

# **RUNBOOK — prayainteractive (FR/EN)**

FR — Déploiement & Automations (Prospection, Email/WhatsApp, Social) EN — Deployment & Automations (Prospecting, Email/WhatsApp, Social) Contenu / Contents: 1. Pré-requis / Prereqs 2. Base de données (Postgres/MySQL) 3. Variables d'environnement 4. Netlify (Functions + Scheduled) 5. VPS cPanel (Express + Cron) 6. Prospection (data.gouv, Education) + Enrichissement (Dropcontact) + Validation (NeverBounce) 7. Email (Brevo) + WhatsApp (Cloud API) 8. Social (OpenAI + Buffer ou APIs natives: LinkedIn, Meta, X) 9. Tests E2E, GDPR/CNIL, sécurité 10. Dépannage / Troubleshooting

# 1) Pré-requis / Prerequisites

FR • Domaine + SSL ok • Clés API: Brevo, WhatsApp Cloud API, OpenAI, (Buffer/LinkedIn/Meta/X), Dropcontact, NeverBounce • DB: Postgres (reco Supabase) ou MySQL EN • Domain + SSL • API keys: Brevo, WhatsApp Cloud API, OpenAI, (Buffer/LinkedIn/Meta/X), Dropcontact, NeverBounce • DB: Postgres (Supabase) or MySQL

## 2) Base de données / Database

FR • Importer db/schema.pg.sql (ou schema.mysql.sql) • Tables: leads, touch\_logs, templates\_email, templates\_wa EN • Import db/schema.pg.sql (or schema.mysql.sql) • Tables: leads, touch\_logs, templates\_email, templates\_wa

### 3) Variables d'environnement / Env

Voir .env.example (DB, Brevo, WhatsApp, OpenAI, Social tokens, Dropcontact, NeverBounce, CRON\_SECRET). See .env.example (DB, Brevo, WhatsApp, OpenAI, Social tokens, Dropcontact, NeverBounce, CRON\_SECRET).



## 4) Netlify

FR • Connecter repo → ajouter env vars • Déployer; cron dans netlify.toml •  
Webhooks: /.netlify/functions/webhooks-\* EN • Connect repo → add env vars •  
Deploy; cron in netlify.toml • Webhooks: /.netlify/functions/webhooks-\*

## 5) VPS cPanel

FR • Application Manager → Node (Passenger); entry dist/server.js • Env vars;  
Cron Jobs → /cron/\*?secret=CRON\_SECRET EN • Application Manager → Node  
(Passenger); entry dist/server.js • Env vars; Cron Jobs →  
/cron/\*?secret=CRON\_SECRET

## 6) Prospection + Enrichissement

FR • Import EHPAD/Écoles (CSV) via endpoints publics (à placer en EHPAD\_CSV\_URL / SCHOOLS\_CSV\_URL) • Enrichir via Dropcontact, valider via NeverBounce EN • Import nursing homes/schools CSV from public endpoints • Enrich with Dropcontact, validate with NeverBounce

## 7) Email & WhatsApp

FR • Brevo v3 SMTP API pour l'email A/B + relances 14j (+ -10% code PI10) •

WhatsApp Cloud API: templates approuvés, webhook, règle 24h EN • Brevo v3 SMTP

API for A/B email + 14d follow-ups (+ 10% off PI10) • WhatsApp Cloud API:

approved templates, webhook, 24h rule



## 8) Social (OpenAI + natif)

FR • OpenAI génère les posts (FR/EN) par audience • Publier via Buffer OU nativement: LinkedIn UGC, Meta (FB/IG) Graph, X tweets EN • OpenAI generates audience posts • Publish via Buffer OR native: LinkedIn UGC, Meta Graph, X tweets

## 9) Tests & GDPR

FR • Créer 1 lead test/audience → lancer campagnes • Vérifier Brevo/WA logs + DB  
• Opt-out / Consent log (CNIL) EN • Create 1 test lead/audience → run campaigns  
• Check Brevo/WA logs + DB • Opt-out / Consent log

# 10) Troubleshooting

- 401/403: tokens/API rights
- 4xx WhatsApp: template non approuvé
- Emails en spam: authentifier domaine (SPF/DKIM/BIMI), vérifier NeverBounce