

Using purchased data

✘ Leads to bans

Mistake 2

Uploading incorrect numbers

✘ Leads to delivery failure

Mistake 3

No segmentation

✘ Leads to low conversion

Mistake 4

Ignoring opt-in

✘ High risk of account restriction

SECTION 6: ANALYTICS & REPORTS

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

Why Analytics Matters

Analytics helps you:

- Understand what's working
- Identify issues
- Improve future campaigns

Simple Example

You send 1,000 messages:

- 900 delivered
- 700 read

👍 This means your campaign is performing well.

2. Understanding Message Status

Each message in a campaign has a status.

Common Status Types

Sent

Message has been sent from Chatterpillar

Delivered

Message reached the user's phone

Read

User has opened the message

Failed

Message could not be delivered

Important Insight

- 👉 “Sent” does not mean success
 - 👉 “Delivered” is the real benchmark
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3. Delivered vs Read Messages

These are your **most important metrics**.

Delivered Messages

Indicates:

- Valid numbers
 - Good database quality
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Read Messages

Indicates:

- Message relevance
 - Customer interest
-

Example

Metric	Result
Sent	1000
Delivered	850
Read	650

Interpretation

- Delivery Rate = 85% (Good)
 - Read Rate = ~76% (Strong)
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4. Campaign Performance Metrics

Chatterpillar provides key campaign metrics.

Metrics to Track

- Total messages sent
 - Delivery rate
 - Read rate
 - Failure rate
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Ideal Benchmarks

- Delivery Rate: **80%+**
 - Read Rate: **60%+**
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If Metrics Are Low

It usually means:

- Poor database quality
 - Weak message content
 - Timing issues
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5. Template Performance Tracking

Not all templates perform equally.

What to Track

- Which templates get more reads
 - Which ones perform poorly
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Example

Template A → 70% read rate

Template B → 40% read rate

👉 Use Template A more often

Tip

Keep refining templates based on performance.

6. Understanding Failed Messages

Failed messages are important signals.

Common Reasons

- Invalid phone number
 - User blocked messages
 - WhatsApp restrictions
 - Template mismatch
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What You Should Do

- Check failure reason
 - Clean your database
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Important

High failure rates can affect your **account quality**.

7. Exporting Reports

You can export campaign data for analysis.

Steps

1. Go to campaign report
 2. Click **Export**
 3. Download file (CSV/Excel)
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Use Cases

- Share reports internally
 - Analyze performance in detail
 - Track campaign history
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8. How to Improve Campaign Performance

Analytics is only useful if you act on it.

If Delivery Rate is Low

- ✓ Clean your database
 - ✓ Remove invalid numbers
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If Read Rate is Low

- ✓ Improve message content
- ✓ Personalize messages
- ✓ Test different templates

If Failure Rate is High

- ✓ Check contact format
 - ✓ Verify opt-in quality
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9. Campaign Comparison (Advanced Insight)

Compare different campaigns to learn what works.

Example

Campaign	Read Rate
Offer Campaign	65%
Reminder Campaign	80%

Insight

- 👉 Reminder messages perform better
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Action

Send more reminder-based communication

10. Common Analytics Mistakes

Mistake 1

Looking only at "Sent" messages

✘ Misleading

Mistake 2

Ignoring failed messages

✘ Affects quality

Mistake 3

Not improving based on data

✘ No growth

Mistake 4

Sending same message repeatedly

✘ Reduces engagement

SECTION 7: WHATSAPP POLICIES

1. What are WhatsApp Messaging Policies?

WhatsApp messaging policies are rules set by Meta that every business must follow while using WhatsApp Business API.

These policies are designed to:

- Protect users from spam