

summer_sale_2026

Client: **Example Trading Co.** · Sender number: +20 100 000 0000

Send date Monday, 17 August 2026	Start — finish 11:00 — 11:06 AM	Send duration 6 minutes	Message type Meta-approved template
500 recipients on the list Meta accepted all — 100%	438 messages delivered 87.6% delivery rate	41 customers replied to the campaign 8.2% of recipients — an excellent result	63 inbound messages from replies as of report time

Outcome breakdown

500 messages



Undelivered messages in detail (62)

Count	Reason	What it means
36	Meta frequency caps	WhatsApp holds back a marketing message from a user who has received many marketing messages lately — from all businesses, not just yours. These numbers usually receive the next campaign.
21	Numbers not on WhatsApp	Numbers not registered on WhatsApp, or mistyped in the list. We recommend removing them from future send lists.
5	In Meta's measurement sample	Meta withholds marketing messages from a small share of users for statistical measurement — Meta's decision, unrelated to your campaign.

All non-deliveries are reported by WhatsApp after the messages were accepted, and sit within the normal range for marketing campaigns (10–15%).

Our recommendations for the next campaign

- Follow up quickly with the 41 customers who replied — they are genuinely interested, and their replies await your team on the platform.
- Remove the 21 unavailable numbers from future lists to lift the delivery rate.
- Space campaigns to the same list a few days apart to soften the impact of Meta's frequency caps.