



OMEXAOS WHATSAPP BULK · PRODUCT CATALOGUE

# Send WhatsApp broadcasts to your whole audience without risking the number.

Broadcast to your whole audience without risking the number: consent-checked, throttled to what WhatsApp allows, and reported on as it lands.

# What WhatsApp Bulk takes off your desk



## One bad send can cost the number

Message a list without consent, or faster than WhatsApp allows, and the number is restricted.



## No idea what actually landed

Sent is not read. Without delivery and read reporting, a campaign that worked looks like one that did not.



## Replies go nowhere

People answer a campaign and wait in a phone nobody checks. The interest was there; the follow-up never came.

## None of this is a people problem.

Your team is not slow or careless. It is working without a system that does this job. OmexaOS WhatsApp Bulk is that system.

# Four steps, start to finish

spring-intake.csv12,480 rows

✓Asha MenonOpted in on your website, 3 Mar

✓Ravi KumarOpted in on WhatsApp, 12 Feb

✗Unknown +91 90...No consent on file, left out

✓Meera NairOpted in at the open day, 20 Jan

✗Arun MenonSaid STOP on 2 Mar, left out

12,112 ready to message · 368 left out

1

**Import your audience**  
Upload a file. Everyone is checked against their consent record, and anyone without one is left out.

Spring offer

Template approved

Batch 29 of 40

80 a second

8,944 sent

Sending rate against your number's limit

Quality rating: High

Quiet hours 9 pm – 9 am, their time

2

**Send without the risk**  
Sending stays inside what WhatsApp allows your number, and backs off the moment Meta says to.

9,840sent

9,612delivered

6,204read

A

Asha Menon

✓✓

R

Ravi Kumar

✓✓

M

Meera Nair

✓✓

A

Arun Menon

✓✓

D

Divya Pillai

✓

Clicks counted per person, with a link of their own.

3

**Watch it land**  
Sent, delivered, read: every message updates as WhatsApp reports it, with clicks counted per person.

FOLLOW UP ON SPRING OFFER

Read 6,204

Did not read 3,408

Replied 512

Second message to 3,408 people

Sends tomorrow at 10:00 · 41 who opted out since are left out

Yes please, send me the course details

✓ New lead · source: Spring offer

4

**Follow up the quiet ones**  
One click targets whoever did not read or reply. Replies land in one inbox, and can become leads.

# Built for the way the work actually happens

01

## Only the contacts who agreed

Every audience import is checked against consent records before a single message goes out. A contact with no opt-in on file is skipped, not messaged and hoped for.

02

## Built to keep your number

Sends stay under WhatsApp's throughput for your number automatically, one tenant's campaign never eats into another's budget, and a campaign backs off the moment Meta's own limits say to.

03

## See what actually landed

Delivered, read and failed counts update as WhatsApp reports them. Turn on click counting and each person gets a link of their own, so you know who opened what, not just how many.

04

## Follow up on what happened

One click turns the people who did not read a campaign, or read it and stayed quiet, into an audience for a second message. Anyone who has since opted out is left out.

05

## A list you can actually manage

Tens of thousands of contacts, with tags, filters and saved segments. Import a big file, download every row that was refused and fix it, and see each person's consent history. A STOP is honoured at once, and a START opts them back in.

06

## Replies do not get lost

When someone answers a campaign, the conversation waits in one inbox for your team and, if you choose, becomes a lead with its own source, so you can see what a campaign was worth.

# What it does, and what it is worth

Broadcast to your whole audience without risking the number: consent-checked, throttled to what WhatsApp allows, and reported on as it lands.

## Audiences

**Only the contacts who actually agreed to hear from you.**

Build an audience from a spreadsheet, your leads or your agent conversations, and every one of them is checked against a consent record before a message goes out.

- Import a spreadsheet of up to 100,000 people
- Build an audience straight from Leads or from agent conversations
- Every row is checked for consent before it can be messaged
- Download every row an import refused, fix it and try again

### WHAT IT IS WORTH

Nobody is messaged who did not agree to it, which is what keeps your number, and your reputation, intact.

## Campaigns

**Send at the pace WhatsApp allows, not the pace you would pick.**

Send an approved template to reach anyone, or a free-form message to whoever messaged you in the last 24 hours, paced in batches with quiet hours your audience actually keeps.

- Approved templates or free-form messages
- Batches and pacing kept under what your number is allowed
- Quiet hours in your audience's own time zone
- A campaign backs off automatically if too many sends fail

### WHAT IT IS WORTH

A campaign reaches everyone without tripping WhatsApp's limits, so one big send never costs you the number.

## Delivery reporting and follow-ups

**See what actually landed, then message whoever did not answer.**

Delivered, read and failed counts update as WhatsApp reports them, and one click turns whoever did not read or did not reply into a new audience for a second message.

- Delivered, read and failed counts, live per campaign
- Turn on click tracking to see who followed a link
- One click makes an audience of who did not read or reply
- Anyone who has since opted out is left out of the follow-up

### WHAT IT IS WORTH

You know what a campaign actually achieved, and the second message goes only to the people who need it.

## Contacts and consent

**Tens of thousands of contacts, and a consent history for every one.**

Tag, filter and save segments across a large contact list, and see exactly what each person agreed to, where, and when.

- Tags, filters and saved segments
- Every person's consent history, kept with them
- Export the list, or just who opted out
- Refused import rows kept separately, ready to fix and retry

### WHAT IT IS WORTH

A list of tens of thousands stays usable, and you can show exactly when and where each person said yes.

# Every feature, continued

## Replies

**A reply to a campaign does not just sit in WhatsApp.**

When someone answers a campaign, the conversation lands in one inbox for your team, or an AI agent can take the first reply, and it can become a lead with its own source.

- Replies land in the same shared inbox as your agents
- Choose a person or an AI agent to answer first
- Turn a reply into a lead, tagged with the campaign it came from
- See what a campaign was worth, not just how many it reached

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### WHAT IT IS WORTH

Interest from a campaign turns into a conversation and then a lead, instead of a notification nobody opened.

# What separates the plans



## OmexaOS WhatsApp Bulk

|                   | Standard                                                                                                                                                                                                                                                                                                                                                               |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Price             | <b>₹1,999 a month</b>                                                                                                                                                                                                                                                                                                                                                  |
| Billed yearly     | ₹19,990 a year (₹1,666 a month)                                                                                                                                                                                                                                                                                                                                        |
| Audience contacts | Unlimited                                                                                                                                                                                                                                                                                                                                                              |
| Campaigns a month | Unlimited                                                                                                                                                                                                                                                                                                                                                              |
| What it adds      | <ul style="list-style-type: none"><li>• Consent-checked audiences of 100,000 people</li><li>• Tags, segments and one-click opt-out management</li><li>• Automatic quality and throughput protection</li><li>• Delivery, read and click reporting</li><li>• Follow-ups to whoever did not read or reply</li><li>• Replies land in one inbox, and become leads</li></ul> |

Take two of Leads, Agents and WhatsApp Bulk together and save 10%; take all three and save 15%. Paying yearly saves a further 17%, which is two months free. A website comes with any paid plan. Prices are in rupees, per workspace, before GST.

# What you gain by adding to WhatsApp Bulk

Every product stands on its own. Each one you add makes the ones you already have worth more.



## Add Sites

- ✓ A page of your own for campaign links to land on
- ✓ Click tracking that ends on your site
- ✓ Published in minutes, with a first draft written for you



## Add Agents

- ✓ Replies to your campaigns are answered by an AI agent, at any hour
- ✓ It qualifies people and hands the interested ones to your team
- ✓ Your campaigns stop ending in an unread inbox



## Add Leads

- ✓ Turn people who reply to a campaign into a pipeline with owners and tasks
- ✓ See what each campaign was worth, lead by lead
- ✓ Import your contacts once and use them for campaigns too

## How it starts

1

### Tell us what you run

Where your enquiries come from today, and what happens to them.

2

### Fourteen days free

No card. Your workspace, your branding, the products you want switched on.

3

### We set it up with you

Your website read into an agent, your first form and pipeline, your contacts imported.

4

### Go live

One snippet on your site, or a site of ours on your own domain.

START A FREE TRIAL

[omexa.dev](https://omexa.dev)

TALK TO US

[omexa.dev/contact](https://omexa.dev/contact)