

✗ 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

- Ensure quality communication
 - Maintain trust on the platform
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Important

All messages sent via Chatterpillar must follow these policies.

Key Point

Chatterpillar provides the platform, but **policy compliance is the client's responsibility.**

2. Opt-in Requirements

Before sending any message, you must have **user consent (opt-in)**.

What is Opt-in?

Opt-in means:

👉 The user has agreed to receive messages from your business.

Valid Opt-in Examples

- ✓ Website form submission
 - ✓ App signup
 - ✓ Checkout consent
 - ✓ WhatsApp "Click to Chat"
 - ✓ Lead forms (with consent checkbox)
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What is NOT Allowed

- ✘ Purchased contact lists
 - ✘ Scraped data
 - ✘ Cold messaging random users
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Why It Matters

Without opt-in:

- Users may report your number
 - WhatsApp may restrict your account
 - Your number may get banned
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3. Prohibited Industries

WhatsApp restricts certain types of businesses.

Common Restricted Categories

- ✘ Gambling
 - ✘ Adult content
 - ✘ Illegal products/services
 - ✘ Misleading financial schemes
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Important

Even indirect promotion of such categories may lead to restrictions.

Recommendation

If unsure, consult Chatterpillar support before sending campaigns.

4. Spam & Messaging Behavior

WhatsApp monitors how users interact with your messages.

Spam Signals

- ✘ Users blocking your number
 - ✘ Users reporting messages
 - ✘ Low engagement rates
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Risky Behavior

- ✘ Sending too many messages
 - ✘ Irrelevant messaging
 - ✘ Over-promotional campaigns
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Best Practice

- 👍 Send **relevant, expected, and useful messages**
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5. Understanding Quality Rating

WhatsApp assigns a quality rating to your number.

Types of Ratings

- High (Good)
 - Medium (Warning)
 - Low (Risk)
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What Affects Quality

- User engagement
- Blocks and reports
- Message relevance

Why It Matters

Low quality rating can lead to:

- Messaging limits
- Account restrictions

6. What Causes WhatsApp Bans

This is the biggest concern for clients.

Common Reasons

- ✗ Messaging users without consent
- ✗ High spam complaints
- ✗ Violating policies
- ✗ Sending irrelevant or excessive messages

Important

Bans are controlled entirely by Meta.

Chatterpillar Limitation

👉 Chatterpillar cannot prevent or reverse bans if policies are violated.

7. Messaging Limits Explained

WhatsApp sets limits on how many users you can message.

For New Numbers

- Start with smaller limits
 - Gradually increase
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Growth Happens When

- Users engage positively
 - Quality rating is high
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Tip

Warm up your number before large campaigns.

8. Best Practices to Stay Safe

Follow these to protect your account:

Do's

- ✓ Message only opted-in users
 - ✓ Send relevant content
 - ✓ Maintain good frequency
 - ✓ Personalize messages
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Don'ts

- ✗ Spam users
 - ✗ Send repeated promotions
 - ✗ Ignore user preferences
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Golden Rule

👉 Respect the user experience

9. What to Do If Your Number Gets Restricted

If your number is restricted:

Step 1

Check quality rating

Step 2

Stop campaigns temporarily

Step 3

Review:

- Message content
 - Database quality
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Step 4

Wait and gradually restart

Important

For appeals, you may need to contact Meta directly.

10. Chatterpillar Policy Disclaimer

Important Notice

Chatterpillar operates on Meta's official WhatsApp Business API.

- Template approvals
- Message delivery
- Account quality
- Restrictions and bans

are **controlled by Meta systems**.

Therefore

Chatterpillar:

- Does not guarantee template approval
- Does not guarantee delivery rates
- Is not responsible for account bans due to policy violations

SECTION 8: TROUBLESHOOTING

1. Why Messages Fail to Deliver

Sometimes messages may fail to deliver to users.
