

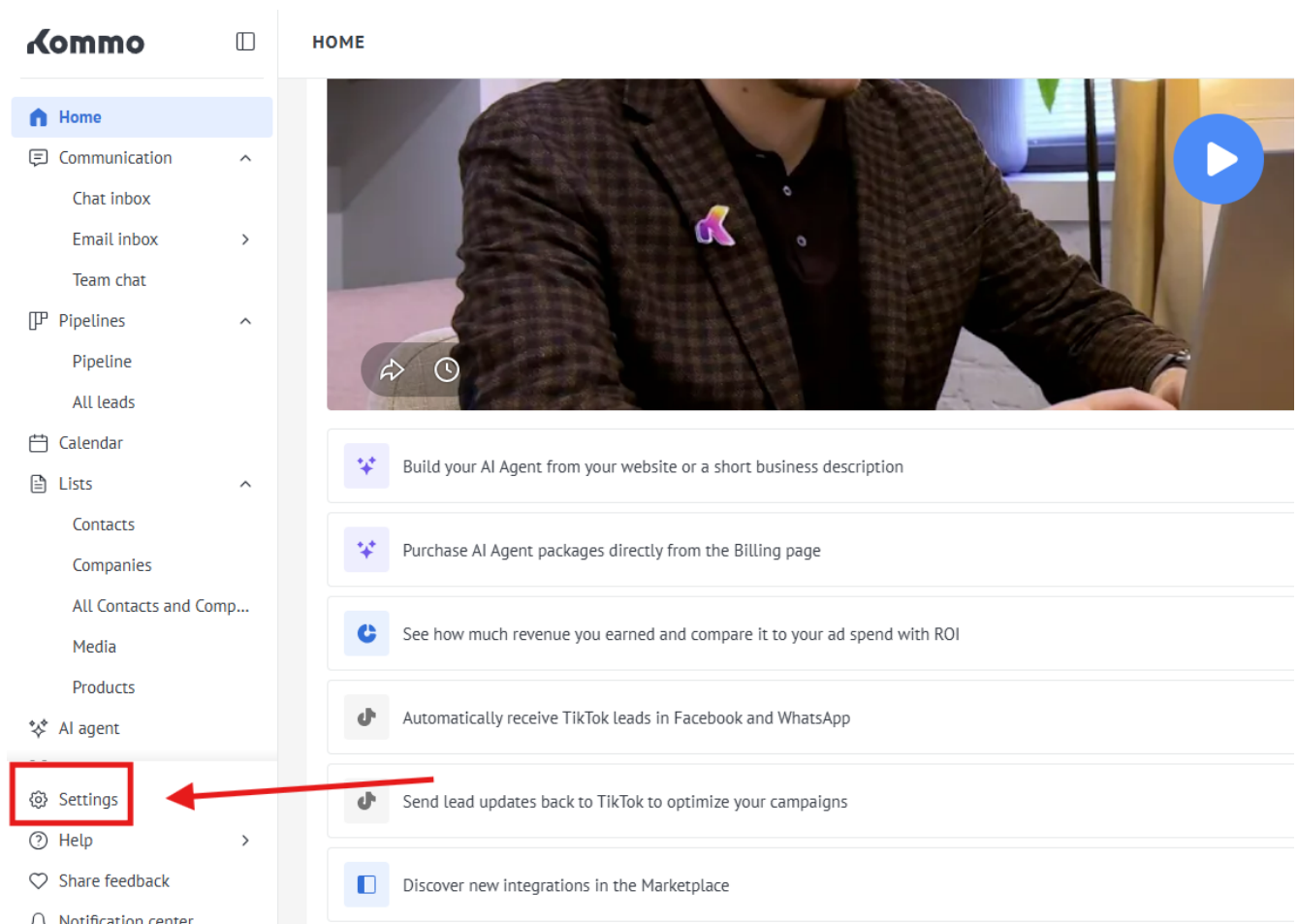
WhatsApp for Kommo.com \ AmoCRM.com

- [WhatsApp Business API for Kommo: Installation and sending the first message.](#)
- [Disable link shortening in Kommo.com](#)
- [How to make independent salesbots for several WhatsApp numbers on one Kommo account \ AmoCRM.com](#)
- [Distribution of chats from different numbers among managers in Salesbot](#)
- [Sending template messages using Salesbot](#)
- [How to create a template for WhatsApp Business API](#)
- [How to improve your mailing](#)

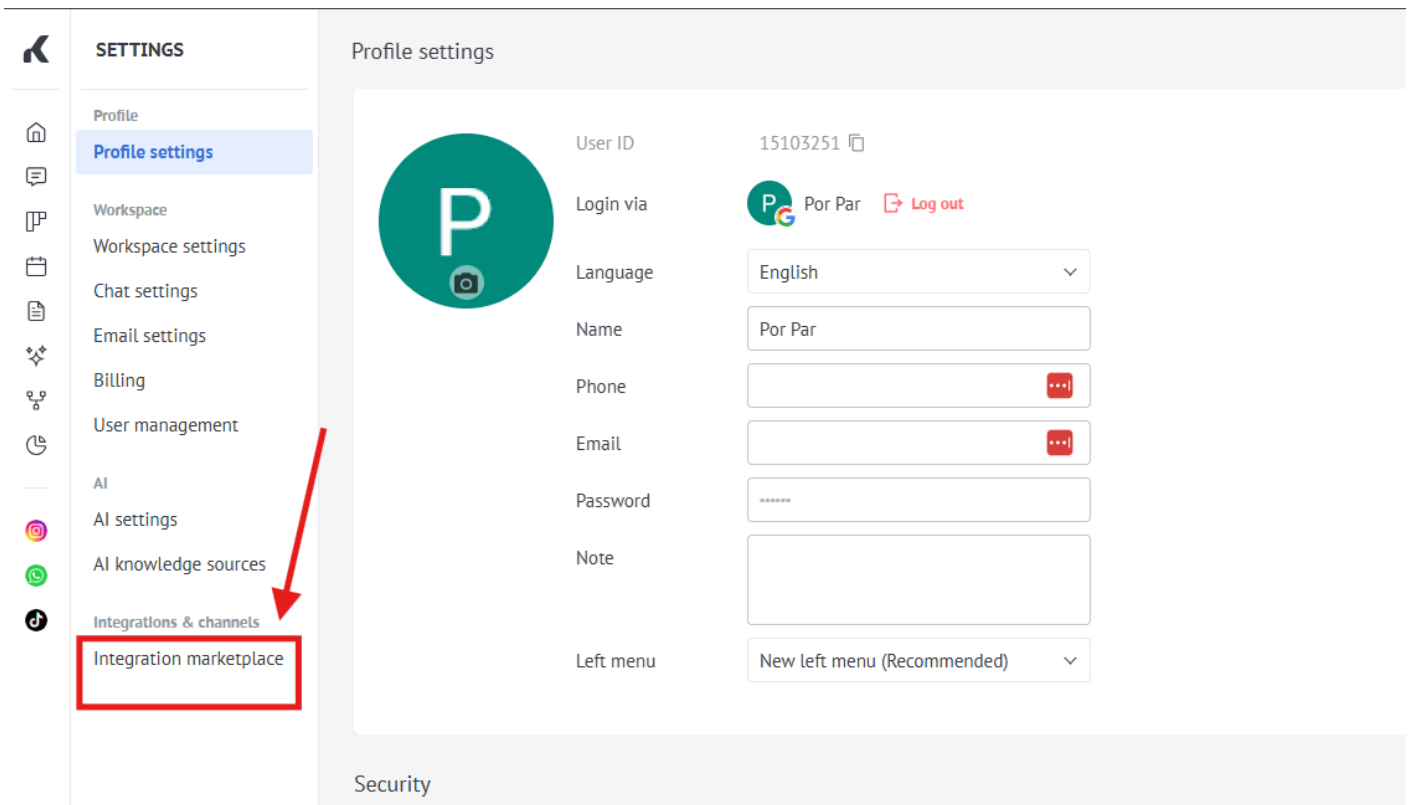
WhatsApp Business API for Kommo: Installation and sending the first message.

Step by step instruction

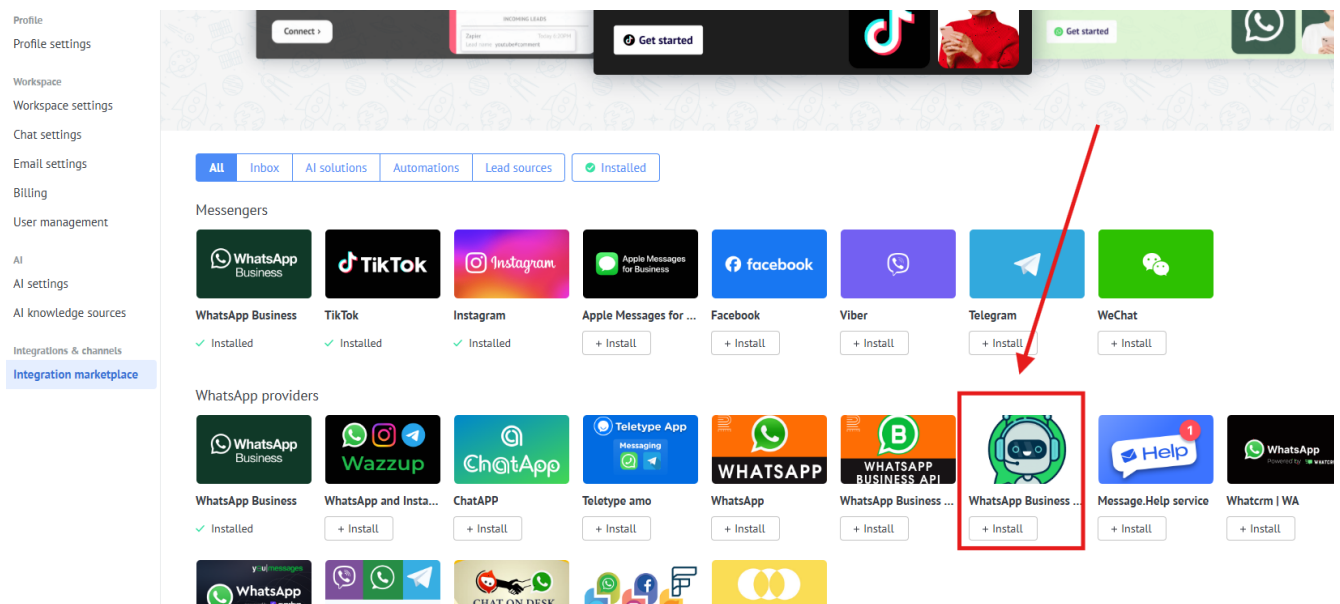
1. First of all, go to the "Settings"



2. Go to the "Integration marketplace"



3. Choose our app WhatsApp Business API (check a screenshot)



4. Fill in your **APP ID** and **APP SECRET**



WhatsApp Business API

Whatsapp Business API integration

Installed
Uninstall

[Settings](#)
[Authorization](#)

Integration with WhatsApp Business API. Official and secure connection. The ability to conduct correspondence, including writing first from amoCRM. Supports Salesbot, sending, and receiving media files. Incoming voice messages are displayed in a convenient player for quick listening. The ability to send messages to WhatsApp directly from the deals filter.

+

WhatsApp Business API key:

WhatsApp Business Secret key:

Save

5. Send your first message from your personal WhatsApp to your WhatsApp Business API number

<

Lead #27349907

...

<

#ADD TAGS

Initial contact (Today)

Main

Statistics

Media

Products

...

Responsible u

Por Par

Sale

€0

Upcoming App



kirill

WhatsApp Business API

Company

...

Work phone

+ 375444611922

Work email

...

Position

...

Search and filter

Today

Today Create: 2 events [Expand](#)



Today 17:38 kirill test

Conversation № A101

Today 17:38 Robot The value of the field «Phone» is set to «3754446119» [kirill](#)



kirill

Today 17:39 Por Par  Delivered received

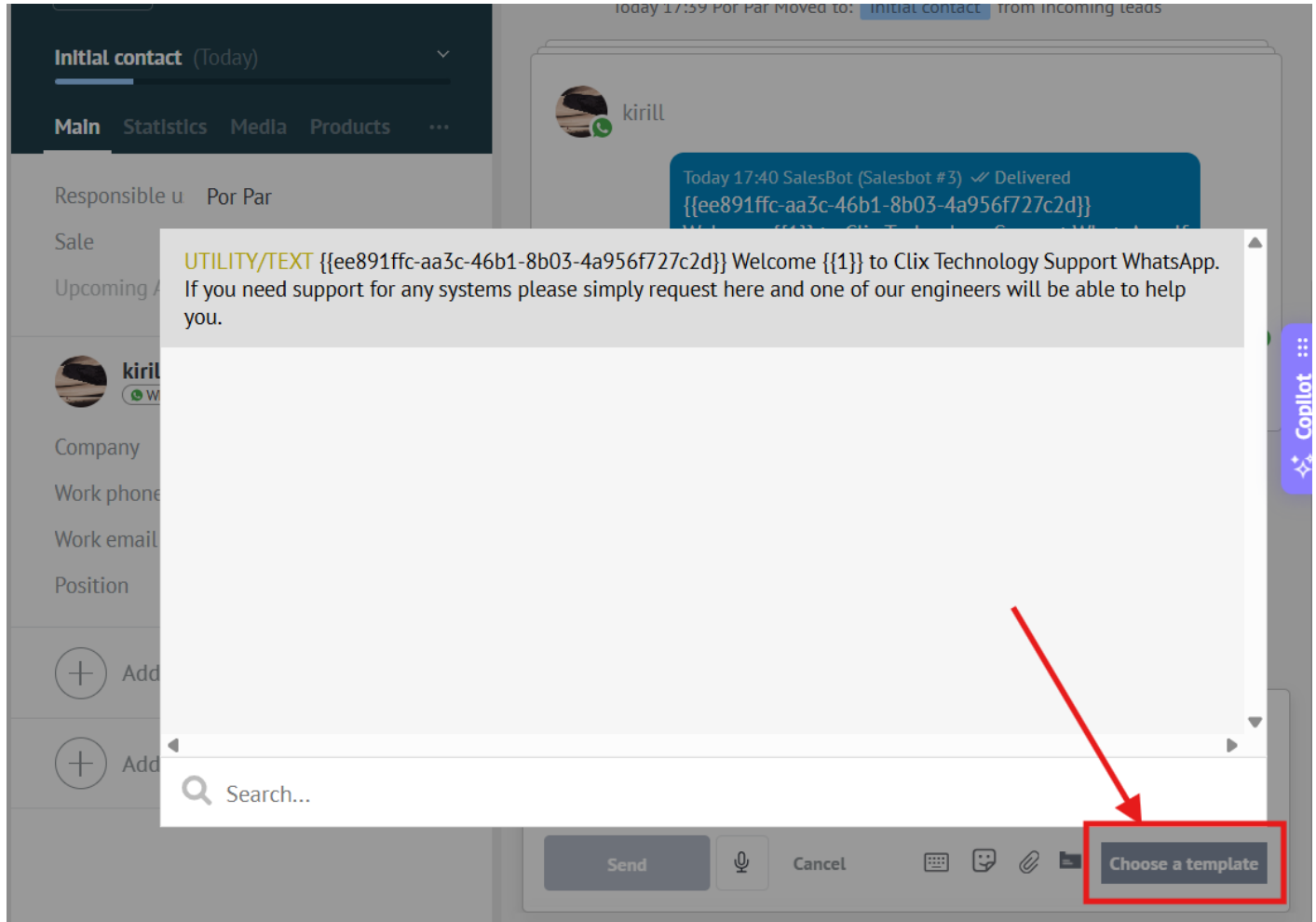
Conversation № A101

Today Responsible user was changed: 2 events [Expand](#)

Sending a message using templates

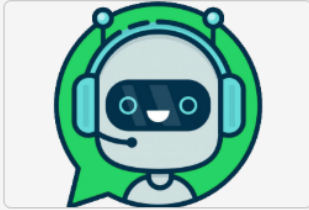
Video manual : <https://www.youtube.com/watch?v=2S6VyKS0Rpg>

You can send templates from chats in Kommo by using the list of templates



☰ In case the templates do not appear in the list, you need to:

Go to the "Settings" -> "Installed" -> Click on our application -> Press "Update templates" button



ChatArchitect.com

WhatsApp

WhatsApp Business API

Installed

Uninstall

Settings

Authorization

To connect and get access key, leave a request on the site:

<https://www.chatarchitect.com/whatsapp/>

Any questions you can write to our [WhatsApp](#)

Configure your application - enter the registered access key

Manual: support.chatarchitect.com

+447418610794 +

Update templates

Delete this account

Templates updated successfully

Current plan **100**

Current number of active clients **2**

Balance **0.4€**

Paid till **31.12.2030**

Approved templates for mailing:

"{{ee891ffc-aa3c-46b1-8b03-4a956f727c2d}} Welcome {{1}} to Clix Technology Support WhatsApp. If you need support for any systems please simply request here and one of our engineers will be able to help you."

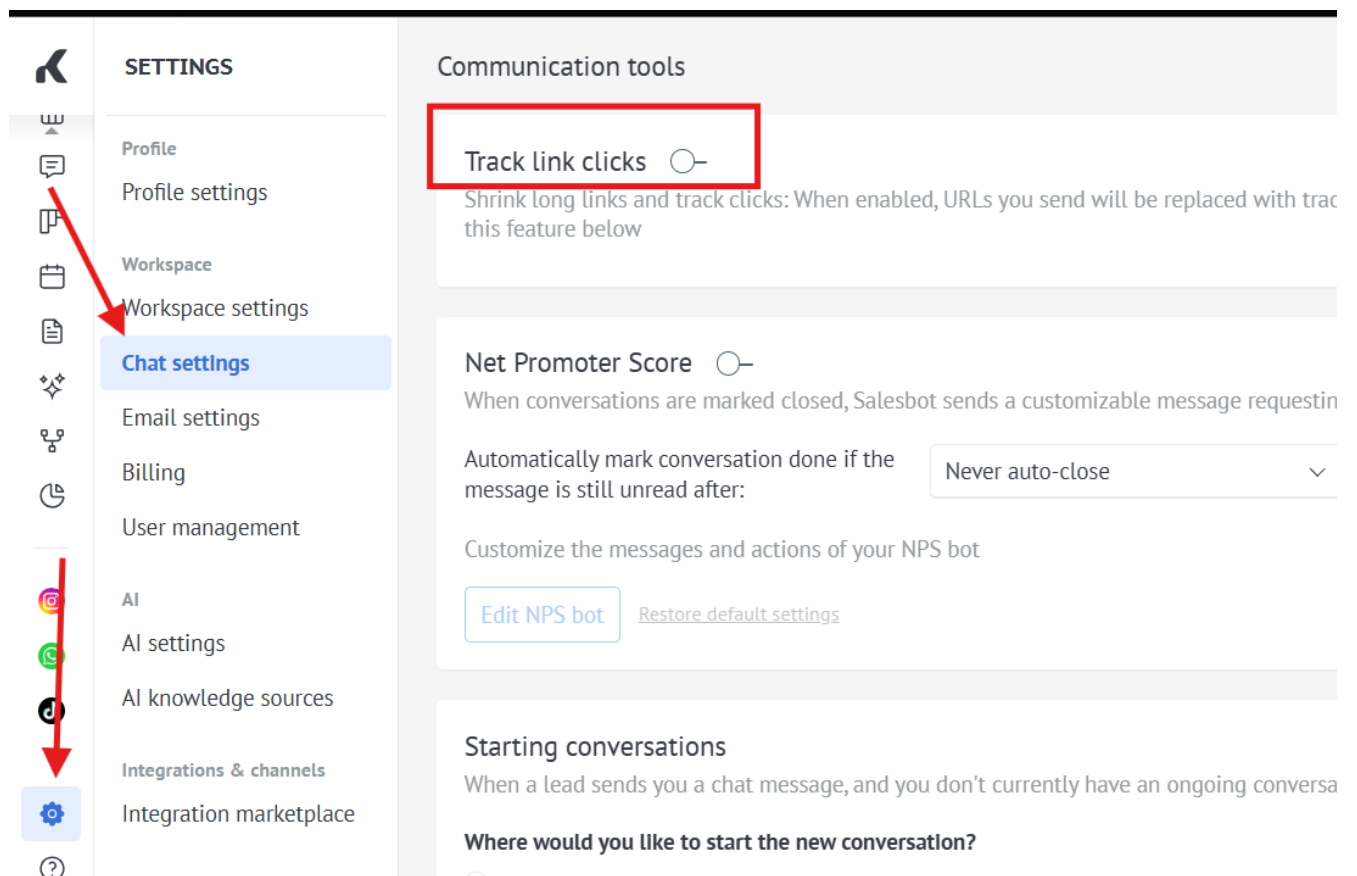
☒ Account by default

☐ Save utm_* data from Facebook ads

Disable link shortening in Kommo.com

For templates to work correctly (if they contain a link), you need to disable the built-in link shortening in Kommo.

Go to the "Settings" -> "Chat settings" -> Turn off the **"Track link clicks"** toggle.



How to make independent salesbots for several WhatsApp numbers on one Kommo account \ AmoCRM.com

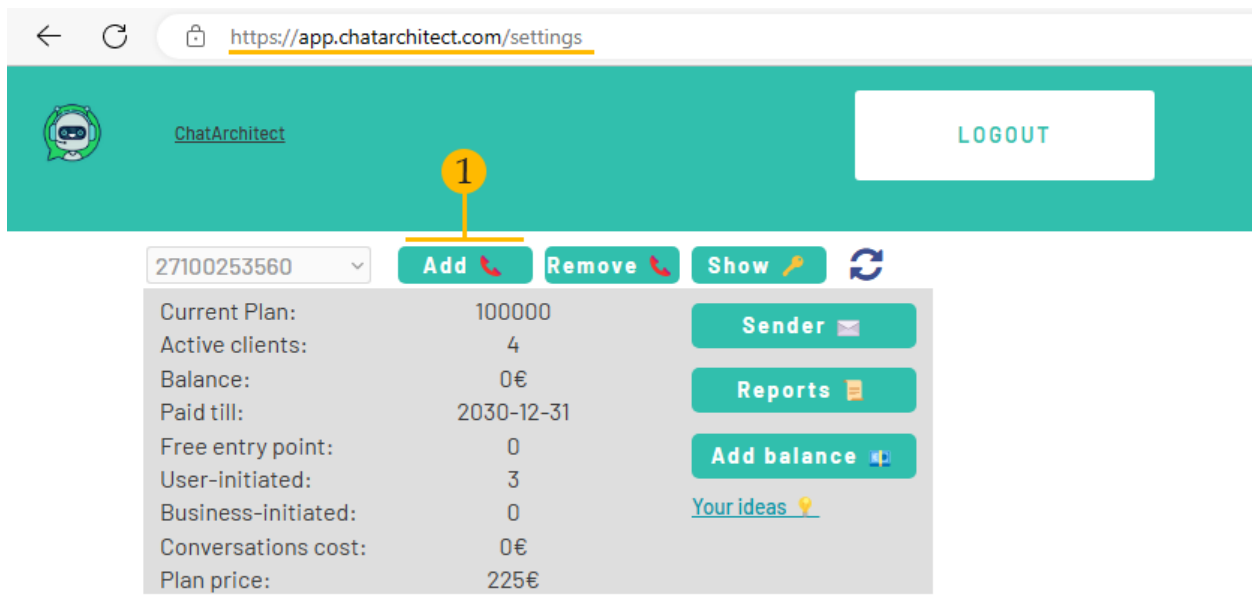
As a result of following all points of this instruction:

- See live examples of creating bots in Kommo / AmoCRM.com
- Learn to make independent salesbots for several WhatsApp numbers on one account.

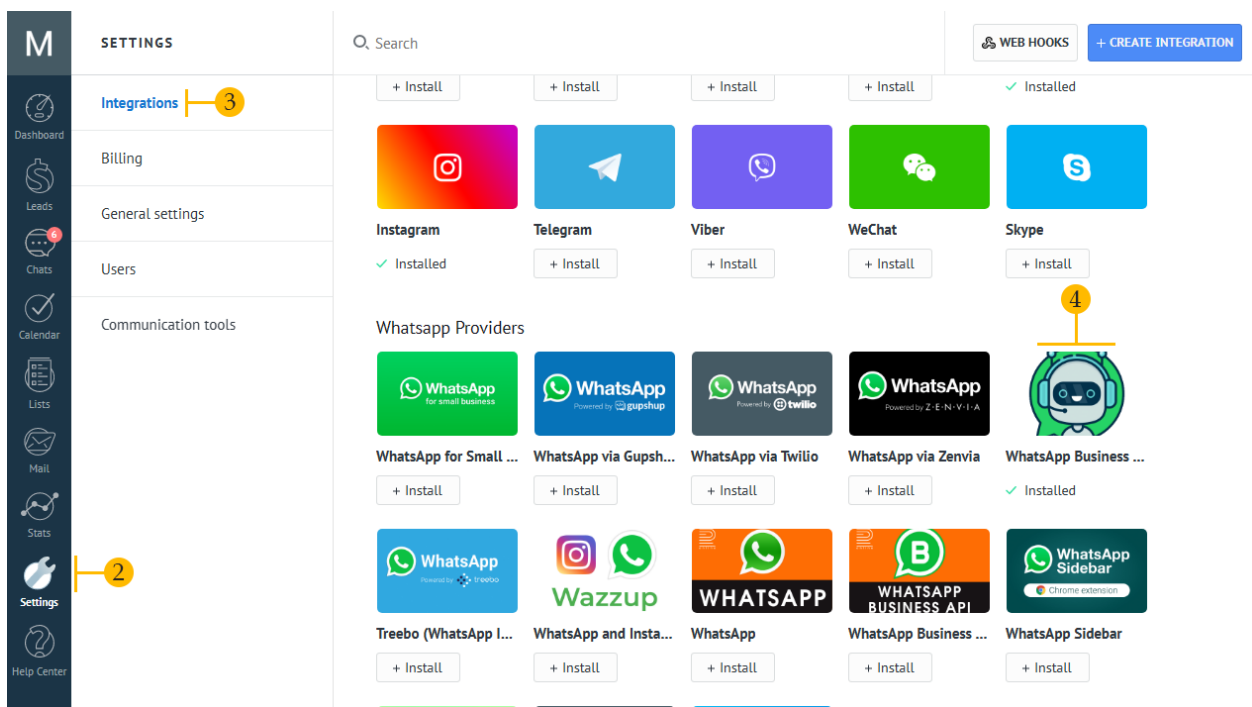
Step by step instruction

1. Adding a new number for the second site/department to your app.chatarchitect.com and kommo.com accounts

1.1 Add a second number to your app.chatarchitect.com account. To do this, press the button (1).
Fill in App ID and APP SECRET



1.2 Add a second number to your kommo.com account. To do this, go to the Settings (2) -> Integrations (3) section and click on the ChatArchitect application icon (4)



1.3 To add a new number, press the "+" button (5). In the window that appears, enter the API key and Secret Key of your second phone

3. Set up a personal SalesBot for each number separately.

3.1 To configure SalesBot, go to Settings (1) -> Communication tools (2) -> Click on the word "Create" (3)

The screenshot shows the 'SETTINGS' sidebar on the left and the 'Communication tools' main panel on the right. The sidebar has a 'Settings' icon at the bottom, marked with a yellow bracket and the number '1'. The 'Communication tools' option in the sidebar is highlighted in blue and marked with a yellow bracket and the number '2'. The main panel has a 'Save' button in the top right. It contains three sections: 'Chat templates', 'Salesbots', and 'Track link clicks'. The 'Salesbots' section has a table with columns: NAME, TRIGGERS, CONVERSION, TOTAL LAUNCH, and ACTIVE SESSIONS. A yellow bracket and the number '3' point to the 'Create or import a new bot' button in the 'Salesbots' section.

NAME	TRIGGERS	CONVERSION	TOTAL LAUNCH	ACTIVE SESSIONS
Bot for phone 1	Message received	40%	5	1
Bot for phone 2	Message received	43%	14	2
Hello bot	Any new conversation	41%	34	0

3.2 In the window that appears, you can select the template "Set up actions based on the words in a client's message" (which means that the bot will read the chat and respond to the keywords that the client writes ("Message received" trigger)) OR you can configure the bot without a template on the "Any new conversation" trigger (which means that the bot will send a standard template ONLY during the FIRST contact of a client with your company via WhatsApp chat).

In this example, we will choose the template "Set up actions based on the words in a client's message" (4).

M

Dashboard

Leads

Chats 6

Calendar

Lists

Mail

Stats

Settings

Help Center

SALESBOT #4 ✎

Auto-close conversations that were left open for 5 days or more

Notify your customers about special offers, event reminders and more

Add an "opt-out" tag when clients want to unsubscribe from your messages

Set up actions based on the words in a client's message

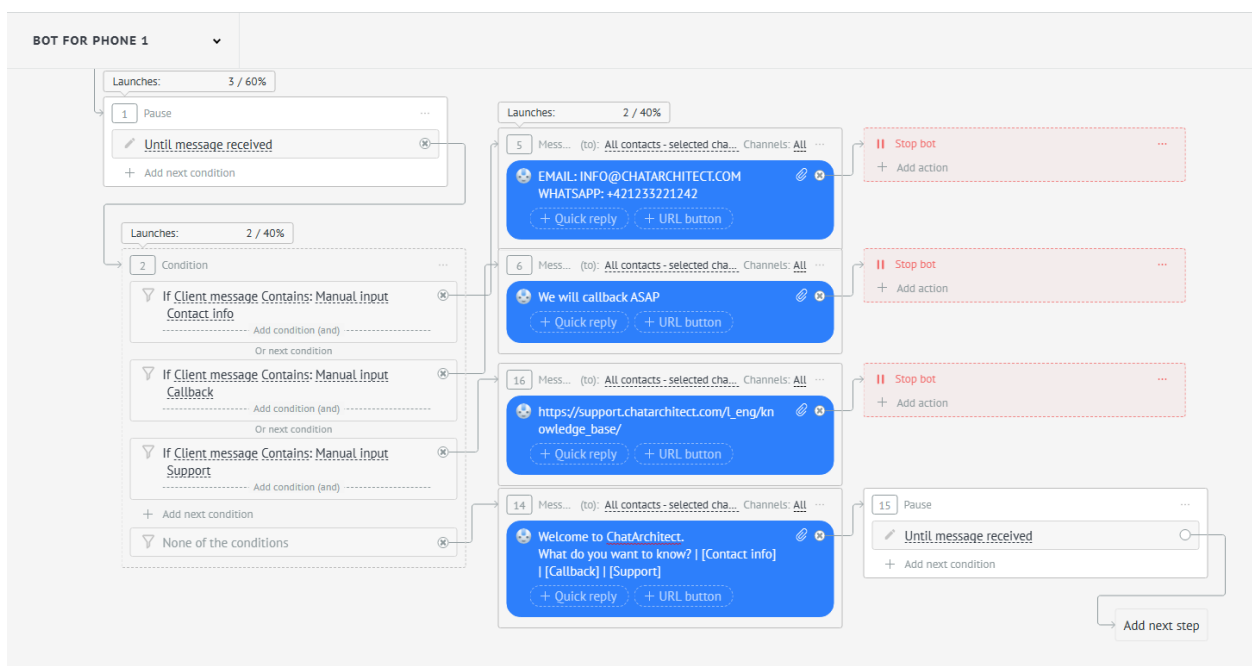
Get an alert when your client reads your message

Follow up when a client stops responding after 3 days

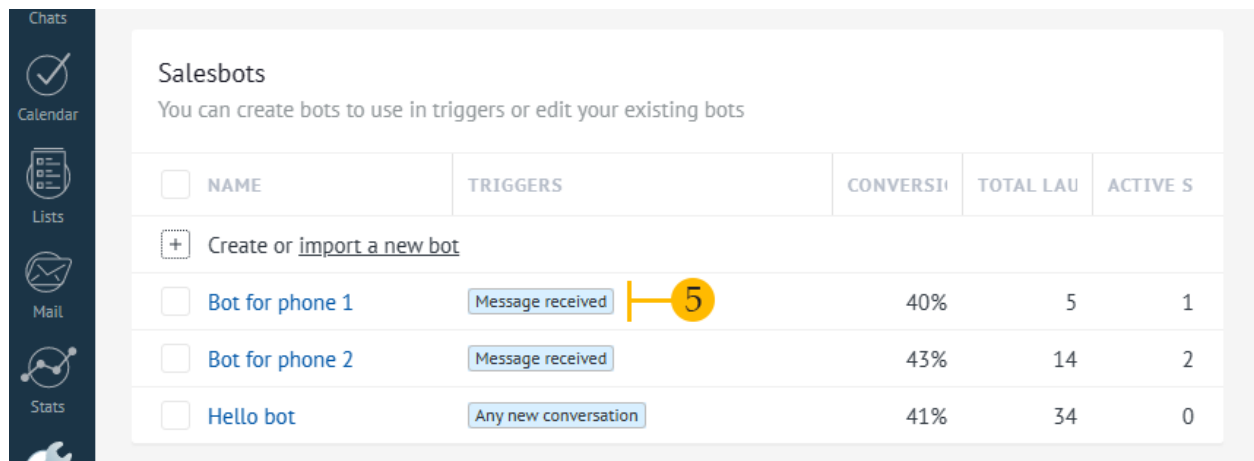
Measure how satisfied your clients when they interact with you using emojis

Collect opt-ins for your campaigns and events. Make sure to use the campaign...

3.3 Set up the SalesBot script for the first phone as follows and click the "Save" button:



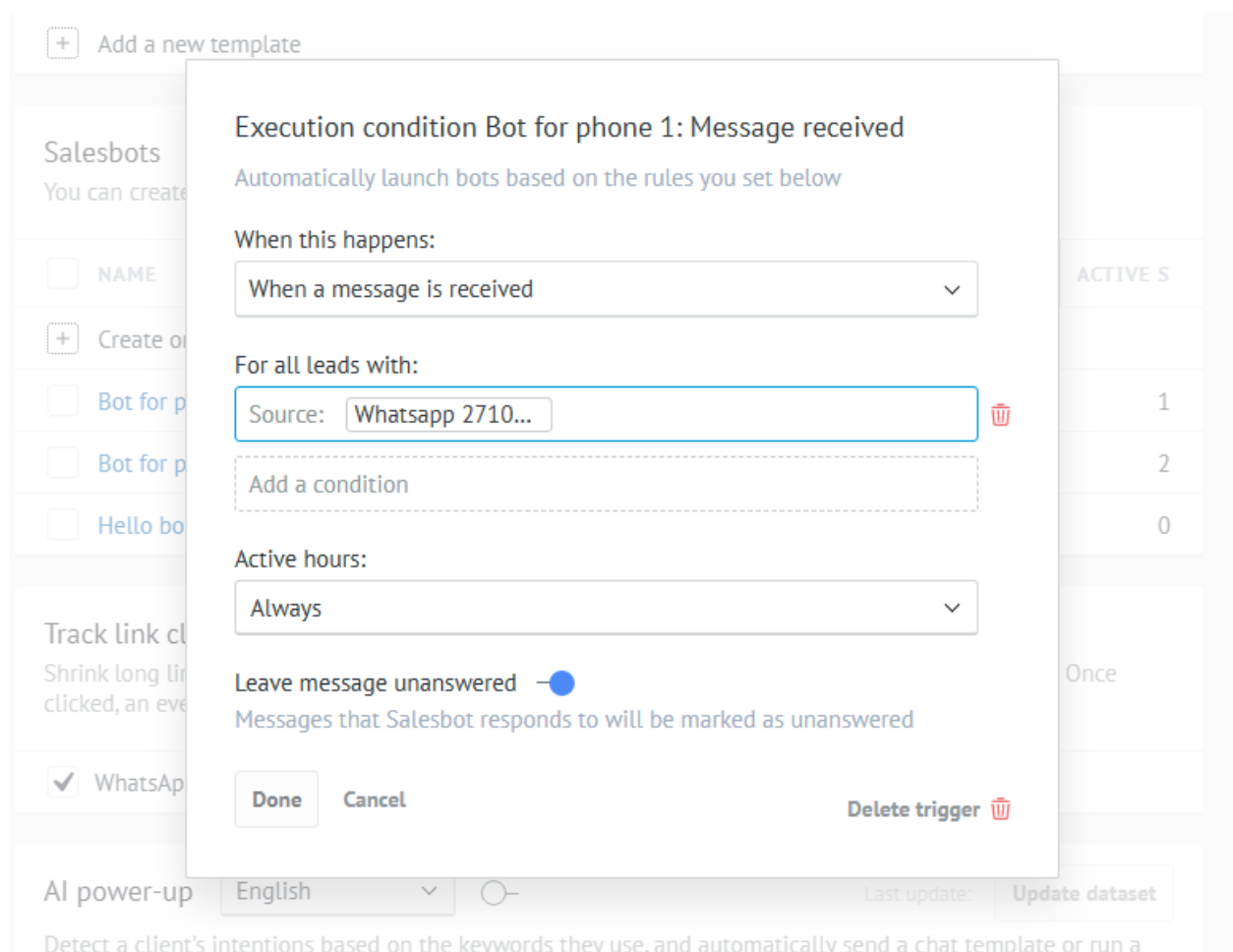
3.4 Now click on the trigger "Message received" (5)



Salesbots
You can create bots to use in triggers or edit your existing bots

☐	NAME	TRIGGERS	CONVERSI	TOTAL LAU	ACTIVE S
☐	Create or import a new bot				
☐	Bot for phone 1	Message received	40%	5	1
☐	Bot for phone 2	Message received	43%	14	2
☐	Hello bot	Any new conversation	41%	34	0

3.5 In the pop-up window, in the "For all leads with" field, select "Source" -> Your first phone number and click the "Done" button



Execution condition Bot for phone 1: Message received
Automatically launch bots based on the rules you set below

When this happens:
When a message is received

For all leads with:
Source: Whatsapp 2710...
Add a condition

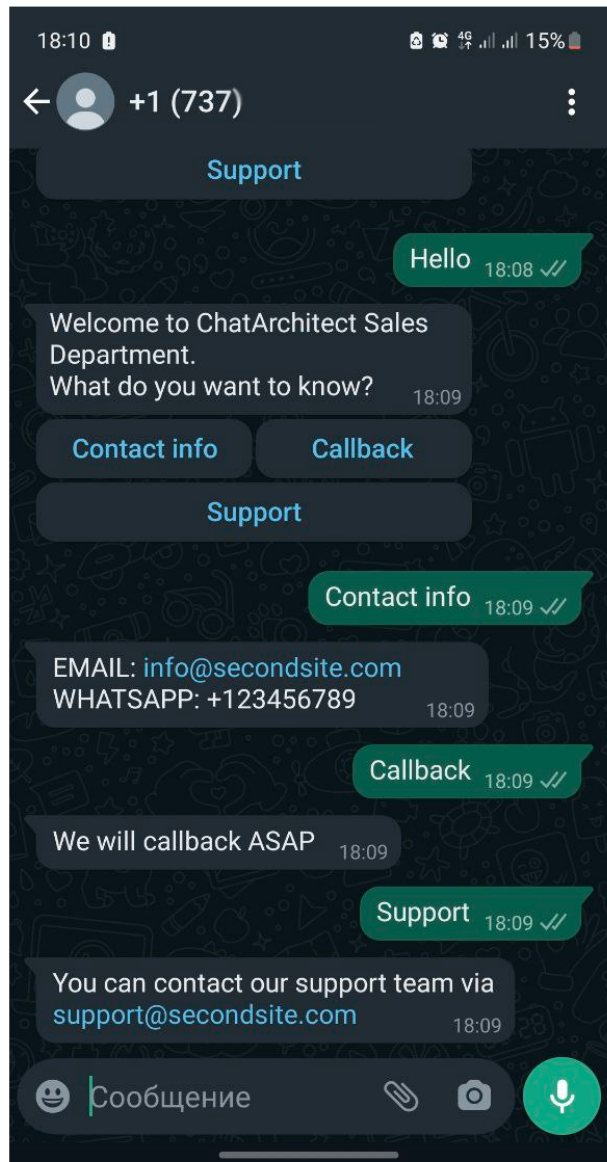
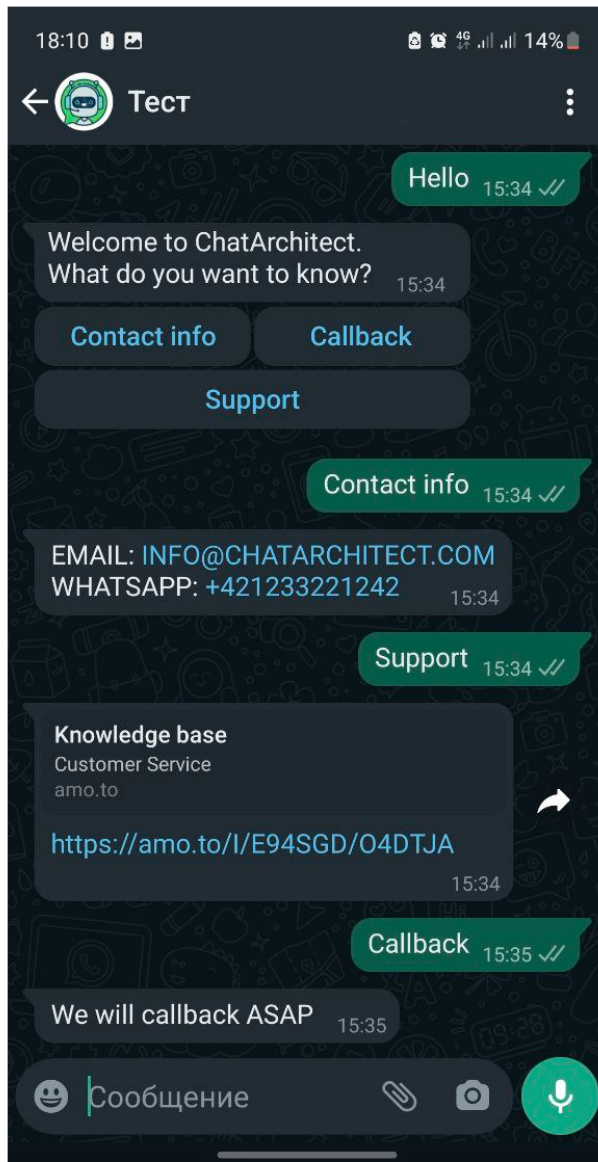
Active hours:
Always

Leave message unanswered ☒
Messages that Salesbot responds to will be marked as unanswered

Done Cancel Delete trigger

3.6 We do steps 3.1-3.5 for the second bot that will listen to the second number. But of course, in step 3.5, select your second number, and in step 3.3, specify the texts for the second Salesbot.

As a result, we will get the following:

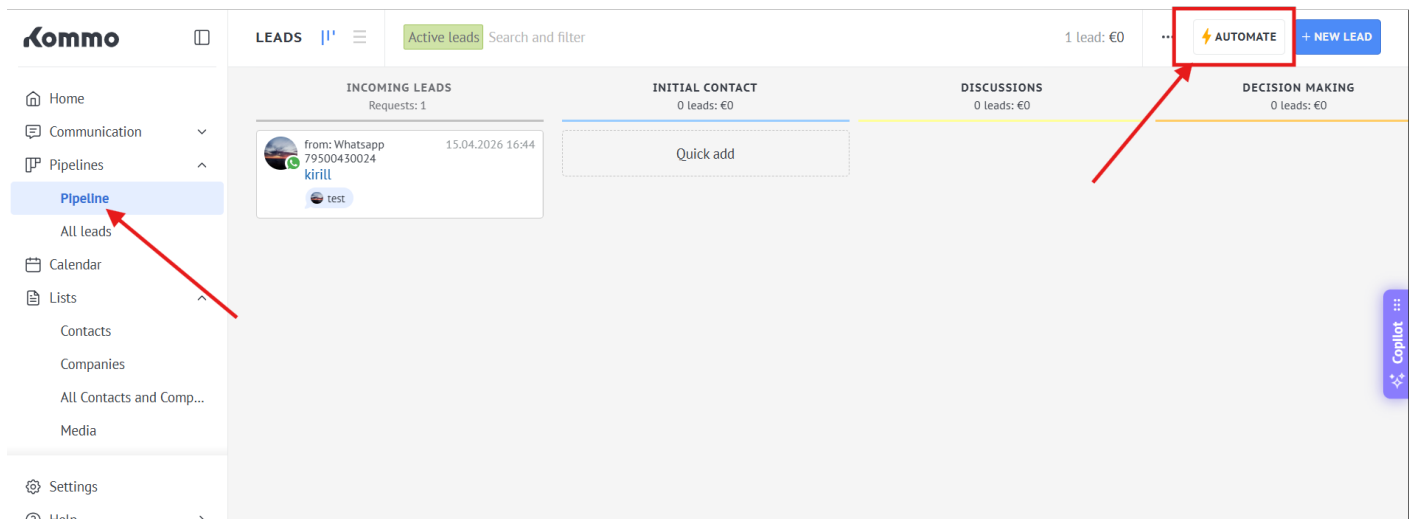


Distribution of chats from different numbers among managers in Salesbot

Video manual: <https://www.youtube.com/watch?v=uS8U-27okmQ>

This article will be useful if you have multiple numbers and each number is assigned to a separate manager. In this article, you will learn how to quickly set up the distribution of chats from different numbers among managers in Salesbot.

1. Go to the Pipeline - > Automate



2. Press "Incoming leads" - > "Add trigger"

PIPELINE Back Save

LEAD SOURCES

Incoming leads ⊖
Keep your pipeline cleaner by adding this pre-pipeline stage, which allows you to accept or decline potential leads

Duplicate control ⊖
Choose how the system detects and deals with duplicate incoming leads
[Set up rules](#)

 [Whatsapp 79500430024](#)
Widget

 [Whatsapp 79626852222](#)
Widget

+ Add source

INCOMING LEADS + **INITIAL CONTACT** + **DISCUSSIONS** +

+ Add trigger

Add hints *Add hints*

3. Select "Salesbot"

×

🔍 Search and filter

 + Salesbot

 + AI agent

 + Add task

API
+ Send webhook

 + Change lead stage

 + Change lead's user

4. Choose "Create a new bot"



After created in this stage
Run Salesbot: Salesbot #

For all leads with:

Add a condition

Execute: After created in this stage



The message will be sent to contacts who have communicated with you on the chat apps you have integrated

Active: Always



Leave message unanswered ☐

Messages that Salesbot responds to will be marked as unanswered

Salesbot

No bot selected



or

[+ Create a new bot](#)

Create a new bot or select from an existing one

☐

Apply the trigger to all leads already in this stage

Done

Cancel

5. Press "Start from scratch" button

Create a bot

Start from scratch

Channels

- ☐ Select all
- ☐ WhatsApp Business
- ☐ Telegram
- ☐ Instagram
- ☐ TikTok
- ☐ Messenger
- ☐ Email
- ☐ Live chat

All templates
Generate leads
Business info
Nurture leads
Reduce busywork

Try the AI agent – 24/7 tailored automation for client communication
Get started for free with a ready-made template or create your own agent from scratch.

How can I help?
Welcome bot

Still coming tomorrow?
Follow up to confirm appointments

Receive app

Leave your number and we'll call!
+1 (669) 693-2895
Make it easy for TikTok leads to ask for a callback

lea_jameson
Share promo codes for story mentions

Reply to key

37 comments
Andree Mihai
Amazing content

noa_menon

Leon
FREE

6. Choose "Condition"

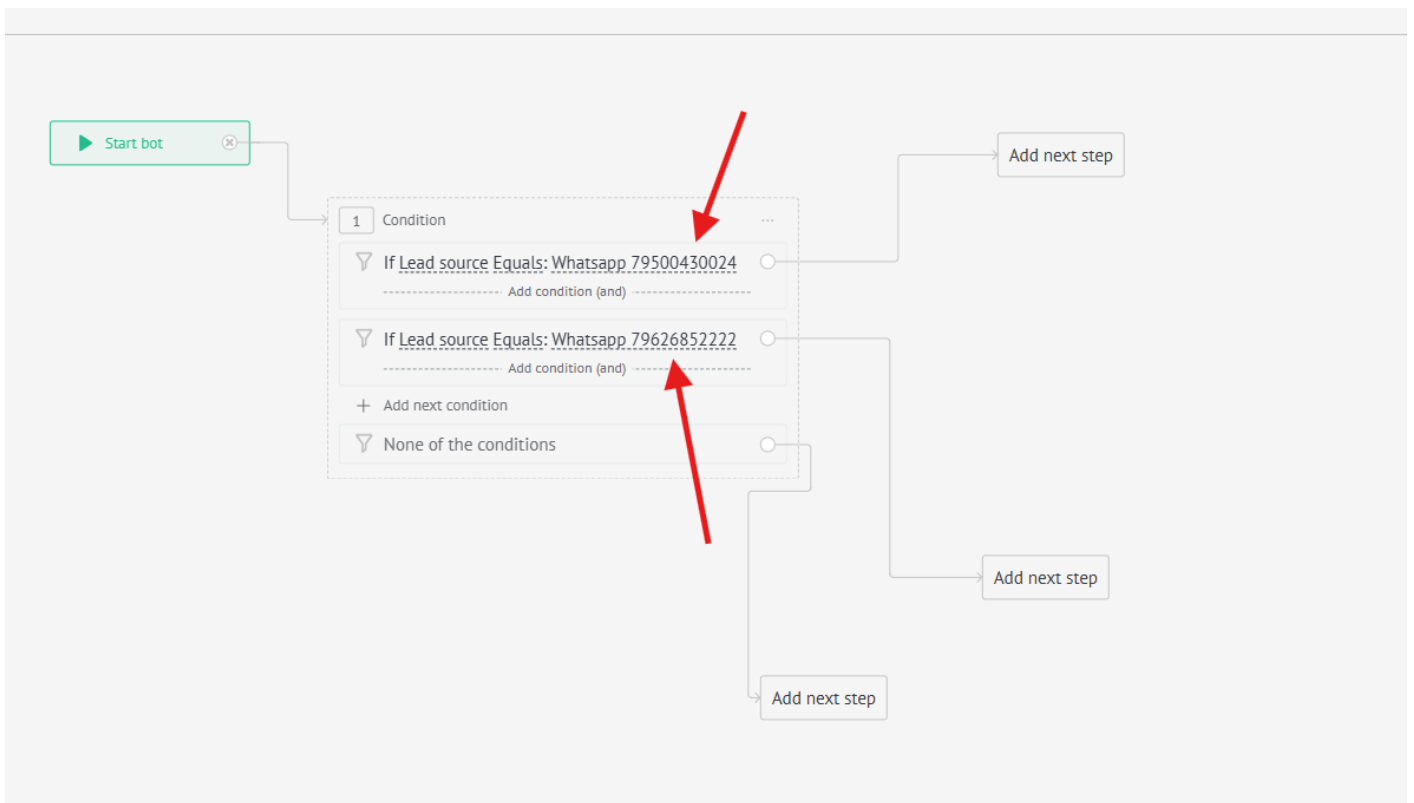
SALESBOT #1

Start bot

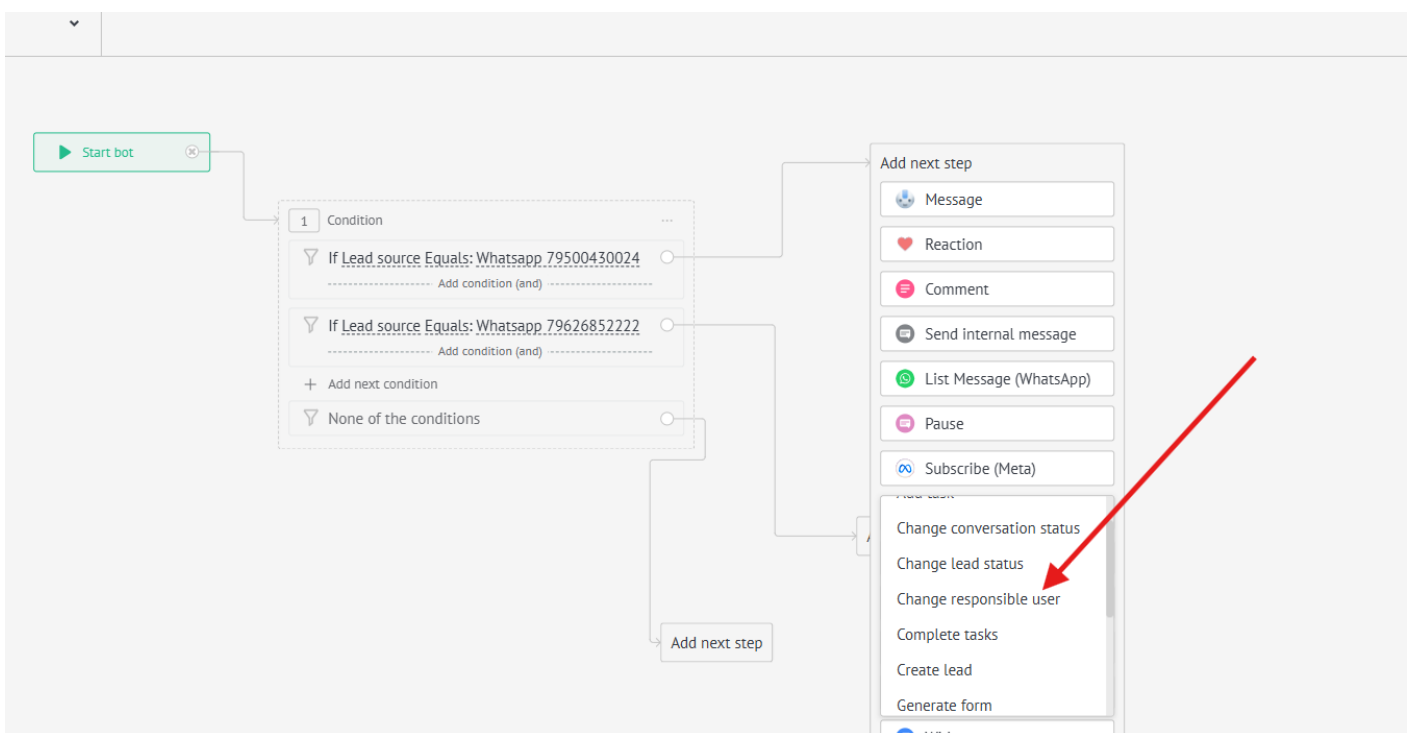
Add next step

Message
Reaction
Comment
Send internal message
List Message (WhatsApp)
Pause
Subscribe (Meta)
Action
Condition
Validation
Start bot
Custom step (code)

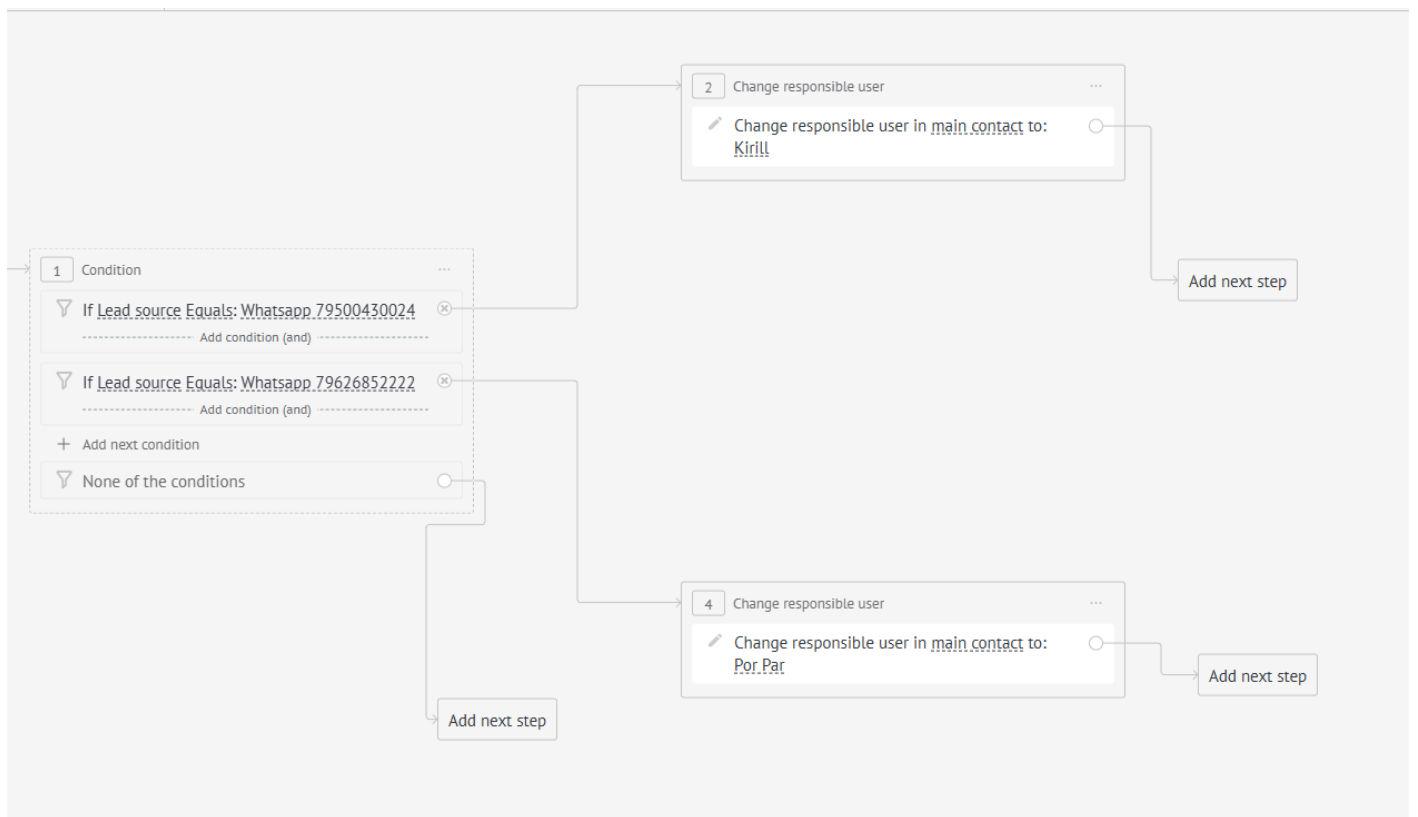
7. Add 2 conditions "If leads source Equals: and select a separate number for each condition"



8. Press "Add next step" and choose "Action" -> "Change responsible User"



9. Select the appropriate managers for each number



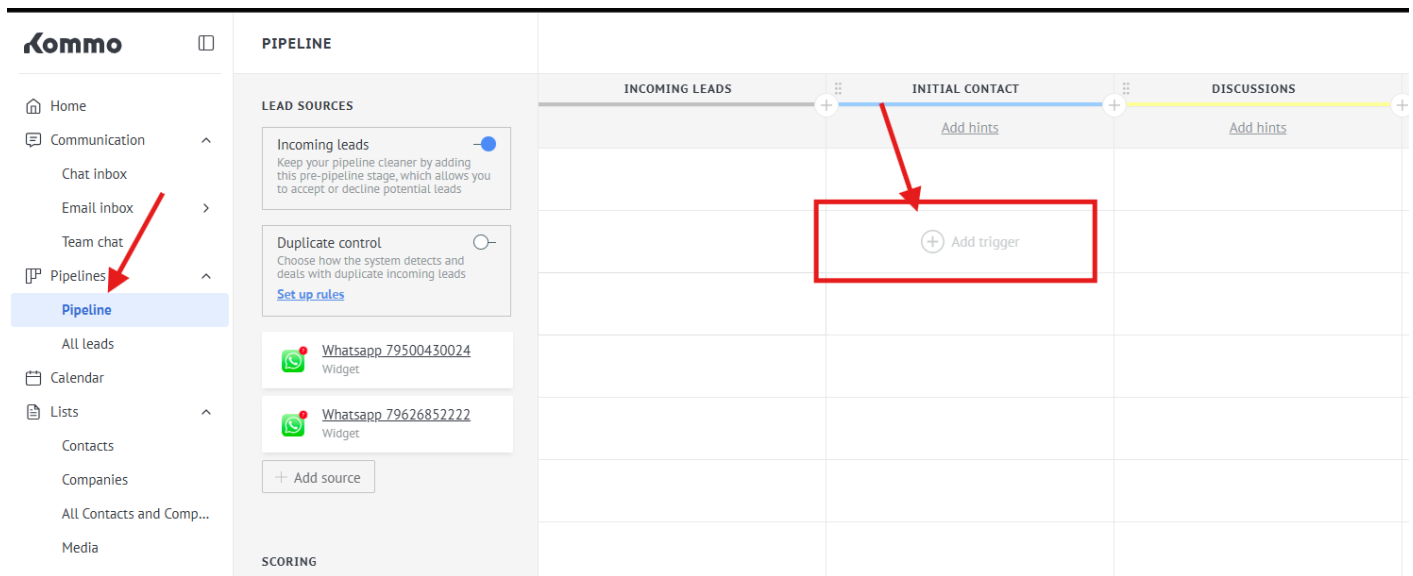
Done. Now the conversations will be distributed among managers based on this setup.

Sending template messages using Salesbot

In this guide, we will show you how to send template messages using Salesbot.

1. First of all, you need to go to the "Pipeline" and choose a stage, where do you want to use your Salesbot

In my case, this is the **"Initial contact"** stage.



2. Press "Add trigger" -> "Salesbot" -> "Create a new bot"

INITIAL CONTACT	DISCUSSIONS
Add hints	Add hints
After moved to this stage Run Salesbot: Salesbot #	

For all leads with:

Add a condition

Execute: After moved to this stage

The message will be sent to contacts who have communicated with you on the chat apps you have integrated

Active: Always

Leave message unanswered ☐

Messages that Salesbot responds to will be marked as unanswered

Salesbot

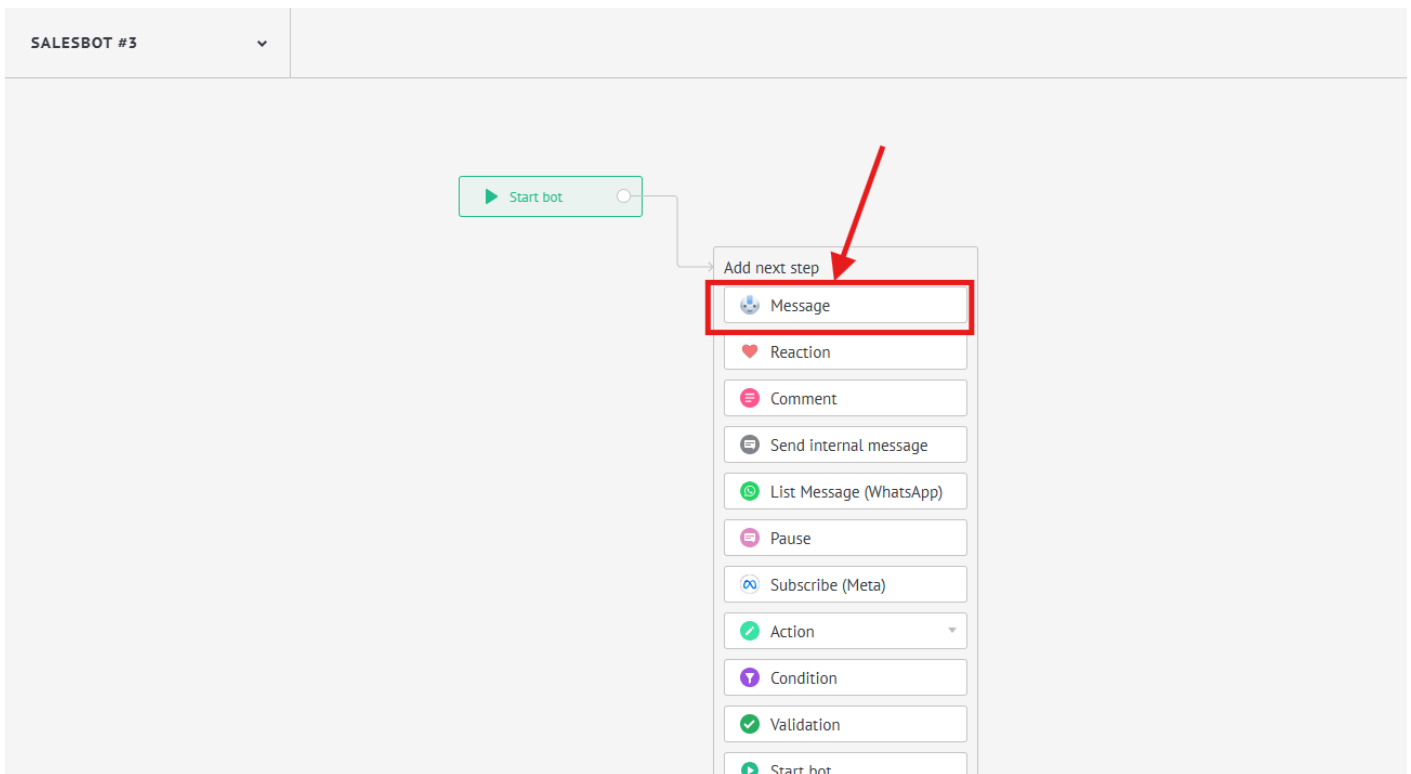
No bot selected or **+ Create a new bot**

Create a new bot or select from an existing one

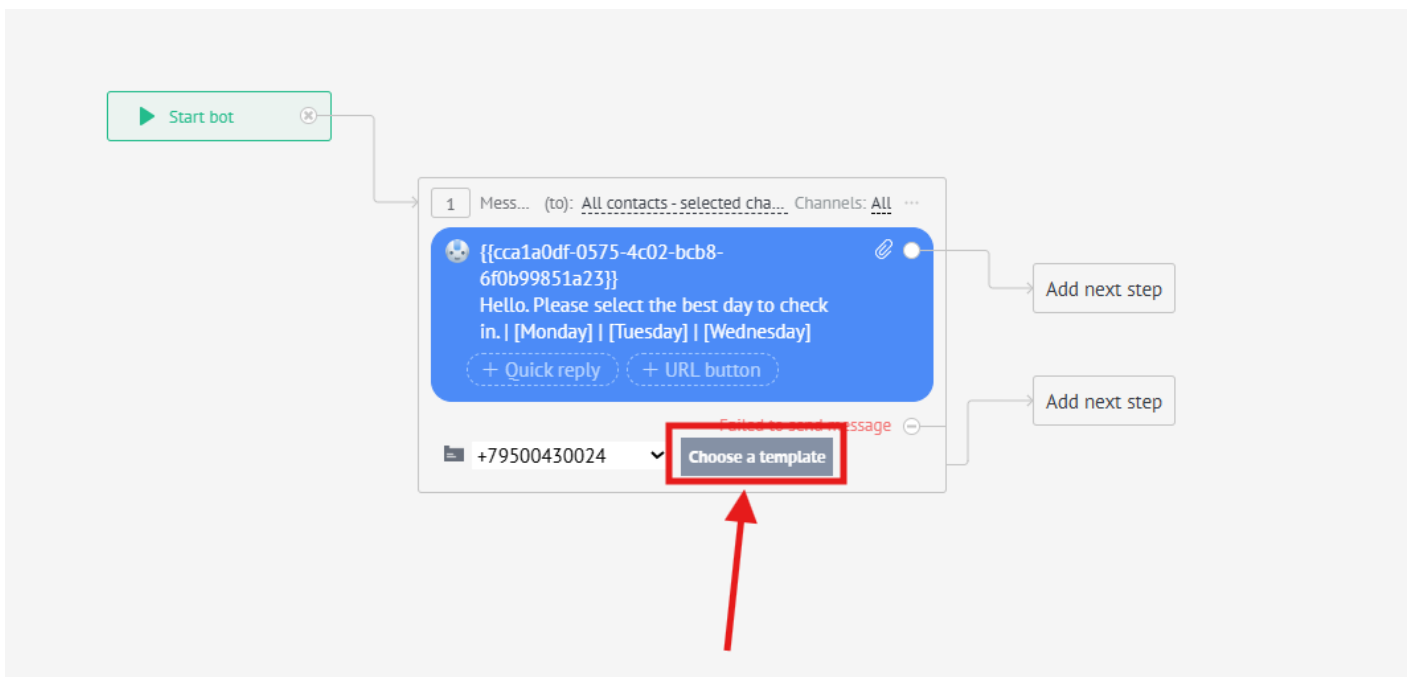
☐ Apply the trigger to all leads already in this stage

Done **Cancel**

3. Choose "Message" step



4. After that, select the template you want to use for sending.



Done. Now all your deals that move to the **"Initial contact"** stage will receive the template you selected.

Note: At the moment, adding files of the following formats is available: **.png, .jfif, .pjpeg, .jpeg, .pjp, .jpg, .bmp, .dib, .webp, .m4v, .mp4** - the bot supports all video formats that can be chosen to send

How to create a template for WhatsApp Business API

Step-by-step instructions how to create a template in our app

1. First of all, you need to open wtargeted.com/ and click on the "Facebook Login" button or "Google Login" button



2. After you have logged in to your google \ facebook account, you must enter your PERSONAL phone number on which there is a WhatsApp application, a verification code will be sent to it (not to be confused with the number that you connected with us)

Your personal WhatsApp number in the international format
(not Whatsapp Business API)

Your personal WhatsApp number in the international format

Send a Code

Type the code here...

Check the Code

3. Put your App key and Secret and press "Yes, continue".

App key (required)

If you don't have a key, leave a request to
WhatsApp <https://wa.me/421233221242>

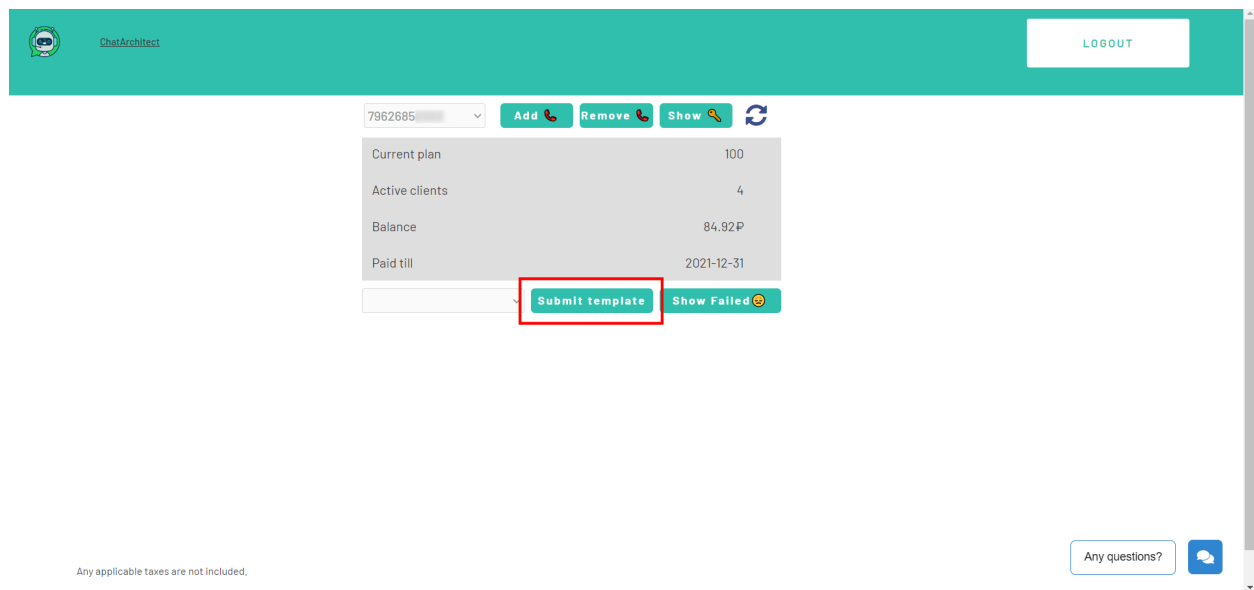
Type here...

Secret (required)

Type here...

Yes, continue

4. After this, an app menu will be opened. Click on the "Submit template" button.



5. Select the desired language and template type.

Write your message with variables in the first column. For example, "Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created." Variables should be in braces {{}}.

Write a sample message replacing the variables with meaningful information in the second column. For example, "Hello, our employee will answer you as soon as possible. Ticket [999TTT] has been created.". The placeholder is square brackets [].

Then click "Submit Template".

English en



MARKETING



Template Format. Text with variables {{1}}, {{2}}, etc. Max length can be 1,024 characters.

Hello. Our employee will answer you as soon as possible. Ticket {{1}} has been created.

A sample message replacing the variables with a meaningful info. The placeholder is square brackets [].

Hello. Our employee will answer you as soon as possible. Ticket [999TT] has been created.

Buttons:

☒ 0

☐ 1

☐ 2

☐ 3

Submit Template

6. After review, your template will appear in "Approved templates".

 ChatArchitect

LOGOUT

796268

AddRemoveShow

Current plan	100
Active clients	4
Balance	79.89P
Paid till	2030-12-31

Approved templates

Submit templateShow Failed

Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created.

Hi, {{1}}.
You are welcome!

Здравствуйте!
Ранее вы обращались к нам по заявке на {{1}}.
Пожалуйста, ваш вопрос еще актуален?

Any questions?

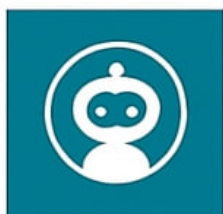
Any applicable taxes are not included.

Don't forget to click on the "refresh" button.

How to improve your mailling

How to improve your Template

When preparing a mailing campaign, one of the most common questions is: *How can I create an effective newsletter without risking being blocked?* In this article, we'll share practical recommendations to help you achieve that.



CHATARCHITECT

How to improve your template for WhatsApp Business API

-  **Text volume** 20%
Send text no longer than 500 characters to increase engagement
-  **Variables** 40%
Use variables for more personalized addressing
-  **Media** 60%
Add an **Image** or **video** to attract the client
-  **Buttons** 80%
Add quick reply buttons or buttons with a link/number to increase the chance of client's response
-  **Button "Unsubscribe"** 100%
This button will help you reduce the likelihood of blocking

Text Length

Meta recommends keeping marketing templates under 500 characters to maximize customer engagement. The optimal range is 300–500 characters. In practice, this means keeping your message concise and focused: present the essence of your offer in just a few sentences instead of overwhelming readers with a wall of text.

Personalization with Variables

Personalization significantly improves the effectiveness of your campaigns. Using variables such as the customer's name is a simple but powerful way to make your messages feel more personal. After all, everyone appreciates being addressed directly.

Use of Media

Adding visuals such as bright images or short videos is a proven way to increase click-through rates. High-quality media design not only attracts attention but also serves as an important driver of conversions.

Action Buttons

Quick-reply buttons are an excellent tool for faster customer interaction. A single click is always easier than typing a response.

Hello. Please select the best day to check in.

10:40

← Monday

← Tuesday

← Wednesday

In addition, action buttons can redirect users directly to your website or phone number, making the communication process seamless and convenient.

Hello. Thank you for contacting our service. To go to the site or to call, click on the buttons below

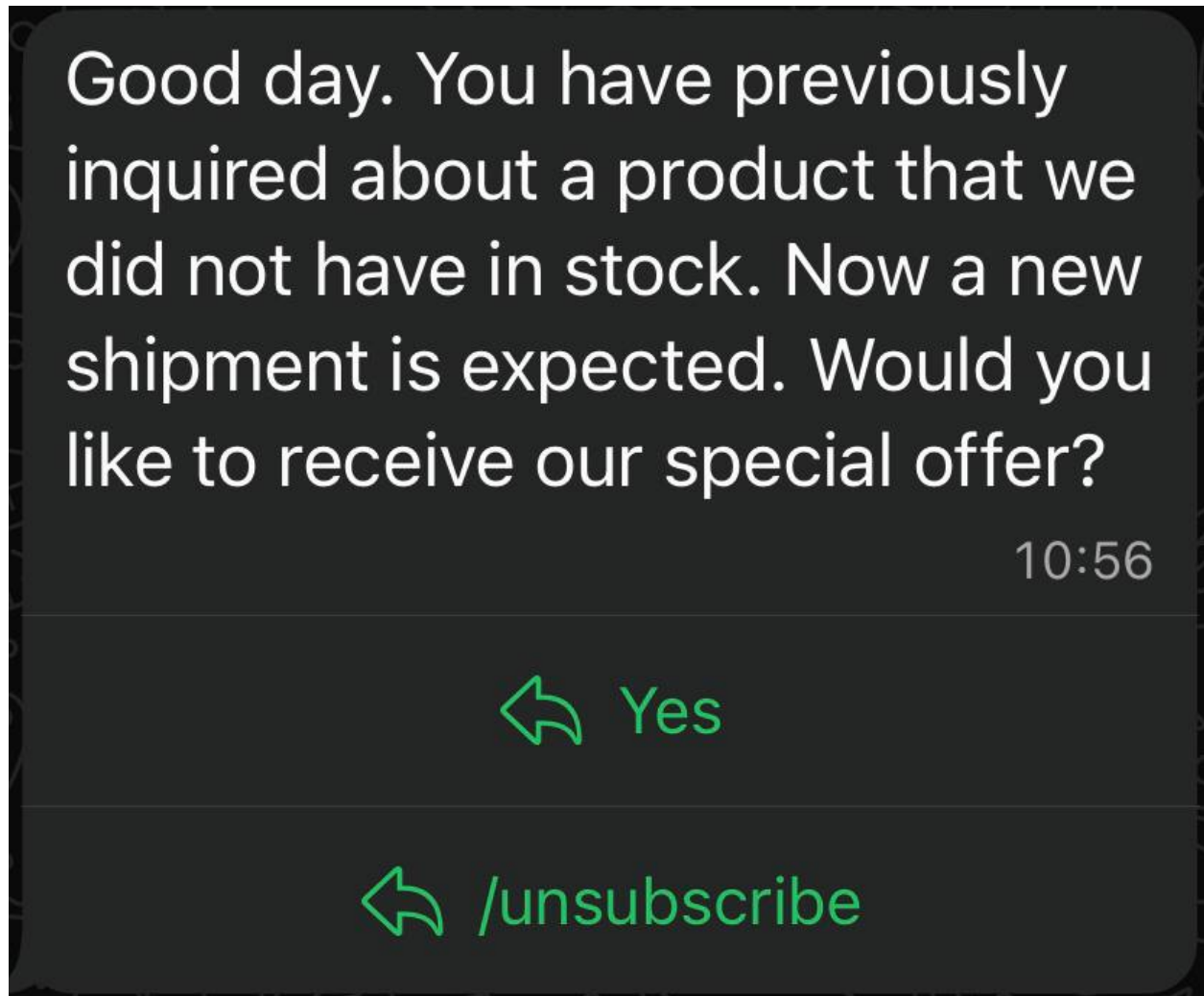
10:50

↗ Our website

☎ Call me

Unsubscribe Button

Meta recommends including an “Unsubscribe” button in mass-mailing templates, and we strongly support this practice. It’s much better to give customers an easy, native way to opt out than to risk complaints or negative feedback.



Conclusion

If you want your newsletter to deliver high engagement and strong conversion rates, make sure your template includes all of the elements listed above: concise copy, personalization, engaging visuals, action buttons, and an unsubscribe option.

Important Note: Templates containing images or call-to-action buttons (such as a website link or phone number) can only be approved via chat with our support team: wa.me/421233221242
wa.me/17377101702