

# 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	Individual Broadcasts (No. of messages)	Broadcast Journeys (No. of messages)
Total	30	10
Read	20	5
Delivered	25	8
Sent	27	9
Failed	3	1

Day	No. of Broadcast	No. of Journeys Initiated
12/11/2023	3	1
13/11/2023	5	2
13/11/2023	5	2
13/11/2023	5	2
13/11/2023	5	2
13/11/2023	5	2
13/11/2023	5	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