

■ Feature Document – WhatsApp Campaign SaaS (PA)

1. Core Capabilities

- ■ Official WhatsApp Business API access
- ■ Bulk & Broadcast Campaigns (upload Excel/CSV without saving contacts)
- ■ Smart CRM with tags, labels & filters
- ■ Team Inbox (multi-agent support with role-based access)

2. Advanced Messaging

- ■ Campaign Scheduling – plan messages ahead of time
- ■ Retargeting – re-send to unopened / unclicked users
- ■ Click Tracking – track link/CTA engagement in campaigns
- ■ Drip Campaigns – automated follow-ups & nurture flows
- ■ Transactional Notifications – OTPs, reminders, order updates

3. Customer Engagement

- ■ In-WhatsApp Forms – collect leads, surveys, feedback without leaving chat
- ■ Webview Integration – display product pages / mini-apps inside WhatsApp
- ■ Payments Inside WhatsApp – UPI & card integration
- ■ Catalog & Product Showcase – display and sell directly inside WhatsApp

4. Team & Automation

- ■ Multi-agent Team Inbox (assign chats to agents automatically)
- ■ Chatbot Flow Builder (no-code visual builder + AI fallback)
- ■ Human Handover (bot → live agent seamlessly)
- ■ Mobile App support for agents

5. Analytics & Integrations

- ■ Campaign Reports (delivery, open, click & reply rates)
- ■ Integrations (Shopify, WooCommerce, Zapier, Webhooks, CRMs)
- ■ Contact Insights (profiles with attributes, activity history)

6. Competitive Edge (Your USP)

- ■ No Hidden Markup – transparent API pricing
- ■ High-Speed Bulk Sending (optimized infra for large campaigns)
- ■ Data Privacy & Security First (enterprise-grade protection)
- ■ All-in-One Platform – Campaigns + CRM + Analytics + Automation in one SaaS