Click2Go Current Feature Document

1. Authentication and Authorization

Signup Process

•	To log in to the Click2Go application, the user must be authorized.

•	After filling in the username and password, the user will be redirected to an OTP validation page.

•	The OTP will be sent to the authorized email ID.

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2. Workspace Management

Multiple Workspace Creation

•	The primary owner of a single login can create multiple workspaces.

Workspace Sharing

•	Workspaces can be shared with other users based on roles by sending invitations via email.

Roles Available:

•	Campaign Manager

•	Audience Manager

•	Analytics Viewer

•	Channel Specialist

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3. Channels

Click2Go supports the following communication channels:

•	SMS

•	WhatsApp – Clients can log in using their own webhook accounts.

•	Click2Go-WA – Clients can use our organization's WABA (WhatsApp Business Account).

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4. Payment Gateways

•	PhonePe – For India-based payments.

- Stripe – For international payments.

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5. Notifications

- Admins are notified when advertisers create campaigns.

- Advertisers receive notifications when:

o A campaign is approved.

o A campaign requires corrections or changes.

o Their plan is about to expire.

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6. Account Impersonation

- Admins have the ability to impersonate any advertiser account to validate activities and monitor user actions.

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7. Template Creation

- WhatsApp templates can be created within the application.

- Templates require admin approval before use.

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8. Campaign Creation

- Users can send campaigns via SMS, WhatsApp, or Click2Go-WA to targeted contacts.

- Bulk messaging is supported for large recipient lists.

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9. Report Generation

- Admins can generate campaign reports based on a date range.

- Reports include message delivery status (success/failure) and recipient details.

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10. Real-time Dashboard

For Advertisers:

- View metrics specific to their workspace:

o Number of campaigns created.

o Number of recipients uploaded.

o   Number of messages successfully sent.

o   Delivery rate.

•   Graphical representation of messages sent per channel over a selected date range.

For Admins:

•   View global metrics:

o   Total campaigns created.

o   Number of Click2Go users.

o   Total workspaces.

o   Ad spend by country.

•   Graphical views for:

o   Total ad spend.

o   Total messages sent.