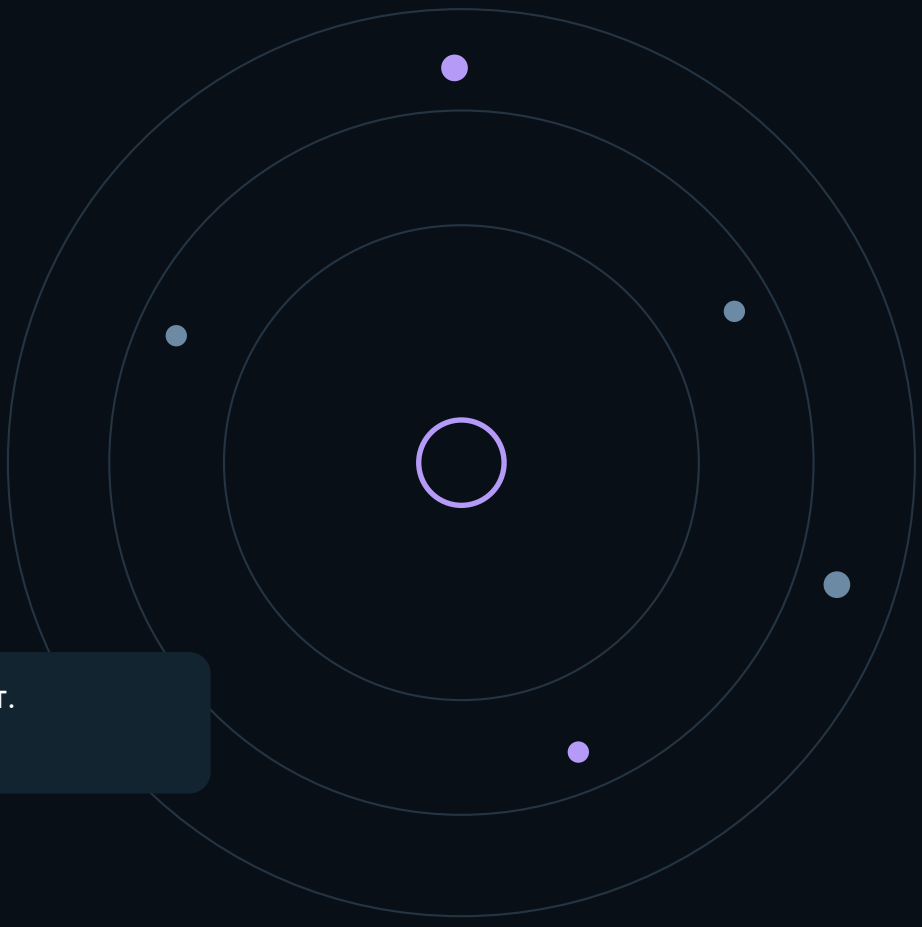
04 / WOLF ENGINE COLLECTION

WOLF BROADCAST

Business messaging with control. Connect an authorized WhatsApp Business account, organize opted-in audiences, deliver approved campaigns, and follow real conversations from one protected workspace.



ONE ENGINE. ONE BUSINESS CONTEXT.

Specialized products. Connected by design.

01 / THE COMMUNICATIONS SYSTEM

A message is an operation.

Wolf Broadcast connects approved business channels, customer data, campaign delivery and conversation records.

COMPANY / CHANNEL OWNER

Business identity + authorized WhatsApp assets

Official business account authorization, sender readiness and account-specific controls.

01

AUDIENCE & CAMPAIGNS

Contacts, consent, templates, media and scheduled sending.

02

INBOX & FOLLOW-UP

Inbound conversations, replies and accountable customer response.

DELIVERY & EVIDENCE LAYER

A background sender, scheduled campaign runner, authenticated provider webhooks and message-status records make communications traceable rather than assumed.

The business owns its number and customer relationships. Not every connection, template, or send is ready until Meta and Wolf Broadcast confirm it.

02 / ACTIVATION JOURNEY

Connect the business first.

From signup through channel authorization: account access and sending readiness are separate gates.

01 **CREATE WORKSPACE**

Register an authorized business customer account and confirm its operating identity.

02 **CONNECT WHATSAPP**

Use the approved Meta onboarding process to select or configure business messaging assets.

03 **CHECK SENDER**

Confirm phone registration, account status, quality and provider-side access where required.

04 **CONFIRM BILLING**

Review Meta account billing readiness and the chosen Wolf Broadcast plan.

05 **IMPORT AUDIENCE**

Add properly consented contacts or import validated CSV / VCF contact files.

06 **ACTIVATE WORK**

Prepare templates, campaigns, schedules and inbox processes when the account is eligible.

A CONNECTED ACCOUNT DOES NOT AUTOMATICALLY MEAN SENDING IS RELEASED.

03 / CONTACTS & PERMISSION

Reach people who opted in.

Audience management begins with usable records, clear consent and suppression rules - not a raw phone-number list.

01

CONTACT RECORDS

Add customers individually with normalized phone numbers and controlled company ownership.

02

FILE IMPORTS

Parse and validate CSV or VCF files, map contact fields and identify import problems.

03

CONSENT EVIDENCE

Capture when and how consent was confirmed before marketing delivery.

04

OPT-OUT CONTROL

Recognize exact-match unsubscribe instructions and exclude those contacts from pending delivery.

05

DATA OWNERSHIP

Keep audience records and inbox history under the correct authenticated customer account.

06

TARGETING DISCIPLINE

Build campaigns for the intended opted-in audience; suppress ineligible or opted-out contacts.

Sending requires legitimate channel permission, approved content where applicable and customer consent. Opted-out contacts cannot be treated as active prospects.

04 / TEMPLATE STUDIO

Prepare communication with intent.

Use approved WhatsApp message templates, campaign variables and compatible media. AI-assisted writing is optional and account-gated.

THE MESSAGE BUILDING BLOCKS

TEMPLATE	Use Meta-managed templates, language/category metadata and approval states.
PERSONALIZATION	Map approved placeholders to the required contact fields.
MEDIA	Attach supported image or video assets when permitted by the template.
WRITING	Create a template-ready draft from a brief when writing service is enabled.

TEMPLATE-TO-CAMPAIGN JOURNEY

1	**BRIEF**	Describe the business message, audience and purpose.
2	**COMPOSE**	Select an approved template or prepare a new draft.
3	**MAP**	Check dynamic variables, media and destination number.
4	**VERIFY**	Check Meta status; unapproved templates cannot be assumed sendable.
5	**RELEASE**	Attach an eligible template to a ready campaign after confirmation.

AI DRAFTING IS A PER-ACCOUNT OPTION, NOT UNIVERSAL OR AUTONOMOUS PUBLISHING.

05 / CAMPAIGN OPERATIONS

Plan. Schedule. Deliver.

Campaigns follow an explicit lifecycle. The sender checks release authority and stops when recipients or assets are not eligible.

CAMPAIGN CONTROL PLANE

Draft a message, choose an approved template and audience, set a start time, then monitor the campaign and its delivery.

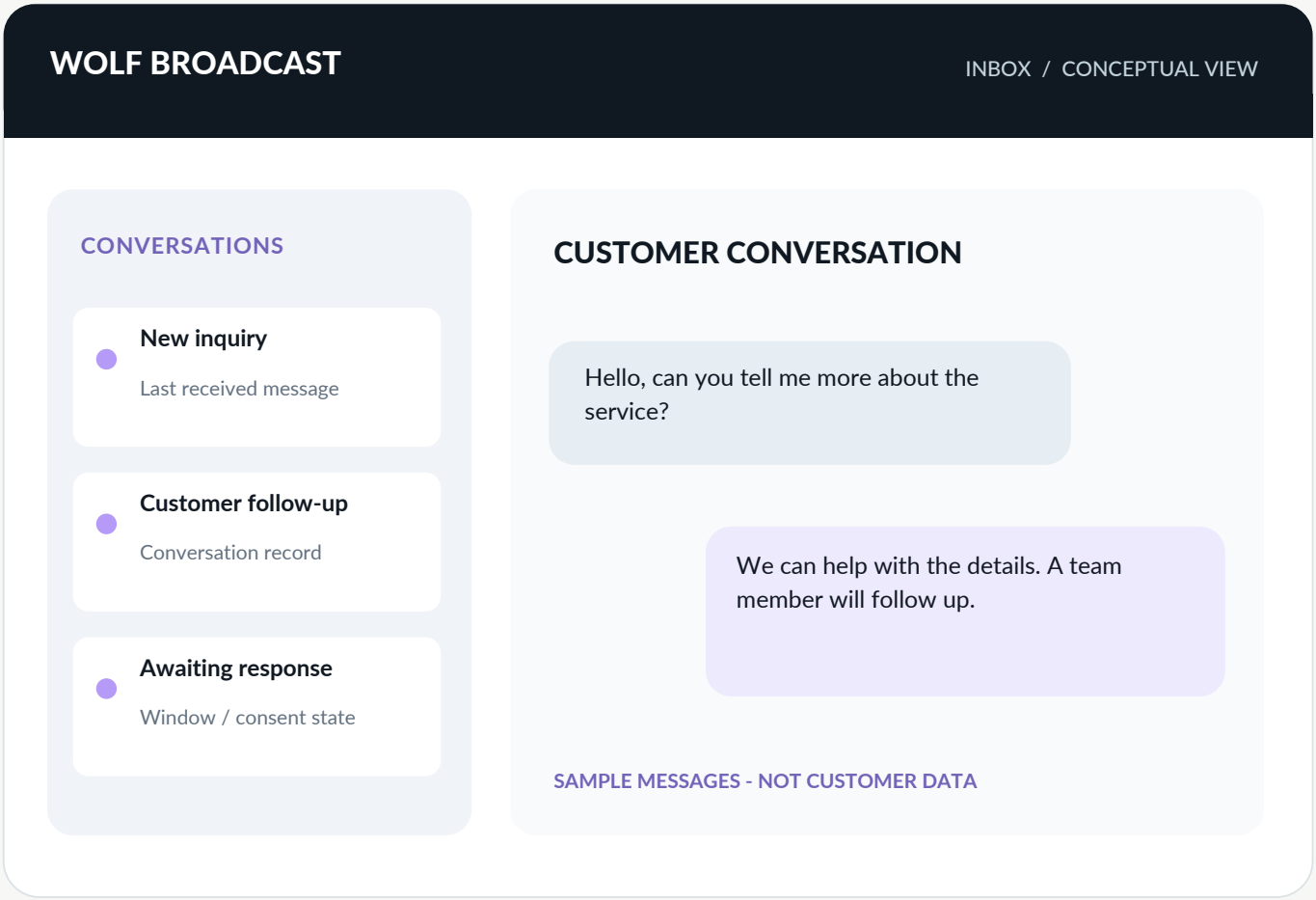
01	**DRAFT**	Prepare audience, template variables and media.
02	**SCHEDULE**	Choose a future date/time, including timezone interpretation.
03	**START**	Release an eligible campaign for the sending worker.
04	**CONTROL**	Pause, resume or stop when the authorized operator decides.
05	**COMPLETE**	Record delivery and status information for reports.

Per-message status, customer suppression and sending limits are enforced within the delivery process; a created draft is not a sent campaign.

06 / CUSTOMER INBOX

Broadcast begins the conversation.

The inbox brings received WhatsApp messages, conversation status and permitted follow-up into the business workspace.



INBOX FEATURES

READ	Conversation lists and message history from inbound records.
RESPOND	Manual reply, only when the service window and permission permit.
GUARD	Opt-out and service-window checks before outgoing messages.

ILLUSTRATIVE UI / NOT A LIVE CUSTOMER SCREENSHOT

07 / AUTOMATION & ASSISTANCE

Helpful, not uncontrolled.

Automations are bounded by account readiness, fresh inbound messages, customer consent, sending windows and per-feature enablement.

INBOUND AUTO-REPLY

Optional automatic text reply to a recent inbound message, with cooldown and one-reply controls.

CUSTOMER-SERVICE WINDOW

Replies follow the Meta customer-service window; outside it, the free-form reply path is blocked.

SCHEDULED CAMPAIGNS

A dedicated scheduler starts due campaigns only when the registered campaign qualifies.

SENDER AUTHORITY

The delivery worker checks whether a sender and campaign are actually released.

DELIVERY PACING

Sending speed and tier-related limits are applied to avoid uncontrolled bursts.

CONNECTION RECOVERY

Provider token and connection monitoring identify missing permissions or retryable setup conditions.

Optional automation is not a promise of always-on autonomous customer service. Availability, consent, quality and Meta window restrictions are checked separately.

08 / RESULTS & EVIDENCE

Know what was really delivered.

Campaign reports and webhook updates distinguish attempted delivery from actual provider-confirmed message states.

CAMPAIGN EVIDENCE

A campaign can be drafted, running, paused, stopped or completed. Individual messages have their own send, delivery, read and failure states.

MESSAGE STATUS

PENDING	Prepared; not yet sent
SENT	Provider accepted submission
DELIVERED	Delivery receipt recorded
READ	Read receipt recorded where available
FAILED	Provider or dispatch failure
OPTED OUT	Recipient excluded from delivery

Per-campaign reporting and CSV export are present in the backend. Real report counts require a valid authorized customer and actual provider receipt history.

09 / CONSENT, SAFETY & TRUST

Every recipient matters.

Safety is designed into the channel connection, message workflow and customer experience.

ACCOUNT ISOLATION

Customer routes scope contacts, campaigns, inbox and assets to the authenticated account.

SIGNED WEBHOOKS

Incoming provider webhooks require valid signature verification before processing.

TOKEN PROTECTION

Meta access credentials are encrypted and never displayed as raw secrets.

OPT-OUT ENFORCEMENT

Recognized stop messages flag recipients and cancel pending delivery.

SENDER RELEASE GATE

Campaigns are paused or denied when the sender does not pass readiness checks.

APPROVAL & CONSENT

Template validity, billing, business permission and opt-in all affect send eligibility.

Provider rules, legal requirements and business-specific permissions still apply. This product does not authorize unsolicited outreach or guarantee a message will be delivered.

10 / WOLF ENGINE INTEGRATION

Communications inside operations.

Wolf Broadcast can connect to Wolf OS and authorized business workflows without becoming a second, disconnected customer database.

BUSINESS OWNER

WOLF MANAGEMENT

Review business attention and request a compliant communications plan where enabled.

TEAM & OPERATIONS

WOLF OS

Customer requests, follow-up tasks, staff ownership and channel status in the authorized workspace.

SPECIALIST PRODUCT

WOLF BROADCAST

Opted-in contact lists, approved templates, campaign delivery, scheduled messages, inbox and verified status.

The OS handoff module exists; it does not prove every tenant has enabled or fully tested a specific Wolf Management-to-Broadcast mission.

11 / PRODUCT SPECIFICATION

A communications operating layer.

Capability groups and their real deployment boundaries. Service activity and code inspection do not imply every customer account is provisioned.

ONBOARD	Customer signup, WhatsApp/Meta connection and phone readiness	Account-specific
AUDIENCE	Contacts, CSV/VCF import, opt-in and suppression	Consent required
CONTENT	Template discovery, creation, variable mapping and media	Meta approvals
CAMPAIGNS	Draft, schedule, start, pause, resume and stop	Sender release
INBOX	Inbound threads and reply capabilities	24h window / opt-in
AUTOMATE	Optional auto-replies, pacing and scheduler	Feature enabled
MEASURE	Sent, delivered, read, failed; campaign export	Provider receipts
INTEGRATE	OS handoff, company identity and permitted customer context	Tenant link

DELIVERY & READINESS

Broadcast subscriptions, onboarding and managed communications can be configured by agreement. The server services were checked on 29 October 2026; individual tenant permissions, live delivery and outcomes must be verified independently.