PrestaShop WhatsApp Business Order Notifications: Notify or alert your customers of time-sensitive information, such as Order confirmation, Order status update, and Tracking number added to an order by sending them notifications on WhatsApp. In addition to it, you can create WhatsApp campaigns and send them to the customers.

Note: PrestaShop WhatsApp Business Order Notifications module is compatible with PrestaShop version 8.x.x and multi-store feature.

Features of PrestaShop WhatsApp Business Order Notifications:

Let's look closer at WhatsApp Business Order Notifications module features:

- Notify customers about their order confirmation, order status, order's tracking number directly on WhatsApp.
- Select order status on which the notification will be sent to the customers.
- Create message templates for each event (order confirm, order status update and tracking number added to order and OTP) separately.
- Create campaigns for marketing purpose and send them to your customers on WhatsApp.
- Add category link to campaign.
- Add interactive and more appealing buttons to your campaign messages. These buttons can be of 2 types:
  - CTA
  - Quick Reply
- Automate responses to customer queries.
- Access Message Statistics.

Module Installation

- Firstly, go to the module manager in back office and click on 'upload a module'.
- After that, drag and drop the module file or select the file from the system.
- In this way, the module installation will be successful.
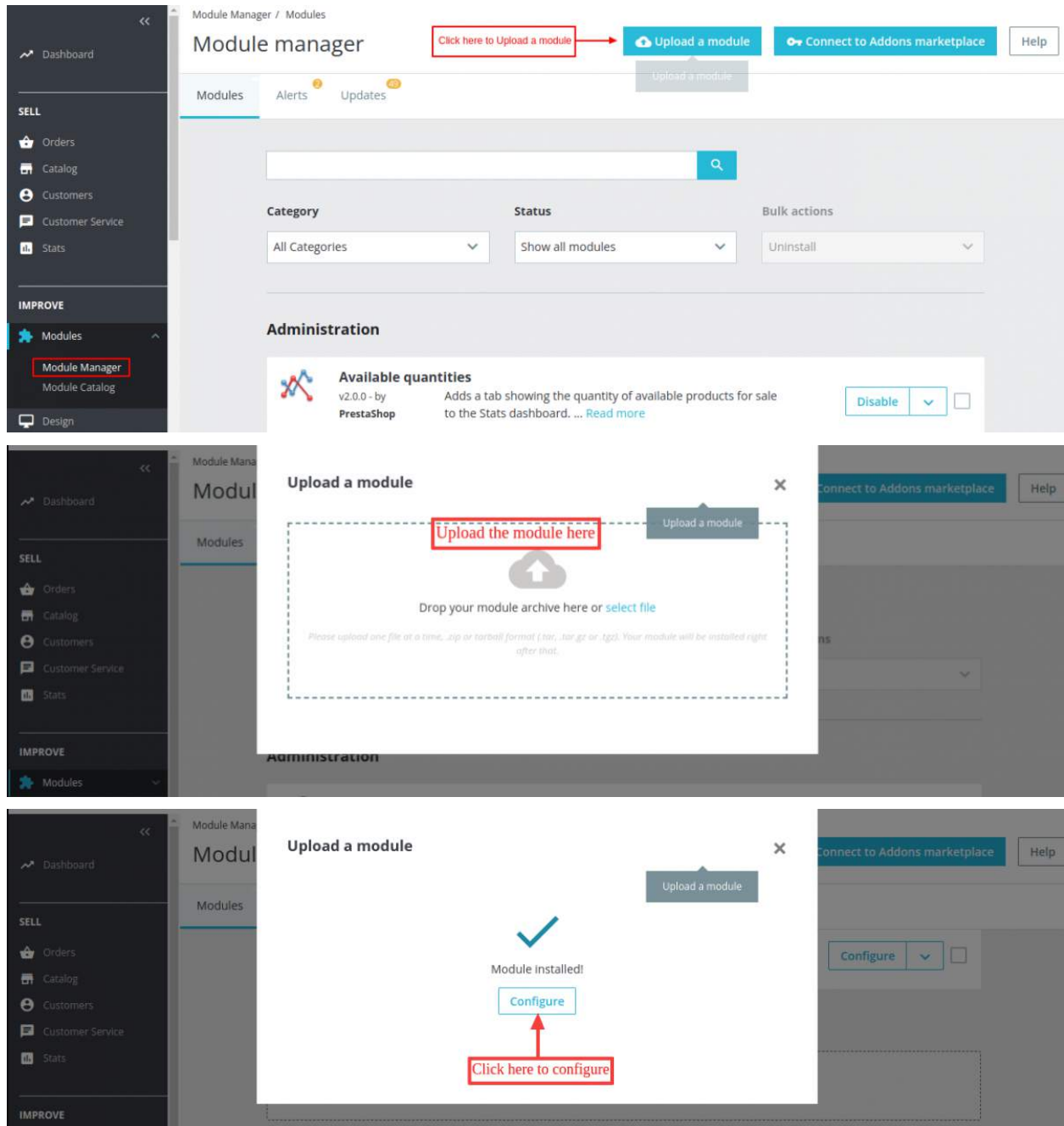
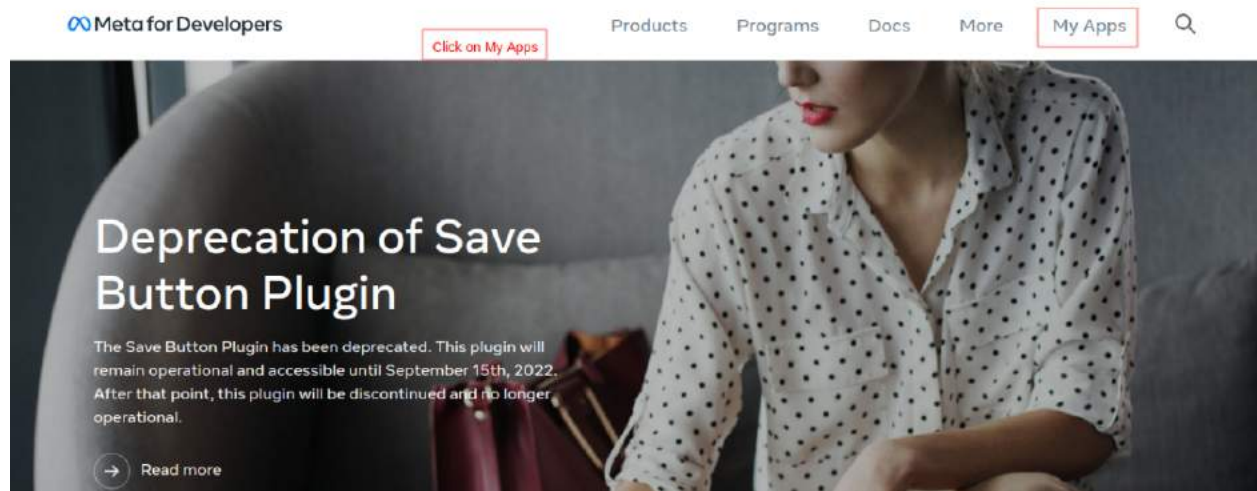Or, you can also configure the module from module list page.
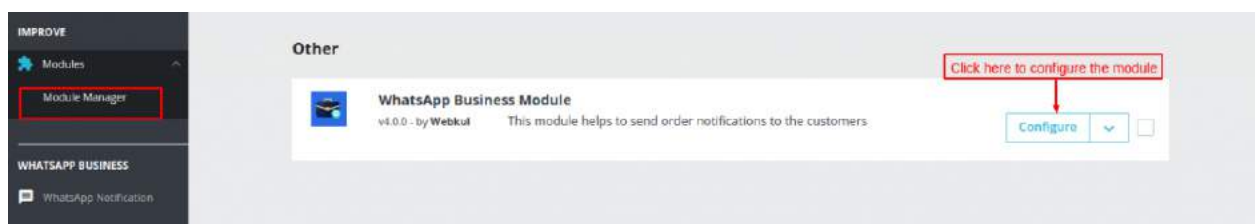
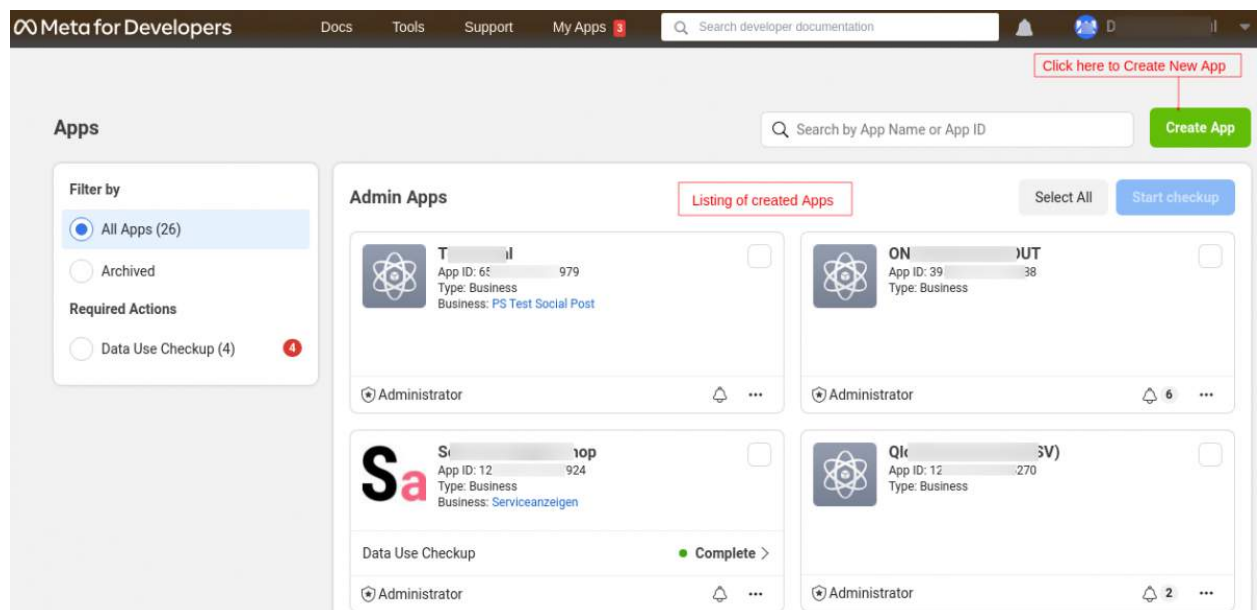In order to configure this module, you must have the following details:

- Phone Number Id
- Business Account Id
- Permanent Token

How to get the required Ids?

To get the API keys & add new apps to the account, you need to create a developer account on Facebook. After logging in to the account, got to "My Apps" section.

Click "Create App" button to create new app.

Select an app type to "Business".

Provide App name, App contact email and also select Business Account to connect the created app.
After that click "Create app" button.

You will be redirected to the Dashboard of your app and from here you need to set up WhatsApp.
Click "Set Up" button to proceed.

The Business Account will be shown as pre-selected. You need to simply click on "Continue".
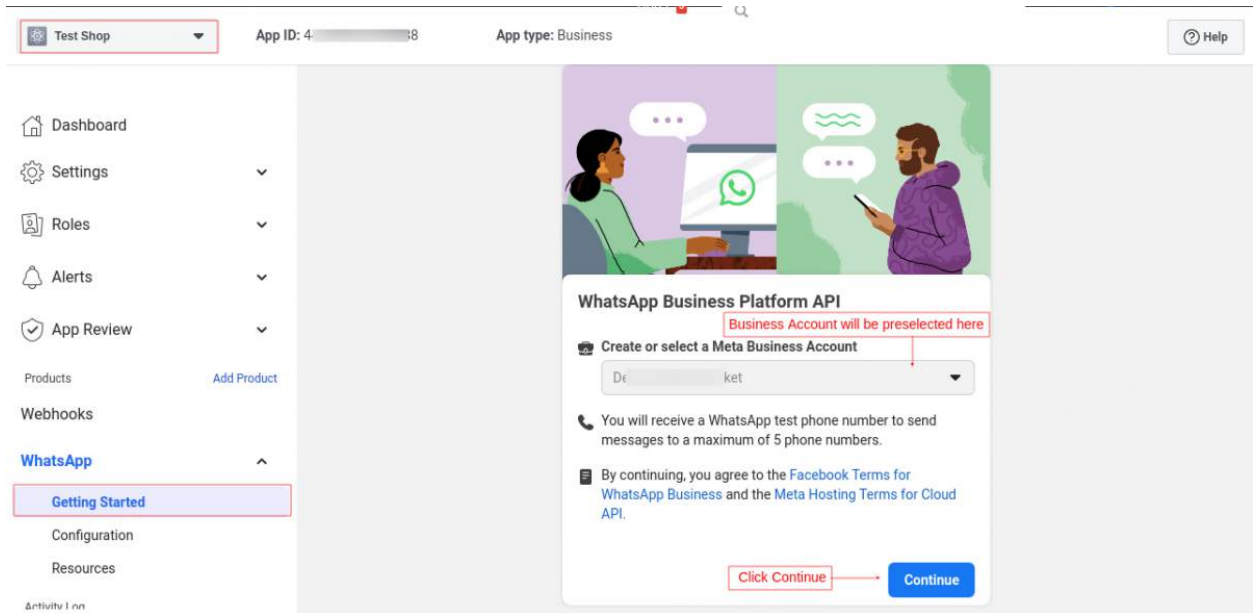
You will get the Phone Number Id and WhatsApp Business Account ID here.
From this page, you can also view your created templates and further check their status (approved, pending or rejected).
To go live, you will need to ADD PHONE NUMBER.

One more thing, you need to Configure the Webhooks from here. Click "Configure Webhook".

Tap on the edit button to enter the Callback URL and Verify token from the module.
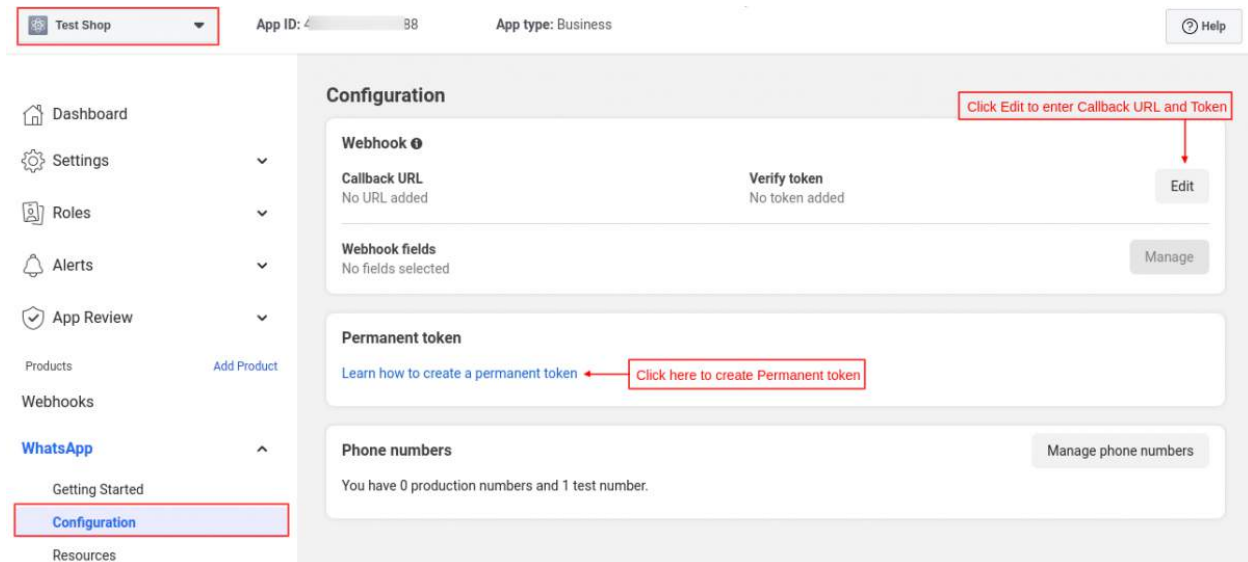
Copy and Paste the details from module's Webhook configuration section.
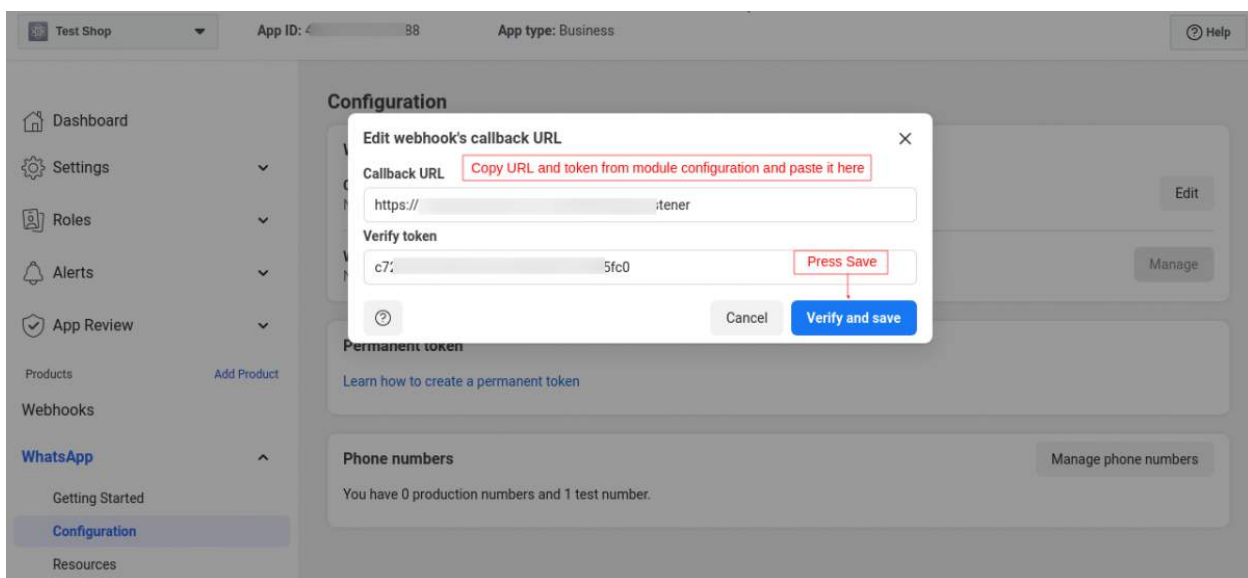
After this is done, In manage webhook fields you must subscribe
message_template_status_update and **messages** events in v17.0 for getting webhook
response. Click on Manage.

Configuration

Webhook ⓘ

Callback URL
https ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ ∎ess/m...

Verify token
•••••••••••••••••

[Edit]

Webhook fields
message_template_status_update, messages

> Click Manage to subscribe message_template_status_update and messages events in v13.0 for getting webhook response

→ [Manage]

Now subscribe **message_template_status_update** and **messages** events in v17.0.

Note: API version gets updated from time to time. You can use the latest version.

Webhook fields   ✕

> Subscribe the highlighted ones

Name	Test		Subscribe	
account_review_update	v13.0 ▼	Test	v13.0 ▼	Subscribe
account_update	v13.0 ▼	Test	v13.0 ▼	Subscribe
business_capability_update	v13.0 ▼	Test	v13.0 ▼	Subscribe
message_template_status_update	v13.0 ▼	Test	v13.0 ▼	Unsubscribe
messages	v13.0 ▼	Test	v13.0 ▼	Unsubscribe
phone_number_name_update	v13.0 ▼	Test	v13.0 ▼	Subscribe
phone_number_quality_update	v13.0 ▼	Test	v13.0 ▼	Subscribe

[Done]

The Last step is to add your Production Number. Click "Add Phone Number" in Step 5.

The module adds three new tabs in the back office. Those are:
1) Configuration
2) Campaign
3) Message Analytics

Module Configuration

Let's understand each of it one by one. Starting with,

Tab 1: Configuration

API:

You need to enter the details like your Phone Number ID, Business Account ID, and Permanent Token to use this module. Without these details you will not be able to proceed ahead with further module configuration.

Templates:

You can send notifications to customers on the following 3 events:
a) Order Confirmation
b) Order Status Update
c) Tracking Number
 d) OTP

For sending the notifications, you must define its template. So here, you can set template for each event separately.
Also, note that message templates will require approval from WhatsApp before being sent out to customers.

Note: Template will be rejected by Meta team if templete content does not comply with the WhatsApp Business Messaging and Commerce policies. In this case, you can review the rejection reason and sent it for review again after updating template contents.

Order Confirmation:

Configure
WhatsApp Business Module

Back   Translate   Check update   Manage hooks

API

Templates

Notification

Webhook

Module V 4.0.0

More Addons

TEMPLATES

⚠ Please check and modify the message templates as per your wish. Click on the "Create template" button to create message templates. Once tempates are created, you will not be able to modify these template messages. WhatsApp notification will be sent once templates are created and approved.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = *Italic text*
- ~Strike through~ = ~~Strike through~~
- ``Code`` = `Code`

ORDER CONFIRMATION   ORDER STATUS UPDATE   TRACKING NUMBER   OTP

✓ **ID**: 350807762789001
Status: APPROVED
Language: en_US

✓ **ID**: 528479699024189
Status: APPROVED
Language: fr

Status of the template will be shown here

Specify the Header, Body and Footer of the message

* Header   Order confirmation!   en ▼
Maximum 60 characters allowed.

* Body   Hello {{1}},

Your order is successfully created with reference no *{{2}}* and total amount *{{3}}*.   en ▼

Maximum 1024 characters allowed.
{{1}} = Name of the customer
{{2}} = Order reference
{{3}} = Order total amount

* Footer   Thanks for shopping with us.   en ▼
Maximum 60 characters allowed.

* Button text   View order   en ▼
Maximum 25 characters allowed.

Enter the button text here

💾 Create templates

View on WhatsApp:

<u>Order Status Update</u>:

Configure
WhatsApp Business Module

- ⚙ API
- 📄 Templates
- 📞 Notification
- 🔁 Webhook

- 🔌 Module V 4.0.0
- 🔗 More Addons

📄 TEMPLATES

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- *Bold text* = **Bold text**
- _Italic text_ = _Italic text_
- ~Strike through~ = ~~Strike through~~
- ```Code``` = `Code`

ORDER CONFIRMATION | **ORDER STATUS UPDATE** | TRACKING NUMBER | OTP

✅ **ID:** 844580346929713
Status: APPROVED
Language: en_US

✅ **ID:** 823072465342196
Status: APPROVED
Language: fr

← Status of the template will be shown here

Specify the Header, Body and Footer of the message

* **Header**

Order status updated! [en ▼]

Maximum 60 characters allowed.

* **Body**

Hello {{1}},

Your order status has been updated to *{{2}}* for your order reference *{{3}}*. [en ▼]

Maximum 1024 characters allowed.
{{1}} = Name of the customer
{{2}} = Order status
{{3}} = Order reference

* **Footer**

Thanks for shopping with us. [en ▼]

Maximum 60 characters allowed.

* **Button text**

View order [en ▼]

Maximum 25 characters allowed.

Enter the button text here

💾 Create templates

WhatsApp View:

Tracking Number:

Configure
WhatsApp Business Module

⚙ API

Templates

Notification

Webhook

⚓ Module V 4.0.0

More Addons

📄 TEMPLATES

⚠ Please check and modify the message templates as per your wish. Click on the "Create template" button to create message templates. Once tempates are created, you will not be able to modify these template messages. WhatsApp notification will be sent once templates are created and approved.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = *Italic text*
- ~Strike through~ = ~~Strike through~~
- ```Code``` = `Code`

ORDER CONFIRMATION   ORDER STATUS UPDATE   TRACKING NUMBER   OTP

✅ **ID:** 602636851205944
Status: APPROVED
Language: en_US

✅ **ID:** 5654485877908932
Status: APPROVED
Language: fr

Status of the template will be shown here

Specify the Header, Body and Footer of the message

* Header
Track order!   en ▾
Maximum 60 characters allowed.

* Body
Hello {{1}},

Your tracking number is *{{2}}* for your order reference *{{3}}*.   en ▾

Maximum 1024 characters allowed.
{{1}} = Name of the customer
{{2}} = Tracking number
{{3}} = Order reference
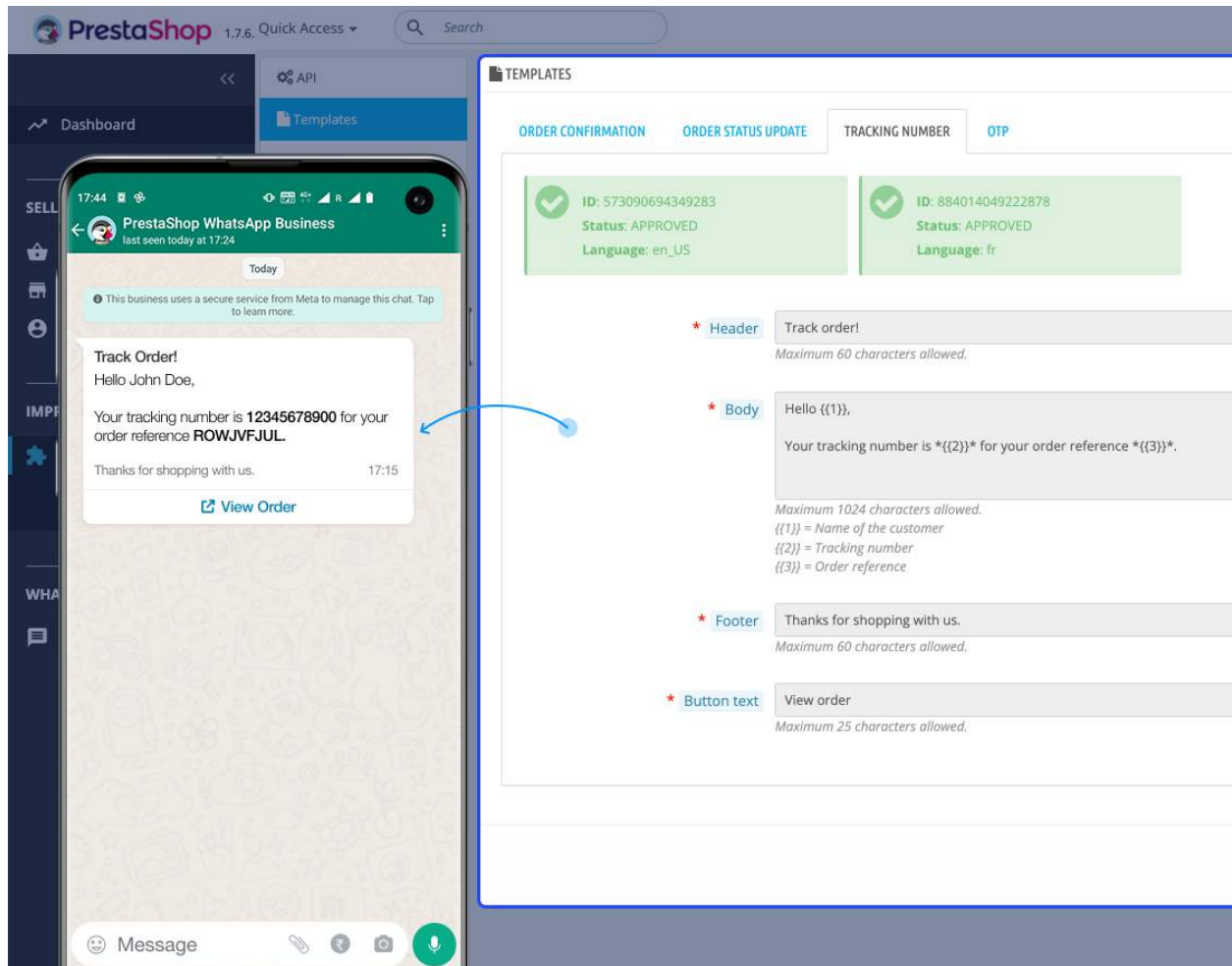
* Footer
Thanks for shopping with us.   en ▾
Maximum 60 characters allowed.

* Button text
View order   en ▾
Maximum 25 characters allowed.

Enter the button text here

💾 Create templates

WhatsApp View:

OTP:

Here you will need to set the template of the OTP message which will be sent to the customer for WhatsApp number verification when he/she opts to receive the messages.

Configure
WhatsApp Business Module

Back   Translate   Manage hooks

API

Templates

Notification

Webhook

Module V 4.0.1

More Addons

Templates

⚠ Please check and modify the message templates as per your wish. Click on the "Create template" button to create message templates. Once tempates are created, you will not be able to modify these template messages. WhatsApp notification will be sent once templates are created and approved.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = *Italic text*
- ~Strike through~ = ~~Strike through~~
- ```Code``` = `Code`

ORDER CONFIRMATION   ORDER STATUS UPDATE   TRACKING NUMBER   **OTP**

✅ **ID:** 1464935880709422
Status: APPROVED
Language: en_US

✅ **ID:** 561527126061498
Status: APPROVED
Language: fr
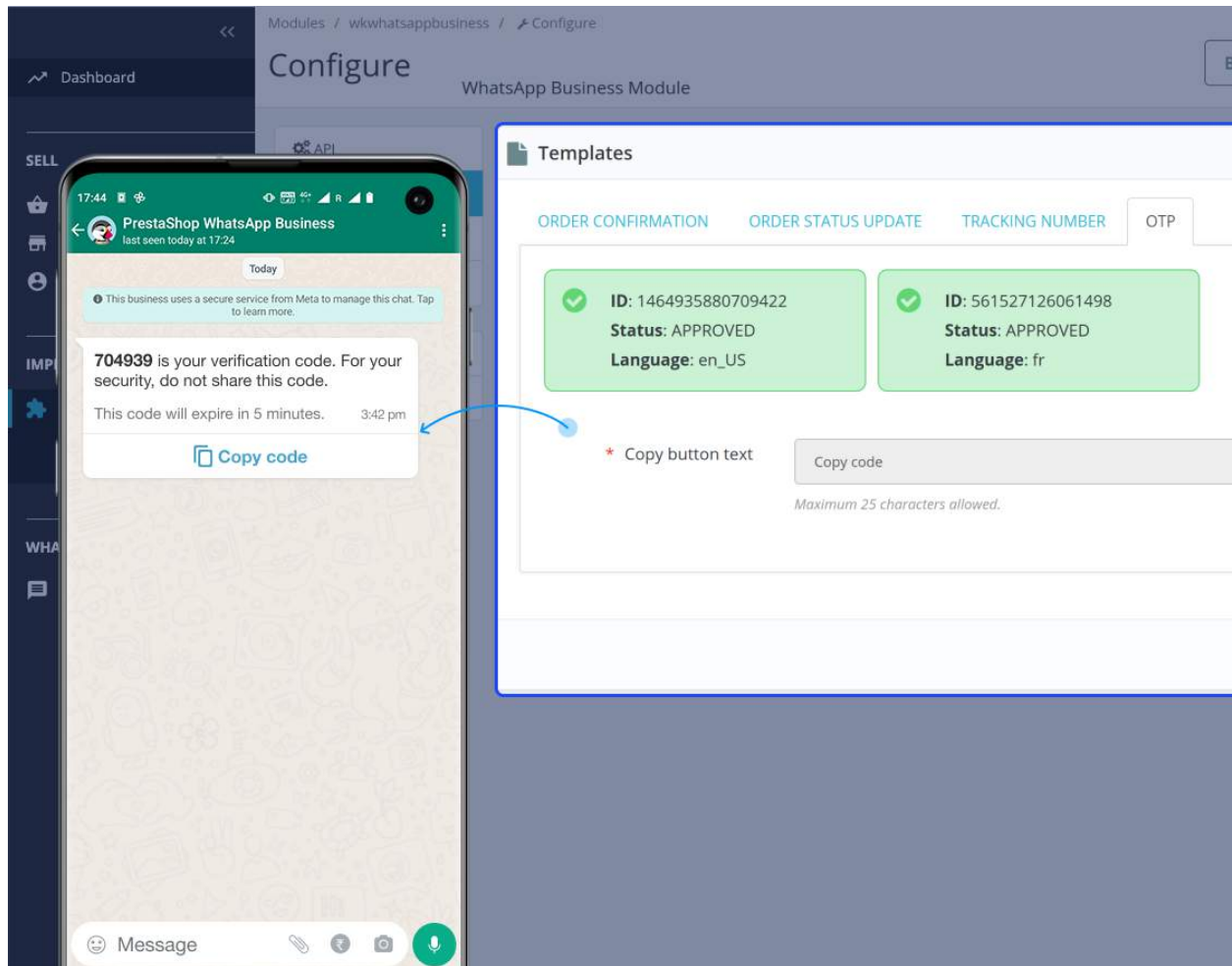
* Copy button text | Copy code | en ▼

Maximum 25 characters allowed.

Enter copy OTP button text here

Create templates

WhatsApp View:

Notifications:

This tab is given to decide whether or not you want to send notifications. You can configure it event wise.
Also, you can select the order status on which the notifications will be sent.

Webhook:

By configuring this you can automate response to customer queries and also when you send campaign to customer there response will be replied by Webhook to proceed further.

Example:
Customer sends you any random message on WhatsApp. Say "Hi". Now, after receiving "Hi" from customer, an automatic response will be generated and sent to the customer.
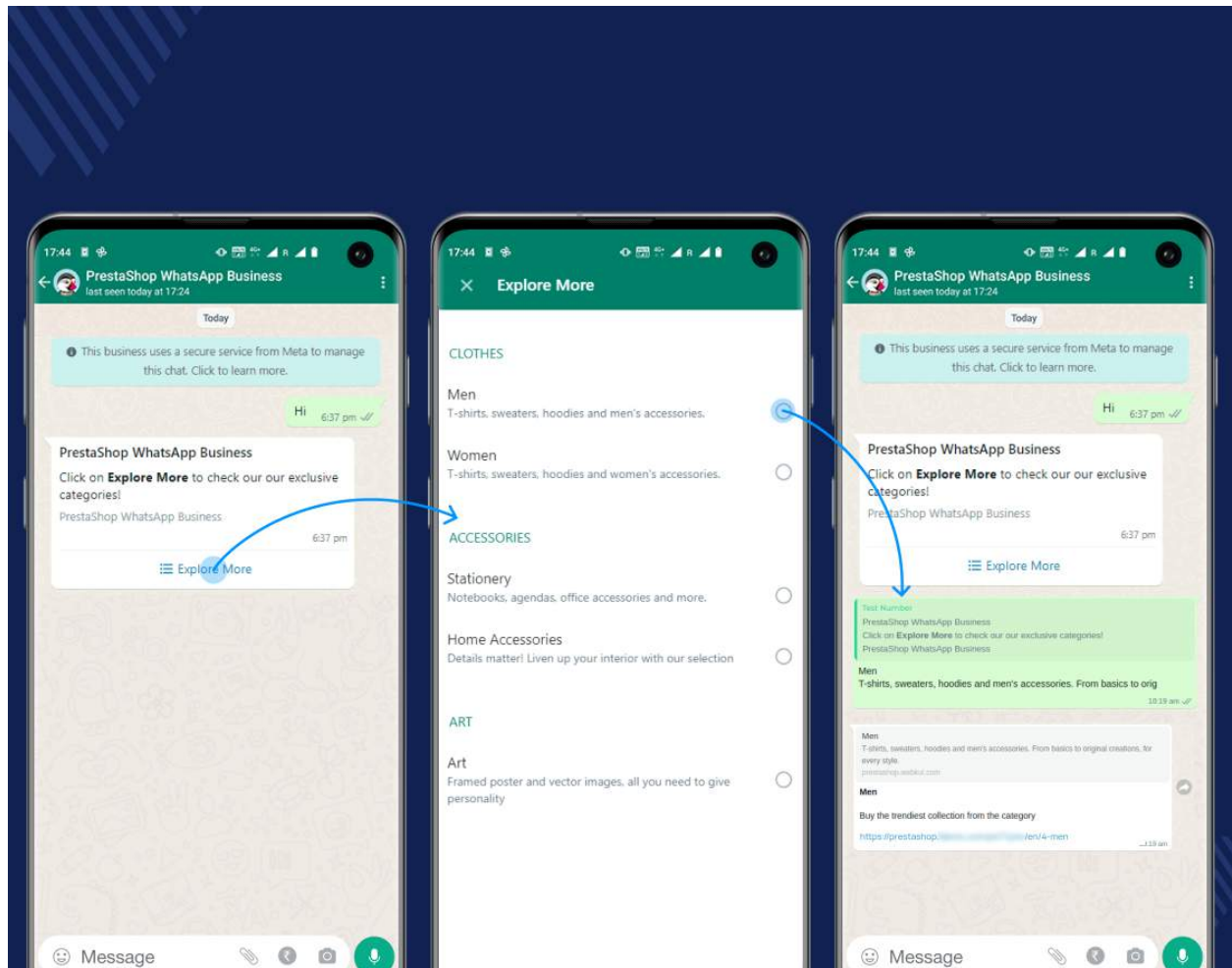
Tab 2: Campaigns

You can create campaigns for marketing purpose and send them to your customers on WhatsApp.

While creating Campaigns, you can set Header Type to either,
1) Text
2) Media
Furthermore, you can include interactive and more appealing buttons to your campaign messages. These buttons can be of 2 types:

– **CTA (Call To Action)**:
 a) Call
 b) Visit Website

– **Quick reply**

Note: In case of campaign template rejection, you can review the reason on the Facebook developer account and take appropriate action as suggested by the Facebook team and send it again for review.
We are going to create few campaigns and see how do they look.
Campaign 1:
 Campaign Name: Abandoned Cart Demo
Header Type: Text
Show Buttons: Enabled
Button Type: Call to Action
Button Action Type: Call

Campaigns

+ ADD

Create message templates as per your wish. Click on the "Draft" button to save it locally or click on "Send To WhatsApp" button to upload drafted campaign template on WhatsApp Buisness, you will not be able to modify these template messages until it is rejected.

Note : All shown variable respected to field must be defined.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = *Italic text*
- ~Strike through~ = ~~Strike through~~
- ```Code``` = `Code`

✓ **ID**: 580304427034158
Status: APPROVED
Language: fr

✓ **ID**: 787837702235760
Status: APPROVED
Language: en_US

Enter Campaign name → *** Name**   Abandoned Cart Demo

Must be less than 500 char.
*On WhatsApp manager template will be created with "**abandoned_cart_demo**" name.*

Header type   Text   ← Select Text

* Header   Offer on the item in cart {{1}}   en ▼

Must be less than 60 char and define at least one variable.
{{1}} Campaign name will be added in header.

Write campaign's header and description text →

* Description
Hey *{{1}}*,

You left some items in your cart!

We wanted to make sure you had the chance to get what you needed.

You are checking category *{{2}}* you can visit the category by clicking here {{3}}.

Visit our website to check more products: {{4}}.

en ▼

Must be less than 1024 char and all four variables must be used.
{{1}} Customer name
{{2}} Selected category
{{3}} Category link
{{4}} Store link

Write campaign's footer text →   **Footer**   PrestaShop WhatsApp Business   en ▼

Must be less than 60 char including spaces.

Show buttons — Choose to show buttons in campaign's template

Button type — Call to action

Button action type — Call

If show buttons is enabled, select call to action and further select call

Write call button text → **Call button text** — Call us to order now `en`

Must be less than 25 char including spaces.

Enter call prefix → **Country call prefix** — +91 (India)

Phone number — 8   5 ← Enter Phone number

Must be less than 20 char including spaces.

Select categories   ⊟ Collapse All   ⊞ Expand All

Select categories on which this campaign must get assigned →

○ 📂 Home
　○ 📁 Clothes
　○ 📁 Accessories
　○ ○ Art

Must select a category.

Select customer to whom a notification regarding this campaign will be sent

Select customers — Vineet Gupta (vg   m) ✕   John DOE (pub@prestashop.com) ✕   Demo Demo (demo@demo.com) ✕

If no customer is selected this campaign will be sent to all customers.

Expiry date and time — 2025-07-31 23:59:59 ← Select validity for campaign

✖ Cancel   💾 Send to WhatsApp   💾 Draft

WhatsApp Look:
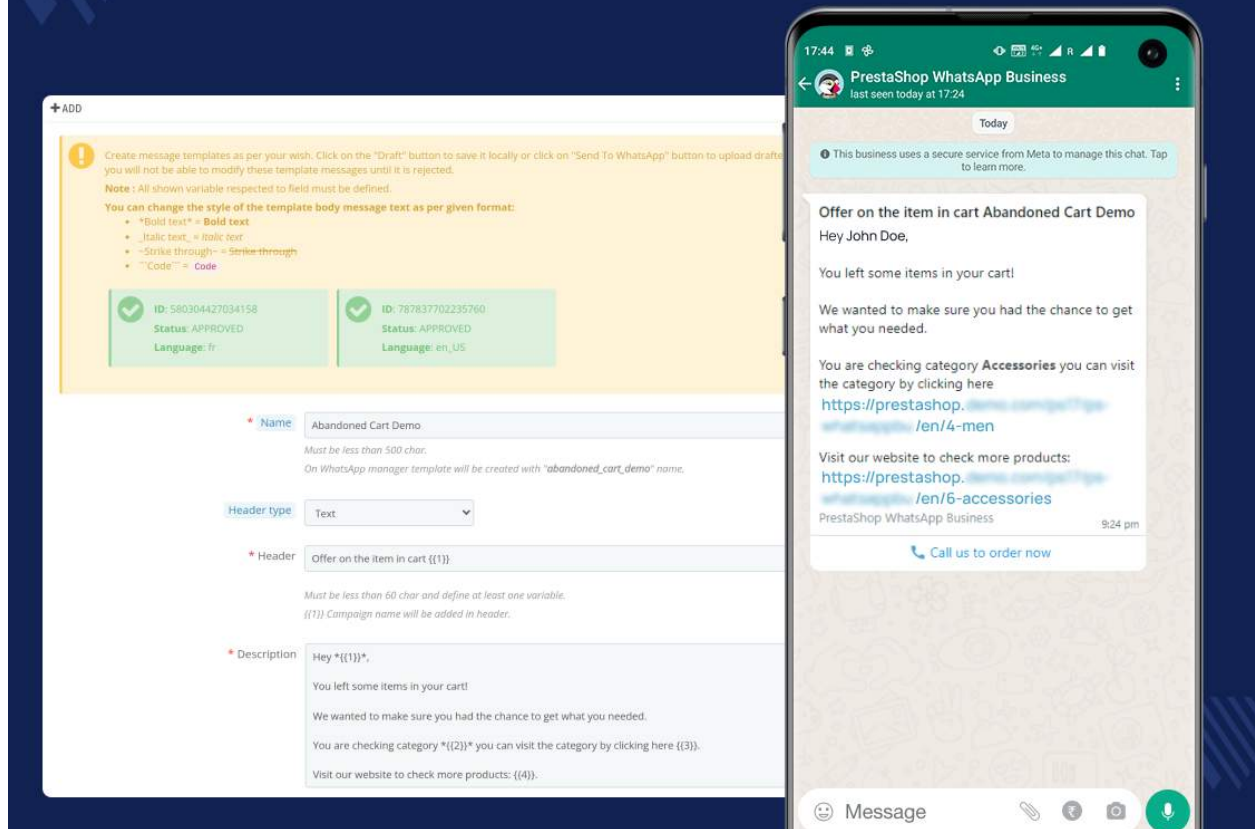
Campaign 2:
 Campaign Name: Monsoon Offer Demo
Header Type: Media
Show Buttons: Enabled
Button Type: Call to Action
Button Action Type: Visit Website

Campaigns

+ ADD

Create message templates as per your wish. Click on the "Draft" button to save it locally or click on "Send To WhatsApp" button to upload drafted campaign template on WhatsApp Buisness, you will not be able to modify these template messages until it is rejected.

Note : All shown variable respected to field must be defined.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = _Italic text_
- ~Strike through~ = ~~Strike through~~
- ```Code``` = `code`

✓ **ID:** 366716498750278
Status: APPROVED
Language: fr

✓ **ID:** 408789357892788
Status: APPROVED
Language: en_US

* Name   Monsoon Offer Demo

Must be less than 500 char.
On WhatsApp manager template will be created with "monsoon_offer_demo" name.

Header type   Media ▾   ← Select Media

Enter Image URL for header →   *** Header image url**   https://images.pexels.com/photos/2850833/pexels-photo-2850833.jpeg

Must be less than 255 character.

* Description

Hi *{{1}}*.

Glam yourself up & be the Showstopper of all the events around you!

Switch to the trendiest {{2}} wearable collection and effortlessly cool footwear by PrestaShop.

Shop now to avail *500$ OFF on footwear worth $5000*.

Use code: *RE22E-JHKJGJ-MJHTSL*

Buy 1 footwear & GET 1 FREE!

Go to the category page by clicking here *{{3}}*

Offer valid till 31st December only.

Explore Now! TnC.

{{4}}

en ▾

Must be less than 1024 char and all four variables must be used.
{{1}} Customer name
{{2}} Selected category
{{3}} Category link
{{4}} Store link

Footer   PrestaShop WhatsApp Business   en ▾

Must be less than 60 char including spaces.

View on WhatsApp:

Campaign 3:
 Campaign Name: Summer Offer Demo
Header Type: Media
Show Buttons: Enabled
Button Type: Quick Reply
Button Action Type: Visit Website

Campaigns

+ ADD

Create message templates as per your wish. Click on the "Draft" button to save it locally or click on "Send To WhatsApp" button to upload drafted campaign template on WhatsApp Buisness, you will not be able to modify these template messages until it is rejected.

Note : All shown variable respected to field must be defined.

You can change the style of the template body message text as per given format:
- *Bold text* = **Bold text**
- _Italic text_ = *Italic text*
- ~Strike through~ = ~~Strike through~~
- ``Code`` = `Code`

✓ **ID:** 821239399281607 **Status:** APPROVED **Language:** fr	✓ **ID:** 1153489975215413 **Status:** APPROVED **Language:** en_US

* Name   Summer Offer Demo

Must be less than 500 char.

On WhatsApp manager template will be created with ***"summer_offer_demo"*** *name.*

Header type   Media   ← Select Media

* Header image url   https://images.pexels.com/photos/2850833/pexels-photo-2850833.jpeg

Must be less than 255 character.

* Description

Hi *{{1}}*,   en ▾

Glam yourself up & be the Showstopper of all the events around you!

Switch to the trendiest {{2}} wearable collection and effortlessly cool footwear by PrestaShop.

Shop now to avail *500$ OFF on footwear worth $5000*.

Use code: *RE22E-JHKJGJ-MJHTSL*

Buy 1 footwear & GET 1 FREE!

Go to the category page by clicking here *{{3}}*

Offer valid till 31st December only.

Explore Now! TnC.

{{4}}

Must be less than 1024 char and all four variables must be used.
{{1}} Customer name
{{2}} Selected category
{{3}} Category link
{{4}} Store link

Footer   PrestaShop WhatsApp Business   en ▾

Must be less than 60 char including spaces.

WhatsApp Look:
On clicking "View Offer".

Summer Offer - View Offer

On "Explore Categories" click.

Summer Offer - Explore Categories
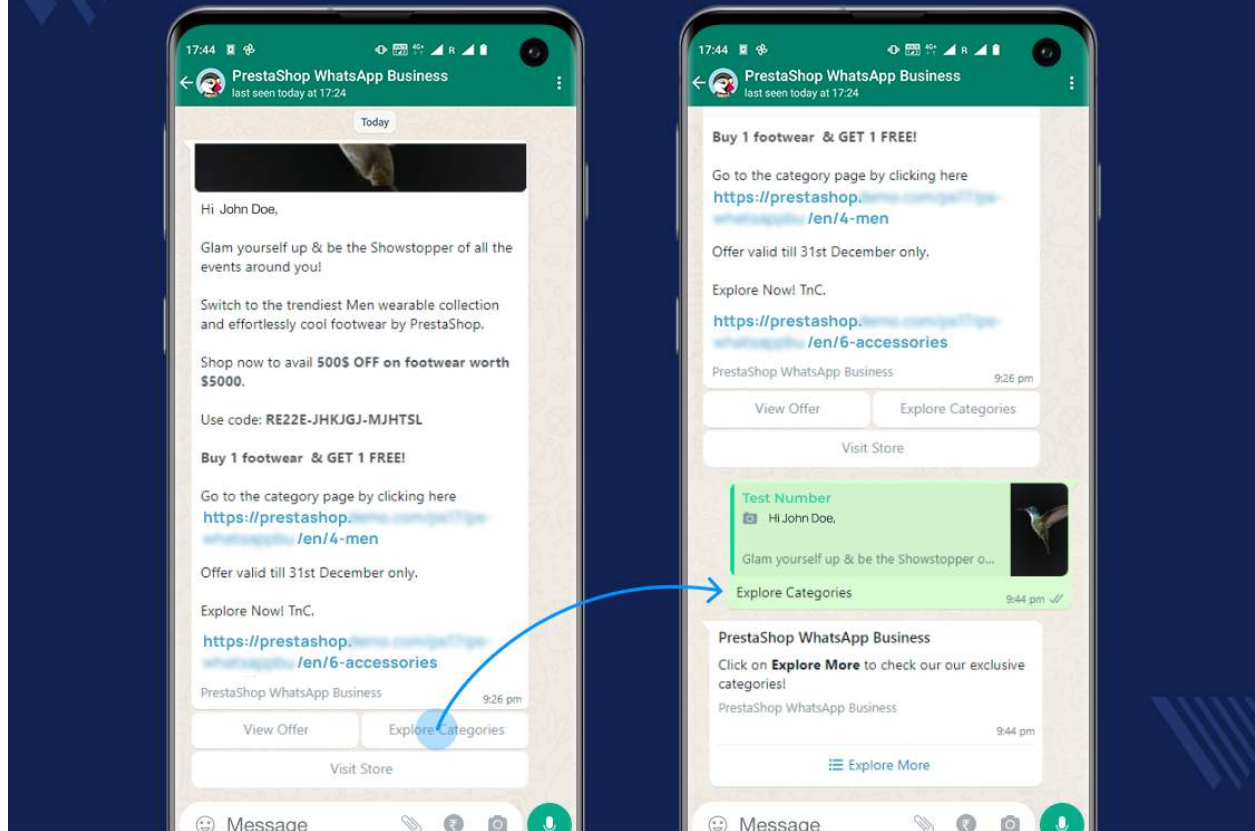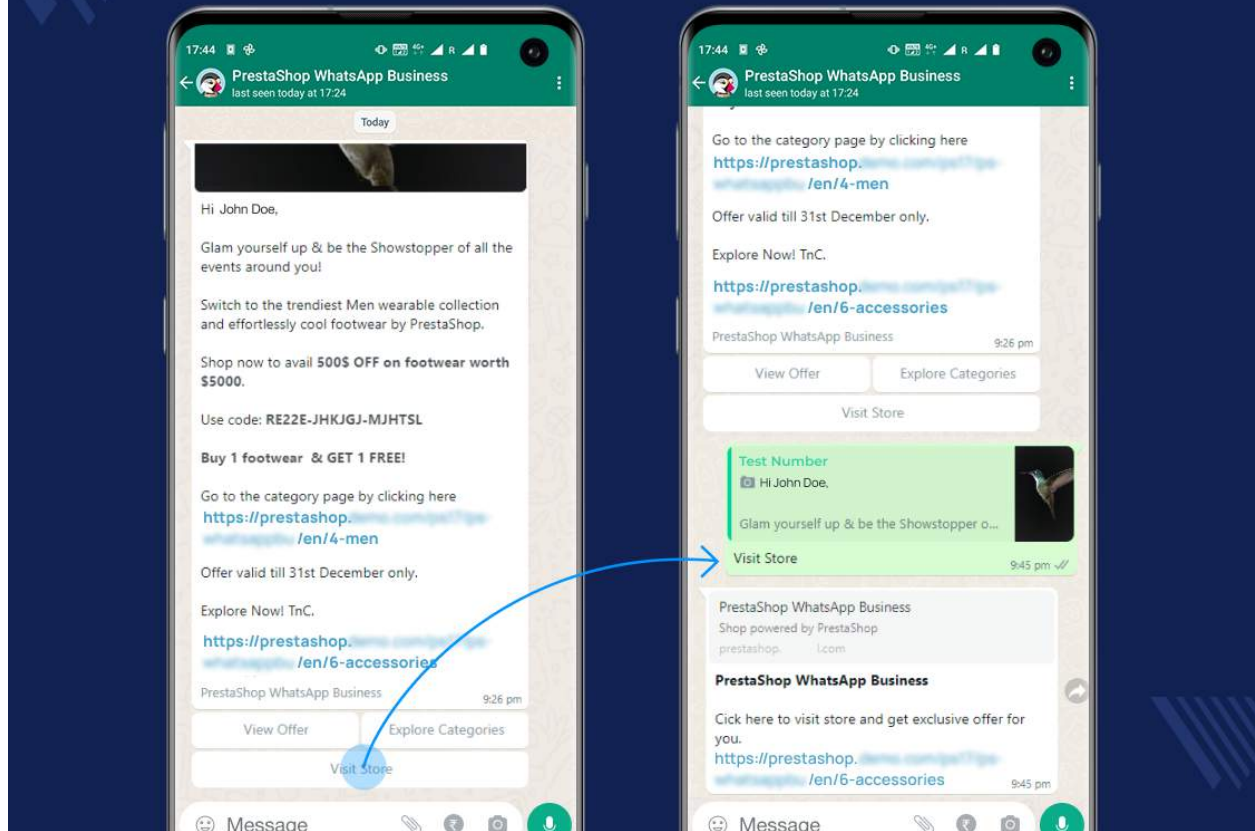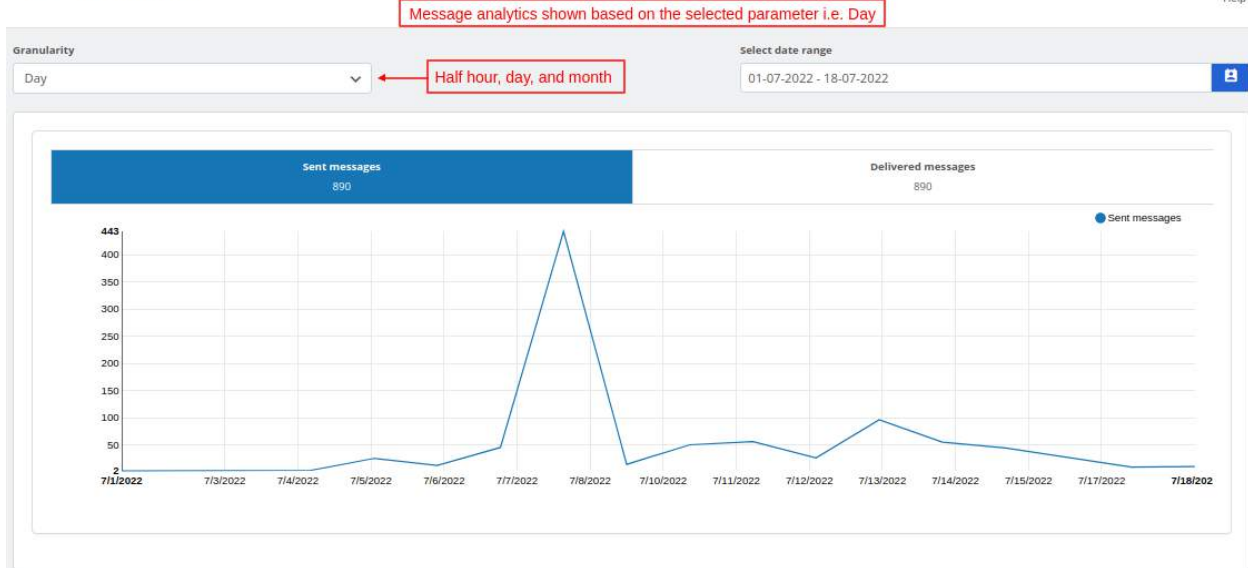
Clicking "Visit Store".

Summer Offer - Visit Store
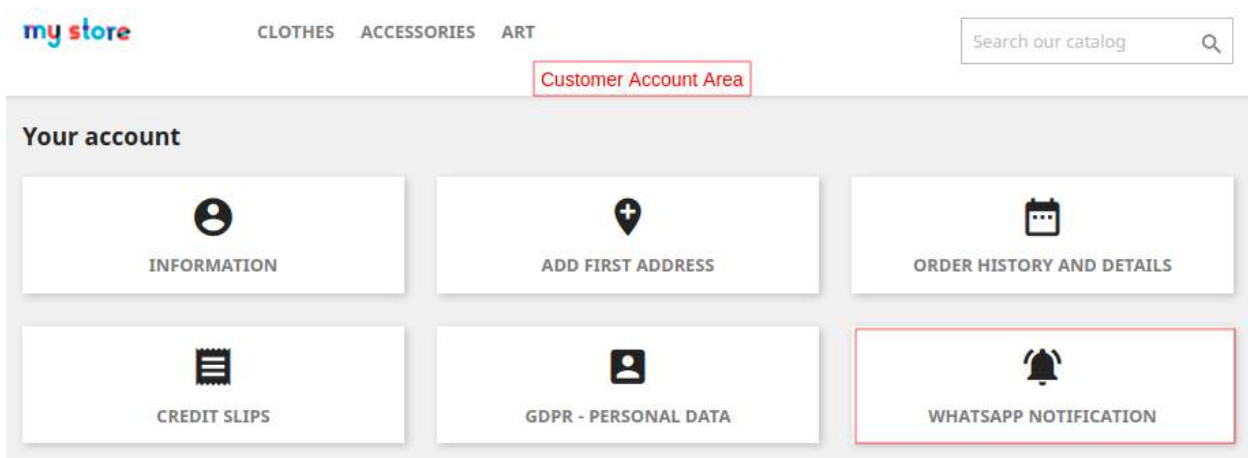
Tab 3: Message Analytics

You can access vital metrics like how many of your messages were sent and delivered.
You can filter data by date and view the information on a Half Hourly, Daily, or Monthly basis.

Message analytics

Message analytics shown based on the selected parameter i.e. Day

Granularity

Day

Half hour, day, and month

Select date range

01-07-2022 - 18-07-2022

Customer Area

At customer account area, a tab will be added by name "WhatsApp Notification".

The customer can opt in to receive WhatsApp notifications from here.

my store CLOTHES ACCESSORIES ART Search our catalog 🔍

Home / WhatsApp notifications

WhatsApp notification

Receive WhatsApp notifications? ● Yes ○ No ← Choose yes to receive notifications on Whatsapp

WhatsApp number 91(IN) ⌄ 97   4 ← Enter Whatsapp number

SAVE

my store CLOTHES ACCESSORIES ART Search our catalog 🔍

Home / WhatsApp notifications

WhatsApp number verification   Enter OTP sent on your number

One time password has been sent to on you WhatsApp number **91-9   4**. Please enter the code in order to verify your WhatsApp number.

Enter OTP Type 6-digit code here

RESEND (12) VERIFY

Current Product Version - 4.0.1