gupshup

Analytics Panel User Guide

Product Handbook

Date: 10/03/2022

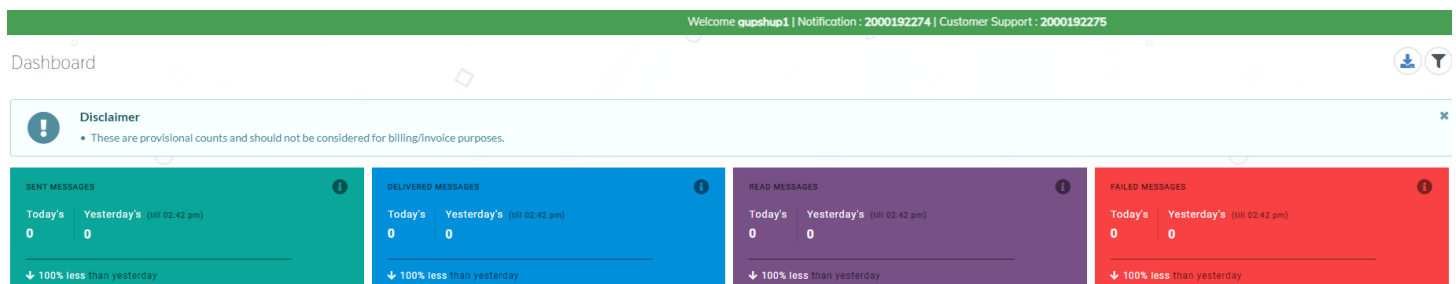**gupshup**

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Introduction

Analytics Panel is a Unified dashboard to manage all WhatsApp Business API activities such as Template management, unified opt-in interface and Managing Quality ratings.

Prerequisites

- Analytics panel link : https://unify.smsgupshup.com/
- Login Id and Password (will be shared by Gupshup)

Analytics Panel Home Page

- The green ticker floating at the top of the page which will be the Notification/HSM and Customer Support/Two-way account numbers you have logged into
- **Sent Messages:** The green box shows the data for the number of messages sent from your Notification account.
- **Delivered Messages:** The blue box shows data for the number of delivered messages from your Notification account.
- **Read Messages:** The purple box shows data for the number of read messages from your Notification account.
- **Failed Messages:** The red box shows data for the number of failed messages from your Notification account.

Welcome **gupshup1** | Notification : **2000192274** | Customer Support : **2000192275**

Dashboard

Disclaimer
- These are provisional counts and should not be considered for billing/invoice purposes.

SENT MESSAGES	DELIVERED MESSAGES	READ MESSAGES	FAILED MESSAGES
Today's	Yesterday's (till 02:42 pm)	Today's	Yesterday's (till 02:42 pm)	Today's	Yesterday's (till 02:42 pm)	Today's	Yesterday's (till 02:42 pm)
0	0	0	0	0	0	0	0
↓ 100% less than yesterday	↓ 100% less than yesterday	↓ 100% less than yesterday	↓ 100% less than yesterday

Statistics for Send and Delivered messages:

- The statistical representation of the selected dates will be shown up here.
- You have an option to download the data in three formats: svg,png,csv.
- On the X axis the date/month/year is displayed
- The green dot signifies sent messages and blue dot signifies delivered messages
- The right hand table will show statistics of total messages sent.
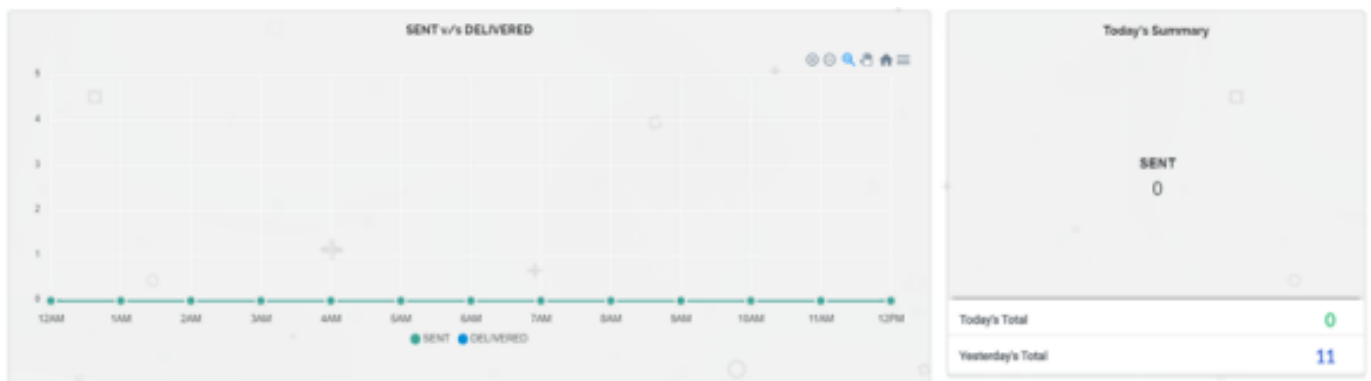
Reporting

- Go to WhatsApp Analytics (in the left hand navigation)
- Under Dashboard section click on reports
- In the report section you can download data as per your date range and click on apply button, once your report is ready you will be notified.
- You get to place 5 requests per day, and request placed today will be available by next day afternoon
- There are three types of reports that can be downloaded
  DLR (Only one months data can be downloaded at a time)
  Opt-in (Only notification account has opt-ins)
 Link tracking (Only one weeks data can be downloaded at a time)

- Once you have chosen your requirement you will need to click on the "place a request" button.
- You need to tick the check box, you will then receive a notification once the report you have requested for is ready.
- Once you have placed a request, you can see their status in the grey area.
- Once the reports are ready, you get a download option in the status field.
- You can view a sample report generated here

Incoming Message Data

- An incoming message is any message that the customer sends to your WhatsApp Business phone number.
- You can receive your incoming messages sent by customers to your webhook endpoint via HTTP/HTTPS.
- If not already configured, please reach out to your account manager to set the Callback URL for your account in order to receive inbound message web hook events. Only one callback URL can be specified per account.
- To view Incoming Messages data:

○ Go to WhatsApp Analytics (in the left hand navigation)

○ Under the User Incoming section click on incoming.

- Mobile Originated section is useful to track the number of messages received on the WhatsApp Business number for the current month / today / yesterday. This helps you measure user engagement on WhatsApp

- The bar chart on the right hand, gives incoming messages statistics for the last 15 days
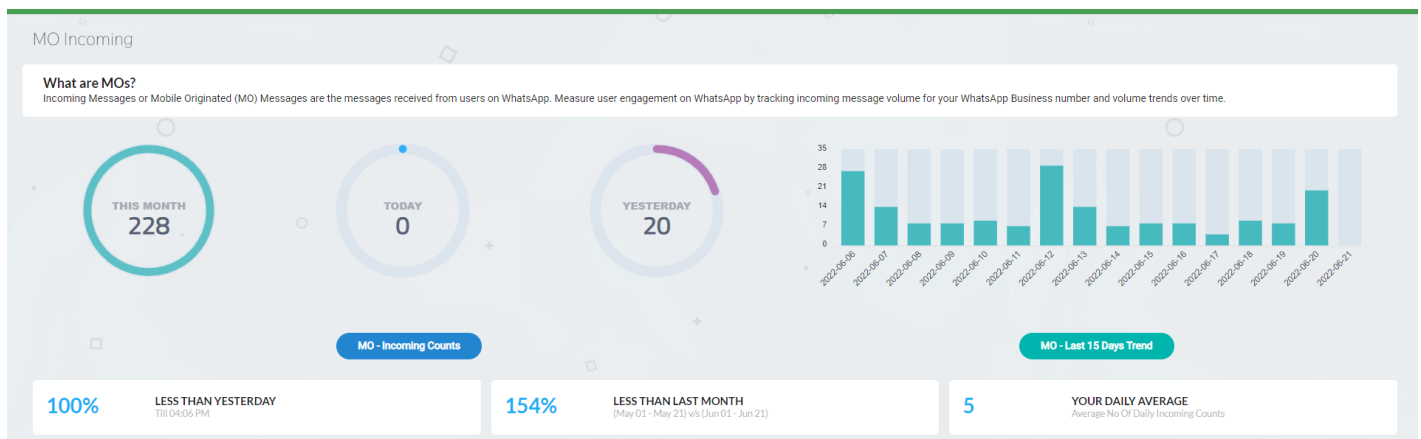
WhatsApp Template Management

1. You can create messages using our Analytics Panel; the messages created here will directly go to WhatsApp for approval. The decision to approve or reject your messages is solely on WhatsApp.

2. It usually takes minimum 2 to 3 hours and maximum 1 day for template to get approved

3. To create templates:

   ○ Go to WhatsApp Analytics (in the left hand navigation)

   ○ Under the Message Templates section click on Create.

4. Your Account: Enter password for HSM account

5. Give a name to your message template

6. We have a fixed set of categories, no customized category can be added here

Your account 2000192274's password:

Password

Name

Give your message template a name.

Template names can only contain letters, numbers and underscores.

Enter message template name...

Category

Choose what type of message template you want to create.

Account Update	Alert Update	Appointment Update
Auto Reply	Issue Resolution	Payment Update
Personal Finance Update	Reservation Update	Shipping Update
Ticket Finance Update	Transportation Update	One Time Password

TEXT MESSAGE TEMPLATE

Type: Choose a language from the drop down

- Body: Type in your message body/content here
- Add variable: To add variables, click on the add variable button highlighted above, you will replace the variable with the actual value before triggering the API
- The total characters you can have is 1024 including variables.

Type

Choose the type of template you'll use.

TEXT

TEXT

MEDIA

- Choose the template by clicking on "Template"
  1. If there are variable values in your template, mention the coordinate values as shown in the screenshot below

Add Sample Values : Text Templates

Note: It is mandatory to add sample values for variable and media files.

- Samples are a way of providing an example of possible data for your template.
- This helps WhatsApp during the review and approval process, so that they can understand what kind of message you plan to send.
- Once you add the above information to create a template scroll down to the bottom of the page.
- Click on the "Add sample" button.
- A pop-up window will open
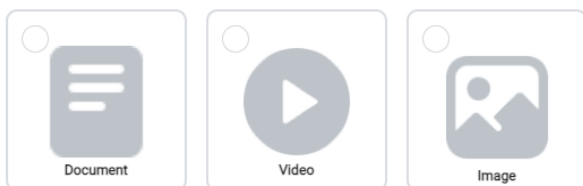- Add the sample variable value under Body section

MEDIA MESSAGE TEMPLATE

- There are three types of media templates available:
- Document / Video / Image
- Here you will only choose the type of media; you will add the actual value of the media type, in API
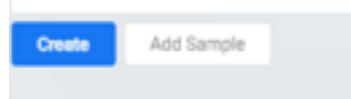
Type

Choose the type of template you'll use.

MEDIA

Document   Video   Image

Add Sample Values : Media Templates

- Once you add the above information to create a template scroll down to the bottom of the page.
- Click on the "Add sample" button.

Create   Add Sample

![gupshup logo]

- A pop-up window will open
- Add the sample variable value under Body section
- If there is a media file, click on "Choose JPG or PNG file"
- A window will open up where you can choose the media like from your database
- Once added click on save
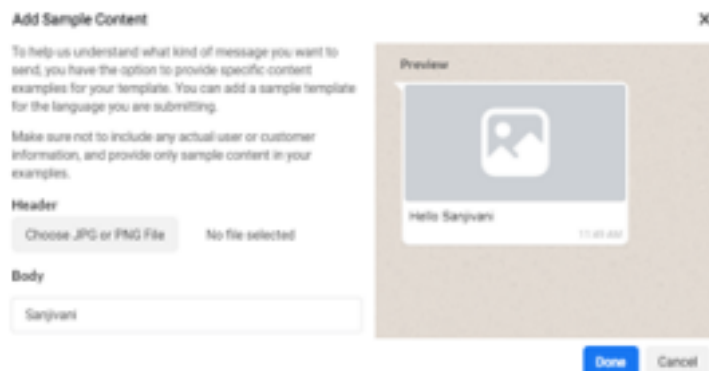
Interactive Buttons

The interactive message templates feature allows you to include buttons in message templates. There are two types of buttons :

Call-to-Action Buttons -
- There are two types - call phone number and visit website
- Interactive Buttons (type: Call-to-Action) can make notifications more readable and redirect users to the client's app or website, or have a CTA to call a phone number (customer care)

Quick Reply buttons -
- Interactive Buttons (type: Quick Reply) can also make chatbots on WhatsApp more easy to interact with leading to better engagement and higher 2-way messaging volumes.
- These buttons can be attached to text messages or media messages. Once these templates have been created and approved, you can use them in notification messages as well as customer service/care messages.

Buttons Optional

Create buttons that let customers respond to your message or take action.

None	▾
None	
Call To Action	
Quick Reply	

Call to Action Buttons:

- Enter the text that will appear on the button here
- Enter the phone number which will be dialed here
- You can create up to two calls to action buttons per template.
- The character limit for button name/phone number is 20 characters
- The character limit for static links (the link will appear as is) is 2000.
- The character limit for dynamic link (you will append the link so that the whole does not appear to the end customer is 2000 characters, and appended link character is 50 characters.

Buttons Optional

Create buttons that let customers respond to your message or take action.

Call To Action	▾

Create up to 2 Call To Action buttons that let customers respond to your message or take action. Please note that button text cannot have any variables, newlines, emojis, or formatting characters.

Type Of Action	Button Text	Phone Number
Call Phone Number ▾		With Country Code
Call Phone Number		
Visit Website		

+ Add Another Button

Quick Reply Buttons:

- Enter the text that will appear on the button here
- You can add three quick reply buttons per template
- The character limit for button name is 20 characters

Buttons Optional

Create buttons that let customers respond to your message or take action.

Quick Reply ▾

Create up to 3 Quick Reply buttons that let customers respond to your message or take action. Please note that button text cannot have any variables, newlines, emojis, or formatting characters.

Button Text

	×

Button Text

	×

Button Text

	×

+ Add Another Button

Preview

- While creating the templates (text/media type), to the right hand side you can preview how your template will look like.

- Refer to the example given below:

  a) Media Template

  b) Message Content

  c) Call to action button

Preview

Hi {{1}}

Your order will be delivery by next week.

5:05 PM

📞 Track link
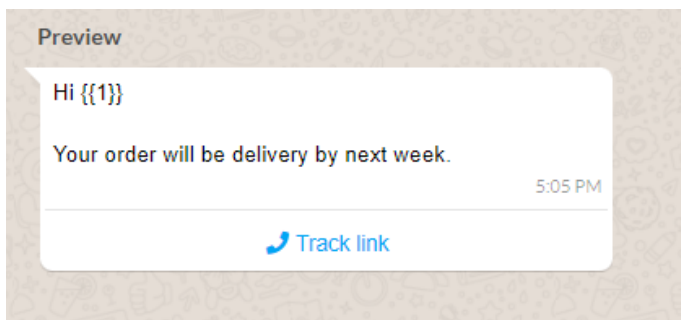
List of Created Template

- To view list of created templates:
  - Go to WhatsApp Analytics (in the left hand navigation)
  - Under the Message Templates section click on List.
- We have three status buttons:
  - The green button is a symbol for approved templates
  - The yellow button is a symbol for templates which are pending with WhatsApp for approval
  - The red button is a symbol for templates which are rejected by WhatsApp

  ● Enabled

  ! PENDING

  ● Rejected

- Buttons next to each created template:
  - **Copy** : This button is used to copy the template
  - **Clone**: This button is used to clone the template.
  - **Test**: This button is used to test your template.
  - **Preview:** This button is used to preview your template.

Show 25 entries   Search:

Template Id	Template Name	Body	Type	Button Type	Quality Rating	Language	Status	Created On	Actions
6119311	12thjuly	Hi {{1}}, Please find the order update for order n...	TEXT	NONE	Unknown	English	● Enabled	2021-07-12	
6089777	16thjune	Hi, This is to notify you that your order has been ...	TEXT	NONE	Unknown	English	● Enabled	2021-06-16	
6089779	16thjune	नमस्ते, यह आपको सूचित करने के लिए है कि आपका आ...	TEXT	NONE	Unknown	Hindi	● Enabled	2021-06-16	

Test Message Template

- You may test your template by clicking on the test button.
- A pop up will open up as below.
- You can replace the variables with the actual values, and click on the replace button.
- You can test on upto 10 mobile numbers

Clone Template

- With the help of Cloning, you get an option to replicate your approved templates from one account to another
- For example : If you have two accounts UAT and Production
- You do not need to add the same templates in both accounts, you may add and get approval in your UAT account and clone (replicate) to your Production account
- To view Clone data:
  - Go to WhatsApp Analytics (in the left hand navigation)
  - Under the Message Templates section click on Clone
  - Enter the password for the account you have logged in to
  - Enter the account id to which you want to copy the templates to
- Names of approved templates will appear here
- The list of languages in which you have approved template will appear here
- Type of approved template will appear here
- Date of creation will appear here
- You can search your message content here

- Once you are done using the filter, the search result will appear below.
- Select the templates you want to clone (clicking the check box) and click on the "start cloning" button.

QR CODES

- To go to QR Codes:

  ○ Go to WhatsApp Analytics (in the left hand navigation)

  ○ Under the OR Codes section click on Manage OR Codes

- People can quickly start a conversation with your business and send messages to you on WhatsApp by scanning unique QR codes directly from their phone's camera.
- Rather than manually adding a business' phone number, customers can simply scan a code and immediately be sent into a WhatsApp conversation with your
- business like below.
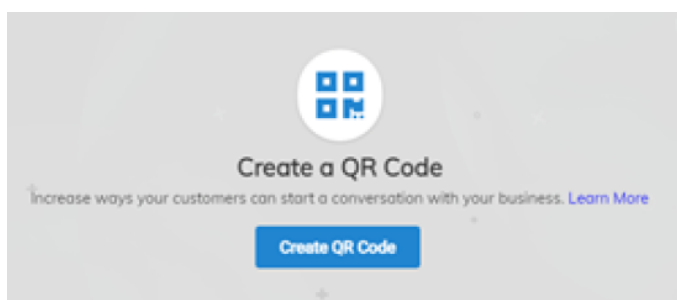
- Type in the message you would want your customers to receive once they scan the QR code

Create QR Code   ✖

This will pre-compose a message for users to edit & send

| Hello,   48/140 |
| Happy to connect with you over WhatsApp |

Save   Cancel

- A dummy OR code will like below:

Your QR Code   ←

You can download either the SVG or PNG format image. The svg format is the recommended format for print materials.

Download PNG   Download SVG

Your Profile

- To go to Profile section:
  - Go to WhatsApp Analytics (in the left hand navigation)
  - Under the Profile section click on your account
- Here you will need to view the information about your profile like:
- Your WhatsApp Business Number
- Your WhatsApp Business Number Status
- Your WhatsApp Business Numbers Quality Rating
- Your Verified Business Name

Your Account

WhatsApp Business Number	Connection Status	Quality Rating
This is the WhatsApp Business number that is being used to converse with your users.	This indicates the status of your WhatsApp Business number. Hover on Info for more information	This is an indicator of how your end-users have reacted to / received the message sent by the Enterprise.
919289221771 Copy	Connected Info	Green Info

FB Business Verification Status	Verified Name	Messaging Limit
This indicates the status of the Facebook Verification Business Verification.	The name which we will appear to your users when they chat with you on WhatsApp.	Messaging limits to indicate the number of unique contacts that your business can send notifications to in a rolling 24-hour window.
Verified	GupShup Sandbox	Msg Limit: 1000 Info

Notification Account	Customer Support Account	Message Templates
The Enterprise account that will be used to send Notification/templatized messages only.	The Enterprise account that will be used to send replies to user-initiated messages.	109 Text & 41 Media
2000192274 Copy	2000192275 Copy	

Message Status DLR Callback	Inbound Message Callback
This is the application URL on which your business will receive delivery events of the notification messages sent to your business's end-users.	This is the application URL on which your business will receive webhooks for incoming messages from the business's end users.
0 Copy	http://10.30.70.29/WhatsApp/custom/demoBot/ Copy

1. **Verified Name :** This box representantes the Business Name for your WhatsApp Business Number.
2. **Quality Rating :** This box talks about the quality
The quality rating talks about how messages have been received by your customer in a period of 24 hours. The quality rating is shown three different color
High (green)
Medium (yellow)
Low (red)
It is very important to maintain the quality rating high (green) If your

quality rating falls down it will ultimately affect the messaging limit and your messaging limit will start reducing

To maintain good quality rating

- Send messages only to opted in customers
- Send transactional messages only
- Send information only if the customers have asked
- Always give your customers an option to opt-out

3. **Message templates :** Here you will see the count of the number of text and media created on this panel.
4. **Connection Status :** Here you will be able to see if you are eligible to send a message for a rolling of 24 hours. If the status is in the connected stage that means who can still send messages as per your messaging limit. If the status is in restricted stage that means who have completed the limit to send messages for that period of 24 hours
5. **WhatsApp Business Number :** Displays your WhatsApp Business number
6. **Notification Account :** Display the HSM account id connected to your WhatsApp Business Number.
7. **Customer Support Account :** Displays the Two-way account id connected to your WhatsApp Business Number
8. **Messaging Limit** : Displays the current limit for your WhatsApp Business Number

Update Profile Information
You can directly update the profile information from the Analytics Panel. Click on the edit button on the left top corner

You can change the image, and the profile information from here. The logo size and the character limit for the section will be highlighted against each column.

NOTE : You cannot change the WhatsApp Business Phone number and the WhatsApp

Business name from here. You will need to write to whatsappsupport@gupshup.io

Integration

Enterprises that have integrated with Gupshup for smart messaging via WhatsApp Business APIs can now send Notifications on WhatsApp instantly at various stages of the user commerce journey on the Business's Shopify store website

Prerequisites to enable Shopify Integration:

1. The WABA must be onboarded on the Gupshup WhatsApp Messaging platform
2. The Enterprise must have a Shopify-managed e-commerce site up and running.
3. For the uses cases supported by the Gupshup Shopify App, the button templates for each must be created and approved by WhatsApp

Please note: Since the templates are all going to be interactive CTA button templates, the static part of all the CTA button URLs for Shopify templates has to be https:/ gs.im/sp/

How you integrate Shopify:

1. Input the Shopify store URL, (usually in the format storename.myshopify.com), and hit the Install button.
2. This will take you to the Shopify account login page and lead you to the Gupshup app as below :
3. Kindly click on the "Install app' button post which you will be directed back to the Gupshup Analytics panel and under the integrations tab, the Shopify app will be visible

Only text templates can be used to set as Shopify notification messages and the configuration can be done as below

Please refer to the documents for details explanation on shopify integration
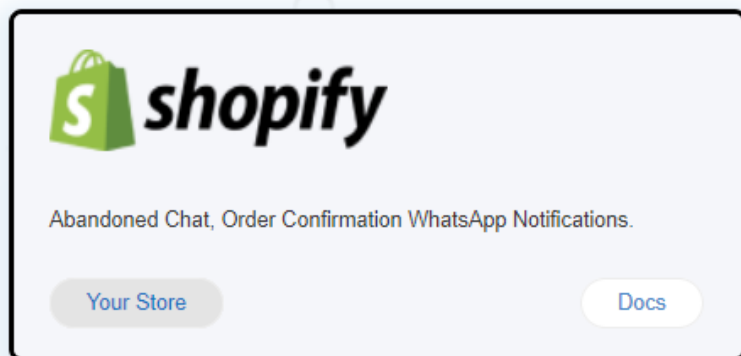
For more information or help please write to

whatsappsupport@gupshup.io

Fall-back mechanism

The Panel is capable of executing a fall-back mechanism to ensure message delivery in case the WhatsApp message fails. The fall-back channel is currently SMS

Pre-requisites:

1. The SMS content to be sent in case of fallback must be whitelisted as per DLT norms
2. There must be a fall-back for SMS enabled at the Enterprise Account level

As per the Fallback criteria enabled, the Fallback mechanism gets triggered and the same text body content (along with Variable values, if any) is triggered.

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THANK YOU!