

Day 1 → “Your order update”

Day 3 → “Helpful tip”

Day 5 → “Special offer”

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## 10. Common Campaign Mistakes

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### Mistake 1

Sending campaigns without testing

✓ Fix: Always test on 5–10 numbers

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### Mistake 2

Using poor templates

✓ Fix: Use clear, simple messaging

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### Mistake 3

No segmentation

✓ Fix: Send relevant messages

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### Mistake 4

Over-messaging

✓ Fix: Limit frequency

## SECTION 5: CONTACTS & DATABASE

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## 1. What is a Contact Database?

A contact database is a list of your customers' phone numbers that you use to send WhatsApp messages.

In Chatterpillar, this database is used for:

- Campaigns
- Notifications
- Customer communication

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### Example

Name	Phone	City
Rahul	9198XXXXXXX	Ahmedabad
Priya	9197XXXXXXX	Mumbai

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### Key Point

Your database quality directly affects:

- Message delivery
- WhatsApp account health
- Campaign performance

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## 2. How to Upload Contacts

Uploading contacts in Chatterpillar is simple.

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### Step 1

Go to **Contacts** section

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## Step 2

Click on **Create** Button

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## Step 3

- Click on Plus icon to create new group
  - Add contact group name then click on create
- 

## Step 4

- Once group name created, Click on Import contact from excel
- Click on Excel icon, Add your contact details in that downloaded excel file

Map fields:

- Name
  - Phone number
  - Group name
- 

## Step 5

Click on choose file select saved excel file

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## Tip

Always upload a **clean and verified list**.

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## 3. Required Contact Format

To ensure smooth uploads and delivery, follow this format:

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## Mandatory Fields

- Phone number (with country code)
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## Example Format

Name	Phone
Rahul	91981234567 8
Priya	91971234567 8

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## Important Rules

- ✓ Include country code (e.g., 91 for India)
  - ✓ No spaces or special characters
  - ✓ Use numeric format only
- 

## Incorrect Examples

- ✗ +91 98123 45678
  - ✗ 09812345678
- 

## Correct Example

- ✓ 919812345678
- 

## 4. Managing Contact Lists

Chatterpillar allows you to organize contacts efficiently.

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**You Can:**

- Create multiple lists
  - Segment users
  - Upload new data anytime
- 

### Example Lists

- Leads
  - Customers
  - Repeat buyers
  - Event attendees
- 

### Why This Matters

Segmented lists help you:

- Send relevant messages
  - Improve conversions
  - Reduce spam complaints
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## 5. Removing Duplicate Numbers

ChatterPillar Autodetect duplicate number and remove automatically

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### Tip

Always maintain a **clean master database**.

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## 6. Understanding Opt-in Requirements

This is **critical for WhatsApp compliance**.

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## What is Opt-in?

Opt-in means:

👉 The user has given permission to receive messages from your business.

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## Examples of Valid Opt-in

- ✓ Website form submission
  - ✓ App signup
  - ✓ Checkout consent
  - ✓ WhatsApp "Click to Chat"
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## What is NOT Allowed

- ✗ Purchased databases
  - ✗ Scraped numbers
  - ✗ Random cold messaging
- 

## Why It Matters

Without opt-in:

- Messages may be blocked
  - Users may report spam
  - Your number may get banned
- 

## 7. WhatsApp Compliance for Contact Databases

WhatsApp strictly monitors how you use your database.

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### Key Rules

- ✓ Message only opted-in users
  - ✓ Provide value in communication
  - ✓ Avoid excessive messaging
- 

## Risky Practices

- ✗ Sending irrelevant messages
  - ✗ High frequency messaging
  - ✗ Spam-like content
- 

## Impact of Violations

- Low quality rating
  - Messaging limits
  - Number suspension
- 

# 8. Best Practices for Database Quality

This is where smart users win.

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## Do's

- ✓ Keep your database updated
  - ✓ Remove inactive users
  - ✓ Use segmentation
  - ✓ Maintain consent records
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## Don'ts

- ✗ Use old or outdated data
  - ✗ Message uninterested users
  - ✗ Ignore user preferences
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## Golden Rule

👉 Smaller, high-quality database > large, poor-quality database

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## 9. Database Segmentation (Bonus – High Impact)

Segmentation means dividing your contacts into groups.

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### Examples

- New leads
  - Existing customers
  - High-value customers
  - Location-based users
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### Benefits

- Higher engagement
  - Better conversions
  - Lower spam risk
- 

### Example

Instead of sending 1 message to 10,000 users:

Send:

- Offer A → to interested users
  - Offer B → to repeat buyers
- 

## 10. Common Database Mistakes

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### Mistake 1

Using purchased data

✘ Leads to bans

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### **Mistake 2**

Uploading incorrect numbers

✘ Leads to delivery failure

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### **Mistake 3**

No segmentation

✘ Leads to low conversion

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### **Mistake 4**

Ignoring opt-in

✘ High risk of account restriction

## **SECTION 6: ANALYTICS & REPORTS**

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### **1. What is Analytics in Chatterpillar?**

Analytics in Chatterpillar helps you track how your WhatsApp campaigns are performing.

It shows you:

- How many messages were sent
- How many were delivered
- How many were read
- How many failed