

Campaigns

To send personalized WhatsApp messages to selected contact groups using pre-approved templates and scheduled timing.

Access Campaigns from the side menu and click on **Create Campaign**.

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?Step 1: Choose Template & Personalize Message

Template

- Choose the Template or you can click **Change** to select a pre-approved WhatsApp template.
- Displays template name, language, and category.

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Header

- Select a document (e.g., invoice or receipt) to attach.
- Fill in the value for `{{Header Document Name}}` if required.

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Body

- Fill out dynamic variables like `{{1}}`, `{{2}}`, etc.
- Use the dropdowns or manually type values to personalize.

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Message Preview

- Shows a live preview of the message based on variable inputs.

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? Step 2: Contacts and Schedule

Campaign Title

- Enter a name for internal tracking (e.g., “Order Receipt – June”).

Target Contacts

- Select a contact group from saved lists.
- Optional: Toggle to restrict by **Language Code** (sends only to users matching the template’s language).

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Schedule

- Choose **Now** to send immediately or toggle for future scheduling.
- Scheduling disables immediate send and opens date/time selectors.

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Send using Phone Number

- Pick the sending WhatsApp number (useful for multi-number setups).

[Screenshot 2025-06-09 114659.png](#)

? Final Step

Click **Schedule Campaign** to confirm and send/schedule your campaign.

On the **Create Campaign** page in Kiyowap:

- **Manage Campaigns:** Redirects you to view, edit, or monitor all your previously created WhatsApp campaigns.
- **Sync WhatsApp Templates:** Updates your template list by syncing with approved templates from WhatsApp Business Manager, ensuring the latest versions are available for use.'

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Campaigns List View

In List view page, there are two main tabs: **Active** and **Archive**. The **Active** tab displays currently running or completed campaigns, while the **Archive** tab holds older campaigns that have been manually archived for record-keeping.

Each campaign is listed in a table format showing key details including the **campaign title**, **associated message template**, **number of contacts targeted**, **creation time**, and **scheduled send time**. The **status** column indicates whether the campaign has been executed or is pending.

Two main actions are available for each campaign:

- **Campaign Dashboard**: Opens a detailed view with performance metrics and analytics.
- **Archive**: Moves the campaign to the archive tab for future reference without cluttering the active list.

Additional features include a **search box** to quickly locate campaigns by title or keyword, and an **entries dropdown** to control how many campaigns are shown per page. A **“Create New Campaign”** button is also provided in the top-right corner, allowing users to easily initiate new WhatsApp marketing campaigns.

This dashboard ensures efficient tracking, management, and analysis of WhatsApp outreach efforts from a single interface.

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