

## Section 2: Whatsapp Business Setup

### 1. How to Verify Facebook Business Manager

To use Chatterpillar, your business must be verified on Meta via **Facebook Business Manager**.

#### Why Verification is Required

Meta requires verification to:

- Confirm your business legitimacy
  - Enable WhatsApp API access
  - Approve your display name
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#### Steps to Verify

1. Go to Facebook Business Manager
  2. Navigate to Business info → Add details
  3. Add App go to developers.facebook.com create app
  4. Navigate to Settings → Security Center
  5. Click Start Verification
    - Enter your business details:
    - Legal business name
    - Address
    - Phone number
    - Upload required documents
  6. Submit for review
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#### Approval Time

- Usually takes **1–14 working days**
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### Important Tips

- Ensure details match your official documents exactly
  - Use your company domain email (recommended)
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## 2. Documents Required for Meta Verification

Meta requires valid documents to verify your business.

### Commonly Accepted Documents

You can submit any of the following:

- GST Certificate
  - Certificate of Incorporation
  - PAN Card (for business)
  - Shop Establishment License
  - MSME Certificate
  - Website
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### Mandatory Information

Your document must clearly show:

- Business name
  - Address
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### Common Reasons for Rejection

- ✗ Mismatch in business name
  - ✗ Blurry or unclear documents
  - ✗ Expired or invalid documents
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### Pro Tip

Always ensure your **Business Manager details match your documents exactly.**

### 3. Registering Your WhatsApp Number

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

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#### Requirements

- The number should **not be actively used on WhatsApp**
  - It should be able to receive an **OTP**
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#### Registration Process

1. Submit your phone number in ChatterPillar
  2. Receive OTP
  3. Verify the number
  4. Connect it to WhatsApp API
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#### Important Notes

- Once registered, the number **cannot be used on WhatsApp app**
  - It becomes dedicated for API usage
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### 4. Connecting WABA with Chatterpillar

Once your number is registered, it needs to be linked to your **WhatsApp Business Account (WABA)**.

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#### What Happens in This Step

- Your number is mapped to your business account
  - Chatterpillar gets access to send messages via API
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## Process

1. Login via Meta authentication
  2. Select your Business Manager
  3. Select your WABA
  4. Grant permissions to Chatterpillar
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## Result

You can now:

- Send campaigns
  - Submit templates
  - Track performance
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# 5. Understanding WhatsApp Display Name Approval

Your display name is the **name customers see on WhatsApp**.

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## Example

If your business is “ABC Realty”, your display name could be:

- ✓ ABC Realty
  - ✓ ABC Realty Pvt Ltd
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## Approval Rules

Meta checks:

- Business name consistency
  - No misleading words
  - No generic names
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## Common Rejections

- ✘ “Best Deals Offer”
  - ✘ “Cheap Loans Fast”
  - ✘ Mismatch with business documents
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### **Best Practice**

Use your **exact registered business name**.

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## **6. What Happens After Number Approval**

Once your number is approved:

### **You Can:**

- Send WhatsApp messages
  - Create campaigns
  - Use templates
  - Start communication
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### **Initial Limitations**

New numbers may have:

- Messaging limits
  - Lower trust score initially
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### **How to Scale**

- Send messages gradually
  - Maintain good quality
  - Avoid spam
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## **7. Why Your Number May Get Rejected**

Sometimes, WhatsApp may reject your number.

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### Common Reasons

- ✘ Business not verified
  - ✘ Policy violations
  - ✘ Suspicious activity
  - ✘ High spam risk category
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### What You Can Do

- Check business verification status
  - Review WhatsApp policies
  - Contact Chatterpillar support for guidance
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### Important

Chatterpillar cannot override Meta decisions — approvals are controlled by Meta.

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## 8. Business Verification Failed – What to Do

If your business verification fails, don't worry — it's fixable.

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### Step-by-Step Fix

1. Check rejection reason in Business Manager
  2. Correct your details:
    - Business name
    - Address
  3. Upload valid documents
  4. Reapply for verification
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### Common Fixes

- Use clearer documents
- Ensure exact name match

- Avoid abbreviations
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### Timeline

Re-verification usually takes:

- **2–5 working days**

## SECTION 3: MESSAGE TEMPLATES

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### 1. What are WhatsApp Templates?

WhatsApp templates are **pre-approved message formats** required for sending messages to users who have not recently interacted with your business.

These are mandatory for:

- Marketing campaigns
  - Notifications (order updates, reminders, etc.)
  - OTP/authentication messages
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### Why Templates Are Required

Meta requires templates to:

- Prevent spam
  - Ensure user safety
  - Maintain message quality
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### Example Template