



DoualaZoom Sender

Meta-compliant WhatsApp campaigns
Official Cloud API · Consent · Opt-outs

USER MANUAL

English edition — Version 6.0

Douala Zoom SARL

About This Manual

This manual describes **DoualaZoom Sender version 6.0**, the WhatsApp campaign tool of Douala Zoom SARL. It is written for the person who will actually run the campaigns, and assumes no technical background.

⚠ IMPORTANT

This tool only sends to contacts who have given their consent. That is not a limitation to be endured: it is what protects your number from being banned by Meta. Everything else in this manual follows from that one rule.

What this manual will not do

It will not explain how to message people who did not ask for it. Not out of excessive caution, but because it is technically impossible with the official API, and because every attempt to work around it ends the same way: the number is banned, ongoing conversations are lost, and you start business verification again with a new number. The point of this tool is to work **with** Meta's system, not against it.

How this manual is organised

- **Chapters 1-3:** what the tool does, how to obtain your Meta credentials, and installation.
- **Chapters 4-9:** day-to-day work — consent, contacts, templates, campaigns, opt-outs.
- **Chapters 10-12:** settings, the server, and scaling up.
- **Chapter 13:** troubleshooting.
- **Appendices:** Meta error codes, business-verification documents, quick card.

What is new in version 6.0

Three changes bear directly on the safety of your number. They are covered in full later; here is the summary:

Before	Version 6.0
The cap reset at midnight — 500 sends in six minutes were possible on a 250 tier.	The cap follows Meta's rolling 24-hour window . Midnight frees nothing. See chapter 8.
The quality rating was never read. The tool counted failures, a late and indirect signal.	The real rating is read from Meta before the campaign and every 25 successes. Automatic stop on red .
An opted-out contact could be messaged again if their number was written differently in the file.	Every spelling of a number yields the same key. An opt-out stays an opt-out. See chapter 9.
The Access Token sat in clear text in config.json.	It goes into the Windows Credential Manager . See chapter 10.

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CHAPTER 1

Why This Tool Exists

WhatsApp is the channel that works in Douala. Your customers are on it, they reply on it, and a WhatsApp message gets read when an e-mail does not. The temptation to run campaigns there is strong — and that is exactly where most businesses lose their number.

What changed since version 5.0

Old v5.0	This version
Automation of WhatsApp Web (Selenium + chromedriver) — violates the terms of service.	Official Cloud API only (graph.facebook.com).
Sent to the whole list, no distinction.	Only contacts marked “consent = yes” are sent to.
Free text on first contact.	Pre-approved templates — mandatory to open a conversation.
No handling of “STOP / NO”.	Opt-outs tab : excluded from every campaign, permanently.
High risk of being blocked.	Respects the tiers and watches the quality rating , with an automatic stop.

The reasoning

Meta is not trying to stop you working. It is trying to stop WhatsApp becoming an advertising dump — because the day people uninstall the app, Meta has nothing left to sell. Its rules are therefore simple and not negotiable: you speak only to people who agreed, you open the conversation with a message Meta has read, and you stop when people complain.

A tool that respects those three rules gives you a durable channel. A tool that works around them gives you three good weeks, then nothing at all.

PRIVACY

Your number is an asset. It carries your business verification, your quality history, your sending tier — all built over months, all lost in a single campaign. It is the only figure worth watching in this tool.

What the tool does

- **Sends approved templates** through the official Cloud API, with {nom} and {entreprise} personalisation.
- **Three-layer consent lock**: the database returns only consenting contacts, the import locks the rest, the campaign re-checks before every single send.
- **Automatic opt-out**: a contact replies STOP, the webhook excludes them from every future campaign, with no human action.
- **Trilingual opt-in page** to publish on doualazoom.com, in your e-mails and on your invoices.
- **Rolling-window cap** aligned on your real tier.
- **Quality-rating reading** with an automatic stop on red.
- **Trilingual** French / English / Spanish, interface and installer.

What the tool does not do, and will not do

Frequent request	Why it is impossible
“Find out which numbers are on WhatsApp”	Meta removed the endpoint that allowed it, precisely because it was used to build spam lists. There is no official way. Any tool claiming otherwise will get your number banned. See below for what this tool does instead.

Frequent request	Why it is impossible
“Send to my 20,000 contacts”	Not without their consent, and never at once. See chapter 12.
“Send free text as the first message”	Meta forbids it. First contact goes through an approved template. Once the customer replies, a 24-hour window opens in which free text is allowed.

What the tool does instead (and which is legitimate)

When you send your campaign to **consenting** contacts, the API returns an error for numbers that are not on WhatsApp or are invalid. Those failures appear in the log and in the “Failures” counter. So you find out *afterwards*, and only about your own consenting contacts, which ones are valid. That is the only compliant path.

CHAPTER 2

Obtaining Your Meta Credentials

The **Phone Number ID** and the **Access Token** cannot be generated automatically. That is Meta's decision: only a verified business with a connected number is entitled to them. Allow several days, sometimes two weeks.

The steps

1. Create an account on `developers.facebook.com`.
2. On `business.facebook.com`, create a **Business portfolio** for Douala Zoom SARL.
3. Start **Business Verification**. This is the long step — see the documents below.
4. Create a *Business*-type **app** and add the **WhatsApp** product.
5. Connect a **business phone number**. Not a number already used on personal WhatsApp: you would have to remove it from WhatsApp first, and you would lose that history.
6. In **Dashboard** → **WhatsApp** → **API Setup**, collect the **Phone Number ID** and an **Access Token**. For production, generate a permanent token through a *System User* — the test token expires after 24 hours.
7. Create your **message templates** and get them approved (chapter 7).

The documents to prepare

Verification usually fails on an inconsistency, not on a missing document. Get everything ready before you start.

Item	Details
Exact legal name	<i>Douala Zoom SARL</i> — spelled exactly as on the RCCM, “SARL” included.
Trade register (RCCM)	The Cameroonian extract. This is the key document.
Taxpayer number (NIU)	Or the tax certificate.
Proof of address	In the company's name: an ENEO or Camwater bill, a lease, or a recent bank statement showing the name and address.
Official website	<code>https://www.doualazoom.com/</code> — must clearly show the company name, its activity and a way to make contact.
Business e-mail	On the <code>@doualazoom.com</code> domain. Avoid Gmail or Yahoo: a common reason for rejection.
Company phone	Reachable — Meta sometimes calls.
Dedicated WhatsApp number	Ideally new, never used on personal WhatsApp.

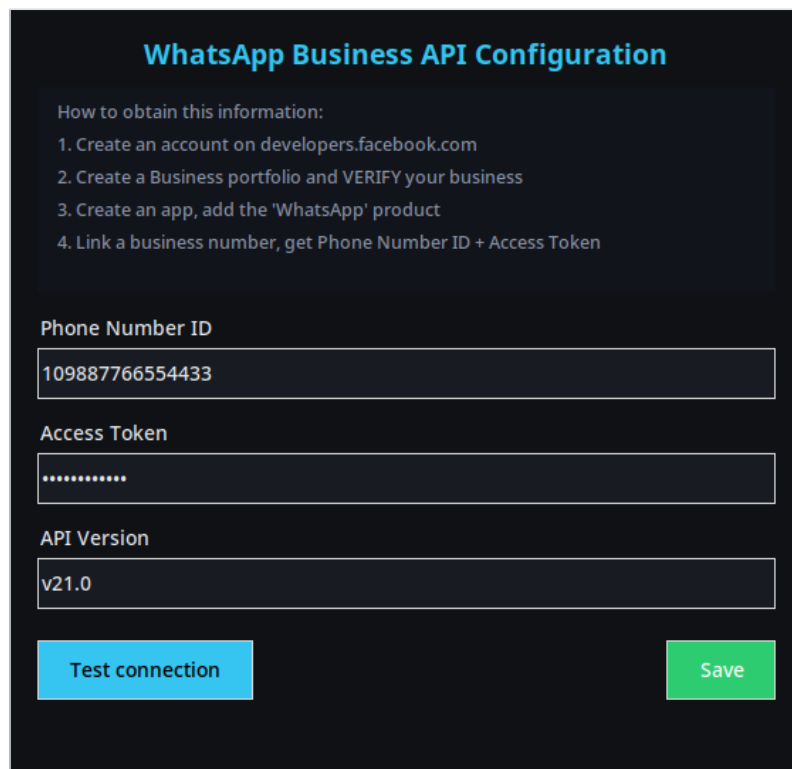


TIP

Consistency matters more than anything else. The name, address and phone must be **identical** everywhere: RCCM, website, Google listing, submitted documents. An address written “Bonanjo” in one place and “Bonanjo, Douala” in another is enough to hold the file up for weeks. Proofread before you submit.

Entering the credentials

Once you have them: **Settings** → **Open API configuration** → **Test the connection** → **Save**. The test displays your verified business name: if it appears, everything is in place.



The image shows a dark-themed configuration window titled "WhatsApp Business API Configuration". At the top, it provides instructions on how to obtain the required information: 1. Create an account on developers.facebook.com, 2. Create a Business portfolio and VERIFY your business, 3. Create an app, add the 'WhatsApp' product, and 4. Link a business number, get Phone Number ID + Access Token. Below this, there are three input fields: "Phone Number ID" containing "109887766554433", "Access Token" containing a series of dots, and "API Version" containing "v21.0". At the bottom, there are two buttons: a blue "Test connection" button and a green "Save" button.

WhatsApp Business API Configuration

How to obtain this information:

1. Create an account on developers.facebook.com
2. Create a Business portfolio and VERIFY your business
3. Create an app, add the 'WhatsApp' product
4. Link a business number, get Phone Number ID + Access Token

Phone Number ID

109887766554433

Access Token

.....

API Version

v21.0

Test connection Save

Figure 2.1 — The API configuration window. Always test before saving.

PRIVACY

Since version 6.0 the Access Token is no longer written in clear text into `config.json`: it goes into the Windows Credential Manager. That file gets copied, backed up and e-mailed to support; the token has no business being in it. See chapter 10.

CHAPTER 3

Installation

Requirements

	Minimum	Recommended
System	Windows 10 (64-bit)	Windows 10/11 (64-bit)
Memory	4 GB	8 GB
Internet	Required — the tool talks to Meta's API	A stable connection during campaigns
Meta account	Verified business + connected number (chapter 2)	—

Installing

1. Run `DoualaZoomSender_Setup.exe`. The installer is trilingual and follows the Windows language.
2. Accept the licence, choose the folder.
3. Finish. The tool starts.
4. Default credentials: `admin / admin`.

⚠ IMPORTANT

Change the admin password on first launch. The tool marks that account as “must change”. Access to this tool means access to your contact list and the ability to write in the company's name.

Running from source

```
pip install -r requirements.txt
python app.py
```

🔑 NOTE

If you rebuild the executable: `keyring` must appear in the *hidden imports* of the `PyInstaller .spec` file. Without it, the system credential store is absent from the `.exe` and the Access Token falls back to clear text in `config.json` — with nothing to signal it on screen but the warning in Settings.

CHAPTER 4

The Main Window

Five tabs. Top right: your username, your role, and the language selector — which switches the whole tool to French, English or Spanish, instantly.

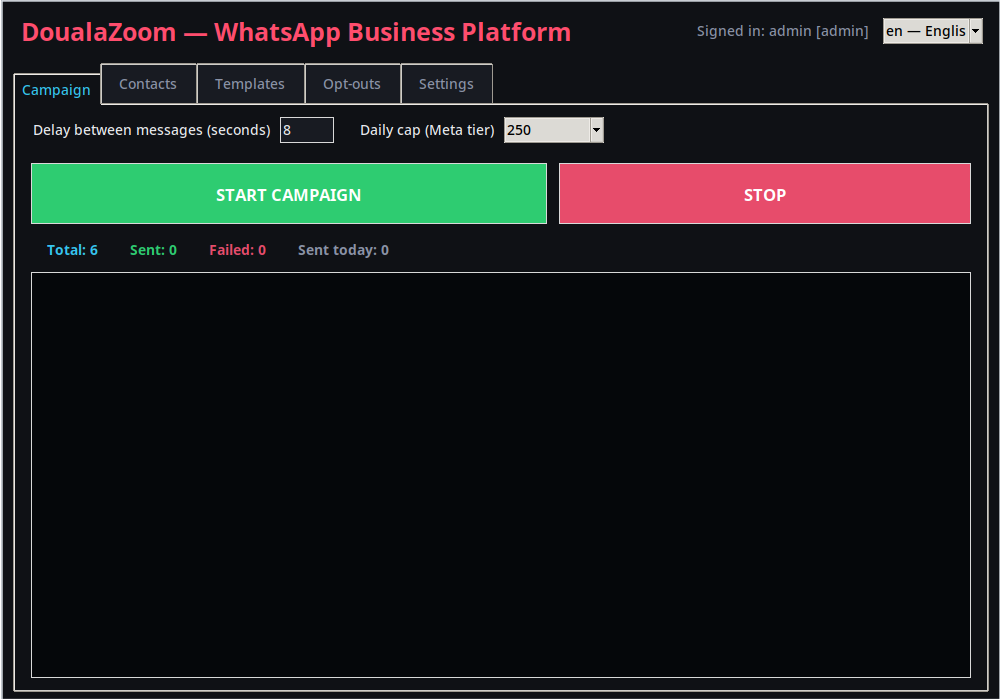


Figure 4.1 — The Campaign tab at rest.

Tab	Purpose	Chapter
Campaign	Set the delay and the cap, launch, follow the live log.	8
Contacts	Load the list from the cloud or a file. Consent is visible at a glance.	6
Templates	The exact approved template name, its language, its parameters.	7
Opt-outs	Numbers excluded from every campaign.	9
Settings	Meta API, server, language, security.	10

CHAPTER 5

Consent

This is the most important chapter in the manual. Everything else is mechanics; this is the rule.

⚠ IMPORTANT

Never message a contact who has not consented — even if you have their number, even if they are a customer, even if the message is useful. Beyond the ban, unsolicited messaging may breach applicable data-protection and commercial-communication rules. Consent and opt-out are not options — they are the basis of a business that lasts.

What counts as consent

Consent must be **explicit, informed and traceable**. The person must know who will write to them, about what, and how to stop it.

Valid	Not valid
A “Get our offers on WhatsApp” box ticked on doualazoom.com, with the date and source recorded.	A number found on a business card, a shopfront, a WhatsApp group or the directory.
An opt-in box in an e-mail, ticked by the recipient.	A pre-ticked box. That is a refusal dressed as an agreement.
Agreement given in person during a commercial exchange, noted in the record with the date.	“They’re a customer, so they agree.” No.
A paper form signed at a trade fair, explicitly mentioning WhatsApp.	A purchased list. Never.

The opt-in page

The server publishes a trilingual /optin page that records consent with its date and source. It is the cleanest way to build a list, and the easiest to defend if you are ever asked.

Put the link everywhere: on doualazoom.com, in your e-mail footers, on your invoices, on your quotes, on the back of your cards. A list of 300 contacts who clicked it themselves beats 20,000 scraped numbers — it earns more and it does not cost you your number.

How the tool locks consent

Three independent locks. You would have to defeat all three to reach a non-consenting contact.

Lock	Where	What it does
1. The database	wa_sendable view (Supabase)	Returns only consent = true AND opted_out = false. The tool never sees the others.
2. The import	load_contacts()	With no consent column, everyone is locked . Doubt favours the contact, never the campaign.
3. The campaign	CampaignRunner	Re-checks consent and opt-out immediately before each send, even if the list came from elsewhere.

CHAPTER 6

Contacts

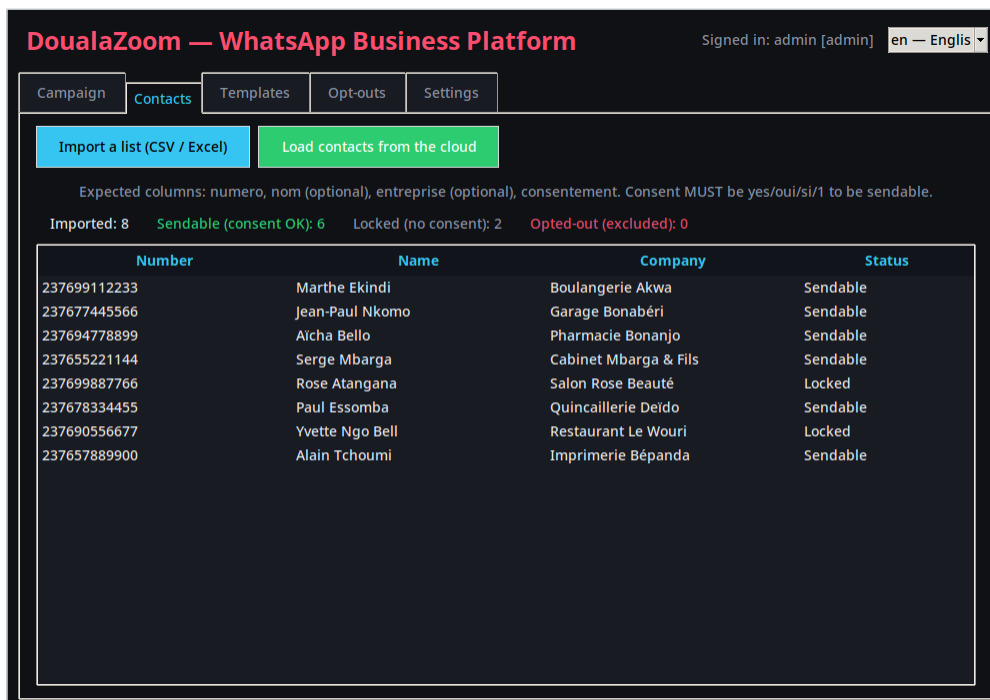


Figure 6.1 — The Contacts tab. The Status column says it all: “sendable” or “locked”.

Loading from the cloud (recommended)

Load contacts from the cloud fetches your consenting, non-opted-out contacts straight from Supabase through your server. This is the recommended route: the list is current, the webhook's opt-outs are already accounted for, and there is no file to handle.

Configure **Settings → Server connection** first: your server URL and the operator key.

PRIVACY

The workstation **never** talks to Supabase directly. It goes through your server with an operator key. The `service_role` key — the one with full rights on the database — stays on the server and is never shipped inside the executable. That is deliberate: an executable can be decompiled.

Importing a file

Import accepts CSV and Excel. Recognised columns:

Column	Accepted aliases	Required
numero	number, tel, telephone, phone, whatsapp, msisdn	Yes
nom	name, prenom, contact, nombre	No
entreprise	company, societe, empresa, raisonsociale	No
consentement	consent, optin, accord, autorisation, consentimiento	In effect

Values accepted as “yes”: oui, yes, si, sí, 1, true, vrai, ok, y, o. Everything else — including a blank cell — means “no”. See `sample_contacts.csv`.

NOTE

With no consent column, every contact is imported locked. They are displayed, you can review them, but no campaign will touch them. This is not a bug.

The country-code warning

After an import a warning may appear: *“412 numbers written in local form were given the +237 country code.”*

Read it. Here is why it exists: 612345678 is a valid Cameroonian mobile **and** a valid Spanish mobile. No program can guess which. So the tool applies the default code — and tells you, because you know where your list came from.

If the number surprises you, stop and check the file before launching anything. A message sent to a stranger on the other side of the world is a report — and reports cost you your quality rating.

The default country code is set in **Settings** (`default_country_code`, 237 by default).

CHAPTER 7

Approved Templates

Meta requires the **first message** of a conversation to be a template whose text it has read and approved. That is what stops you improvising, and it is also what protects you: an approved template cannot be reclassified as spam after the fact.

DoulaZoom — WhatsApp Business Platform Signed in: admin [admin] en — English

Campaign Contacts **Templates** Opt-outs Settings

First contact = Meta pre-approved TEMPLATE message. Enter the EXACT approved template name and its language.

Approved template name
offre_annuaire_2026

Template language code (e.g. fr, en_US)
en

Template parameters, comma-separated. Use {nom} and {entreprise} to personalise.
{nom}, {entreprise}

Header attachment (PDF/Image, optional)
Browse

Save

Figure 7.1 — The Templates tab. The name must match exactly the one approved in WhatsApp Manager.

Creating a template at Meta

1. In **WhatsApp Manager** → **Message templates** → **Create template**.
2. Choose the category. *Marketing* for an offer, *Utility* for a confirmation or reminder. The wrong category is a common rejection reason.
3. Write the body. Variables are written {{1}}, {{2}}...
4. Submit. Approval takes from a few minutes to a few hours.

Entering it in the tool

Field	What goes in it
Template name	The exact name as approved — e.g. offre_annuaire_2026. A typo gives error 132001.
Language	The template's exact code: fr, en, es... A template approved as fr does not exist as fr_FR.
Parameters	Comma-separated, in the order of {{1}}, {{2}}... You can use {nom} and {entreprise}: they are replaced with each contact's own data.
Attachment	PDF or image, optional, placed in the header. The template must have been approved with a media header.

TIP

A template that works in Douala. Say who you are in the first word — “Douala Zoom”, not “Hello!”. Remind them why you are writing: “you signed up on doualazoom.com”. One offer, one expected action. And always the exit: “Reply STOP to stop receiving these.” That last line drives reports down, and reports are the only thing that matters.

Personalisation

An example. Approved template:

Hello {{1}}, your {{2}} listing on doualazoom.com is about to expire. Reply STOP to stop receiving our messages.

Parameters field in the tool:

{nom}, {entreprise}

For the contact *Marthe Ekindi / Boulangerie Akwa*, the message sent will be: *"Hello Marthe Ekindi, your Boulangerie Akwa listing on doualazoom.com is about to expire..."*

CHAPTER 8

Running a Campaign

The **Campaign** tab has two settings, two buttons and a log. That sparseness is deliberate: there is not much to decide, and a lot to watch.

The two settings

Setting	Default	What to know
Delay between messages	6 s	The minimum is 1 s. In practice, stay between 6 and 10 s . A burst looks like a robot; a human rhythm lands better and gets reported less.
Cap	250	Your Meta tier. Start at 250. The tool checks your real tier and lowers the figure if you aim too high.

What happens when you click Launch

- 1. The tool reads your quality rating from Meta.** If it is red, **nothing goes out**. There is no point opening 250 conversations only to discover afterwards that the number was already doomed.
- 2. It compares your cap to the real tier.** You typed 1,000 but Meta has you at 250? It drops to 250 and writes it in the log.
- 3. It filters.** Consent, then opt-outs. The others do not exist.
- 4. It sends,** one by one, honouring the delay.
- 5. It re-reads the rating every 25 successes.** If it turns red mid-run, the campaign **stops by itself**.

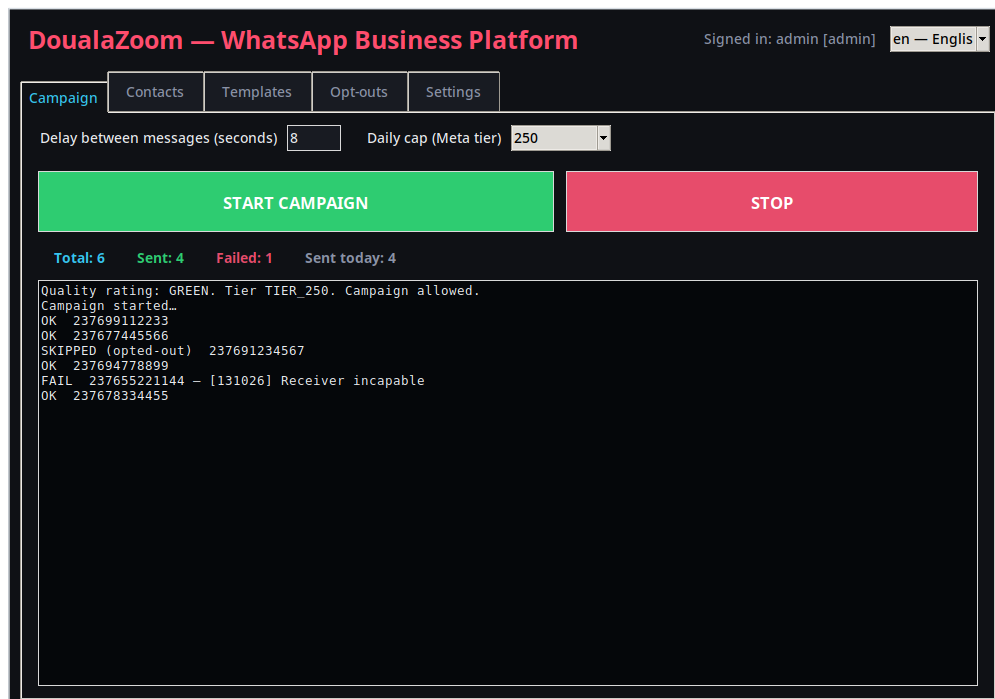


Figure 8.1 — A campaign in progress. The first log line is the quality rating: green, tier TIER_250. An opt-out is skipped, a failure is logged with its Meta code.

The quality rating

It is the only measure that counts, and version 6.0 actually reads it. Previously the tool counted send failures — a late and indirect signal: Meta does not fail your messages when the rating drops, it restricts the number **afterwards**. The rating could be red while every send was “succeeding”.

Rating	What the tool does	What you should do
GREEN	The campaign runs. The tier is noted in the log.	Nothing. Carry on.
YELLOW	The campaign continues, with a warning.	Slow down. Review your templates and where your list came from. Do not widen.
RED	Automatic stop. Immediately, without asking you.	Do not relaunch. Let the number rest for several days. Find what went wrong: a doubtful list, too aggressive a template, too fast a rhythm.

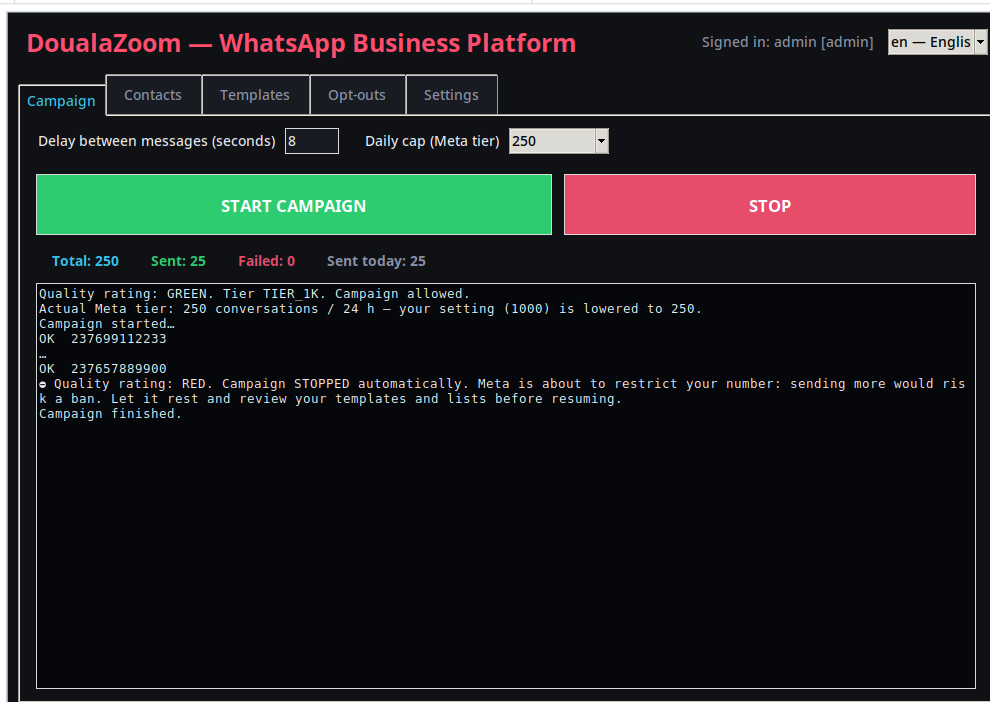


Figure 8.2 — The rating turned red mid-campaign. The tool stopped by itself after 25 sends. The second line also shows the cap lowered from 1,000 to 250: the real tier beats what was typed in.

⚠ IMPORTANT

The stop on red **does not ask your permission**. That is deliberate: a campaign often runs with nobody at the screen, and carrying on sending once Meta has gone red is the surest way to lose the number for good. An interrupted campaign beats a dead number.

The cap: a rolling window, not a day

Meta does not count conversations by calendar day, but over the **last 24 hours**, continuously. That difference was expensive: up to version 5, the counter reset at midnight.

```
23:59 -> 250 sends, cap reached, the tool stops
00:01 -> new day, counter reset to zero
00:05 -> 250 more sends, accepted
```

That is 500 conversations in six minutes on a 250 tier. The tool believed it was compliant while it was putting you over the limit.

Version 6.0 records the timestamp of every send and counts those from the last 24 hours — exactly as Meta does. Midnight frees nothing. And when the cap is reached, the message no longer says “resume tomorrow” (which was false) but gives the real horizon:

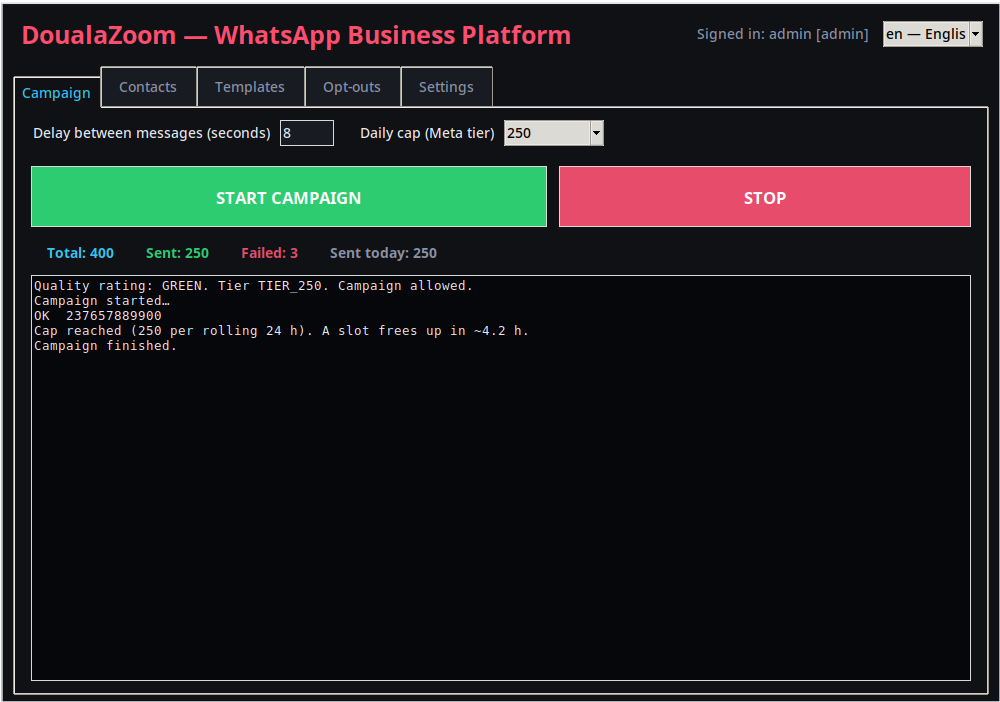


Figure 8.3 — “Cap reached (250 per rolling 24 h). A slot frees up in ~4.2 h.” The operator knows when to come back.

Reading the log

Line	Meaning
OK 237699112233	Message accepted by Meta and queued. “Accepted” does not mean “read”.
SKIPPED (opted-out)	The lock worked. That is good news.
FAIL ... [131026]	Number not on WhatsApp, or invalid. See Appendix A.
Quality rating: GREEN. Tier ...	The pre-campaign check passed.
Actual Meta tier: ...	Your setting was lowered to the real tier.

Everything is also written to `campaign.log`, next to the application.

CHAPTER 9

Opt-Outs

A contact who asks you to stop and gets messaged again is an almost certain report. Reports bring the rating down, the rating brings the number down. That is the chain to break first.

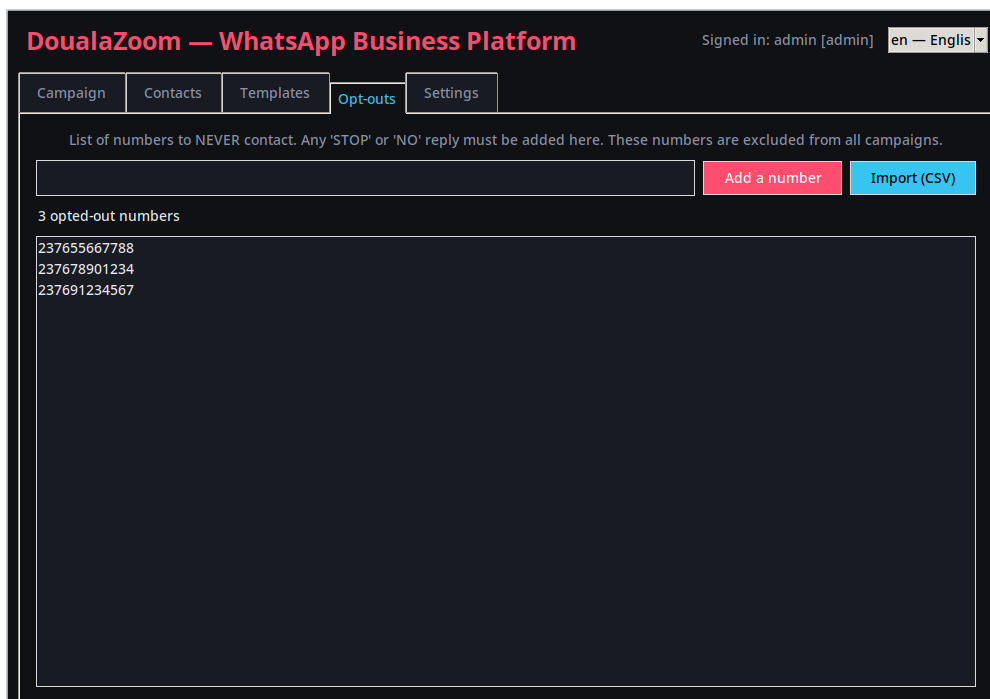


Figure 9.1 — The Opt-outs tab. These numbers are excluded from every campaign, permanently.

Automatic opt-out

The server listens to Meta's webhook. As soon as a contact replies with a stop word, they are added to the opt-outs **with no human action**, and receive a confirmation.

Words recognised, across the three languages: stop, non, no, arret, arrêt, stopper, desinscrire, désinscrire, unsubscribe, baja.

NOTE

Detection looks at the first word of the message. So “No entiendo” or “No, but I wanted to ask...” will trigger an opt-out when that was not the intention. This is **deliberate**. Between unsubscribing someone by mistake and carrying on writing to someone who said stop, the second costs you your number. The error falls on the safe side. If a customer says they no longer hear from you, look for them in this tab.

Manual opt-out

A customer tells you to stop by phone, in the shop, or through another channel? Enter their number in the **Opt-outs** tab. They are excluded at once, and pushed to the server so every workstation benefits.

Why your opt-out came back (and no longer does)

Up to version 5, a quiet defect undid this whole mechanism. A contact's number was normalised differently on each side:

input	desktop	server
00 6 99 88 77 66	699887766	237699887766

The contact replied STOP; the webhook recorded them under 237699887766. The next day your CSV held the same number written 00 6 99 88 77 66; the desktop looked for 699887766, found nothing — **and wrote to them again.**

Version 6.0 routes both sides through the same function, in a single file. Every spelling of a number yields the same key:

Spelling in your file	Key produced
+237 699 88 77 66	237699887766
00 6 99 88 77 66	237699887766
0699887766	237699887766
699887766	237699887766
(237) 699.88.77.66	237699887766

PRIVACY

An automated test replays this scenario on every build and compares the two copies of the function: at the slightest divergence, the build fails. The defect cannot come back by accident.

CHAPTER 10

Settings and Security

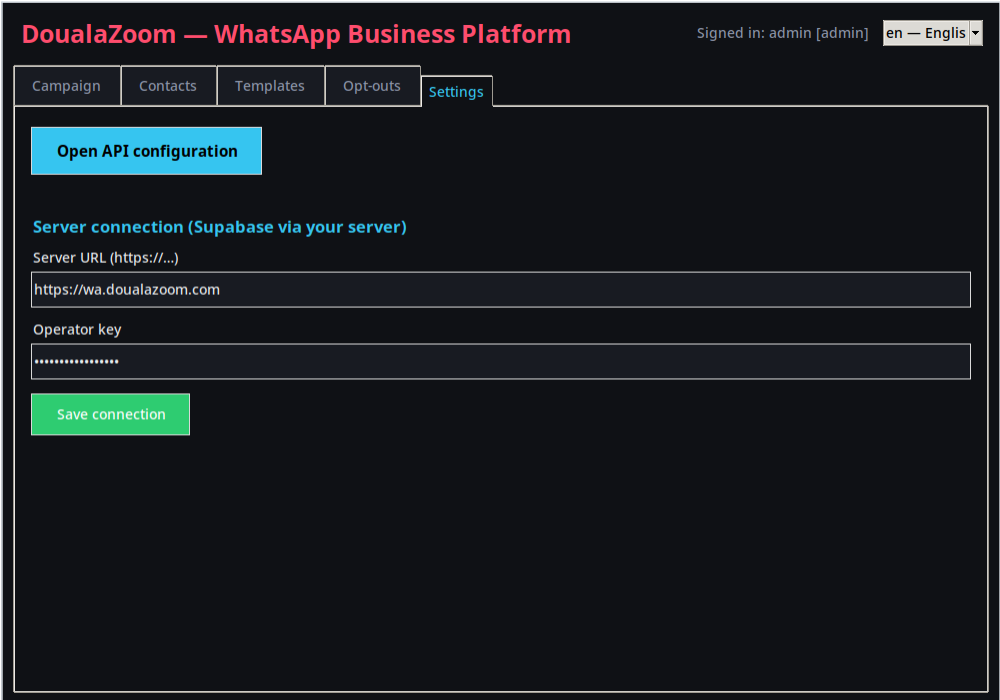


Figure 10.1 — The Settings tab.

Setting	What it does
API configuration	Phone Number ID, Access Token, API version. Test before saving (chapter 2).
Server connection	Your Flask server URL and the operator key. Without it, no “Load from the cloud”.
Default country code	237 by default. Applied to numbers written in local form (chapter 6).
Language	French, English, Spanish. Instant.
Users	Admin and operator accounts.

Where your secrets live

The Access Token lets anyone send WhatsApp messages in the name of Douala Zoom SARL. The operator key opens your server's API, and therefore your contact database. Neither belongs in a text file.

Up to version 5 they sat in clear text in config.json — a file that follows the application everywhere: backups, USB sticks, shared folders, archives e-mailed to support, screen sharing during a remote session. Whoever reads it can write in the company's name until the token is revoked.

Version 6.0 puts them in the **system credential store**:

System	Store used
Windows	Credential Manager (DPAPI, tied to your Windows session)
macOS	Keychain
Linux	Secret Service (GNOME Keyring / KWallet)

config.json now holds only a __keyring__ marker. Copying that file yields nothing.

⚠ IMPORTANT

If no store is available, the tool tells you and falls back to clear text. It does not pretend. Encryption whose key sat on the same machine would protect nothing — the program has to decrypt by itself at startup, so the key is within reach of whoever has the file. It stops a curious colleague, not an attacker, and it grants false confidence: worse than nothing. An informed operator beats a falsely reassured one.

Passwords

They are derived with PBKDF2 (200,000 rounds): about 60 ms per attempt. Imperceptible when you log in once a day; prohibitive for anyone running a dictionary against the file.

Accounts created with an earlier version **keep working**: on the first successful login, the old password is silently re-derived. Nobody re-types anything.

CHAPTER 11

The Server

The Flask server is the part your customers never see and without which nothing holds together. It does three things.

Role	Route	What it does
Webhook	/webhook	Listens to Meta. A contact replies STOP → they are opted out automatically and receive a confirmation.
Opt-in page	/optin	A public trilingual page. Records consent with its date and source.
Workstation API	/api/sendable /api/optout /api/results	Supplies sendable contacts, receives opt-outs and send results. Protected by the operator key.

The database

Three objects in Supabase, created by `server/schema.sql`:

- `wa_contacts` — each contact's state: consent, date, source, opt-out, last status.
- `wa_events` — the log: who consented, who opted out, when. This is your audit trail if you are ever asked to prove a consent.
- `wa_sendable` — the sendable view: `consent = true AND opted_out = false`. The opt-out always wins.

PRIVACY

RLS is enabled with no public policy at all: the anon and authenticated keys can neither read nor write. Only the server, with its `service_role` key, has access. That key is **never** shipped inside the executable — an executable can be decompiled.

Deploying

1. Open `server/schema.sql` in Supabase: **SQL Editor** → **New query** → **Run**.
2. Copy `.env.example` to `.env` and fill it in.
3. `pip install -r requirements_server.txt`, then run the server behind HTTPS.
4. In Meta, declare the webhook URL (`https://.../webhook`) and the `VERIFY_TOKEN`, then subscribe to the **messages** field.
5. Set `APP_SECRET`: without it, Meta's signature is not verified and anyone can opt out your contacts by calling your webhook.

Details in `server/README_SERVER.md`.

CHAPTER 12

Scaling Up Without Getting Burned

You have 20,000 contacts in the directory. You will not send to them this month, and that is good news: the ones left will be the ones who buy.

Meta's tiers

Tier	Conversations / 24 h	How you get there
TIER_250	250	Where every new number starts.
TIER_1K	1,000	Automatic if the rating stays green and volume grows gradually.
TIER_10K	10,000	Same, later.
TIER_100K	100,000	Same.

The climb is automatic and free. It depends on one thing only: that people do not complain.

How to go about it

- 1. Start with your existing customers** and your voluntary sign-ups. People who know you do not report you.
- 2. In small batches.** 50, then 100, then 250. Not 250 on day one because that is the cap.
- 3. Watch the rating** in WhatsApp Manager, and in the tool's log on every campaign.
- 4. Only widen if it stays green.** On yellow, stop and find out why.
- 5. Read the replies**, not just the counters. One “what is this?” is worth ten “OK”s in the log.

⚠ IMPORTANT

Your 20,000 contacts must never go out at once, and never the ones without consent. A single mass campaign on a scraped list is enough to turn the rating red and lose the number — along with its business verification, its history and its tier. Months of building for one impatient afternoon.

A sense of scale

A list of 300 contacts who clicked “sign me up” themselves earns more than 20,000 scraped numbers, and costs nothing. It is true in advertising and it is true here: list quality always beats list size.

CHAPTER 13

Troubleshooting

Connection and credentials

Symptom	Cause and cure
The connection test fails	Wrong Phone Number ID or Access Token, or an expired test token (24 h). Generate a permanent token through a <i>System User</i> in Business Manager.
[190] Access token expired	Temporary token. Same cure: a permanent System User token.
[10] Application does not have permission	Business verification is not finished, or the number is not connected to the app.
I forgot the admin password	Delete <code>users.json</code> next to the application: the admin/admin account is recreated at startup. Change it immediately.

Campaign

Symptom	Cause and cure
Nothing goes out, no error message	Look at the first log line. If the rating is red , the tool refused to start — that is the intended behaviour. Do not force it.
“0 sendable contacts” although the list is full	No contact has consent = yes, or the column was missing from the import. With no consent column, everything is locked. See chapter 6.
The campaign stopped by itself	Either the rating turned red, or the cap was reached. The log says which, with the resume horizon.
The cap is reached earlier than expected	The counter follows a rolling 24-hour window , not the day. Last night's sends still count this morning. That matches Meta.
My cap was lowered to 250	Your real tier is TIER_250. Typing a number does not change the tier; only quality raises it.

Templates and sending

Meta error	Cause and cure
[132001] Template does not exist	Wrong name or language. The name must be exact , and so must the language code: <code>fr</code> $\neq$ <code>fr_FR</code> .
[132000] Parameter count mismatch	The number of parameters does not match the template's <code>{{1}}</code> placeholders. Count them.
[131026] Receiver incapable	The number is not on WhatsApp, or is invalid. This is precisely the information Meta does not give any other way (chapter 1).
[131047] Re-engagement message	You are attempting free text outside the 24-hour window. First contact goes through a template.
[131049] ... healthy ecosystem	Meta is deliberately limiting your marketing sends: your quality or history is not keeping up. Slow down markedly.

Contacts and opt-outs

Symptom	Cause and cure
A customer says they no longer receive anything	Look for them in the Opt-outs tab. They may have replied with a message starting “no” without meaning to unsubscribe. Detection is deliberately cautious (chapter 9).
“412 numbers were given the +237 code”	Normal if your list is Cameroonian. Abnormal if it holds foreign numbers: check the file before launching (chapter 6).

Symptom	Cause and cure
Numbers are rejected on import	Fewer than 8 or more than 15 digits after cleaning. Check the column in the file.
“Load from the cloud” does not answer	Server URL or operator key missing (Settings). Error 401 = key refused; 503 = the API is not configured on the server.

Security

Symptom	Cause and cure
“Secrets are not protected on this workstation”	No system credential store available. On Windows this is almost always a .exe built without keyring in the .spec's <i>hidden imports</i> . The tool works, but the token is in clear text.
The token disappears after a Windows user switch	The store is tied to your session. Another Windows user has their own store: re-enter the token once.

APPENDIX A

Meta Error Codes

The codes that keep coming up, as they appear in the log.

Code	Message	What it means
131026	Receiver incapable	The number is not on WhatsApp, or is invalid.
131047	Re-engagement message	The 24-hour window is closed: you need a template.
131049	Healthy ecosystem	Meta is throttling your marketing sends. Slow down.
132000	Parameter count mismatch	The parameter count does not match the template.
132001	Template does not exist	Wrong name or language code.
132005	Template hydrated text too long	Your parameters make the message too long.
132012	Parameter format mismatch	A parameter contains a line break or a tab.
133010	Phone number not registered	The number is not registered on the Cloud API.
190	Access token expired	Temporary token expired. Generate a permanent one.
10	Permission denied	Business verification incomplete, or number not connected.
80007	Rate limit hit	Too fast. Increase the delay between messages.
131056	Pair rate limit	Too many messages to the same contact in a short time.

APPENDIX B

Business Verification Documents

Gather these before starting verification. Consistency between the documents matters as much as the documents themselves.

Item	Detail	Pitfall
Legal name	<i>Douala Zoom SARL</i>	Must be identical everywhere, “SARL” included.
RCCM	Cameroonian trade register extract	Must be legible and not expired.
NIU	Taxpayer number or tax certificate	—
Address	ENEO/Camwater bill, lease, or recent bank statement	In the company's name, not the manager's.
Website	https://www.doualazoom.com/	Must show the name, the activity and a contact.
E-mail	On @doualazoom.com	Gmail or Yahoo = a common rejection reason.
Phone	Company line	Must be reachable.
WhatsApp number	Dedicated, ideally new	If already on personal WhatsApp, remove it from there first.

 TIP

Take a screenshot of your RCCM entry, your “Contact” page and your invoice letterhead, and put them side by side. If the name or address differ by one character, fix it before submitting. That is where most verifications stall.

APPENDIX C

Quick Card

Print this and keep it by the screen.

The rule

Always	Never
Send only to consenting contacts.	Send to a scraped number, even a customer's.
Open with an approved template.	Improvise free text on first contact.
Start at 250, in small batches.	Fire off 20,000 sends “to see”.
Stop on yellow and find out why.	Relaunch after a red and hope.
Put “Reply STOP” in the template.	Hope nobody complains.

Before every campaign

Check	Where
The quality rating is green	Log, first line · WhatsApp Manager
The template is approved and its name is exact	Templates tab
Contacts read “sendable”, not “locked”	Contacts tab
No unexpected country-code warning after the import	Import message
The delay is 6–10 s	Campaign tab
The cap matches your real tier	Campaign tab · log

The three ratings

Rating	The tool	You
GREEN	sends	carry on
YELLOW	continues and warns	slow down, check
RED	stops by itself	do not relaunch, let it rest

The words that opt people out

stop · non · no · arret · arrêt · stopper · desinscire · désinscire · unsubscribe · baja

Detected on the **first word** of the reply. “No thanks” opts out; so does “no entiendo”. That is deliberate.



DoualaZoom Sender

Consent is not a constraint. It is the asset.

A verified WhatsApp Business number takes months to build and one afternoon to lose. Everything this tool does — the consent lock, the approved templates, the rolling cap, the automatic stop on a red rating — exists so that yours is still there next year.

Douala Zoom SARL — User Manual
Version 6.0