

## Ads Contacts Within Jwero



Explore the comprehensive guide to navigating the Ads Analytics features on Jwero

- 1. The Contacts Section in Ads helps track and manage leads generated through your ad campaigns. It provides insights into users who interacted with the ad and initiated a conversation.**

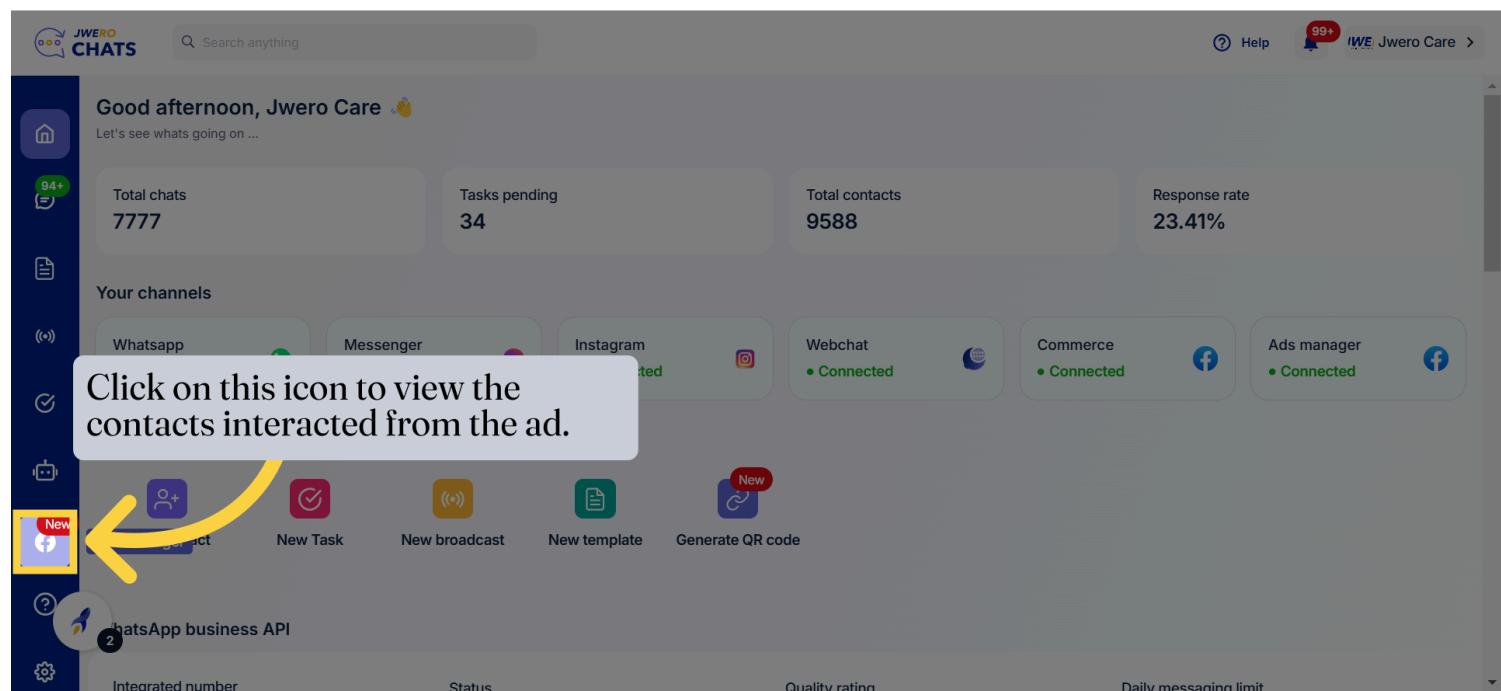
The Contacts Section in Ads helps track and manage leads generated through your ad campaigns.

It provides insights into users who interacted with the ad and initiated a conversation.



## 2. Click on this icon to view the contacts interacted from the ad.

Proceed to the next step



Good afternoon, Jwero Care 🌟

Let's see what's going on ...

Total chats: 7777 | Tasks pending: 34 | Total contacts: 9588 | Response rate: 23.41%

Your channels:

- Whatsapp
- Messenger
- Instagram
- Webchat • Connected
- Commerce • Connected
- Ads manager • Connected

Click on this icon to view the contacts interacted from the ad.

New Contact

New Task

New broadcast

New template

Generate QR code

WhatsApp business API

Integrated number

Status

Quality rating

Daily messaging limit

## 3. Select the ad for which you want to view the contacts that have interacted.

Access the specified chat video with Bot Testing ID

Select the ad for which you want to view the contacts that have interacted.

Ad Type	ID	Date	Time	Impressions	Reach	Budget Spent	Status	Actions
Jwero chats promo ad	ID - 120212859126320710	02/10/2024	20:37	1.6k	691	₹500.33 / ₹503.46	2 days	PAUSED
New Collection promotion ad	ID - 120212705346370710			351.21	0	2 days	PAUSED	...
Chat Video with Bot Testing	ID - 120212621529760710	21/09/2024	21:39	1.4k	531	₹509.27 / ₹526.33	2 days	ACTIVE
Jwero ONE Awareness ad	ID - 120210492640320710	17/06/2024	19:36	228.6k	219.4k	₹476.98 / ₹0	0 days	PAUSED
WhatsApp ChatBot Experience	ID - 120212572088730710	19/09/2024	21:01	625	156	₹504.53 / ₹530.69	2 days	ACTIVE
Instagram post: Tanika Tech is now Meta Business...	ID - 120206345093610710	27/02/2024	00:00	5.2k	4k	₹833.32 / ₹0	0 days	PAUSED

#### 4. Click on "Contacts".

Access the Contacts section

Click on "Contacts".

Ads / Details

← Chat Video with Bot Testing

Analytics      Contacts

Show data for: All time

Impressions 1.4k

Total amount sp. ₹ 509.27

Reach over time

Duration: 2 days   Budget: 300/day   Status: ACTIVE   Refresh   Edit

Ad preview

Tanika Tech Sponsored 244 followers

The ultimate all-in-one platform for Facebook Story Replies

Send Message   Whatsapp >

## 5. "New Contacts" contains the contacts

View the listed contact information

The screenshot shows the Jwero Chats application interface. At the top, there's a navigation bar with icons for Home, Chats, Ads, and Help. The main area is titled "New Contacts" contains the contacts. Below this, there are three tabs: "Leads", "All Contacts", and "New Contacts". The "New Contacts" tab is highlighted with a yellow box and has a yellow arrow pointing to it from the left. To its right is the "Existing Contacts" tab. A modal window is open, showing a list of contacts. It says "Showing 1 contacts who initiated by clicking on the ad". There is a checkbox labeled "Select all" followed by a single contact entry: "JJR" with a small profile icon. To the right of the contact info is the phone number "+91 9877743195" and the timestamp "11/11/24 02:10 PM". In the bottom right corner of the modal, there are "Send Message" and "Whatsapp" buttons. On the far right, there's an "Ad preview" section showing a mobile phone screen with a rocket icon and the text "Tanika Tech Sponsored 244 followers".

## 6. Click "Showing 4 contacts who initiated by clicking on the ad"

View the specified contacts information

Click "Showing 4 contacts who initiated by clicking on the ad"

The screenshot shows the Jwero Chats interface. At the top, there's a search bar and a help section. Below that, a navigation bar with 'Ads / Details' and tabs for 'Analytics' and 'Contacts'. The 'Contacts' tab is selected. Under 'Leads', there are three tabs: 'All Contacts', 'New Contacts', and 'Existing Contacts', with 'Existing Contacts' highlighted by a yellow box and arrow. A large yellow box surrounds the contact list area. The list shows four contacts who initiated the ad click, each with a checkbox, name, phone number, and timestamp. To the right, there's an 'Ad preview' section for a sponsored post from 'Tanika Tech'.

## 7. Click "LeadsRetarget"

Access the Leads and Retarget section

Click "LeadsRetarget"

The screenshot shows the Jwero Chats interface. At the top, there's a search bar and a help section. Below that, a navigation bar with 'Ads / Details' and tabs for 'Analytics' and 'Contacts'. The 'Contacts' tab is selected. Under 'Leads', there are three tabs: 'All Contacts', 'New Contacts', and 'Existing Contacts', with 'All Contacts' highlighted by a yellow box and arrow. A large yellow box surrounds the contact list area. The list shows four contacts who initiated the ad click, each with a checkbox, name, phone number, and timestamp. To the right, there's an 'Ad preview' section for a sponsored post from 'Tanika Tech'.

## 8. Select the contacts you want to retarget in order to initiate a conversation with them.

Select the specified option

The screenshot shows the Jwero Chats platform. In the top left, there's a navigation bar with icons for Home, Ads, and Chat. The main area is titled 'Ads / Details' for a campaign named 'Chat Video with Bot Testing'. The 'Contacts' tab is selected under the 'Leads' section, which displays 'Showing 4 contacts'. Two contacts are highlighted with yellow boxes and checked, indicating they have been selected for retargeting. A large callout box with a yellow border contains the text: 'Select the contacts you want to retarget in order to initiate a conversation with them.' A yellow arrow points from this text to the selected contact entries. In the top right, there's an 'Ad preview' showing a sponsored post from 'Tanika Tech' with the text 'The ultimate all-in-one platform for Tasks'. Below the preview are buttons for 'Send Message' and 'Whatsapp'.

## 9. Click "Retarget"

Access the Retarget section

This screenshot is similar to the previous one but focuses on the 'Retarget' button. A large yellow arrow points from a callout box containing the text 'Click "Retarget"' towards the blue 'Retarget' button located in the top right corner of the 'Leads' section. The rest of the interface, including the contact list and ad preview, remains the same.

