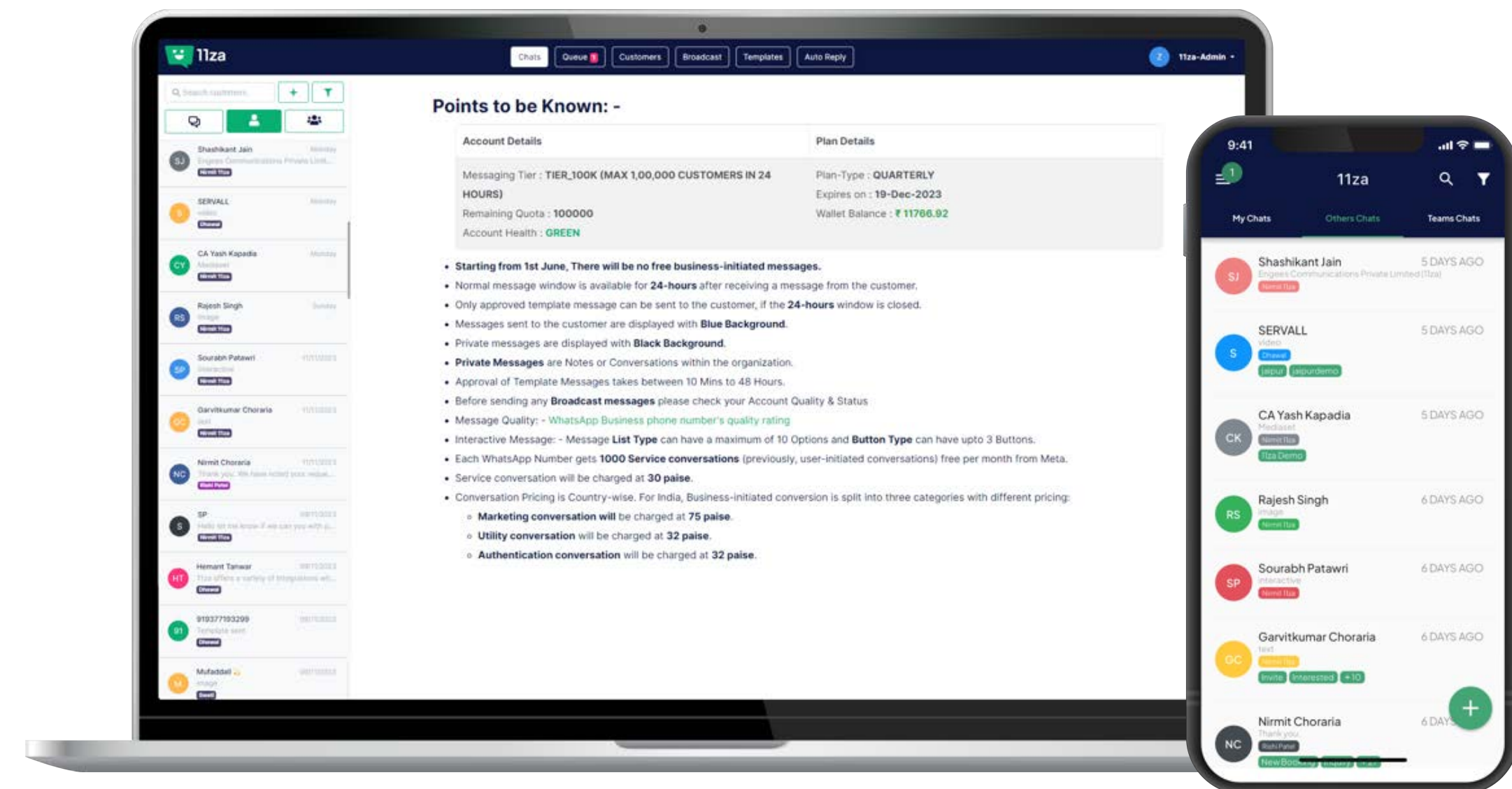


OFFICIAL WHATSAPP BUSINESS API SOLUTION PROVIDER



1 COMPANY – 1 CHAT



Let's Transform Your Business

| What is 11za

11za is built upon the **API** provided by  **WhatsApp Business**, which helps business owners engage with their customers and manage their teams.

With 11za, you can send custom notifications, Promote your business, respond to customer inquiries, and provide support. We're here to help you manage all of those interactions in one place and give you peace of mind.

01

Customer Engagement

02

Team Management

03

Branding & Promotions

04

E-commerce

05

Reports & analytics

Green tick Verified Customers



A green badge will signify your status as a verified business on WhatsApp. It distinguishes your brand as credible among the thousands of businesses on the platform.



11za | 1 Company – 1 Chat

200+ Brand Loves Us





Difference between WhatsApp, WhatsApp Business App & WhatsApp Business API Solution by 11za

Feature/ Tool	WhatsApp	WhatsApp Business App	WhatsApp Business API Solution by 11za
Profile	Personal	Business	Business
Messaging	✓	✓	With in 24 Hours
Application	WhatsApp	WhatsApp Business	11za
Users	Single	Single	Multi
Groups	✓	✓	×
Voice & Video Calls	✓	✓	×
Broadcasting	256 contacts numbers *saved contacts only	256 contacts numbers *saved contacts only	Tier wise up to 100k+
Contact Sync	Mobile Contacts	Mobile Contacts	Import via Excel
Product Catalog	×	✓	✓
Automation	×	Semi	Complete
Chatbot	×	×	✓
Verified Green Tick	×	×	✓
Tags/ Labels	×	✓	✓
Analytics	×	×	✓
Integrations	×	×	✓
Price	Free	Free	Paid



WhatsApp Business API

How to Get Started?

How to get WhatsApp API



Business Owner



11za Software
Subscription



Provide us with your
business number for
API Integration



WhatsApp API
Activation



Use 11za to communicate
with customers.



You require 3 documents for verification :

- Website for domain verification
- GST Certificate
- MSME Certificate

Mandatory Requirements

Verified Facebook Business Manager Id

Don't have a Facebook Business Manager?

Facebook Business Manager not verified?

Business Number

Mobile number must not have an active WhatsApp account at the time of API migration.

Provide Migration from One API Service to Another API Service Provider.

Display Name

Display Name must have a clear relation with the business. (No personal names/name of location/slogan allowed)

Display Name must adhere to WhatsApp Display Name Guidelines.

WhatsApp Commerce Policy

INDUSTRY

- ✗ Display Name
- ✗ Multi-level marketing
- ✗ Loans
- ✗ Diet/ weight-loss related
- ✗ Gamble

GOODS

- ✗ Illegal products
- ✗ Drugs
- ✗ Tobacco
- ✗ Alcohol
- ✗ Unsafe ingestible supplements
- ✗ Weapons
- ✗ Animals
- ✗ Body Parts
- ✗ Medical Products

SERVICES

- ✗ Dating services
- ✗ Adult services
- ✗ Gambling services
- ✗ Digital and Subscription



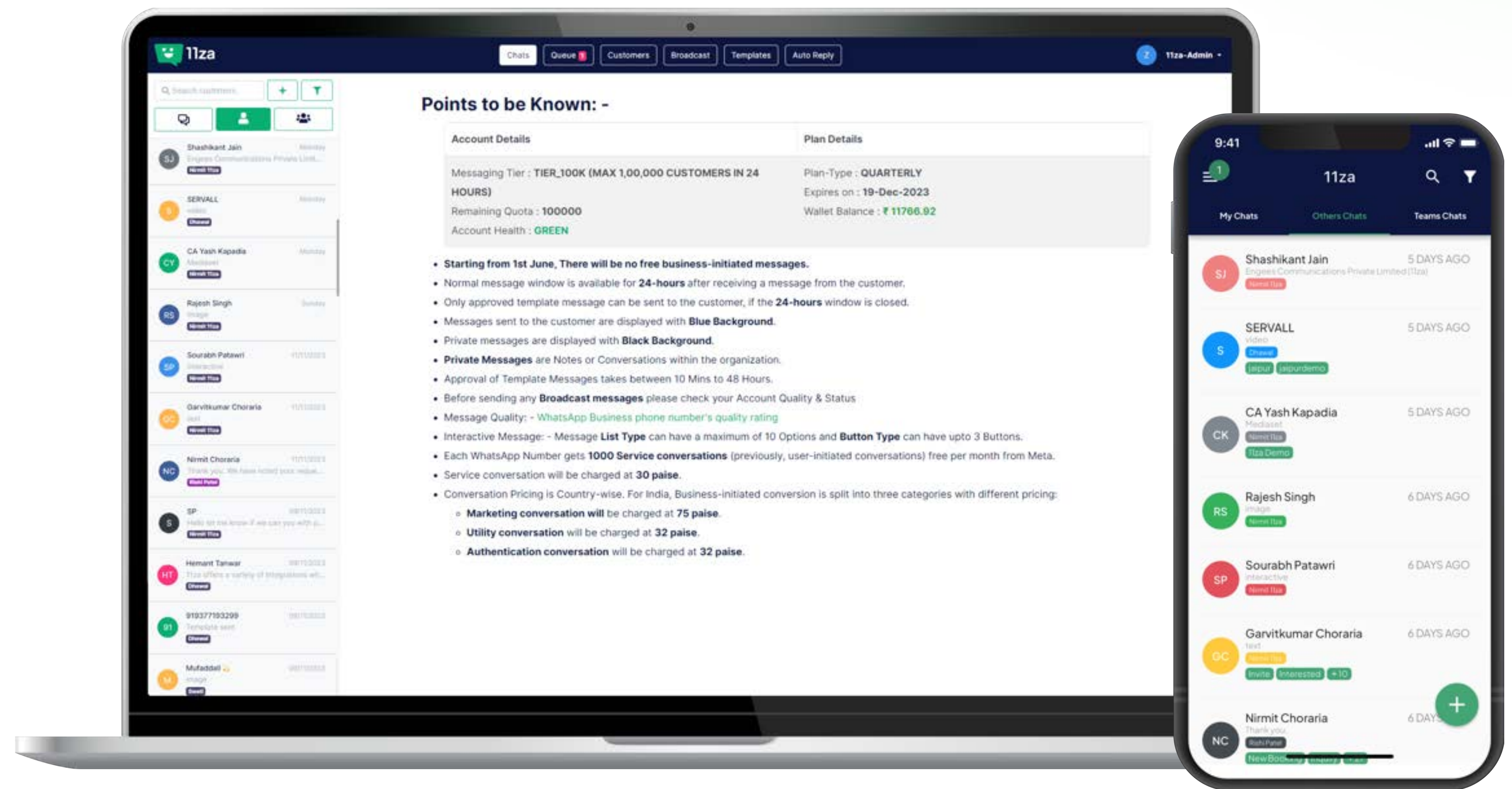
Two Ways to use 11za

01

Login via Web Browser

02

Download 11za Mobile App



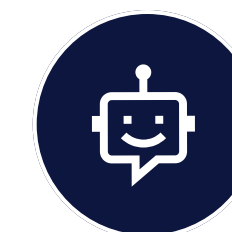
What you can do with 11za !!



Real-time chat with the customers



Integration with other platforms like Shopify, Tally Prime, etc.



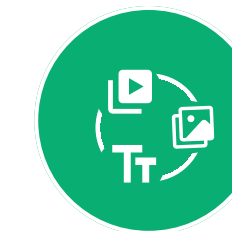
Personalized chatbots



Send broadcast messages to customers



Send order notifications and delivery updates



Auto-reply with bulk media messages



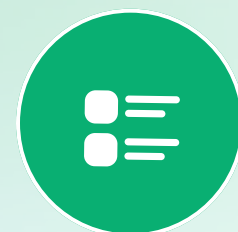
Get shopify & WooCommerce order analytics



Send Abandoned Cart Recovery Message



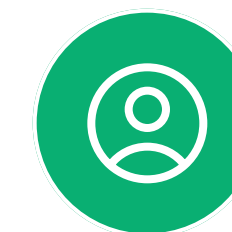
Get report and analytics of your broadcast.



Share Product catalogue with your customers



Monitor your team members conversation with the customer



Get multi-user access on a single number.

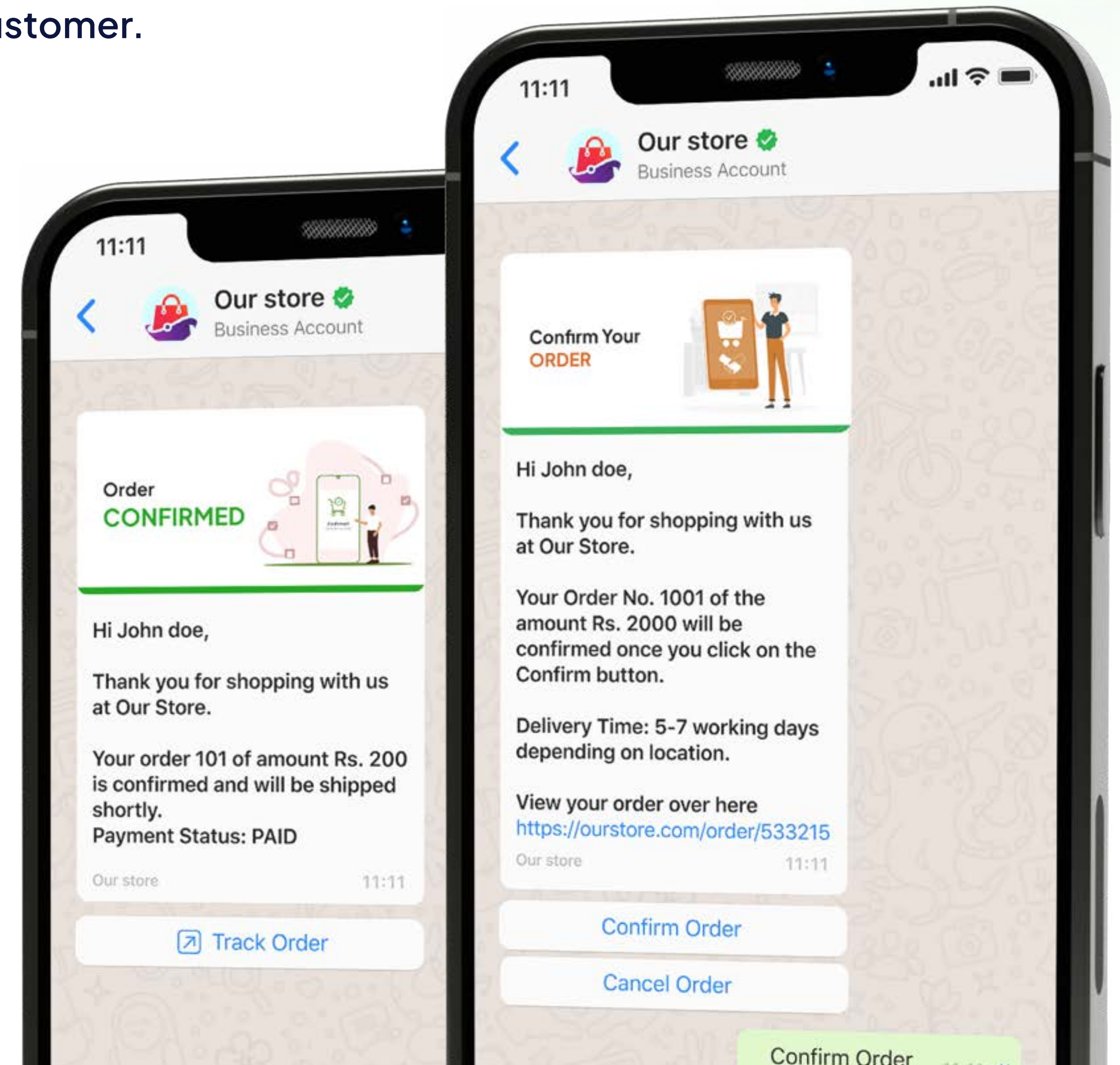
Integrate your E-commerce store

With WhatsApp & Share order Messages automatically to the customer.

COD and Prepaid Order Confirmation Message

Ask for order confirmation directly on WhatsApp when customers have placed a COD order, so you never suffer from extra logistics charges. And share prepaid order confirmation message directly on WhatsApp.

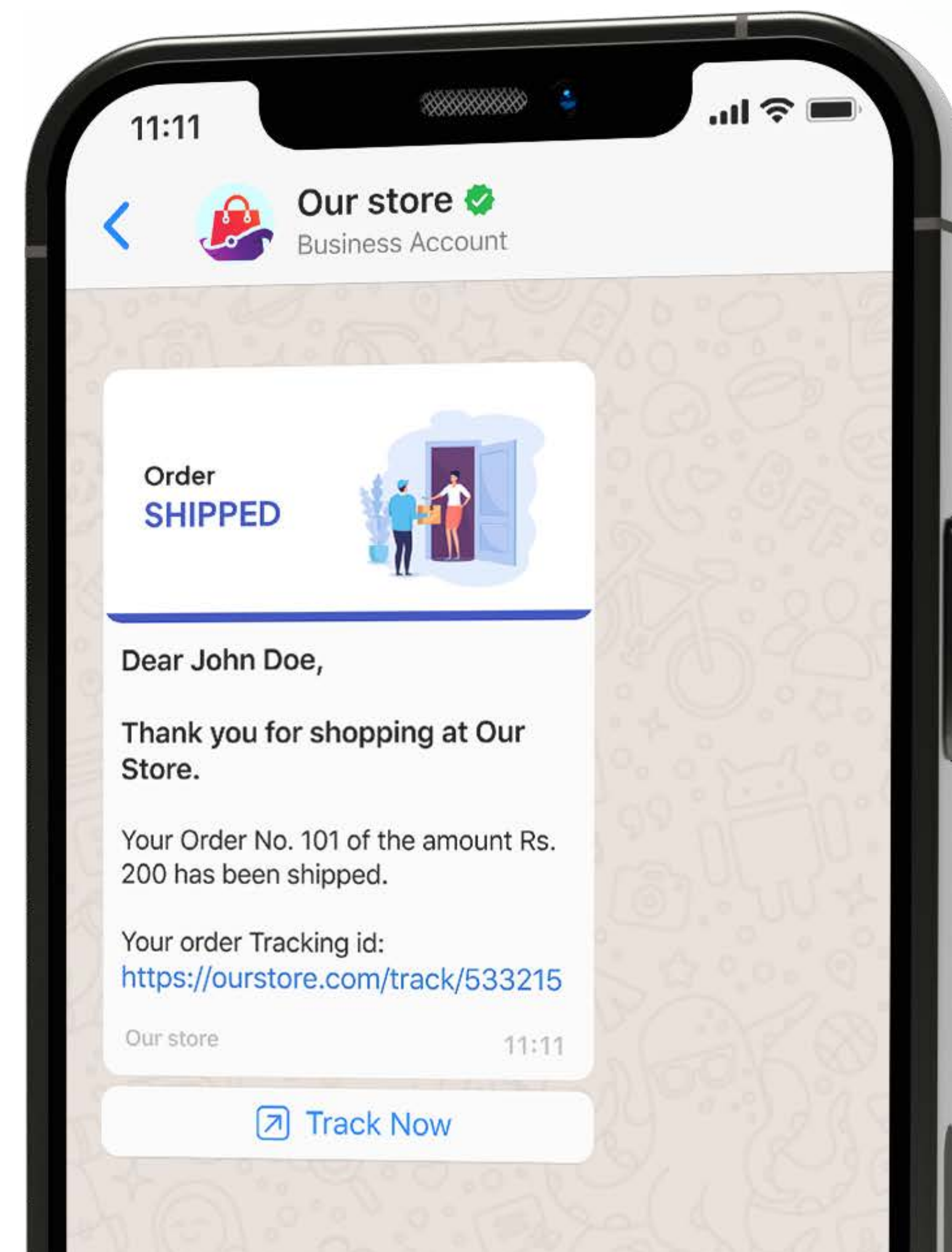
*Green tick is only shown for the brands who have received the approval from Facebook after submitting the brand articles.



Order Shipped Message

Let your customers know that their order has been shipped with a personalised message and a Track Order button directly on WhatsApp.

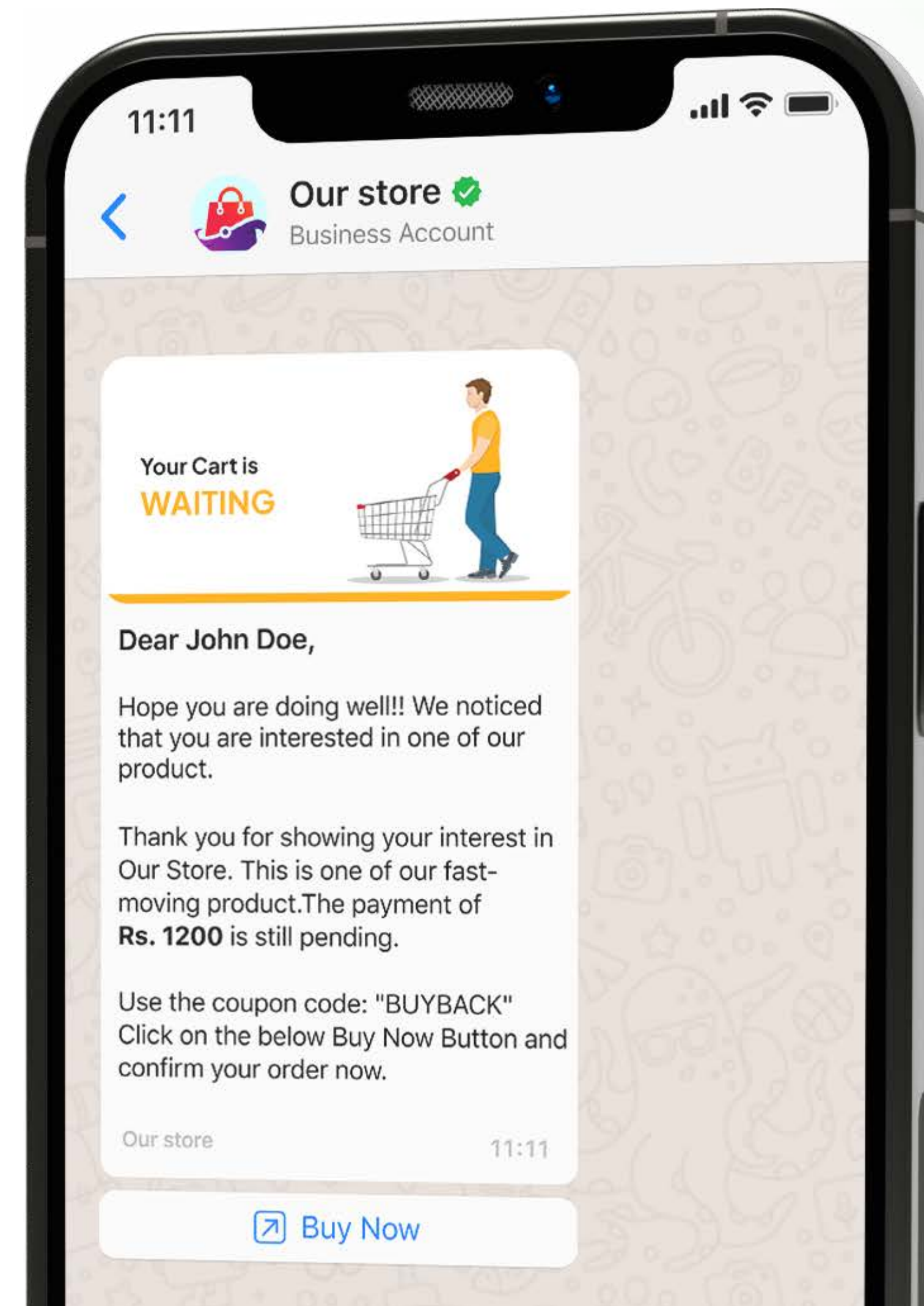
*Green tick is only shown for the brands who have received the approval from Facebook after submitting the brand articles.



Abandoned Cart Recovery Message

Help your customers make a decision by sharing with them a personalised WhatsApp message with a coupon code and redirect them to the checkout page of your website in just few clicks.

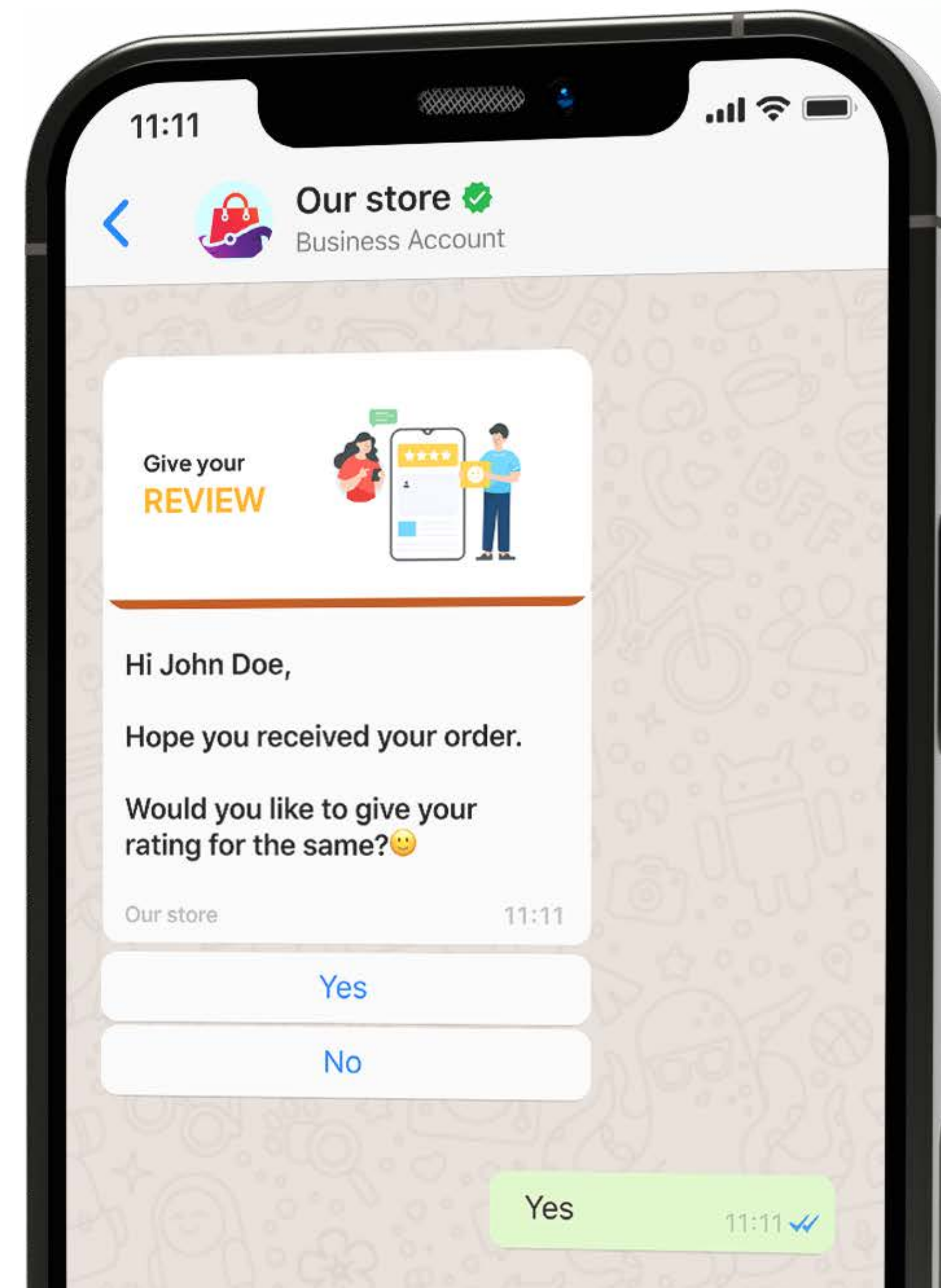
*Green tick is only shown for the brands who have received the approval from Facebook after submitting the brand articles.



Customer Feedback Message

Ask and record feedbacks from your customers with a thank you personalised message directly on WhatsApp.

*Green tick is only shown for the brands who have received the approval from Facebook after submitting the brand articles.





Shopify Analytics with 11za

Learn more about your customers' purchasing patterns by analyzing the insights provided in our solution.

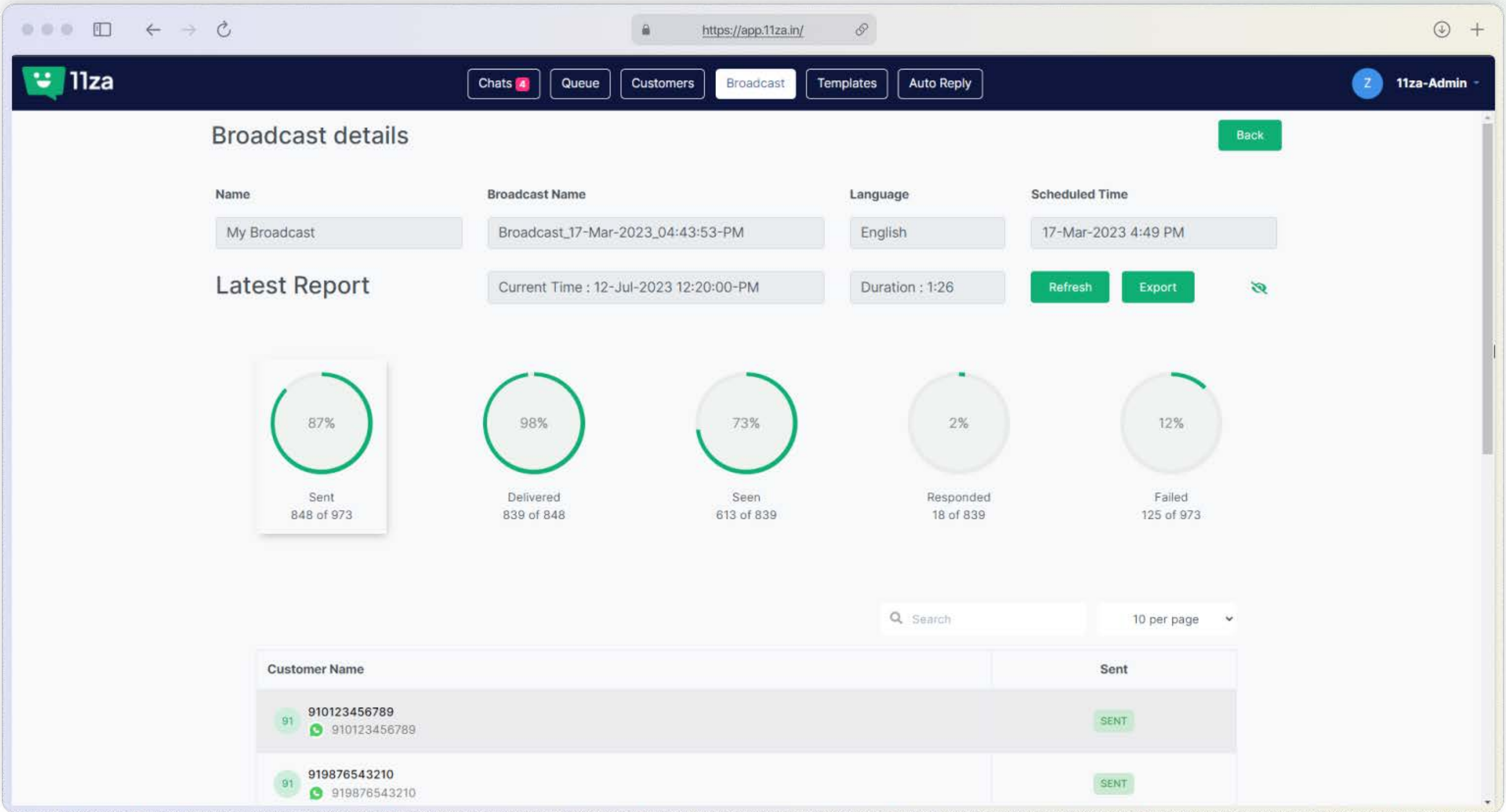
The screenshot shows the 11za web application interface. The top navigation bar includes links for Chats (5), Queue, Customers, Broadcast, Templates, and Auto Reply. The main heading is "Shopify AddOns Configurations" with a subtext: "Manage your shopify addons by providing APIs Credentials, Webhooks and Set the templates based on various events." Below this, there are three tabs: "Shopify Configurations", "Shopify Templates Management", and "Shopify Analytics" (which is active). A date range selector shows "01/07/2023 - 12/07/2023" with a "Go" button. The table below lists various Shopify events and their associated counts.

#	Template Type	Sent Count	Delivered Count	Seen Count	Click Count	Failed Count	Action
1	Order Placed COD	0	0	0	0	0	Export
2	Order Placed Pre-Paid	401	379	287	470	19	Export
3	Order Shipped	265	245	189	516	18	Export
4	Draft Order	0	0	0	0	0	Export
5	Abandoned Cart Temp 1	672	615	449	64	45	Export
6	Abandoned Cart Temp 2	0	0	0	0	0	Export
7	Abandoned Cart Temp 3	0	0	0	0	0	Export
8	Abandoned Cart Covered To Order	11 - Abandoned Cart Covered To Order with Total Amount : 11171.15					Export



Broadcast Analytics with 11za

Learn more about how your customers interact with you by analyzing the insights provided in our solution.



INTERGRATIONS



SOLUTION PARTNERS



Integrating your existing software or ERP can be managed easily by our expert developers. You can also set an automated flow to interact with customers by sending periodic messages.

Types of messages in WhatsApp API

MARKETING CONVERSATION

Include promotions or offers, informational updates, or invitations for customers to respond/take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.

UTILITY CONVERSATION

Facilitate a specific, agreed-upon request or transaction or update to a customer about an ongoing transaction, including post-purchase notifications and recurring billing statements.

AUTHENTICATION CONVERSATION

Include promotions or offers, informational updates, or invitations for customers to respond/take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.

SERVICE CONVERSATION

All user-initiated conversations will be categorized as service conversations, which help customers resolve inquiries.

Charging Model in WhatsApp API Conversation Based Pricing (CBP)

The business initiates a conversation, and the customer responds a session begins.
OR, If customer initiates a conversation, and the business responds a session begins.

Each session is timed for 24hrs

The first 1000 customer-initiated conversations/ sessions are Free every month
You can send + receive multiple messages during these sessions at zero cost

OLD PRICING

- 1000 free messages for both business and user-initiated conversation.
- 0.50 paise for business-initiated conversation.
- 0.30 paise for user-initiated conversation.

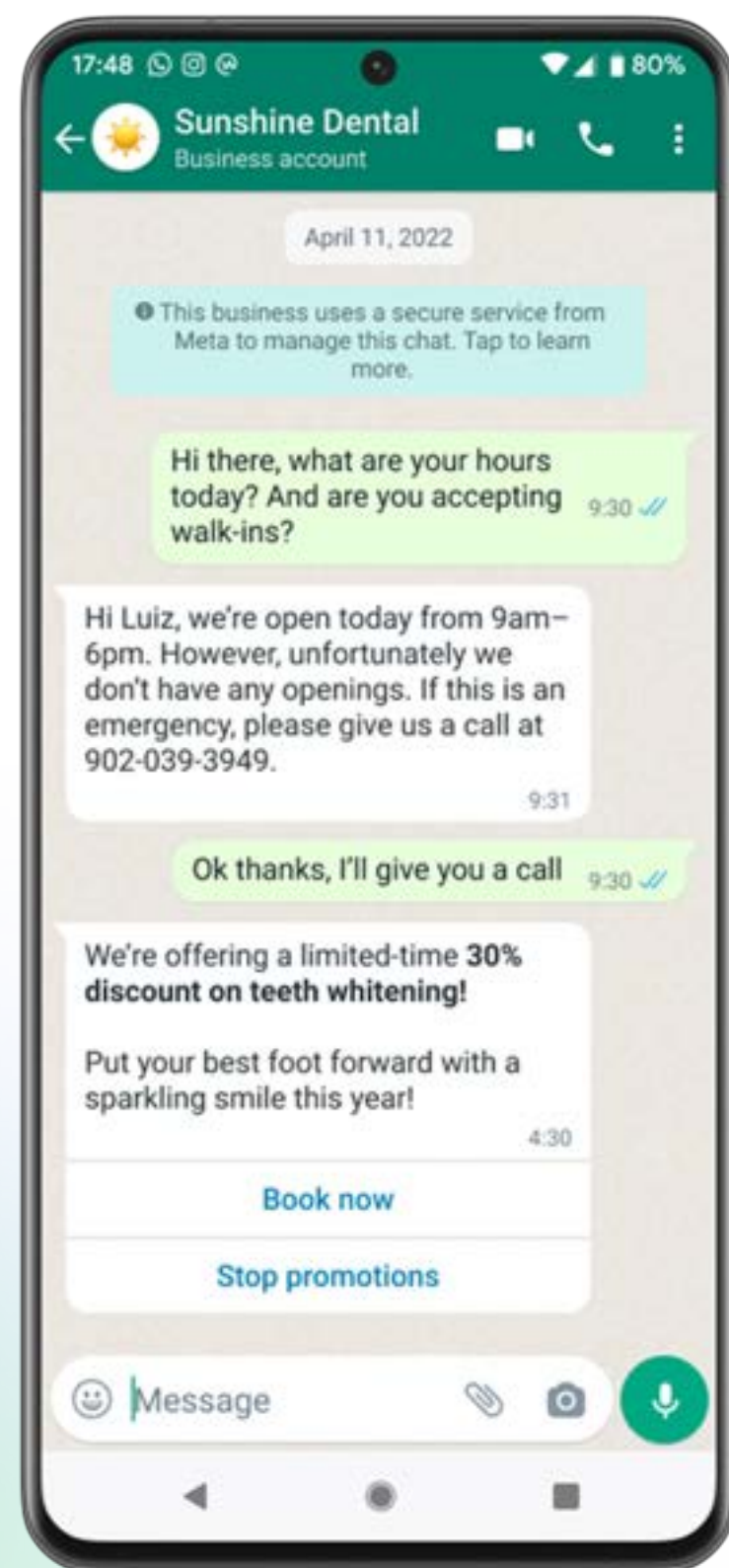
NEW PRICING

- 1000 free messages only for user-initiated conversations now.
- 0.75 paise for marketing conversation
- 0.32 paise for utility conversation
- 0.32 paise for authentication conversation
- 0.30 paise for service conversation

The New Policy will be effective from
1st June 2023.

More information here: <https://developers.facebook.com/docs/whatsapp/updates-to-pricing/>

Example 1



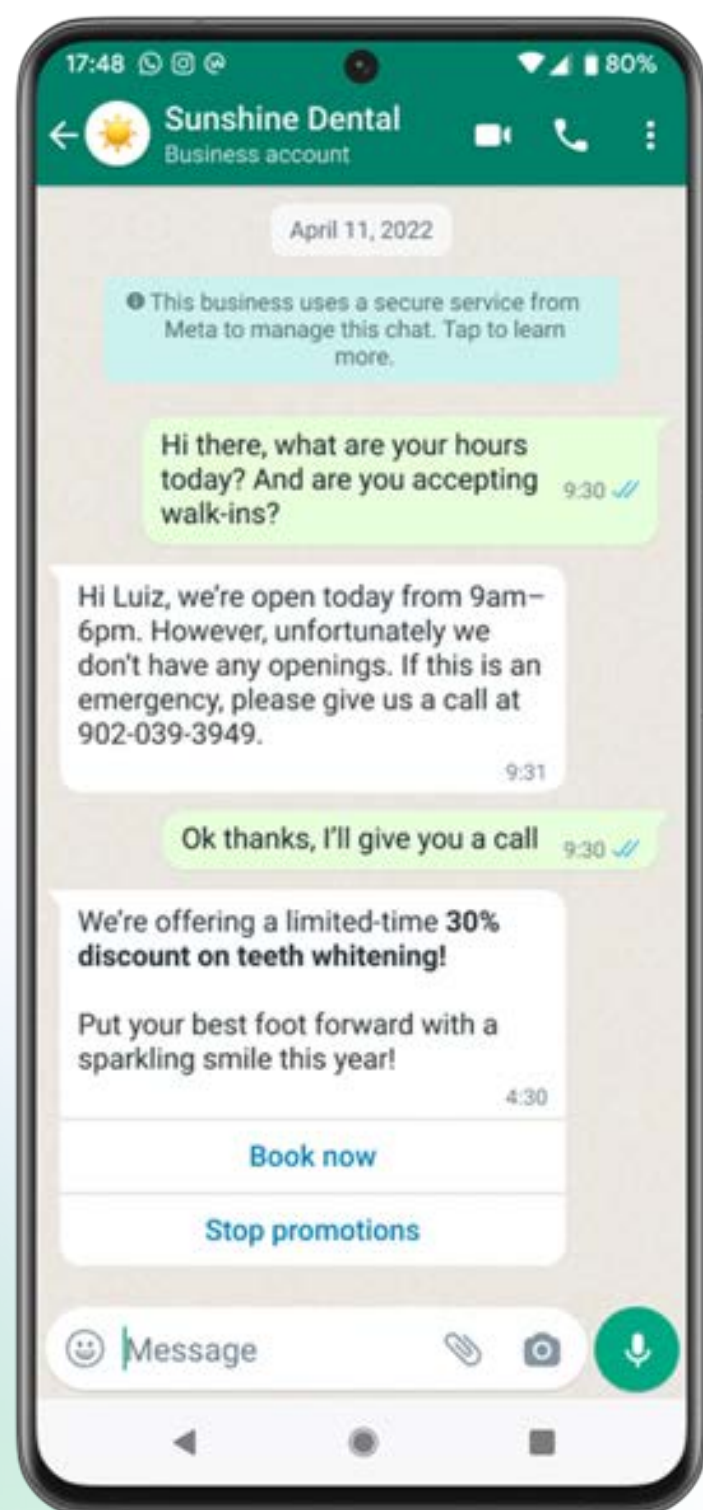
Opening a marketing conversation inside a service conversation.

A service conversation is opened at 9:31 when a business response to a customer message is delivered. A marketing template is delivered while this service conversation is still open at 4:30. This opens a separate marketing conversation. The result is one charge for a service conversation and one charge for a marketing conversation.

Free entry-point conversations* are an exception. A template delivered during the three-day free window will not open a new conversation. In the above example, if the business replied to the first user message delivered at 9:30 with a template, a conversation of the same category as the template will be opened, not a service conversation.

*Free entry point conversations are conversations that initiate from Ads that Click to WhatsApp or Facebook Page CTAs.

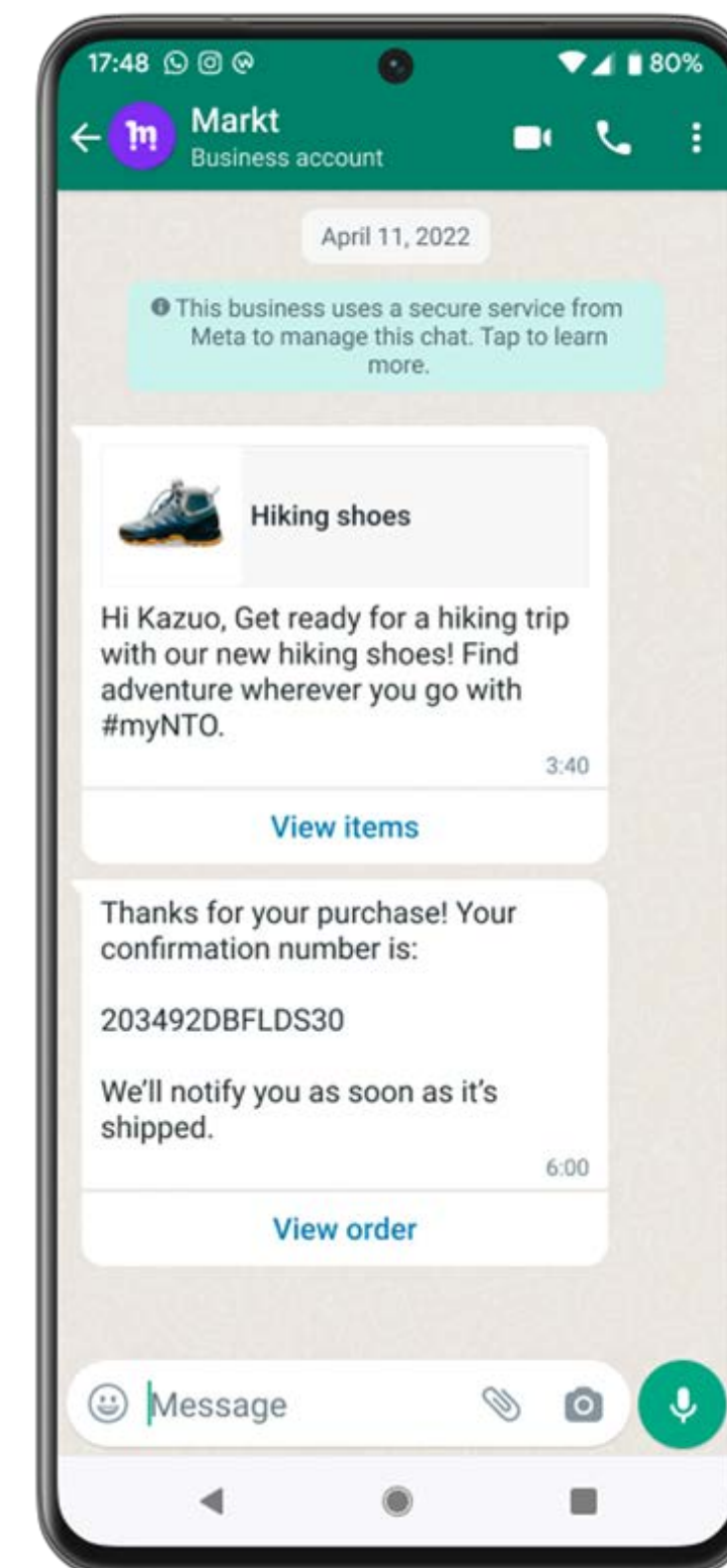
Example 2



Opening a utility conversation inside a marketing conversation.

A marketing conversation is opened at 3:40 when a marketing template message is delivered. Later, with the marketing conversation still open, a utility template is delivered at 6:00. This opens a separate utility conversation. The result is one charge for a marketing conversation and one charge for a utility conversation.

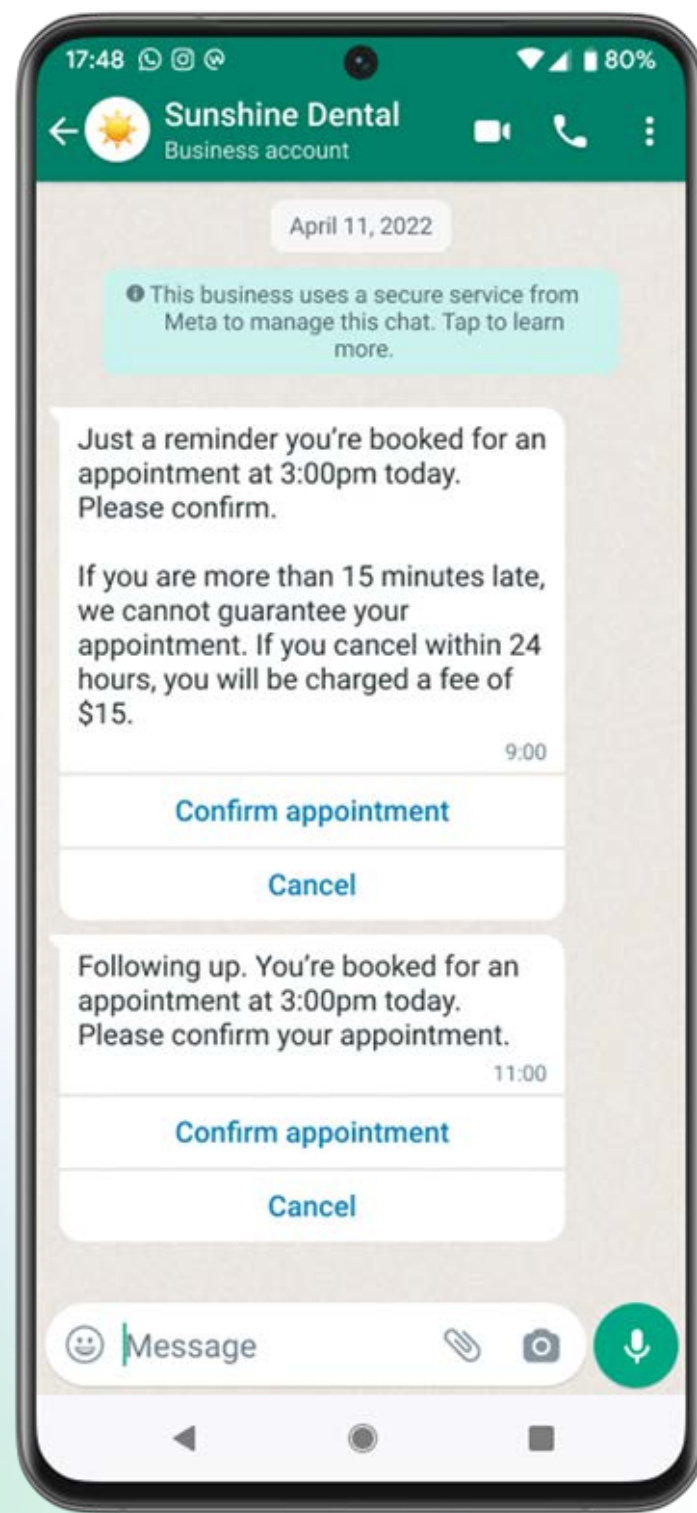
Example 3



Two templates of the same category result in only one conversation charge.

A utility conversation is opened at 9:00 when a utility template message is delivered. Later, with the utility conversation still open, another utility template message is delivered at 11:00. There is no new conversation charge because the template category used within the open conversation window did not change. The result is one utility conversation charge.

Example 4



One template with both utility and marketing content.

A template that includes content that is both utility and marketing based on our template guidelines is delivered at 11:59. Whenever marketing content is identified in a template, the template will be categorized as marketing. The result is one marketing conversation charge.

Broadcast/ Message Template Limits

All businesses are classified under 4 different categories – Tier 0/ 1/2/3/4 (Set by WhatsApp)

Auto-upgradation to next tier

Tier 0

Can send broadcast messages to

250

customers in 24 hrs.

All unverified business starts at Tier 0

Will shift to tier 1 only after the facebook business manager is verified.

Tier 1

Can send broadcast messages to

1K

customers in 24 hrs.

All verified business starts as Tier 1

If 500+ messages are delivered to customers within 7 days.

Tier 2

Can send broadcast messages to

10K

customers in 24 hrs.

If 5k+ messages are delivered to customers within 7 days.

Tier 3

Can send broadcast messages to

100K

customers in 24 hrs.

If 50k+ messages are delivered to customers within 7 days.

Tier 4

Can send broadcast messages to

Unlimited

customers in 24 hrs.

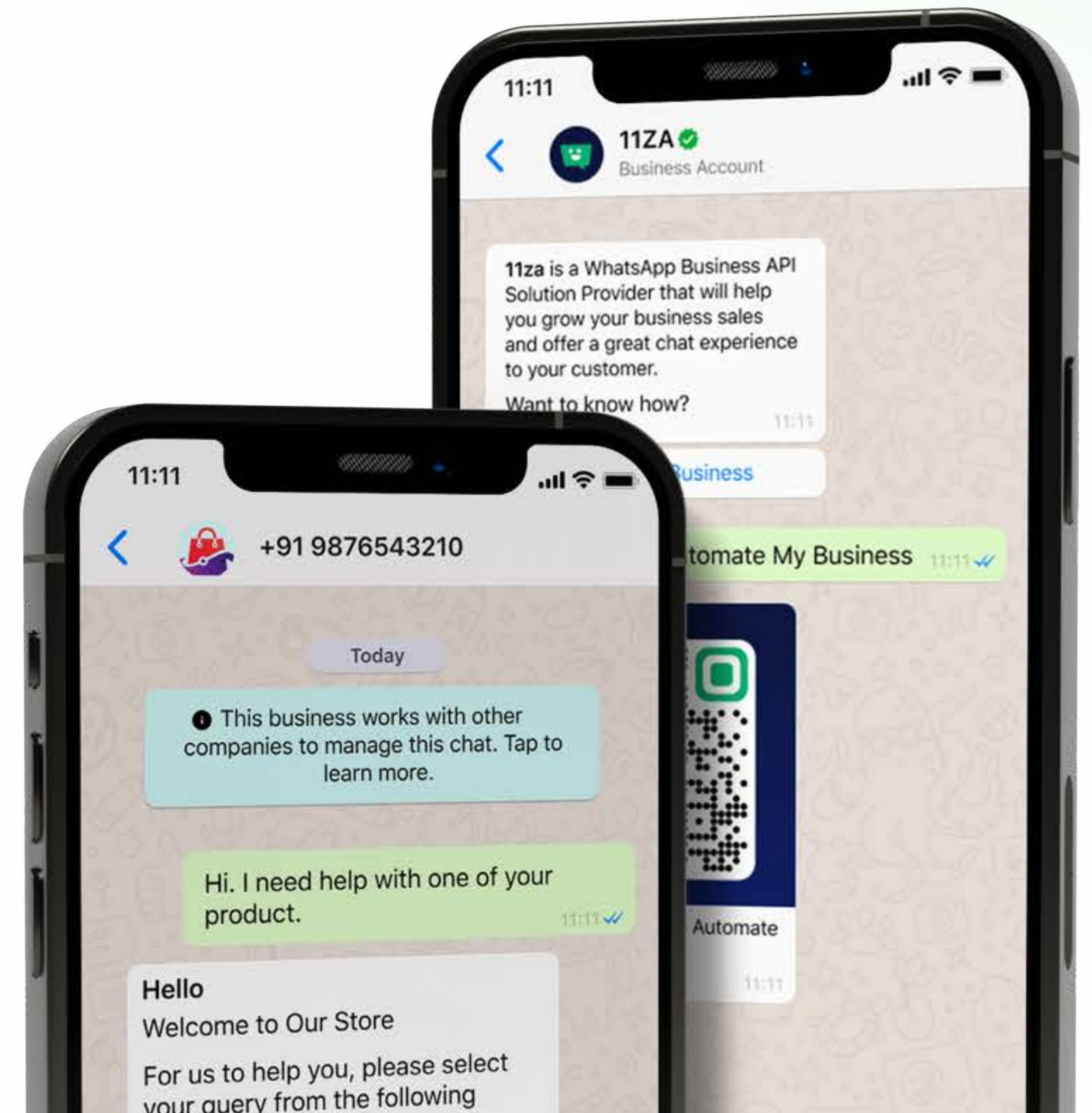
WhatsApp Green Tick

Benefits:

- Company name is displayed with a green check icon.
- Company name serves as branding throughout the conversation.

Requirements:

- Brand Recognition & Awards
- Brand Media Coverage
- Notable Mentions
- Business must be on Tier 2 or 3. (Recommended)





Thank You

Have Any Questions?

write to support@11za.com