



CRAFTS SOFTWARE
BUSINESS SOFTWARE STUDIO

OFFICIAL WHATSAPP API READY · SELF-HOSTED

THE ALL-IN-ONE

WhatsApp Bulk Marketing No.1 ERP

Campaigns, shared inbox, automation, CRM, orders, offers and analytics in one private system that you own. Install it in minutes, connect your API key, and start selling.

AUTOMATION

24/7

replies, reminders, follow-ups

CAMPAIGN SENT
12,480
✓ delivered · 71% read



CUSTOMER REPLIES
+318 today
in your shared inbox

42

ready-made templates

9

industry marketing kits

9

provider connectors

100%

your data, your server

Crafted by Crafts Software

Illustrative screens. Features listed are included in the product.

info@craftssoftware.com

www.craftssoftware.com

ONE PLATFORM

Everything you need to win on WhatsApp, in one place

Stop juggling tools. WA-ERP brings marketing, support, sales and reporting together, so every message you send is planned, safe, and measured.



Bulk Campaigns

Send to thousands with personal names, scheduling, smart pacing and A/B tests.



Templates + Kits

42 ready-written messages and 9 industry kits. Image headers supported.



Shared Team Inbox

Assign chats, add notes, use quick replies, and never miss the 24-hour window.



Visual Automation

Drag-and-drop flows: auto replies, waits, branches, tags, tasks and hand-over to agents.



Contacts + CRM

Segments, tags, lifecycle stages, deal pipeline, tasks and lifetime value.



Orders + Carts

Order updates, abandoned-cart recovery and store connection through signed webhooks.



Offers + Coupons

Unique codes per customer, redemption tracking, and revenue per campaign.



Opt-in Growth

QR codes and links that grow your audience with consent recorded for every person.



Reports + Insights

Delivery, read, reply and click rates; compare campaigns; best time to send.



Consent + Safety

Consent history, opt-out enforcement, daily limits and auto-pause protect your number.



API + Webhooks

REST API with tokens, signed webhooks and idempotent requests for your own apps.



Costs + Budgets

See spend per campaign, set monthly budgets, and get warned before you overspend.



Live in three simple steps

1

Install

Upload to your hosting or run on XAMPP. The wizard does the rest.

2

Add your API key

We check it and import your templates.

3

Send

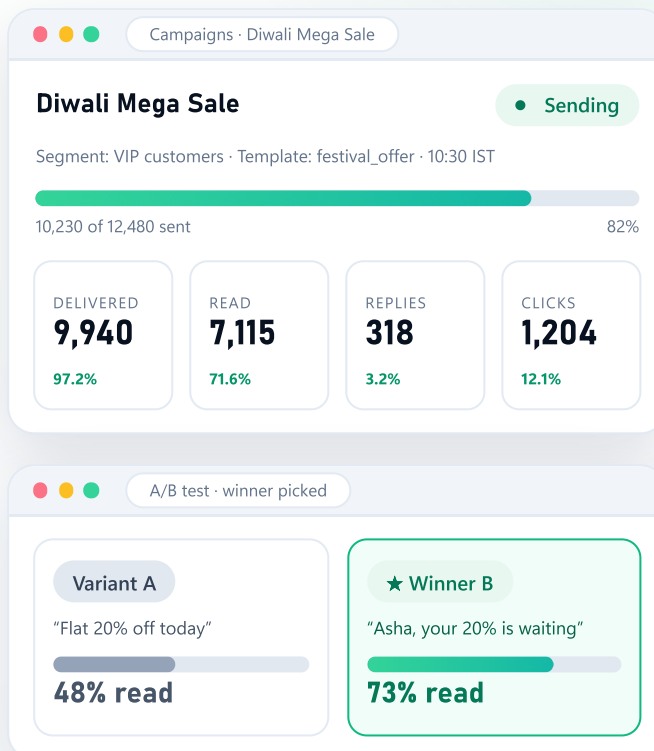
Pick a marketing kit, add contacts, launch.

CAMPAIGNS

Campaigns that sell while you sleep

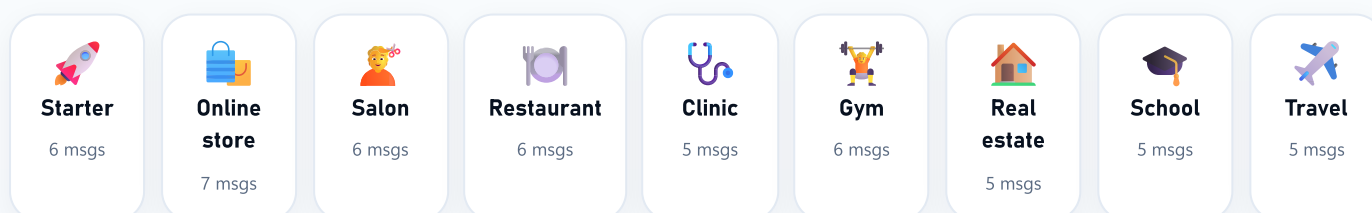
Plan once, send to everyone who matters, and watch results arrive live. Built-in safety checks keep your WhatsApp number healthy.

- ✓ **Send to anyone you choose:** all contacts, tags, or smart segments.
- ✓ **Personal in every message:** names and details filled in for each person.
- ✓ **Schedule and time zones,** quiet hours and recurring weekly or monthly sends.
- ✓ **Smart pacing:** sends at the speed your number can safely handle.
- ✓ **A/B tests:** try two messages and learn which one wins.
- ✓ **Pre-send safety check:** consent, approved template, budget and limits verified.
- ✓ **Auto-pause** when too many messages fail, plus a frequency cap per customer.
- ✓ **Approval workflow** so a manager reviews campaigns before they go out.
- ✓ **Tracked links and offer codes** show clicks and sales per campaign.

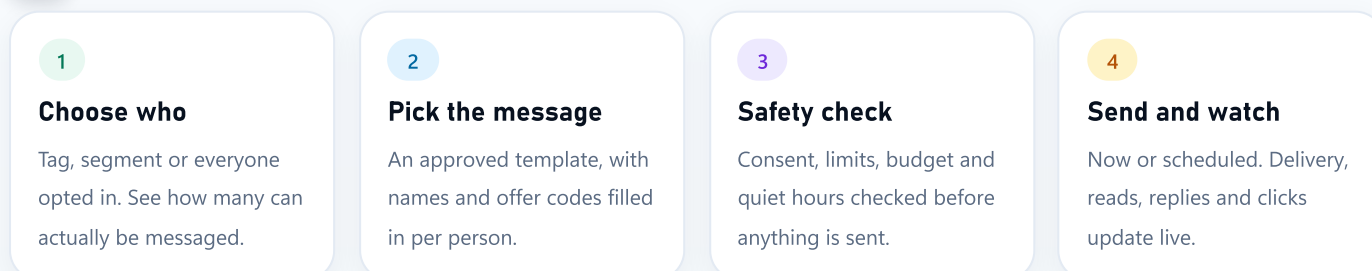


Marketing Kits: pick your business, press one button

Each kit installs a full set of ready-written, review-friendly messages plus a simple plan for when to send each one.



From idea to delivered in four steps



Typical sends: Festival offers Order shipped Abandoned cart Appointment reminders Birthday gifts Feedback requests Win-back

TEMPLATES · INBOX

Approved messages out, happy conversations in



Template studio

- ✓ **Live rule check** against WhatsApp's own rules before you submit.
- ✓ **Image headers**, buttons, footers and variables with examples.
- ✓ **Rejected?** Plain-language reason, one-click fix and resubmit.
- ✓ **Versions and favourites**, sync from your provider any time.
- ✓ **42 ready templates** in the built-in library, one click to use.

NAME	CATEGORY	STATUS
festival_offer	Marketing	Approved
order_shipped	Utility	Approved
abandoned_cart	Marketing	Pending
appointment_reminder	Utility	Approved



Shared team inbox

- ✓ **Auto-assign** chats fairly, set priority, labels and private notes.
- ✓ **Quick replies** with "/" and photos, PDFs and voice notes.
- ✓ **24-hour guard**: reopen a chat with an approved template.
- ✓ **See who is typing** so two agents never answer the same customer.
- ✓ **"Waiting too long" filter** shows chats that need attention first.

Open
Mine
All

AC
Arjun
Yes, please send it

KK
Kavya
urgent
Offer still on?

RJ
Rahul
Can I pay on delivery?

What is the price of the silk saree?

Hello! Our silk sarees start at ₹3,499. Shall I send the catalogue?

Yes, please send it

Type a reply... "/" for quick replies

1 click

install a template kit

Live

chat updates, no refresh

Team

roles, assign and notes

Export

any chat as a text file



A few of the 42 ready-made messages

Utility · Order shipped

Good news **Asha**! Your order **#1042** has shipped. Track it here: [link](#) Thanks for shopping with us!

Utility · Appointment

Hi **Asha**, a reminder of your appointment on **Monday at 10:30 AM**. Reply 1 to confirm or 2 to reschedule.

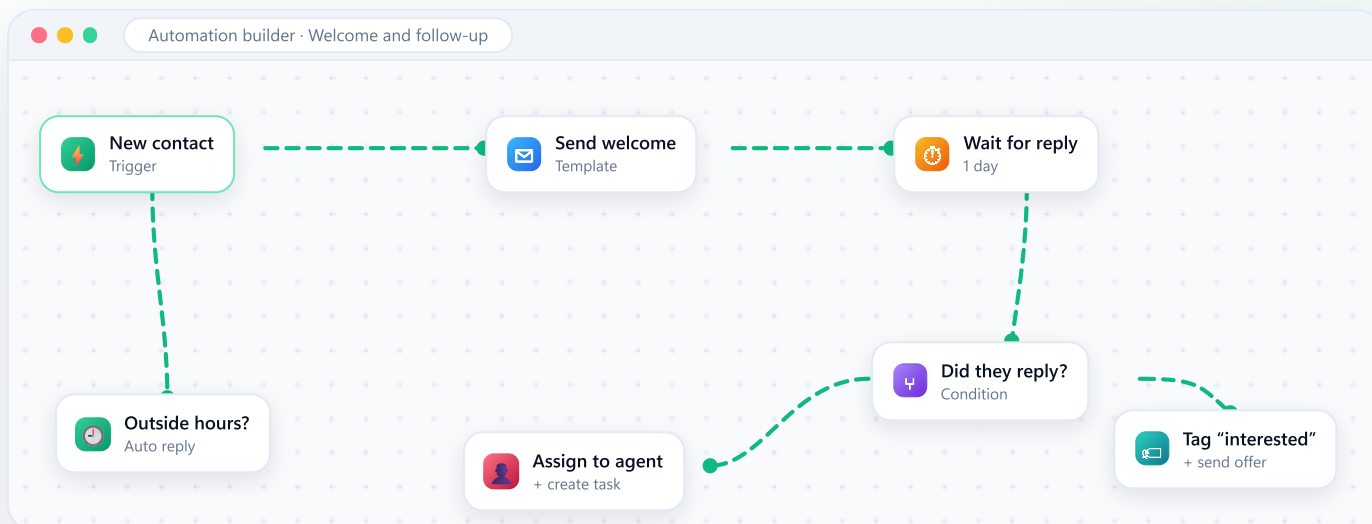
Marketing · Festival offer

Happy **Diwali** from all of us at **Sunrise Store**! Enjoy **15%** off with code **FEST15** this week.
Reply STOP to opt out

AUTOMATION · GROWTH

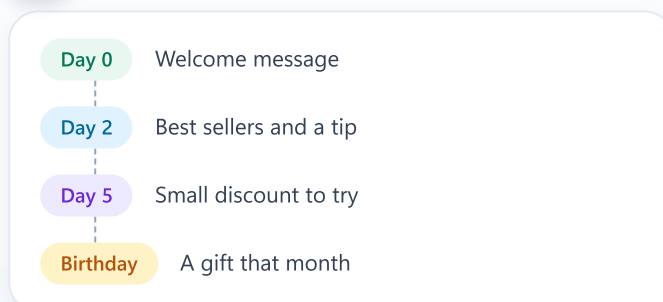
Let the system follow up for you

Build a flow by dragging blocks. No code, no developer. Reply instantly, nudge at the right moment, and hand over to a human when it matters.



- ✓ **Building blocks:** send message or template, wait, wait for reply, condition, tag, update field.
- ✓ **Hand-over to humans:** assign agent, create task, notify a teammate.
- ✓ **Business hours and FAQ** auto-replies answer 24/7.
- ✓ **Send e-mails or call a webhook** to reach your other tools.
- ✓ **Test run and analytics** show what every flow achieves.

Drip sequences



Birthday and win-back triggers run by themselves.

Grow your list, with consent



Print a **QR code** on your bills, shop counter and posters. Customers tap and join. Each opt-in is stored with **when, where and how**.

Offers and coupons

Shared or **unique codes per customer**. Record redemptions at your checkout or counter and see exactly which campaign earned the sale.

FEST20

Redeemed 184

₹92,400

Start with a ready-made recipe

Welcome contacts

Greetings, tags, starts a drip.

After-hours reply

Answers when you are closed.

Cart recovery

Reminds shoppers who left.

Win-back

Brings quiet customers back.

CONTACTS · CRM · ORDERS

Know every customer, sell to them better

Every chat, order and consent lives on one customer card, so your team always knows who they are talking to.

Contacts				
NAME	PHONE	CONSENT	STAGE	VALUE
 Kabir Reddy	+91 90000 00099	 Opted in	subscriber	—
 Ishaan Nair	+91 90000 00097	 Opted in	customer	₹8,290
 Diya Patel	+91 90000 00039	 Opted in	vip	₹19,414
 Sai Iyer	+91 90000 00095	 Pending	lead	—
 Rohan Desai	+91 90000 00081	 Opted out	churned	₹2,100

Contacts and segments

- ✓ **Import from CSV** with a consent record for every row.
- ✓ **Tags, custom fields**, lifecycle stages and saved views.
- ✓ **Smart segments** by behaviour, spend, tags or last reply.
- ✓ **Find and merge duplicates** without losing history.
- ✓ **Export anytime**. Your list is always yours.

Orders, carts and your store

- ✓ **Abandoned-cart recovery** reminds shoppers automatically.
- ✓ **Order updates** confirmed, shipped and delivered.
- ✓ **Connect any store** using signed webhooks or the REST API.
- ✓ **Lifetime value** updated on every order, automatically.
- ✓ **Webhook log and replay** so no order is ever missed.

CRM pipeline				
NEW	3 TALKING	2 OFFER MADE	2 WON	5
Anita Joshi Wedding collection	Meera K. Quote sent	Sunita R. ₹48,000	Nikhil Jain ₹1,20,000 ✓	
Rahul S. Bulk order	Dev Patel Needs sample			

Customer card · Diya Patel		
 Diya Patel VIP Lifetime value ₹19,414 Orders 6 · Last reply 2h ago festival saree birthday: 12 Nov	Timeline  Replied "Yes please, send it"  Order #1042 shipped  Diwali Mega Sale read  Birthday offer redeemed	Consent history  Opted in via QR at counter 12 Aug 2026 · 11:04 Task Call back on Monday

REPORTS · COSTS · TEAM

Measure what works, grow what pays

A clear dashboard on day one, deeper reports when you want them, and a weekly summary e-mailed to your team.



TRUST

Safe by design. Yours to keep.

Built around official WhatsApp rules, so you grow without risking your number, and hosted where you choose, so your data stays yours.



Consent and compliance

- **Consent history** for every contact: when, where, how
- **Opt-outs enforced** automatically, everywhere
- Suppression list and frequency caps
- Marketing sends only to opted-in people
- Privacy tools: export or erase a person's data
- Full audit log of who did what
- Ready-to-use opt-in wording and policy templates



Security

- **Two-step sign-in** (authenticator app)
- Roles and permissions for every team member
- Provider keys stored **encrypted**
- Signed webhooks and protected forms
- Forgot-password by e-mail, one-time links
- Daily backups with a tested restore
- Data retention controls



Connect everything

WhatsApp Cloud API (Meta)

360dialog

Twilio

Gupshup

Infobip

MessageBird

Vonage

WATI

Custom HTTP gateway

- **REST API** with tokens, rate limits and safe retries
- Signed webhooks for your own systems
- E-mail (SMTP) for reports and password links
- Add the API key and it checks, imports templates and connects the webhook



Your server, your data

- **One install per client:** no shared database, no mixing
- Runs on shared hosting, a VPS or XAMPP
- Installer checks your hosting and guides you
- Background processing starts by itself
- Database updates from the System page
- Handover guide and go-live checklist included



Built for official WhatsApp. Works with the WhatsApp Cloud API and trusted business providers. No unofficial tools that put your number at risk.



How it fits together



Your customers
on WhatsApp



WhatsApp provider
Meta, 360dialog, Twilio...



WA-ERP
on **your** server, your database



Your team
roles and permissions



CRAFTS SOFTWARE

READY WHEN YOU ARE

Launch your first WhatsApp campaign this afternoon.

Install, add your API key, pick a marketing kit and send. Ask us about set-up, team training and support.

EVERYTHING INCLUDED

- ✓ Bulk campaigns, A/B tests, scheduling
- ✓ Shared team inbox
- ✓ Contacts, segments, CRM and tasks
- ✓ Reports, costs, calendar, budgets
- ✓ REST API and signed webhooks
- ✓ 42 templates and 9 industry kits
- ✓ Visual automation and drip sequences
- ✓ Orders, carts, offers and QR opt-in
- ✓ Consent history and safety controls
- ✓ Your own server, your own data

1

Install

Hosting or XAMPP, guided wizard

2

Connect

Paste your WhatsApp API key

3

Send

Pick a kit and launch

TALK TO CRAFTS SOFTWARE



info@craftssoftware.com



www.craftssoftware.com

WhatsApp is a trademark of Meta Platforms, Inc. WA-ERP is an independent product by Crafts Software and is not affiliated with or endorsed by WhatsApp or Meta. Screens in this brochure are illustrative and use sample data. Message delivery depends on your WhatsApp provider and account standing. Features may be updated.