EKUANTUM · AN AI EMPLOYEE MODULE

AI WHATSAPP CAMPAIGNS

WhatsApp campaigns through Meta's official channel: approved templates, consent and statistics. A dedicated campaign number, and you pay Meta directly for each message at Meta's price, with no markup from us or any middleman.

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THE REALITY

Email gets opened by 20%. WhatsApp, by almost everyone.

Do you send promotions from the company phone, afraid it'll get banned?

Do your customers find out about your offers once they're over?

Do you know what a campaign message really costs, or do you pay for a bundle you can't see inside?

WHAT NO OTHER TOOL DOES

Meta's official channel, and Kira handles the replies

It's not a bulk send from a phone, which Meta shuts down. It's the official channel: approved templates, recorded consent and statistics. And when a customer replies to the campaign, it doesn't fall into a void: your AI Employee continues the conversation, qualifies and books.

Meta's price, no middlemen — You pay Meta directly for each message: €0.0509 for marketing and €0.0166 for utility. Replying to a customer within the following 24 hours is free. Neither we nor anyone else adds a margin.

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THE 4 POWERS

WhatsApp campaigns that don't get your account banned

01 Official channel
A dedicated number on Meta's official API, with approved templates and consent.

02 Segments and sends
Pick the group from your CRM and it goes out to everyone, in your brand and template.

03 Kira replies
Whoever answers the campaign continues with your AI Employee: it asks, qualifies, books.

04 Measures
Delivered, read, replied. And what each send cost, to the cent.

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WHAT YOU GET

Your offer in your customers' pocket

The channel where they actually read, with Meta's rules followed and the conversation handled.

✅ Approved number and templates

We set you up and maintain the number and templates.

🎯 To the right segment

Straight from your CRM, with consent on record.

💬 Replies handled

Kira follows every conversation the campaign opens.

🧾 Transparent cost

You pay Meta what each message costs, and see it in the dashboard.

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HOW IT WORKS

Template, segment, send

1. We prepare the template and Meta approves it (a day or two)
2. You pick the segment in your CRM and approve the send
3. It goes out, Kira handles the replies and you see the results

From template to send, with Meta on your side

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YOU'RE IN CHARGE

Within Meta's rules, not against them

› Consent

Only to those who agreed to receive messages. It's on record.

› Template

Every campaign uses a Meta-approved template; nothing improvised.

› Reply

If the customer answers, the conversation is free for 24 hours and Kira handles it.

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THE RESULT

Offers that get read, replies that get handled

- ✓ WhatsApp campaigns with no ban risk
- ✓ Known cost per message, no margin
- ✓ Replies handled by your AI Employee
- ✓ Delivery, read and reply statistics

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WHAT'S INCLUDED

Everything you need

- ✓ Set-up on Meta's official channel with a dedicated number
- ✓ Creation and approval of your templates
- ✓ Sending by segments from your CRM
- ✓ Consent and opt-out records
- ✓ Replies handled by your AI Employee
- ✓ Statistics and cost per send in the dashboard

Needs its own number, separate from the one your WhatsApp agent uses

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INCLUDED IN EK1 CRM

€29

A MONTH · NO SET-UP FEE · + OFFICIAL CHANNEL, €39/MO

The **€39/mo** is the **connection to the official WhatsApp channel**, a separate product this module **requires**: it is not a fee of its own. The campaigns themselves come **inside EK1 CRM**, with no set-up fee or price of their own, and the channel is paid **once** even if several modules use it. The channel has **no set-up fee**, can be taken on its own without campaigns, and you connect it yourself from your dashboard in five minutes.

You pay Meta directly for messages: **€0.0509 marketing, €0.0166 utility**; replying within 24 hours is free. Requires a dedicated campaign number.

The campaign number must be different from the one your WhatsApp agent uses; the same number can't be reused. Message prices are set by Meta for Spain and subject to their changes; they are paid to Meta, not to Ekuantum. No VAT (Emporio Kuantum OÜ, Estonia · intra-EU reverse charge with a valid VAT number).

THE NEXT STEP

Your offer, where it actually gets read.

We set up the number, get the templates approved and launch the first campaign with you.

agenda.ekuantum.com