

WhatsApp for Usedesk.com

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Usedesk

WhatsApp Business Connecting

Once Facebook has verified you, then you can start setting up a channel in Usedesk.

1. Create a chat channel or use an existing one. Copy the chat id in the channel settings.

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2. Go to the "Channels" - "API" section, click "Add".

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3. After adding a channel, four configuration blocks appear on the page, in which you need to fill in the required fields:

- Channel name - enter the name of the channel, which will be displayed in the general list of channels in the "Channels" section;
- Redirect URL - your webhook, which ChatArchitect employees will provide after connecting the WhatsApp Business API (verification passing)
- JSON request - check the box to convert the request to JSON format;
- Send in UTF-8 - check the box to send a ticket in this format;
- Track Channels - Move to the right column those Usedesk channels through which this API channel should track events. In this case, this is the chat channel from item 1;
- Block "Tracking chats" - check the "All messages chat" checkbox.

Click "Save". After saving the settings, copy the secret key. 4. Transfer the data to the ChatArchitect employee for configuration on their part:

- API channel secret key (item 3)
- Chat channel identifier (item 1)

After the ChatArchitect employee sets up on their part, you will receive confirmation, then you can safely check the work of the channel.

Using WhatsApp Business

1. Processing incoming requests Customers can write to the phone number you connected. The message from the client goes to the "Chats" section and the "Tickets" section. Respond from any section to a customer message. Tickets:

Eav1jLY7OehGdX2MkONNnf3jitRn7MZQNZjgZPCj

Chats:

IVatzsNUW23IVib8MviCyWhev7FF2965PjX8U6O7

Please keep in mind the 24-hour window for standard correspondence when replying to a message. If 24 hours have passed since the client's last message, you will need to use a pre-agreed template with ChatArchitect to respond. Copy the template text and paste it into the field for sending a message. The template can contain variables that you can edit

How to create a template for WhatsApp Business API

Step-by-step instructions how to create a template in our app

1. First of all, you need to open wtargeted.com/ and click on the "Facebook Login" button or "Google Login" button

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2. After you have logged in to your google \ facebook account, you must enter your PERSONAL phone number on which there is a WhatsApp application, a verification code will be sent to it (not to be confused with the number that you connected with us)

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3. Put your App key and Secret and press "Yes, continue".

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4. After this, an app menu will be opened. Click on the "Submit template" button.

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5. Select the desired language and template type.

Write your message with variables in the first column. For example, "Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created." Variables should be in braces {{}}.

Write a sample message replacing the variables with meaningful information in the second column. For example, "Hello, our employee will answer you as soon as possible. Ticket [999TTT] has been created.". The placeholder is square brackets [].

Then click "Submit Template".

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6. After review, your template will appear in "Approved templates".

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Don't forget to click on the "refresh" button.

How to improve your mailling

How to improve your Template

When preparing a mailing campaign, one of the most common questions is: *How can I create an effective newsletter without risking being blocked?* In this article, we'll share practical recommendations to help you achieve that.

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Text Length

Meta recommends keeping marketing templates under 500 characters to maximize customer engagement. The optimal range is 300–500 characters. In practice, this means keeping your message concise and focused: present the essence of your offer in just a few sentences instead of overwhelming readers with a wall of text.

Personalization with Variables

Personalization significantly improves the effectiveness of your campaigns. Using variables such as the customer's name is a simple but powerful way to make your messages feel more personal. After all, everyone appreciates being addressed directly.

Use of Media

Adding visuals such as bright images or short videos is a proven way to increase click-through rates. High-quality media design not only attracts attention but also serves as an important driver of conversions.

Action Buttons

Quick-reply buttons are an excellent tool for faster customer interaction. A single click is always easier than typing a response.

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In addition, action buttons can redirect users directly to your website or phone number, making the communication process seamless and convenient.

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Unsubscribe Button

Meta recommends including an “Unsubscribe” button in mass-mailing templates, and we strongly support this practice. It’s much better to give customers an easy, native way to opt out than to risk complaints or negative feedback.

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Conclusion

If you want your newsletter to deliver high engagement and strong conversion rates, make sure your template includes all of the elements listed above: concise copy, personalization, engaging visuals, action buttons, and an unsubscribe option.

Important Note: Templates containing images or call-to-action buttons (such as a website link or phone number) can only be approved via chat with our support team: wa.me/421233221242
wa.me/17377101702