed opportunities.

Peak season is the biggest sales opportunity of the year, but can also be the most demanding. Buying intent spikes after hours, and shoppers move fast buying from whoever responds first.

For businesses, the gap between customer demand and business availability can be painful and costly.

Grow your business around the clock this peak season with Meta Business Agent







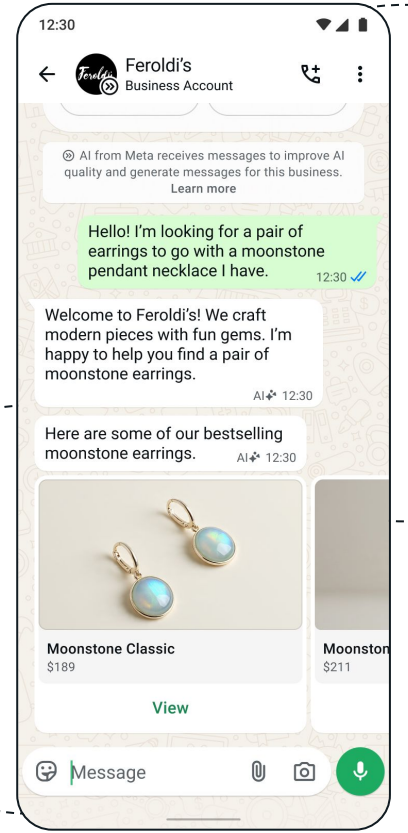
Win hearts through top-tier customer service with the help of Meta Business Agent



Set the tone to sound like you so it resonates with your customers

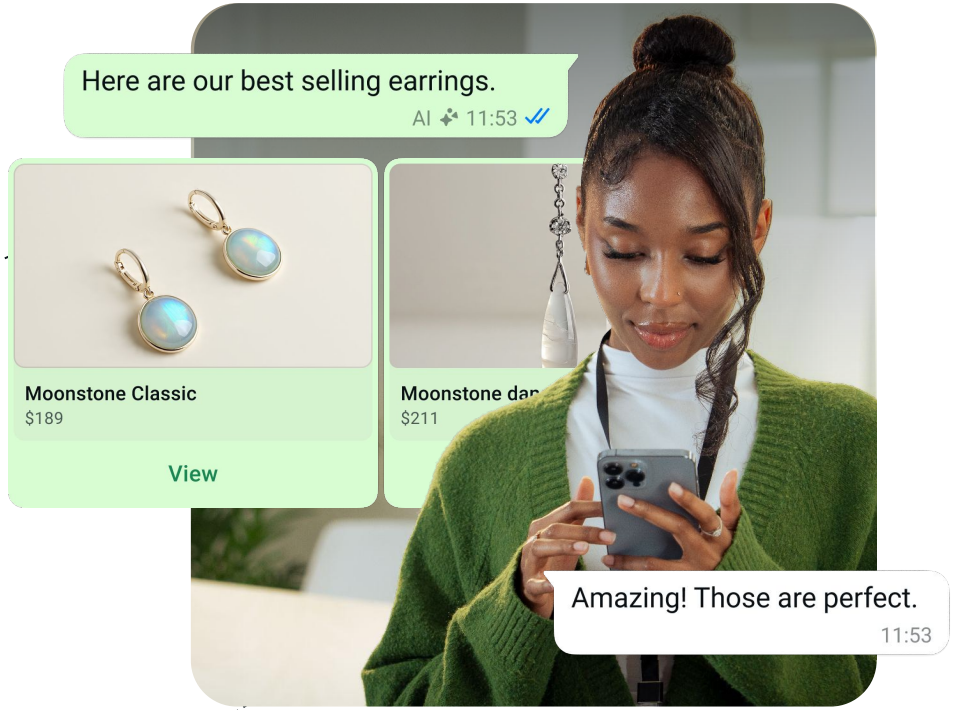


Create customer conversations with instant responses 24/7



The brands that win hearts win wallets — and keep them.

And boost carts by recommending the right product to each shopper and closing the sale in the chat.



Close deals so you can focus on other ways to grow your business.

Have your best festive season yet with Meta Business Agent



Quick and easy setup

Get ready for the seasonal rush in minutes on WhatsApp, where you already engage with your customers — no coding required.



Respond to customers day or night

Your AI agent replies 24/7 during the seasonal rush — in your brand voice and always under your control.



Drive sales and leads

Your agent recommends the right gift, answers questions, books appointments, and captures leads and sales right in the chat.

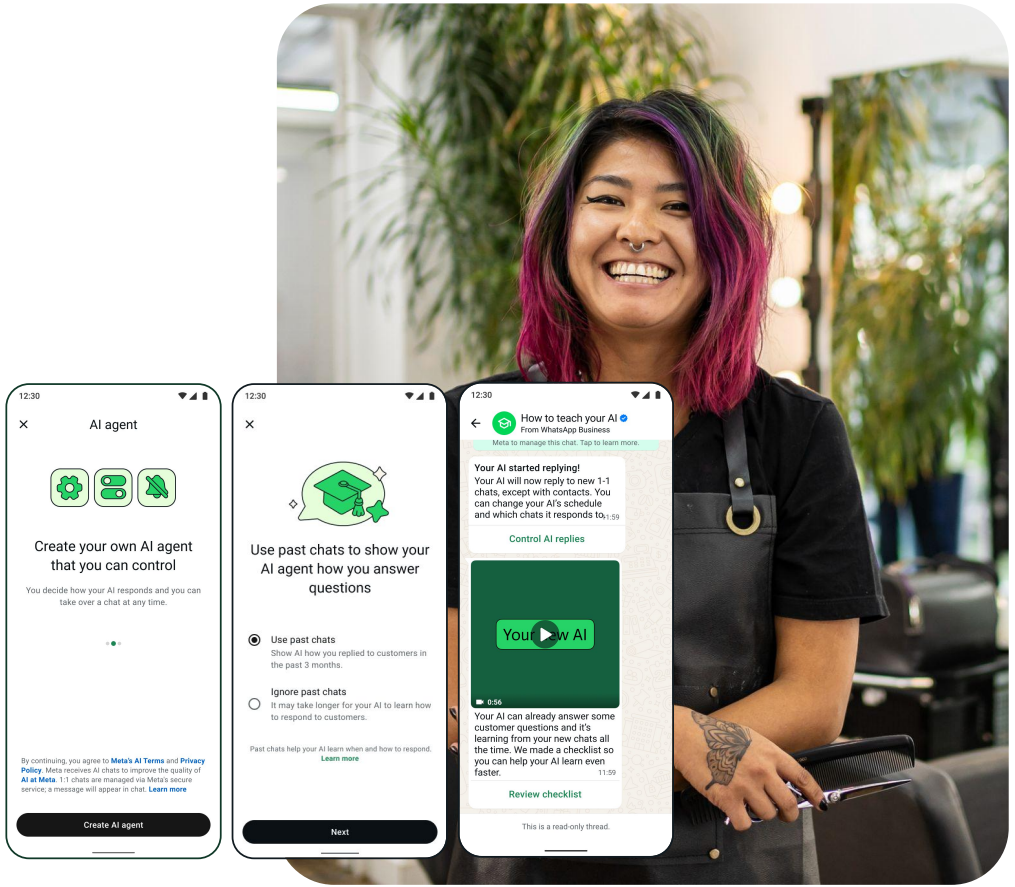


Quick and easy setup

Get ready for the seasonal rush in minutes on WhatsApp, where you already engage with your customers – no coding required. Spend less time on repetitive inquiries so you can focus on what matters most.

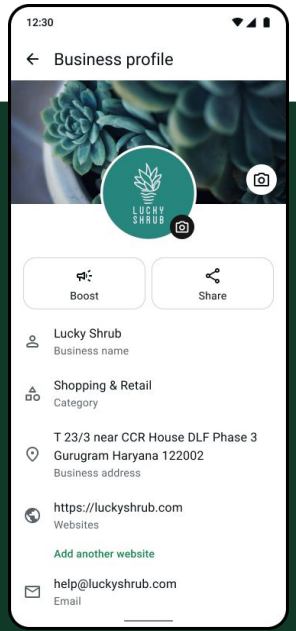
Before festive season

- Create a seasonal storefront on WhatsApp
- Train Meta Business Agent so seasonal inquiries get answered
- Set up payments



QUICK AND EASY SETUP

Create a seasonal storefront on WhatsApp

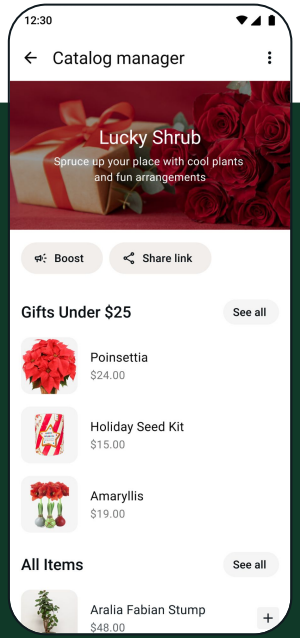


WhatsApp Business app

Download the app for free on the Google Play Store or Apple App Store.

Add your hours, logo, location and website so your storefront feels official.

Pro tip: Update your cover photo and hours for the peak season.

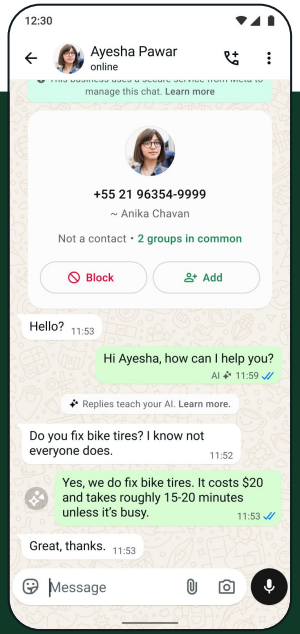


Catalog

Use a catalog to make it easy for customers to browse and buy your seasonal products or services.

Upload seasonal images or videos to highlight product features.

Pro tip: Create collections like "Gifts under $25" to showcase seasonal best sellers to shoppers.



Meta Business Agent

Let your AI agent respond to customers 24/7 during the busy season, even at 2am on a holiday.

Get started in minutes–add your chat history, catalog and business info.

Pro tip: Add answers early so your agent has time to learn before the rush.

QUICK AND EASY SETUP

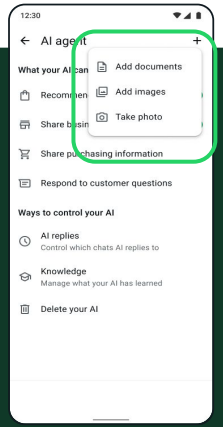
Train Meta Business Agent and have seasonal inquiries handled

Seasonal demands mean a surge in repetitive seasonal inquiries. Review and adjust responses in demo mode so your AI agent can respond for you to keep customers happy while you focus on other areas of your business.

Maribel Clean resolved 80% of customer conversations without human assistance.*

"The time I used to spend answering and posting, I can now use to focus on managing the business, getting more ideas or even having more time for my personal life. That's why Meta Business Agent is a five out of five."

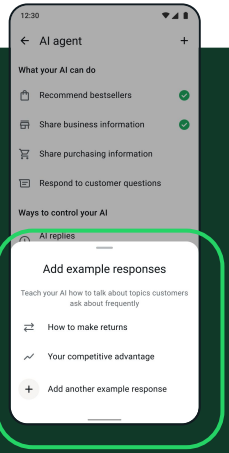
Emerson Bastos da Silva, owner of Maribel Clean



Knowledge

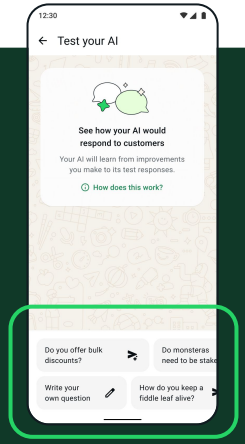
Upload business info, links, images or documents for your AI agent to pull from when replying to customers.

Pro tip: Add seasonal imagery, products or promos to expand how your agent speaks about seasonal products.



FAQs

Set up your agent's responses by providing answers to the most common seasonal questions like shipping cutoff timelines, return policy for gifts,
and more.



Test your AI

Use demo mode to see how your AI agent will reply to real customers questions. Coach its responses until it sounds like you.

Pro tip: Ask seasonal questions like "What are your seasonal hours" and "Do you have any seasonal deals?"

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. Published June 2026. Read the full WhatsApp case study.

QUICK AND EASY SETUP

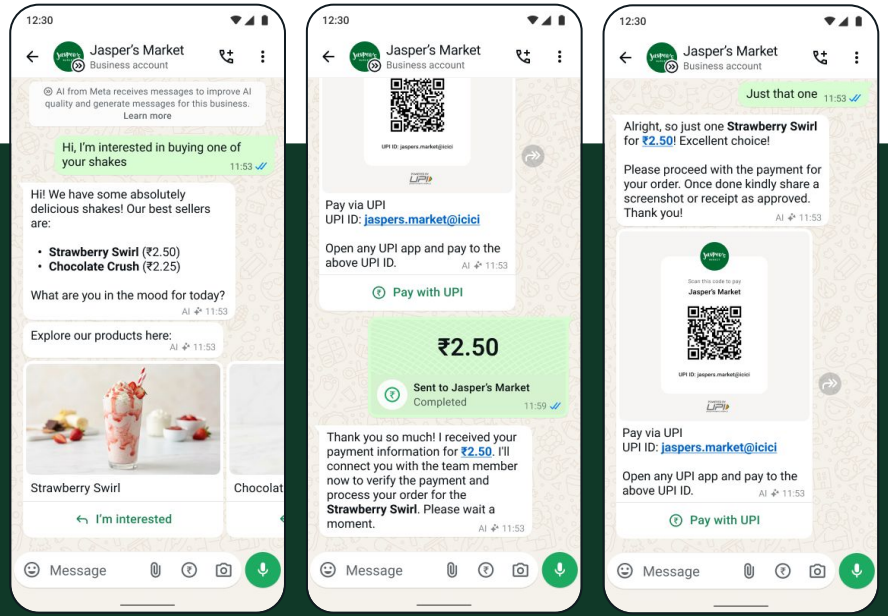
WhatsApp Payment and commerce connectors

Add payment connectors so customers can pay right in the chat

Connect to a suite of payment connectors relevant for your business so you can accept payments directing in-thread.

Partners include:

Brazil	Pix and PagSeguro
India	UPI, Razorpay and Cashfree
Mexico	CLABE



UPI example

Respond to customers day or night

Meta Business Agent replies to your customers day and night during the festive season rush, answering them instantly in your brand voice 24/7 and always under your control.

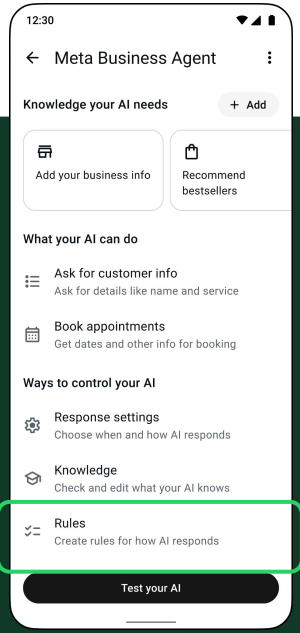


Before and during festive season

- Make seasonal rules to drive conversations forward

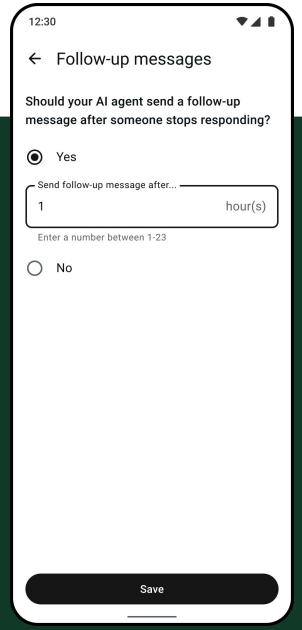
NEVER MISS A PEAK SEASON CONVERSATION

Make seasonal rules to drive the conversation forward



Maximize how you grow order value

Create rules so your AI agent suggests seasonal bundles when someone asks about a single item, offers gift wrapping, and points out deals when they are available.





Recover abandoned conversations

Keep conversations warm with an automated follow-up message from your AI agent.

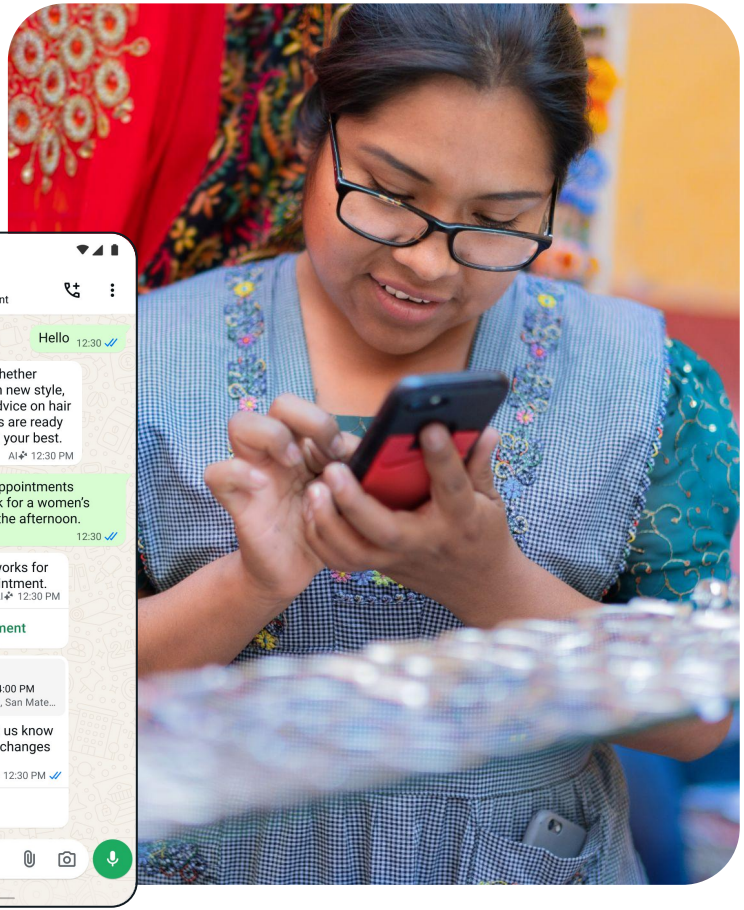
A timely nudge can recover leads or sales that would otherwise disappear during the distraction-heavy season.

Drive sales and leads

When seasonal demand peaks, Meta Business Agent turns conversations into more customers by recommending the right gifts for each shopper, booking appointments, answering questions and capturing leads or sales right in the chat.

During and after festive season

- Create a personalized gift guide
- Set up seasonal ads
- Run seasonal flash sales
- Set up bookings and appointments



DRIVE SALES AND LEADS

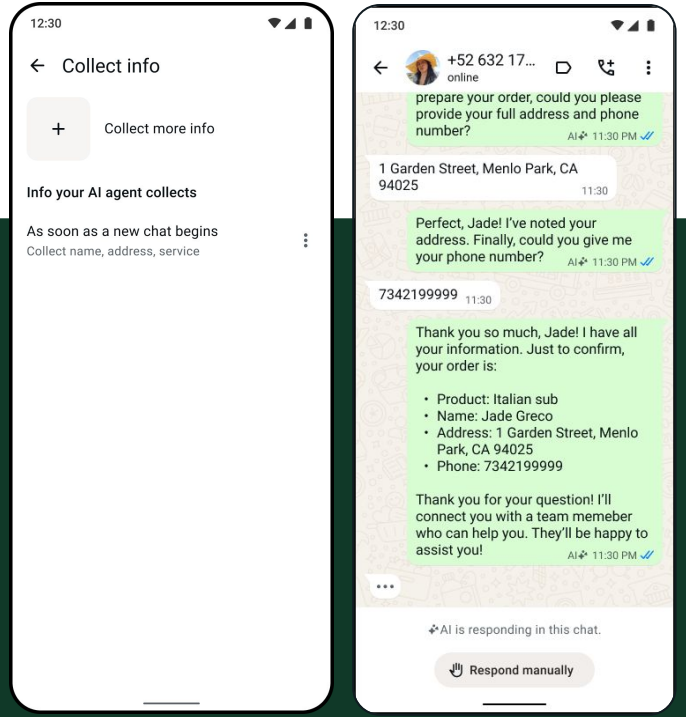
Be your shoppers' personalized gift guide

Meta Business Agent asks your customers about their interests, then recommends products from your catalog and moves them closer to a sale.

Pro tip: Let your AI agent capture relevant info for your business like name, address and which product they're interested in on your behalf by setting up "Ask for customer info." This information can be valuable even after the seasonal rush.

"Meta Business Agent analyzes the way we work and sell, helping us save time to focus on other things. The service has become so natural that many customers feel like they're talking to a person."

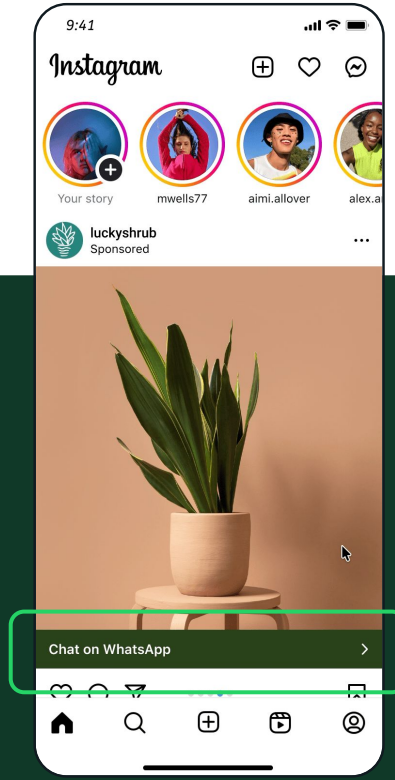
Bruno Bordinhon, owner of Bordinhon Móveis



*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ. Published February 2026. Read the full WhatsApp case study.

DRIVE SALES AND LEADS

Find more customers this festive season



Run festive season ads that click to WhatsApp on Facebook or Instagram, then turn on Meta Business Agent to answer every message from your ad.

Pro tip: Let your AI agent move leads closer to a sale, then highlight the messages that matter most so you can step in and close the sale.

GummiTiles saw a 50% increase in overall sales volume.*

"Ads that click to WhatsApp and Meta Business Agent are my number-one marketers. The 15-25 hours a week we used to spend answering repetitive messages are now spent on growth planning, closing the sale, post-sale follow-up, new products and creating better ad content."

Egberto Castro, CEO of GummiTiles

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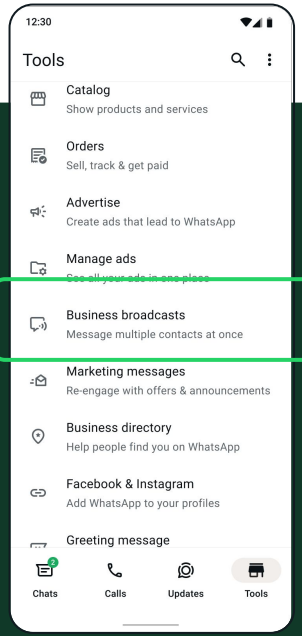
DRIVE SALES AND LEADS

Turn flash sales into revenue during seasonal moments

Status



Business broadcast



Business broadcast and Status

Use Status and business broadcasts to announce a limited-time promo during peak season to the customers in your list.

Pro tip: Make sure you have the WhatsApp Business app to get access to business broadcast and Status.



Meta Business Agent

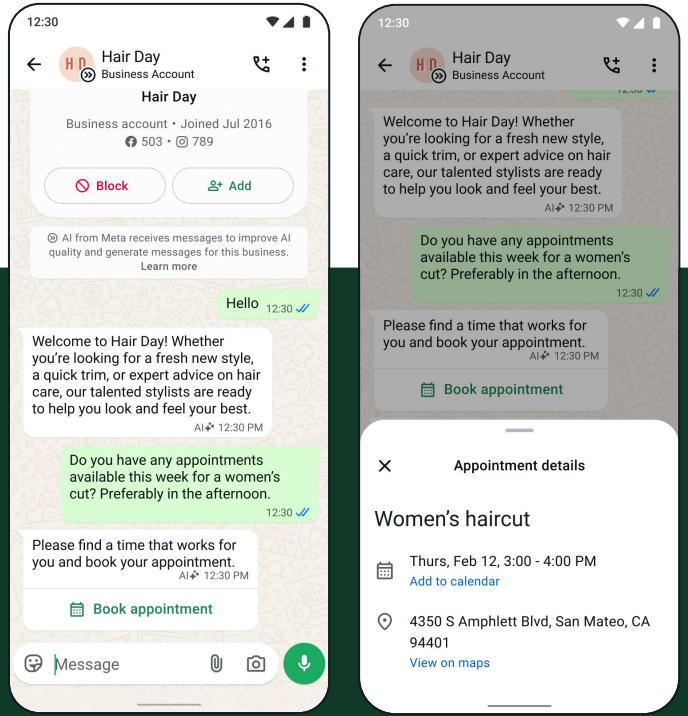
Let Meta Business Agent respond to messages from customers about the sale.

DRIVE SALES AND LEADS

Fill your seasonal calendar with bookings

Integrate your calendar with Meta Business Agent to let your agent help customers book, change and cancel appointments right in the chat.

Pro tip: Connect to your Calendar so your AI agent can offer real-time slots and book customers with confirmed appointments appearing directly in your calendar.



Are you ready to win hearts and boost carts this season?

Best practices and resources for setting your business up for seasonal success.

Start early.

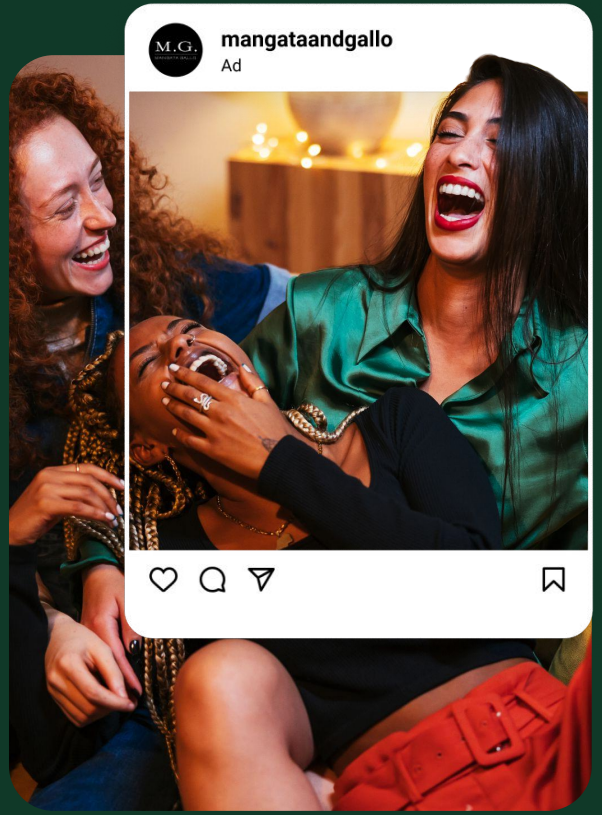
While competitors wait, you're already on the consideration list. Set up Meta Business Agent within minutes to get ahead of the seasonal rush.

Maximize seasonal outcomes.

Make sure your business information and product descriptions are complete and up-to-date to seasonal products, imagery and deals.

Additional resources.

Discover more seasonal tips and stories our Meta Business Agent seasonal hub. Learn how you can set up, customize, and improve your AI agent on WhatsApp with Blueprint courses.



Thank You

WhatsApp

from Meta

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