

Section 1: Getting Started

1. What is Chatterpillar?

Chatterpillar (CP) is a **WhatsApp marketing and communication platform** built on Meta's official WhatsApp Business API.

It allows businesses to:

- Send bulk WhatsApp messages
- Run marketing campaigns
- Automate customer communication
- Send notifications (OTP, order updates, reminders)
- Manage conversations at scale

Unlike the regular WhatsApp Business app, Chatterpillar is designed for **businesses that want to communicate with hundreds or thousands of customers efficiently**.

2. How Chatterpillar Works with WhatsApp Business API

Chatterpillar uses **Meta's official WhatsApp Business API**, which is the only approved way to send bulk or automated messages on WhatsApp.

Here's how it works:

1. Your business gets access to WhatsApp API via Meta
2. Your number is connected to a **WhatsApp Business Account (WABA)**
3. Chatterpillar acts as the platform to:
 - Send messages
 - Manage campaigns
 - Track analytics

Important:

- All messages must follow **WhatsApp policies**
 - Businesses can only send **approved templates** for outbound messages
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3. System Requirements to Use Chatterpillar

To use Chatterpillar smoothly, you need:

Basic Requirements

- A working internet connection
- Laptop or desktop (recommended)
- Updated browser (Chrome preferred)

Business Requirements

- A verified **Facebook Business Manager account**
 - A phone number (not actively used on WhatsApp)
 - Business details for Meta verification
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4. Creating Your Chatterpillar Account

Getting started with Chatterpillar is simple:

Step 1

- Create a meta business portfolio if not created fill business details and wait for meta to approve business details

Step 2

- Add WABA(Whatsapp business Account) in meta once WABA is approved need to add payment setting details, business details & visa or mastercard card

Step 3

- Our team will assist you with
- WhatsApp API onboarding
- Account activation

Once completed, you'll receive access to your **CP dashboard**.

5. Connecting Your WhatsApp Number

To use Chatterpillar, you need to connect a phone number to WhatsApp API.

Requirements:

- The number should not be actively used on WhatsApp
- You should be able to receive an OTP on it

Process:

1. Submit your number
2. Verify via OTP
3. Connect it to your WhatsApp Business Account (WABA)

Once connected, this number will be used for:

- Sending campaigns
 - Customer communication
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6. WhatsApp Business API vs WhatsApp Business App

Feature	WhatsApp Business App	WhatsApp API (Chatterpillar)
Users	Single user	Multi-user
Bulk messaging	Not allowed	Allowed (via templates)
Automation	Limited	Advanced
Campaigns	No	Yes
Scalability	Low	High

In short:

- App → Small businesses
 - API (Chatterpillar) → Growing & large businesses
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7. What is WABA (WhatsApp Business Account)?

WABA stands for **WhatsApp Business Account**.

It is the official account created on Meta when your business is approved for WhatsApp API.

It includes:

- Your business profile
- Connected phone numbers
- Message templates
- Quality rating

Think of WABA as:

“Your company’s official WhatsApp backend account on Meta”

Chatterpillar connects to this account to enable messaging.

8. First-Time Dashboard Walkthrough

Once your account is active, you’ll see the Chatterpillar dashboard.

Key Sections:

1. Campaigns

Create and manage WhatsApp campaigns

2. Templates

Submit and manage message templates

3. Contacts

Upload and manage your customer database

4. Analytics

Track message delivery, reads, and performance

5. Settings

Manage your account and integrations

Tip:

Start by:

1. Creating a template
2. Uploading contacts
3. Sending your first campaign to your database.