

# WhatsApp Marketing

## Weekly report

12/11/2023 to 19/11/2023

Individual Broadcasts 5

Broadcast Journeys  
Initiation 3      Broadcasts 4

Conversations	All	Free	Cost	Paid
Marketing	10	5	2	3
Utility	15	10	3	2
Service	20	15	4	1
Total	45	30	9	6

Messages

Total
Read
Delivered
Sent
Failed

Individual Broadcasts  
(No. of messages)

30
20
25
27
3

Broadcast Journeys  
(No. of messages)

10
5
8
9
1

Day

12/11/2023
13/11/2023
13/11/2023
13/11/2023
13/11/2023
13/11/2023
13/11/2023

No. of Broadcast

3
5
5
5
5
5
5

No. of Journeys  
Initiated

1
2
2
2
2
2
2

### Individual broadcasts

Campaign Name	Date	Template	Total Recipients	Read	Delivered	Sent	Failed
Campaign 1	12/11/2023	Template A	10	6	8	9	1
Campaign 1	12/11/2023	Template A	10	6	8	9	1
Campaign 1	12/11/2023	Template A	10	6	8	9	1
Campaign 1	12/11/2023	Template A	10	6	8	9	1
Campaign 1	12/11/2023	Template A	10	6	8	9	1

### Broadcast Journeys

Journey Name Initiated Date & Time	Date	Template	Total Recipients	Read	Delivered	Sent	Failed
Journey 1 12/11/2023 10:00 AM	12/11/2023	Template A	5	3	4	5	0
Journey 1 12/11/2023 10:00 AM	12/11/2023	Template A	5	3	4	5	0
Journey 1 12/11/2023 10:00 AM	12/11/2023	Template A	5	3	4	5	0