

Broadcast message failing reason

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|--|-------|-----------|--------|------|---------|-----------|-------|-------|-----------------------------------|---|--|---|---|---|
| TemplateName | Total | Delivered | Failed | Read | Replied | Delivery% | Read% | Fail% | Category | | | | | |
| download_100bm_brochure | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 100 | marketing | | | | | |
| mc_profile_submission_new | 542 | 214 | 328 | 174 | 2 | 39.5 | 81.3 | 60.5 | marketing | | | | | |
| mc_day_2_meeting_link | 319 | 138 | 181 | 78 | 3 | 43.3 | 56.5 | 56.7 | marketing it should be in utility | | | | | |
| day_1_evening_meeting_link | 235 | 102 | 133 | 72 | 1 | 43.4 | 70.6 | 56.6 | marketing it should be in utility | | | | | |
| lead_nurturing_master_class_mc_trigger_1 | 548 | 254 | 294 | 198 | 8 | 46.4 | 78 | 53.6 | marketing | | | | | |
| pre_mc_payment_reminder_new | 179 | 98 | 81 | 58 | 9 | 54.7 | 59.2 | 45.3 | marketing | | | | | |
| masterclass_day2_with_time_morning | 154 | 87 | 67 | 52 | 5 | 56.5 | 59.8 | 43.5 | marketing it should be in utility | | | | | |
| survey_form_day1_r1 | 592 | 335 | 257 | 273 | 10 | 56.6 | 81.5 | 43.4 | marketing it should be in utility | | | | | |
| mc_day_1_morning_message | 102 | 59 | 43 | 41 | 3 | 57.8 | 69.5 | 42.2 | marketing it should be in utility | | You have exceeded the number of emojis & | | | |
| mbw_1day_before | 56 | 33 | 23 | 22 | 3 | 58.9 | 66.7 | 41.1 | marketing it should be in utility | | You have exceeded the number of emojis & | | | |
| ticket_ids | 20 | 17 | 3 | 13 | 3 | 85 | 76.5 | 15 | utility | | | | | |
| lep_1daybefore | 8 | 7 | 1 | 7 | 0 | 87.5 | 100 | 12.5 | utility | | | | | |
| registration_welcome_message | 296 | 267 | 29 | 175 | 14 | 90.2 | 65.5 | 9.8 | utility | | | | | |
| lep_day_1_message | 28 | 26 | 2 | 20 | 1 | 92.9 | 76.9 | 7.1 | utility | | | | | |
| mc_1day_before_morning | 100 | 95 | 5 | 73 | 1 | 95 | 76.8 | 5 | utility | | | | | |
| 12_hour_to_go_day1_r1 | 287 | 275 | 12 | 189 | 3 | 95.8 | 68.7 | 4.2 | utility | | | | | |
| 1_hour_to_go_day1_r1 | 547 | 527 | 20 | 399 | 7 | 96.3 | 75.7 | 3.7 | utility | | | | | |
| 12_hour_to_go_day2_r2 | 429 | 414 | 15 | 252 | 3 | 96.5 | 60.9 | 3.5 | utility | | | | | |
| confirmation_msg_day1_r1 | 589 | 569 | 20 | 454 | 22 | 96.6 | 79.8 | 3.4 | utility | | | | | |
| 1_hour_to_go_day2_r2 | 478 | 462 | 16 | 259 | 2 | 96.7 | 56.1 | 3.3 | utility | | | | | |
| live_msg_day1_r1 | 1137 | 1100 | 37 | 680 | 34 | 96.7 | 61.8 | 3.3 | utility | | | | | |
| 15_mint_to_go_day2_r2 | 442 | 430 | 12 | 233 | 4 | 97.3 | 54.2 | 2.7 | utility | | | | | |
| 15_mint_to_go_day1_r1 | 448 | 436 | 12 | 320 | 7 | 97.3 | 73.4 | 2.7 | utility | | | | | |
| enrollment_program_welcome_message | 104 | 102 | 2 | 65 | 11 | 98.1 | 63.7 | 1.9 | utility | | | | | |
| lead_welcome_message | 5 | 5 | 0 | 4 | 0 | 100 | 80 | 0 | utility | | | | | |
| mbw_1week_before | 1 | 1 | 0 | 1 | 0 | 100 | 100 | 0 | marketing | | | | | |
| ws_r_1_we_are_live_01 | 1 | 1 | 0 | 0 | 1 | 100 | 0 | 0 | utility | | | | | |
| new_chat_v1 | 1 | 1 | 0 | 0 | 1 | 100 | 0 | 0 | utility | | | | | |



Marketing Messages

Typical Failure Rate: 40-60%

1 User-Level Marketing Limits

Meta limits how many marketing messages a user can receive per day/week across ALL businesses. If a user already received marketing from other businesses, yours gets blocked.

2 User Marketing Preferences

Users can opt out of marketing messages in WhatsApp settings without blocking your number completely. They still receive Utility, but Marketing gets blocked.

3 Frequency Capping

If you sent marketing to same user recently (within 24-72 hours), Meta blocks additional marketing messages.

4 Quality Score Impact

Your quality score drops when users:

- Don't open your marketing message
- Block your number
- Report as spam

5 Cold Audience

Marketing often goes to leads who:

- Never messaged you first
- Haven't engaged recently
- May have forgotten they signed up



Utility Messages

Typical Failure Rate: 3-5%

1 User Blocked Your Number

They won't receive anything from you — neither Marketing nor Utility messages can reach them.

2 Phone Number Inactive

User may have changed their number, phone is switched off, or they don't have internet connectivity.

3 User Reported You Previously

Even Utility messages get restricted for users who have reported your business in the past.

4 Invalid WhatsApp Number

The phone number exists but is not registered on WhatsApp.

5 24-Hour Delivery Window Expired

Message couldn't be delivered within the allowed time window due to network issues.

6 Regional Restrictions

Some countries have stricter delivery rules and regulations for business messages.

Cost/message in india:-

for marketing messages:- \$0. 01284

for utility messages:- \$0. 00182