

WACTO Guide

Signup

Manual Signup

Step 1: Visit the WACTO Admin Panel

- Open your web browser and go to the official WACTO Admin Panel <https://wacto.app/Account/Login> to get started.

Step 2: Click on “Sign Up”

- On the login page, find the “**Sign Up**” button and click to begin the registration process.

Step 3: Fill in Your Details

- Enter all the necessary details in the required fields
- Create a strong password and confirm it.
- Click register.

Step 4: Verify Your Email

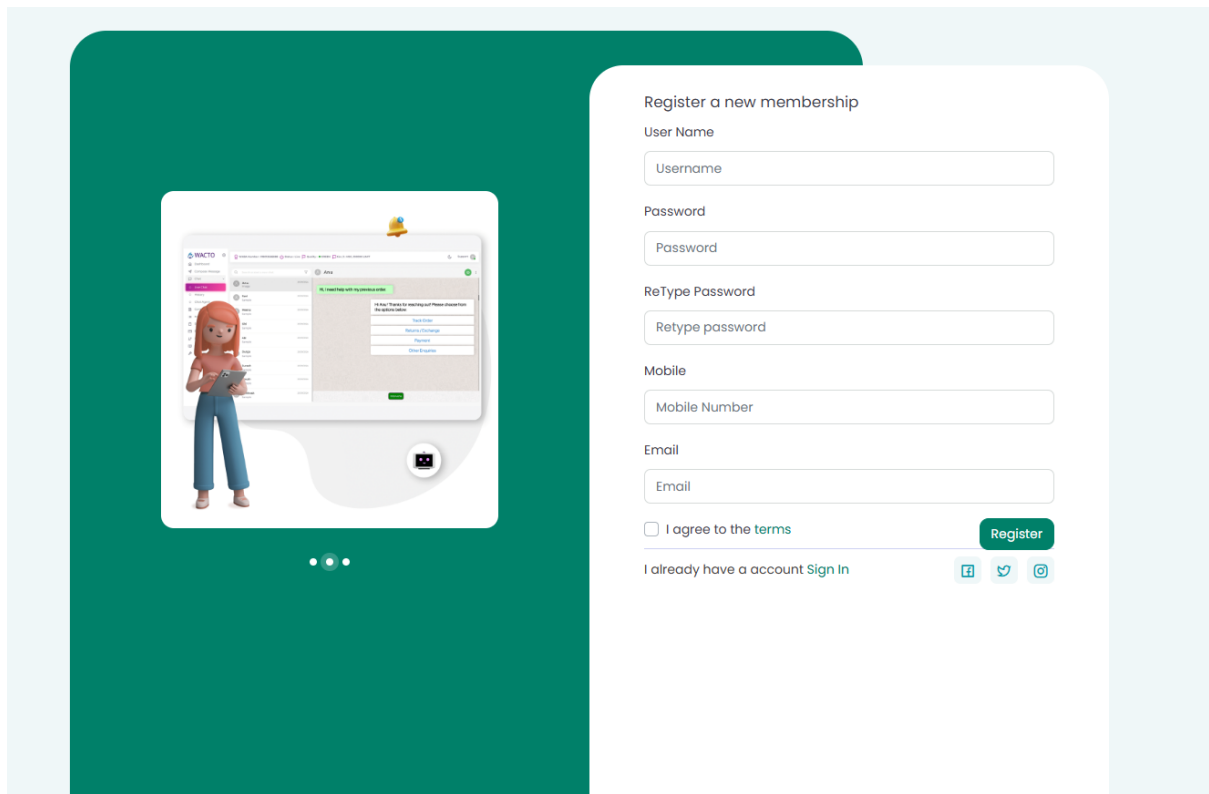
- Check your inbox for a verification email from WACTO.
- Click the verification link in the email to confirm your account.

Step 5: Log in to Your Account

- Return to the WACTO Admin Panel.
- Use your verified email and password to log in.

Step 6: Set Up Your Business Profile

- Enter key details about your business, such as your company name, industry, and contact information.
- Upload your logo to personalize the interface.



Pre-requisites

Pre-requisites to Integrate WhatsApp Business with WACTO

Integrating WhatsApp Business with WACTO is a seamless process that allows you to automate, scale, and enhance your customer communications. Before you begin, ensure you have the following prerequisites ready for a smooth setup:

1. Active WhatsApp Business Account

- You need a **WhatsApp Business Account** to access the WhatsApp Business API.
- This account must be linked to a valid phone number that is not used for personal WhatsApp.

2. Facebook Business Manager Account

- A **Facebook Business Manager** account is essential, as it manages the WhatsApp Business API integration.
- Ensure you have **admin access** to this account to make necessary changes and link WhatsApp.

3. Verified Business on Facebook

- Your business must undergo the **Facebook Business Verification** process.
- This step confirms your legitimacy and allows WhatsApp API activation.
- Required documents include proof of business name, address, and legal identity.

4. Dedicated WhatsApp Phone Number

- Use a **dedicated phone number** exclusively for the WhatsApp Business API.
- The number must not be linked to personal WhatsApp accounts.
- Ensure the number supports **SMS or call verification** for API setup.

5. Detailed Business Website

To obtain WhatsApp API approval from META, your business website must effectively showcase the following essential elements:

- **Business Identity:** Clearly display your business name, logo, and contact details to build trust and credibility.
- **About Us Page:** Include a detailed section outlining your business activities, mission, and values to help META understand your business model.
- **Privacy Policy:** Provide a comprehensive privacy policy explaining how customer data is collected, used, and safeguarded.
- **Terms of Service:** Ensure an up-to-date terms of service page reflecting your use of WhatsApp API for business communication.
- **Customer Support:** Demonstrate your dedication to customer service by highlighting WhatsApp as a tool to enhance customer interactions.

Why These Pre-requisites Matter

These pre-requisites ensure a secure, compliant, and hassle-free integration process. Once completed, your business can leverage WACTO's powerful features like:

- **Unlimited WhatsApp Broadcasts** for promotional campaigns.
- **Advanced WhatsApp AI Chatbots** to automate responses and enhance customer engagement.
- **Real-time analytics** to track and optimize communication strategies.

For guidance at any step, reach out to WACTO's expert support team at support@wacto.com. Start your journey to smarter, faster, and more personalized customer communication today!

Initiate a New Chat

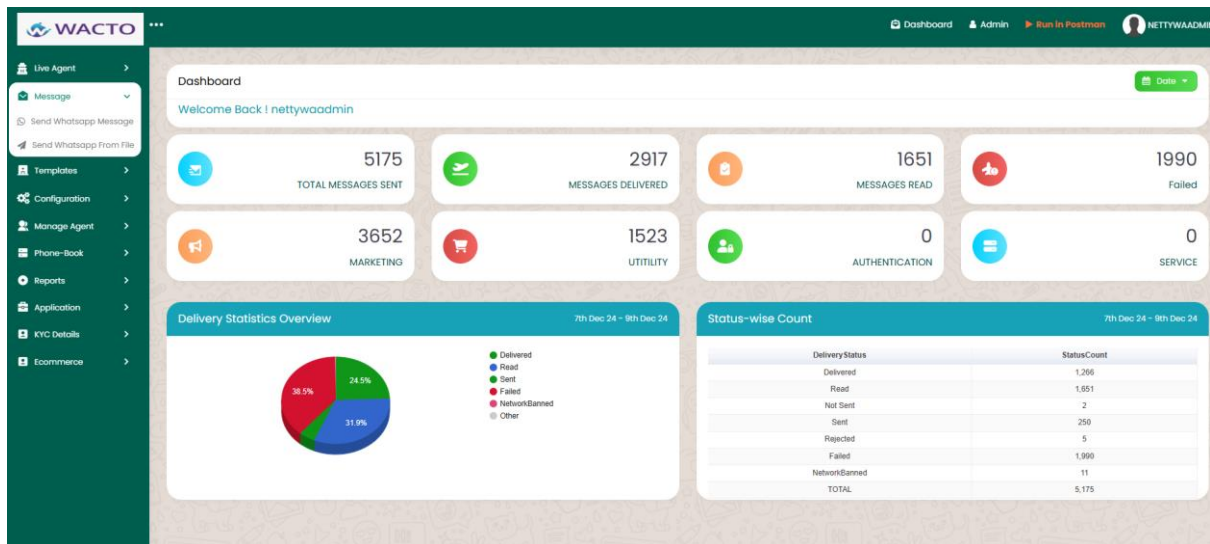
How to Initiate Chat with Customers Using WACTO's 4 Different Methods

Engaging customers proactively is vital for effective communication and conversions. WACTO offers four streamlined methods to initiate chats with customers:

1. Start Chat with Saved Contact in WACTO

Follow the below steps to start a chat with the saved contacts

1. From the WACTO dashboard, go to "Message". Left Side Menu
2. Enter necessary details
3. Select the group you want to send
4. Select Template
5. You can send now or schedule for a later time.



The screenshot shows the 'Compose New WhatsApp Message' form in the WACTO interface. The form is divided into several sections:

- Category:** Marketing (selected)
- Campaign Name:** 09-Dec-2024 04:19
- Channel ID:** 918608996688
- Message Type:** Template Message
- Meta Templates:** Select Template (0)
- Numbers (0):** Enter recipient numbers in comma separated, e.g. 91999999999,91860888888,91234567890
- Buttons:** Remove Duplicate, Remove Blacklist

On the right side, there is a 'Template Preview' section showing a WhatsApp message template with the ID 918608996688. The preview includes a WhatsApp logo, a green checkmark, and a 'Send Now' button.

Compose New WhatsApp Message

Category: Marketing
 Campaign Name: 09-Dec-2024 04:19
 Channel ID: 918608996688
 Upload File (XLS, XLSX) [Browse] Sample File (Only number file supported)
 Message Type: Template Message
 Meta Templates: Select Template (9)
 ani
 testing
 batman
 seasonal_promotion_text_only

2. Follow the below steps to start a chat manually with the Unsaved contacts

1. From the WACTO dashboard, go to "Message". Left Side Menu
2. Enter necessary details
3. Enter the numbers in a specific format 91xxxxxxxxxx.
4. To add more number use “,” to add more numbers
5. Select Template
6. You can send now or schedule for a later time.

Compose New WhatsApp Message

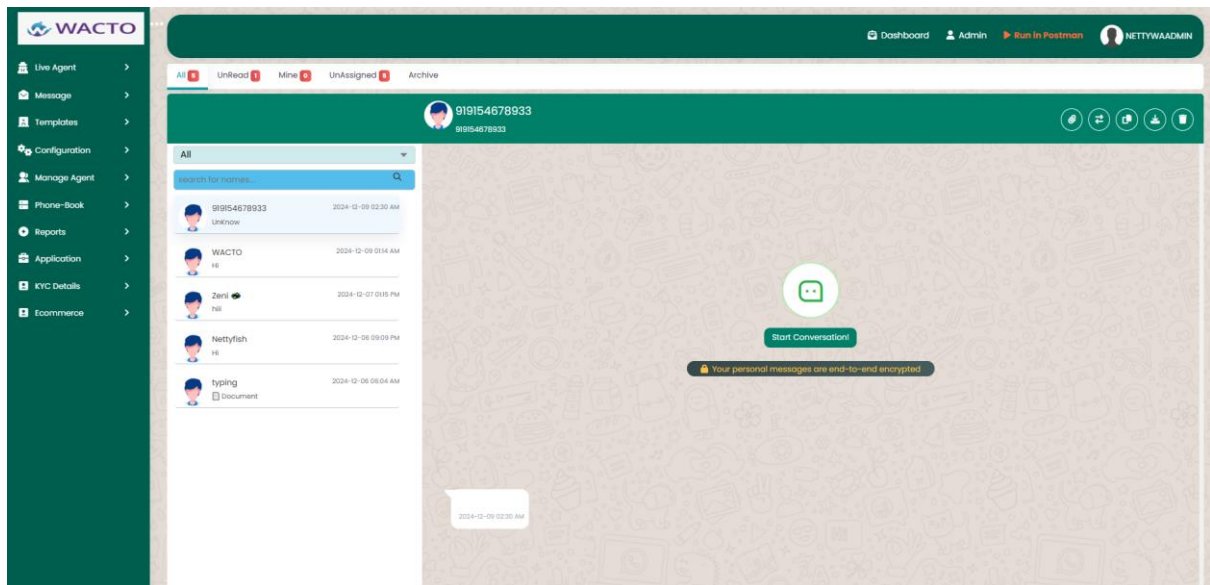
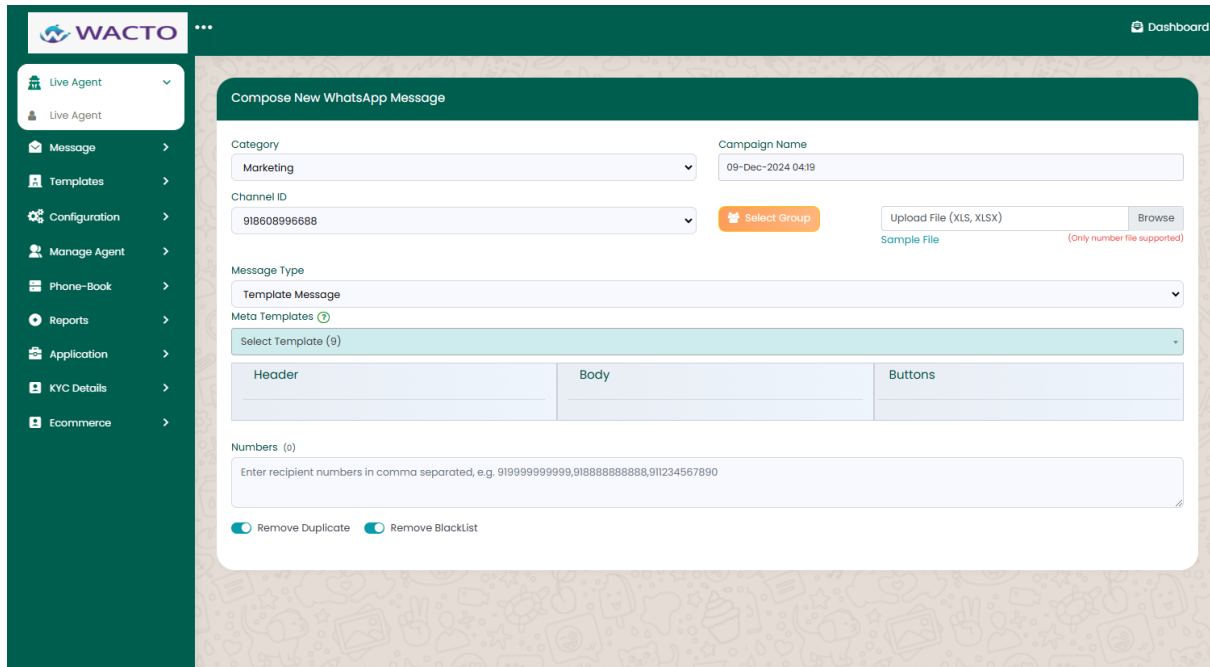
Category: Marketing
 Campaign Name: 09-Dec-2024 04:19
 Channel ID: 918608996688
 Upload File (XLS, XLSX) [Browse] Sample File (Only number file supported)
 Message Type: Template Message
 Meta Templates: Select Template (9)

Header	Body	Buttons

 Numbers (0)
 Enter recipient numbers in comma separated, e.g. 919999999999,918888888888,911234567890
 Remove Duplicate Remove BlackList

3. Follow the below steps to respond to customer's message

1. From the WACTO dashboard, go to "Live Agent". Left Side Menu
2. You can see all your customer's messages
3. You can reply them individually by clicking on the respective contact

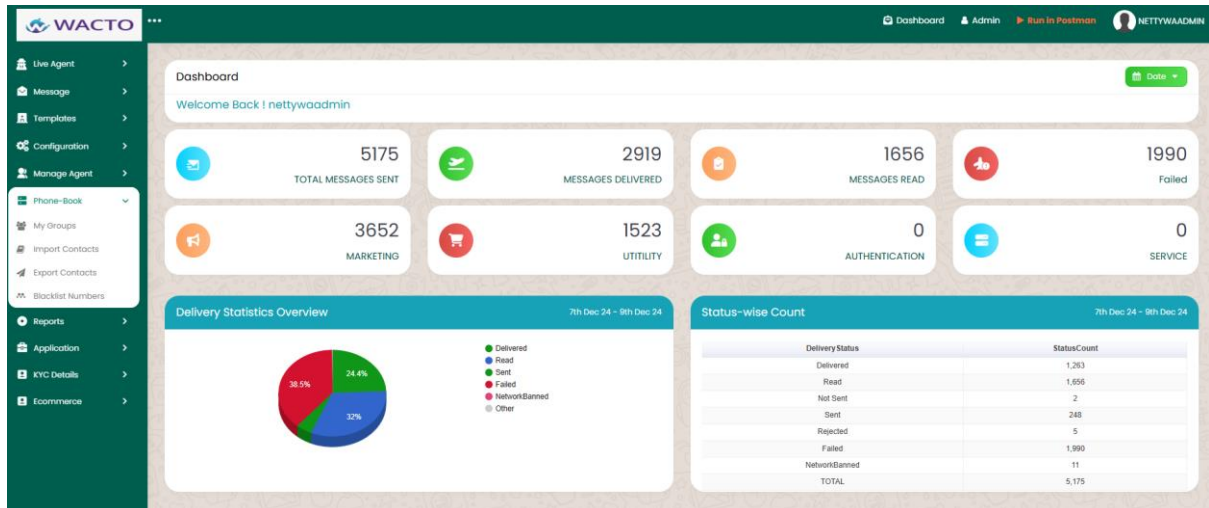


Add Contacts

Managing your customer database is simple and efficient with WACTO's intuitive dashboard. Here's a step-by-step guide to adding contacts:

Create A Group

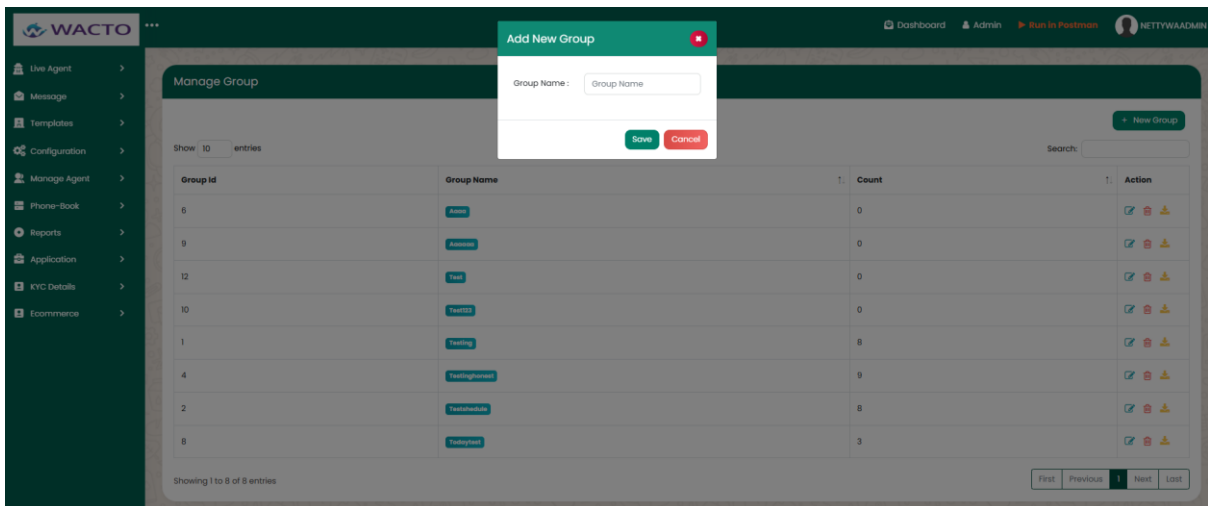
1. First you need to create a group to add your contacts in the dashboard
2. Navigate to the 'Phone Book' Section
3. From the sidebar menu, select My Groups
4. You will be redirected to the Manage Group page
5. Click New Group
6. Enter Group name and click save



The Manage Group page shows a list of groups with the following data:

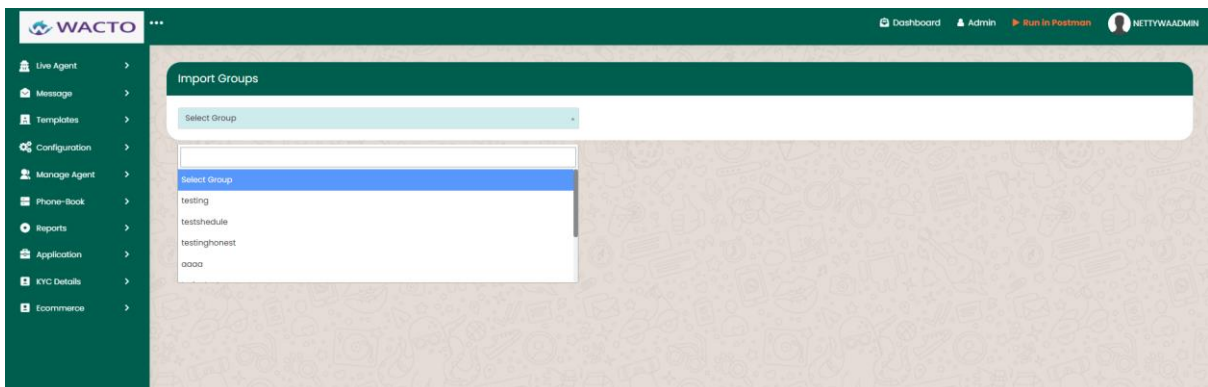
Group id	Group Name	Count	Action
6	Amaz	0	[Edit] [Delete] [Add]
9	Amazon	0	[Edit] [Delete] [Add]
12	Test	0	[Edit] [Delete] [Add]
10	Test03	0	[Edit] [Delete] [Add]
1	Testing	8	[Edit] [Delete] [Add]
4	TestInghamton	9	[Edit] [Delete] [Add]
2	TestInghamton	8	[Edit] [Delete] [Add]
8	TestInghamton	3	[Edit] [Delete] [Add]

Showing 1 to 8 of 8 entries



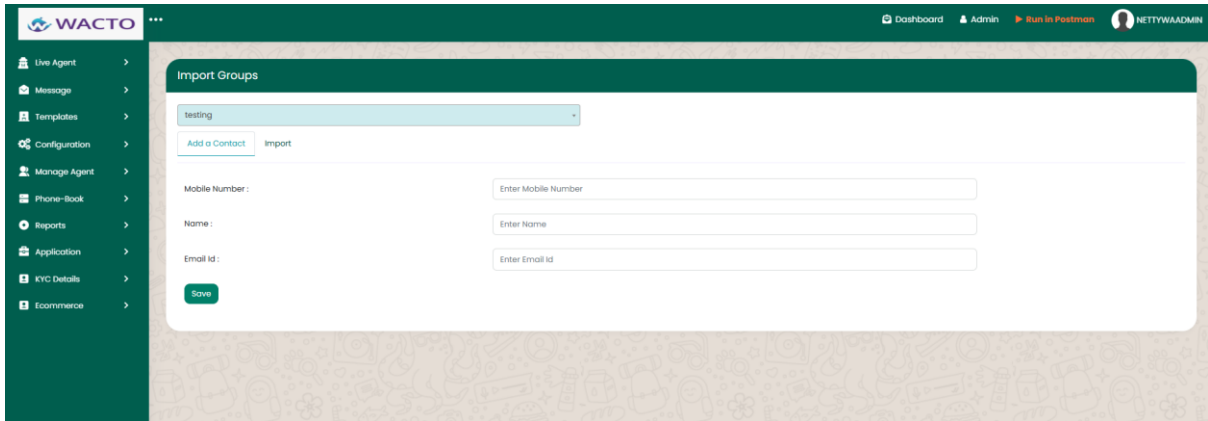
Now there are two options to add contact: Manually and Bulk Upload

1. Navigate to the 'Phone Book' Section
2. From the sidebar menu, select Import Contacts
3. You will be redirected to the Import Groups page
4. Select Your Added Group



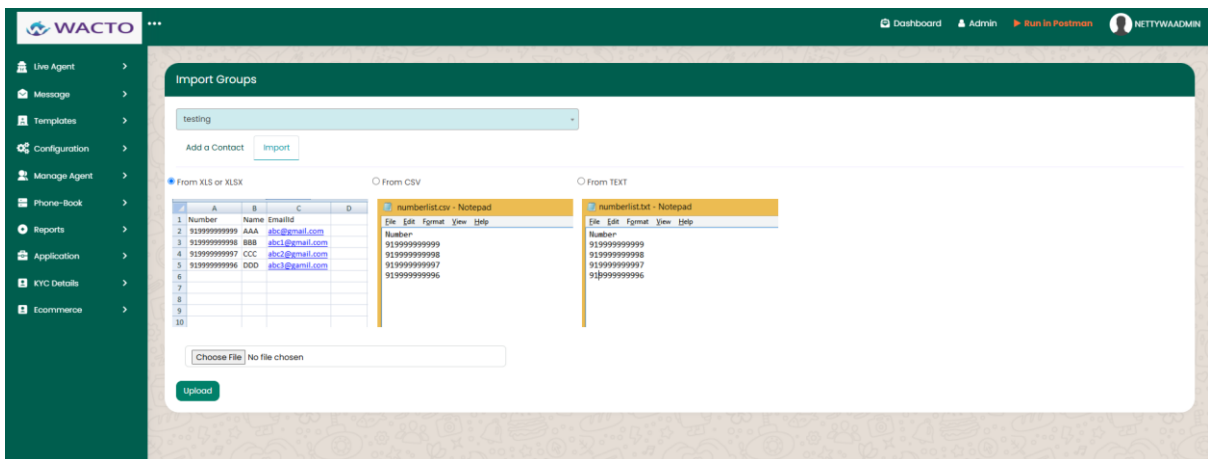
Manually Add Contacts

On "Add a Contact" option you can add individual numbers manually



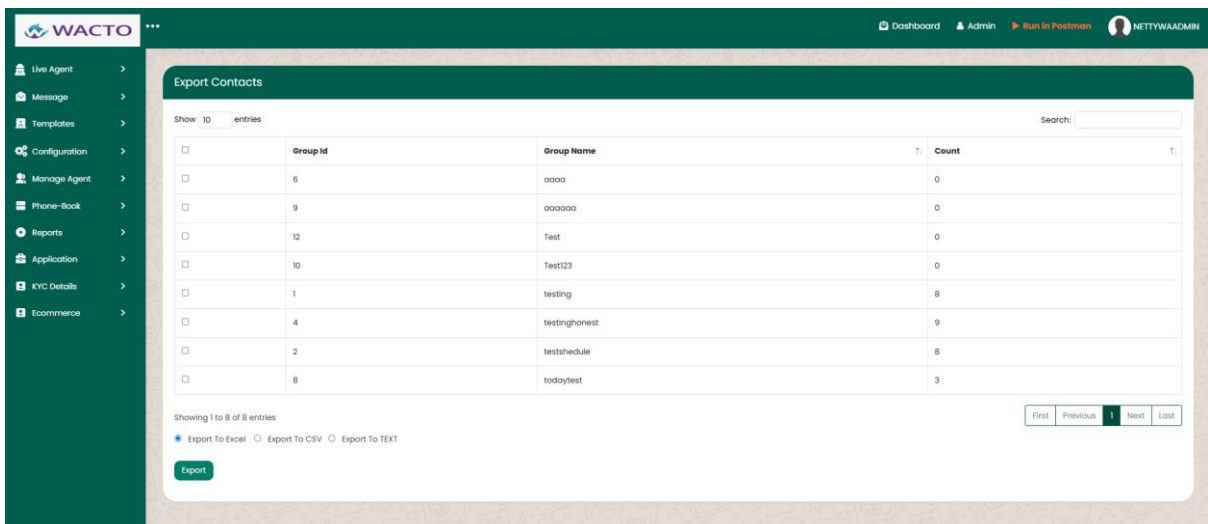
Bulk Upload Contacts

On "Import" option you can upload from files like CSV, XLS, XLSX, and Text.



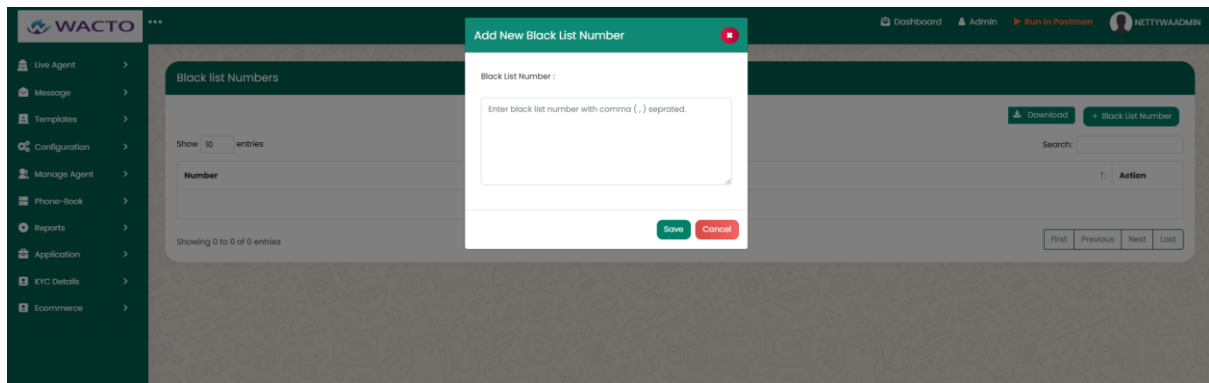
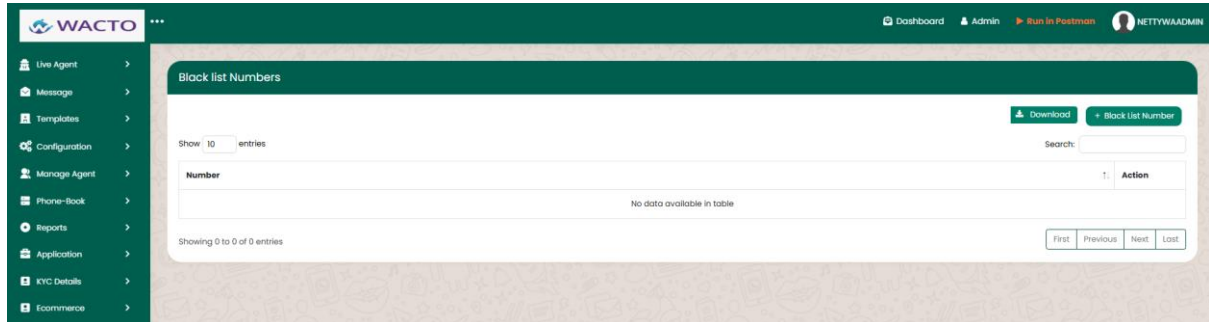
Export Contacts

On Phone Book section you can also export your existing contacts to your required file format like CSV, XLS, XLSX, and Text.



Blacklist Numbers

The “Blacklist Numbers” feature allows you to maintain a designated list or group of numbers to which messages should not be sent, ensuring compliance and targeted communication.



WACTO's WhatsApp Broadcast

The WhatsApp Broadcast feature in WACTO simplifies mass communication by enabling you to send personalized messages to multiple recipients simultaneously. Here's a step-by-step guide to using this powerful tool:

Broadcast

The “Message” dashboard is the central hub for broadcast all your messages to your customers in a more streamlined and efficient way.

Follow the below steps to create your broadcast

1. From the WACTO dashboard, go to "Message". Left Side Menu
2. Enter necessary details
3. Select the group you want to send
4. Select Template
5. You can send now or schedule for a later time.

Select Template

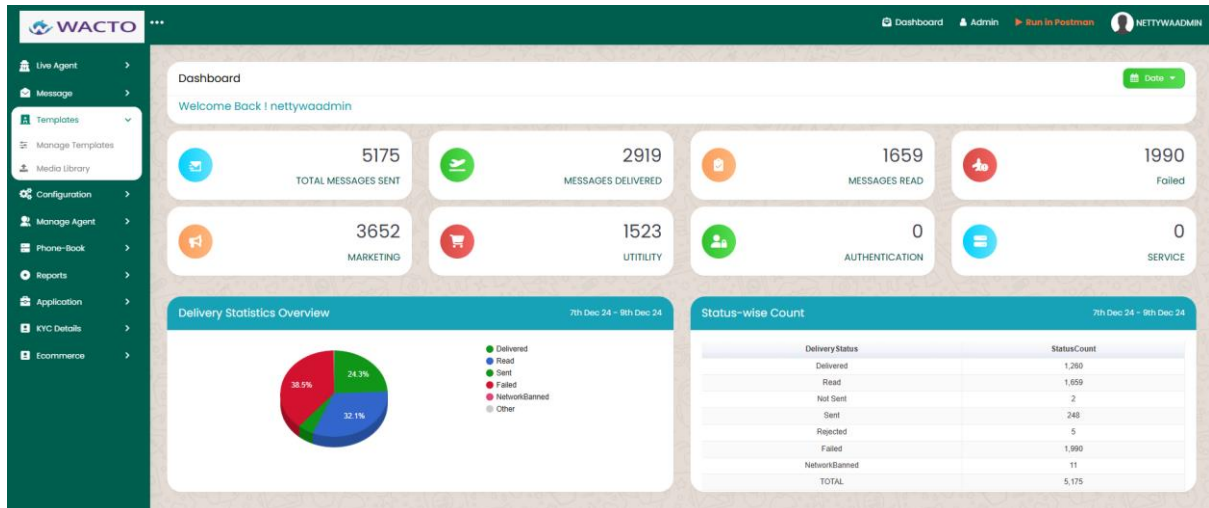
Start Your Broadcast Setup

Begin by selecting a Template and a Channel to kickstart your broadcast setup. Choose the appropriate channel for your broadcast and either select an existing template or create a new one tailored to your specific communication needs.

The first step in creating your broadcast is to define your Template and Channel, ensuring a seamless and targeted communication experience.

Create Template

1. From the WACTO dashboard, navigate to "Templates". Left Side Menu
2. Click Manage Template
3. Add New Template
4. Enter necessary details
5. Follow Message Template Format: Use placeholders like {Name} to auto-fill recipient-specific details.
6. To add Media File Choose from "Template Header" Option. You can add files like media, video, document, and location.
7. Submit for Approval (May take upto 5 minutes for approval)



WhatsApp Template Name	WhatsApp Template Text	Category	Channel	TemplateStatus	CreatedDate	ModifyDate	WABAError	Action
docustest	Congratulations!! Your bill amount is received Thank you	Utility	918508996688	APPROVED	2024-12-02 14:33:24	2024-12-07 12:00:18		
docu	Thank you for being customer in Nettyfish Solution, Chennai. Kindly find the calendar page above	Utility	918508996688	REJECTED	2024-12-02 14:28:33			
document	Thank you for being customer in Nettyfish Solution, Chennai. Kindly find the calendar page above	Utility	918508996688	REJECTED	2024-12-02 14:25:54	2024-12-02 14:27:50		
testing323	Congratulations!! Your bill amount is received Thank you	Utility	918508996688	APPROVED	2024-11-27 17:36:44	2024-11-29 15:13:32		
testimonial	"Here's what our clients are saying!" This week, hear from Bilal Ahamed Kalim/ Sundaram Motors Mercedes-Benz on how our solutions helped them reach their goals. Watch the quick video below! https://youtube.com/12vzts We'll share more stories every other week to keep you inspired!	Marketing	918508996688	APPROVED	2024-11-27 17:05:54	2024-11-27 17:06:15		
test_demo333	Hi {{1}}! For a limited time only you can get our {{2}} for as low as {{3}}. Tap the Offer Details button for more information.	Marketing	918508996688	APPROVED	2024-11-22 19:05:27	2024-11-22 19:06:24		
test_demo	Hi {{1}}! For a limited time only you can get our {{2}} for as low as {{3}}. Tap the Offer Details button for more information.	Marketing	918508996688	APPROVED	2024-11-22 19:04:20	2024-11-22 19:13:15		

New Template Message

Channel
Pick the Channel in which you want to send the templates

918508996688

Allow Category Change: prevent your templates from being rejected for miscategorization

Template Name (e.g. - app_verification_code)
Name must use lowercase letters, numbers, and underscores only.

Template Language
Specify the language for the message template

English

Template Category
Your template should fall under one of these categories.

Utility

Template Header (Optional)
Add a title or choose a type of media for the header.

None

Template Format
The WhatsApp Message in the language you have selected Use text formatting - bold, italic & strikethrough Your message content. Upto 1024 characters are allowed. e.g. - Hello {{1}}, your code will expire in {{2}} mins.

Eg - Hello {{1}}, your code will expire in {{2}} mins.

Template Footer(Optional)
Add a short line of text to the bottom of your message template Your message content. Upto 80 characters are allowed.

Template Preview

Template

Disclaimer: This is just a graphical representation of the message that will be delivered. Actual message will consist of media selected and may appear different.

Hey, Buddy

Template Name (e.g. - app_verification_code)
Name must use lowercase letters, numbers, and underscores only.

Template Language
Specify the language for the message template

English

Template Category
Your template should fall under one of these categories.

Utility

Template Header (Optional)
Add a title or choose a type of media for the header.

Media

Image Video Document Location

Choose Files No file chosen

Template Format
The WhatsApp Message in the language you have selected Use text formatting - bold, italic & strikethrough Your message content. Upto 1024 characters are allowed. e.g. - Hello {{1}}, your code will expire in {{2}} mins.

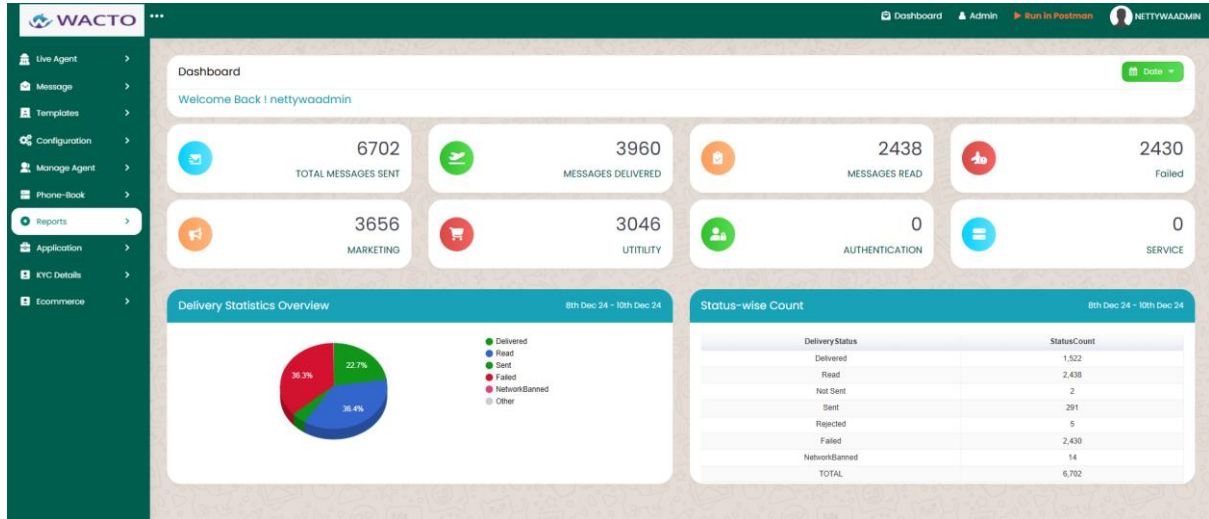
Eg - Hello {{1}}, your code will expire in {{2}} mins.

Max Image Size 5MB

Dashboard & Reports

WACTO's Dashboard

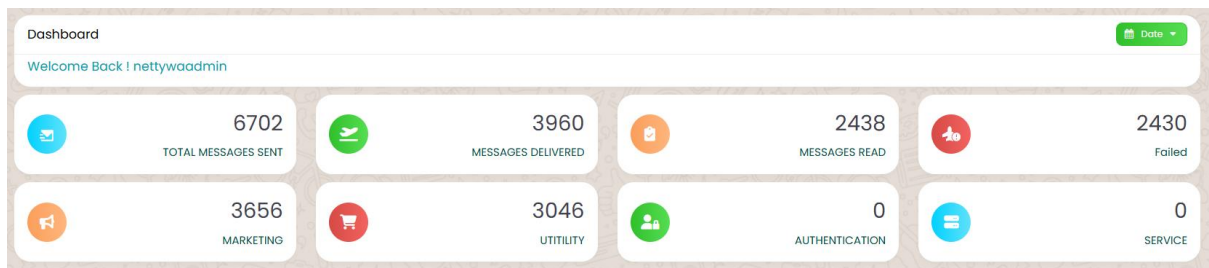
The **WACTO WhatsApp Platform Dashboard** is an intuitive and feature-rich interface designed to streamline your customer communication and business automation processes. This all-in-one platform enables businesses to manage, monitor, and enhance WhatsApp interactions effortlessly.



Overall Dashboard

WACTO's dashboard provides a comprehensive overview of your campaign performance at a glance. It enables you to access key metrics, such as:

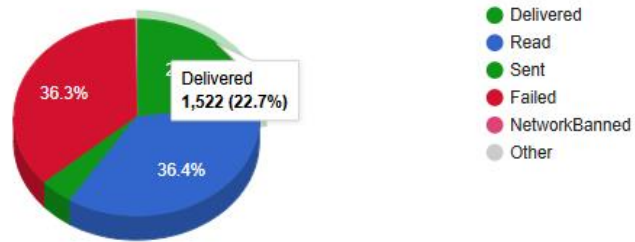
- Total Messages Sent
- Messages Delivered
- Messages Read
- Messages Failed
- Marketing Messages
- Date Filter



Delivery Statistics: Presented visually through an intuitive pie chart for a clear and concise overview.

Delivery Statistics Overview

8th Dec 24 - 10th Dec 24



The Status-Wise Count feature offers detailed insights with categorized counts for each status, including:

- Delivered
- Read
- Sent
- Not Sent
- Failed
- Rejected
- Network Banned

Status-wise Count

8th Dec 24 - 10th Dec 24

DeliveryStatus ▲	StatusCount
Delivered	1,522
Failed	2,430
NetworkBanned	14
Not Sent	2
Read	2,438
Rejected	5
Sent	291
TOTAL	6,702

Detailed Reports

To analyze the performance of your campaigns, navigate to the **“Reports”** section in the menu. Below are the features available in the Reports section, designed to provide valuable insights for optimizing your communication strategies:

1. Campaign Report

- Offers a comprehensive summary of each campaign's performance.
- Provides key metrics such as total messages sent, delivered, read, and failed.
- Allows you to download detailed reports with a single click.
- Enables you to evaluate campaign success and refine your messaging strategy.

Date	Name	Message	Interface	Mode	ChannelId	Credit Used	TotalCount	View
Dec 10 2024 10:27AM	10-Dec-2024 10:25	Welcome to nettyfish Hello {{[1]}. This is a testing message	Web	WhatsApp	918608996688	0.7846	2	
Dec 9 2024 12:28PM	sanchutesting	Hi {{[1]}. We are happy to announce new branch of Nettyfish location {{[2]}. Date : {{[3]}. Time {{[4]}.	Web	WhatsApp	918608996688	1.5692	2	

2. Delivery Report

- Tracks the delivery status of your messages with precision.
- Displays message statuses, including delivered, read, failed, or pending, to assess outreach effectiveness.
- Includes a date filter for easy access to specific data on desired days.
- Reports are downloadable with a single click for convenience.

Sent Date	ChannelId	Number	Status	Acknowledgement	Interface/Type	Cost	Message	Error Details
12/10/24 10:27:32 AM	918608996688	+919600175399	Delivered	Sent On: 12/10/24 10:27:41 AM Delivery On: 12/10/24 10:27:43 AM Read On: NA	Interface: Web SmsType: Marketing Template Name: testing124	0.78460	Welcome to nettyfish Hello {{[1]}. This is a testing message	Reason : Msg :
12/10/24 10:27:32 AM	918608996688	Mobile	NetworkError	Sent On: NA Delivery On: 12/10/24 10:27:34 AM Read On: NA	Interface: Web SmsType: Marketing Template Name: null	0.00000	Welcome to nettyfish Hello {{[1]}. This is a testing message	Reason : Msg :
12/09/24 12:28:01 PM	918608996688	+917305118008	Read	Sent On: 12/09/24 12:28:25 PM Delivery On: 12/09/24 12:28:27 PM Read On: NA	Interface: Web SmsType: Marketing Template Name: testing	0.78460	Hi {{[1]}. We are happy to announce new branch of Nettyfish location {{[2]}. Date : {{[3]}. Time {{[4]}.	Reason : Msg :
12/09/24 12:28:01 PM	918608996688	+916381717738	Read	Sent On: 12/09/24 12:28:25 PM Delivery On: 12/09/24 12:28:27 PM Read On: NA	Interface: Web SmsType: Marketing Template Name: testing	0.78460	Hi {{[1]}. We are happy to announce new branch of Nettyfish location {{[2]}. Date : {{[3]}. Time {{[4]}.	Reason : Msg :
12/07/24 12:53:28 PM	918608996688	+919898516965	Failed	Sent On: 12/07/24 12:53:42 PM Delivery On: 12/07/24 12:53:42 PM Read On: NA	Interface: Web SmsType: Marketing Template Name: test_demo333	0.00000	Hi {{[1]}. For a limited time only you can get our {{[2]}} for as low as {{[3]}. Tap the Offer Details button for more information.	Reason : 131049: This message was not delivered to maintain healthy ecosystem engagement. Msg :

3. Schedule Report

- Helps manage and monitor your scheduled campaigns effortlessly.
- Provides an overview of both upcoming and past scheduled messages.
- Ensures you remain organized and never miss planned communications.
- Equipped with a date filter for quick access to specific data points.

Schedule Campaign Report

Data range ▾

Show 10 entries Search:

Date	Name	ChannelId	SMS	Interface	Campaign Status	Schedule Date	Mode	Error	Action
No data available in table									

Showing 0 to 0 of 0 entries First Previous Next Last

4. Credit History

- Monitors your account's credit usage with transparency.
- Offers a detailed breakdown of credits consumed for each campaign.
- Helps you manage your account balance effectively and plan campaigns within budget.

My Credit History

Date	Funds	Funds	Credit Type
Saturday, December 7, 2024	100000.00000	100000.00000 INR	Wallet
Tuesday, November 19, 2024	10.00000	10.00000 INR	Wallet
Friday, November 8, 2024	100000.00000	100000.00000 INR	Wallet

5. My Price List

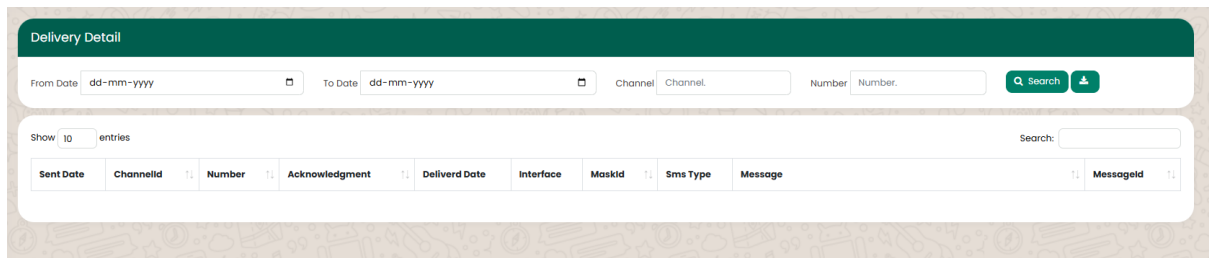
- Displays your personalized pricing details.
- Outlines the cost per message across regions and campaign types.
- Provides complete clarity on expenditure to optimize your messaging budget.

My Price List

Credit Type	Currency	Country	Price
Authentication	INR	91 India [N]	0.12
Marketing	INR	91 India [N]	0.78
Utility	INR	91 India [N]	0.12

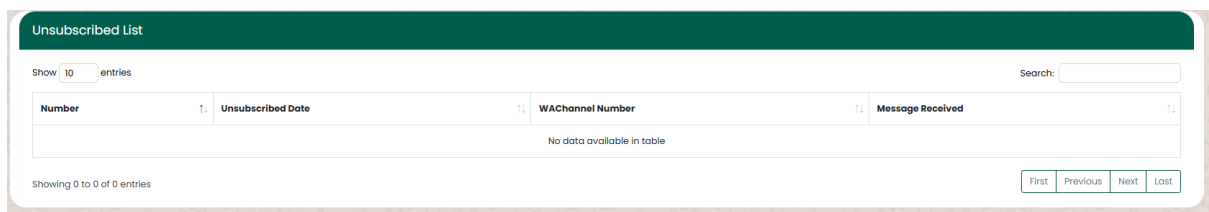
6. Delivery Details

- Delivers in-depth insights into individual message delivery specifics.
- Includes status updates, timestamps, and recipient details for granular analysis.
- Identifies delivery bottlenecks to ensure smooth communication processes.



7. Unsubscribed List

- Ensures compliance with customer preferences.
- Tracks users who have opted out of receiving messages.
- Guarantees that your campaigns target only engaged and interested recipients.



These features empower you to track, manage, and improve your campaigns effectively, ensuring success in your WhatsApp communication strategies with WACTO.

Glossary

1. Auto Reply Setup

Auto Reply Setup allows businesses to send instant pre-defined responses to customer queries. It ensures timely communication during non-working hours, addressing FAQs and maintaining customer engagement effortlessly.

2. Bulk Broadcast Messages

Bulk Broadcast Messages enable you to send personalized updates, promotions, and notifications to multiple customers simultaneously. This feature simplifies communication, improving engagement and promoting your services effectively.

3. Catalogue

The Catalogue feature acts as a digital product showcase on WhatsApp, displaying items with images, descriptions, and prices. It simplifies the shopping experience by enabling customers to browse and inquire seamlessly.

4. Chat Button

A Chat Button embedded on your website or app provides a direct communication channel via WhatsApp. It enhances user convenience, encouraging inquiries and fostering engagement effortlessly.

5. Chatbots

Chatbots use AI to handle repetitive customer queries, guide users, and provide 24/7 support. They improve operational efficiency by automating responses and enhancing customer satisfaction.

6. Data Security

WACTO ensures end-to-end encrypted communications, safeguarding customer data. With robust security measures, your business complies with privacy standards, enhancing customer trust and communication integrity.

7. Green Tick Verification

Green Tick Verification by Meta signifies your business is authentic. This badge builds trust, boosts credibility, and enhances customer confidence in your WhatsApp interactions.

8. OTP on WhatsApp

OTP on WhatsApp provides fast, secure user verification. It replaces traditional SMS methods, offering a seamless experience and ensuring the security of user accounts and transactions.

9. Shopify Integration

Shopify Integration connects your store with WhatsApp, enabling real-time order updates, customer communication, and streamlined interactions. It enhances the shopping journey for both businesses and customers.

10. Abandoned Cart Recovery

Abandoned Cart Recovery automatically reminds customers of unfinished purchases via WhatsApp. It boosts sales by encouraging users to return and complete their transactions.

11. Transactional WhatsApp Messages

Transactional WhatsApp Messages provide real-time updates such as order confirmations, shipment tracking, and payment alerts. This feature ensures transparency and keeps customers informed.

12. Unblocking WhatsApp

WACTO assists in resolving account restrictions or blocks. It provides tailored solutions to restore your WhatsApp services quickly, minimizing disruptions in business communication.

13. Virtual Number for WhatsApp

A Virtual Number allows businesses to operate WhatsApp without a physical SIM card. It's ideal for managing multiple accounts and streamlining communication flexibly.

14. WhatsApp Ads

WhatsApp Ads on platforms like Facebook drive users to your WhatsApp account. They are an effective tool for lead generation, direct conversations, and customer engagement.

15. WhatsApp Business API

WhatsApp Business API provides advanced tools for automating messages, integrating CRM systems, and managing large-scale customer communication efficiently. It's designed for enterprise-level operations.

16. WhatsApp Business Web

WhatsApp Business Web offers browser-based access to manage customer chats, track messages, and streamline operations. It's a versatile tool for multitasking and team collaboration.

17. WhatsApp Shopping

WhatsApp Shopping enables customers to browse your catalog and make purchases directly from chat. This feature simplifies buying and enhances convenience for users.

18. Message Template

Message Templates are pre-approved formats for notifications, promotions, and updates. They ensure compliance with WhatsApp policies while maintaining consistent and professional communication with customers.