

# Waziper – WhatsApp Bulk Messaging Tool

## Overview

Waziper is a Vietnam-based WhatsApp marketing platform (by the Stackposts team) designed for bulk messaging and automation. It operates as a cloud/SaaS application (with a free trial) and also offers a one-time self-hosted PHP script. In practice, businesses use Waziper to send campaigns (promotions, alerts, notifications) via WhatsApp to many recipients at once, with support for rich media and interactive templates <sup>1</sup>. For example, Waziper's Premium plan (30K msgs/month, 10 numbers) costs \$15/month, and higher tiers go up to 500K messages for ~\$89/month. A one-time "buy now" option lets customers host the script on their own server.

## Core Features and Functionality

Waziper provides a comprehensive set of bulk-messaging features. It supports **bulk broadcasts** (send a message or media to thousands of numbers without saving them) <sup>1</sup>. Users can personalize messages via variables/spintax, schedule campaigns (with random delays), and rotate between multiple WhatsApp accounts to avoid limits <sup>2</sup>. Automated **chatbots and auto-replies** can respond to incoming messages based on keywords or templates. Waziper also supports advanced WhatsApp message types, including Button and List templates, images, audio, video, documents, and links <sup>3</sup>. Additional tools include a **file/media manager**, contact import (CSV), group-members export, and message reporting/dashboard. In short, Waziper bundles bulk-send, scheduling, personalization, chatbots, and analytics into one platform <sup>1</sup>.

## Technology Stack

Under the hood, Waziper is a PHP-based web application (likely built on CodeIgniter like its Stackposts parent) with a supporting Node.js service. The official requirements note PHP 7.1–7.3 and **Node.js (≥v12)** are required <sup>4</sup>. In practice, PHP/MySQL powers the front-end and database, while a Node.js backend ("WhatsApp server") uses a WebSocket library to maintain the WhatsApp Web session. (This is why Waziper's FAQ explicitly states it "does not use the official WhatsApp API" but connects via WhatsApp Web.) The user interface is a web dashboard (HTML/CSS/JS); Waziper does not have its own mobile app, though it is mobile-responsive.

For comparison, one building a similar tool could use **React** for the front-end and Node.js for the back-end, leveraging open-source WhatsApp libraries. For example, Node libraries like *whatsapp-web.js* or *Baileys* (TypeScript) allow sending/receiving via WhatsApp Web. Combined with a React-based dashboard, you could implement bulk messaging, templates, and scheduling. In fact, open-source projects (e.g. `open-wa/wa-automate`, `whatsapp-web.js`, `WPPConnect`) already provide free multi-device WhatsApp APIs. Using these, one could create a zero-cost prototype (aside from hosting). However, note that maintaining such a system is technically challenging (and subject to WhatsApp's updates).

## Company & Founder

Waziper is developed by Stackposts (a small Vietnam-based company). Tracxn lists Waziper as an unfunded startup (founded 2020 in Ho Chi Minh City) [Tracxn snippet]. The product is authored by the same Envato Elite author who created Stackposts; specific founders' names aren't publicly listed. The **vendor** is Stackposts, with headquarters in Vietnam.

## Business Model and Pricing

Waziper is offered as both SaaS and licensed software. As SaaS, it has a **free trial** (100 msgs/month) and various paid tiers on a monthly or annual basis. For example, a 5,000 msg/month "Standard" plan is \$7-\$9/month, 30,000 msgs for \$15/month (Premium), 100K msgs for \$30, up to 500K msgs for \$89/month (VIP Gold). Each tier allows a certain number of linked WhatsApp accounts (from 1 up to 100+) and adds features like team management, URL shortener, and OpenAI-based content generation. Separately, Waziper offers a **one-time script license**: customers can purchase the PHP code (via Stackposts) and run it on their own server. This on-premises option avoids monthly fees but typically costs several hundred dollars (as indicated by a \$499 pre-order price seen on some sites).

## Use Cases

Waziper is aimed at any organization that wants to use WhatsApp for marketing or customer outreach. Typical use cases include sending promotions, event invites, reminders, order updates, or customer surveys to large lists of contacts. Its chatbot/auto-reply features enable automated customer support (for FAQs, order status, etc.). According to Software Advice, **users span small/medium businesses, NGOs, retailers, educational institutes, MLM companies, digital marketers, etc.** In practice, a retailer might use Waziper to blast a sale announcement to 10,000 customers at once, or a school might send emergency alerts to a parent group. The platform's multi-account rotation and scheduling help avoid spam detection while maximizing reach <sup>2</sup>.

## Compliance & Legal Considerations

**Important:** WhatsApp's official policies **forbid unsolicited bulk or automated messaging**. WhatsApp explicitly states that its products are "not intended for bulk or automated messaging" and that sending such messages *violates their Terms of Service*. The official Business API requires that users **opt in** before businesses can message them <sup>5</sup> (and only approved message templates may be used for initial contact). Waziper, however, uses the *unofficial* WhatsApp Web connection, which means it bypasses the Business API safeguards. This exposes users to risk: WhatsApp routinely bans accounts that send high volumes of messages or act spammy.

In practice, this means any Waziper user should only message people who have given permission (opted in) and should adhere to local spam/telemarketing laws. Businesses should handle unsubscribes promptly and avoid deceptive content, since violating spam or privacy laws can lead to legal fines. Moreover, because Waziper does **not** use WhatsApp's official API, accounts connected to it could be restricted or blocked if WhatsApp detects abuse. (WhatsApp has even threatened legal action against vendors of unauthorized bulk-sending software.)

## Comparison & Alternatives

Waziper is one of many WhatsApp marketing tools. Competing products include **WhatsApp Business API providers** (e.g. Twilio, 360dialog, MessageBird), which require Facebook approval and per-message fees, and other self-hosted tools like WhatSender, WappBlaster, or Kimia. Unlike official API services, Waziper's advantage is low cost and no official compliance, but that comes with higher risk of account bans. In terms of features, Waziper is comparable to other "WhatsApp blast" tools (bulk send, templates, chatbots, etc.); SoftwareSuggest and Zixflow list similar platforms (e.g. WappBlaster, Zoko, WATI). However, very few competitors combine SaaS hosting with a purchasable script.

For a developer wanting to build a similar system, **using Node.js and React is feasible**. The core WhatsApp integration can be handled by open-source Node libraries (no extra license cost). For example: - **Backend:** Use *Baileys* or *whatsapp-web.js* to manage WhatsApp Web sessions (scan QR code once per account) and send messages programmatically. These libraries support media, templates, group handling, etc.

- **Frontend:** Use React for the user interface (campaign setup, contact import, analytics). The React app communicates with the Node backend via REST or WebSockets.

- **Hosting:** You would need a server (even a free-tier VPS) to run Node and host the UI.

In summary, all the underlying pieces (Node, React, free WhatsApp libraries) are open-source, so one can start with minimal investment. However, **0 investment** in software means you still pay hosting and development effort. Also, building a polished, secure system (with features like auto-rotate, file management, encryption handling, etc.) is non-trivial. Any DIY solution will also face the same compliance constraints: without official API use, automated bulk sending remains against WhatsApp's rules.

**Sources:** Official Waziper documentation and website, third-party reviews, and WhatsApp policy pages <sup>5</sup>.

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<sup>1</sup> <sup>2</sup> <sup>3</sup> Waziper - WhatsApp Marketing Platform

<http://demo.stackposts.com/pagespwhatsapp/>

<sup>4</sup> Requirements – [Docs] Stackposts Documentation

<https://doc.stackposts.com/docs/waziper-whatsapp-marketing-tool-for-wordpress/requirements/>

<sup>5</sup> Business Policy | WhatsApp Business

<https://business.whatsapp.com/policy>