

How to Track Broadcast Delivery and Results

What Is This?

After sending a broadcast campaign, you'll want to know whether your messages actually reached your customers. The **Broadcast Batches** page gives you a real-time view of every broadcast's delivery status, so you can spot problems early and measure results.

Real-Life Example

Siti runs a cafe in Petaling Jaya and just sent a WhatsApp broadcast to 500 customers about her new laksa bowl. An hour later, she checks her Broadcast Batches page and sees that 350 messages were delivered, 120 were read, and 15 failed. She notices a few customers marked as "No Account" — meaning they don't have WhatsApp on that number. Siti removes those contacts from future broadcasts to keep her list clean. By the end of the day, 400 customers have read the message, and she sees a spike in laksa orders the next morning.


What Your Customers Will See

Your customers do not see broadcast tracking — this is an admin-only feature. Customers only see the messages they receive on WhatsApp, SMS, or email.

How to Check Your Broadcast Results

1. Go to **Admin Panel** → **CRM** → **Broadcast Batches**


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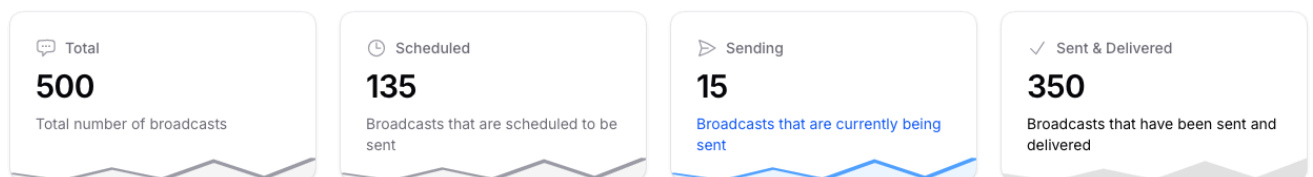


2. Review your list of broadcast batches. Each row shows the campaign name, current status, sending mode, total customers, and progress.

Broadcast Batches						
Campaign	Status	Mode	Total Customer	Progress	Created At	
Laksa Bowl Promo - March 2026	Ongoing	Safe Mode	500	350 / 500	Mar 20, 2026 09:15	View
Weekend Brunch Special	Finished	Standard Mode	320	320 / 320	Mar 18, 2026 14:30	View
New Menu Launch - April	Scheduled	Advanced Mode	750	0 / 750	Mar 19, 2026 11:00	View
Member Appreciation Day	Paused	Safe Mode	180	95 / 180	Mar 17, 2026 10:45	View


- **Status** tells you where the broadcast is right now:
 - **Scheduled** — waiting to start sending
 - **Ongoing** — currently sending messages
 - **Finished** — all messages sent
 - **Paused** — you paused it manually
 - **Suspended** — stopped because WhatsApp was logged out
- **Progress** shows how many messages have been sent out of the total (e.g., "210 / 587")

3. Click **View** on any batch to open its detail page. At the top, you'll see four summary cards.



- **Total** — all messages in this batch
- **Scheduled** — messages waiting to be sent
- **Sending** — messages being sent right now
- **Sent & Delivered** — messages sent from the system or confirmed delivered to the customer's phone

4. Scroll down to see the batch details: name, status, mode, linked campaign, total customers, and schedule settings.

Name Laksa Bowl Promo - March 2026	
Status Ongoing	Mode Safe Mode
Progress 350 / 500	
Campaign Laksa Bowl Promo - March 2026	Total Customer 500
Start Day Mar 20, 2026	Interval 2 minutes
Includes Weekend 	

The schedule fields shown depend on your broadcast mode — Standard, Safe Mode, and Advanced Mode each display different schedule settings.

5. Scroll further to the **Broadcasts** section to see every individual message. Each row shows the customer's phone number, email, name, channel, delivery status, when it was sent, and when it was scheduled. You can filter by status using the tabs at the top of this table — only tabs with messages appear, so you'll quickly see how many were Delivered, Read, Failed, and so on.

The individual message statuses tell you exactly what happened:

- **Scheduled** — message is queued and waiting to be sent
- **Sending** — message is actively being sent right now
- **Delivered** — message reached the customer's phone
- **Read** — customer opened and read the message
- **Sent** — message left the system but delivery isn't confirmed yet
- **Failed** — message could not be sent
- **No Account** — the phone number doesn't have a WhatsApp account
- **Not in Group** — the phone number is not in the relevant WhatsApp group
- **Paused** — message sending was paused
- **Suspended** — message sending was suspended due to connection loss
- **Yellow Card** — WhatsApp flagged your message; slow down your sending

How to Pause or Resume a Broadcast

If you need to stop a broadcast that's still sending:

- Click **Pause Broadcast** (red button) at the top of the batch detail page. This button appears on Scheduled, Ongoing, and Suspended batches. It pauses all scheduled and sending messages.

To restart a paused broadcast:

- Click **Resume** (green button). If your batch uses Advanced Mode, you'll be asked to pick a new schedule before resuming.

Good to Know

- A **Yellow Card** status means WhatsApp thinks you're sending too many messages too fast. If you see this, pause the broadcast and read our [WhatsApp Number Warm-Up Guide](#) before continuing.
- If your broadcast shows **Suspended**, your WhatsApp connection was lost. Reconnect your WhatsApp in **Admin Panel** → **Settings** → **Configurations**, then resume the batch.
- The **Progress** column updates in real time — refresh the page to see the latest numbers.
- You can delete individual messages from the Broadcasts table if needed, but you can't undo a sent message.

What's Next?

- [How to Send a Broadcast Campaign](#)
- [Preventing WhatsApp Blocks During Broadcasts](#)
- [WhatsApp Number Warm-Up Guide](#)