

“WhatsApp Cloud API Integration”

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Introduction

- WhatsApp is a very popular app in the market. Most people use WhatsApp for chatting, calling, sharing some information, and many more...but in some places WhatsApp is used for business, they share some business ideas with their partner, launch a new application, share today's deal offers, and many more...
- So WhatsApp is very helpful for businesses that's why WhatsApp integration is important. Now here, using WhatsApp Cloud API for WhatsApp integration. WhatsApp Cloud API is free for up to 50 recipients. This API provides a Bearer token, phone number id, and WhatsApp business id and generates a permanent bearer token efficiently. No need for accessed API via BSPs. So we can send messages to multiple persons using WhatsApp. Phone numbers are read in a .csv file. We can also send WhatsApp messages through postman, PHP programming, and Python programming. We can also set a time and date so the message will be sent on that time and date.

Objectives and Scope

- The main objective is to send WhatsApp messages to multiple people using WhatsApp Cloud API and phone numbers added in the .csv file so the command line read one by one line and send messages on WhatsApp in one click. And we doing this thing using postman, PHP programming, and Python programming.
- WhatsApp integration with WhatsApp Cloud API is using small businesses for marketing. Businesses are declaring their new ideas in the market by using WhatsApp integration with Cloud API they can send messages to multiple people at a time so businesses spread their ideas to customers easily.

Related Background

- **User Research:-**

- Find difference between WhatsApp Business API and WhatsApp Cloud API
- WhatsApp Cloud API is used because this API provide us to free messages send up to 50 numbers.
- Not need verify your business

- **Competitive Analysis:-**

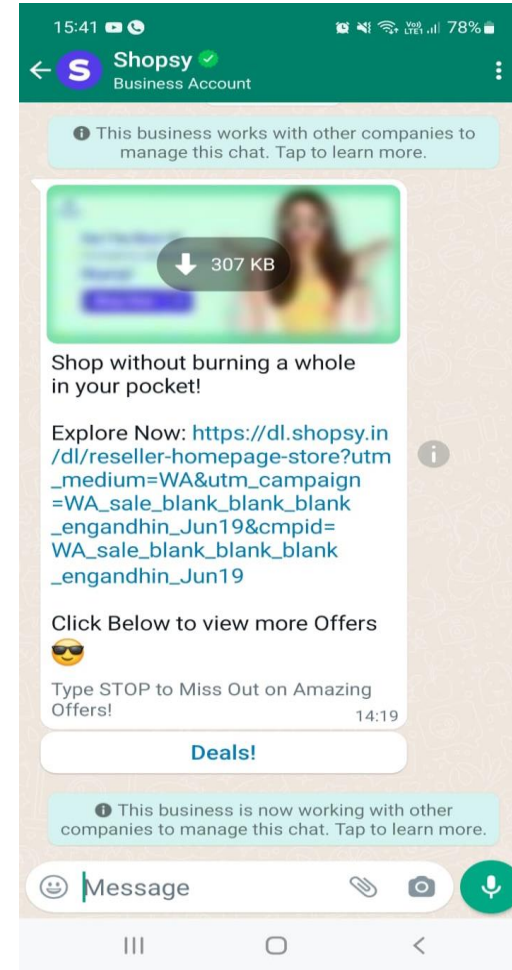
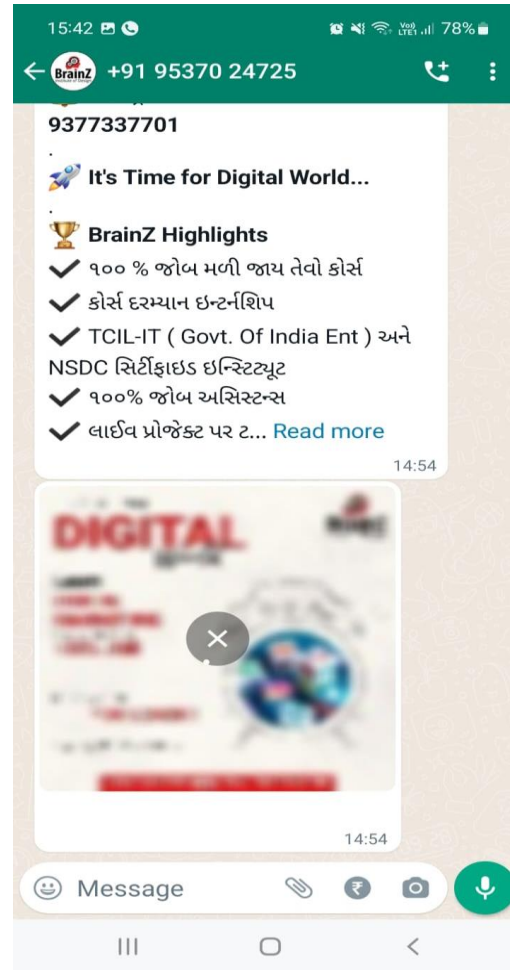
- WhatsApp cloud API can be accessed directly from meta for free.
- Up to 80 messages per second of combined sending and receiving (inclusive of text and media messages) between one business number and many customer numbers
- If you verify your business then the message limit will be 1000.
- Businesses only pay per message sent or conversation

Related Background

- Many businesses are used WhatsApp Business API that is costly
- **Example:**
 - Flipkart
 - Shopsy
 - Shopsy by Flipkart
 - BrainZ Institute of Design
 - Amazon
 - Some Business Account to declaring job Vacancy

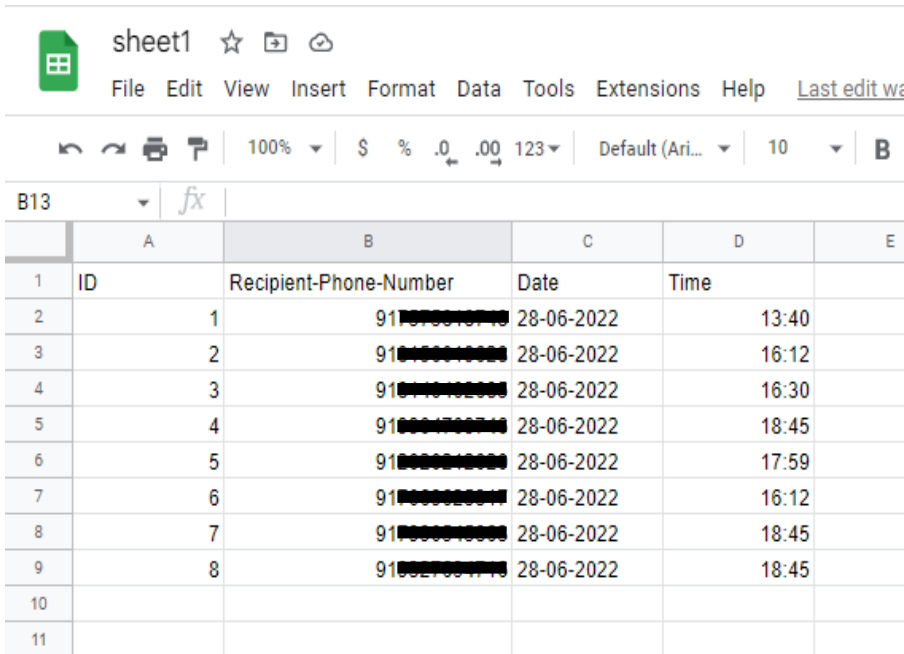
Related Background

- Some are screen sort for example:

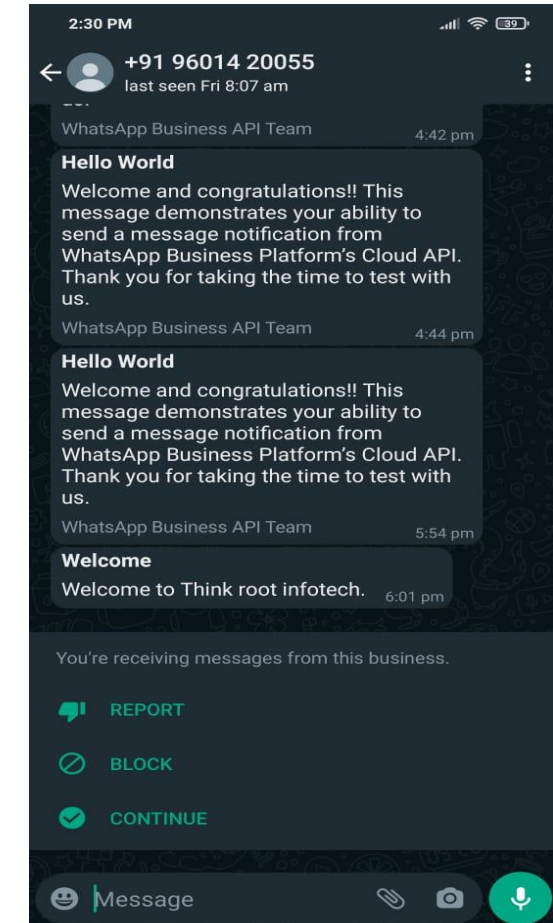
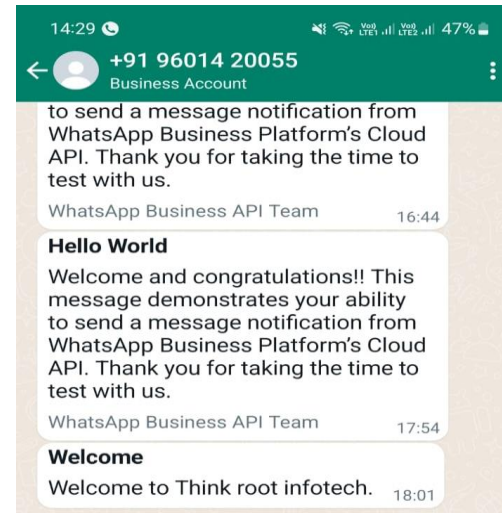


Expected Outcome

- Some are screen sort for example: one message send multiple person using WhatsApp Cloud API



	A	B	C	D	E
1	ID	Recipient-Phone-Number	Date	Time	
2	1	91[REDACTED]	28-06-2022	13:40	
3	2	91[REDACTED]	28-06-2022	16:12	
4	3	91[REDACTED]	28-06-2022	16:30	
5	4	91[REDACTED]	28-06-2022	18:45	
6	5	91[REDACTED]	28-06-2022	17:59	
7	6	91[REDACTED]	28-06-2022	16:12	
8	7	91[REDACTED]	28-06-2022	18:45	
9	8	91[REDACTED]	28-06-2022	18:45	
10					
11					



Tools & Technology



Postman



Xamp[Apache]



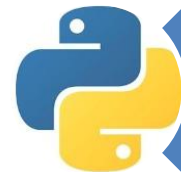
PyCharm



JSON



PHP



Python

Methodology (Modules)

- **WhatsApp Business API:**

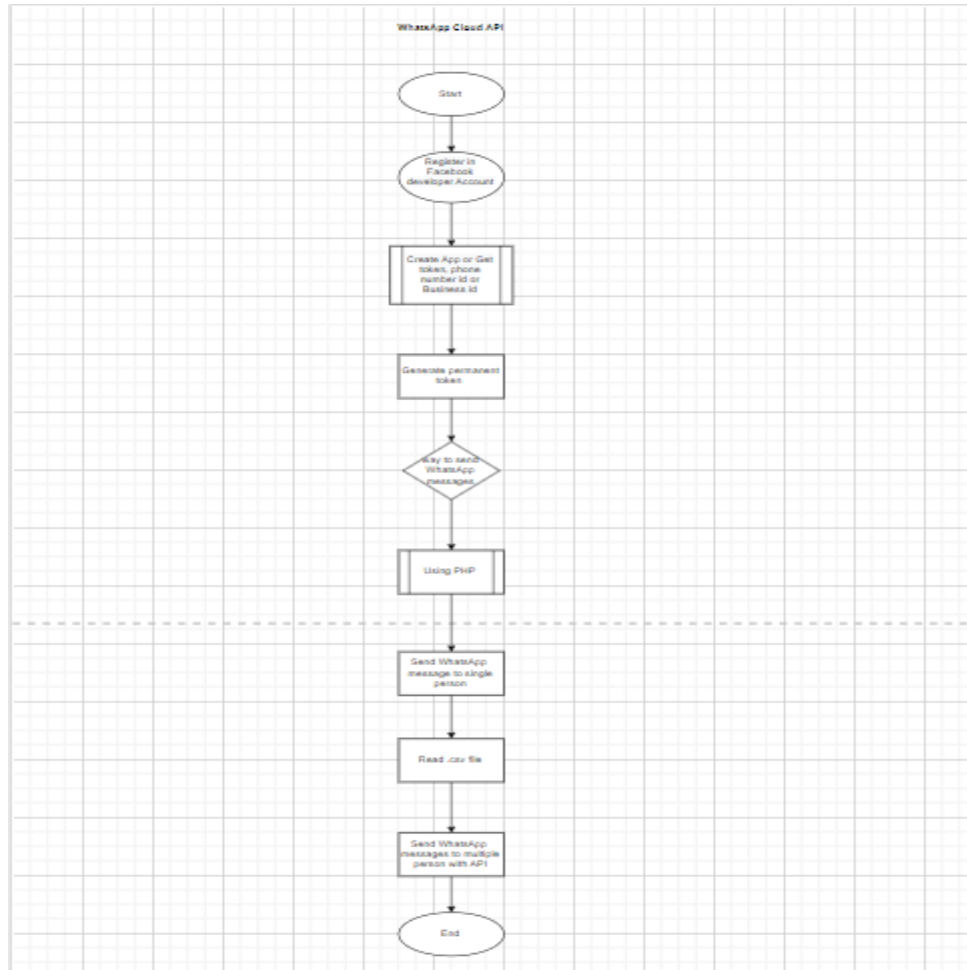
- WhatsApp Business API can be accessed through a Facebook business manager account.
- WhatsApp business API can be via BSPs
- WhatsApp business API is chargeable
- Compulsory Business account will be verified then we find API
- Sometimes business verification will be failed

- **WhatsApp Cloud API:**

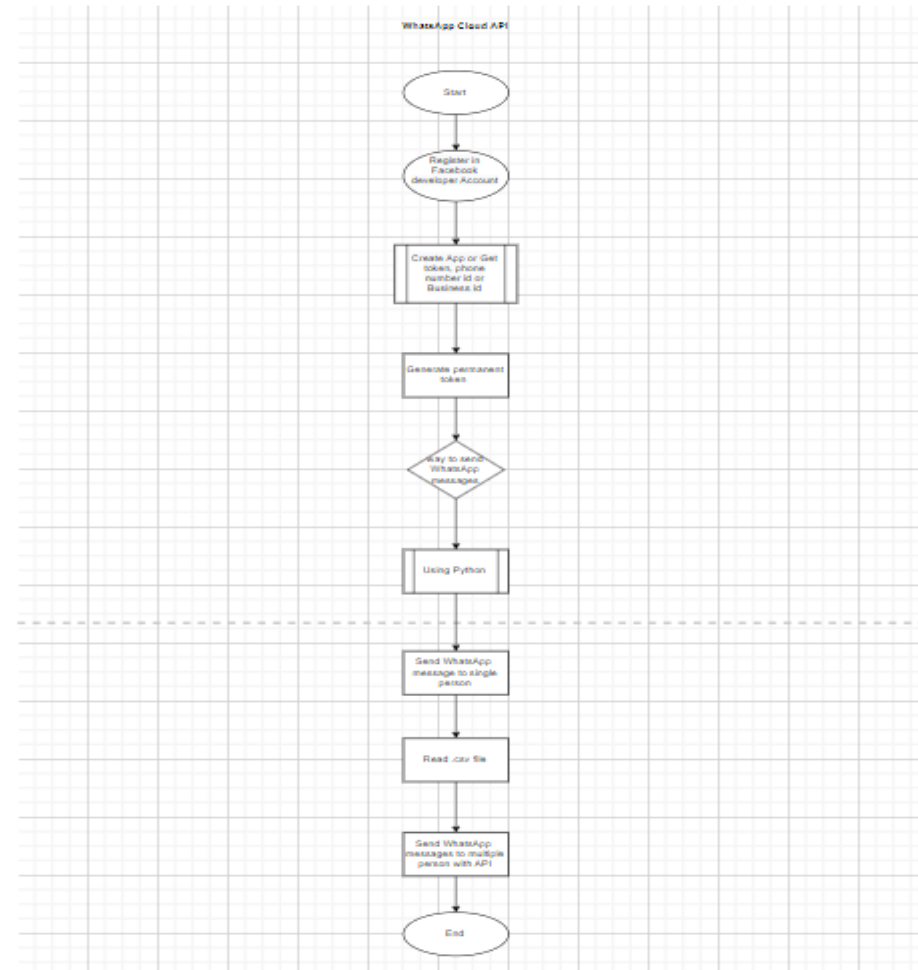
- WhatsApp cloud API can be accessed directly from meta for free.
- WhatsApp cloud API provides a permanent token, phone id, and WhatsApp business id free for messaging a particular person.
- If you verify your business then the message limit will be 1000.

Flowchart

Sheet 1



Sheet 2



Implementation Details

- Research on what is API, how it works, and which API is suitable for us. So let's find the difference between WhatsApp Business API and WhatsApp Cloud API.
- Then decide which API is better ?, I'm choosing WhatsApp Cloud API. So now register for this API then we get a Bearer token, Phone number ID, and WhatsApp Business ID.
- Next generate a permanent token, set up a postman account, and set environment variables in postman.
- After setting environment variables, send a WhatsApp message to a single person. Then phone numbers add to the google sheet. After adding phone numbers, google Sheets connect with postman so we can send WhatsApp messages to multiple people in one click.
- Now in PHP, first read the .csv file then write code for sending a message to one person then write code for sending a message to multiple people in one click.
- In python, repeat the same process.

Conclusion

- WhatsApp integration with WhatsApp Cloud API is using small businesses to send the bulk of WhatsApp messages in one click. Phone numbers are stored in a .csv file we can read data from a .csv file and send messages using PHP or Python. We can directly send messages to the postman also. Using this, businesses share their new ideas, deals, apps, or more with the customer easily. Businesses grow up more easy way by WhatsApp integration with API.

References

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Thank You !