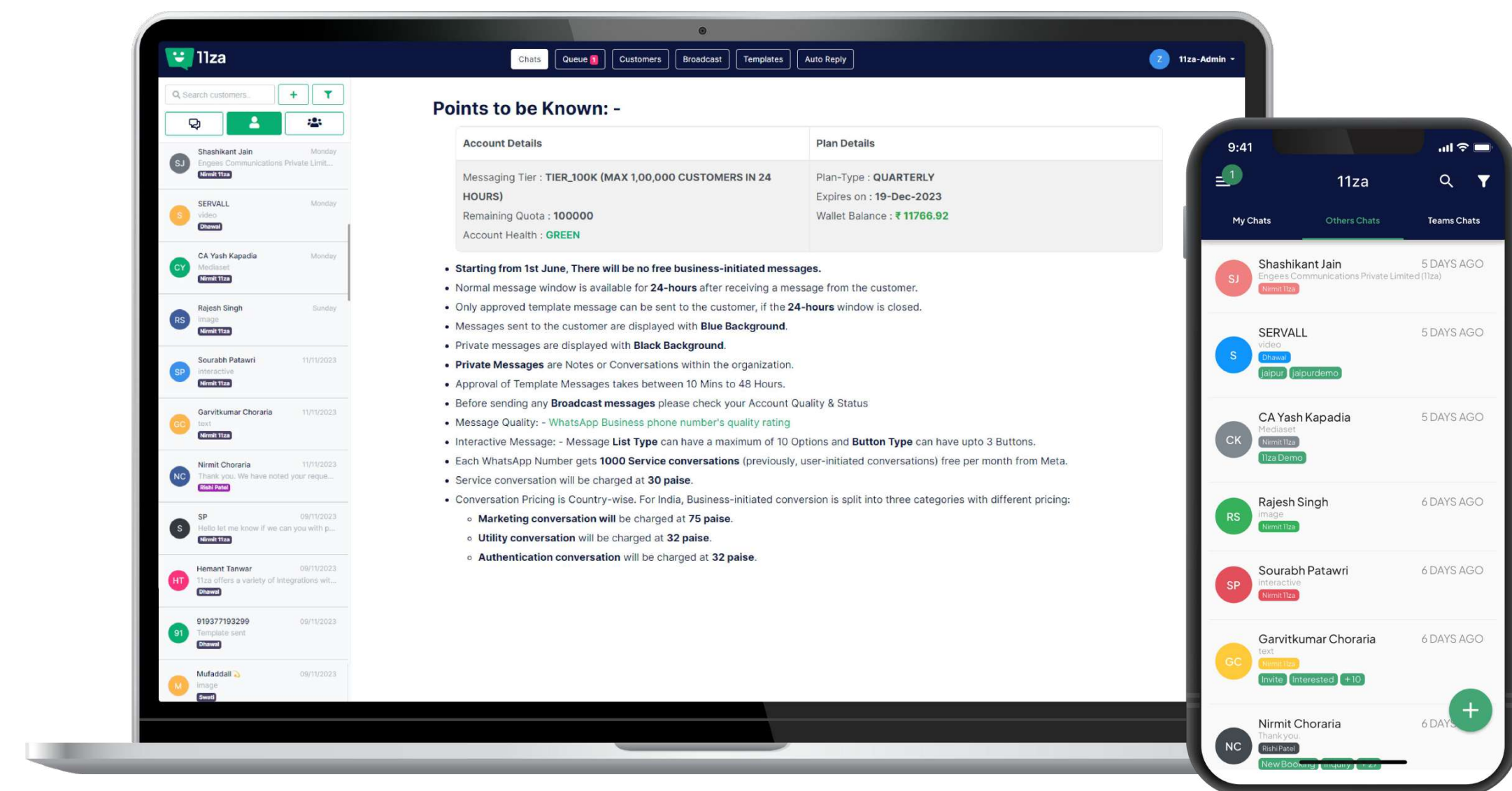


# OFFICIAL WHATSAPP BUSINESS API SOLUTION PROVIDER



1 COMPANY – 1 CHAT



Let's Transform Your Business

# | What is 11za

11za is built upon the **API** provided by  **WhatsApp Business**, which helps business owners engage with their customers and manage their teams.

With 11za, you can send custom notifications, Promote your business, respond to customer inquiries, and provide support. We're here to help you manage all of those interactions in one place and give you peace of mind.

## 01

Customer Engagement

## 02

Team Management

## 03

Branding & Promotions

## 04

E-commerce

## 05

Reports & analytics





11za | 1 Company – 1 Chat

## Green tick Verified Customers



A green badge will signify your status as a verified business on WhatsApp. It distinguishes your brand as credible among the thousands of businesses on the platform.





11za | 1 Company - 1 Chat

# 250+ Brand Loves Us





# What you can do with 11za !!

Make business communication easy with 11za's WhatsApp API solutions. Connect effortlessly, engage and acquire customers quickly, and run operations smoothly.

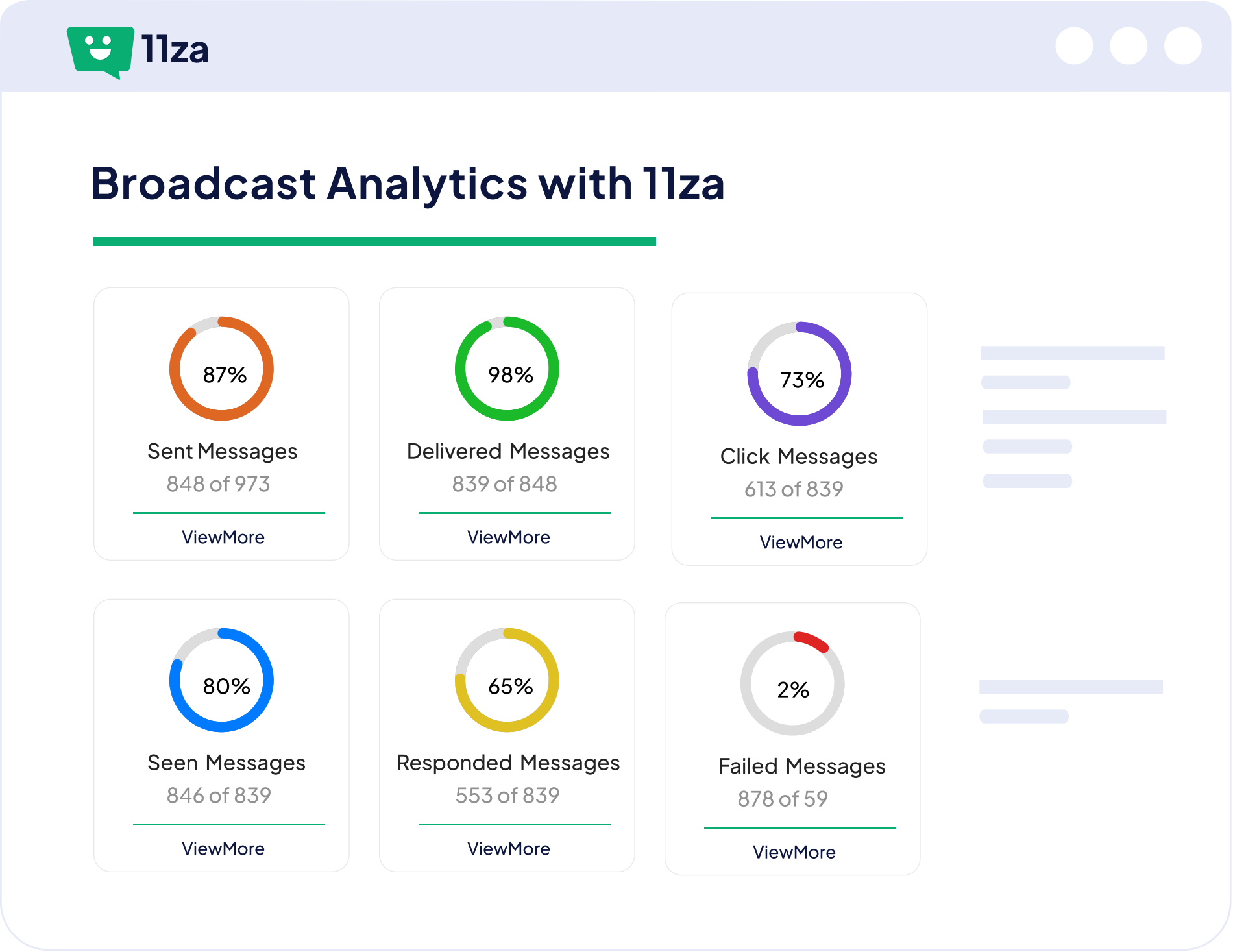


# # Key Features

## Send Bulk broadcast messages to customers



	A	B	C
1	Channel Name	Phone Number	Company
2	All cloths	91987654xxxx	xyz Comp
3	All cloths	91987654xxxx	xyz Comp
4	All cloths	91987654xxxx	xyz Comp
3	All cloths	91987654xxxx	xyz Comp
5	All cloths	91987654xxxx	xyz Comp
6	All cloths	91987654xxxx	xyz Comp
7	All cloths	91987654xxxx	xyz Comp
8	All cloths	91987654xxxx	xyz Comp
9	All cloths	91987654xxxx	xyz Comp
10	All cloths	91987654xxxx	xyz Comp
11	All cloths	91987654xxxx	xyz Comp

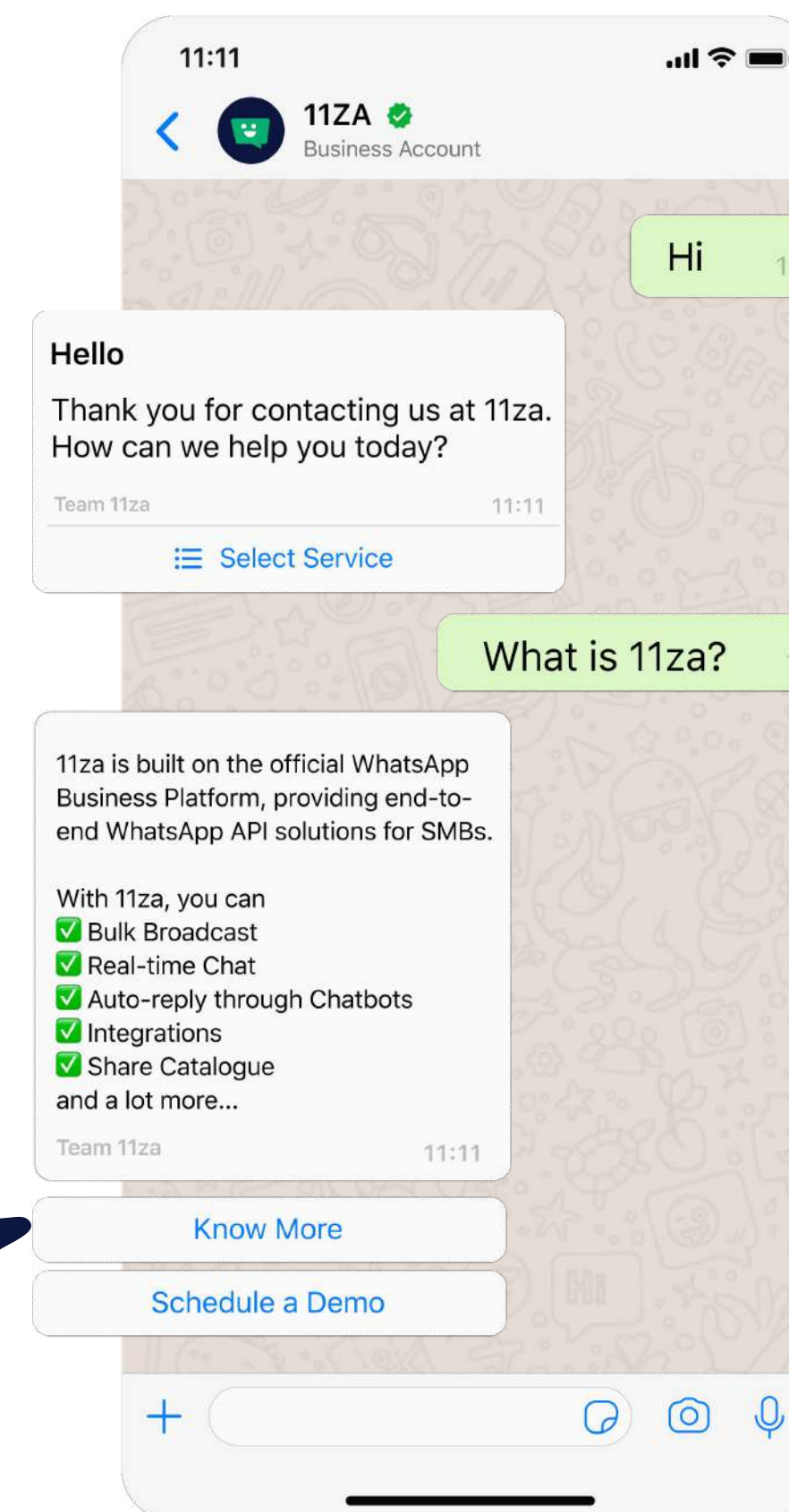
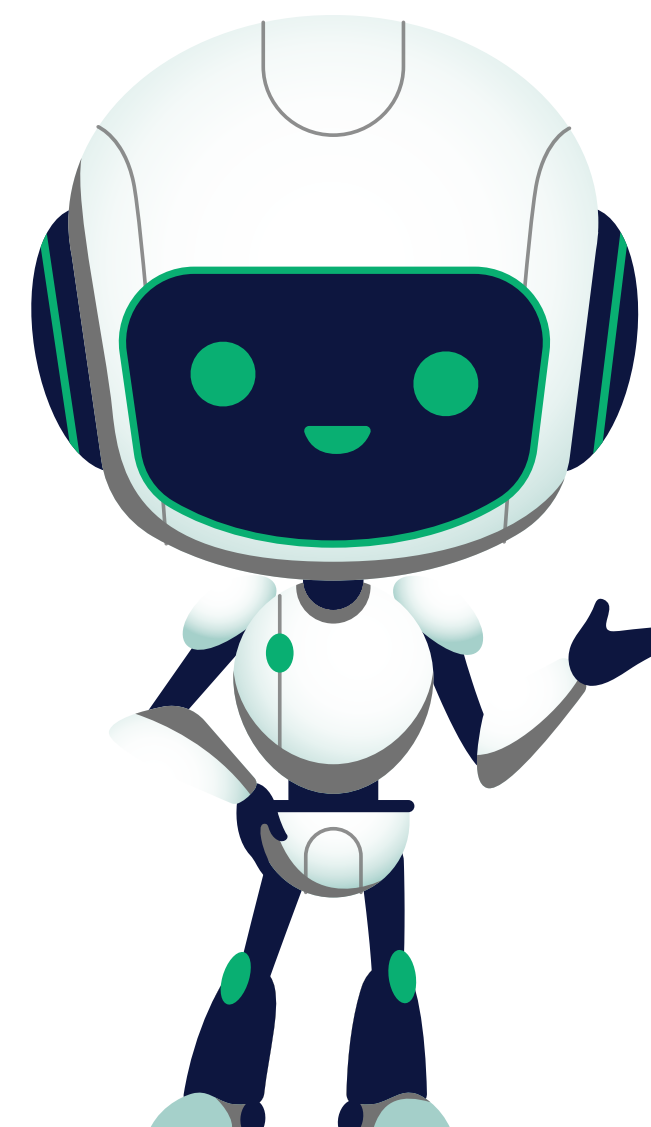




## # Key Features

Personalized **chatbots** with auto-reply

- ✓ **Reduce human resource dependency**
- ✓ **Increase efficiency at lower cost**
- ✓ **Improved Customer Satisfaction**







# # Key Features

## Real-time chat with the customers



A

John Doe

1hr 20min | Auto Replay is on

Chat is official WhatsApp business working with other companies to manage this chat

Hi, I'm interested in your WhatsApp API solution. Can you help?

01-March-2024 11:11pm

Hello! Absolutely, we're here to assist. What specific features are you looking for in the API?

01-March-2024 11:11pm amnde urade

We need to Order updates and automate some processes. Is that possible?

01-March-2024 11:11pm

Yes, definitely! Could you give me more details about what you need?

Media

Image

Contact

Document

Video

Location

Audio

Bulk Media

Message

Template

Interactive

Quick Reply

Product

Product

Catalogue



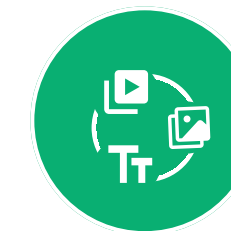
## More features on 11za



Get multi-user access on a single number.



Send order notifications and delivery updates



Auto-reply with bulk media messages



Get shopify & WooCommerce order analytics



Send Abandoned Cart Recovery Message



Get report and analytics of your broadcast.



Share Product catalogue with your customers



Monitor your team members conversation with the customer



# How to Get Started?



## How to get WhatsApp API



Business Owner



11za Software  
Subscription



Provide us with your  
business number for  
API Integration



WhatsApp API  
Activation



Use 11za to communicate  
with customers.



You require 3 documents for verification :


- Website for domain verification
- GST Certificate
- MSME Certificate

## Business Information Page

To check the status of your Business Verification visit this link : <https://business.facebook.com/settings>



### Business Verification

 **11ZA**  
Business Manager ID: 4986067088088557  
Primary Page: [11za](#)

Edit

**Business details**

**Legal business name**  
ENGEES COMMUNICATIONS PRIVATE LIMITED

Edit

**Address**  
FL NO 404, OPERA HOUSE, NR DIPA COMPLEX ADAJAN PATIYA RANDER ROAD  
Surat 395009  
India

**Business phone number**  
098795 86546

**Website**  
<https://11za.com/>

**Business verification status**

Verified  
9 Sep 2022

View Details

**Access verification status**

Verify that your business is a Tech Provider. This is an additional step that is required to get access to the Meta business assets and information of other businesses. We review submissions and follow up within 5 days. [Learn about access verification](#)

Verified  
Your business was verified as a Tech Provider.

View details



# Broadcast/ Message Template Limits

All businesses are classified under 5 different categories – Tier 0/ 1/2/3/4 (Set by WhatsApp)

Auto-upgradation to next tier

## Tier 0

Can send broadcast messages to

**250**

customers in 24 hrs.

## Tier 1

Can send broadcast messages to

**1K**

customers in 24 hrs.

## Tier 2

Can send broadcast messages to

**10K**

customers in 24 hrs.

## Tier 3

Can send broadcast messages to

**100K**

customers in 24 hrs.

## Tier 4

Can send broadcast messages to

**Unlimited**

customers in 24 hrs.

All unverified business starts at Tier 0

Will shift to tier 1 only after the facebook business manager is verified.

All verified business starts as Tier 1

If 500+ messages are delivered to customers within 7 days.

If 5k+ messages are delivered to customers within 7 days.

If 50k+ messages are delivered to customers within 7 days.

## Mandatory Requirements

### Verified Facebook Business Manager Id

Don't have a Facebook Business Manager?

Facebook Business Manager not verified?

### Business Number

Mobile number must not have an active WhatsApp account at the time of API migration.

Provide Migration from One API Service to Another API Service Provider.

### Display Name

Display Name must have a clear relation with the business. (No personal names/name of location/slogan allowed)

Display Name must adhere to WhatsApp Display Name Guidelines.



## WhatsApp Commerce Policy

### INDUSTRY

- ✗ Display Name
- ✗ Multi-level marketing
- ✗ Loans
- ✗ Diet/ weight-loss related
- ✗ Gamble

### GOODS

- ✗ Illegal products
- ✗ Drugs
- ✗ Tobacco
- ✗ Alcohol
- ✗ Unsafe ingestible supplements
- ✗ Weapons
- ✗ Animals
- ✗ Body Parts
- ✗ Medical Products

### SERVICES

- ✗ Dating services
- ✗ Adult services
- ✗ Gambling services
- ✗ Digital and Subscription



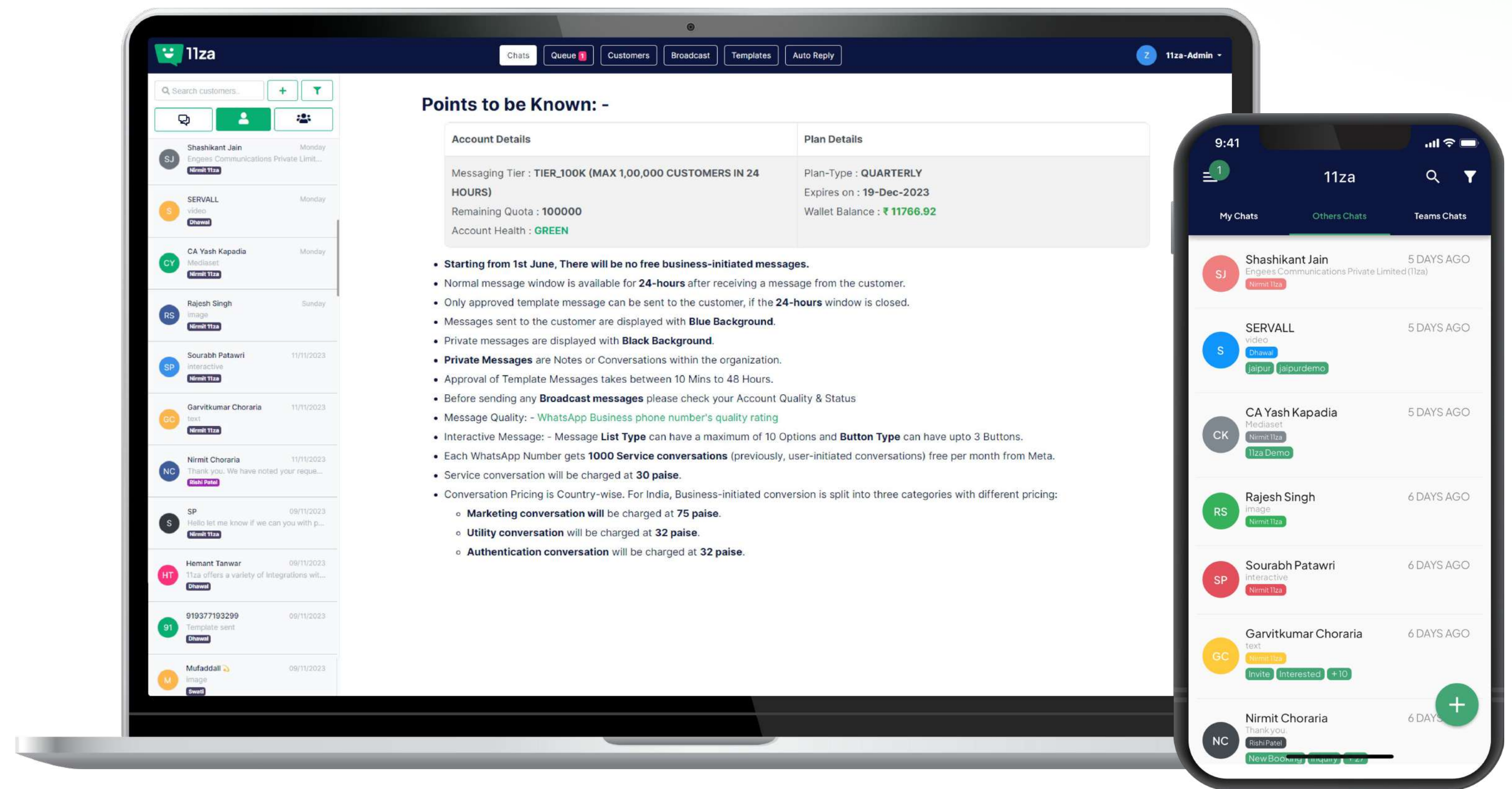
## Two Ways to use 11za

01

Login via Web Browser

02

Download 11za Mobile App

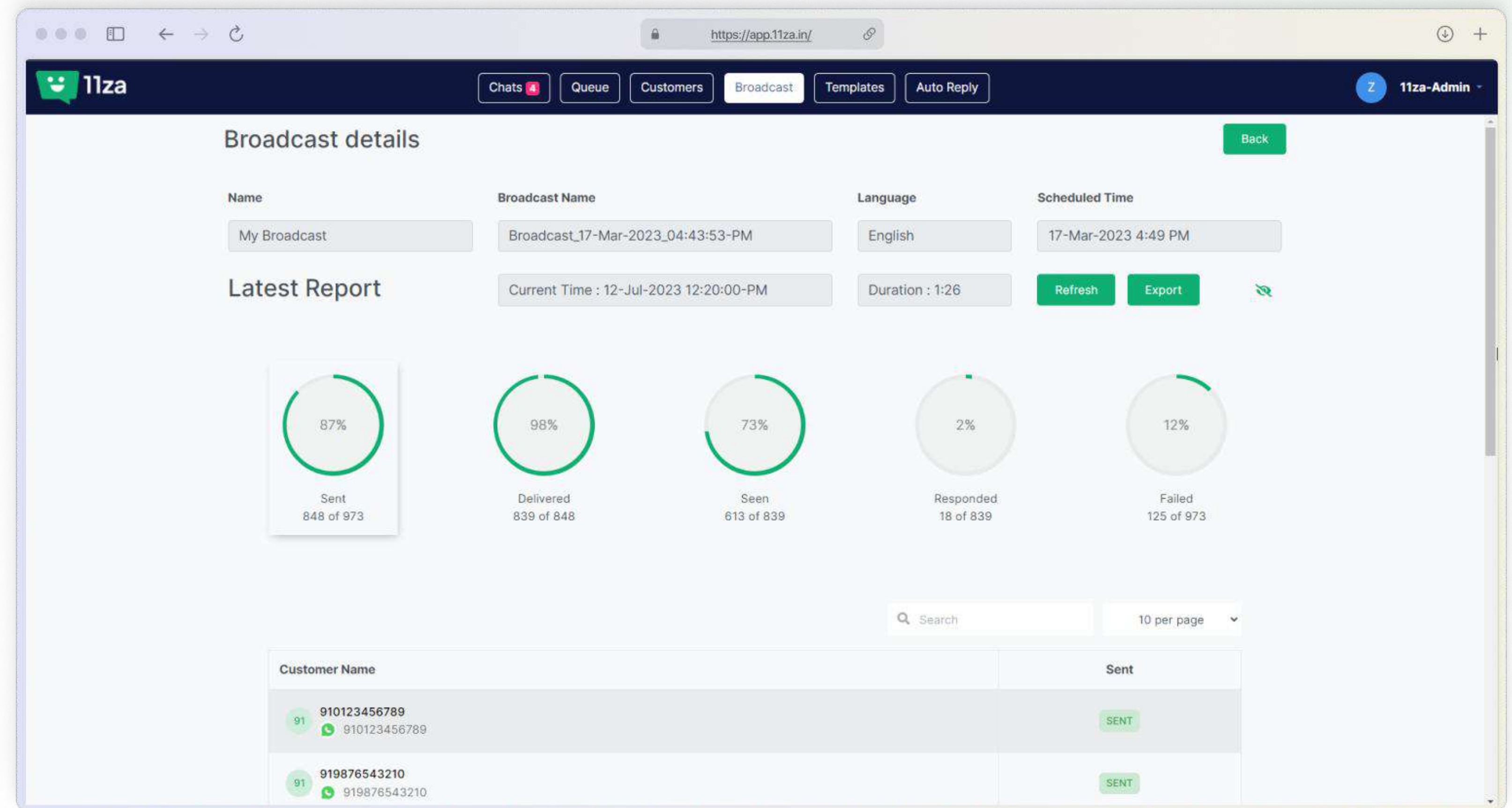






# Broadcast Analytics with 11za

Learn more about how your customers interact with you by analyzing the insights provided in our solution.



# Types of messages in WhatsApp API

## MARKETING CONVERSATION

Include promotions or offers, informational updates, or invitations for customers to respond/take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.

## UTILITY CONVERSATION

Facilitate a specific, agreed-upon request or transaction or update to a customer about an ongoing transaction, including post-purchase notifications and recurring billing statements.

## AUTHENTICATION CONVERSATION

Include promotions or offers, informational updates, or invitations for customers to respond/take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.

## SERVICE CONVERSATION

All user-initiated conversations will be categorized as service conversations, which help customers resolve inquiries.



# Charging Model in WhatsApp API Conversation Based Pricing (CBP)

The business initiates a conversation, and the customer responds a session begins.  
OR, If customer initiates a conversation, and the business responds a session begins.

Each session is timed for 24hrs

The first 1000 customer-initiated conversations/ sessions are Free every month  
You can send + receive multiple messages during these sessions at zero cost

## OLD PRICING

- 1000 free messages for both business and user-initiated conversation.
- 0.50 paise for business-initiated conversation.
- 0.30 paise for user-initiated conversation.

## NEW PRICING

- 1000 free messages only for user-initiated conversations now.
- 0.75 paise for marketing conversation
- 0.32 paise for utility conversation
- 0.32 paise for authentication conversation
- 0.30 paise for service conversation

The New Policy will be effective from  
1st June 2023.

More information here: <https://developers.facebook.com/docs/whatsapp/updates-to-pricing/>

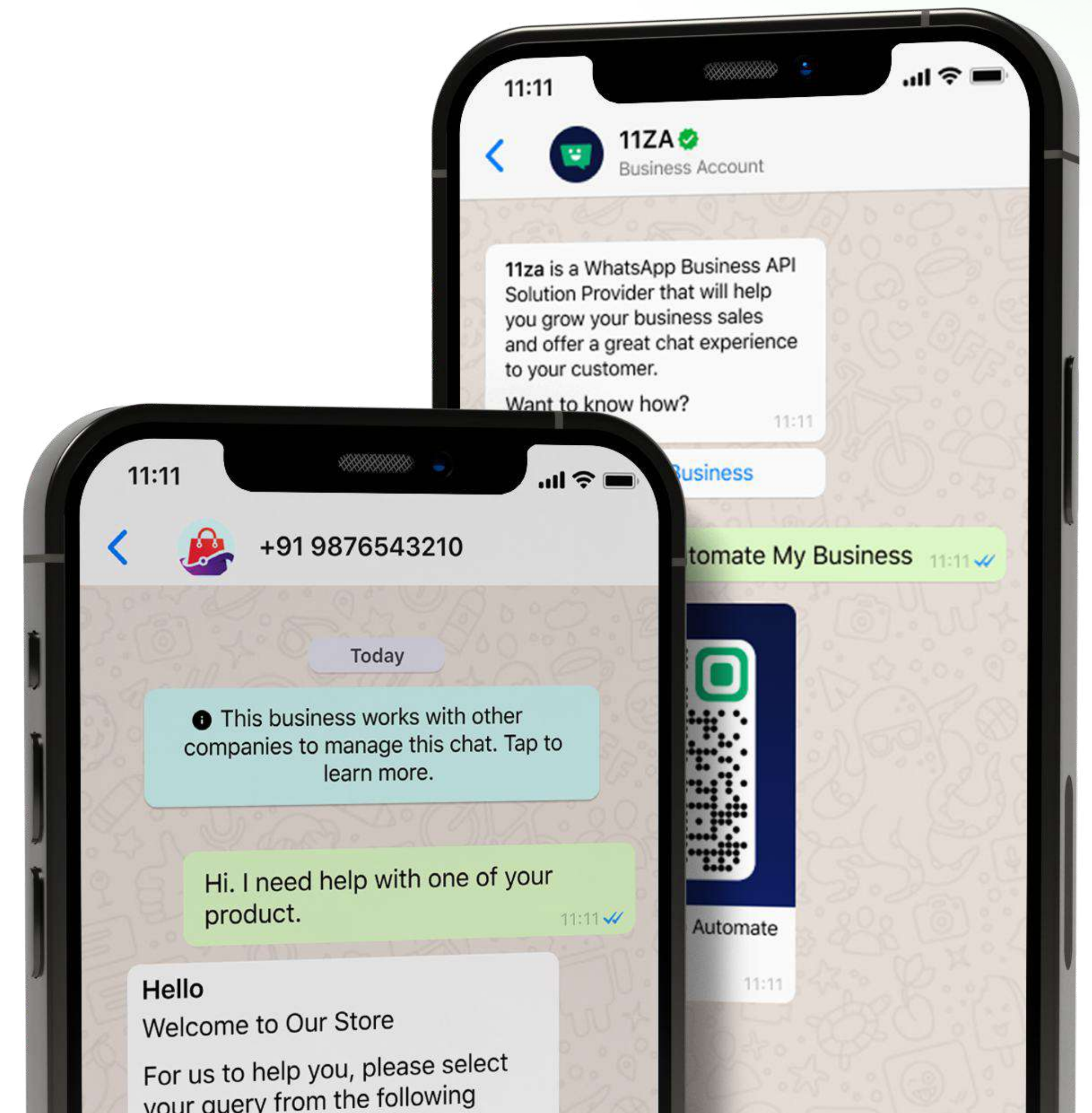
## WhatsApp Green Tick

### Benefits:

- Company name is displayed with a green check icon.
- Company name serves as branding throughout the conversation.

### Requirements:

- Brand Recognition & Awards
- Brand Media Coverage
- Notable Mentions
- Business must be on Tier 2 or 3. (Recommended)





Thank You

**Have Any Questions?**

write to [support@11za.com](mailto:support@11za.com)