

SECTION 4: CAMPAIGNS

1. What is a Campaign in Chatterpillar?

A campaign in Chatterpillar is a way to **send WhatsApp messages to multiple users at once** using approved templates.

Campaigns are used for:

- Promotions and offers
 - Customer engagement
 - Order updates
 - Reminders and notifications
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Example

You want to send a festive offer to 5,000 customers →
You create a campaign → select template → upload contacts → send.

Key Benefit

Campaigns help you **reach customers instantly and at scale**.

2. How to Create a Campaign

Follow these steps:

Step 1

Go to **Send Message** section in your dashboard

Step 2

Fill in campaign details:

- Campaign name
 - Select approved template
 - Upload contact list
-

Step 3

Map variables (if applicable)

Example:

{{1}} → Customer Name

{{2}} → Order ID

Step 5

Choose:

- Send Now
or
 - Schedule for later
-

Step 6

Click **Send**

Tip

Start with a **small test campaign** before sending to the full database.

3. Uploading Contact Lists

To send campaigns, you need to upload contacts.

Supported Format

CSV file

Basic Format Example

Name	Phone
Rahul	9198XXXXXXXX
Priya	9197XXXXXXXX

Important Rules

- Include country code (e.g., 91 for India)
 - No spaces or special characters
 - Ensure numbers are valid
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Optional Fields

You can also include:

- Order ID
 - Date
 - Custom variables
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4. Scheduling Campaigns

You can send campaigns instantly or schedule them.

Scheduling Options

- Immediate send
 - Schedule for a specific date & time
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Best Time to Send

- 10 AM – 1 PM
 - 5 PM – 8 PM
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Avoid

- Late night messages
 - Very early morning sends
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Why Scheduling Matters

Sending at the right time improves:

- Open rates
 - Response rates
 - Conversions
-

5. Campaign Status Explained

After sending, you'll see different statuses.

Common Status Types

Sent

Message has been sent from system

Delivered

Message reached user's phone

Read

User has opened the message

Failed

Message was not delivered

Why Messages Fail

- Invalid number
 - User blocked messages
 - Template issues
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6. Understanding Campaign Analytics

Chatterpillar provides insights to track performance.

Key Metrics

- Total messages sent
 - Delivered messages
 - Read messages
 - Failed messages
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What to Focus On

- Delivery rate
 - Read rate
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Simple Benchmark

- Delivery rate: 80%+ is good
 - Read rate: 60%+ is strong
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7. How to Resend Failed Messages

Sometimes messages fail — you can retry.

Steps

1. Go to campaign report
 2. Filter “Failed” messages
 3. Fix issues (if any)
 4. Resend campaign
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Important

Do not blindly resend — first understand the reason.

8. Campaign Limits & Best Practices

WhatsApp Limits (Important)

New numbers have messaging limits.

Example:

- Start with smaller volumes
 - Gradually increase
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Best Practices

- ✓ Start with 100–500 messages/day (new number)
 - ✓ Increase gradually
 - ✓ Maintain quality content
 - ✓ Avoid spam-like messaging
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Avoid

- ✘ Sending too many messages at once
 - ✘ Messaging users without consent
 - ✘ Over-promotional content
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9. Campaign Strategy (Bonus – High Value)

This is where you differentiate CP from competitors.

Simple Campaign Framework

Step 1 – Warm Audience

Send:

- Utility messages
 - Engagement messages
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Step 2 – Value Message

Share:

- Information
 - Updates
 - Helpful content
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Step 3 – Offer

Then send:

- Promotion
 - CTA
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Example Flow

Day 1 → “Your order update”

Day 3 → “Helpful tip”

Day 5 → “Special offer”

10. Common Campaign Mistakes

Mistake 1

Sending campaigns without testing

✓ Fix: Always test on 5–10 numbers

Mistake 2

Using poor templates

✓ Fix: Use clear, simple messaging

Mistake 3

No segmentation

✓ Fix: Send relevant messages

Mistake 4

Over-messaging

✓ Fix: Limit frequency

SECTION 5: CONTACTS & DATABASE