



Weekly WhatsApp Performance Summary

PREPARED FOR

REPORT PERIOD

GENERATED ON

CLIENT INFORMATION

Business Account	ABC Fashion Store	Plan Type	Professional Plan
Client Name	John Smith	Industry	E-commerce

EXECUTIVE SUMMARY

Outbound Messages

124,580

↑ 12.5%

Inbound Messages

8,942

↑ 4.2%

Total Contacts

74,580

↑ 8.1%

Credits Used

124,580

Delivery Rate

95.7%

Read Rate

76.8%

Engagement Rate

18.4%

Response Rate

9.2%

PERFORMANCE INSIGHTS

This week demonstrated exceptional delivery performance with a **95.7% delivery rate** and strong customer engagement. Read rates exceeded industry benchmarks by **14%**, indicating highly relevant messaging content. The consistent growth in total contacts suggests that the current acquisition strategy via WhatsApp is scaling effectively.

DETAILED CAMPAIGN PERFORMANCE

Summer Sale Campaign
Sent on: June 10, 2026

SUCCESS RATE
97.53%

BEST PERFORMING

SENT 45,000	DELIVERED 43,890	READ 35,420	FAILED 1,110
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New Arrivals Campaign
Sent on: June 12, 2026

SUCCESS RATE
97.17%

COMPLETED

SENT 30,000	DELIVERED 29,150	READ 24,230	FAILED 850
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Campaign Comparison Insight

Top Performing Campaign	Summer Sale Campaign
Highest Read Rate	80.7% (New Arrivals)
Lowest Failure Rate	2.4%
Best ROI Campaign	Summer Sale Campaign

AUTOMATION & WORKFLOW PERFORMANCE

HIGH CONVERSION

Abandoned Cart Recovery

Recovers sales by reminding users of items left in cart.

REVENUE RECOVERED

₹8,45,000

Enrolled

5,400

Read Rate

78.7%

Success Rate

20.83%

Welcome Series

Onboarding new subscribers after sign-up.

READ RATE

82.10%

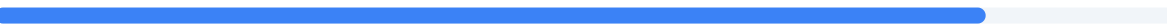


Order Follow-Up

Post-purchase feedback and support.

READ RATE

84.69%



Executive Automation Insight:

The Abandoned Cart Recovery workflow generated ₹8.45 Lakhs in recovered revenue with a conversion of 20.83%, making it the highest-value automation currently active.

CREDIT CONSUMPTION ANALYTICS

Total Credits Used

124,580

Utilization Rate

83%

Estimated Monthly Usage: 498,320 credits based on current weekly velocity.

BUSINESS RECOMMENDATIONS

- 1. Frequency Optimization:** Increase abandoned cart recovery reminders to two touchpoints for high-value carts.
- 2. Peak Engagement:** Schedule upcoming promotional campaigns between 7:00 PM and 9:00 PM to maximize read rates.
- 3. Segmentation:** Split the 'New Arrivals' audience into VIP and Regular segments for more personalized messaging.
- 4. Content Audit:** A/B test short-form vs long-form copy to further improve the already high 76% read rate.

NEXT WEEK FORECAST

EST. VOLUME

135,000+

EST. READ RATE

78.5%

EST. RECOVERY

₹9.2L

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