

# ANALYTICS THAT MATTER

What to look for  
in the analytics



Chatping

# How to Track, Understand, and Optimize Every WhatsApp Campaign

## Why Analytics Matter

Marketing without data is like shooting in the dark.

➤ With Chatping's analytics:

- You know what works (and what doesn't)
- You optimize future campaigns with confidence
- You stop wasting money on underperforming messages
- You get closer to your audience, and your revenue goals

## Where to Find Your Data in Chatping

- Go to your Analytics tab to access:
- Campaign performance dashboards
- Bot automation flow stats
- Phonebook & audience insights
- Clicks, reads, replies per template
- **C**ustom reports for advanced users

## Key Metrics You Should Track

- Sent: How many messages were sent
- Delivered: Messages successfully delivered
- Read: WhatsApp "seen" messages
- Clicked: Button or link interactions
- Replied: Direct customer replies
- Opt-Outs: How many unsubscribed or blocked
- Conversion Rate: % of users who took desired action

## How to Read Your Campaign Results

### Example:

- Sent: 1,000
- Delivered: 950
- Read: 780
- Clicked: 220
- Replied: 60

### This means:

- 🔍 Strong open rate (read/delivered = 82%)
- 🔗 Decent click-through (clicked/read = 28%)
- 📧 Engagement opportunity (replied/clicked = 27%)

➤ **Benchmark your numbers weekly , and compare across campaigns.**

## Segment-Level Analysis

➤ Not all customers behave the same.

Use **Phonebooks** and **Tags** to group users by:

- Buyer vs non-buyer
- Product interest
- Event source (e.g. leads from Instagram)
- Region or language

**Then compare:**

- Open rates
- Reply rates
- Bot completion



**Segmented campaigns = higher performance.**

## Automation Performance Metrics

### ➤ For Bots & Flows, track:

- Started vs. Completed
- Drop-off points
- Button clicks per message
- Reply rates per step
- Conversion actions (e.g. bookings, purchases)

### ➤ High drop-off? Shorten the flow or make the first message clearer.

## Interpreting Drop-Offs & Conversions

### If many users leave after Step 1:

- Is the message too long?
- Too many choices?
- No clear CTA?

### If clicks are high but no conversions:

- Is the landing page working?
- Is the offer compelling?
- Is the message misleading?

## A/B Testing with Chatping

### Test small changes to big effect:

- Message hooks
- Button copy
- Send time
- Emojis vs. no emojis
- Image + text vs. text only

### ➤ Always test one variable at a time.

Use the **Campaign Split Test** feature (coming soon) or duplicate campaigns manually.

## **Making Data-Driven Decisions**

### **Every week, ask:**

- Which campaign had the highest CTR? Why?
- Which segment responds better?
- What time/day gives the best reply rate?
- Which bots have high drop-off and need fixing?

### **Turn insights → action:**

- Kill low-performing templates
- Double down on top-performing flows
- Schedule messages at high-engagement times

## **Common Mistakes to Avoid**

- **✗** Only tracking "sent", it's not a success metric
- **✗** Ignoring reply rates
- **✗** Not segmenting your audience
- **✗** Not testing new angles
- **✗** Not following up with engaged leads

**You now know how to measure, analyze, and optimize every WhatsApp interaction.**