

## 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	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_paymentReminder_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