USER GUIDE

Ultra WhatsApp

a product of Code Craft

Set up your WhatsApp Business number on the official Cloud API, then send approved messages to customers who opted in, read the reports and answer replies. Everything in one place, step by step.

Version 1.0 · Windows · macOS · Android
Website: ultraemailer.org/whatsapp · Support: contact@ultraemailer.org
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The screenshots in this guide were taken from the real app with invented sample data (a made-up business called Harbor & Pine Coffee and invented customers). Your screens show your own business.

CHAPTER 1

What Ultra WhatsApp is and how it works

Ultra WhatsApp is a desktop app for sending WhatsApp messages to many customers at once, from your own business number. It sends through the **WhatsApp Business Platform** (Meta's official Cloud API), either directly with Meta or through a provider such as 360dialog, Twilio or Gupshup.

It does **not** use WhatsApp Web, a QR code or your phone. Tools that automate WhatsApp Web break WhatsApp's terms, and those numbers get banned. Ultra WhatsApp talks to Meta's API with your own access token, the same way large companies do.

The four rules that shape everything

1. You start a conversation with an approved template

A template is a message you write once and submit to Meta for review, for example "Hi {{1}}, your order {{2}} has shipped." Meta checks it, usually within minutes to a day. Only approved templates can be sent to someone who has not messaged you recently.

2. The 24-hour window

When a customer messages you, a 24-hour customer-service window opens. Inside it you can reply with any text, picture or document. When it closes, you can only send an approved template again. Every new message from the customer opens a fresh 24 hours. Ultra WhatsApp tracks this for every conversation and blocks free text outside the window, so you cannot break the rule by accident.

3. Opt-in

WhatsApp requires that people agreed to receive messages from your business on WhatsApp before you message them first. Ultra WhatsApp stores where and when each contact opted in, and by default only messages contacts with a recorded opt-in. People who reply STOP go on your opt-out list and are never messaged again.

4. Messaging limits

Meta limits how many different customers each number can start conversations with in a rolling 24 hours. New numbers start low and the limit grows as you send messages people value. Ultra WhatsApp reads your number's limit and pauses a campaign when it is reached, then resumes automatically.

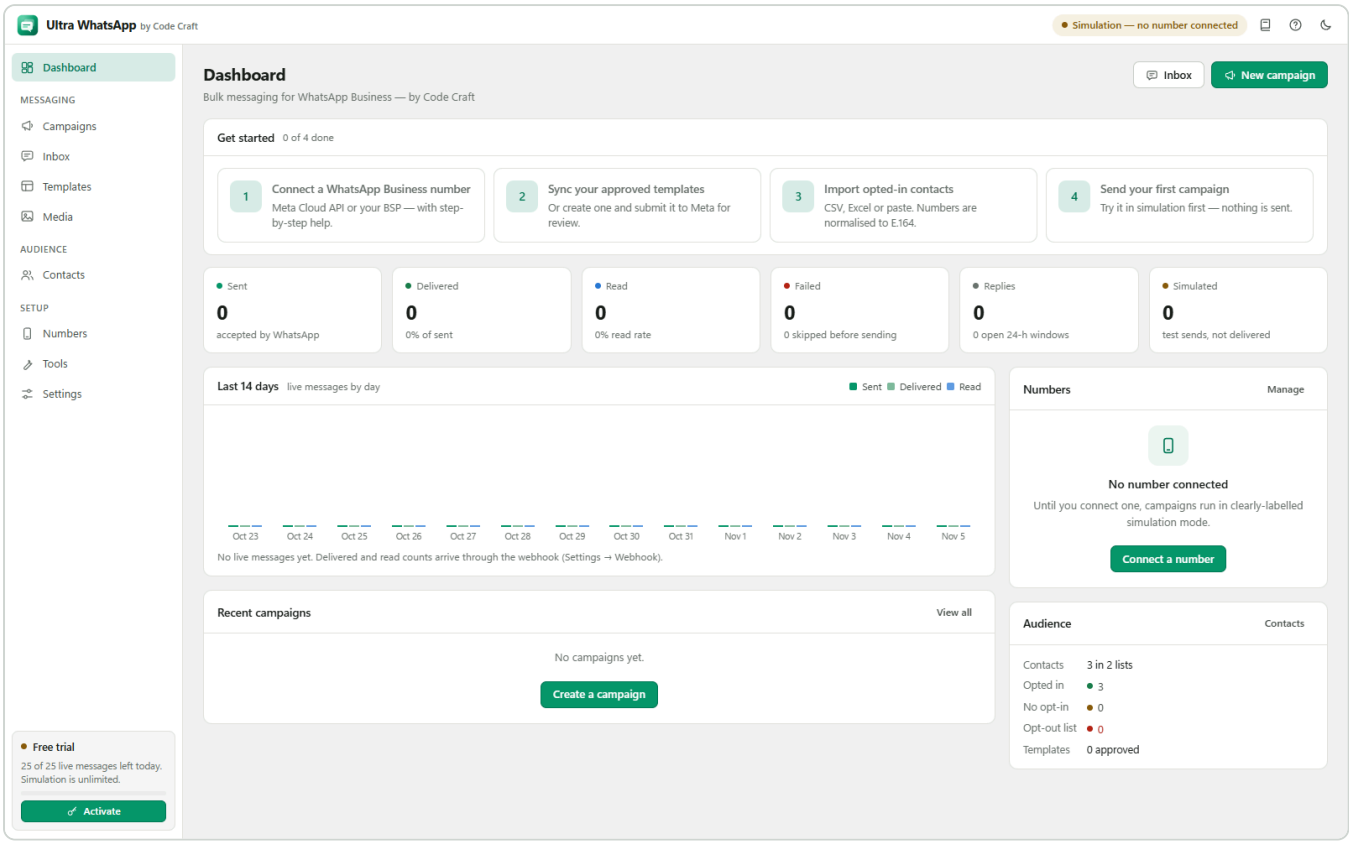
What Meta charges, and what Ultra WhatsApp charges

Meta charges you directly for template messages, at rates that depend on the template **category** (marketing, utility or authentication) and the recipient's **country**. Meta bills the payment method you add in WhatsApp Manager. Replies you send inside an open 24-hour window are free, and so are utility templates sent inside an open window. Meta changes its prices from time to time, so always check Meta's current WhatsApp Business pricing page.

Ultra WhatsApp never handles that money and adds no per-message fee. You pay once for the software licence. If you connect through a provider (360dialog, Twilio, Gupshup, Interakt, AiSensy), the provider may add its own fees.

Simulation mode: try everything first

Until you connect a number, Ultra WhatsApp runs in **simulation mode**. Campaigns go through every step (opt-in checks, pacing, the 24-hour rule) but nothing is sent. Messages are marked *simulated*. The app comes with sample contacts and two sample templates so you can practise. The status pill at the top right always tells you which mode you are in: **Simulation — no number connected** or **Live · 1 number**.



The dashboard on first start. The Get started card lists the four steps; the pill at the top right says Simulation until a number is connected.

CHAPTER 2

Before you start: a checklist

Collect these before you sit down. The Meta part takes most people 30 to 60 minutes the first time, plus waiting for Meta's checks.

You need	Why
A computer with Windows 10 or 11, or macOS	Ultra WhatsApp runs there. It needs internet to send.
A Facebook account you can log in with	Meta's business tools are opened with a personal Facebook login. Nothing is posted.
A phone number for the business	It must be able to receive an SMS or a voice call for verification. It must **not** be active on the normal WhatsApp or WhatsApp Business app at the same time (see chapter 6).
Your business details	Legal name, address, website or social page. Needed for business verification.
A debit or credit card	For Meta's per-message charges, added in WhatsApp Manager.
A contact list with opt-in	Phone numbers of customers who agreed to WhatsApp messages, in Excel or CSV, ideally with where they opted in.
Your licence key (optional at first)	Starts with `BW-`. Without it you get the free trial: 25 live messages a day, unlimited simulation.

CHAPTER 3

Install Ultra WhatsApp

Download the installer for your system from **ultraemailer.org/whatsapp/download**. Licences are sold at **ultraemailer.org/whatsapp/pricing**.

Windows 10 and 11

1. Double-click `UltraWhatsApp-Setup.exe`.
2. If Windows shows *Windows protected your PC*, click **More info**, then **Run anyway**. The installer is new and not code-signed yet, so Windows does not recognise it. This is expected.
3. Choose the install folder and finish. Ultra WhatsApp appears on the desktop and in the Start menu.

Prefer not to install? `UltraWhatsApp-Portable.exe` runs from any folder or USB stick.

When you minimise the window on Windows, Ultra WhatsApp keeps running in the system tray (near the clock) so long campaigns continue. Click the tray icon to bring it back. To quit completely, right-click the tray icon and choose **Quit Ultra WhatsApp**.

macOS

1. Download the file for your Mac: the `arm64` .dmg for Apple Silicon (M1 and newer) or the `x64` .dmg for Intel Macs. Not sure? Apple menu → About This Mac shows "Chip: Apple M…" or "Processor: Intel".
2. Open the .dmg and drag **Ultra WhatsApp** into **Applications**.
3. **First open (Gatekeeper):** in Applications, **right-click** (or Control-click) Ultra WhatsApp and choose **Open**, then **Open** again in the dialog. macOS asks this once for apps downloaded outside the App Store.
4. If macOS still refuses, open **System Settings** → **Privacy & Security**, scroll down to the message about Ultra WhatsApp and click **Open Anyway**.

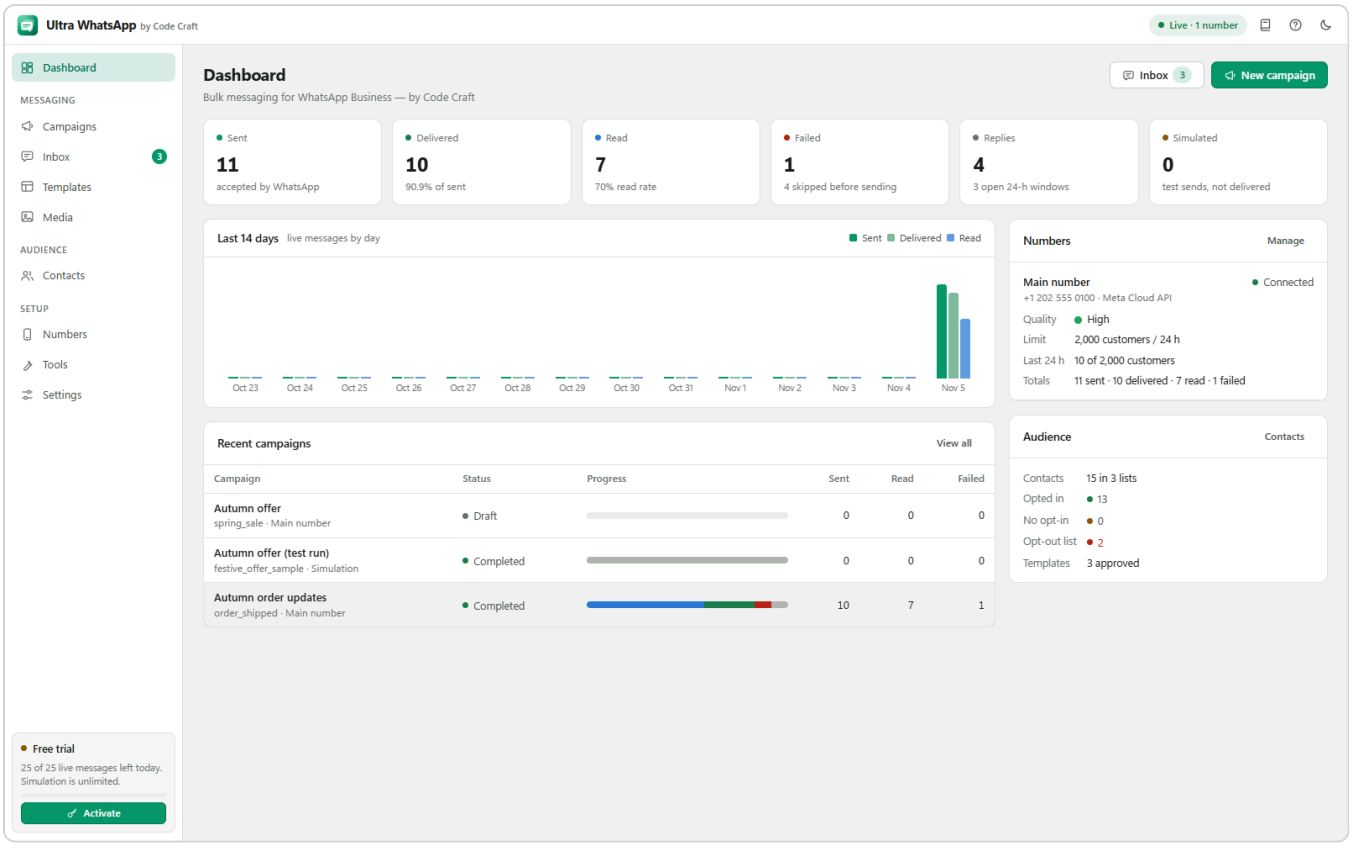
Android app

1. On the phone, download the Ultra WhatsApp `.apk` file from the download page.
2. Open the file. If Android asks, allow your browser or file manager to *install unknown apps*, then tap **Install**.
3. Open Ultra WhatsApp. The tabs at the bottom are **Home**, **Campaigns**, **Contacts**, **Templates** and **More**. Numbers, the setup guide, media, lists, the opt-out list, tools and settings are under More.
4. To activate, open **More** and tap the licence row, then paste the same key you use on the computer. Your plan sets how many devices that covers, in any mix. On Google Play the app is called **Ultra Business Messenger**, and there you subscribe inside the app.

GOOD TO KNOW A phone cannot receive Meta's webhook (that needs an address on the internet that is always on). Delivery reports and replies arrive at the desktop app's webhook or your own server. The Android app can show them through an optional *inbox relay* address in its settings. This guide shows the desktop app; the steps on Meta's side are the same.

CHAPTER 4

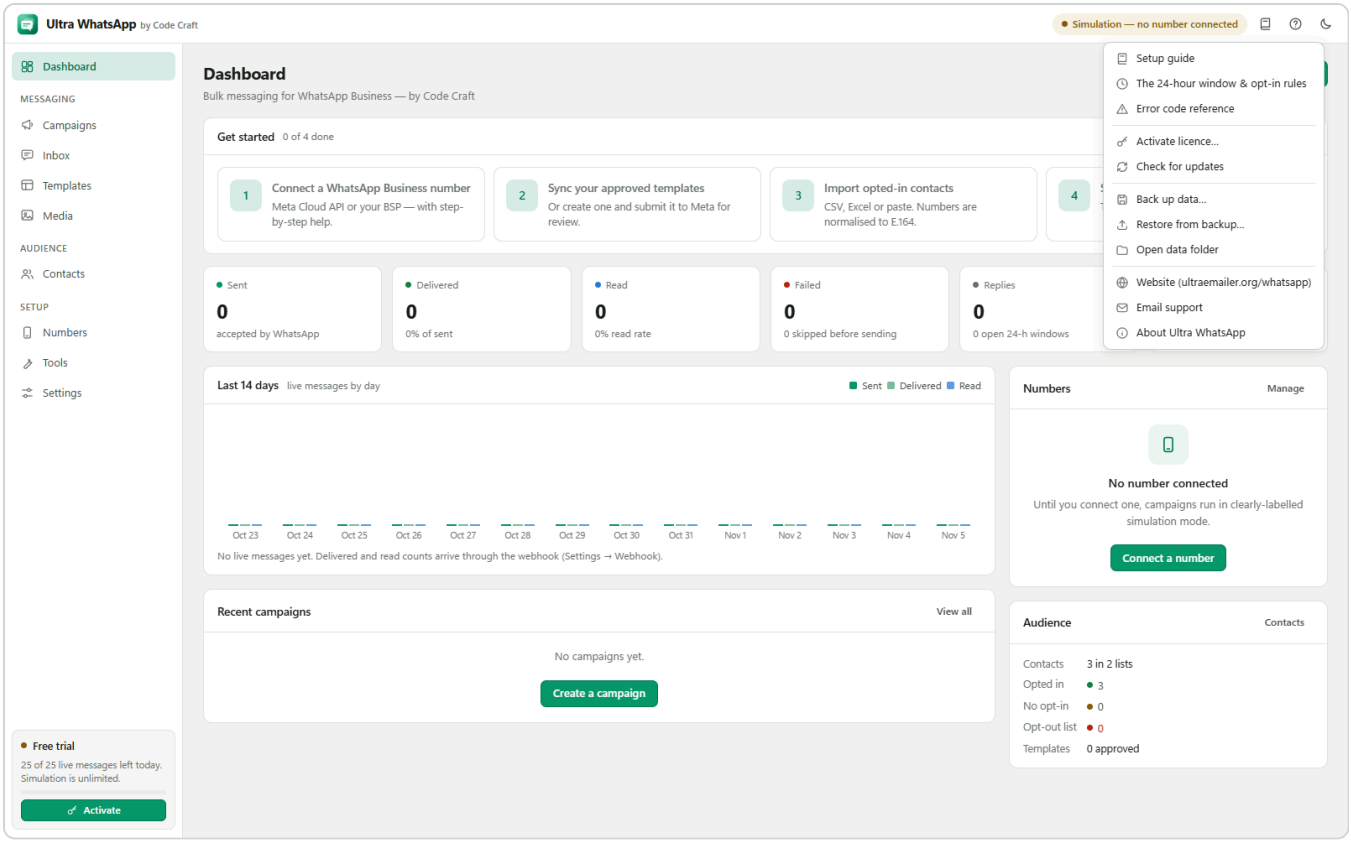
A tour of the window



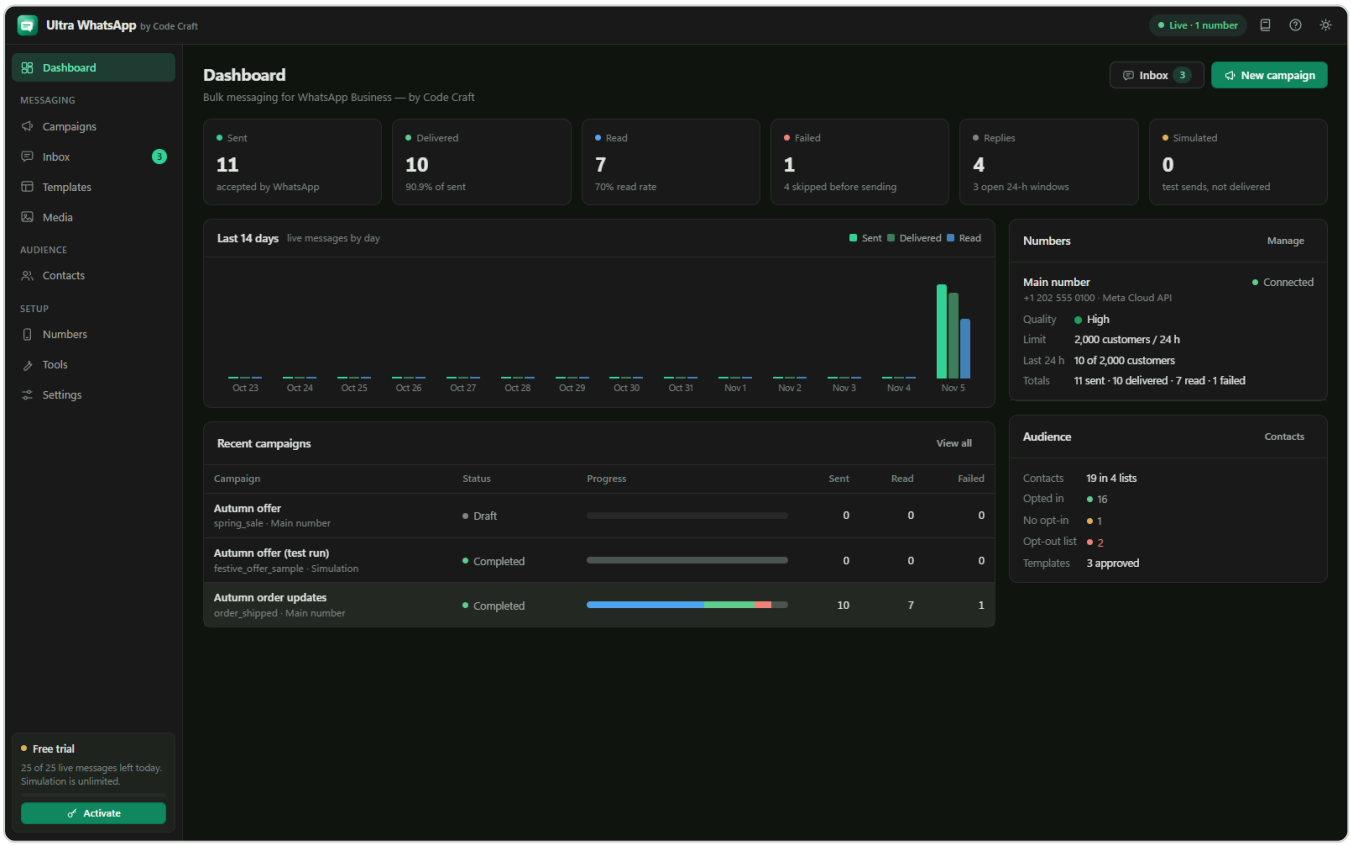
Dashboard with a connected number. Totals for sent, delivered, read, failed and replies, the last 14 days, recent campaigns, your number's quality and limit, and your audience.

Area	What it is for
Dashboard	Totals, a 14-day chart, recent campaigns, number health and audience at a glance.
Campaigns	Send an approved template to a list; follow each campaign's report.
Inbox	Customer replies and the time left in each 24-hour window.
Templates	Sync, create and preview message templates.
Media	Images, videos and documents for template headers and replies.
Contacts	Your contacts, lists, opt-in records and the opt-out list.
Numbers	Connect and check your WhatsApp Business numbers.
Tools	Number validator, list cleaner, previewer, compliance checker, cost estimator, quality guide, quick send, error codes.
Settings	Sending rules, webhook, advanced options, backup and licence.

At the top right: the **status pill** (Simulation or Live), the **book** icon (the offline setup guide), the **question mark** (Help menu) and the **moon/sun** icon to switch light and dark theme. The licence card sits at the bottom of the sidebar.



The Help menu (question-mark icon): setup guide, the 24-hour window and opt-in rules, error code reference, licence, updates, backup and restore, support.



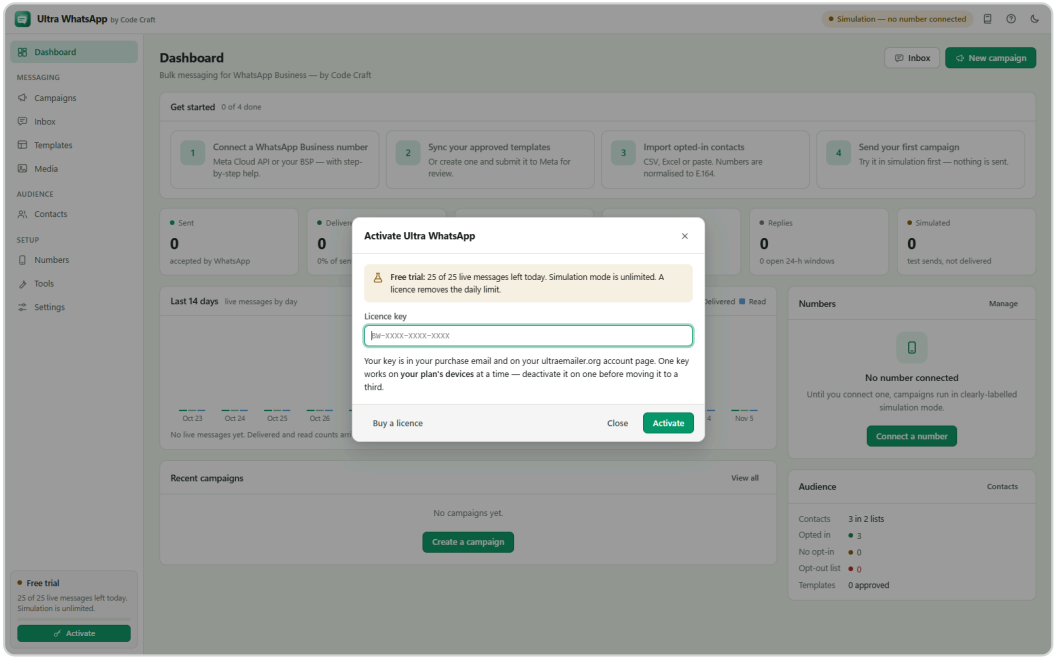
Dark theme. Click the moon icon at the top right; click the sun to switch back.

CHAPTER 5

Activate your licence

Every feature works without a key. The free trial sends up to **25 live messages a day**; simulation is unlimited. A licence removes the daily limit.

1. Find your key in your purchase email or on your account page at **ultraemailer.org/account**. It looks like `BW-XXXX-XXXX-XXXX`.
2. In Ultra WhatsApp click **Activate** on the licence card at the bottom of the sidebar (or Help → **Activate licence…**).
3. Paste the key into **Licence key** and click **Activate**. The computer needs internet for this step.
4. The window now says **Licensed** with your edition, the masked key and the date it is valid until.



Activate Ultra WhatsApp. Paste the BW- key and click Activate.

Plans and devices

Starter covers 1 device, **Business** 3 devices and **Agency** 10 devices, computers or phones in any mix. Each plan is available monthly, yearly or as a one-time lifetime licence. See pricing on **ultraemailer.org**. To use a key on one more device than your plan covers, free a seat first.

Moving to a new computer

1. On the old computer: Help → **Licence** → **Deactivate on this computer**. This frees the seat.
2. Make a backup (Settings → Data & licence → **Back up now**) and copy the file to the new computer. See chapter 18.
3. On the new computer: install, restore the backup, then activate with the same key.

You can move a key up to three times a year. Lost or broken the old computer and cannot deactivate it? Write to support with your key.

Working offline

The licence is re-checked online every 12 hours and keeps working **offline for up to 14 days**. After that, connect to the internet once so it can check again. (Sending messages always needs internet anyway.)

Renewal

Your licence is valid for the period on your order. Two days before it ends, a banner and a notification remind you. Click **Renew** (or renew at **ultraemailer.org/renew**); renewing keeps the **same key**, so there is nothing to re-enter. If a licence expires, live sending pauses until it is renewed. Your data stays.

CHAPTER 6

Get a WhatsApp Business API number from Meta

This chapter walks through Meta's side. Meta redesigns its screens often, so we describe them in words instead of showing pictures that may be out of date. Look for the names in bold; they rarely change. The same steps, with buttons that open each Meta page, are inside the app: Numbers → **Connect a number** → Meta Cloud API.

YOUR PHONE NUMBER A number can be on the Cloud API **or** on the WhatsApp phone app, not both (except through Meta's "coexistence" option offered by some providers). If the number is in use on WhatsApp now, either use a new number, or back up the chats on the phone and delete that WhatsApp account first (WhatsApp → Settings → Account → Delete account). The number must be able to receive an SMS or a voice call.

Step 1. Create a Meta business portfolio

1. Go to **business.facebook.com** and log in with your Facebook account.
2. If you have no business portfolio yet, create one: business name (as registered), your name and a business email.

META SCREEN, DESCRIBED IN WORDS

Meta Business Suite → Settings (gear icon) → Business portfolio info. Here you see the portfolio name and its ID. Fill in the legal name, address, phone and website; you need them for verification.

Step 2. Create a developer app

1. Open **developers.facebook.com**, click **My Apps**, then **Create app**. If asked, register as a developer with the same Facebook account.
2. Give the app a name (only you see it, for example "Shop WhatsApp").
3. Choose the use case **Connect with customers through WhatsApp** (app type *Business* on older screens).
4. Link the app to your business portfolio from step 1 and finish.

META SCREEN, DESCRIBED IN WORDS

App dashboard. A left menu with **WhatsApp → API Setup**, **Configuration** and more. Meta may create a test WhatsApp Business Account and a test number for you. You can ignore the test number; you will add your real one next.

Step 3. Add your phone number and display name

1. In the app open **WhatsApp → API Setup** and click **Add phone number**.

2. Fill in the business profile: **display name** (the name customers see), category and description.
3. Enter the phone number and verify it with the code sent by **SMS** or **voice call**.

DISPLAY NAME TIPS Meta reviews the display name. It should clearly match your business, for example the shop name on your signboard or website. Avoid generic words alone ("Offers", "Sale"), all capitals and extra symbols. A name that is rejected can be changed and resubmitted in WhatsApp Manager.

Step 4. Add a payment method

Open **WhatsApp Manager** (business.facebook.com/wa/manage) → **Business settings** or the account menu → **Payment methods**, and add a card. Without it, template messages fail with error `131042`.

Step 5. Start business verification

In Meta Business Suite open **Settings** → **Security Center** (or **Business info**) and click **Start verification**. Meta asks for your legal business name, address and a document such as a GST certificate, a utility bill or a bank statement in the business's name, and may confirm by email, phone or a domain check.

Verification is not needed to start, but unverified businesses can message only a small number of new customers per day. Verified businesses start higher and can grow. Meta's check can take from a few minutes to several working days.

Step 6. Create a permanent access token

The token on the API Setup page is **temporary** and stops working after about 24 hours. For daily use you need a permanent token from a **system user**.

1. Open **business.facebook.com** → **Settings** → **Users** → **System users**. Click **Add**, give it a name (for example "ultra-whatsapp") and the role **Admin**.
2. Select the system user and click **Assign assets**. Add your **app** (full control) and your **WhatsApp account** (full control). Save.
3. Click **Generate new token**. Pick your app, set expiry to **Never**, and tick the permissions `whatsapp_business_messaging` and `whatsapp_business_management`.
4. Click **Generate** and copy the token. Meta shows it only once. Keep it somewhere safe, like a password manager.

META SCREEN, DESCRIBED IN WORDS

System users page. A list of system users on the left; on the right the selected user's assigned assets and the **Generate new token** button. The token is a long string that starts with `EAA`.

Step 7. Copy the two IDs

Back in the developer app, **WhatsApp** → **API Setup**. Pick your real number in the **From** list. Below it you see:

- **Phone number ID** — a long number (not your phone number).
- **WhatsApp Business Account ID** (WABA ID) — another long number.

Optional: the **App ID** from **App settings** → **Basic**. Ultra WhatsApp needs it only to upload sample images or videos when you create media templates from the app. On the same page is the **App secret**, which you will use for the webhook in chapter 13.

That is all from Meta. Now connect the number in the app (chapter 8).

CHAPTER 7

Prefer a provider? 360dialog, Twilio, Gupshup, Interakt, AiSensy

Business Solution Providers (BSPs) are Meta partners that host the Cloud API for you. They are useful if you already have an account with one, or want their help with setup. They add their own fees. In **Numbers → Connect a number**, **Sign up through a partner** opens the hosted sign-up of 360dialog, Twilio or Gupshup. **I already have my details** lists 20 providers you can search by name, country or region. The full list:

Direct from Meta (1)

Meta Cloud API

Global (6)

Twilio, Infobip, Vonage, Sinch, Telnyx, Plivo

Europe (3)

360dialog, Bird, CM.com

India and Asia (7)

Gupshup, Interakt, AiSensy, WATI, Kaleyra, Route Mobile, Zoko

Any other provider (1)

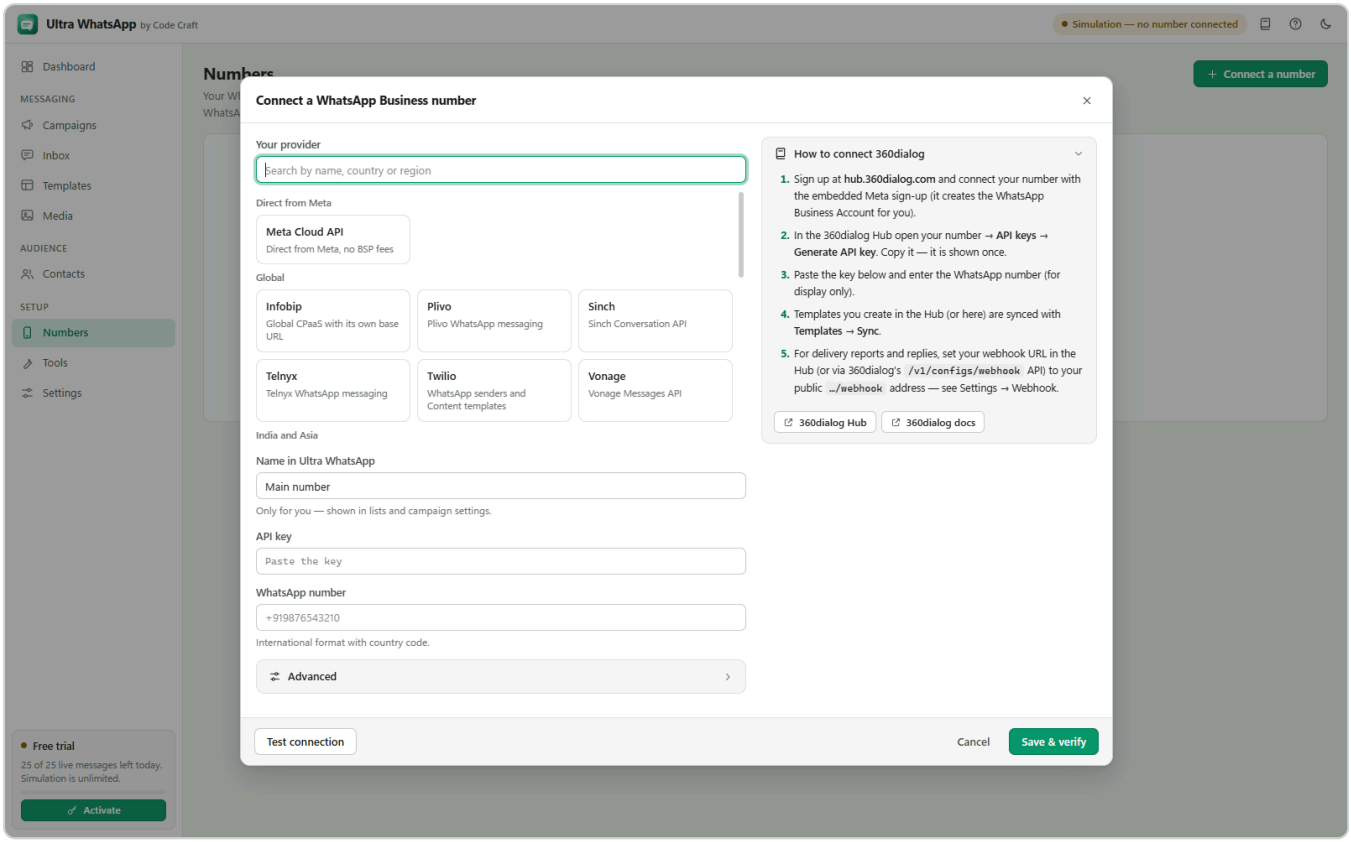
Custom HTTP API

Middle East and Africa (2)

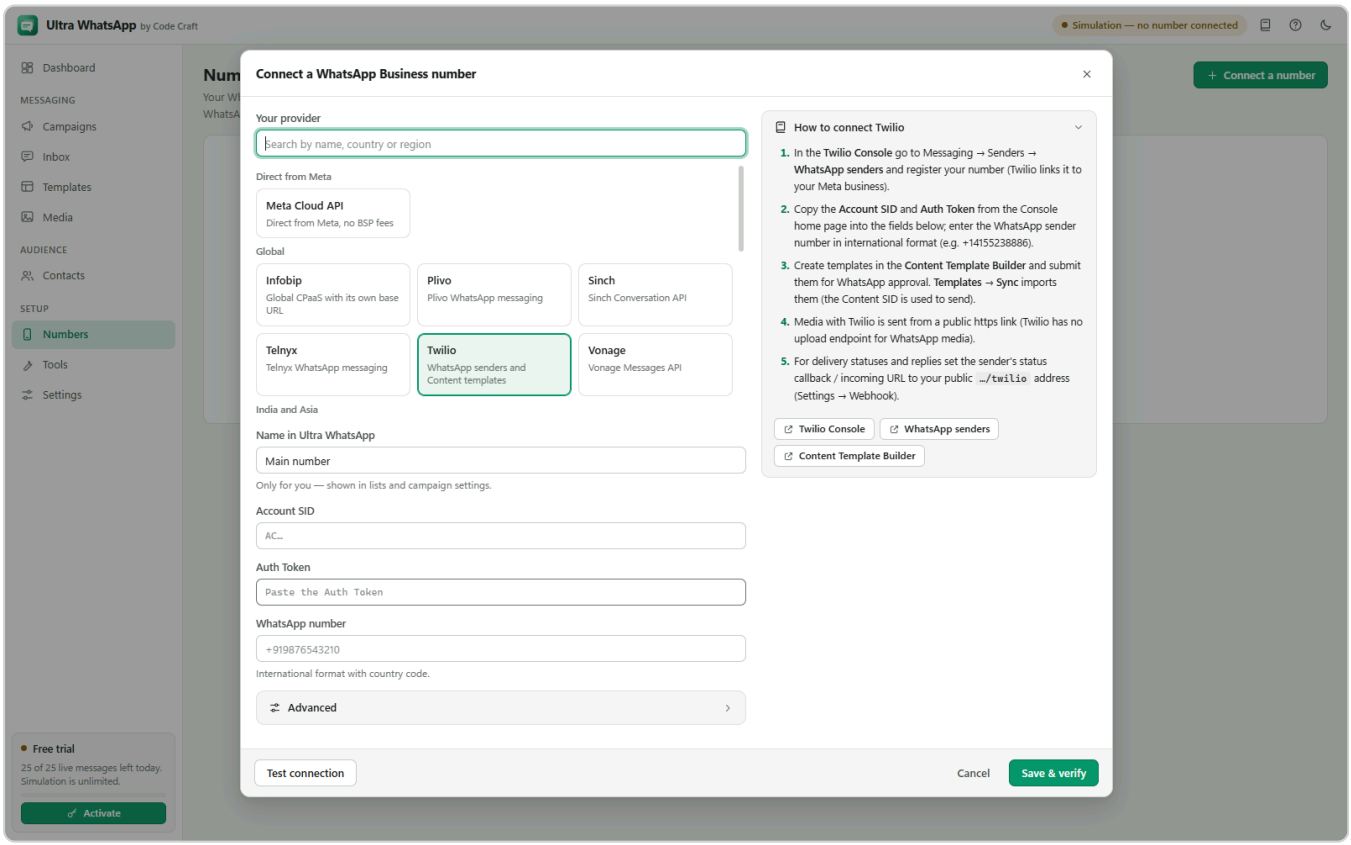
Unifonic, D7 Networks

Some of the common ones:

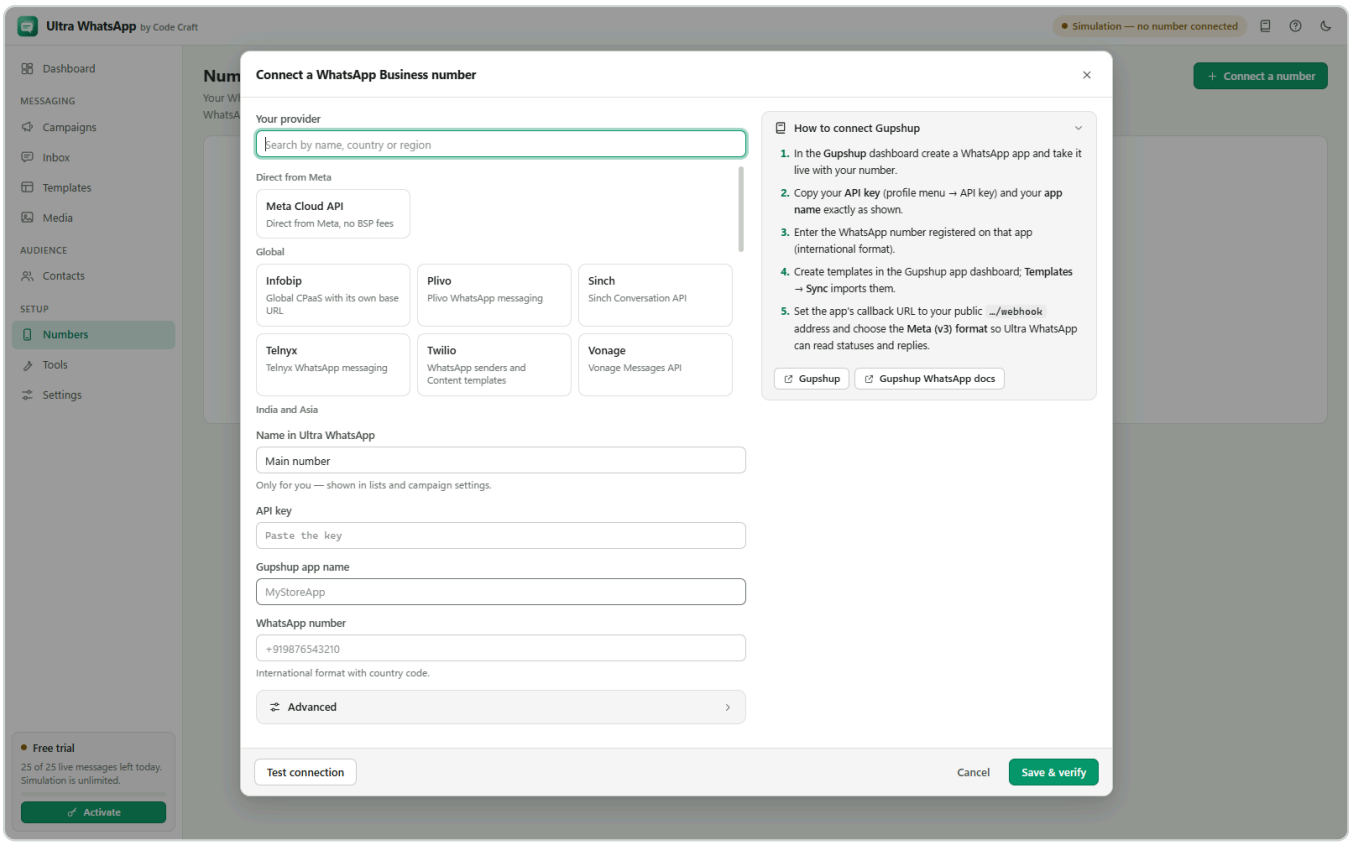
Provider	What you enter in Ultra WhatsApp	Templates
360dialog	API key (360dialog Hub → your number → API keys → Generate API key) and the WhatsApp number	Created in the Hub or here; Templates → Sync
Twilio	Account SID, Auth Token (Console home page) and the WhatsApp sender number	Content Template Builder; Templates → Sync
Gupshup	API key, the Gupshup app name exactly as shown, and the number	Gupshup dashboard; Templates → Sync
Interakt, AiSensy or any BSP with an HTTP API	**Custom HTTP API**: start from the Interakt or AiSensy preset, then check URL, headers and body against the provider's API documentation	Templates → **Add manually** (paste the approved text)



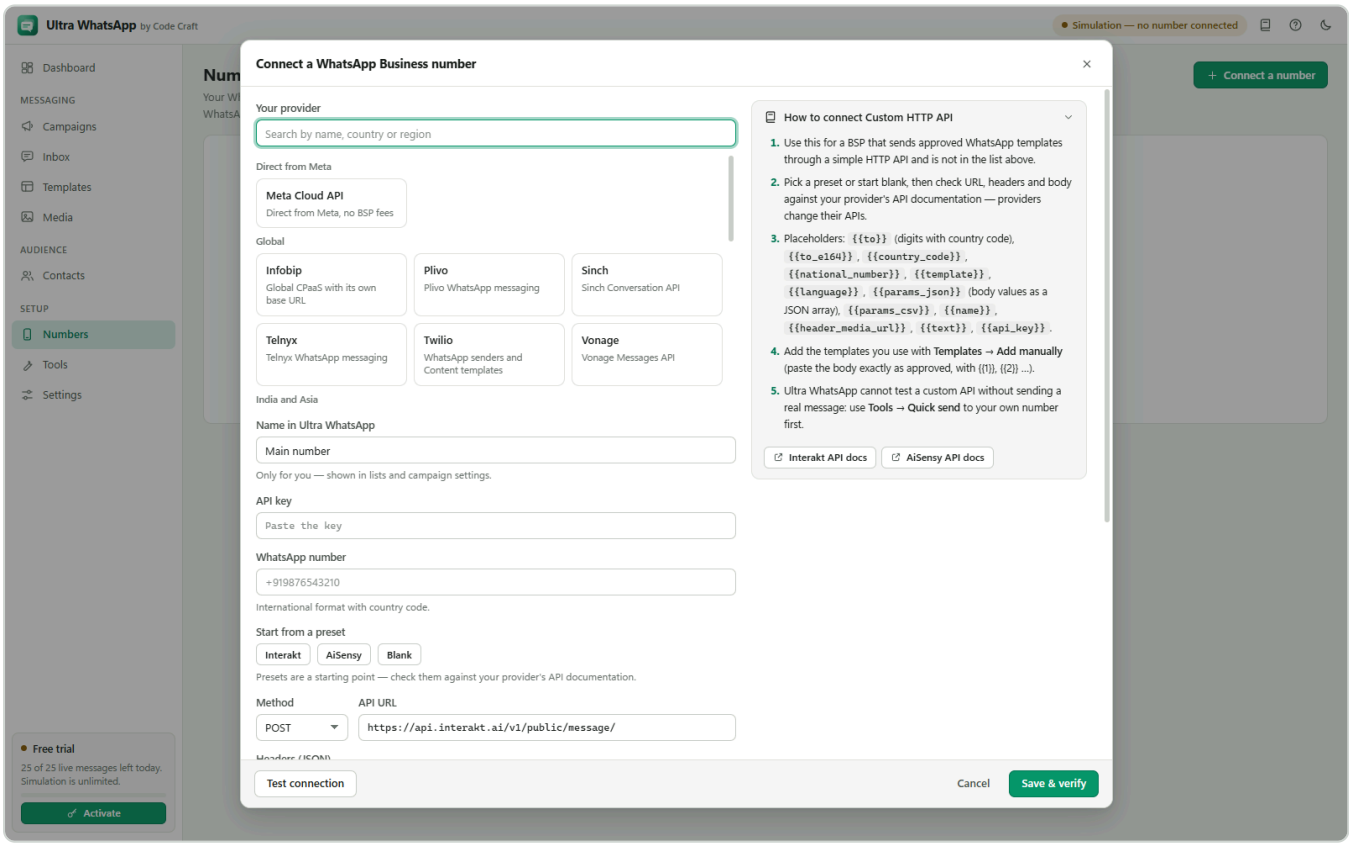
360dialog. Paste the API key and the number; the help on the right lists every step.



Twilio. Account SID, Auth Token and the WhatsApp sender number in international format.



Gupshup. API key, app name and number. Set the app's callback to the Meta (v3) format for statuses and replies.



Custom HTTP API for Interakt, AiSensy and similar providers. Presets are a starting point only.

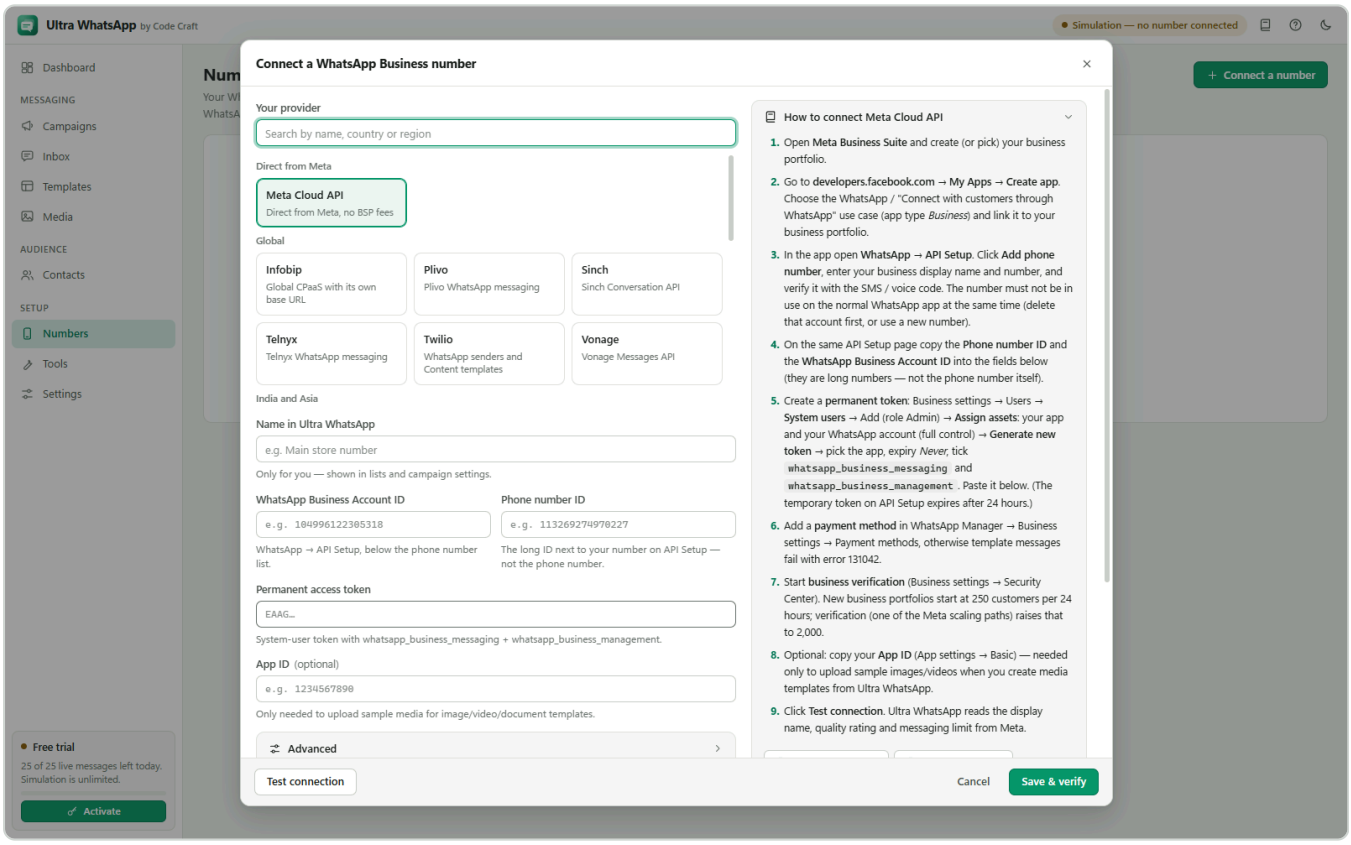
CUSTOM HTTP API Ultra WhatsApp cannot test a custom API without sending a real message. After saving, use Tools → **Quick single send** to send one template to your own phone first.

For delivery reports and replies, give the provider your public webhook address (chapter 13): `…/webhook` for 360dialog and Gupshup, `…/twilio` for Twilio.

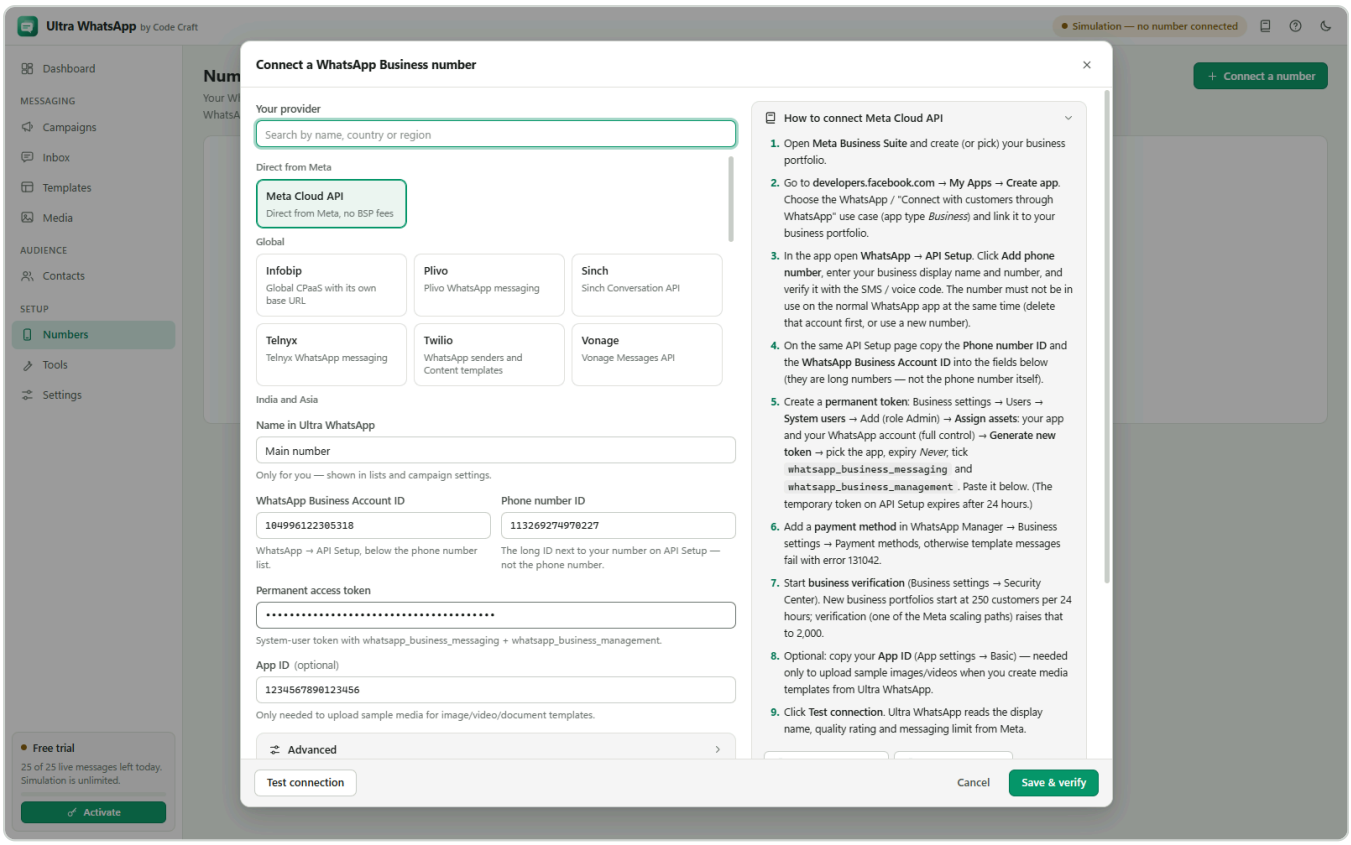
CHAPTER 8

Connect the number in Ultra WhatsApp

1. Open **Numbers** and click **Connect a number**.
2. Keep **Meta Cloud API** selected (or pick your provider).
3. **Name in Ultra WhatsApp**: any name for yourself, for example "Main store".
4. Paste the **WhatsApp Business Account ID** and the **Phone number ID** from chapter 6, step 7.
5. Paste the **Permanent access token**. Add the **App ID** if you have it.
6. Click **Test connection**. Ultra WhatsApp asks Meta for the display name, quality rating and messaging limit.
7. Click **Save & verify**.

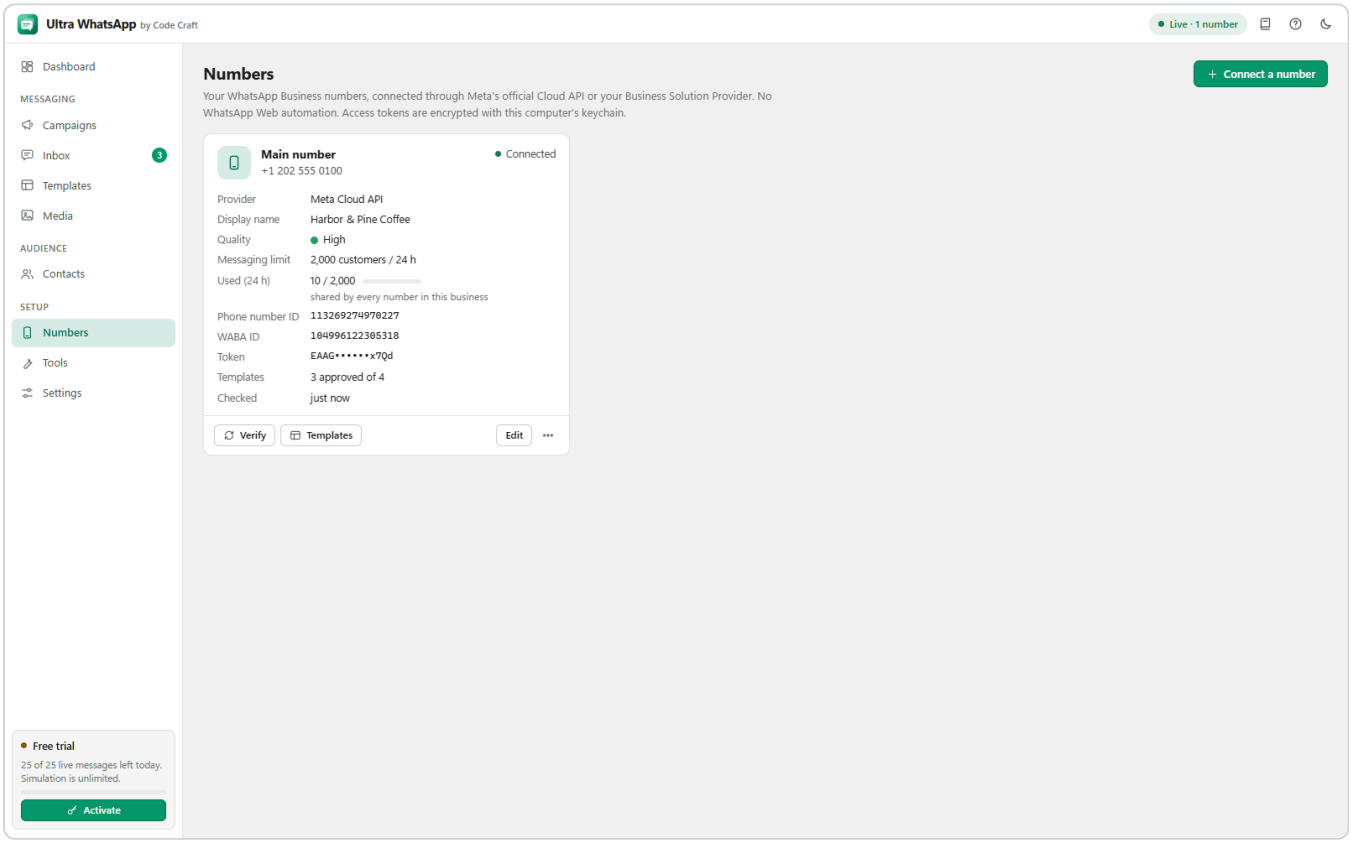


Connect a WhatsApp Business number. The steps on the right open the right Meta pages.



Filled in. The IDs are long numbers; the token is hidden as you paste it. (The values shown are examples.)

Your number now appears as a card with **Connected**, the display name, quality rating, messaging limit and how much of it was used in the last 24 hours. The status pill changes to **Live**.



A connected number. Click **Verify** any time to refresh quality and limit from Meta.

Tokens are encrypted with your computer's keychain and never shown again in full. To change a token, click **Edit** and paste the new one; leave the field empty to keep the saved one. Under **Advanced** you can set **Your own daily cap**, a limit lower than Meta's.

IF THE TEST FAILS The message under the form says what Meta answered. Most often: `190` (token expired: you pasted the temporary token), `100` (an ID is wrong or swapped) or `10` / `200` (the system user is missing a permission or the WhatsApp account was not assigned). Chapter 16 explains every code.

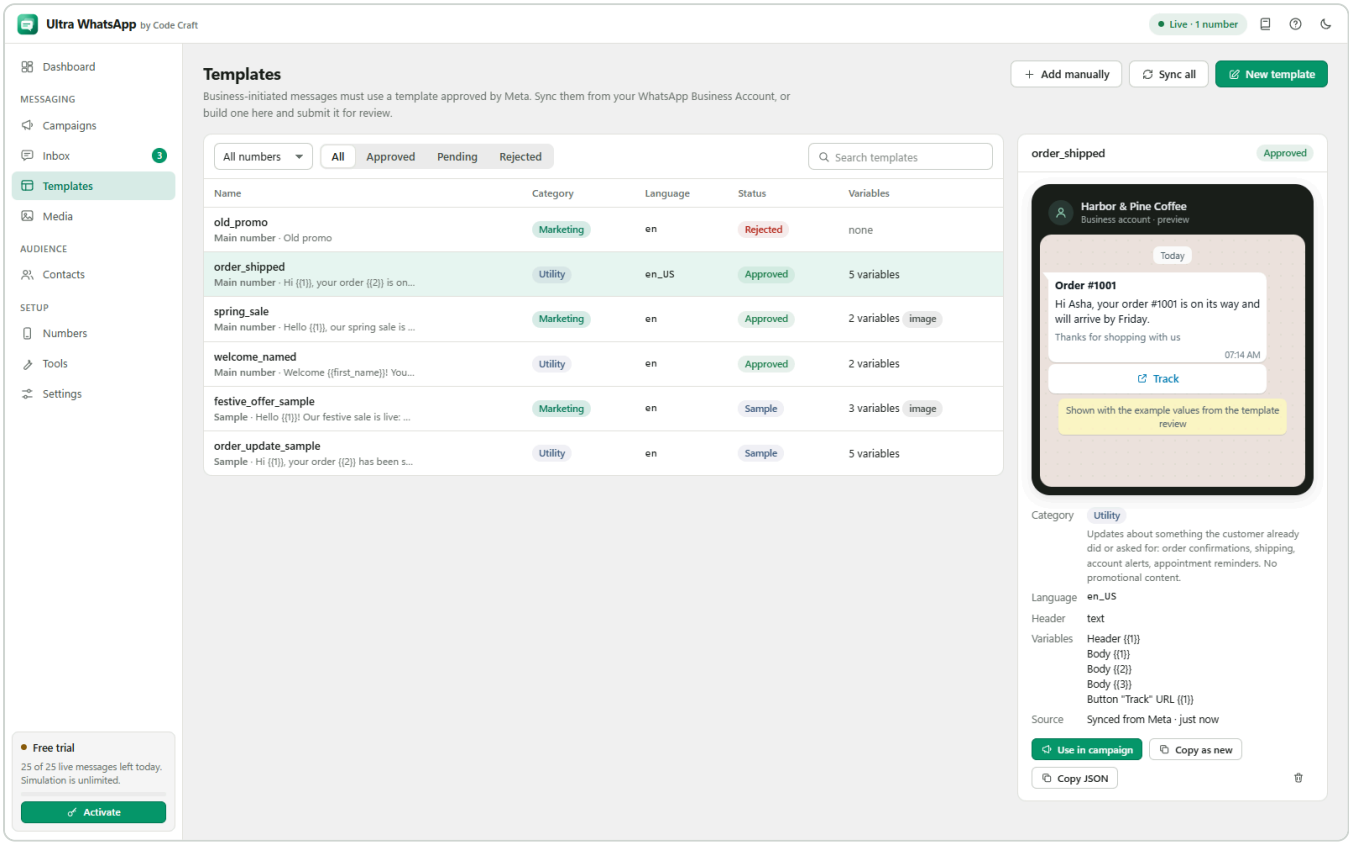
CHAPTER 9

Templates

Open **Templates**. With no number connected you see the two sample templates, which work only in simulation.

Sync your approved templates

Click **Sync all** (or pick a number in the list and click Sync). Ultra WhatsApp loads every template on your WhatsApp Business Account with its category, language and status: **Approved**, **Pending** or **Rejected**. Click a template to preview it as a WhatsApp bubble.

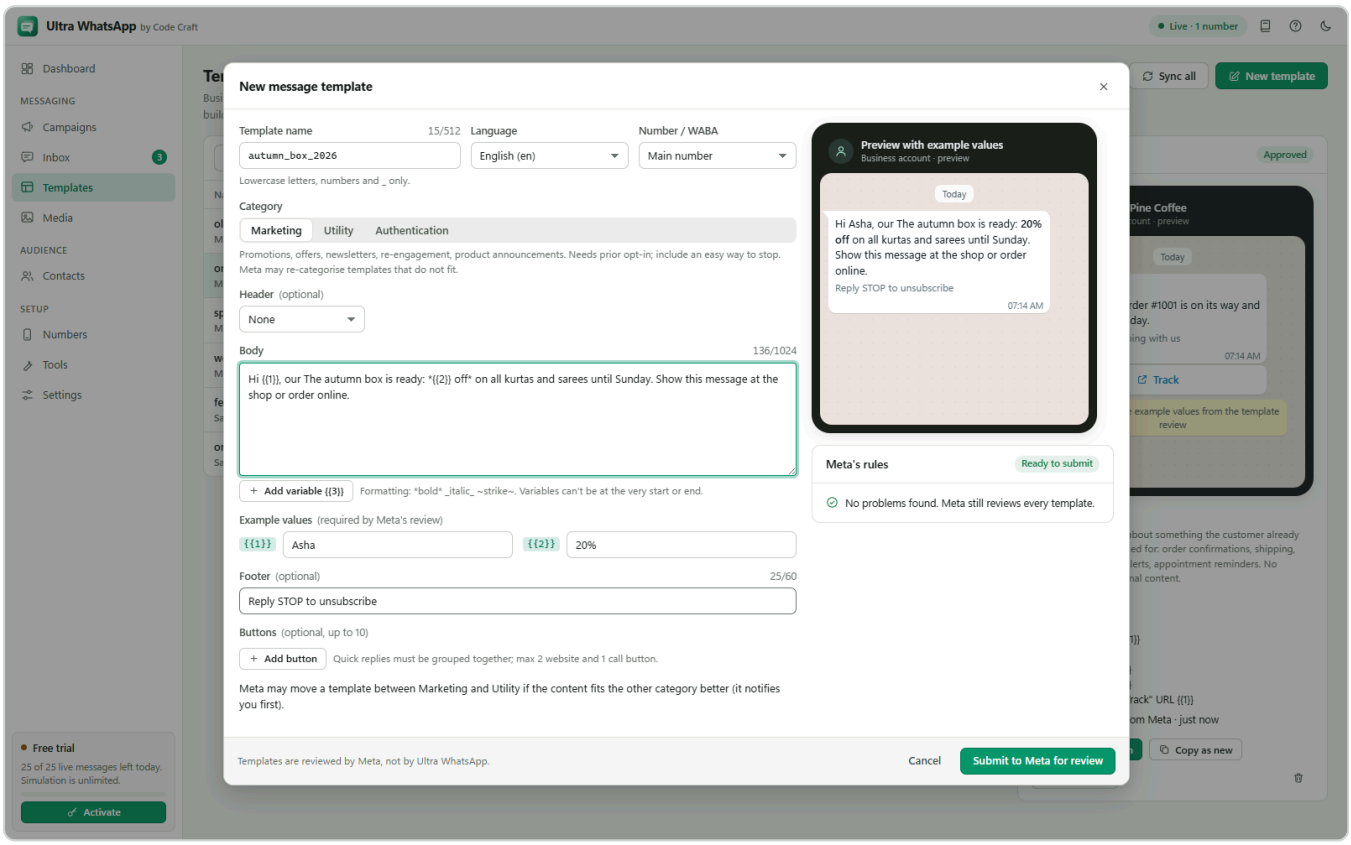


Templates with their status. On the right: the preview, category, language, variables and buttons to use it in a campaign, copy it as a new one or copy the JSON.

Create a template and submit it to Meta

1. Click **New template**.
2. **Template name**: lowercase letters, numbers and underscores only, e.g. `diwali_offer_2026`.
3. Choose the **Language** and the number (WhatsApp account).
4. Choose the **Category** (see below).
5. Optional **Header**: none, text, image, video or document.
6. Write the **Body**. Click **Add variable** to insert `{{1}}`, `{{2}}` and so on. Formatting: `*bold*`, `_italic_`, `~strike~`.

7. Fill in **Example values** for every variable. Meta requires them for review.
8. Optional **Footer** (e.g. "Reply STOP to unsubscribe") and **Buttons** (quick replies, website links, a call button).
9. Check the **Meta's rules** box on the right. When it says **Ready to submit**, click **Submit to Meta for review**.



New message template. Live preview with your example values and a check against Meta's rules before you submit.

Pending templates are usually reviewed within minutes, sometimes up to a day. Click Sync to refresh the status. Only approved templates can be sent.

Categories

Category	Use it for
Marketing	Offers, sales, new products, newsletters, "we miss you" messages. Needs opt-in; include an easy way to stop.
Utility	Something the customer did or asked for: order confirmed, shipped, appointment reminder, payment received. No promotion in it.
Authentication	One-time passcodes only. Meta fixes the wording.

Meta may change a template's category when it reviews it. Tick **Let Meta change the category if it decides another one fits** to avoid a rejection for the wrong category.

Approval tips

- Do not start or end the body with a variable. Write "Hi {{1}}, ..." and end with a full sentence.
- Number variables in order, without gaps: {{1}}, {{2}}, {{3}}.
- Keep variables in a real sentence; a body that is mostly variables is rejected.
- Give realistic example values (a real-looking name, order number, date).
- No link shorteners like bit.ly; use your own domain.
- Avoid shouting: many capitals or exclamation marks, "100% free", "click here".
- Limits: body 1,024 characters; header and footer 60; button text 25.

The **Message compliance checker** in Tools runs these checks on any text before you submit (chapter 14).

Media headers

A template with an image, video or document header needs a sample file for Meta's review. Ultra WhatsApp uploads it for you (this is where the App ID is used). When you send the template in a campaign, you choose the actual file per campaign: upload one, pick one from **Media**, or give a public https link.

Add manually

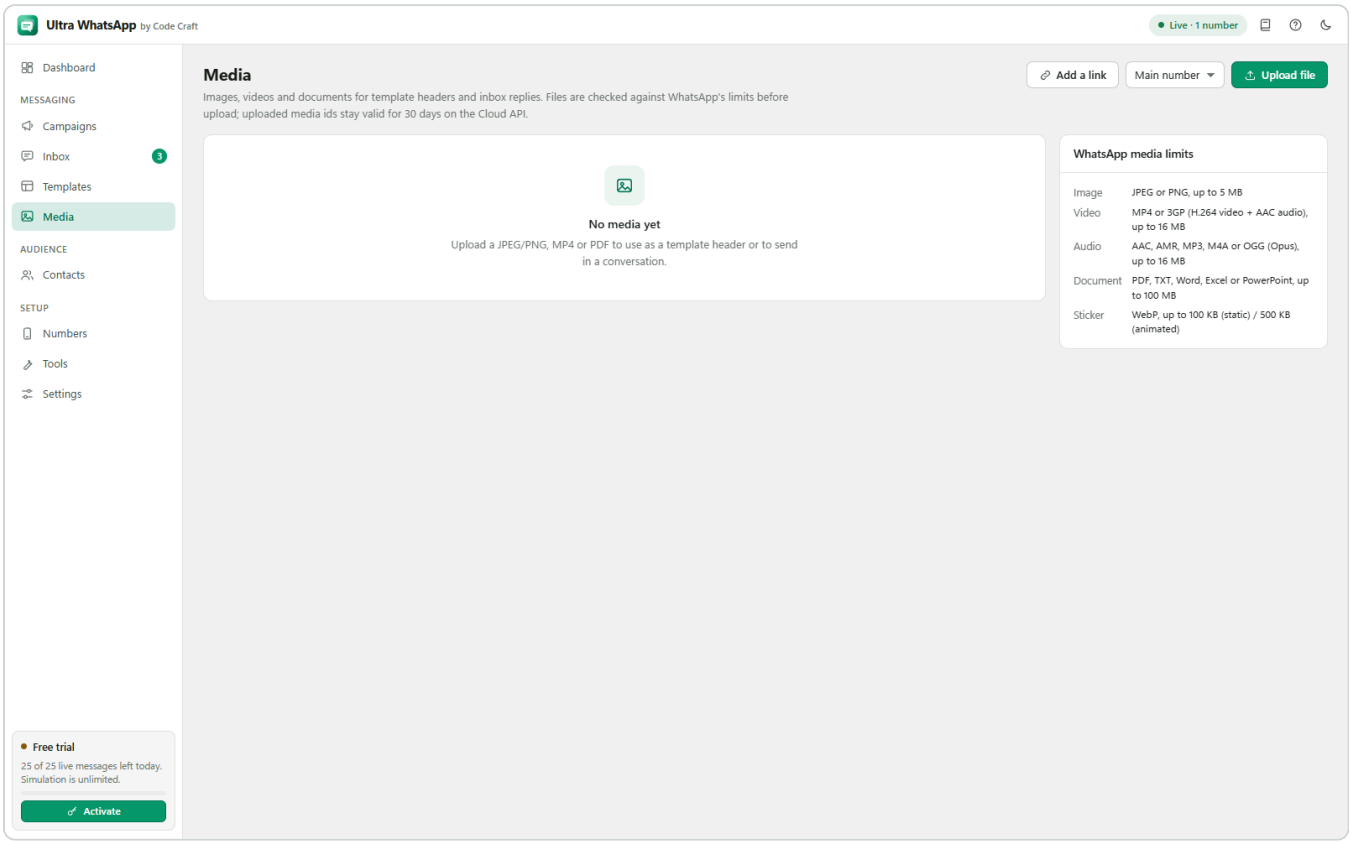
For providers without a template API (for example Custom HTTP API), click **Add manually** and paste the template exactly as it was approved, with its name, language and variables.

CHAPTER 10

Media

Media keeps images, videos and documents for template headers and inbox replies. Click **Upload file** to upload to WhatsApp for the selected number, or **Add a link** for a file on a public https address (needed for Twilio, which has no upload).

Files are checked against WhatsApp's limits before upload: images JPEG or PNG up to 5 MB, video MP4 or 3GP up to 16 MB, documents (PDF, Word, Excel, PowerPoint, TXT) up to 100 MB. Uploaded media IDs stay valid for 30 days on the Cloud API; the *Valid until* column shows the date.

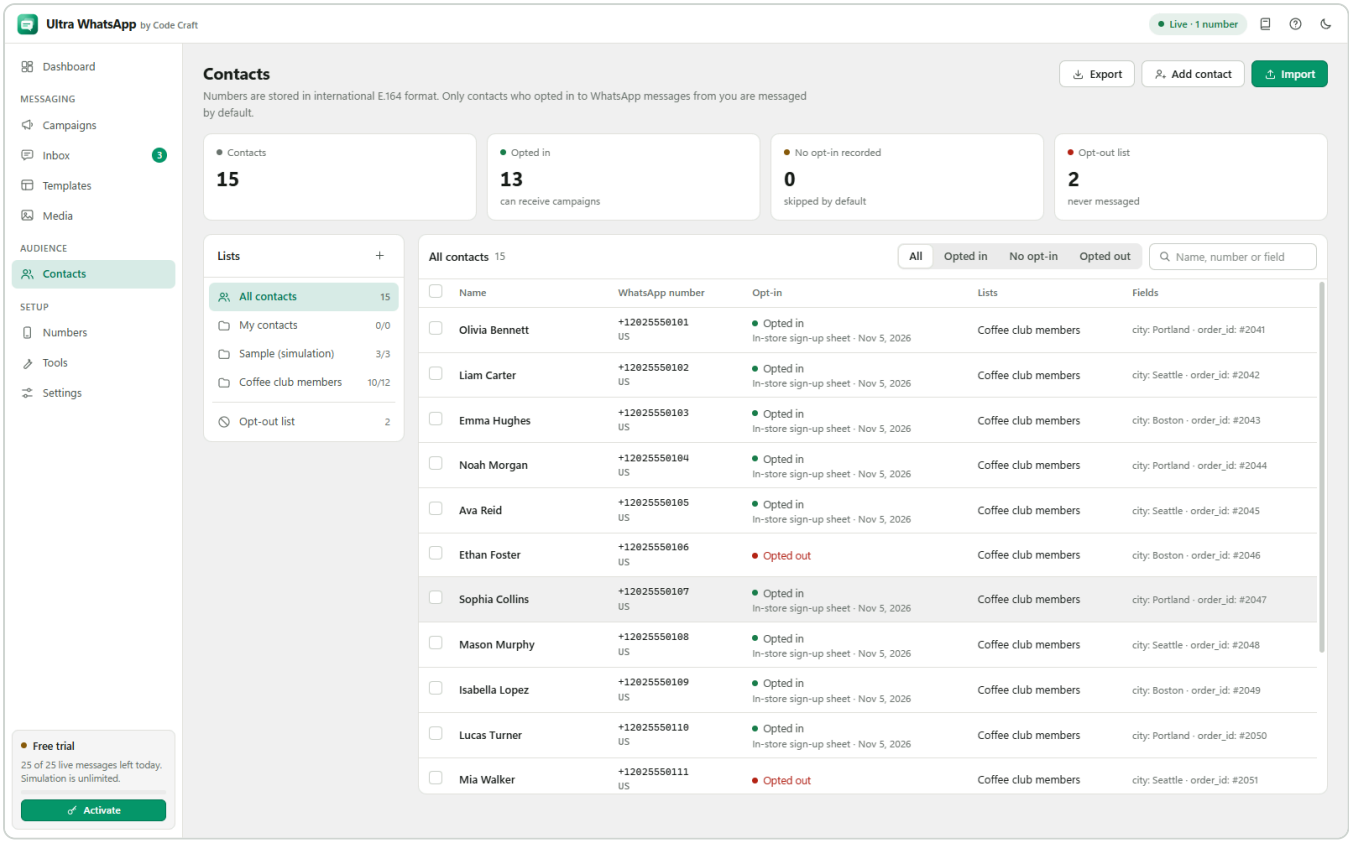


Media with WhatsApp's file limits on the right.

CHAPTER 11

Contacts and opt-in

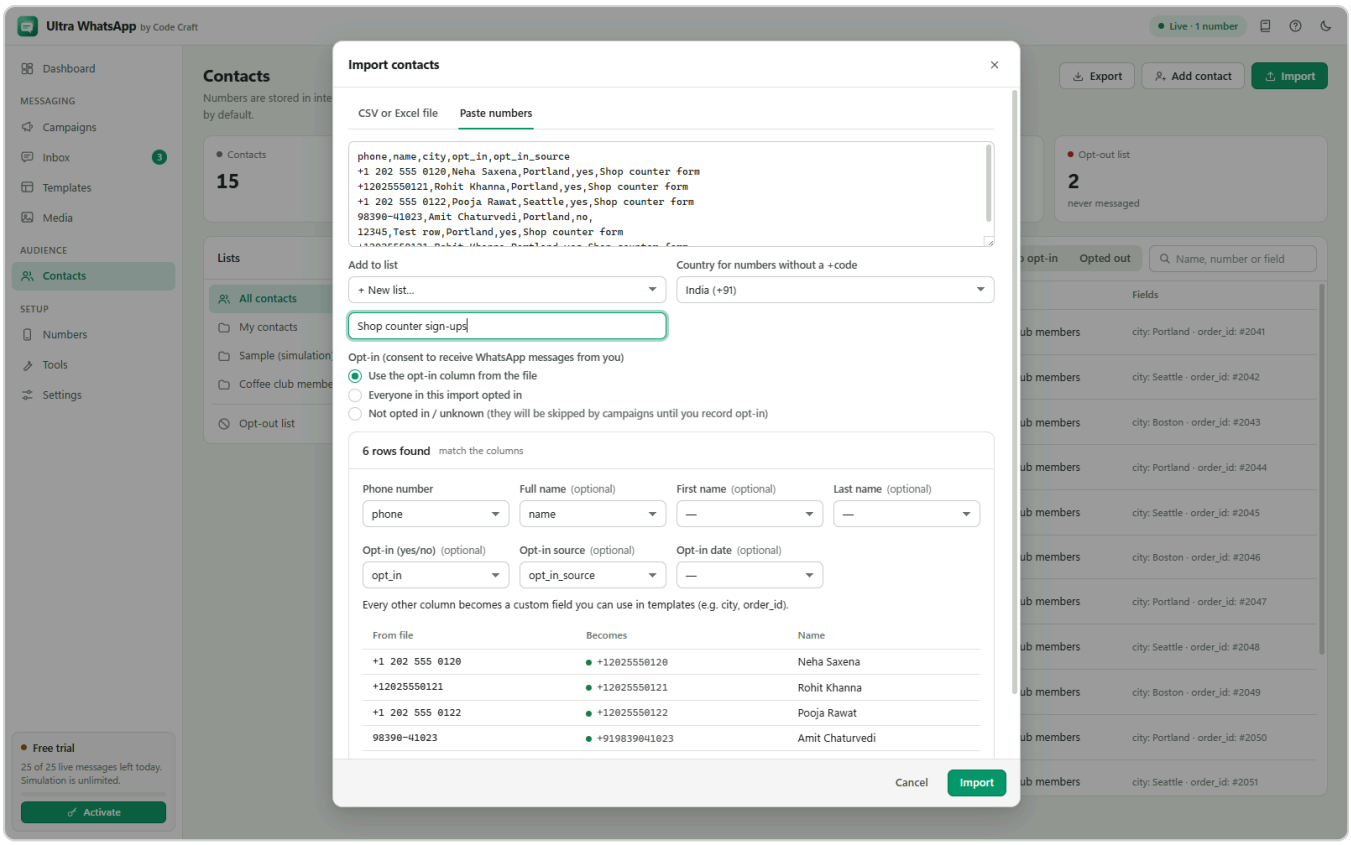
Contacts shows totals at the top: all contacts, **Opted in** (can receive campaigns), **No opt-in recorded** (skipped by default) and the **Opt-out list** (never messaged). Lists are on the left.



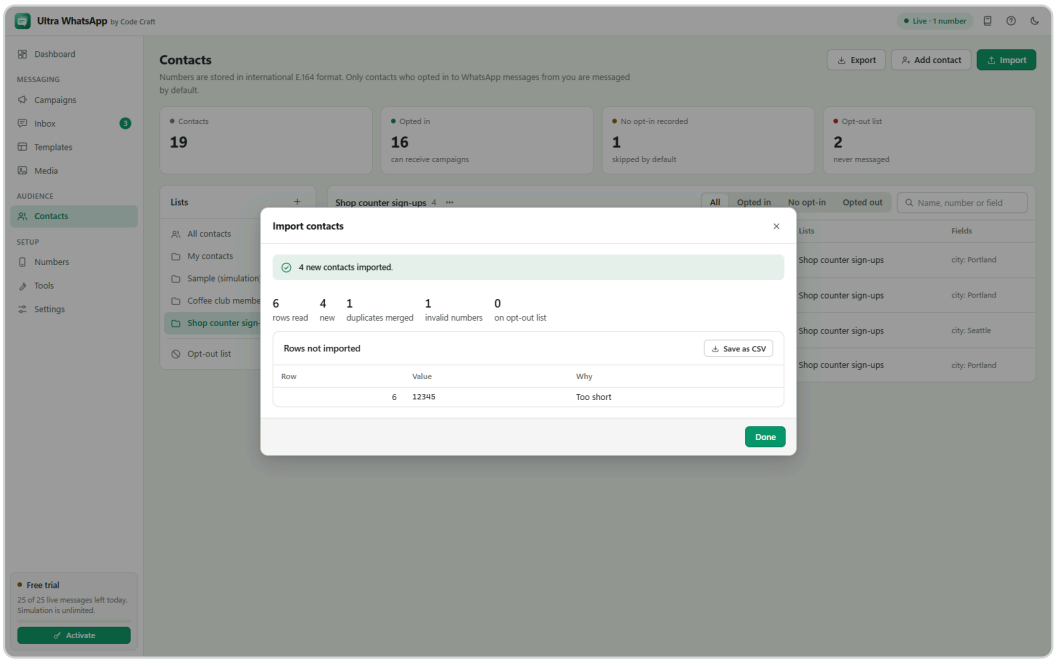
Contacts. Every number is stored in international format (+91…). The Opt-in column shows the source and date.

Import contacts

1. Click **Import**. Choose **CSV or Excel file**, or **Paste numbers** (one per line, or a table copied from Excel with a header row).
2. **Add to list**: pick a list or **+ New list…** and name it.
3. **Country for numbers without a +code**: India (+91) is the default. Numbers like 98390 41020 become +919839041020.
4. Choose the opt-in option (below).
5. Check the column matching: **Phone number** is required; name, first and last name, opt-in, opt-in source and opt-in date are optional. Every other column (city, order_id…) becomes a custom field you can use in templates.
6. The preview shows what each number becomes. Click **Import**.



Import contacts. Pasted rows with a header; columns matched automatically; each number shown in international format.



The result. New contacts, duplicates merged, invalid numbers listed with the reason (you can save them as CSV).

Recording opt-in

The import offers three choices:

- **Use the opt-in column from the file** — a column with yes/no (and optionally source and date).
- **Everyone in this import opted in** — you must say where (for example "Website checkout checkbox") and the date. This is stored as your proof of consent.

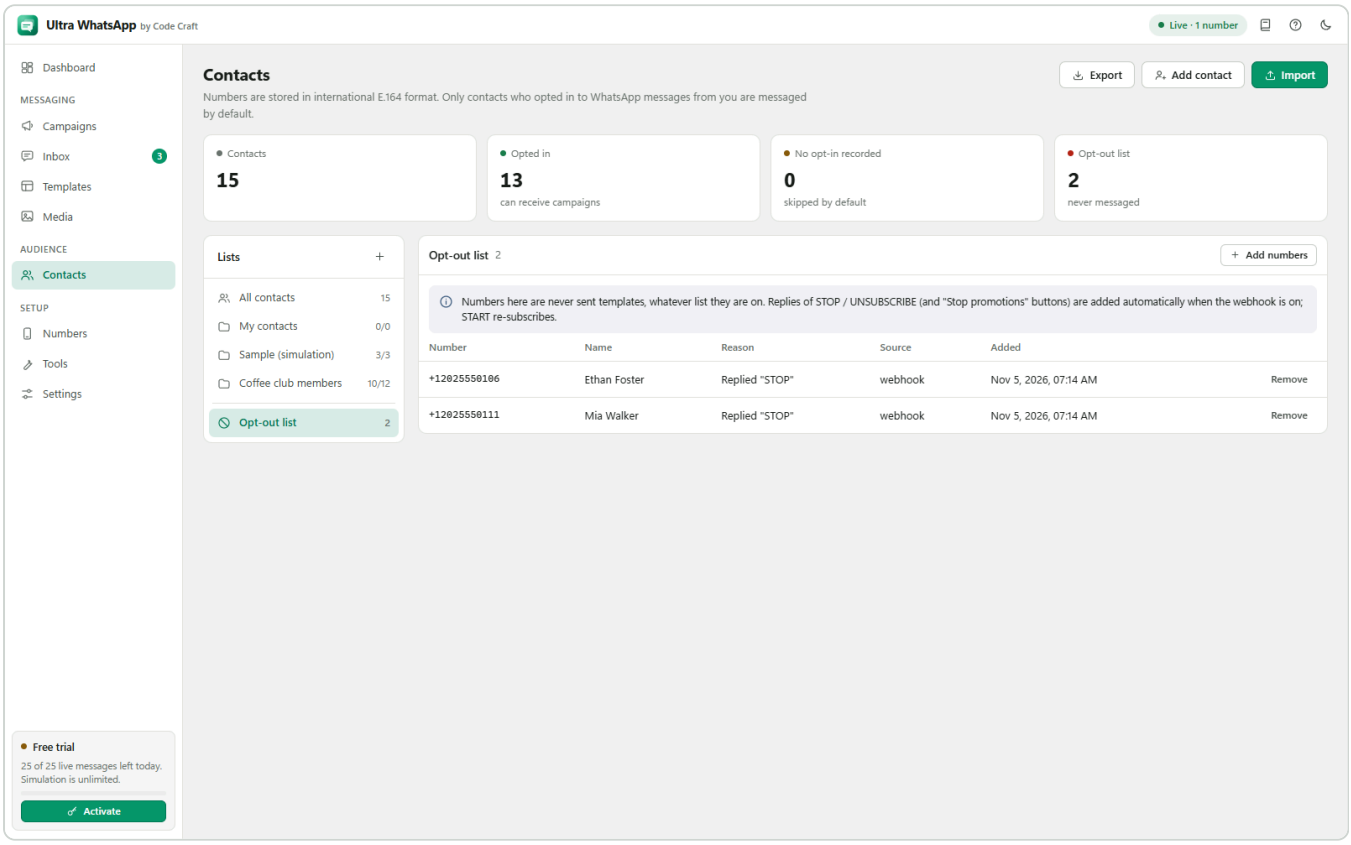
- **Not opted in / unknown** — they are imported but skipped by campaigns until you record opt-in.

To record opt-in later, tick contacts in the list and click **Mark opted in**. Good opt-in sources: a checkbox at checkout, a sign-up form at the shop counter, a customer who messaged you first and agreed, a WhatsApp button on your website.

> **DO NOT** Do not import numbers you bought, scraped or collected without permission and mark them opted in. Those people block and report you, your quality rating drops, and Meta can restrict your number.

The opt-out list

Numbers on the opt-out list are never sent templates, whatever list they are on. People who reply STOP, UNSUBSCRIBE and similar words, or tap a "Stop promotions" button, are added automatically when the webhook is on. A reply of START re-subscribes them. You can also add numbers by hand with **Add numbers**.



Opt-out list with the reason and source of each entry.

Other actions: **Add contact** for one person, **Export** to CSV, and the **...** menu next to a list name to rename, import into, clean or delete a list (deleting a list keeps the contacts).

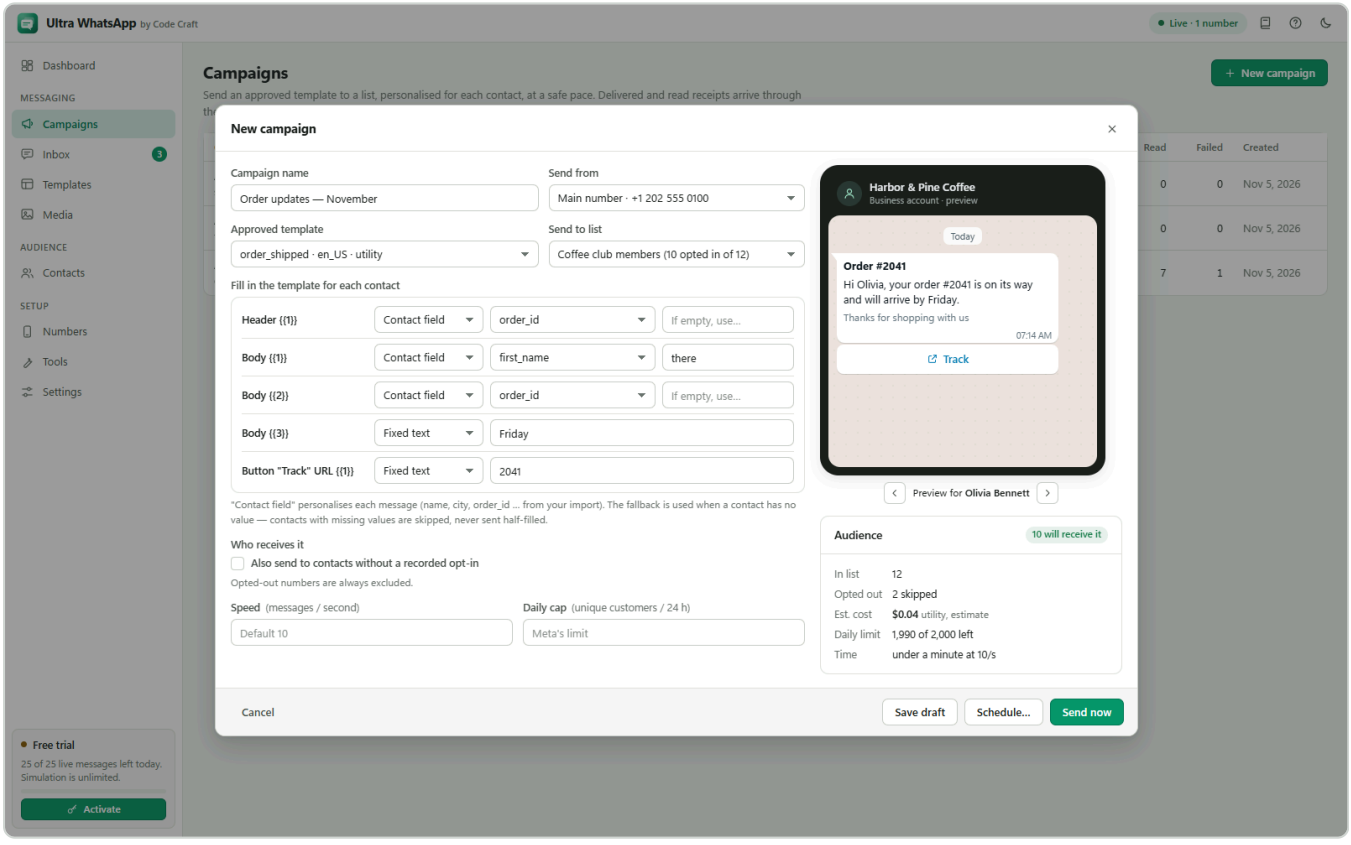
CHAPTER 12

Campaigns

A campaign sends one approved template to one list, personalised for each contact.

Create a campaign

1. Open **Campaigns** and click **New campaign** (or **Use in campaign** on a template).
2. **Campaign name**: for yourself, e.g. "Order updates — November".
3. **Send from**: your number, or *Simulation — nothing is sent* for a test run.
4. **Approved template** and **Send to list**. The list shows how many contacts opted in.
5. **Fill in the template for each contact**: for every variable choose **Contact field** (first_name, city, order_id… from your import) or **Fixed text** (the same for everyone). For a contact field, type a fallback in **If empty, use…** (e.g. "there" for a missing name).
6. For a media header, choose the file, upload one, or give a link.
7. Check the preview on the right. Use the arrows to see the message for each contact.



New campaign. Variable mapping on the left; on the right the WhatsApp preview for each contact and the audience check with the estimated cost and time.

The audience check

The **Audience** box tells you exactly who will receive the message and who is skipped, and why: no opt-in, opted out, invalid number, duplicates, or missing values. Contacts with missing values are skipped, never sent a half-filled message. It also shows an estimated cost (from the rate table in Tools; an estimate only) and the time the send will take.

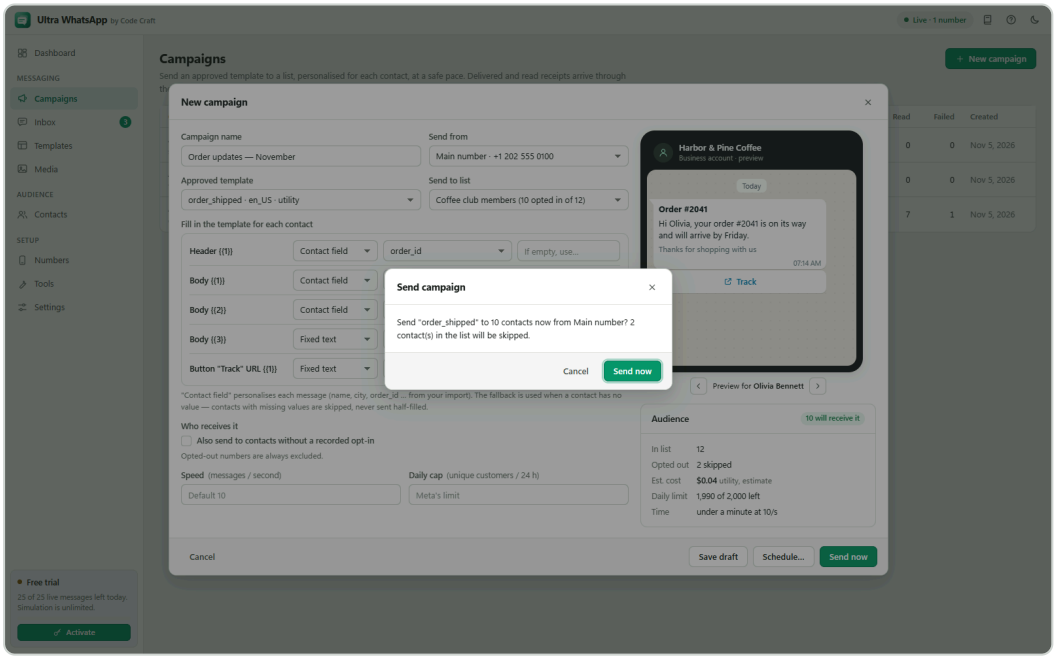
Also send to contacts without a recorded opt-in exists for people whose consent you have but did not record yet. Leave it off unless that is true.

Pace and daily caps

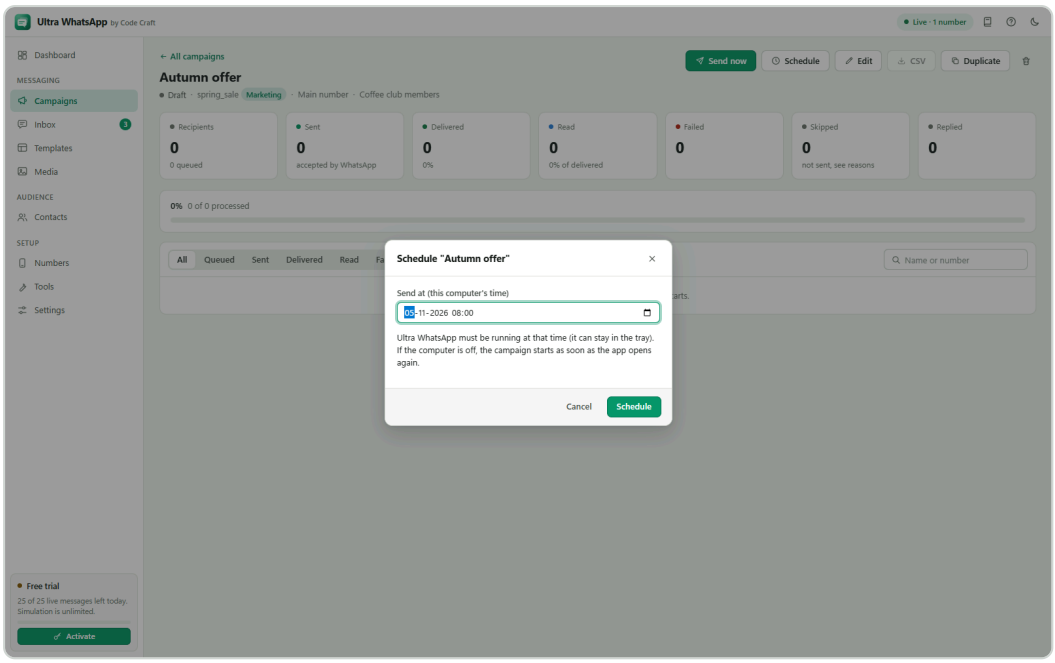
- **Speed (messages / second)**: the default comes from Settings. Cloud API numbers handle up to 80 per second, but start lower with a new number. If Meta answers "too fast" (130429), Ultra WhatsApp slows down by itself.
- **Daily cap (unique customers / 24 h)**: leave empty to use your number's Meta tier. When the cap is reached, the campaign pauses and resumes automatically when the rolling 24 hours allow. The lowest of this cap, the number's own cap, the Settings cap and Meta's tier wins.

Send, or schedule

Click **Send now**. A confirmation shows the template, how many contacts get it and how many are skipped. Or click **Save draft**, or **Schedule…** to pick a date and time.



Send campaign. One last check before anything is sent.

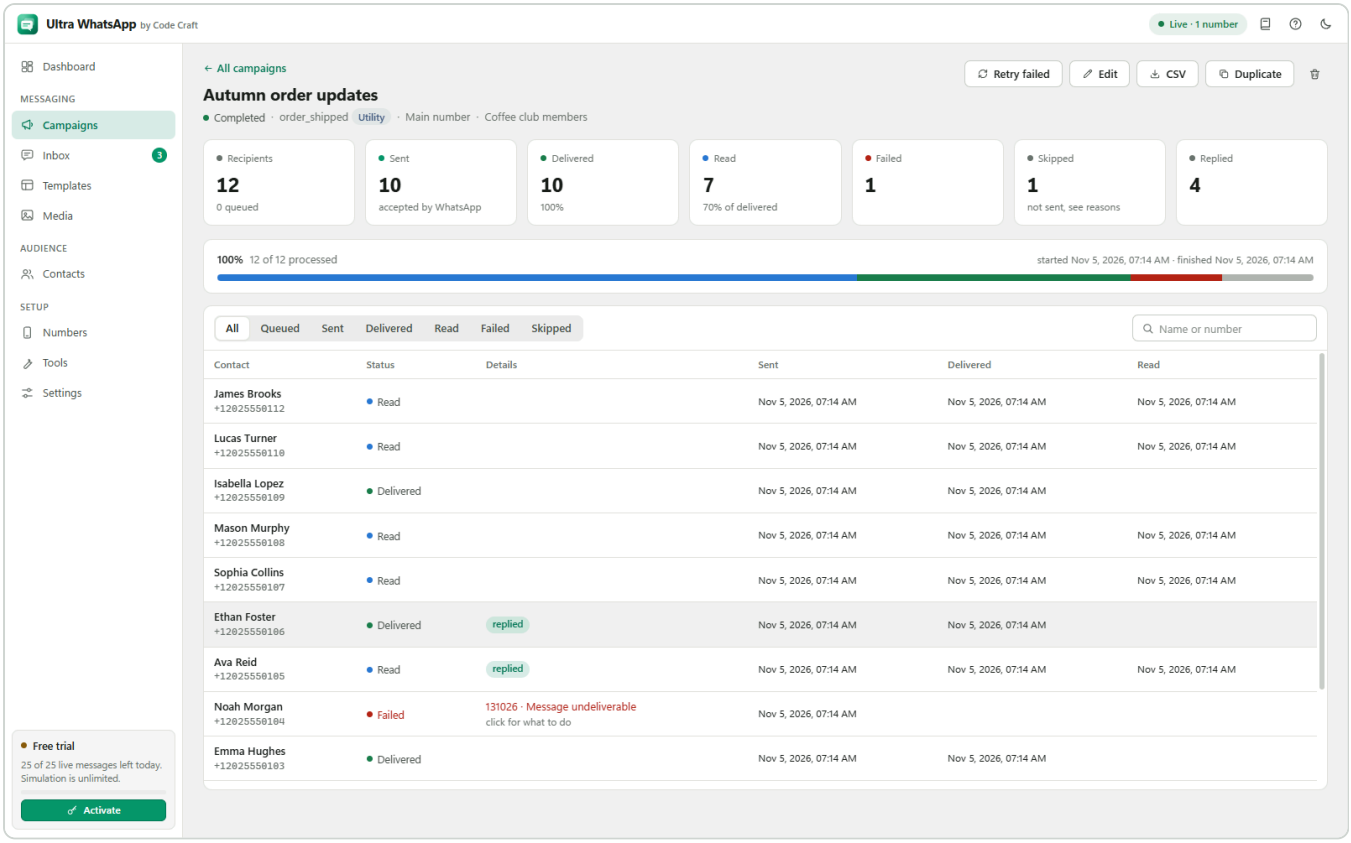


Schedule. Uses this computer's time.

> **SCHEDULING** Ultra WhatsApp must be running at the scheduled time (it can sit in the tray). If the computer is off, the campaign starts as soon as the app opens again.

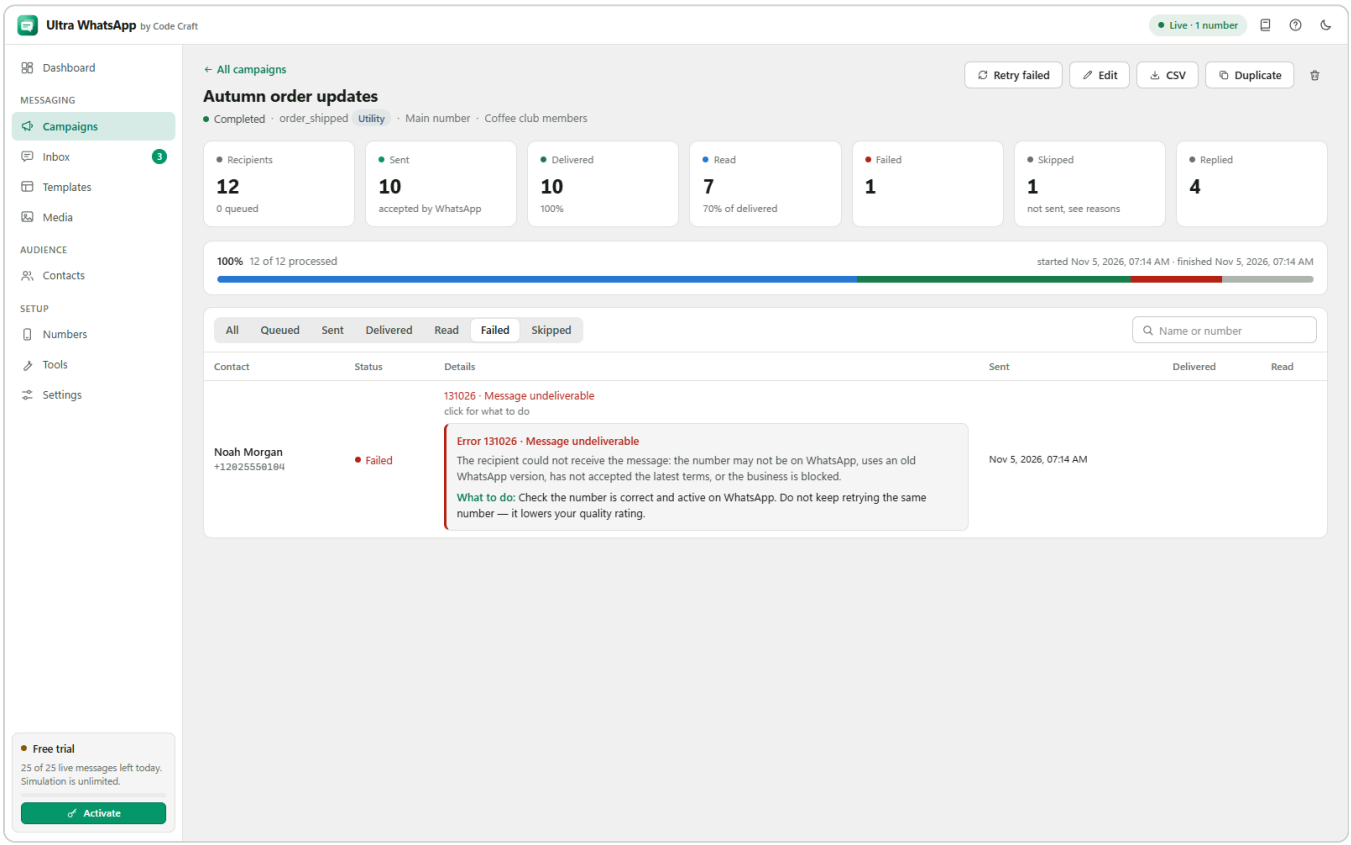
The report

Click a campaign to open its report: recipients, sent, delivered, read, failed, skipped and replied, a progress bar, and one row per contact with the time it was sent, delivered and read.



Campaign report. Filter by status or search a name or number.

Click **Failed**, then click a row to see what went wrong in plain words and what to do.



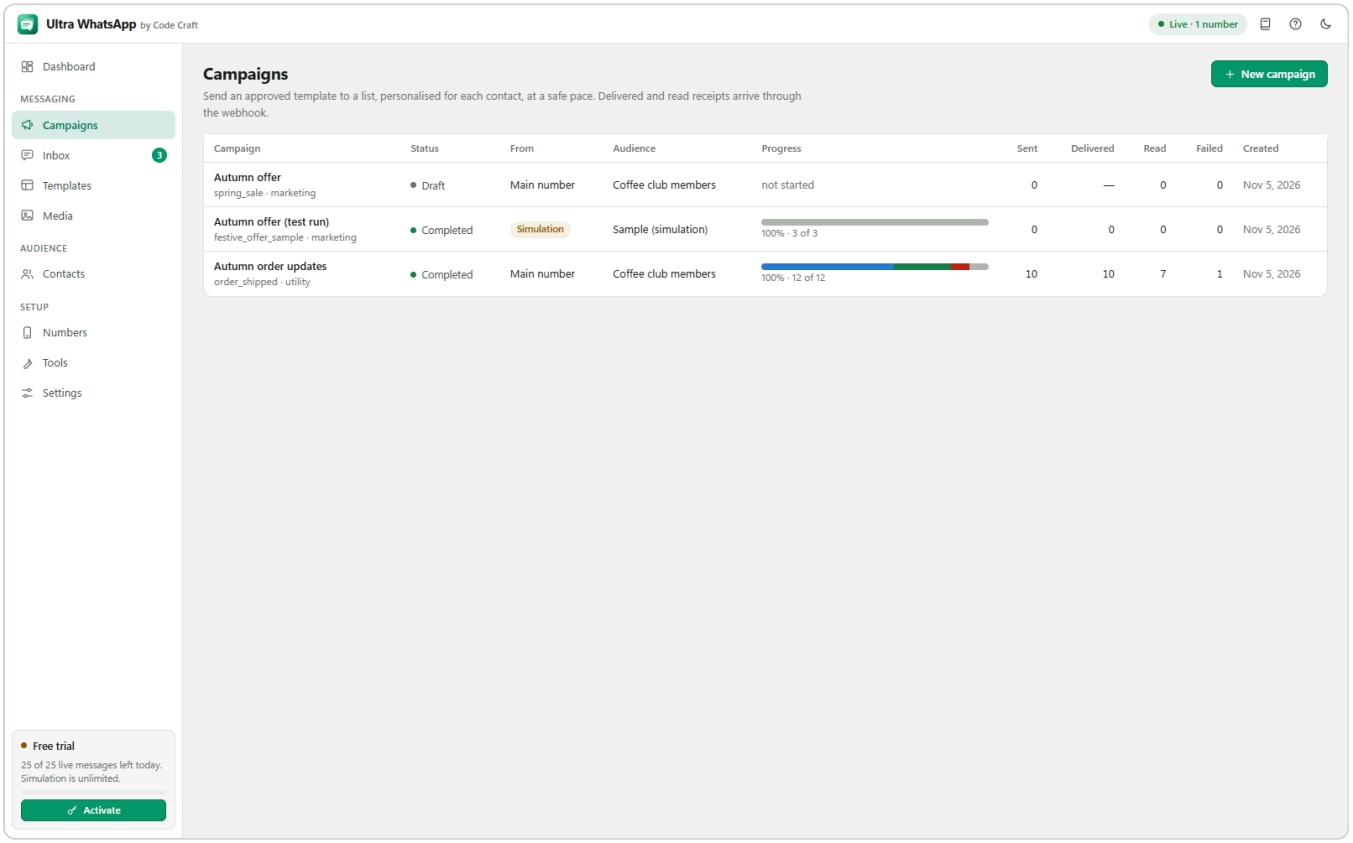
Failed messages with Meta's error code explained.

Sent means Meta accepted it. **Delivered** and **Read** need the webhook (chapter 13); without it messages stay at Sent. Read shows only for people who have read receipts on.

Buttons on the report

Button	What it does
Pause / Resume	Pause a running campaign and continue later.
Stop	Cancel messages not yet sent.
Retry failed	Queue failed messages again, only where retrying can help (temporary errors). Permanent failures such as "not on WhatsApp" are not retried.
Edit	Before the start: change anything. After the start: only name, speed and daily cap.
CSV	Export every row with status and error.
Duplicate	Copy the campaign to send again or to another list.

Automatic retries for temporary errors (rate limits, outages) are set in Settings → Sending.



All campaigns with status, progress and totals. Simulation campaigns are labelled.

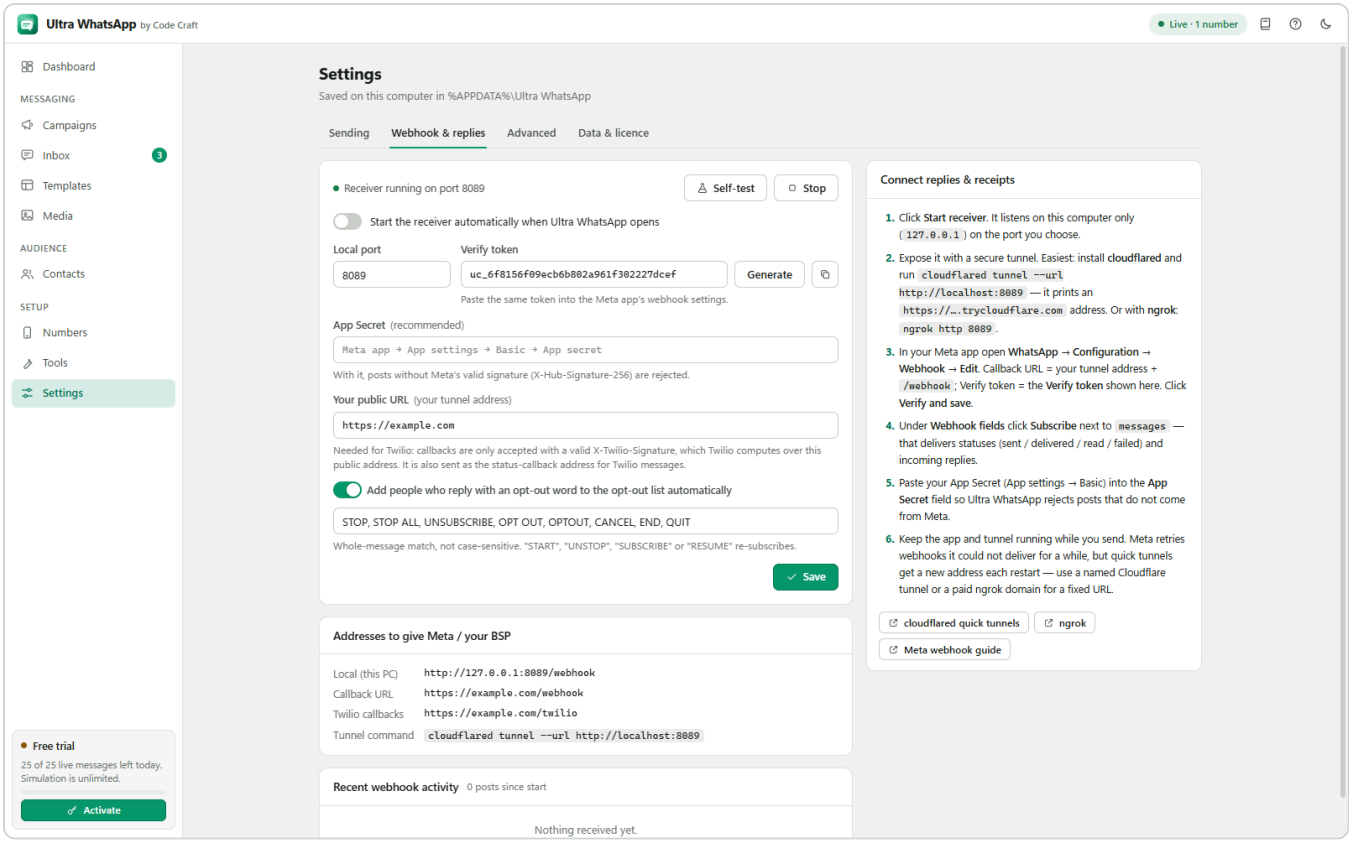
CHAPTER 13

Inbox and webhook

Meta sends delivery reports (sent, delivered, read, failed) and customer replies to a **webhook**: an internet address you give it. Ultra WhatsApp has a small built-in receiver. Because it runs on your computer, you need a **secure tunnel** that gives it a public https address.

Set it up

1. Open Settings → **Webhook & replies**. Click **Start receiver**. It listens on this computer only (`127.0.0.1`), port `8089` by default.
2. Install a tunnel. Easiest: **cloudflared** from Cloudflare (free). In a terminal run
   `cloudflared tunnel --url http://localhost:8089`
   It prints an address like `https://something.trycloudflare.com`. Or with **ngrok**: `ngrok http 8089`.
3. Paste that address into **Your public URL** (for your notes) and click **Save**. The **Callback URL** line shows the full address to give Meta, ending in `/webhook`.
4. In your Meta app open **WhatsApp → Configuration**, and under **Webhook** click **Edit**. Callback URL = your tunnel address + `/webhook`. Verify token = the **Verify token** shown in Ultra WhatsApp (click **Generate** if empty, then the copy icon). Click **Verify and save**.
5. Under **Webhook fields** click **Subscribe** next to `messages`.
6. Paste your **App secret** (Meta app → App settings → Basic) into **App Secret** and save. Ultra WhatsApp then rejects posts that do not carry Meta's signature.
7. Click **Self-test**. A test conversation appears in the Inbox when everything works.



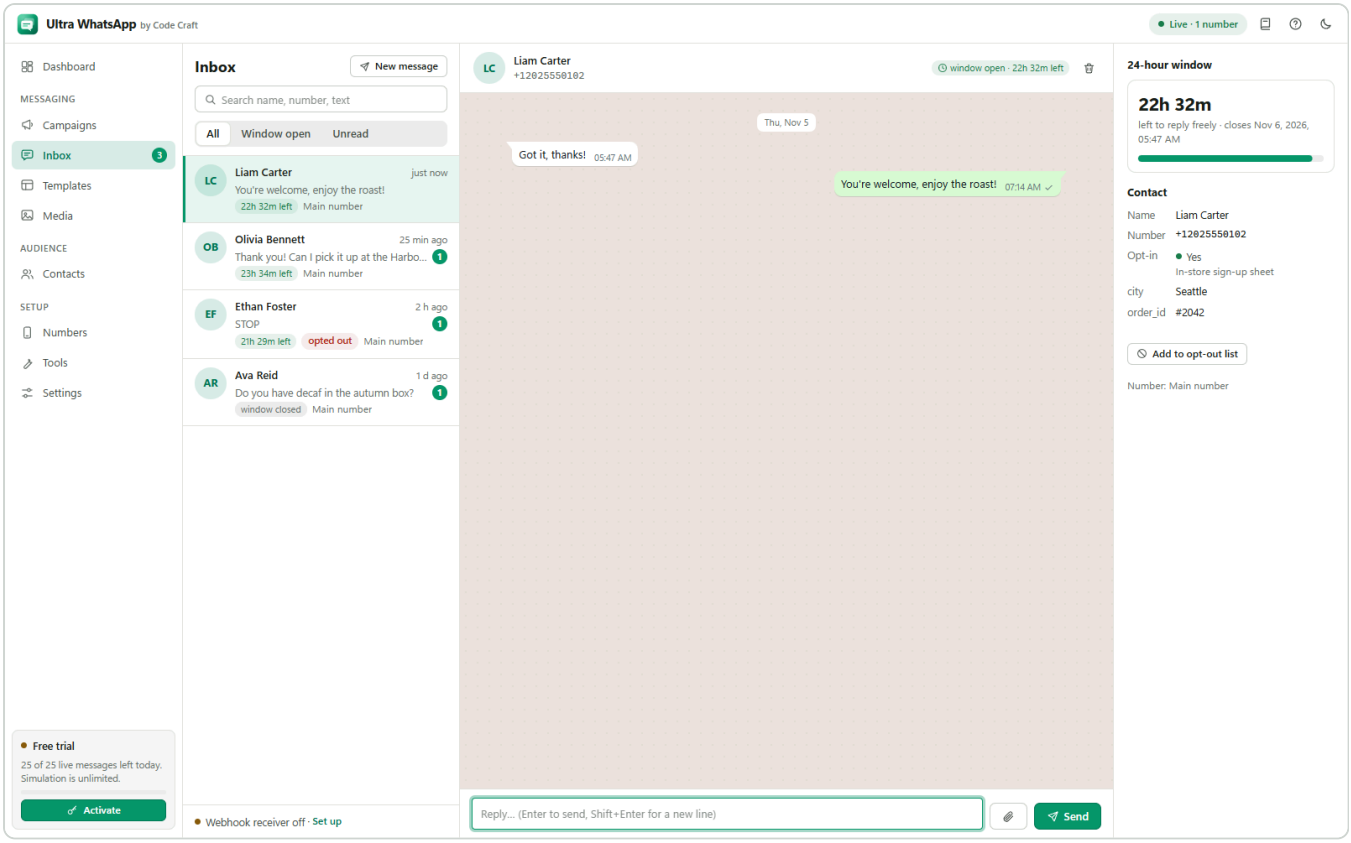
Webhook & replies. Receiver status, verify token, App Secret, your public URL, the addresses to give Meta and the steps on the right.

> **KEEP IT RUNNING** Keep Ultra WhatsApp and the tunnel running while you send and while you expect replies. Meta retries for a while if it cannot reach you. A quick tunnel gets a new address each time it starts, so you would have to update Meta again; for a fixed address use a named Cloudflare tunnel or a paid ngrok domain. Tick **Start the receiver automatically when Ultra WhatsApp opens**.

For providers: give 360dialog and Gupshup the same `…/webhook` address; give Twilio the `…/twilio` address as the sender's status callback and incoming URL.

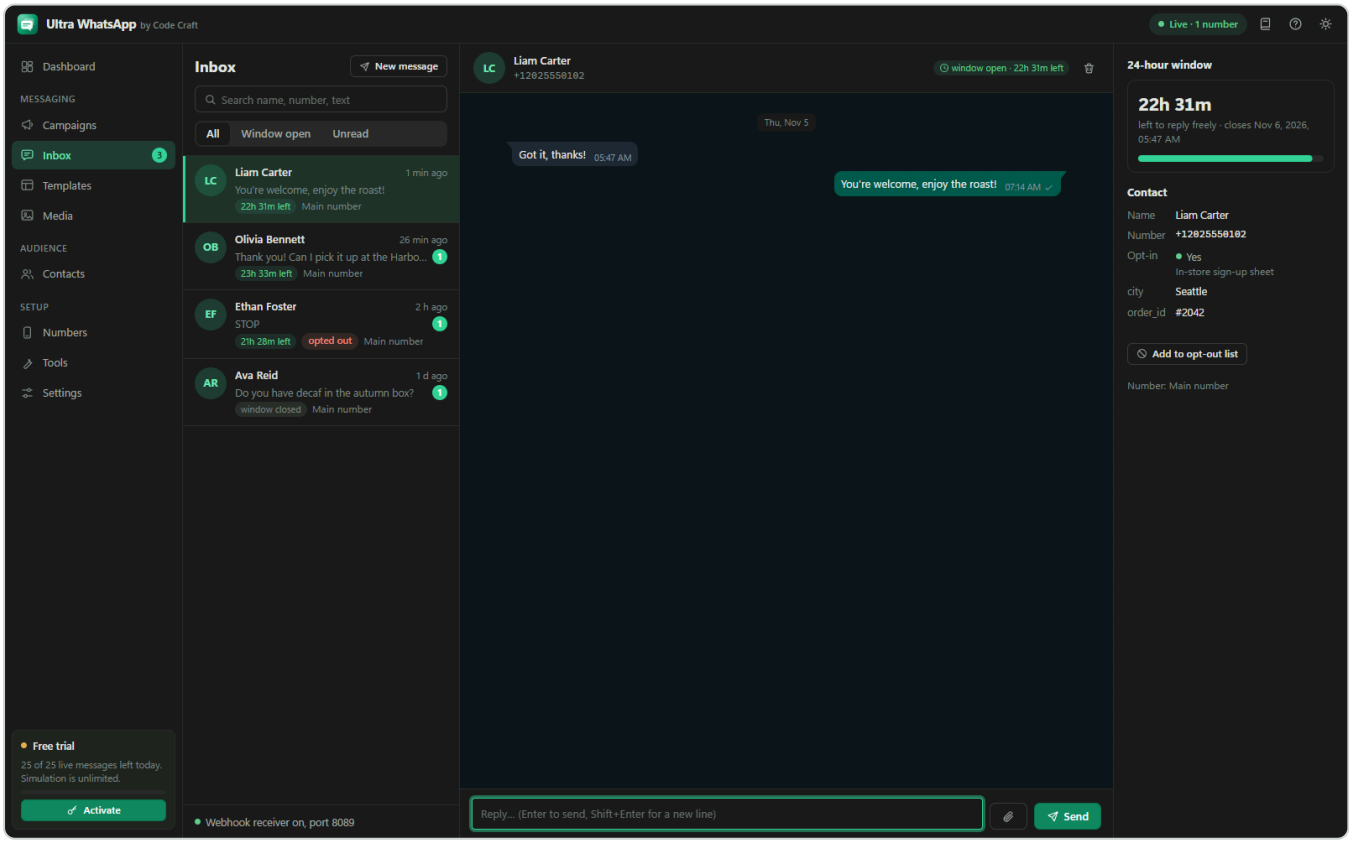
Using the inbox

Each conversation shows the last message and a green **time left** pill while the 24-hour window is open, or *window closed*. Inside the window, type a reply at the bottom and press Enter (Shift+Enter for a new line), or attach a file. Outside the window the reply box is replaced by **Free-form replies are locked** and a **Send a template** button. **New message** at the top starts a conversation with an approved template.



Inbox. Conversations on the left, the chat in the middle, and the 24-hour window and contact details on the right.

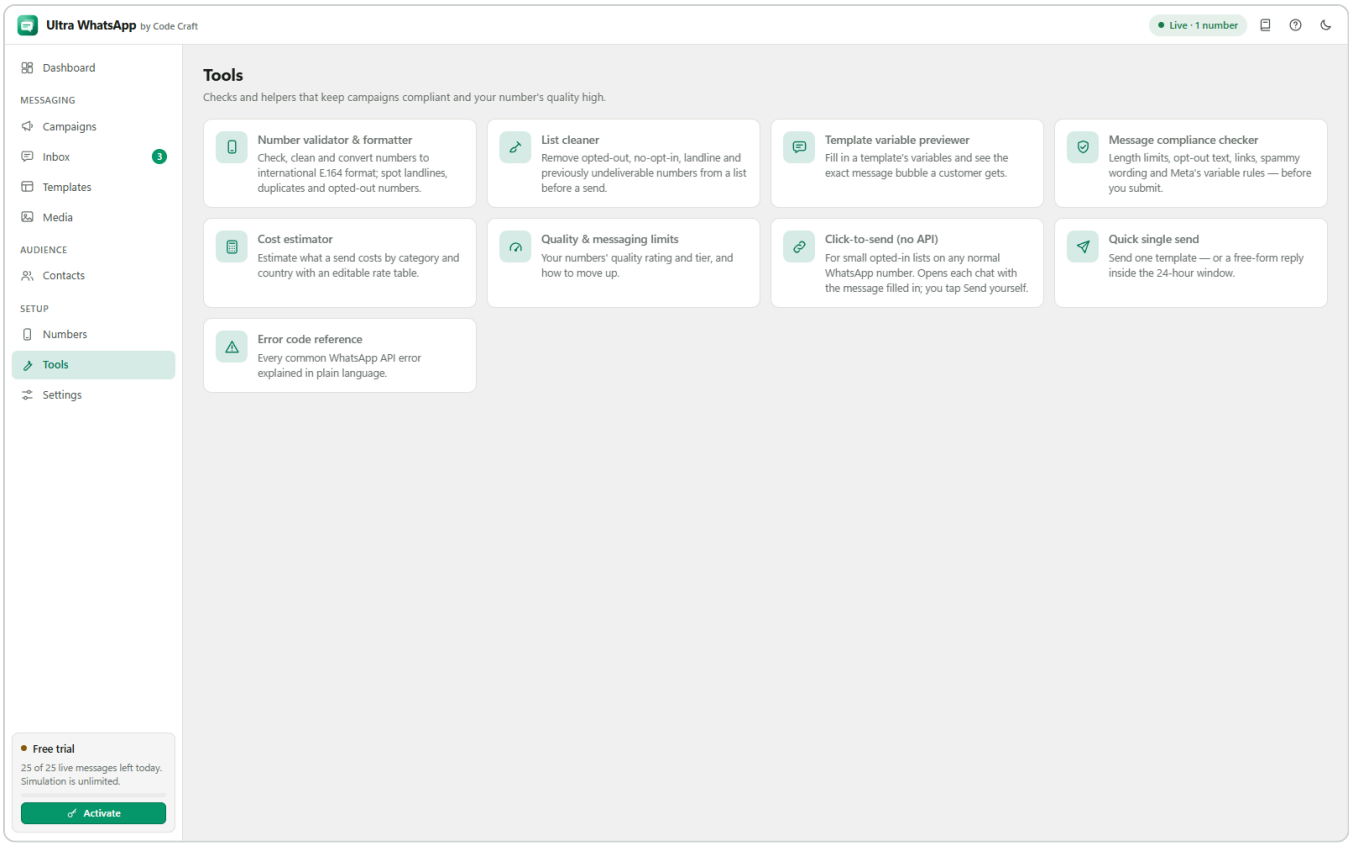
Filters: **All**, **Window open**, **Unread**. On the right you can **Add to opt-out list**. A reply that says STOP is added to the opt-out list automatically (the opt-out words are listed in the webhook settings).



The inbox in the dark theme, with the receiver running.

CHAPTER 14

Tools



Tools. Checks and helpers that keep campaigns compliant and your number's quality high.

Number validator & formatter

Paste numbers in any format; get them in international E.164 format, with landlines, duplicates and opted-out numbers marked.

List cleaner

Pick a list and see contacts that need attention: on the opt-out list, no opt-in recorded, landline, no longer valid, failed before as undeliverable (131026), stopped marketing messages (131050), sent 3+ times and never delivered. Tick the groups and click **Remove selected from this list**. Contacts stay in All contacts.

Template variable previewer

Fill a template's variables from a contact's fields or fixed text and see the exact bubble. You can also see the API data Ultra WhatsApp would send.

Message compliance checker

Paste a template's header, body, footer and buttons before you submit. It checks lengths, an opt-out line, link shorteners, spam-like words, exclamation marks and Meta's variable rules, and scores how likely a rejection is. Meta's own review still decides.

Cost estimator

Pick a list (or a number of messages) and a category to estimate Meta's charges. The rate table is editable; update it from Meta's current rate card. Always an estimate.

Quality & messaging limits

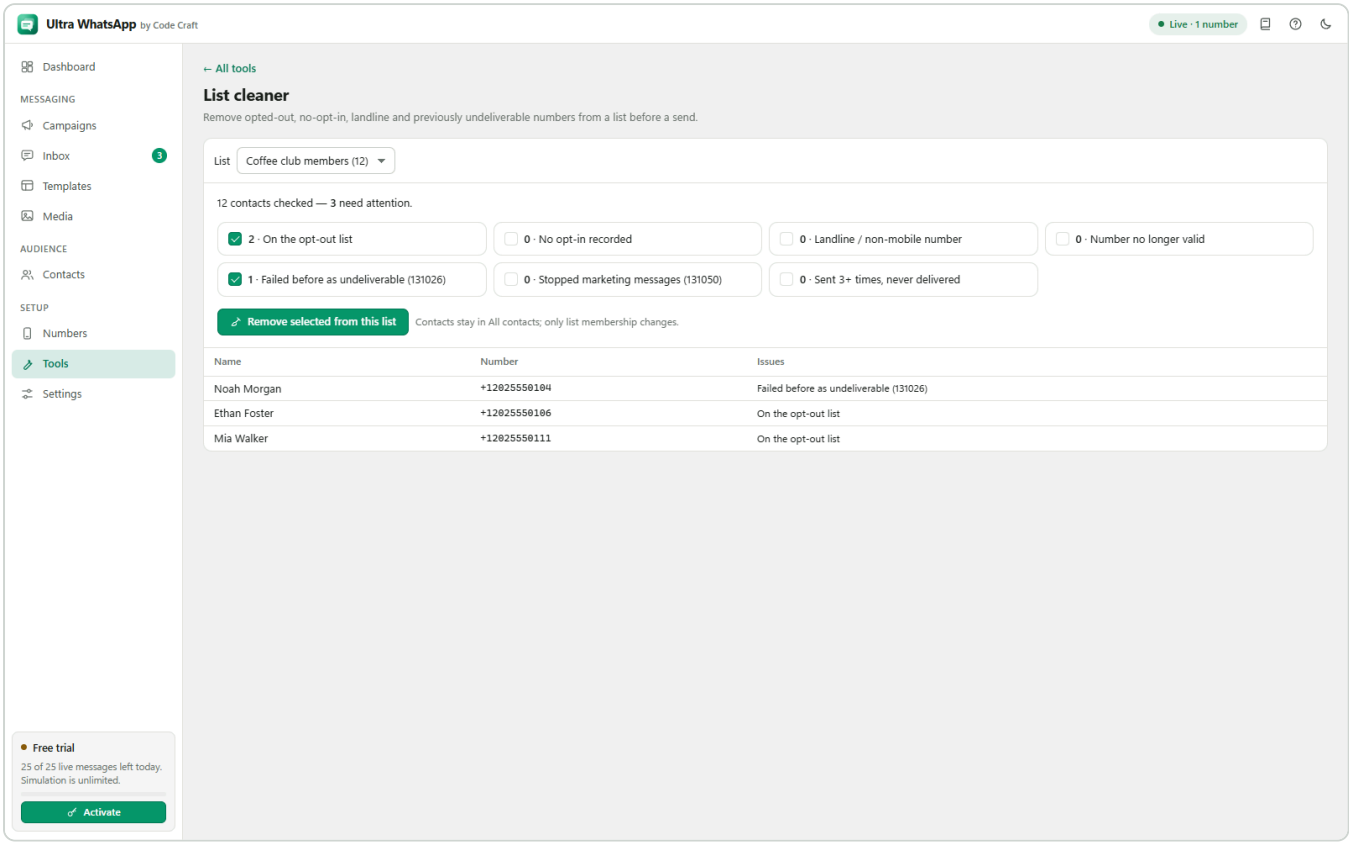
Each number's quality rating, tier and use in the last 24 hours, how tiers grow, and tips to keep quality high.

Quick single send

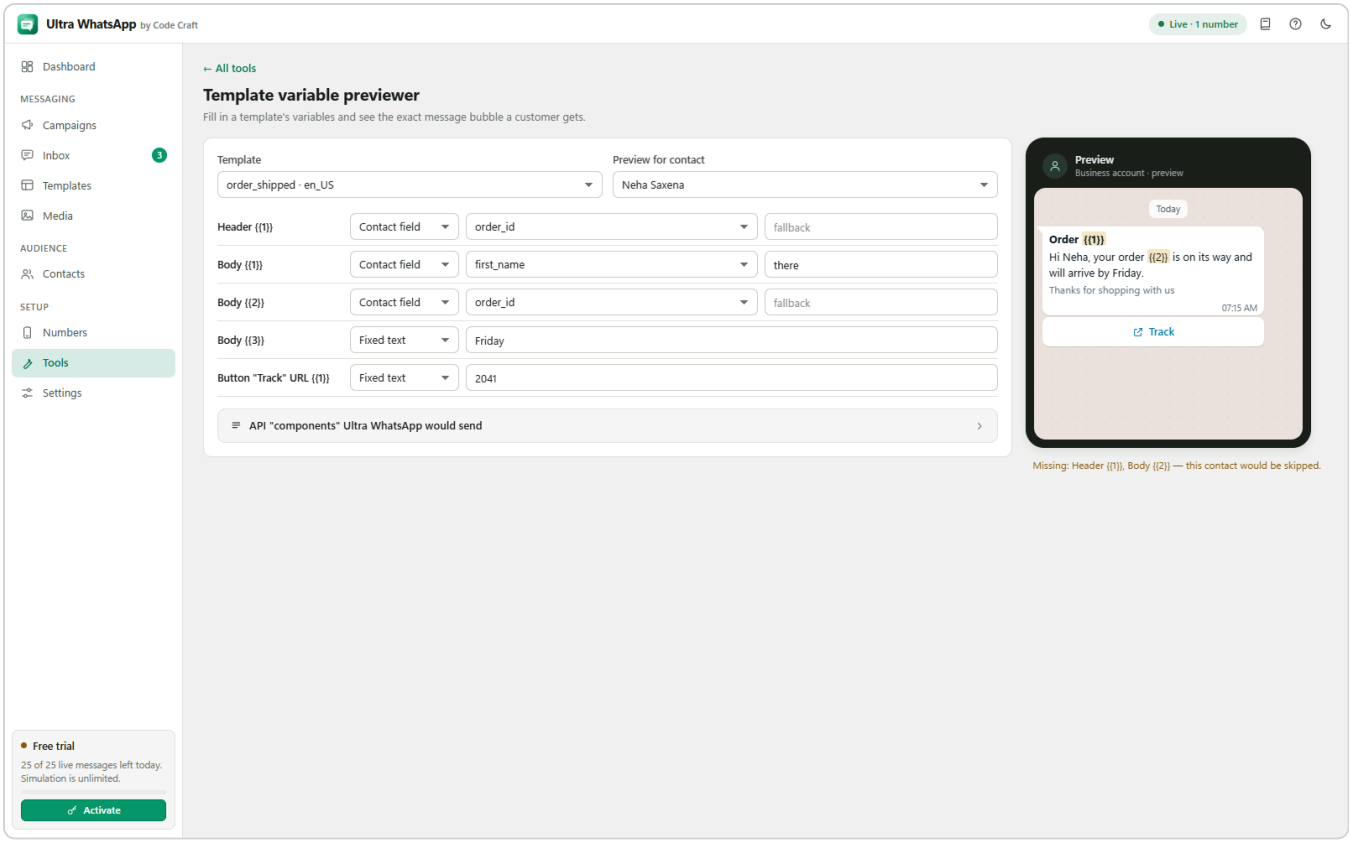
Send one template to one number, or a text or media reply inside an open 24-hour window. Use it to test with your own phone.

Error code reference

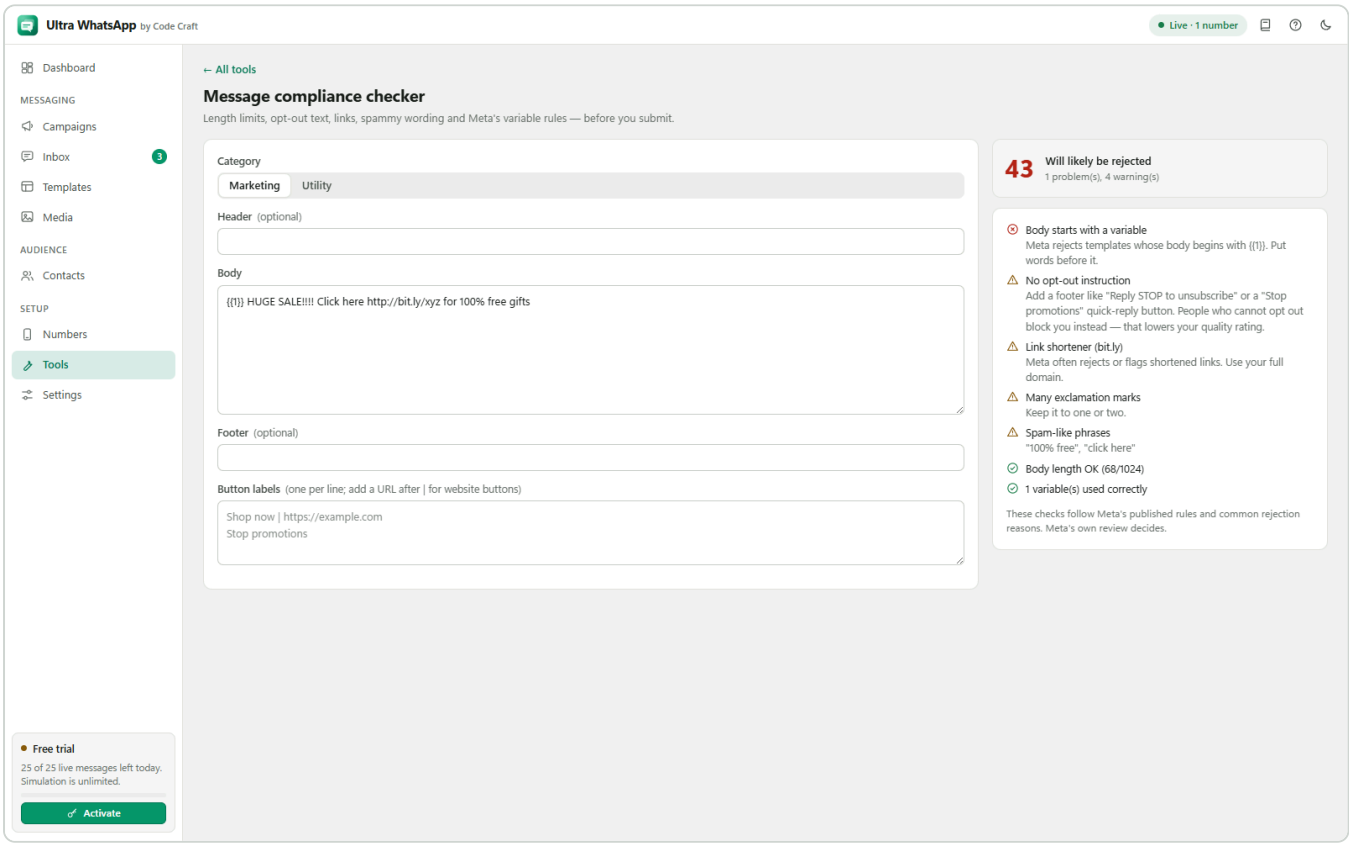
Search any error code or word; see what it means and what to do.



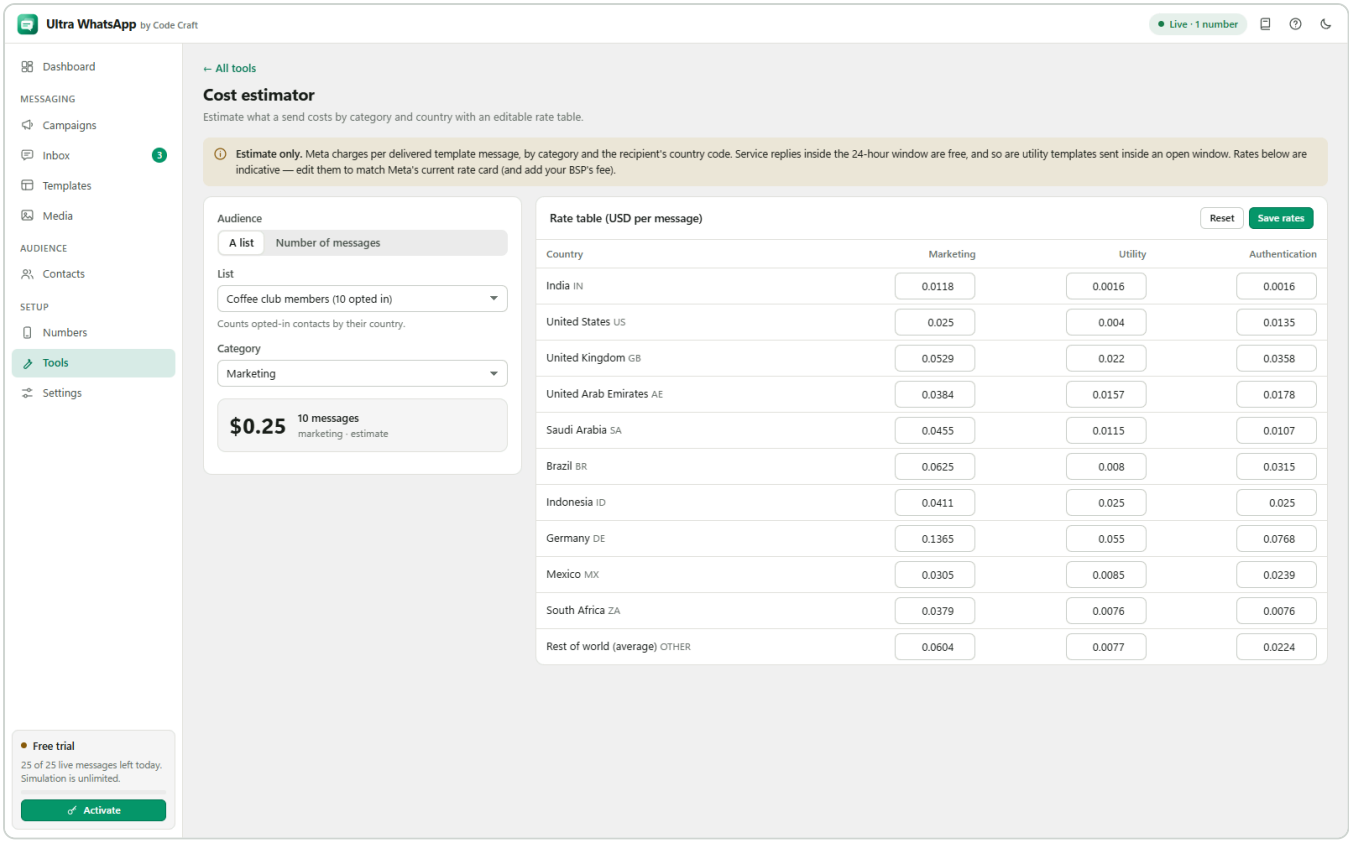
List cleaner. Problems are grouped; tick what to remove from the list.



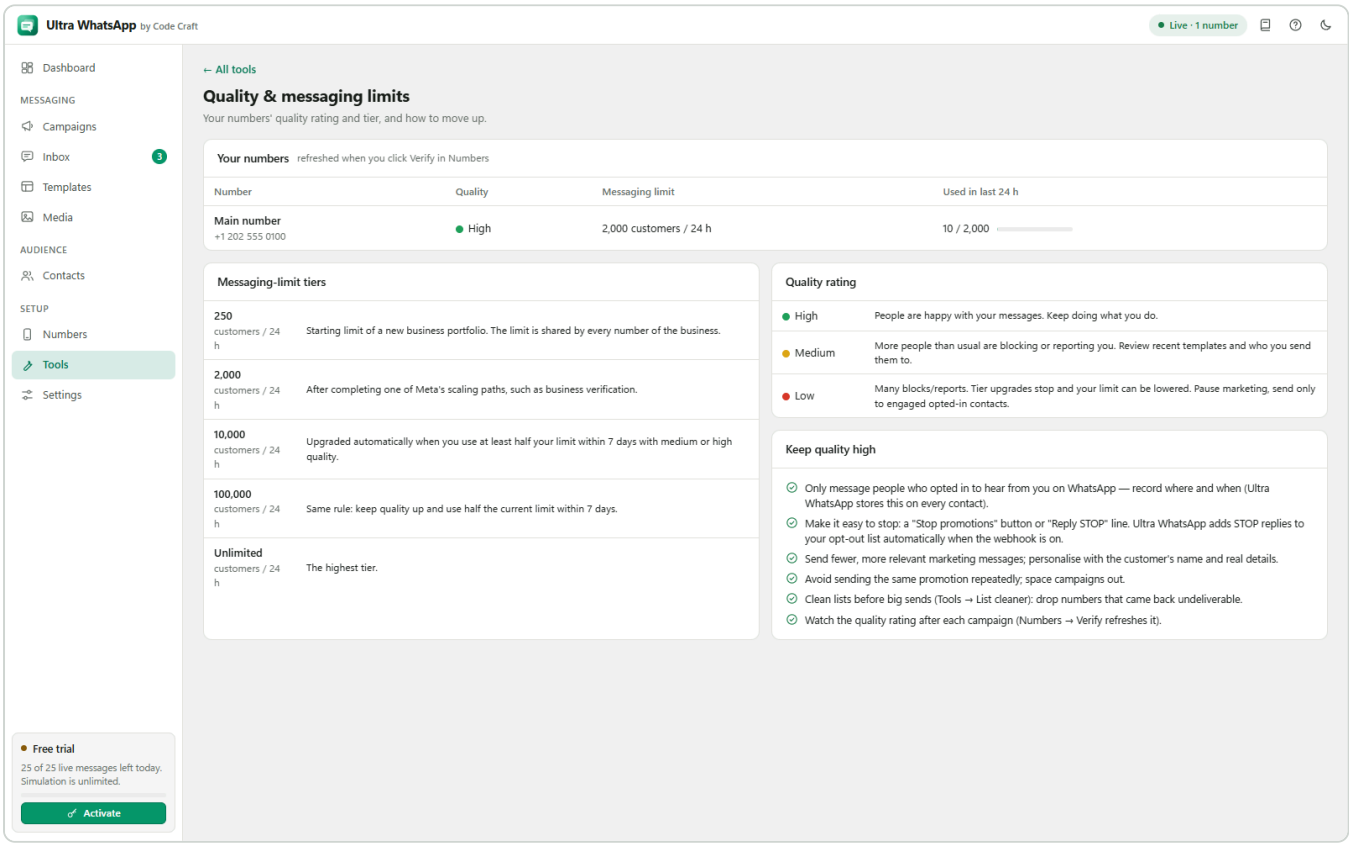
Template variable previewer.



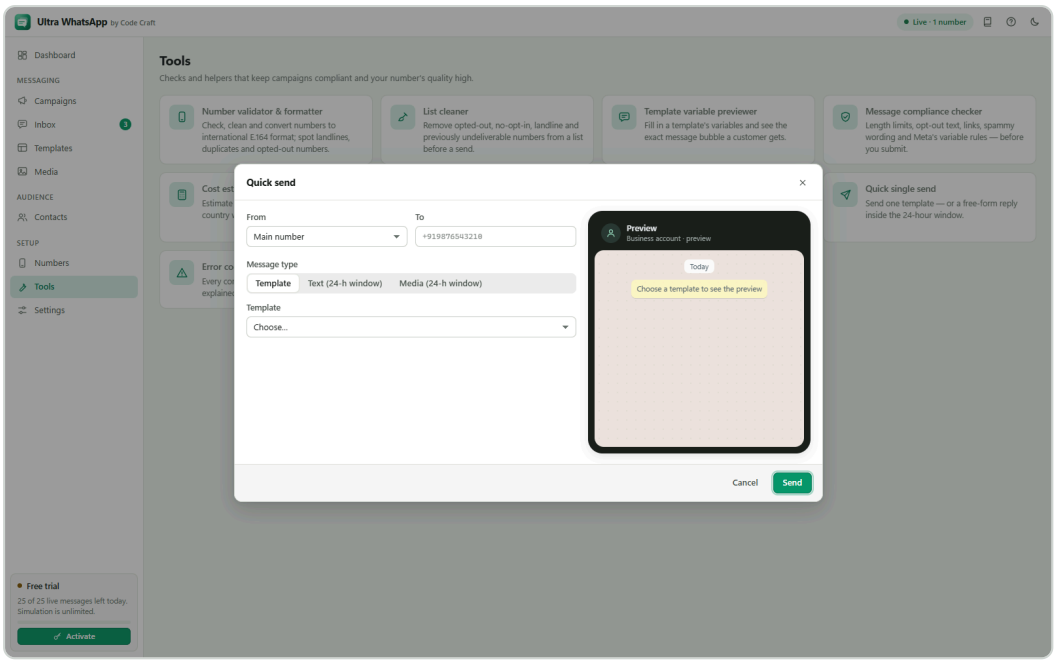
Message compliance checker. This example breaks several rules on purpose.



Cost estimator. The rates are indicative; edit them to match Meta's current rate card.



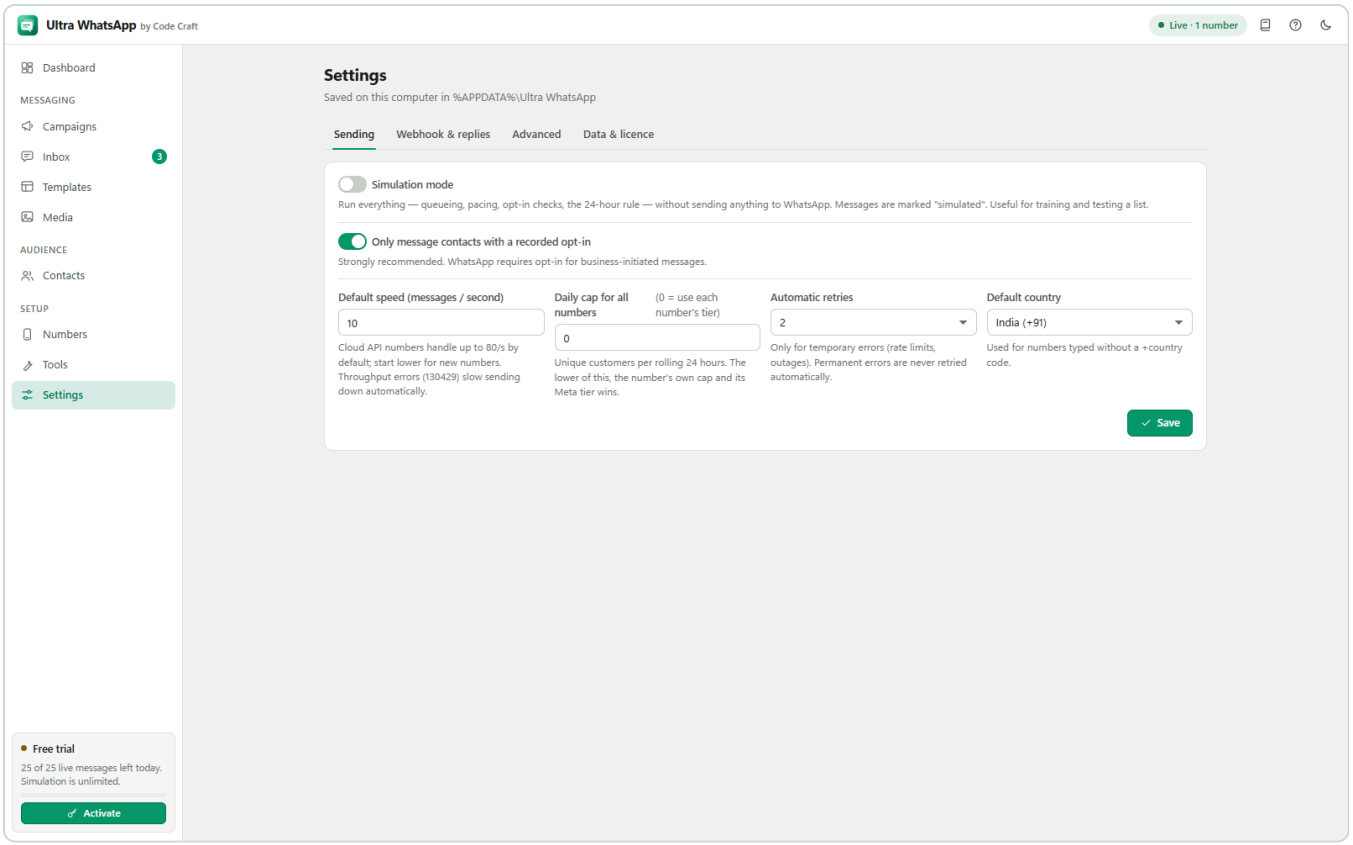
Quality & messaging limits.



Quick send. Template, text or media to a single number.

CHAPTER 15

Settings



Settings → Sending.

Setting	What it does
Simulation mode	Run everything without sending to WhatsApp, even with a number connected. Good for training and testing a list.
Only message contacts with a recorded opt-in	On by default and strongly recommended. Turning it off asks for confirmation and shows a red warning.
Default speed	Messages per second for new campaigns.
Daily cap for all numbers	Unique customers per rolling 24 hours; 0 uses each number's tier.
Automatic retries	0 to 5, only for temporary errors.
Default country	Used for numbers typed without a +country code.

Webhook & replies is covered in chapter 13. **Advanced** holds the Graph API version; leave the base URL empty (it is only for testing). **Data & licence** has backup, restore, the data folder and your licence.

CHAPTER 16

Error codes in plain words

When Meta or your provider refuses a message, Ultra WhatsApp shows the code and an explanation in the campaign report, and in Help → **Error code reference**. **Retried** means Ultra WhatsApp tries again automatically (up to the number of retries in Settings). The most common ones are first.

The ones you will meet most

Code	What happened	What to do
`131026`	Undeliverable	The number is probably not on WhatsApp, or on an old version. Check it; do not keep retrying.
`131047`	More than 24 hours since the customer wrote	Send an approved template instead of free text.
`131049`	Meta held back a marketing message	The person got many marketing messages recently. Wait at least a day; send fewer, more relevant ones.
`131050`	The person stopped marketing messages	Added to your opt-out list automatically. Do not send them marketing.
`131042`	Payment problem	Add or fix the card in WhatsApp Manager → Payment methods.
`190`	Token expired or wrong	Create a permanent system-user token (chapter 6, step 6) and paste it under Numbers → Edit.
`132000`	Wrong number of variables	Map every variable in the campaign. Sync templates if it was edited at Meta.
`132001`	Template not found	Sync templates. Check the template is approved and the language matches (en vs en_US).
`130429`	Sending too fast	Retried automatically at a slower pace. Lower the speed if it repeats.
`368`	Temporarily blocked for policy	Stop marketing, check Account Quality in WhatsApp Manager, message only opted-in contacts.

Full list

Account, token and permissions

Code	What happened	What it means and what to do
`0`	**Authentication problem**	Meta could not authenticate the request. **Fix:** Paste a fresh permanent (system user) access token for this number and click Verify.
`1`	**Invalid request or server error** (retried)	Meta could not process the request: it was malformed or Meta had a server problem. **Fix:** Retry once. If it keeps happening, check metastatus.com and the request values.

2	**Meta service temporarily unavailable** (retried)	Temporary downtime or overload at Meta. **Fix:** Wait a little; Ultra WhatsApp retries automatically.
3	**App lacks this capability**	Your Meta app is not allowed to call this API. **Fix:** In developers.facebook.com add the WhatsApp product to the app and make sure the app is linked to the WhatsApp Business Account.
4	**Too many API calls** (retried)	The app hit Meta's API call rate limit. **Fix:** Wait a few minutes. Ultra WhatsApp retries automatically; lower "messages per second" in Settings if it keeps happening.
10	**Permission denied**	The token does not have permission for this WhatsApp Business Account or phone number. **Fix:** Give the system user the whatsapp_business_messaging and whatsapp_business_management permissions and assign it to the WABA, then generate a new token.
33	**Business phone number deleted**	This business phone number has been deleted from the WhatsApp Business Account. **Fix:** Add the number again in WhatsApp Manager, or remove it here and connect another.
100	**Invalid parameter**	Meta rejected a value in the request — often a wrong phone-number ID / WABA ID, an unknown field, or a malformed parameter. **Fix:** Check the IDs on the number (Verify shows which one is wrong). For templates, make sure the variables match the approved template exactly.
190	**Access token expired or invalid**	The access token has expired, was revoked, or was copied incorrectly. Temporary tokens from the API Setup page expire after 24 hours. **Fix:** Create a permanent token: Business Settings → Users → System users → Generate new token (with whatsapp_business_messaging + whatsapp_business_management). Paste it here and click Verify.
200	**Permission missing**	A required permission was not granted to the token. **Fix:** Regenerate the system-user token with whatsapp_business_messaging and whatsapp_business_management ticked.
368	**Temporarily blocked for policy violations**	Meta has restricted this number or account because of WhatsApp Business policy violations (usually user blocks and reports). **Fix:** Stop sending marketing messages, check Account Quality in WhatsApp Manager, and only message people who opted in. Sending more will make it worse.
80007	**Rate limit reached for this WABA** (retried)	The WhatsApp Business Account made too many API calls. **Fix:** Wait and retry. Lower the sending speed in Settings.

Sending speed and limits

Code	What happened	What it means and what to do
130429	**Throughput limit reached** (retried)	This phone number is sending faster than Meta allows (by default 80 messages/second). **Fix:** Ultra WhatsApp slows down and retries automatically. Lower "messages per second" in Settings.

131048	**Spam rate limit hit**	Messages were not sent because too many earlier messages from this number were blocked or flagged as spam. **Fix:** Pause campaigns, check the number's quality rating in WhatsApp Manager, and improve message relevance before sending again.
131056	**Too many messages to the same person** (retried)	(Business account, consumer account) pair rate limit — you sent too many messages to this one recipient in a short time. **Fix:** Wait before messaging this person again. Retry later.

Delivery

Code	What happened	What it means and what to do
130403	**You have blocked this person**	Your business blocked this WhatsApp user, so messages to them are not sent. **Fix:** Unblock them in WhatsApp Manager if this was a mistake; otherwise remove them from the list. Do not retry.
130472	**Recipient is part of a Meta experiment**	Meta did not deliver this marketing message because the person's number is part of a WhatsApp marketing-message experiment. **Fix:** Nothing is wrong with your template or list. Do not retry this person for this campaign; later messages can reach them normally.
130497	**Messaging blocked to this country**	The WhatsApp Business Account is restricted from messaging users in this country. **Fix:** Remove recipients in that country, and check Account Quality in WhatsApp Manager.
131000	**Something went wrong at Meta** (retried)	Meta had an unknown internal error. **Fix:** Retry. If it keeps happening, check metastatus.com.
131005	**Access denied**	Permission for this call was denied. **Fix:** Check the token permissions and that the number belongs to the WABA.
131008	**Required parameter missing**	A required field was missing from the message. **Fix:** Make sure every template variable has a value for this contact (set a fallback in the mapping).
131009	**Parameter value not valid**	One of the values is not valid — for example a phone number in the wrong format or a malformed media link. **Fix:** Check the recipient number (Tools → Number validator) and the template values.
131016	**Service temporarily unavailable** (retried)	A WhatsApp service is temporarily down. **Fix:** Retry later; Ultra WhatsApp retries automatically.
131021	**Recipient is your own number**	You tried to message the business phone number itself. **Fix:** Remove your own number from the list.
131026	**Message undeliverable**	The recipient could not receive the message: the number may not be on WhatsApp, uses an old WhatsApp version, has not accepted the latest terms, or the business is blocked. **Fix:** Check the number is correct and active on WhatsApp. Do not keep retrying the same number — it lowers your quality rating.

131031	**Business account locked**	The WhatsApp Business Account is locked, often for policy violations or a failed two-step verification. **Fix:** Open WhatsApp Manager → Account Quality to see why and request a review.
131037	**Display name not approved**	This number needs an approved display name before it can send messages. **Fix:** Submit or fix the display name in WhatsApp Manager → Phone numbers and wait for approval.
131042	**Payment problem**	There is a problem with the payment method on the WhatsApp Business Account (none added, card declined or credit limit reached). **Fix:** Add or fix the payment method in Business Settings → WhatsApp accounts → Payment settings.
131045	**Number not registered / certificate problem**	The phone number is not registered with the Cloud API. **Fix:** Register the number in WhatsApp Manager (or via POST /{phone-number-id}/register) and try again.
131047	**Outside the 24-hour window**	More than 24 hours have passed since this person last messaged you, so a free-form message is not allowed (re-engagement message). **Fix:** Send an approved template instead. Free-form text is only allowed within 24 hours of their last message.
131049	**Not delivered to keep the ecosystem healthy**	Meta chose not to deliver this marketing message — usually because the person already received several marketing messages recently or is unlikely to engage. **Fix:** Do not retry right away. Wait at least a day, and send fewer, more relevant marketing messages.
131050	**Recipient stopped marketing messages**	This person turned off marketing messages from businesses. **Fix:** They have been added to your opt-out list. Do not send them marketing templates.
131051	**Unsupported message type**	The message type is not supported. **Fix:** Use text, an approved template, image, video, audio or document.
131052	**Media download error**	Meta could not download the media the recipient sent. **Fix:** Ask them to send the file again.
131053	**Media upload error**	The media could not be used — wrong type, too large, or the link is not publicly reachable. **Fix:** Upload the file again in Media (Ultra WhatsApp checks type and size), or use a direct https link that is publicly reachable.
131055	**Method not allowed**	The API call is not allowed for this resource. **Fix:** Check the phone-number ID is correct.
131057	**Account in maintenance** (retried)	The business account is in maintenance mode, for example while its throughput is upgraded. **Fix:** Wait a little and retry.
131063	**Marketing templates disabled**	Marketing template messages are turned off for this Cloud API setup. **Fix:** Check the WhatsApp Business Account settings in WhatsApp Manager, or send a utility template.

131064	**Messaging limit lowered (template categories)**	Meta limited this account because templates were sent in the wrong category (for example promotional "utility" templates). **Fix:** Use the correct category for each template and check WhatsApp Manager for the current limit.

Templates

Code	What happened	What it means and what to do
132000	**Wrong number of template variables**	The number of values sent does not match the number of {{variables}} in the approved template. **Fix:** Open the campaign and map every variable. Re-sync templates if the template was edited in WhatsApp Manager.
132001	**Template does not exist**	No approved template with this name exists in this language for the WhatsApp Business Account. **Fix:** Click Templates → Sync. Check the template is APPROVED and the language code matches exactly (e.g. en vs en_US).
132005	**Template text too long**	After filling in the variables the message is longer than WhatsApp allows. **Fix:** Use shorter values or a fallback, and keep the body under 1,024 characters.
132007	**Template format policy violated**	A variable value breaks WhatsApp's formatting policy. **Fix:** Remove unusual characters from the values.
132012	**Template parameter format mismatch**	A value does not have the format the template expects (for example text where media was expected). **Fix:** Check the header media and the variable types in the mapping.
132015	**Template paused**	Meta paused this template because of low quality (too many blocks or reports). **Fix:** Edit the template in WhatsApp Manager or use another one. It may be unpaused automatically after a few hours.
132016	**Template disabled**	Meta disabled this template after repeated quality problems. **Fix:** Create a new, more relevant template.
132018	**Problem with template parameters**	A variable value contains something not allowed — new lines, tabs or more than 4 spaces in a row. **Fix:** Ultra WhatsApp cleans values automatically; check the contact data for the field used.
132068	**Flow is blocked**	The WhatsApp Flow in this message is blocked. **Fix:** Fix the Flow in WhatsApp Manager, or use a template without it.
132069	**Flow is throttled** (retried)	The WhatsApp Flow is throttled (10 messages already sent with it in the last hour). **Fix:** Wait an hour or use a different Flow.
133009	**Two-step PIN entered too quickly**	The two-step verification PIN was tried too fast. **Fix:** Wait a moment and try again.
133015	**Number was recently deleted** (retried)	This phone number was recently deleted and the deletion has not finished. **Fix:** Wait about 5 minutes, then try again.

133016	**Too many register / deregister attempts**	The number was registered or deregistered too many times in a short period. **Fix:** Wait before trying again (WhatsApp Manager shows how long).
134011	**WhatsApp Payments terms not accepted**	The WhatsApp Payments terms of service still need to be accepted for this account. **Fix:** Accept the terms in WhatsApp Manager.
135000	**Generic user error**	Meta could not process the request because of an unknown problem with the parameters. **Fix:** Check the template mapping and recipient number.
2388019	**Too many templates**	The WhatsApp Business Account reached its maximum number of message templates. **Fix:** Delete templates you no longer use in WhatsApp Manager, then try again.
2388040	**Template field too long**	A template field is longer than WhatsApp allows. **Fix:** Shorten the header, body, footer or button text.
2388047	**Header format not valid**	The template header is formatted incorrectly. **Fix:** Check the header text and its variable.
2388072	**Body format not valid**	The template body is formatted incorrectly. **Fix:** Check the body text and its variables.
2388073	**Footer format not valid**	The template footer is formatted incorrectly. **Fix:** Footers cannot contain variables; simplify the footer text.
2388293	**Too many variables for the text length**	The template has too many variables for how short it is. **Fix:** Add more fixed words or remove variables.
2388299	**Variable at the start or end**	The template starts or ends with a variable, which is not allowed. **Fix:** Put fixed text before the first and after the last variable.

Phone number registration

Code	What happened	What it means and what to do
133000	**Incomplete deregistration**	A previous deregistration of this number did not finish. **Fix:** Deregister the number again, then register it.
133004	**Server temporarily unavailable** (retried)	The WhatsApp server is temporarily unavailable. **Fix:** Retry later.
133005	**Two-step PIN mismatch**	The two-step verification PIN is wrong. **Fix:** Reset the PIN in WhatsApp Manager.
133006	**Number needs re-verification**	The phone number must be verified again before it can be registered. **Fix:** Verify the number in WhatsApp Manager.
133008	**Too many PIN guesses**	Too many two-step verification PIN attempts. **Fix:** Wait for the time shown in WhatsApp Manager and try again.

133010	**Phone number not registered**	The phone number is not registered on the WhatsApp Business Platform. **Fix:** Register the number (WhatsApp Manager → Phone numbers) before sending.
2494100	**Phone number in maintenance mode** (retried)	The business phone number is in maintenance mode. **Fix:** Wait a little and retry.

Twilio

Code	What happened	What it means and what to do
20003	**Authentication failed (Twilio)**	Account SID or Auth Token is wrong. **Fix:** Copy both from the Twilio Console home page.
21211	**Invalid "To" number (Twilio)**	The destination number is not valid. **Fix:** Use the full international format, e.g. +919876543210.
63003	**Recipient not reachable (Twilio)**	Twilio could not find the "To" address on WhatsApp. **Fix:** Check the number is on WhatsApp and in international format.
63007	**Sender not found (Twilio)**	Twilio could not find a WhatsApp sender for the "From" number. **Fix:** Check the WhatsApp sender number on this connection matches an approved sender in the Twilio Console.
63016	**Outside the 24-hour window (Twilio)**	Free-form messages can only be sent within 24 hours of the user's last message. **Fix:** Send an approved Content template instead.
63018	**Rate limit exceeded (Twilio)** (retried)	Twilio rate limit for this WhatsApp sender was exceeded. **Fix:** Slow down; Ultra WhatsApp retries automatically.
63019	**Media download failed (Twilio)**	Twilio could not download the media from the link. **Fix:** Use a public https link to a supported file type.
63024	**Invalid message recipient (Twilio)**	Meta treats the recipient as an invalid WhatsApp user, or another recipient-side restriction applies. **Fix:** Check the number is correct and on WhatsApp. Do not keep retrying it.
63027	**Template does not exist (Twilio)**	No approved WhatsApp template exists for this content and language. **Fix:** Check the Content template is approved for WhatsApp, then Sync templates.
63028	**Wrong number of template variables (Twilio)**	The variables sent do not match the approved template. **Fix:** Map every variable in the campaign.
63032	**Recipient is part of a Meta experiment (Twilio)**	WhatsApp did not deliver the message because the person's number is part of an experiment (Meta 130472). **Fix:** Skip this person for this campaign; it is not an opt-out.
63049	**Meta chose not to deliver this marketing message (Twilio)**	Meta blocked delivery of this marketing template to keep engagement healthy (Meta 131049), for example because the person already received several marketing messages recently. **Fix:** Do not retry right away. Wait at least a day and send fewer, more relevant marketing messages.

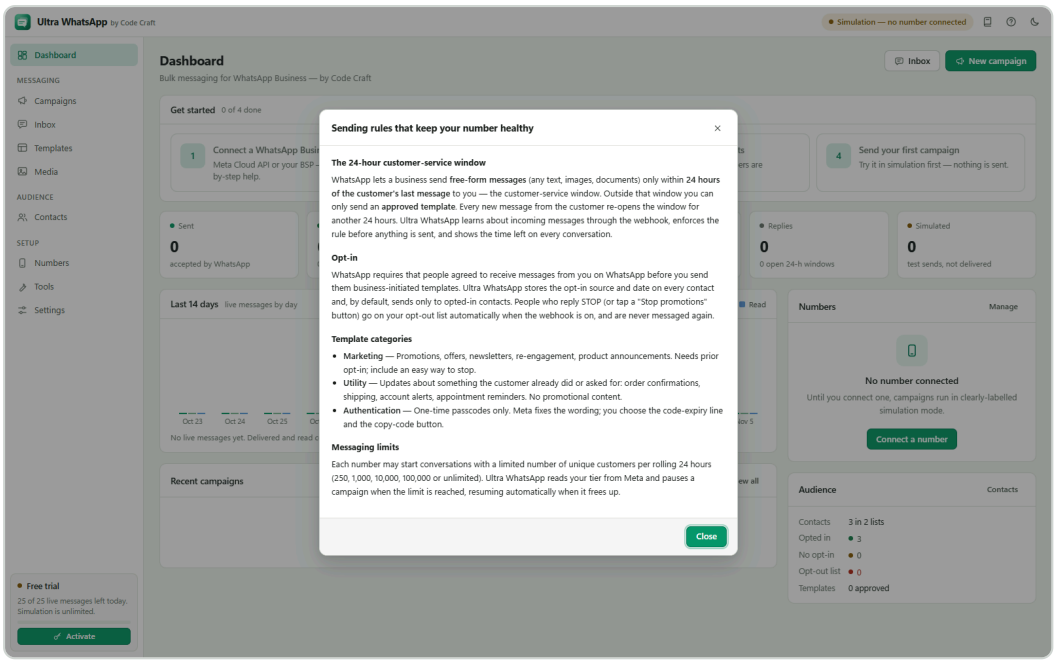
CHAPTER 17

Avoiding blocks and quality drops

Using the official API removes the risk of being banned for automation. Meta still watches how people react to your messages. If many people block or report you, your **quality rating** drops from High (green) to Medium (yellow) or Low (red). Low quality stops your limit from growing, can lower it, can pause templates, and in the end can restrict the number.

What keeps you in good standing

1. **Message only people who opted in** to WhatsApp messages from you, and keep the record (Ultra WhatsApp stores it per contact).
2. **Make stopping easy.** Add a "Reply STOP to unsubscribe" footer or a "Stop promotions" quick-reply button to marketing templates. With the webhook on, STOP replies go to the opt-out list by themselves.
3. **Be relevant and personal.** Use the customer's name and real details. One useful message beats three generic ones.
4. **Do not repeat the same promotion.** Space campaigns out; most shops do well with a few marketing messages a month.
5. **Clean lists before big sends.** Tools → List cleaner removes numbers that came back undeliverable and contacts without opt-in.
6. **Start slowly with a new number.** Send to your most engaged customers first, at a lower speed, and let the limit grow.
7. **Watch quality after every campaign.** Numbers → **Verify** refreshes it. If it turns yellow, pause marketing and review what you sent and to whom.
8. **Use the right category.** Do not hide offers inside utility templates; Meta re-categorises them and may pause the template.
9. **Answer replies.** Customers who get answers stay; the inbox shows who wrote and how long the window stays open.



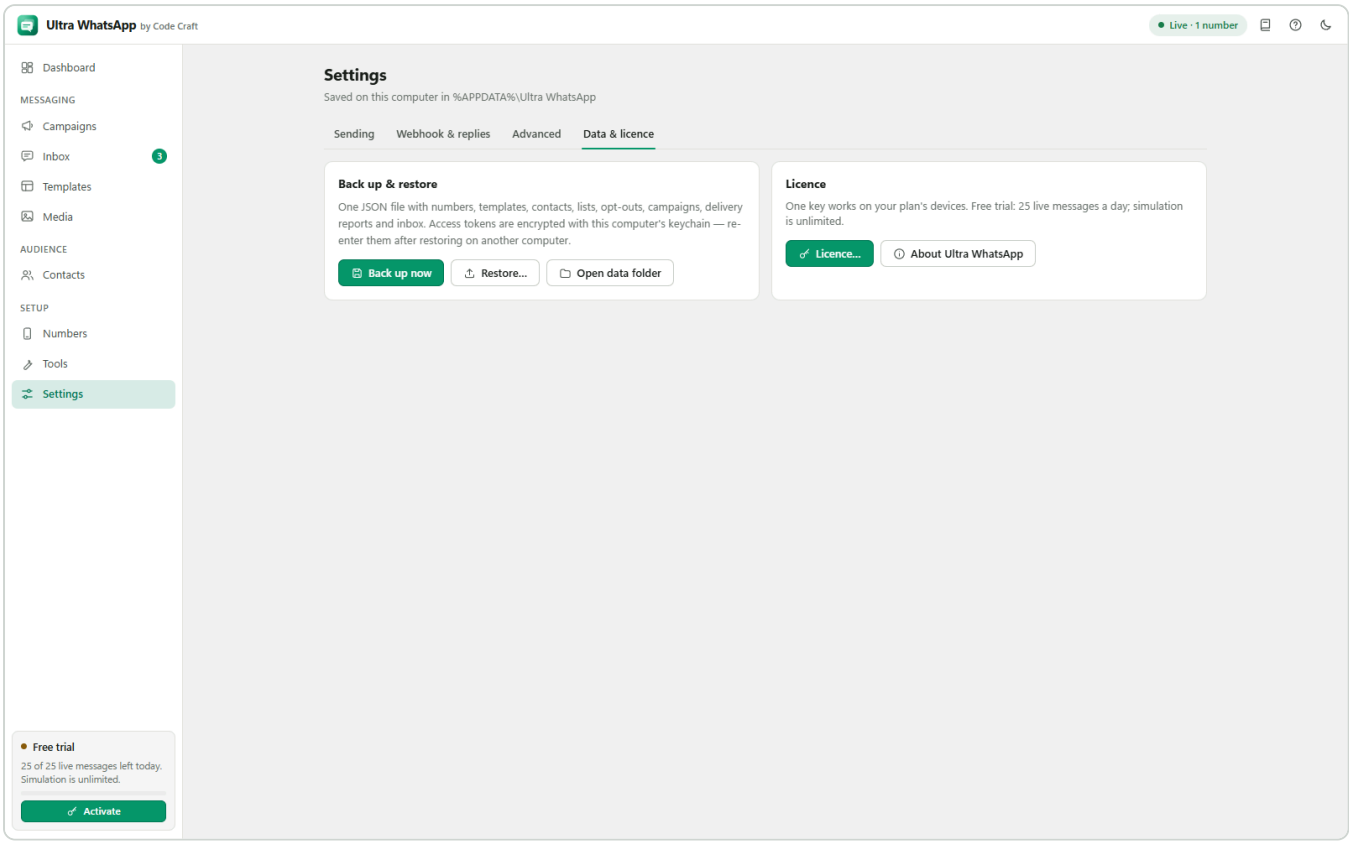
Help → The 24-hour window & opt-in rules, a short summary inside the app.

Read Meta's **WhatsApp Business Messaging Policy** and **Commerce Policy** once; some product types cannot be promoted on WhatsApp at all.

CHAPTER 18

Backup, restore and moving computers

Everything is stored on your computer: numbers, templates, contacts, lists, opt-outs, campaigns, reports and the inbox. On Windows the folder is `%APPDATA%\Ultra WhatsApp`; on macOS `~/Library/Application Support/Ultra WhatsApp`. Settings → Data & licence → **Open data folder** opens it.



Settings → Data & licence.

1. **Back up:** click **Back up now** (or Help → **Back up data…**). You get one JSON file. Keep a copy off the computer (USB drive, cloud storage). Back up after big imports and once a week.
2. **Restore:** click **Restore…** and choose a backup file. Restore **replaces all current data** and restarts the app.
3. **Tokens:** access tokens are encrypted with each computer's keychain. After restoring on another computer, open Numbers → **Edit** and paste the token again.

Moving to a new computer: back up, deactivate the licence on the old one, install on the new one, restore, paste the token, activate. If you use the webhook, start the tunnel on the new computer and update the Callback URL at Meta if the address changed.

CHAPTER 19

Frequently asked questions

Does Ultra WhatsApp use WhatsApp Web or my phone?

No. It only uses Meta's official Cloud API, directly or through a provider. There is no QR code and nothing runs on your phone.

Can I keep using the number in the WhatsApp Business app?

Normally no: a number on the Cloud API cannot be used in the phone app at the same time. Some providers offer Meta's coexistence option that keeps the app working alongside the API; ask your provider.

Why can't I just type a message to everyone?

WhatsApp only allows businesses to start a conversation with an approved template. Free text is allowed for 24 hours after the customer writes to you.

How many messages can I send a day?

Meta sets a limit on how many different customers each number can start conversations with in 24 hours. It starts low and grows with good-quality sending. Tools → Quality & messaging limits shows yours. The free trial also limits live messages to 25 a day.

How much does each message cost?

Meta's price depends on the template category and the recipient's country, and Meta changes it from time to time. Use Tools → Cost estimator with rates from Meta's current rate card. Ultra WhatsApp adds nothing per message.

Why do my messages stay at "Sent"?

Delivered and read updates arrive through the webhook. Set it up (chapter 13) and keep the app and tunnel running.

Why don't I see "Read" for some people?

They have read receipts turned off in WhatsApp. Their messages stay at Delivered.

My template was rejected. What now?

Check the reason on the template, fix the text (chapter 9 has the common causes), run it through the compliance checker, and submit it again under a new name with **Copy as new**.

A campaign paused by itself.

Read the yellow bar on the campaign. Usually the daily cap or Meta's limit was reached; it resumes automatically when the 24 hours allow. Other reasons: the trial limit, an expired licence, or an error that needs fixing (such as the token).

Does a scheduled campaign send if my computer is off?

No. It starts as soon as the app opens again. Keep the app running in the tray at the scheduled time.

Can I use several numbers?

Yes. Connect each under Numbers and pick one in **Send from** for each campaign.

Is my data sent to Code Craft?

No. Contacts, messages and reports stay on your computer. Messages go from your computer to Meta (or your provider). Only the licence key and a computer ID go to the Code Craft licence server for activation.

Is Ultra WhatsApp made by Meta?

No. WhatsApp is a trademark of Meta Platforms, Inc. Ultra WhatsApp is an independent product by Code Craft and is not affiliated with or endorsed by Meta.

CHAPTER 20

Support

Write to **contact@ultraemailer.org** (or Help → **Email support**). To help us answer quickly, include:

- Your licence key or order email, and whether you use Windows, macOS or Android.
- What you did, what you expected, and what happened.
- The error code and text from the campaign report or the number test.
- A screenshot. Please hide your access token; we never need it.

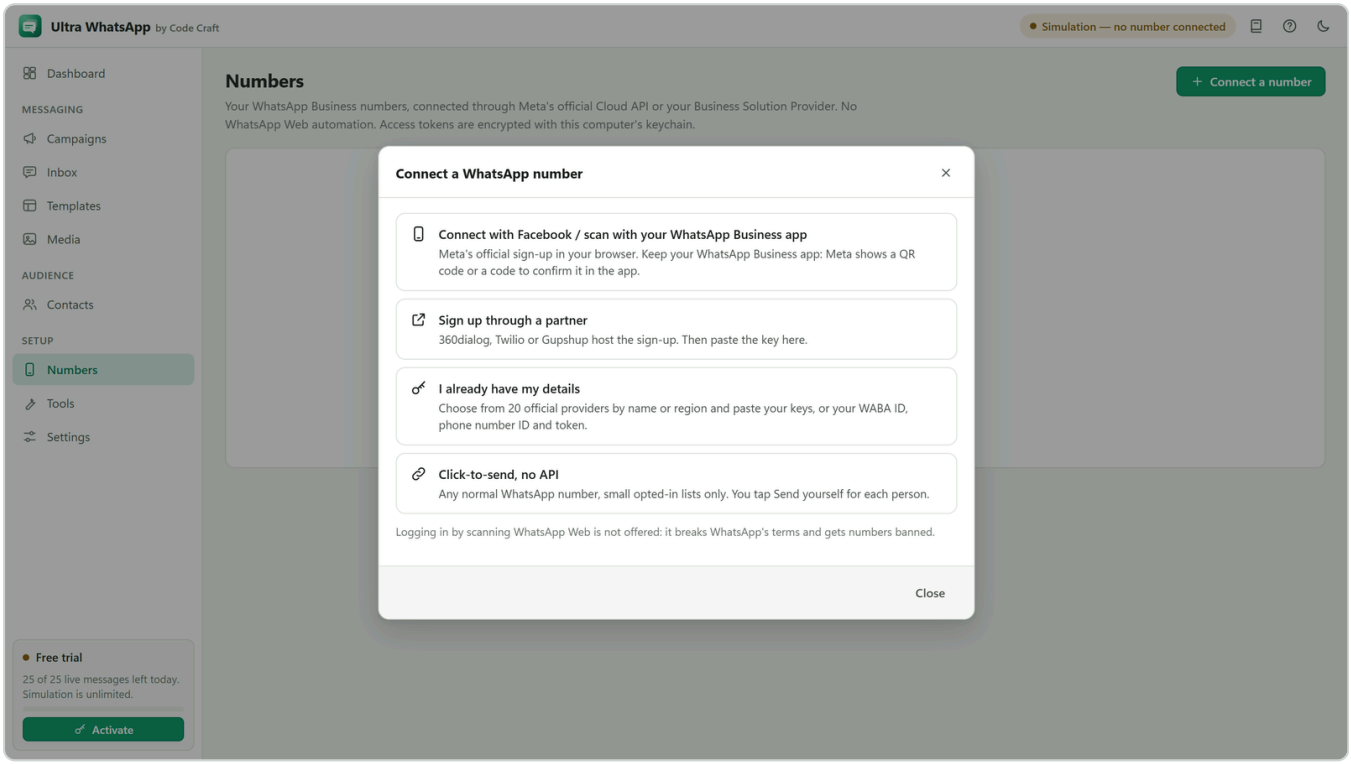
Updates install automatically when you restart the app; Help → **Check for updates** checks now. The latest guide is at **ultraemailer.org/whatsapp/guide** and downloads are at **ultraemailer.org/whatsapp/download**.

NEVER SHARE Your access token, App secret or Facebook password. Code Craft will never ask for them.

CHAPTER 21

The ways to connect, and click-to-send

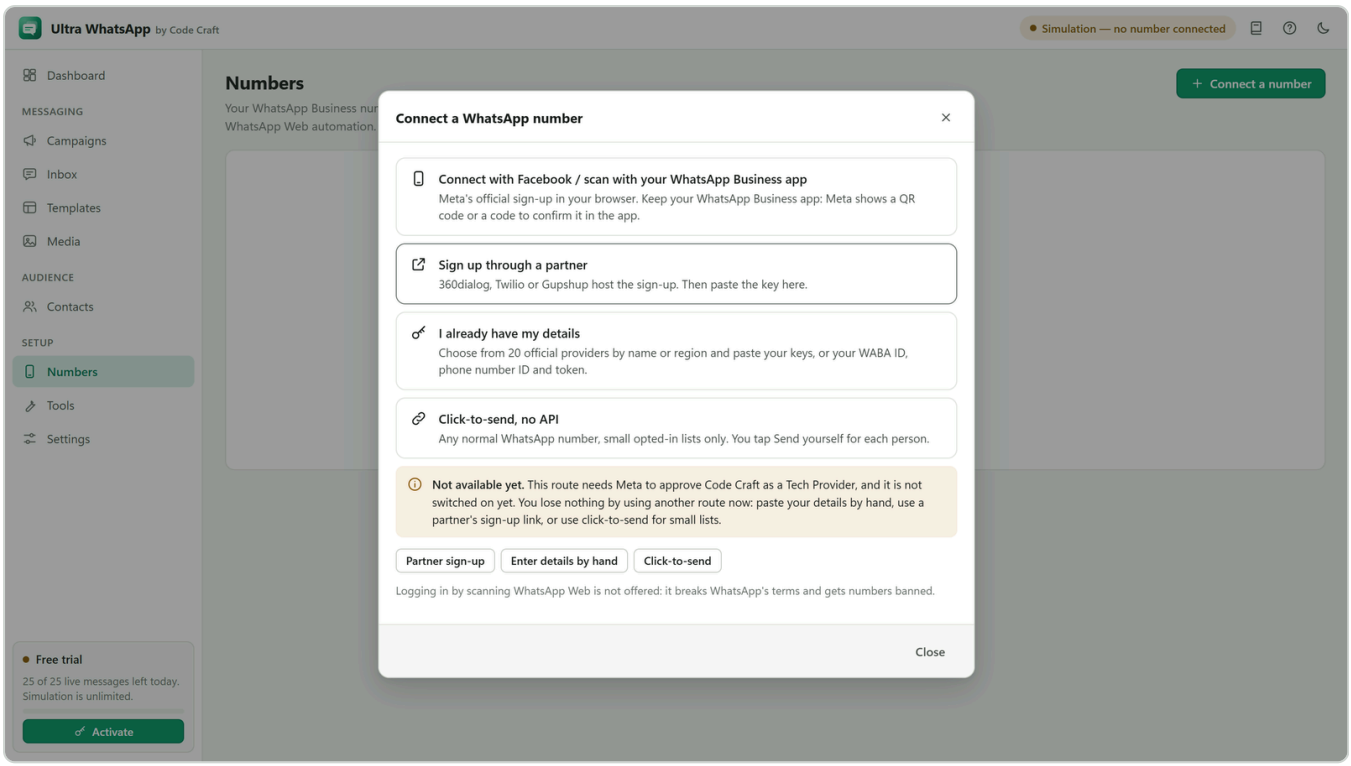
Numbers → Connect a number shows every official route. Logging in by scanning WhatsApp Web is not offered: it breaks WhatsApp's terms and gets numbers banned.



The connect window.

Connect with Facebook

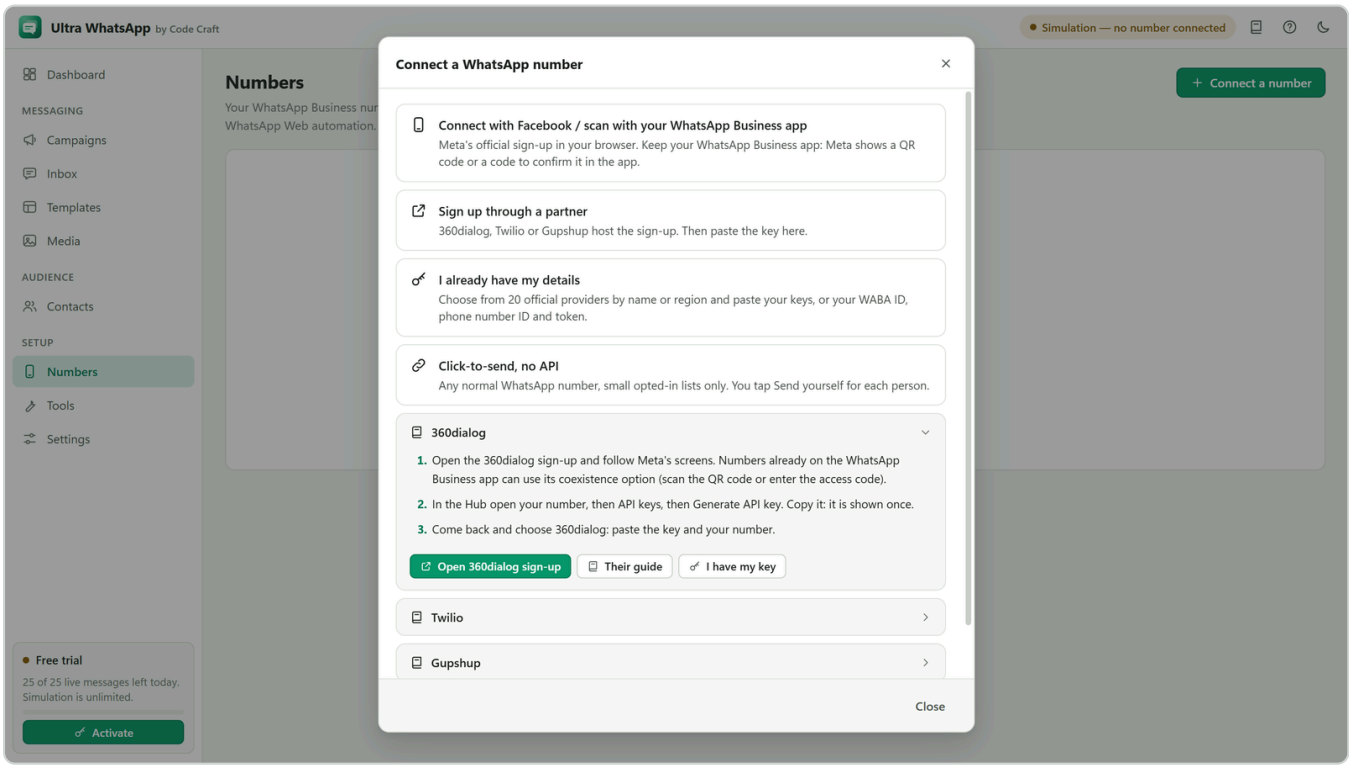
Meta's own sign-up opens in your browser. Meta may show a QR code or a code to confirm in your WhatsApp Business app; it depends on your setup. If the window says *Not available yet*, that route is not switched on yet, so use one of the others.



If this route is not switched on, the window says so and offers the other routes.

Sign up through a partner

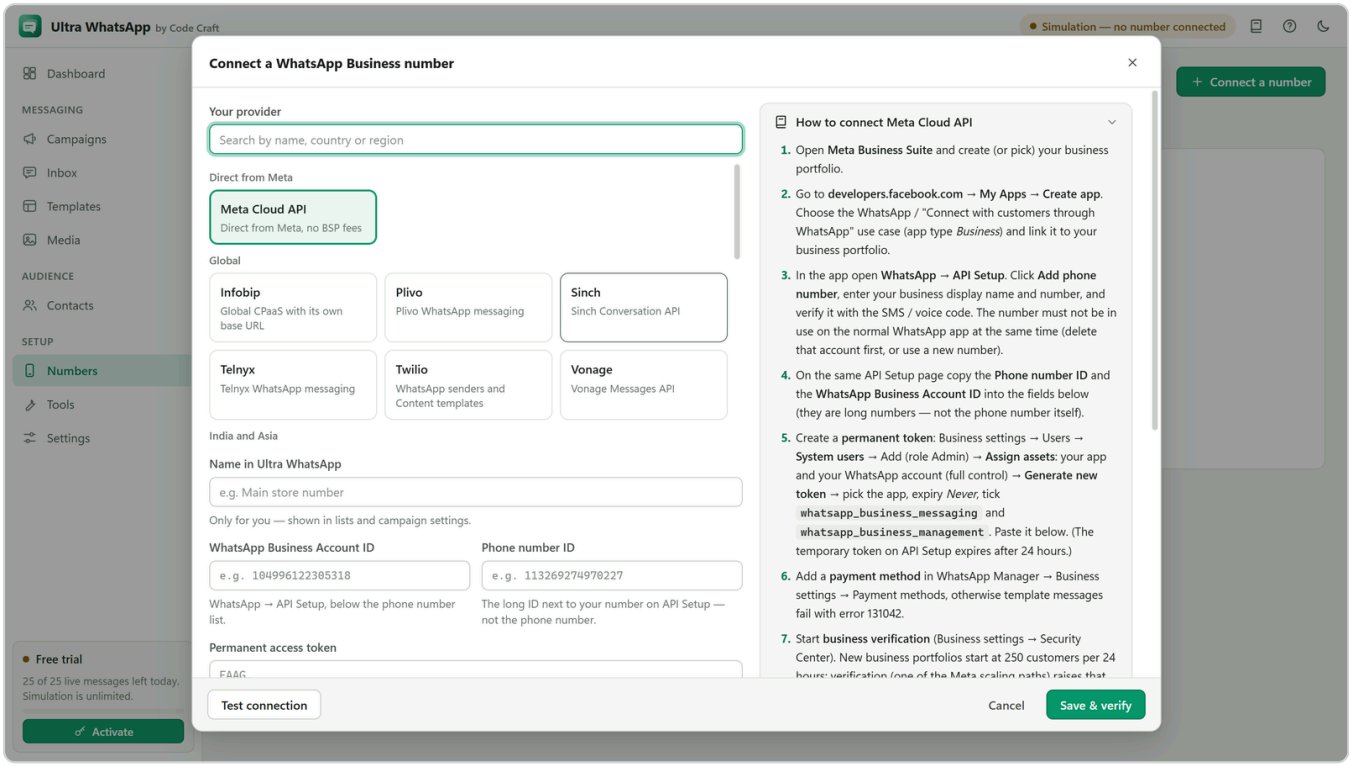
360dialog, Twilio or Gupshup host the sign-up, then you paste your keys back here. Partners may charge their own fees.



Each partner shows its own steps.

I already have my details

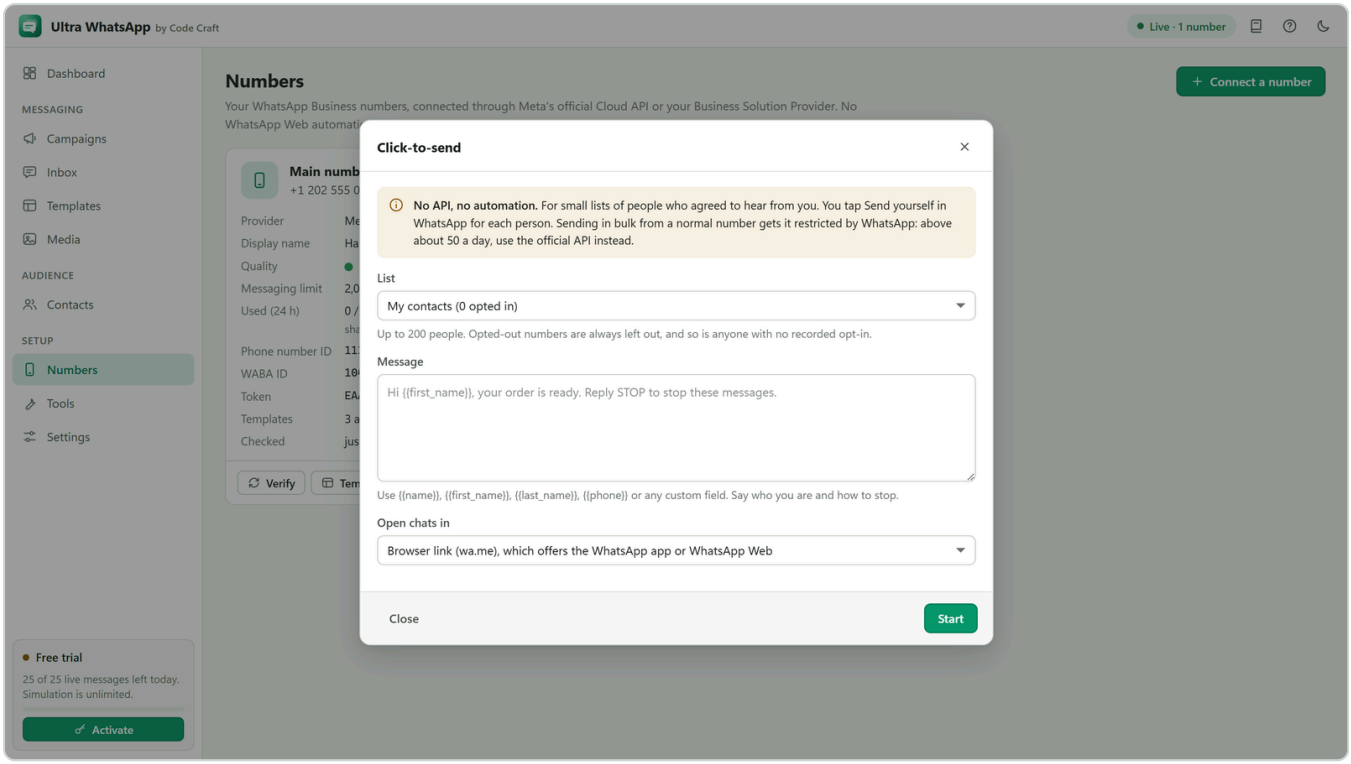
Search the providers by name, country or region, or use Meta Cloud API directly (chapter 8).



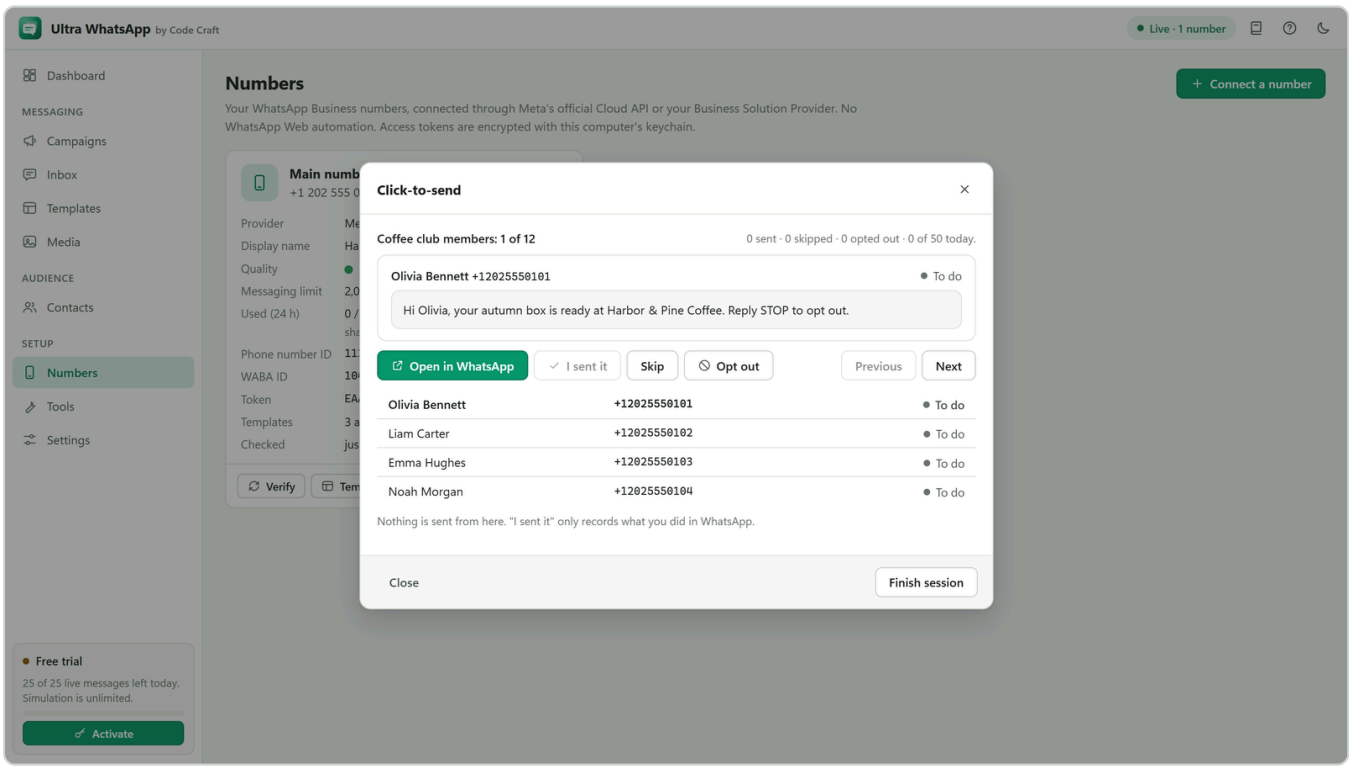
The provider picker.

Click-to-send, no API

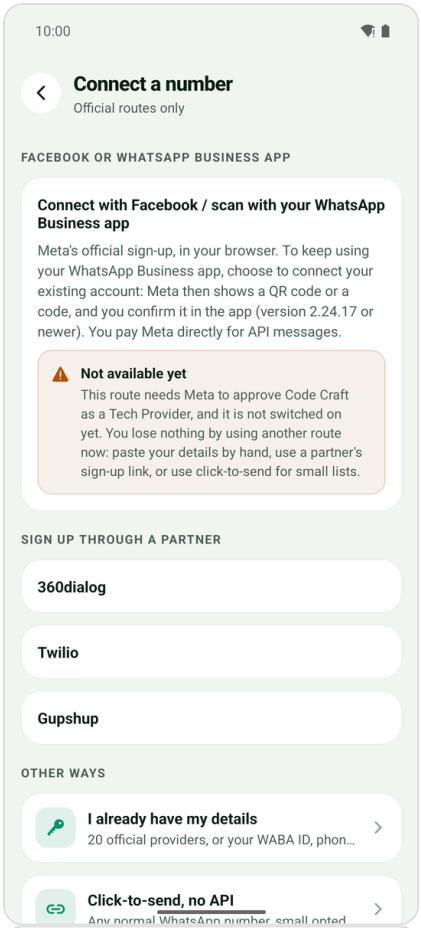
For small lists of people who agreed to hear from you, on a normal WhatsApp number. The app opens one chat at a time with your message filled in, and **you tap Send yourself in WhatsApp**, then press **I sent it**. It does not send anything by itself and cannot see WhatsApp. Stay under 50 a day: the app counts and warns you, and it reminds you to slow down. Sending in bulk from a normal number can get it banned.

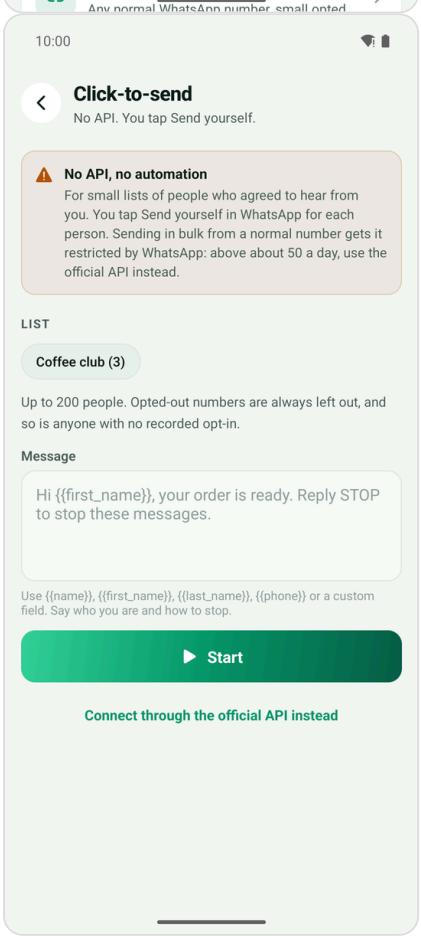


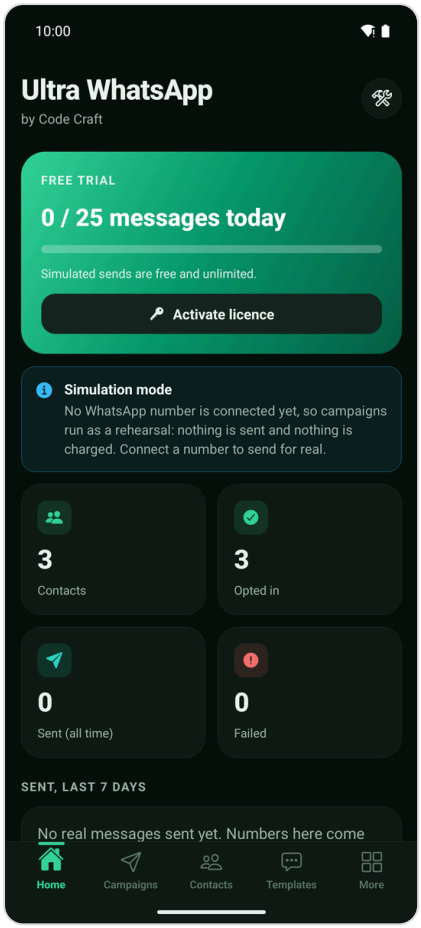
Setting up click-to-send.



One person at a time, with the message filled in.


10:00
Connect a number
Official routes only
FACEBOOK OR WHATSAPP BUSINESS APP
Connect with Facebook / scan with your WhatsApp Business app
Meta's official sign-up, in your browser. To keep using your WhatsApp Business app, choose to connect your existing account: Meta then shows a QR code or a code, and you confirm it in the app (version 2.24.17 or newer). You pay Meta directly for API messages.
Not available yet
This route needs Meta to approve Code Craft as a Tech Provider, and it is not switched on yet. You lose nothing by using another route now: paste your details by hand, use a partner's sign-up link, or use click-to-send for small lists.
SIGN UP THROUGH A PARTNER
360dialog
Twilio
Gupshup
OTHER WAYS
I already have my details
20 official providers, or your WABA ID, phon...
Click-to-send, no API


10:00
Click-to-send
No API. You tap Send yourself.
No API, no automation
For small lists of people who agreed to hear from you. You tap Send yourself in WhatsApp for each person. Sending in bulk from a normal number gets it restricted by WhatsApp: above about 50 a day, use the official API instead.
LIST
Coffee club (3)
Up to 200 people. Opted-out numbers are always left out, and so is anyone with no recorded opt-in.
Message
Hi {{first_name}}, your order is ready. Reply STOP to stop these messages.
Use {{name}}, {{first_name}}, {{last_name}}, {{phone}} or a custom field. Say who you are and how to stop.
Start
Connect through the official API instead



The same on Android: the connect screen, click-to-send, and dark mode.

Ultra WhatsApp — a product of Code Craft. ultraemailer.org/whatsapp · contact@ultraemailer.org

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