Sandesa
Send | Campaign | Grow

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OFFICIAL META WHATSAPP CLOUD API • ENTERPRISE MARKETING PLATFORM

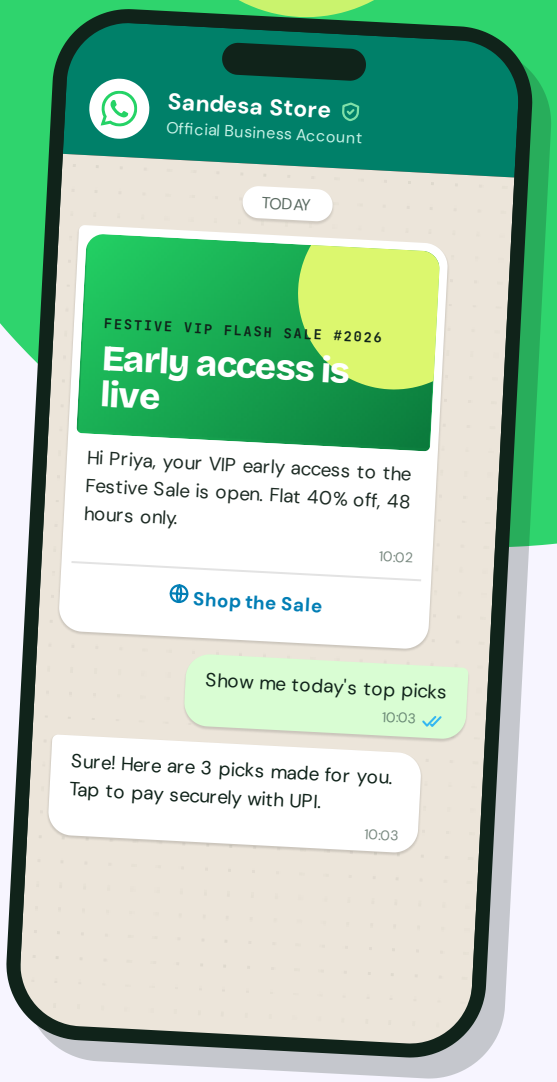
Turn WhatsApp into Your #1 Revenue & Customer Acquisition Engine.

Ditch 15% open-rate emails and spam-flagged SMS. Unify high-converting marketing broadcasts, visual AI conversational flows, and a multi-agent team inbox on official Meta Cloud API infrastructure.

98.2%
BROADCAST OPEN RATE
5.4x higher than email marketing

< 2.8s
DISPATCH SPEED
Official Meta Graph v21.0 Cloud Engine

Zero
META COMPLIANCE
Ban risk • 100% Official WABA & Embedded Signup



LIVE CAMPAIGN DISPATCH TRACKER

https://app.sandesa.in/campaigns/command-center

Festive VIP Flash Sale #2026

49,710 / 50,000 Sent (99.4%)

AUDIENCE POOL	DELIVERED	READ STATUS	CTA CLICKS
50,000	49,710	47,220	16,850
Leads	99.4%	94.4%	33.7%

Meta Cloud API Active (Graph v21.0) • Green Tick Verified

01

1-Click Smart Audience Broadcasts

Upload 100k+ contacts, map dynamic personalized tags, and dispatch pre-approved Meta rich-media templates with throttled zero-drop queueing.

02

No-Code Visual Flow Builder & Forms

Build 24/7 lead qualification bots and native in-chat WhatsApp Forms for surveys, booking dates, and KYC without external browser links.

03

Multi-Agent Shared Team Inbox

Consolidate your sales and customer support teams on a single verified business number with auto-routing, SLA timers, and keyboard quick replies.

BUILT FOR

D2C & E-Commerce Brands
Abandoned Cart & COD Confirmation

Real Estate & Developers
Site Visit Booking & Brochure Bot

EdTech, Coaching & BFSI
Lead Nurturing & Admission Desk

B2B Agencies & Clinics
In-Chat Payments & Appointments

WHY HIGH-GROWTH BRANDS UPGRADE

Stop Losing Time & Revenue to Disconnected Channels

Most brands operate with 4 to 5 fragmented tools: low-open bulk email platforms, spam-flagged SMS gateways, fragile browser-automation scripts, and sales reps chatting on personal WhatsApps. When systems don't talk to each other, high-intent leads go cold and revenue leaks.

01
Catastrophic Number Bans & Unofficial Scrapers
Grey-market browser tools and unverified SIM gateways get your business numbers banned overnight, permanently destroying years of customer touchpoints.
BANNED OVERNIGHT

02
Plunging Email Opens & Costly Ignored SMS
Promotional emails get trapped in spam or promotion tabs with < 15% open rates. SMS links are widely ignored due to telecom spam filters and smishing fears.
< 15% OPEN RATE

03
Multi-Phone Team Chaos & Lost Inquiries
Sales reps juggle prospects on personal mobile phones. Chats remain unrecorded, zero manager oversight exists, and client databases walk away when staff resign.
ZERO OVERSIGHT

04
Slow Manual Replies & High Drop-Off
Modern buyers expect answers in seconds. Delayed responses cause 70%+ of qualified prospects to buy from faster competitors during peak hours.
70%+ DROP-OFF

THE SOLUTION

The Unified WhatsApp Engagement Architecture

Every customer interaction connects directly through Sandesa into Meta's Official Cloud API Engine (Graph v21.0).

LAYER 1 • TRAFFIC INGESTION

- Click-to-WhatsApp Ads
- Website Chat Widgets
- QR Code Signups
- CRM & Store Webhooks
  Shopify, WooCommerce, ERP

LAYER 2 • CENTRAL ENGINE

Central Sandesa Engine

Meta Graph API v21.0

- ✓ Single Verified WABA
- ✓ Webhook Serial Queue
- ✓ Role-Based Access Control
- ✓ AES-256 Token Vault

LAYER 3 • CONVERSION MODULES

- **Smart Broadcasts**
  Throttled mass marketing, dynamic variables
- **Visual Flows & Forms**
  Interactive in-chat WhatsApp bots
- **Shared Team Inbox**
  Multi-agent ticketing & SLA tracking
- **Commerce & Wallet**
  Razorpay UPI links, transparent Meta rates, GST invoices

98%	Zero	< 3 Sec	4.2x
Read Rates 5x higher than SMS	Ban Risk 100% Meta compliant WABA	Automated Replies Instant 24/7 qualification	Average Campaign ROI Proven conversion lift

MARKETING & AUTOMATION

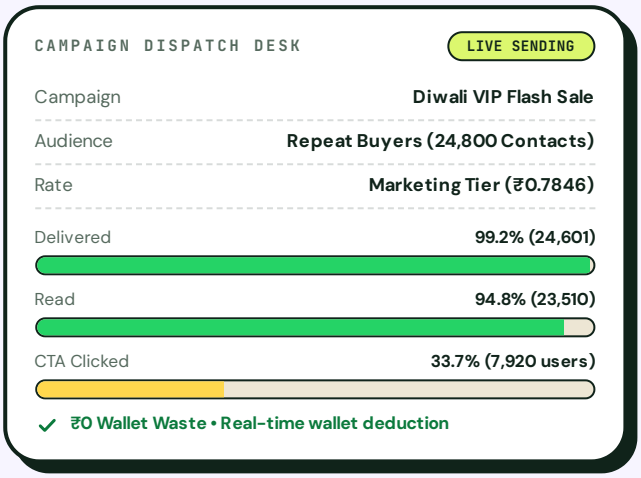
Six Modules. One Integrated Screen.

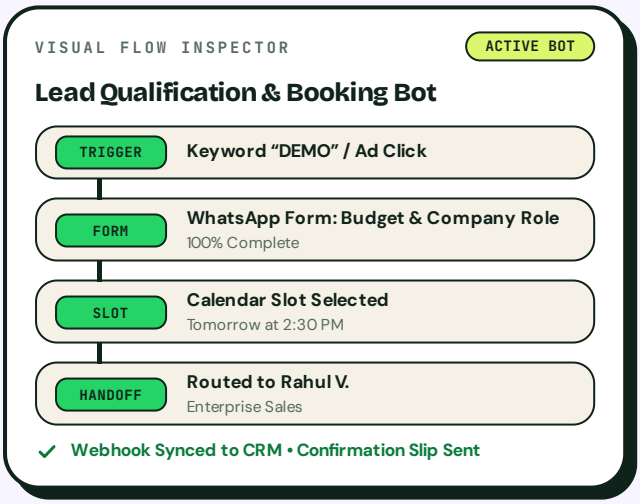
Enterprise engagement workbench: an authentic, keyboard-first platform designed to eliminate waiting lines, speed up agent response, and broadcast to 100k+ contacts with zero drop-off.

01 CAMPAIGNS & BROADCASTS
High-Velocity Template Dispatch Desk

Launch targeted broadcasts with personalized variables in 20 seconds.

- **Dynamic Template Personalization**
  Auto-inject names, custom order IDs, discount codes, and expiry dates ({{1}}, {{2}}).
- **Interactive CTA Buttons**
  Pre-approved Meta templates with 1-click web redirects, phone dialers, and quick reply tags.
- **Anti-Burst Throttle Control**
  Smart 120ms pacing guarantees steady delivery without tripping Meta tier limits.
- **Live Delivery Funnel**
  Real-time counts for Sent, Delivered, Read, and Failed with automated wallet deduction.





02 AUTOMATIONS & FLOWS
Visual Flow Builder & In-Chat Forms

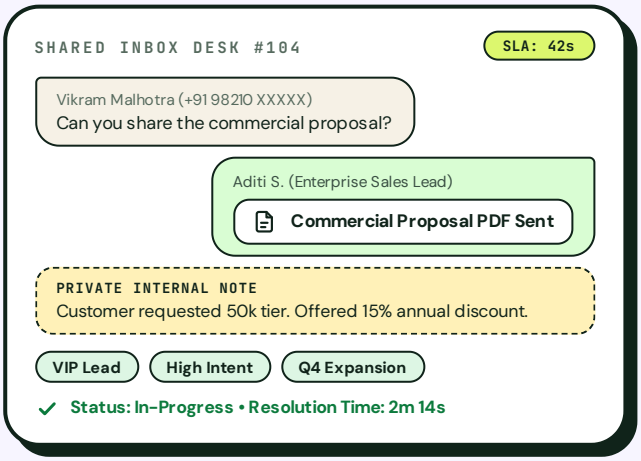
Zero-code conversational decision trees & native WhatsApp Forms.

- **Drag-and-Drop Logic Nodes**
  Build multi-branch bot journeys, qualification questionnaires, and routing rules visually.
- **Native WhatsApp Forms**
  Collect in-app appointment bookings, address confirmation, and feedback without external links.
- **Keyword Triggers & Away Logic**
  Instant auto-responses for /demo, /pricing, or /support with 12h cooldown timers.
- **Intelligent Human Handoff**
  Seamlessly transfers high-intent prospects to an available sales rep when bot qualification completes.

03 COLLABORATIVE INBOX
Multi-Agent Shared Team Workspace

Turn customer support inquiries into closed sales on one unified number.

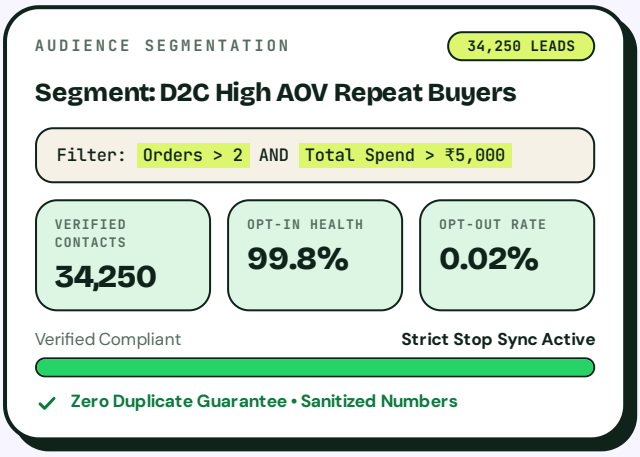
- **Single Verified Business Number**
  Multiple team members chat concurrently from one official WhatsApp presence.
- **Intelligent Lead Assignment**
  Auto-assign chats by department (Sales, Support, Billing) and tag contacts (High Value, Pending).
- **Keyboard-First Quick Replies ('/')**
  Fire pre-saved templates, PDF brochures, and FAQs in under 2 seconds.
- **Private Internal Notes**
  Agents tag teammates and write internal notes on customer chats invisible to the client.



AUDIENCE & COMMERCE

Audience, In-Chat Payments & Revenue

Lifecycle revenue protection: eliminate message wastage, collect instant payments inside chat, and measure full-funnel conversion attribution.



04 AUDIENCE MASTER

Smart Contact CRM & Consent Manager

100% compliant audience management with zero duplicate sends.

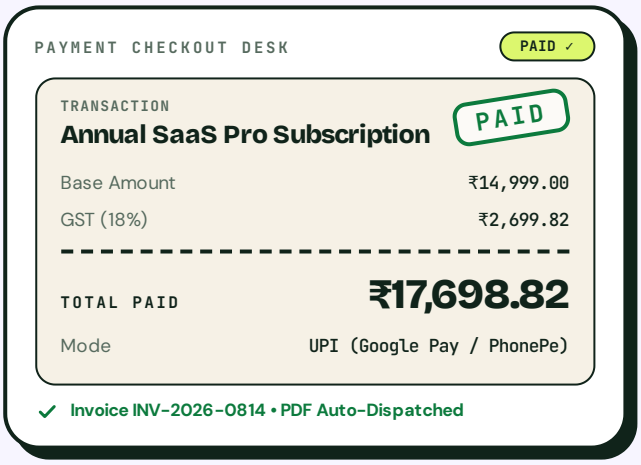
- **1-Click CSV/Excel Import** — Automatically detects headers, normalizes phone numbers (+91 / global), and cleans names.
- **Dynamic Segments & Smart Groups** — Filter cohorts based on purchase history, engagement score, or custom CRM fields.
- **Automated Opt-Out Compliance** — Complies strictly with Meta business policies by auto-unsubscribing upon STOP keywords.
- **Complete Contact Timeline** — Full chronological log of every campaign received, link clicked, and agent conversation.

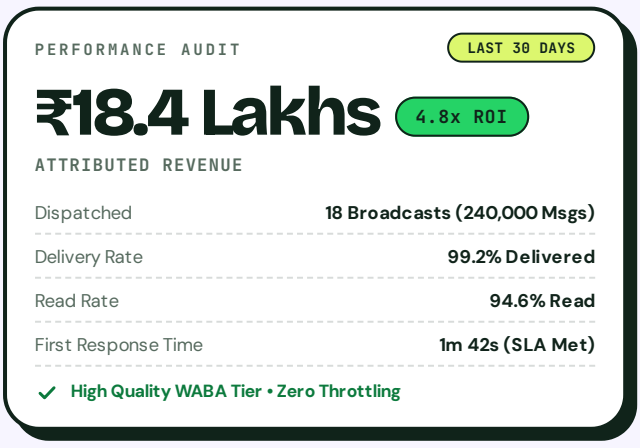
05 COMMERCE & BILLING

Transparent Prepaid Wallet & Meta Cloud Billing

Pay only for what you send: prepaid Meta billing with zero hidden costs.

- **Instant Wallet Recharge** — Recharge securely via Razorpay, from ₹500 up to ₹4,00,000.
- **Per-Message Deduction** — Charged in real time at official Meta rates (Marketing ₹0.7846, Utility ₹0.115), zero markup.
- **GST-Compliant Tax Invoices** — Automated PDF invoices (INV-2026-XXXXX) with itemized 18% CGST/SGST.
- **Low-Balance Alerts** — Automatic alerts when your wallet falls below ₹500, so campaigns never stall.





06 ANALYTICS & ATTRIBUTION

Deep Delivery & Conversion Analytics

Real-time data to optimize campaigns and team responsiveness.

- **Full-Funnel Conversion Tracking** — Visual funnel breakdown from broadcast dispatch to revenue collected.
- **Agent Performance & SLA** — Measure first response time (FRT), resolution speed, and total conversations closed.
- **Template Quality Health Monitor** — Real-time Meta template status monitoring to safeguard your WABA rating from degradation.
- **1-Click Exportable Reports** — Export comprehensive CSV/Excel audit reports for marketing, management, and finance audits.

ADVANCED CAPABILITIES

Smarter Control. Built-In Safeguards.

Five more capabilities agencies and high-volume senders rely on: multi-brand management, Meta window intelligence, WABA health monitoring, rich-media broadcasts, and quiet-hours protection.

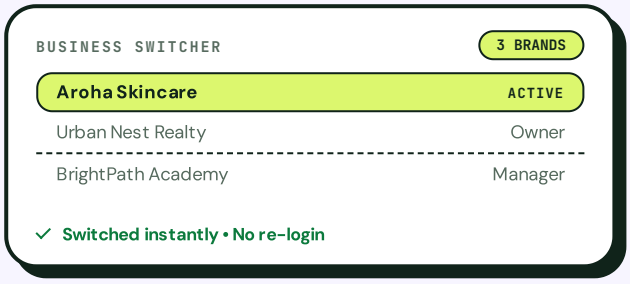
A1 AGENCIES & MULTI-BRAND

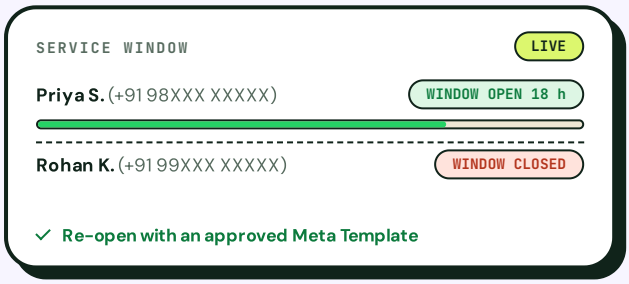
Multi-Brand Business Switcher

Run every brand from one login — switch in a single click.

One Login, Many Brands
Own or manage multiple businesses under a single user account, built for agencies and groups.

Instant Top-Bar Switch
Jump between brands from the top bar without logging out or re-entering credentials.





A2 CONVERSATION INTELLIGENCE

24-Hour Service Window

Chat free inside 24 hours; re-open with a template when it closes.

Live Countdown Badge
Every chat shows "Window open" hours left or "Window closed" so agents always know.

One-Click Re-Engagement
When the window closes, agents are prompted to re-open it with an approved Meta Template.

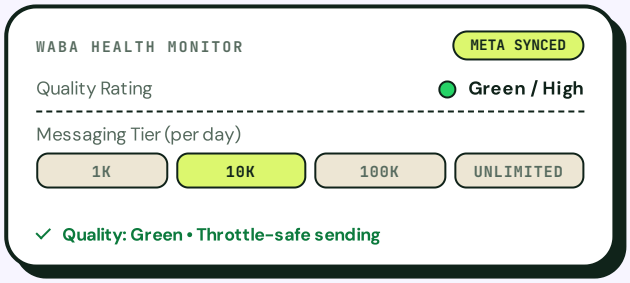
A3 ACCOUNT HEALTH

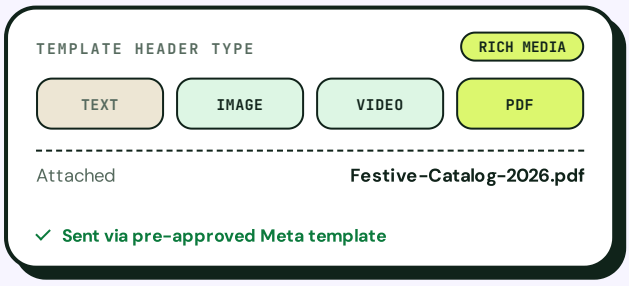
WABA Health & Tier Monitor

Protect your sending reputation before limits are ever hit.

Quality Rating Tracking
See your WhatsApp quality status live: Green / High, Medium, or Low.

Daily Tier Visibility
Know your sending limit (1K, 10K, 100K, or Unlimited per day) and plan broadcasts to fit.





A4 CAMPAIGNS & BROADCASTS

Rich-Media Broadcasts

Go beyond text: send image banners, videos, and PDF catalogs.

Image, Video & PDF Headers
Attach product videos, banners, or PDF brochures to your approved templates.

Header Per Campaign
Choose none, text, image, video, or document to match each campaign goal.

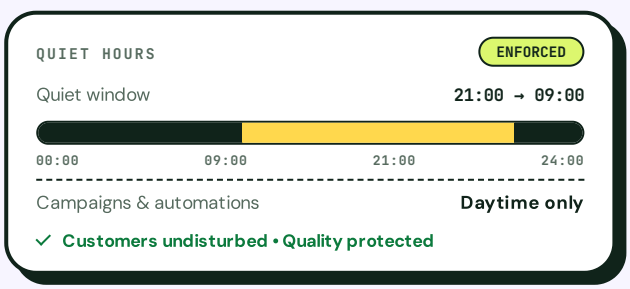
A5 COMPLIANCE & CUSTOMER CARE

Quiet Hours Protection

Never wake a customer at midnight. Your sends respect their rest.

Built-In 9 PM – 9 AM Window
Quiet hours keep campaigns and automated messages from going out overnight.

Protects Brand Reputation
Fewer overnight blasts means fewer complaints and blocks on your WABA.



ENTERPRISE RELIABILITY

Why Leading Brands Partner With Us

A WhatsApp marketing and support platform must be lightning-fast, rock-solid, and 100% compliant. We provide enterprise-grade infrastructure with personalized engineering onboarding.

Official Meta Cloud API (Graph v21.0)

Direct connection to Meta's enterprise infrastructure. Zero reliance on fragile browser emulators, third-party proxies, or risky unofficial gateways.

Granular Role-Based Access (RBAC)

Strict permission boundaries for Owners, Admins, Managers, and Agents. Protect customer phone lists and financial ledgers from unauthorized exports.

High-Concurrency Node.js Engine

Built on high-throughput asynchronous architecture. Delivers sub-second message dispatch and webhook handling even during festive flash sale peaks.

Bank-Grade Privacy & AES-256 Encryption

All Meta tokens and customer records encrypted at rest with AES-256-GCM. Automated daily snapshots with 100% confidentiality and zero data sharing.

IMPLEMENTATION ROADMAP

Smooth 3-Day Go-Live (Keep Your Existing Phone Number)

DAY 1

Meta Embedded WABA Setup

Connect your official WhatsApp Business Account in under 15 minutes via Facebook Business Manager. Zero number downtime.

DAY 2

Audience & Template Approval

Import contact databases with auto-formatting. Submit high-converting marketing & utility templates for rapid Meta approval.

DAY 3

Team Training & Live Launch

Role-specific staff training for shared inbox and flow management. Dispatch your first live campaign with active shadow support.

SCHEDULE A 15-MINUTE WALKTHROUGH

Ready to Experience 1-Screen WhatsApp Growth?

Schedule a customized 15-minute interactive walkthrough. We will demonstrate exact broadcast workflows, automated bot flows, and shared inbox setups tailored to your team size.

- ✓ 14-Day Full-Access Free Trial (No Credit Card Required)
- ✓ Tailored to Your Broadcast Volume & Audience Size
- ✓ Direct Q&A with Dedicated Solution Engineers

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