



User **manual**

How 2way works: collect customers, send campaigns, talk to people and measure the results.

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Contents

- 01** Getting started

- 02** Collecting sign-ups with forms

- 03** In-store sign-ups: QR, NFC and keywords

- 04** Coupons and automations

- 05** Contacts

- 06** Sending a campaign

- 07** Chats

- 08** Analytics and reports

- 09** Library: media, templates and links

- 10** Connectors: integrations and webhooks

- 11** Settings, numbers and sender names

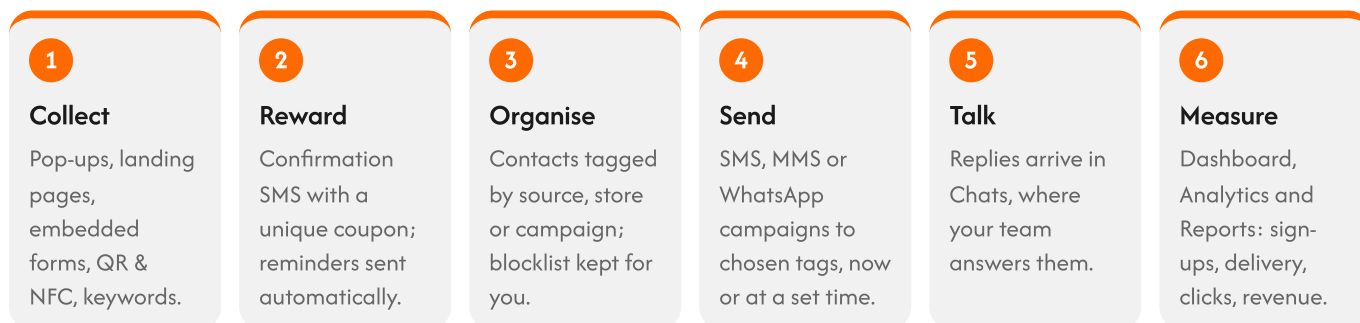
- 12** Billing

Getting started

What 2way does for your business, how the app is organised and what the Dashboard tells you every morning.

What 2way is for

2way turns anonymous traffic, online and in your stores, into **your own base of customers you can text**. People leave their phone number in a pop-up, on a landing page, by scanning a QR/NFC sticker or by texting a keyword. They get a confirmation SMS, often with a discount code, and land in your contacts with a tag that says where they came from. From there you send campaigns, answer replies in chats and measure what each source and each message earns.



Finding your way around

The menu on the left is grouped by what you want to do:

MENU	WHAT YOU DO THERE
Dashboard	Daily summary of new subscribers, messaging and active campaigns.
Chats	One-to-one conversations with contacts (SMS, MMS, WhatsApp).
Contacts	Your customer base: search, import, tags, custom fields, blocklist.
GROW	Everything that brings new contacts: Sign-up forms, QR & NFC, Keywords, Coupons, Automations.
SEND	New campaign and the list of Campaigns with their progress and results.
LIBRARY	Reusable material: Media (images, videos), Templates, Shortened links.
Analytics	Overview of forms and QR/NFC performance; Reports you can download.
Connectors	Integrations and Webhooks that connect 2way with your systems.
Settings	General preferences, Phone numbers and sender names, Notifications.
Billing	Messaging balance, credits, plans and invoices.

Some items appear only when your plan includes them (for example Sign-up forms, Coupons, Automations and Integrations come with pop-up plans, and NFC signs with the NFC option). If a menu item mentioned here is missing, contact your account manager.

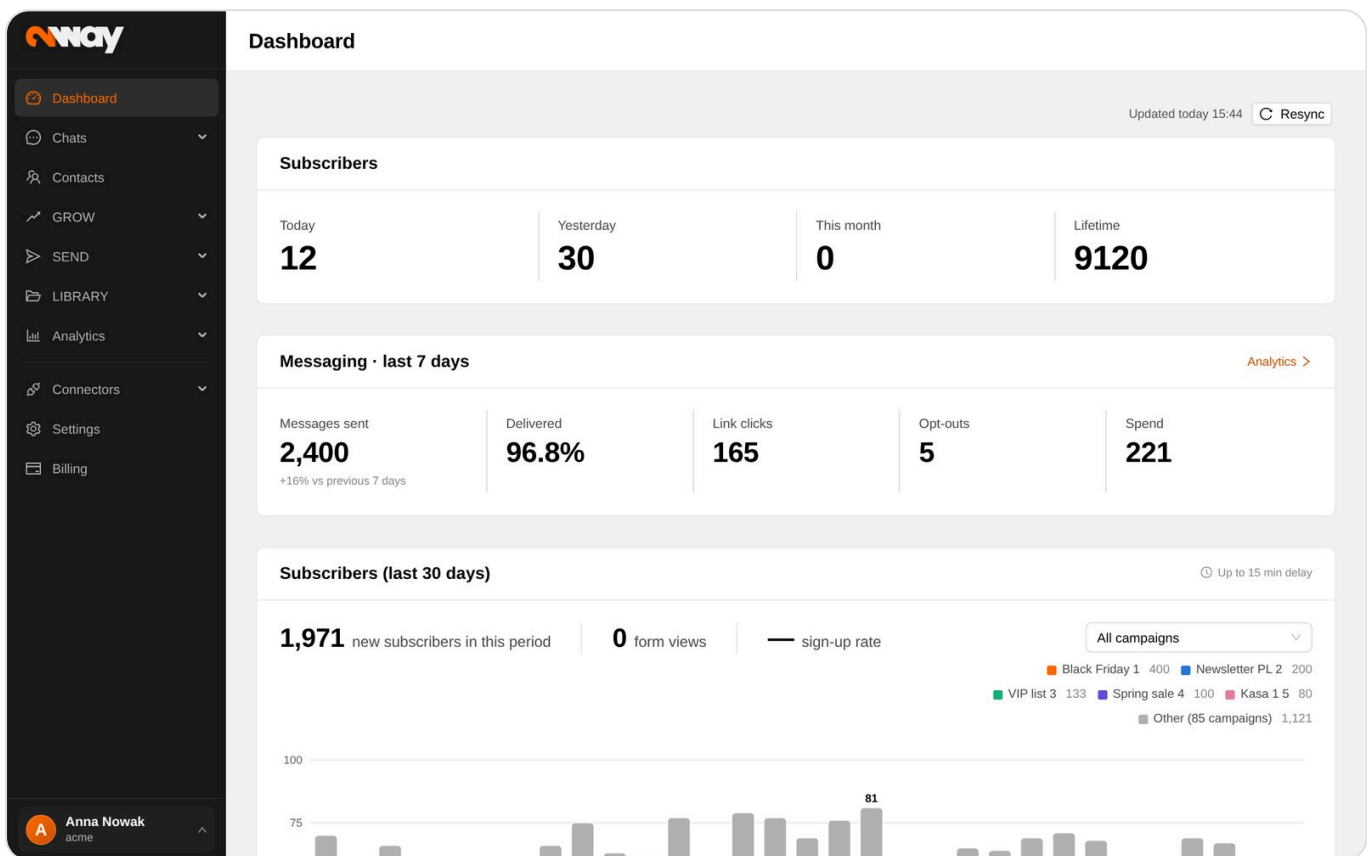


If a payment is overdue, every page leads to **Billing** until the account is settled. Your data and campaigns are kept.

Your profile menu

Click your name at the bottom of the menu to change the **Language** (English, Polski, Español), the **Start page** you see after logging in (Dashboard, Chats or Reports) and the **Theme** (Light, Dark or Auto). From here you can also collapse the menu and log out.

Dashboard: your morning check



The Dashboard with demo data.

- **Subscribers:** new contacts today, yesterday, this month and since the start.
- **Messaging · last 7 days:** messages sent, delivered, link clicks, opt-outs and spend, each compared with the previous 7 days.
- **Subscribers (last 30 days):** the trend of sign-ups day by day.
- **Active campaigns:** pop-ups, landing pages, embedded forms and NFC with impressions, sign-ups, CTR, revenue and transactions. Filter by range, group or tag.

TIP

The figures are refreshed regularly (the status line shows when, e.g. "Updated today 11:19").
Need fresh numbers right now, for example just after a campaign? Click **Resync**. It can be used once every 15 minutes.

Collecting **sign-ups** with forms

Pop-ups, landing pages and embedded forms turn website visitors into SMS and WhatsApp subscribers. Each one is built in the same four steps.

Which form for which situation

Popup

Appears on your website after a delay, on exit or on scroll. Best for e-commerce: “Get –10% on your first order”.

Landing page

A page with its own link. Share it in ads, social media, an SMS or behind a QR code in a store.

Embedded form

A sign-up box placed inside a page of your website, e.g. in the footer or on a promo page.

Unsubscribe page

Where contacts land when they click the unsubscribe link. One default page is ready for you.

The screenshot shows the 'Sign-up forms' dashboard in the 2way application. The left sidebar contains navigation options: Dashboard, Chats, Contacts, GROW, Sign-up forms (selected), QR & NFC, Keywords, Coupons, Automations, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main content area displays a table of sign-up forms.

Name	Type	Status	Sign-ups	Views	Rate	
Unsubscribe page Default Used when a campaign has no unsubscribe page of its own	U Unsubscribe page	—	—	—	—	
Autumn sale popup	P Popup	Live	312	5,210	6.0%	
Exit intent – 10% off	P Popup	Paused	85	3,870	2.2%	
Newsletter landing	L Landing page	Live	166	1,460	11.4%	
Footer sign-up	E Embedded form	Live	74	980	7.6%	

GROW > Sign-up forms: every form with its status, sign-ups, views and conversion rate.

The list shows each form with a **Live / Paused** switch, the number of sign-ups, views and the conversion rate, so you can see at a glance which offer works. Use the **⋮** menu to **Edit** or **Duplicate** a form; duplicating is the quickest way to run a variant for another season or market.

Creating a form

1

New form
Choose the type: Popup, Landing page, Embedded form or Unsubscribe page.

2

1 · Content
Texts, extra fields and the consent wording.

3

2 · Design
Layout, colours, logo, image, corners, teaser.

4

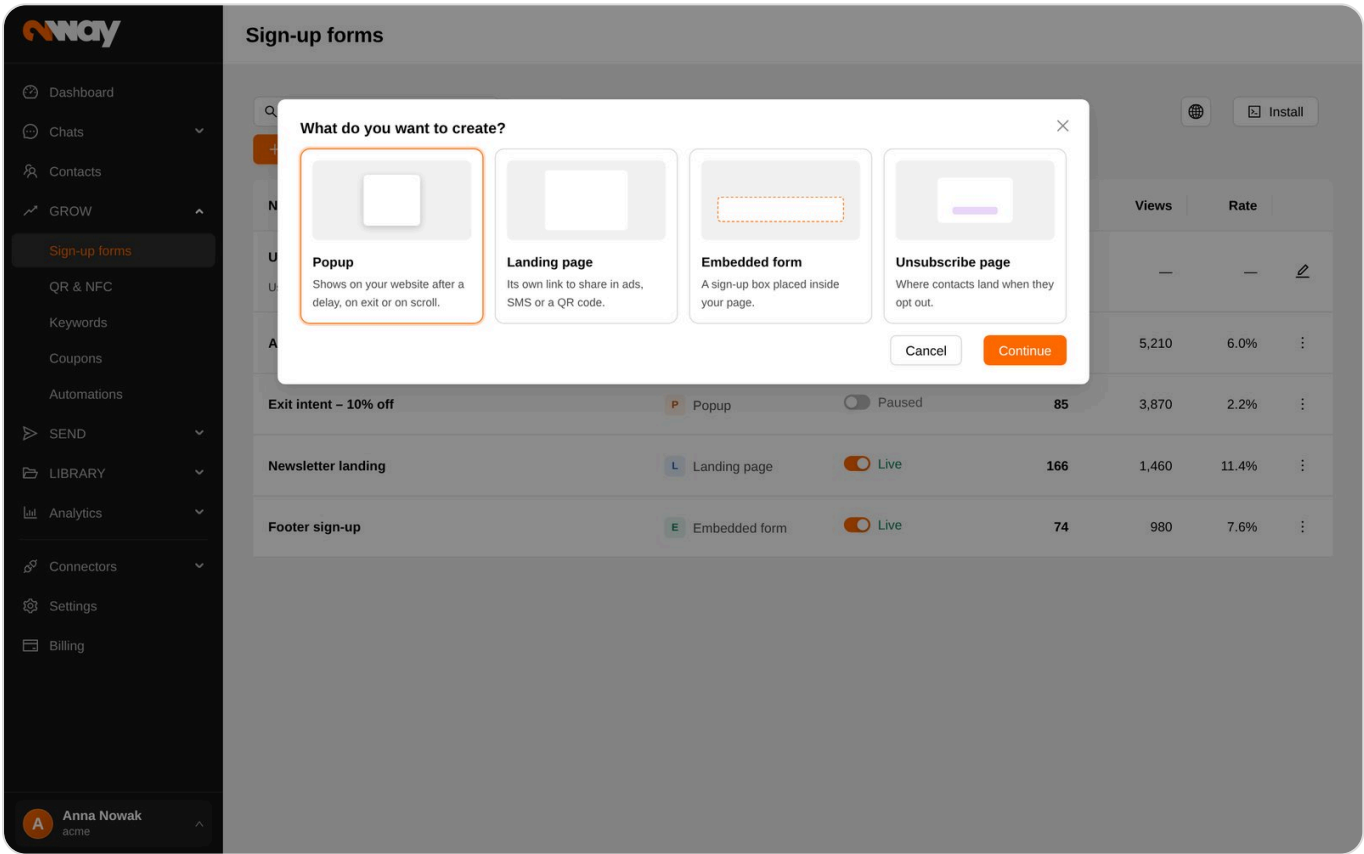
3 · Display rules
Where, on which devices, when and how often it shows.

5

4 · Sign-up settings
Sending number, tag, confirmation SMS, coupon, double opt-in.

6

Save & go live
Switch it to Live; changes are published when you save.



“What do you want to create?” — pick the form type.

Step 1 · Content

2way

Dashboard
Chats
Contacts
GROW
Sign-up forms
QR & NFC
Keywords
Coupons
Automations
SEND
LIBRARY
Analytics
Connectors
Settings
Billing

Anna Nowak
acme

New popup

← All sign-up forms Live

All changes saved 5 fields to fill Show Discard Save

1 Content
Texts, extra fields and consent

2 Design
Colours, images, corners and teaser

3 Display rules
Website, devices, conditions and frequency

4 Sign-up settings
Number, channels, tag, coupon and double opt-in

Content

Texts

Texts are not linked to a language template Choose language

Title
Do you want to receive messages about sale?

Description
Sign up!

Phone number placeholder
Please fill phone number

Button text
Sign up

Error message
Not valid phone number

Confirmation title
Thanks

Confirmation text
You will receive a confirmation message

Additional fields

Popup Errors Thank you page Teaser

your-website.com

Transform browsing into engaging SMS campaigns

Subscribe to our newsletter

Do you want to join our newsletter and get a discount on your first purchase?

Add website URL

The builder: steps on the left, live preview on the right (Desktop / Mobile).

Start by picking the language of the form; 2way fills in proven texts you can adjust (title, description, phone placeholder, button, confirmation). Add **Additional fields** if you need more than the phone number, such as email, zip code, year of birth or a choice list, and tag contacts differently depending on their answer. Finish with the **Disclaimer**: the consent text, shown as plain text or as a checkbox.

TIP

Keep the form short. Every extra field lowers conversion; ask for the email only if you really use it.



Consent texts are examples. Have your legal team approve the wording used in your market.

Step 2 · Design

The screenshot shows the 2way 'New popup' design interface. The left sidebar contains navigation links: Dashboard, Chats, Contacts, GROW, Sign-up forms (highlighted), QR & NFC, Keywords, Coupons, Automations, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main content area is titled 'New popup' and features a 'Design' tab. It includes a 'Layout' section with two options: 'Classic' (Image beside the form) and 'Compact' (One column, image on top, centred). A 'Font' section shows 'Roboto' as the selected font. A 'Typography' section lists settings for Title, Description, Phone field and button, Consent text, and Thank-you title. On the right, there's a preview of the popup on a website, with a 'Teaser' tab and a 'Pop-up' button. The bottom of the sidebar shows the user 'Anna Nowak'.

Design: layout, colours, images and teaser. Design versions shows which look converts best.

Choose the **Classic** layout (image next to the form) or **Compact** (one column, better on phones). Set your font, colours, logo and image, and round the corners to match your site. A **Teaser** is a small tab in the corner of the page that opens the pop-up on click, so visitors who closed it can come back. 2way keeps **Design versions**: every saved look is measured, so you can see which one has the best conversion.

Step 3 · Display rules

The screenshot shows the 'New popup' configuration interface. On the left is a dark sidebar with navigation links: Dashboard, Chats, Contacts, GROW, Sign-up forms (highlighted), QR & NFC, Keywords, Coupons, Automations, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main area is titled 'New popup' and has a 'Live' toggle. Below this is a list of four steps: 1. Content, 2. Design, 3. Display rules (selected), and 4. Sign-up settings. The 'Display rules' section includes fields for 'Website URL', a 'Display on subdomains' toggle, a 'Devices to display on' dropdown (set to Desktop), a 'Display conditions' toggle, and 'Display frequency' settings with input fields for 'Time after which user can see a pop-up again (minutes)' (1440) and 'Time after which user can resubmit a phone number (minutes)' (60). A 'Next: Sign-up settings →' button is at the bottom. On the right, there's a preview of the popup on a website, with tabs for 'Popup', 'Errors', 'Thank you page', and 'Teaser'. The preview shows a newsletter sign-up form with the text 'Transform browsing into engaging SMS campaigns' and 'Subscribe to our newsletter'.

Display rules decide where, to whom and how often the pop-up appears.

- **Website URL:** the site the pop-up runs on (optionally its subdomains).
- **Devices:** all, desktop only or mobile only.
- **Display conditions:** time on page or website, exit intent, scroll position, specific page addresses, referrer, browser language, country and more. Combine several conditions.
- **Display frequency:** how many minutes before the same visitor sees the pop-up again, and before they can submit their number again.

For a landing page this step is **Page & address:** the link of the page and its title and description for search engines and link previews. For an embedded form it is **Website:** where the form is placed.

Step 4 · Sign-up settings

The screenshot shows the 'New popup' configuration interface. The left sidebar contains navigation links: Dashboard, Chats, Contacts, GROW, Sign-up forms (highlighted), QR & NFC, Keywords, Coupons, Automations, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main content area is titled 'New popup' and features a top bar with 'All sign-up forms' and a 'Live' toggle. Below this, a list of settings categories is shown: 1. Content (Texts, extra fields and consent), 2. Design (Colours, images, corners and teaser), 3. Display rules (Website, devices, conditions and frequency), and 4. Sign-up settings (Number, channels, tag, coupon and double opt-in). The 'Sign-up settings' category is selected, displaying the following fields: Name, Tag, Phone number, Confirmation message, Coupon tag, Default coupon, Link of coupon barcode included, and Unsubscribing link included. A preview of the popup on a website is shown on the right.

Sign-up settings: the tag, the sending number, the confirmation message and the coupon.

- **Tag** (required): every contact who signs up through this form gets it. Use tags you will later send to, e.g. *autumn-popup* or *store-warsaw*.
- **Phone number**: the number or sender name the confirmation is sent from. Choose the channels (SMS and/or WhatsApp).
- **Confirmation message** (required): the SMS the subscriber gets right away. Insert the coupon, the unsubscribe link or your app link.
- **Coupon tag** and **Default coupon**: hand out a unique code from your coupon pool to every new subscriber (see Coupons).
- **Block multiple sign-ups**: the same number cannot sign up twice for the same reward; you can send a polite message instead.
- **Double opt-in**: the subscriber confirms the number with a one-time code. Your base contains only verified numbers.
- **Phone number configuration**: force a country code or send from a different number per country.

If your account runs several markets, a fifth step **Markets** lets you override texts, number, tag and coupon per country.

Going live

1. Click **Save**. The top bar shows “All changes saved” or how many fields still need filling.

2. For pop-ups and embedded forms, install the script once on your site: **Install** on the forms list gives you the code to paste before the </body> tag.
3. Turn the switch to **Live**. For a landing page, share its link or put it behind a QR code.

Landing pages and embedded forms are built the same way:

The screenshot shows the 'New landing page' interface in the 2way dashboard. On the left is a dark sidebar with navigation options: Dashboard, Chats, Contacts, GROW (with a sub-menu including Sign-up forms, QR & NFC, Keywords, Coupons, and Automations), SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main area is titled 'New landing page' and features a 'Content' tab selected from a list of 'All sign-up forms'. A 'Live' toggle switch is active. The 'Content' section includes a 'Texts' area with a warning 'Texts are not linked to a language template' and a 'Choose language' button. Below this are input fields for 'Title' (containing 'Do you want to receive messages about sale?'), 'Description' (containing 'Sign up!'), 'Phone number placeholder' (containing 'Please fill phone number'), 'Button text' (containing 'Sign up'), 'Error message' (containing 'Not valid phone number'), 'Confirmation title' (containing 'Thanks'), and 'Confirmation text' (containing 'You will receive a confirmation message'). An 'Additional fields' section is at the bottom. On the right, a preview window shows the landing page with the URL 'acme.twowy.co.uk/newsletter/3c2f3d2d-7b56-48f2-a152-3...'. Above the preview are tabs for 'Landing Page', 'Errors', and 'Thank you page', and buttons for 'Discard' and 'Save'.

Landing page builder: same steps, plus the page address and its meta title.

way

Dashboard

Chats

Contacts

GROW

Sign-up forms

QR & NFC

Keywords

Coupons

Automations

SEND

LIBRARY

Analytics

Connectors

Settings

Billing

Anna Nowak

acme

New embedded newsletter

All sign-up forms

Live

All changes saved

5 fields to fill

Show

Discard

Save

1 Content

Texts, extra fields and consent

2 Design

Colours, images, corners and teaser

3 Website

Where the form is embedded

4 Sign-up settings

Number, channels, tag, coupon and double opt-in

Content

Texts

Texts are not linked to a language template

Choose language

Title

Do you want to receive messages about sale?

Description

Sign up!

Phone number placeholder

Please fill phone number

Button text

Sign up

Error message

Not valid phone number

Confirmation title

Thanks

Confirmation text

You will receive a confirmation message

Disclaimer

Embedded newsletter

Errors

Thank you page

Light page

Dark page

your-website.com

Embedded form builder.

Reusable texts for forms

way

Dashboard

Chats

Contacts

GROW

SEND

LIBRARY

Media

Templates

Shortened links

Analytics

Connectors

Settings

Billing

Anna Nowak

acme

Templates

Messages

Sign-up form texts

Every text of a sign-up form in one language: title, button, consent, double opt-in, thank-you page and the welcome message. Pick one in the form editor under Content > Language to fill all fields at once.

+ New form texts

Search by language or text

Default values

Filled in for {brand}, {discount} and the other placeholders whenever a form gets texts from a template. A template can override them for its language. Valid until is counted in days from when a form gets its texts.

Edit

Brand name

Discount (%)

Valid for

Terms URL

Privacy policy URL

Panda Shop

not set

not set

https://pandashop.pl/regulamin

not set

Your templates

Language	Name	Title on the form	Updated	
American English	Black Friday US from American English	Black Friday: {discount}% off everything	9/20/2026	
American English	VIP list from American English	Join the VIP list for {discount}% off	10/20/2026	
American English	Spring sale from American English	Spring sale: {discount}% off	10/17/2026	
Polish (Poland)	Sklep PL from Polish (Poland)	Zgarnij {discount}% rabatu w {brand}	10/20/2026	
German (Germany)	Sklep DE from German (Germany)	Sichere dir {discount} % Rabatt in unserem Shop	10/18/2026	

Built-in

Reviewed wording with consent texts that fit each market. Make a copy to change it.

Language	Name	Title on the form
----------	------	-------------------

LIBRARY > Templates > Sign-up form texts: ready-made text sets per language.

2way

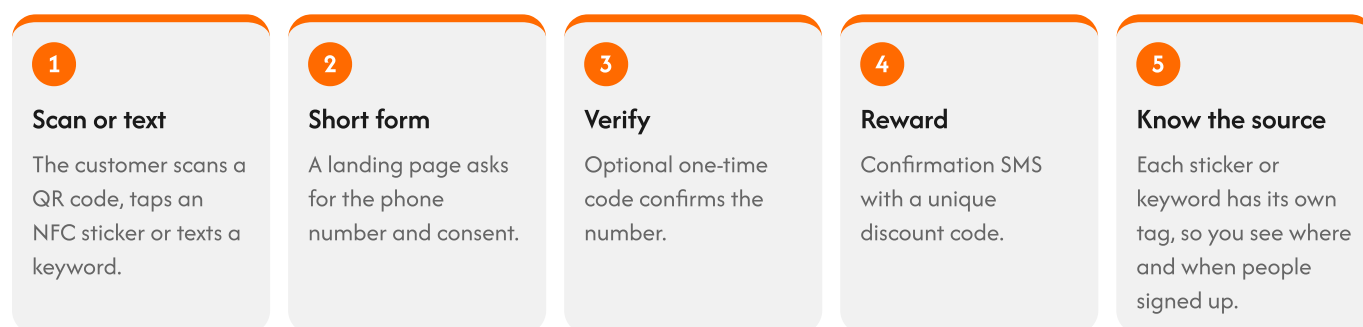
13

If you run forms in several languages, keep their wording in **Sign-up form texts**. Start from the built-in 2way set, copy it and fill in your brand name, discount and links once; every new form can then use the set in one click.

In-store sign-ups: QR, NFC and keywords

Your stores, restaurants and printed materials can collect customers too. A sticker or a keyword is enough.

How an offline sign-up works



QR codes

QR & NFC

QR codes NFC signs NFC tag groups

[+ Add QR code](#)

QR code URL	QR content	QR CTA	Created at	Action
https://my-staging.2way.app/qr-code/qr-7f2a91	https://pandashop.pl/promocje	412	10/8/2026	👁 📄 📥 ✎
https://my-staging.2way.app/qr-code/qr-31c0de	https://pandashop.pl/newsletter	96	10/16/2026	👁 📄 📥 ✎

< 1 > 10 / page

GROW > QR & NFC: your QR codes with their target and creation date.

1. Click **Add QR code**.
2. Choose the **Type**: a **URL**, an **SMS** (opens the customer's messages app with your number and text ready to send) or a **Landing page**.

3. In **Advanced settings** match the code to your brand: colours, dot and corner styles, background and a logo in the centre.
4. Save and use **Download QR code** to get the file for print.

Every scan is counted. **Download report** gives you the scans with time and device, so you can compare locations or printed materials.

NFC signs and tag groups

NFC signs are stickers or stands with both a QR code and an NFC chip: customers tap them with a phone or scan the code. Each sign points to a landing page and can carry tags from **NFC tag groups**, e.g. a group *City* with tags *Warsaw*, *Kraków*, or a group *Spot* with *fitting room*, *checkout*. These groups become filters on the Dashboard and in NFC reports, so you can compare stores and spots.

TIP

Put signs where customers wait: fitting rooms, checkout counters, tables. One sticker per spot with its own tag tells you which place brings the most sign-ups.

Keywords

Keywords

Contacts text a keyword to your number to sign up. They get the tag you choose and your confirmation message, with a coupon if you add one.

[+ New keyword campaign](#)

Name	Keyword	Status	Sign up count
Panda club	PANDA	Active	213
Winter sale	WINTER	Inactive	42

< 1 > 10 / page

GROW > Keywords: each keyword campaign with its status and sign-up count.

With a keyword customers sign up by texting a word, e.g. **PANDA**, to your number. Use it on posters, receipts, radio or wherever a link is not practical.

1. Click **New keyword campaign**.
2. **Sign-up**: name, the tag contacts get, the keyword (one word, "STOP" is reserved) and the number customers text.
3. **Reply after sign-up**: the confirmation message, optionally with a coupon and links.
4. **Repeat sign-ups**: decide what happens when someone texts the keyword again.
5. Check the phone preview and save. The status shows **Active**.

Coupons and automations

Reward every new subscriber with a unique code and let 2way follow up automatically.

Coupon pools

Tag	Total coupons	
autumn	480	🔗
panda	1200	🔗
vip	35	🔗

GROW › Coupons: coupon pools by tag with the number of codes left.

A coupon pool is a list of unique discount codes from your e-commerce or POS system, marked with a tag. When a form, keyword or campaign uses that **Coupon tag**, every recipient gets their own code. Unique codes stop coupon sharing and let you match orders to the campaign.

1

Export codes

Generate unique codes in your shop or POS.

2

Coupon import

Upload a CSV with the codes and their validity in days; give the pool a tag.

3

Use the tag

Pick the coupon tag in a form, keyword or campaign.

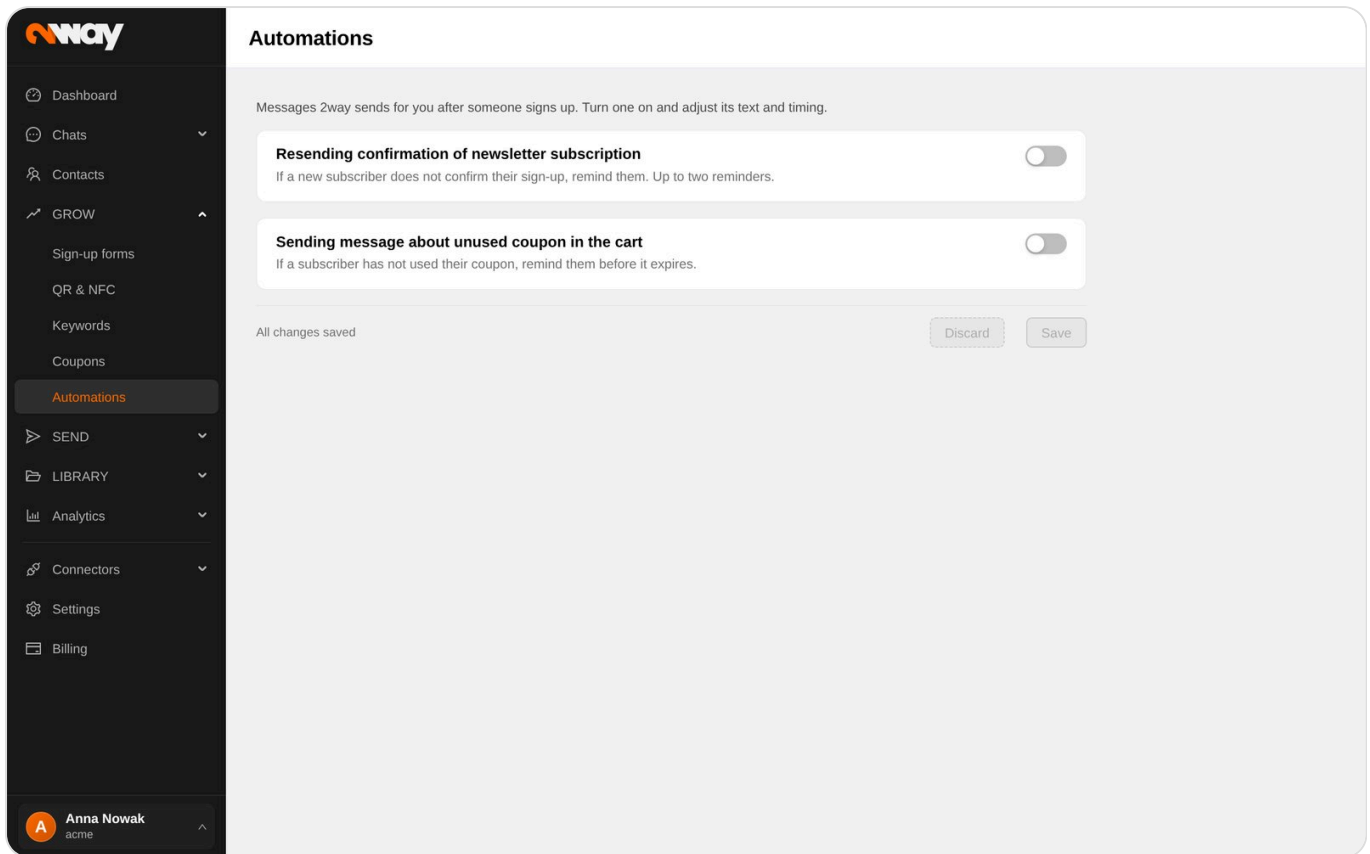
4

Get alerts

Set a low-stock alert in Settings › Notifications.

- Use **Download sample of import template** to get the right CSV format.
- Codes that already exist are rejected, so you can safely re-upload a file.
- **Coupon imports** shows how many codes were imported and rejected in each upload.

Automations



GROW > Automations: messages 2way sends for you after someone signs up.

Automations are messages 2way sends on its own after a sign-up. Turn each one on, write the text and save.

Resending confirmation

If the subscriber did not use their code, 2way can resend the confirmation after a set number of days, twice. Each resend can include the coupon again.

Unused coupon in the cart

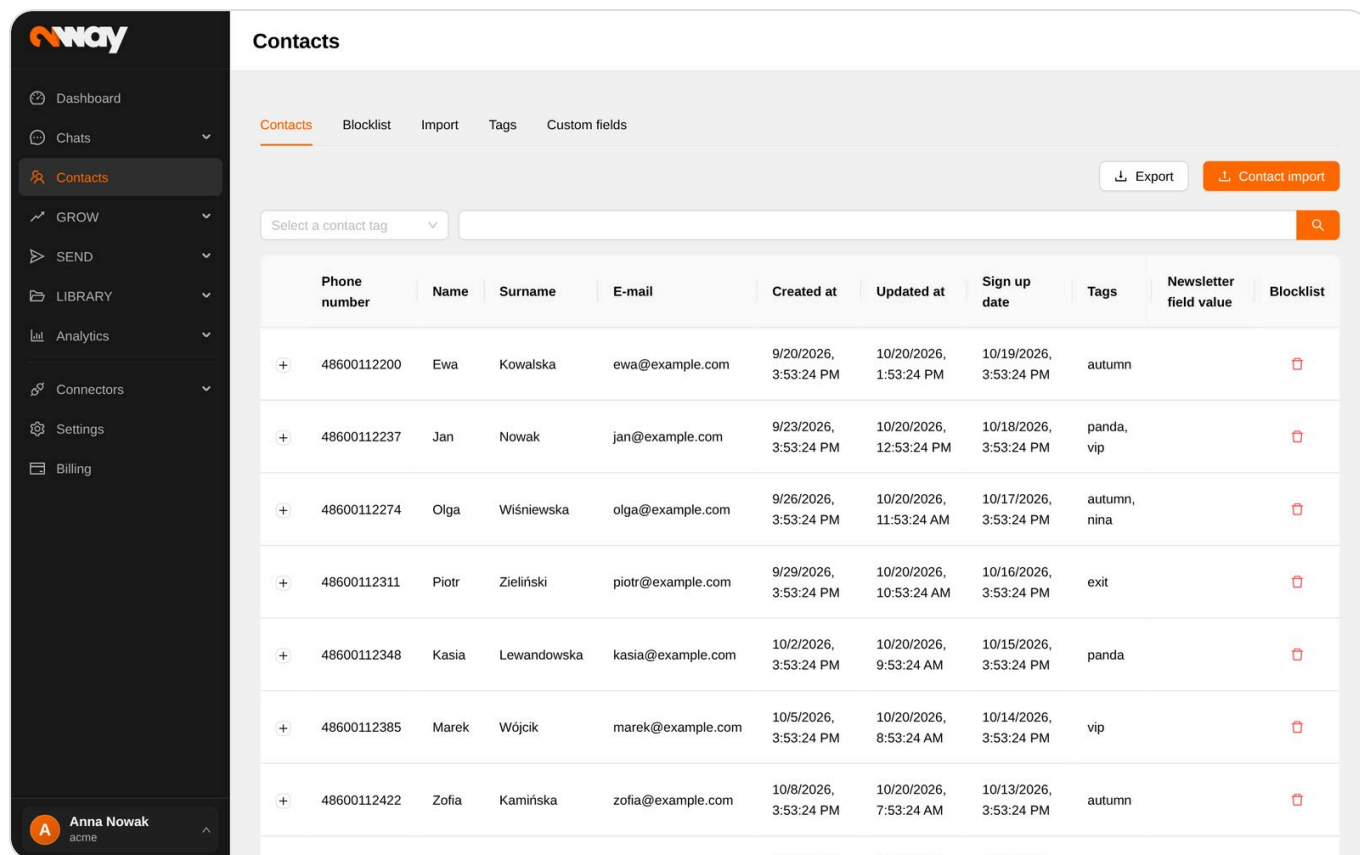
When a customer leaves the cart with the code unused, a reminder goes out after the delay you set.

TIP

A gentle reminder 2–3 days after sign-up is one of the cheapest ways to turn a subscriber into a buyer.

Contacts

Your own customer base: who signed up, from where, with what consent, and who must not be contacted.



The screenshot shows the 2way Contacts management interface. On the left is a dark sidebar with navigation options: Dashboard, Chats, Contacts (selected), GROW, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing. The main area is titled 'Contacts' and has tabs for Contacts, Blocklist, Import, Tags, and Custom fields. At the top right of the main area are buttons for 'Export' and 'Contact import'. Below these is a search bar with a dropdown for 'Select a contact tag' and a search icon. The main content is a table of contacts with the following columns: Phone number, Name, Surname, E-mail, Created at, Updated at, Sign up date, Tags, Newsletter field value, and Blocklist. There are seven contact entries listed.

Phone number	Name	Surname	E-mail	Created at	Updated at	Sign up date	Tags	Newsletter field value	Blocklist
+ 48600112200	Ewa	Kowalska	ewa@example.com	9/20/2026, 3:53:24 PM	10/20/2026, 1:53:24 PM	10/19/2026, 3:53:24 PM	autumn		
+ 48600112237	Jan	Nowak	jan@example.com	9/23/2026, 3:53:24 PM	10/20/2026, 12:53:24 PM	10/18/2026, 3:53:24 PM	panda, vip		
+ 48600112274	Olga	Wiśniewska	olga@example.com	9/26/2026, 3:53:24 PM	10/20/2026, 11:53:24 AM	10/17/2026, 3:53:24 PM	autumn, nina		
+ 48600112311	Piotr	Zieliński	piotr@example.com	9/29/2026, 3:53:24 PM	10/20/2026, 10:53:24 AM	10/16/2026, 3:53:24 PM	exit		
+ 48600112348	Kasia	Lewandowska	kasia@example.com	10/2/2026, 3:53:24 PM	10/20/2026, 9:53:24 AM	10/15/2026, 3:53:24 PM	panda		
+ 48600112385	Marek	Wójcik	marek@example.com	10/5/2026, 3:53:24 PM	10/20/2026, 8:53:24 AM	10/14/2026, 3:53:24 PM	vip		
+ 48600112422	Zofia	Kamińska	zofia@example.com	10/8/2026, 3:53:24 PM	10/20/2026, 7:53:24 AM	10/13/2026, 3:53:24 PM	autumn		

Contacts: every contact with tags, sign-up date and custom fields.

What a contact holds

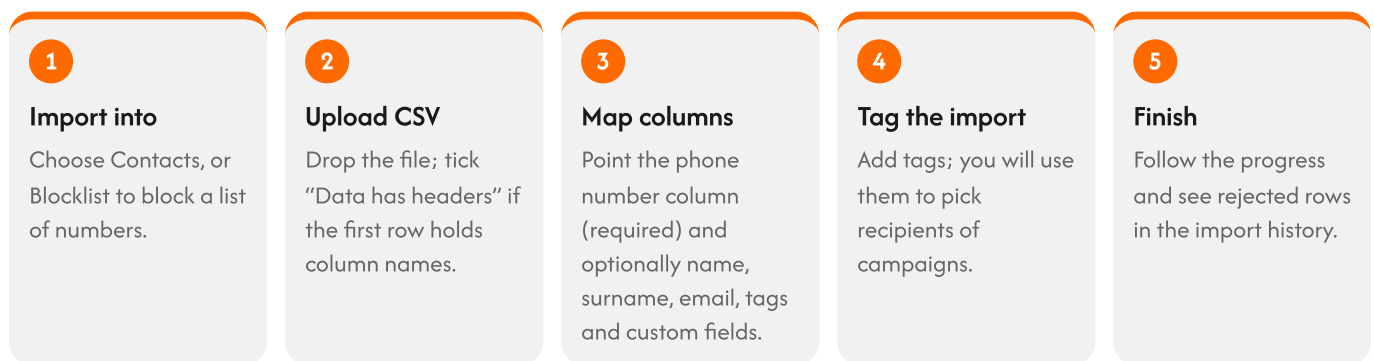
Each contact is a phone number with its sign-up date, the **tags** collected along the way (source, store, campaign, answers given in forms) and **custom fields** such as name, email or city. Expand a row to see all of it. Use the tag filter and the search box to find people, and **Export** to get the list as a report.

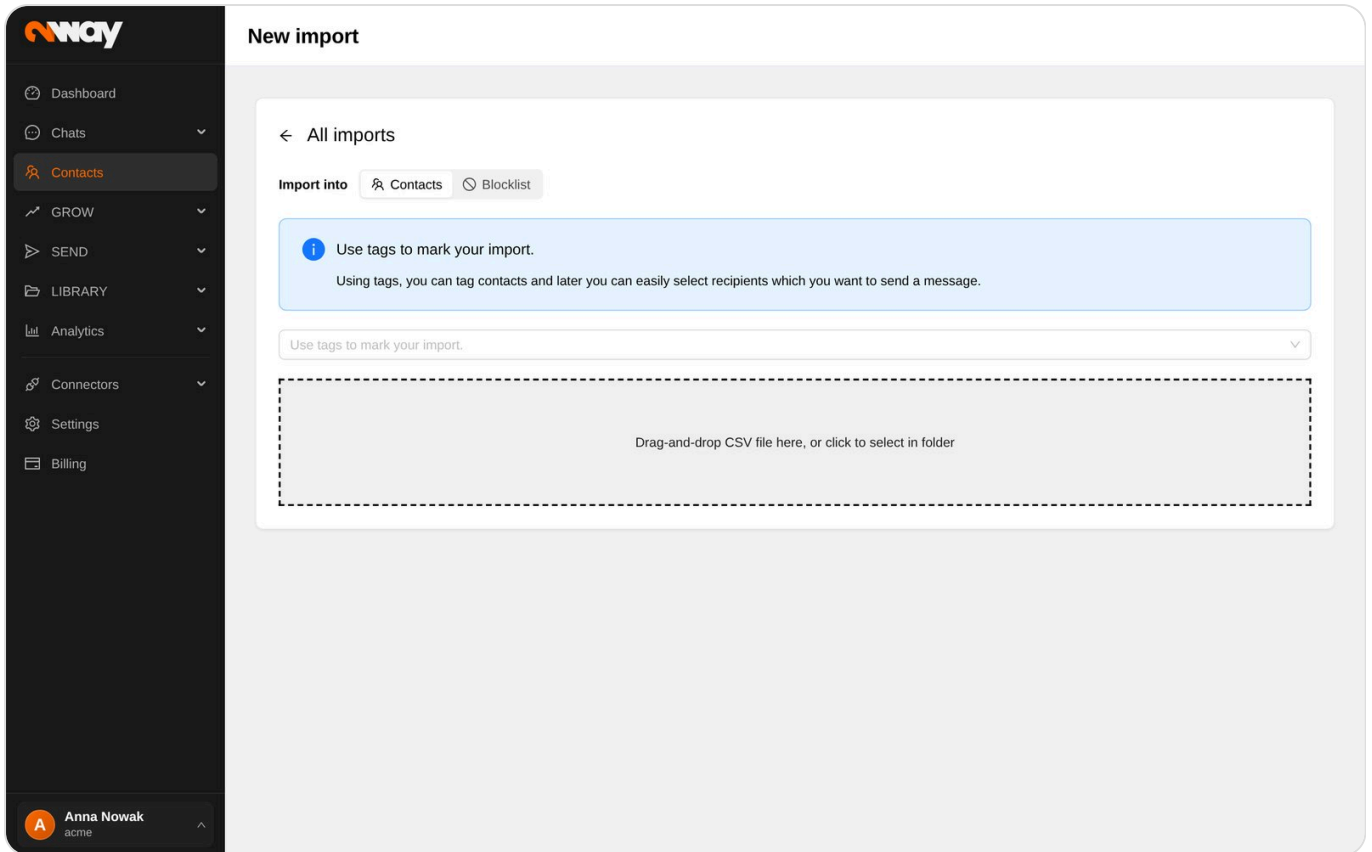
Tabs on the Contacts page

TAB	USE IT TO
Contacts	Browse, search and filter your base; block a contact.
Blocklist	See who must not receive messages and why (STOP reply, unsubscribe link or form, manual block). Block or unblock numbers.
Import	See the history of imports with imported, blocked and rejected rows.
Tags	Create and remove tags. A tag used by a form cannot be removed.
Custom fields	Define extra fields (e.g. city, loyalty number) to use in messages.

Importing contacts

Bring in customers you already have, for example from a loyalty programme, as long as you have their marketing consent.





Contact import: choose the target and upload a CSV file.

- Rows are rejected when the number is missing, invalid or not a mobile number; download them from the import history to fix and re-upload.
- Numbers on the blocklist stay blocked even if they appear in an import.

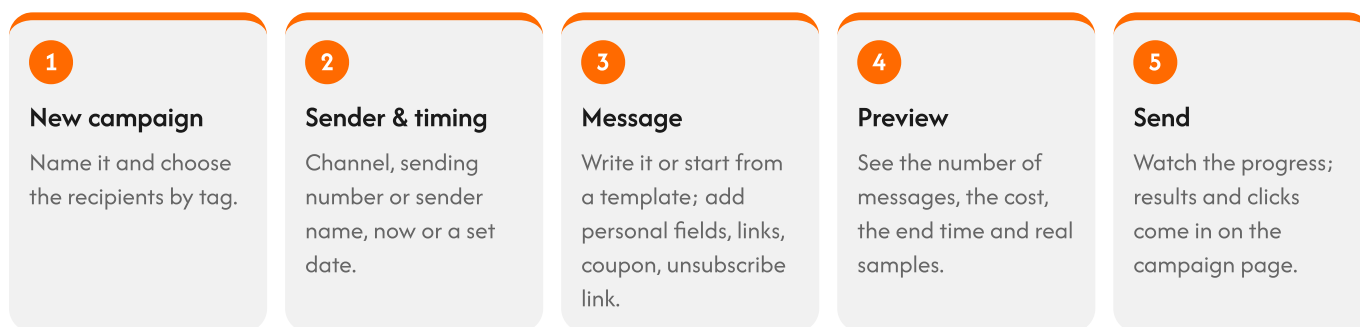


Opt-outs are handled for you: a STOP reply, the unsubscribe link or the unsubscribe page all put the number on the blocklist, with the reason, and campaigns skip it.

Sending a campaign

Send an SMS, MMS or WhatsApp message to the right group of contacts, check the cost before you send and watch it go out step by step.

The campaign flow



1 · Set up the campaign

New campaign

1 Copy of "Autumn sale – VIP"

All settings are copied. Check the recipients and choose when to send; the send time is not copied.
These links are no longer in your links list, remove them from the message or add them again: <https://old.example.com/gone>

Campaign

Campaign name

Autumn sale – VIP (copy)

Recipients

Send a message to

Tagged contact group

Select a contact tag

nina

Sender & timing

Platform

SMS

Send a message from number

+48 459 050 027

We'll send 1,240 messages to 1,240 contacts

When	As soon as possible
From	+48 459 050 027
Channel	SMS
Recipients	nina
SMS per contact	≈ 1 · 86 characters

4 +48 459 050 027 SMS

2way: Autumn sale: -20% with code
\${coupon}! Shop: \${url_2} Stop:
\${unsubscribe}

Next you will see the recipients and the cost before sending.

Preview

SEND › New campaign. The panel on the right sums up the campaign as you build it.

- **Campaign name:** for your own reference in reports.
- **Recipients:** a **Tagged contact group** (one or more tags) or all contacts, if your account allows it. With WhatsApp you can also send only to contacts who signed up via SMS or via WhatsApp.

- **Platform:** SMS, MMS or WhatsApp, depending on your numbers.
- **Send a message from number:** a phone number or an approved sender name (the list is searchable).
- **Send a message:** Asap or on a chosen Date.

Write the message from scratch (**New content**) or pick a saved one (**From template**). In the editor you can insert custom fields (e.g. the first name), a shortened link, a video, a coupon from a pool and the unsubscribe link. WhatsApp uses approved message templates: fill each variable with a field, link, video or coupon.

The side panel updates live: “We’ll send N messages to N contacts”, how many SMS parts that is, the sender, channel, recipients, send time and a preview of the message.

TIP

An SMS has 160 characters, or 70 when it contains special characters such as emoji or some accented letters. Longer messages are sent and billed as several parts. Watch the parts counter in the side panel.

2 · Preview and send

The screenshot shows the 'New campaign' interface in the 2way application. On the left is a dark sidebar with navigation options: Dashboard, Chats, Contacts, GROW, SEND, New campaign (highlighted), Campaigns, LIBRARY, Analytics, Connectors, Settings, and Billing. At the bottom of the sidebar is a user profile for Anna Nowak. The main content area is titled 'New campaign' and contains the following information:

- Message preview:** A blue box with an information icon stating: 'Copy of "Autumn sale – VIP"'. Below it, it says: 'All settings are copied. Check the recipients and choose when to send; the send time is not copied. These links are no longer in your links list, remove them from the message or add them again: https://old.example.com/gone'.
- Message preview:** A section showing 'We'll send 1240 messages to 1240 contacts'.
- SHIPMENT END DATE:** 10/20/2026, 4:26:23 PM
- COST OF SENDING ALL MESSAGES IS:** 86.80 zł
- Given values are estimates:** Campaigns are sent 7 days a week, in 09-20 hours. If your campaign is scheduled outside these hours, it will be dispatched the next day from 09.
- Message content:** Two examples of personalized messages are shown:
 - Example 1: Recipient +48 600 112 200. Message: '2way: Autumn sale: -20% with code PANDA312! Shop: https://t.2wm.to/aB3x Stop: https://t.2wm.to/s/9Kq'.
 - Example 2: Recipient +48 600 112 237. Message: '2way: Autumn sale: -20% with code PANDA313! Shop: https://t.2wm.to/Zx81 Stop: https://t.2wm.to/s/Lm2'.

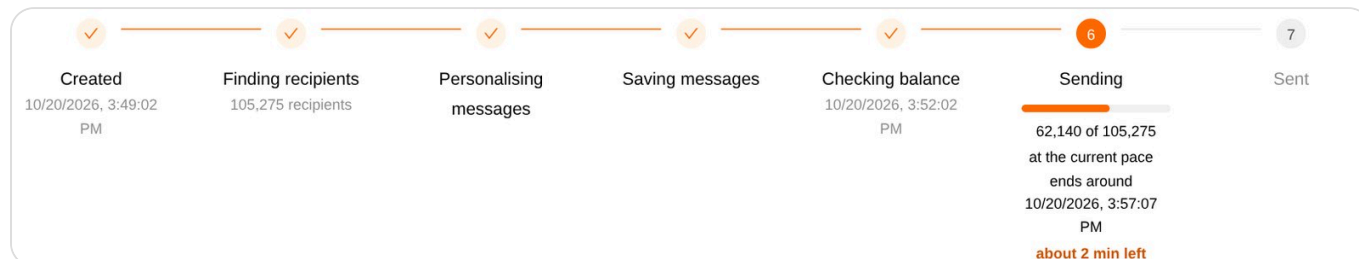
At the bottom right of the main content area are three buttons: 'Back', 'Prepare a message file', and 'Send'.

Preview: number of messages, estimated end, total cost and real samples of personalised messages.

Click **Preview** to see exactly what will happen before any money is spent: the number of messages and contacts, the estimated **end** of sending, the **cost**, whether your balance is sufficient, and real samples of personalised messages with their recipients. Campaigns go out within the sending hours shown (for example 09–20); anything scheduled outside them starts the next morning.

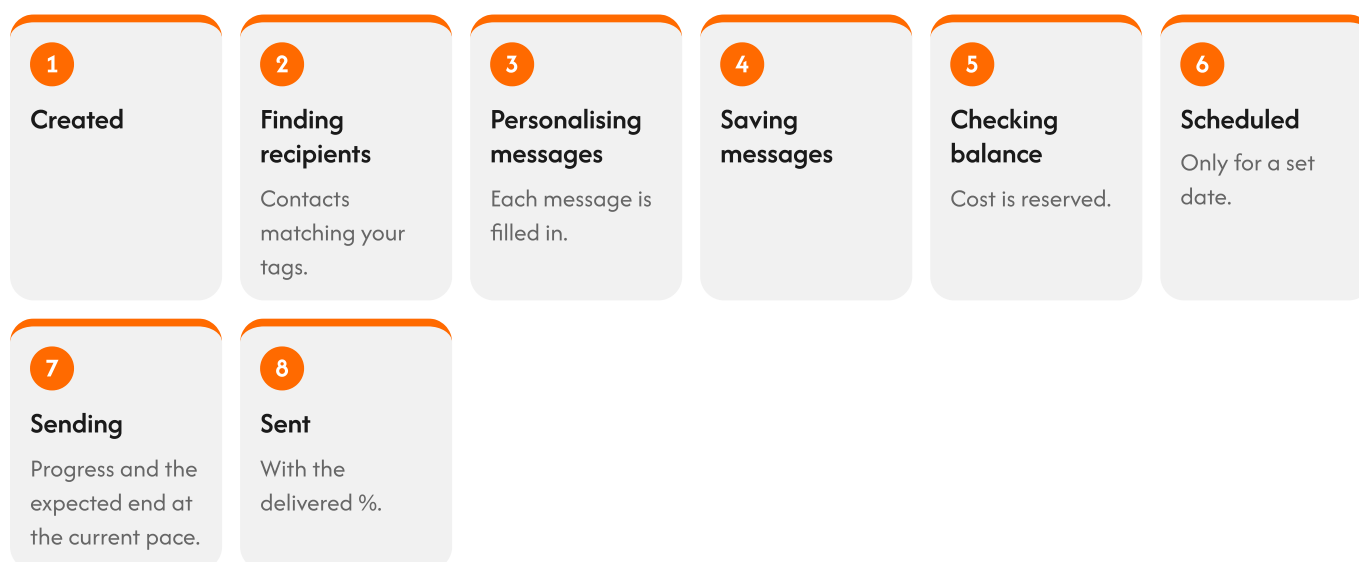
- **Send** starts the campaign (it is disabled when the balance is too low).
- **Prepare a message file (SMS)** builds the messages without sending them, as a draft you can review.
- **Back** returns to the form with everything kept.

3 · Follow the progress

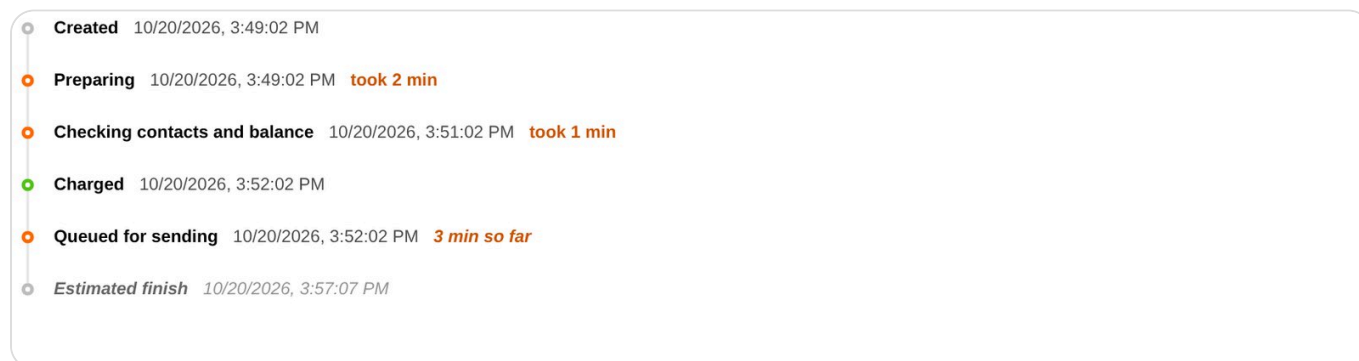


Progress: each step of the campaign with counts and the time left.

Open the campaign from **SEND > Campaigns** to see where it is:



Each running step shows how many messages are done and about how much time is left. If something needs your attention, a clear note says what to do, for example “Not enough balance to send this campaign. Top up and retry it.”



Timeline: what happened and how long each step took.

4 · Results

2way

Dashboard

Chats

Contacts

GROW

SEND

New campaign

Campaigns

LIBRARY

Analytics

Connectors

Settings

Billing

Anna Nowak

acme

Campaigns

Autumn sale – VIP

Duplicate

Campaign ID	bp-sent		
Message content	Autumn sale: -20% with code \${coupon}! Shop: \${url_1} Stop: \${unsubscribe} Copy 74 characters		
Platform	SMS		
Sender	+48 459 050 027		
Send time	As soon as possible (10/20/2026, 9:49:49 AM)		
Target	Tagged contact group: nina		
Links	\${url_1} https://2way.app/promo \${url_2} https://old.example.com/gone		
Unsubscribe link	Included		
Coupon tag	autumn	Default coupon	AUTUMN10
Status	Sent		

Progress

A sent campaign: statistics, links and the full settings recap.

The campaign page shows recipients, sent and delivered messages, revenue (when your shop is connected) and, for every shortened link, how many people opened it. Below you find the settings recap: sender, send time, target, platform, links, coupon and whether the unsubscribe link was included.

The campaigns list

2way

Dashboard

Chats

Contacts

GROW

SEND

New campaign

Campaigns

LIBRARY

Analytics

Connectors

Settings

Billing

Anna Nowak
acme

Campaigns

Campaign	Message content	Status	Recipients · sent · delivered			Revenue	Time	
Autumn sale – all SMS · All contacts	Autumn sale: -20% this weekend!	Sending 59% sent	105,275	62,140	58,000	—	10/20/2026, 3:43:40 PM ends ~10/20/2026, 3:51:45 PM	⋮
Autumn sale – all SMS · All contacts	Autumn sale: -20% this weekend!	Insufficient funds Retry	105,275	0	0	0%	10/20/2026, 3:43:40 PM	⋮
Autumn sale – all SMS · All contacts	Autumn sale: -20% this weekend!	Pending	105,275	0	0	0%	10/20/2026, 3:43:40 PM	⋮
Autumn sale – VIP SMS · nina	Autumn sale: -20% with code \${coupon}! Shop:...	Sent	105,275	105,275	101,900	—	10/20/2026, 9:49:40 AM	⋮
Autumn sale – all SMS · All contacts	Autumn sale: -20% this weekend!	Scheduled	105,275	0	0	0%	10/21/2026, 8:37:40 PM	⋮

< 1 >

10 / page

SEND > Campaigns: status, progress and results of every campaign.

Each row shows the status, recipients · sent · delivered, the time and revenue; running campaigns show their % sent and expected end. Click a row to open the campaign. The ⋮ menu offers **Details**, **Duplicate** and **Create report** (then download it as CSV).

2way

Dashboard
Chats
Contacts
GROW
SEND
New campaign
Campaigns
LIBRARY
Analytics
Connectors
Settings
Billing

Anna Nowak
acme

Campaigns

Campaign	Message content	Status	Recipients	sent	delivered	Revenue	Time
Autumn sale – all SMS - All contacts	Autumn sale: -20% this weekend!	Sending 59% sent	105,275	62,140	58,000	—	10/20/2026, 3:49:17 PM ends ~10/20/2026, 3:57:22 PM
Autumn sale – all SMS - All contacts	Autumn sale: -20% this weekend!	Insufficient funds Retry	105,275	0	0	0%	10/20/2026, 3:49:17 PM
Autumn sale – all SMS - All contacts	Autumn sale: -20% this weekend!	Pending	105,275	0	0	0%	10/20/2026, 3:49:17 PM
Autumn sale – VIP SMS - nina	Autumn sale: -20% with code \${coupon}! Shop:...	Sent	105,275	105,275	101,900	—	10/20/2026, 9:55:17 AM
Autumn sale – all SMS - All contacts	Autumn sale: -20% this weekend!	Scheduled	105,275	0	0	0%	

Details
Duplicate
Download report (CSV)
Refresh report

The ... menu of a campaign.

TIP

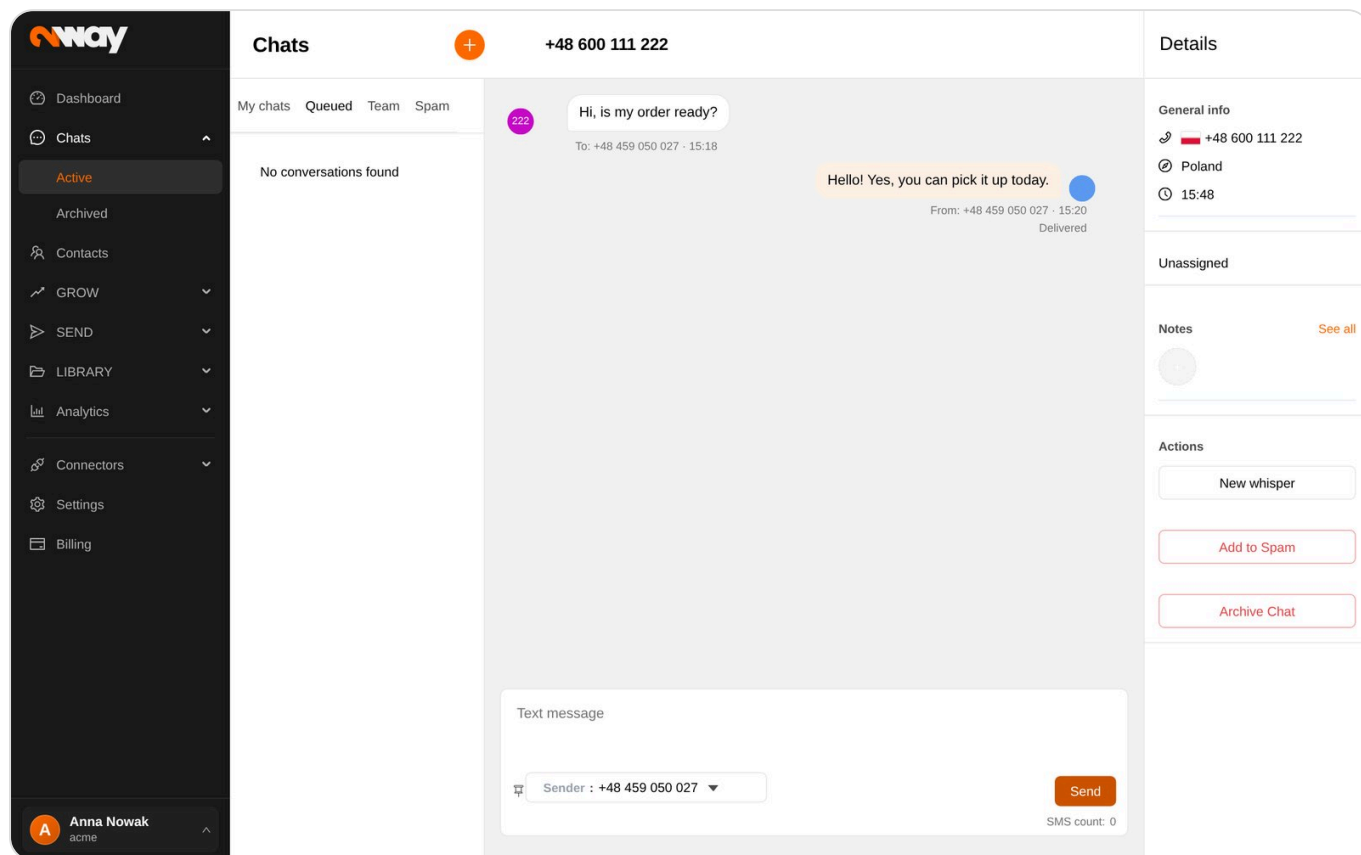
Duplicate creates a new campaign with all the settings of the old one: recipients, sender, message, links and coupon. Only the send time is not copied. It is the fastest way to repeat a successful campaign.

2way

28

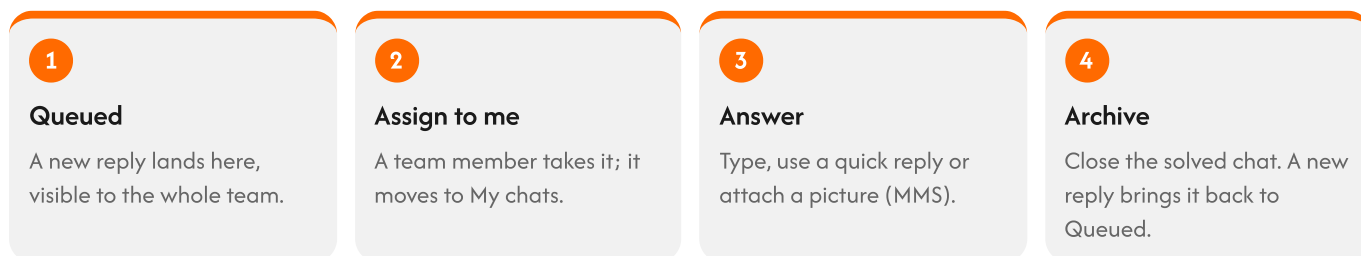
Chats

Customers reply to your messages. Chats is where your team answers them, one conversation at a time.



Chats: conversation list, the conversation and its details.

How conversations flow



- **My chats, Queued, Team** and **Spam** tabs, each with its unread count; filter all or unread.
- Start a conversation with **New**: type a phone number and the message.
- Choose the **Sender** number for your reply; numbers with WhatsApp appear twice, once with the WhatsApp icon.
- Each message shows its status: sent, delivered, read (WhatsApp), not delivered. A message still being sent is greyed out with a spinner; if it fails, an exclamation mark appears: click it to try again.

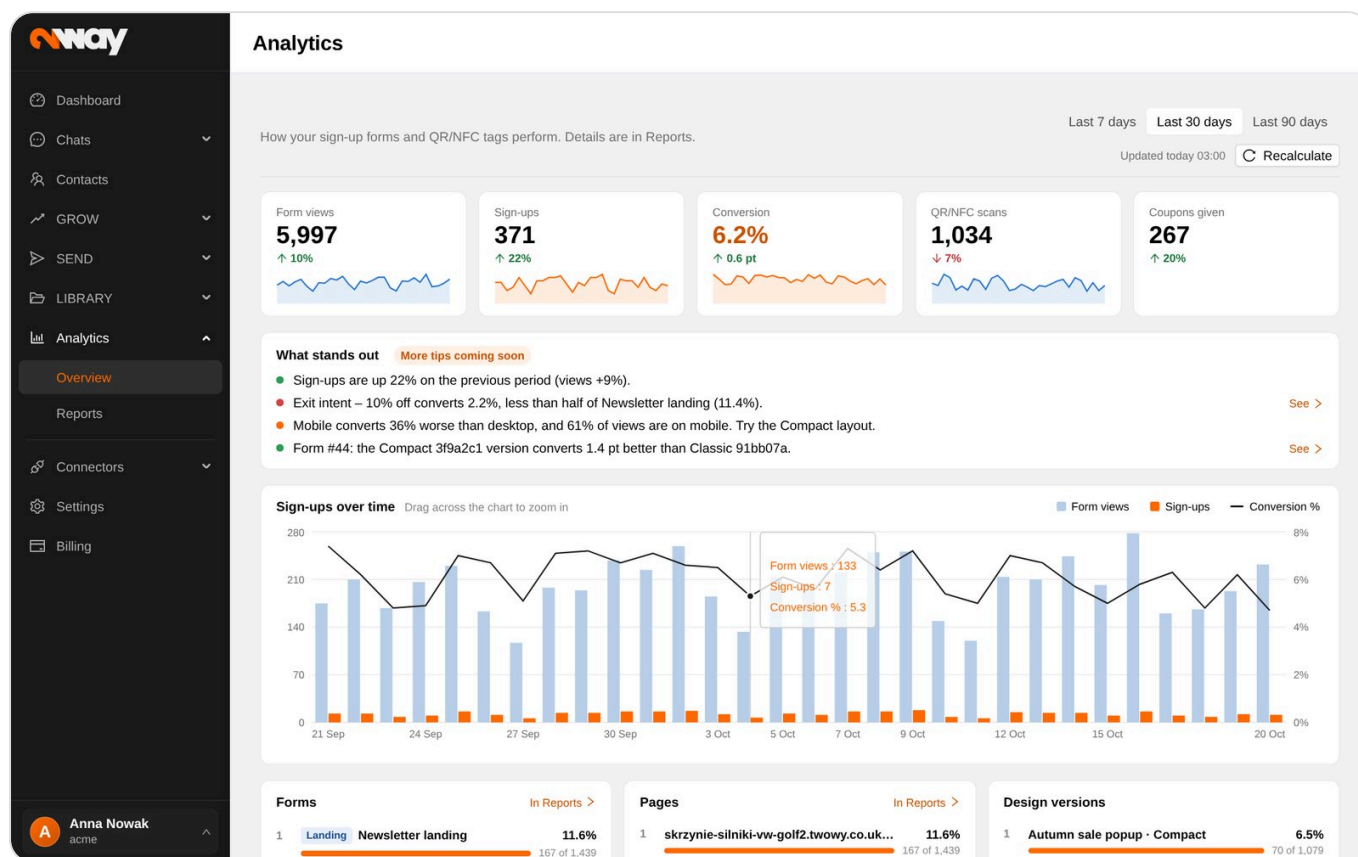
Working as a team

- **Notes** on the contact keep context for everybody (pin the important ones).
- **New whisper** adds an internal comment inside the conversation; the customer does not see it.
- **Add to Spam** moves unwanted conversations out of the way.
- Archive solved chats regularly; the active list holds up to 1000 conversations.

Analytics and reports

Which forms convert, which stores bring sign-ups, how messages perform and what they cost.

Analytics overview



Analytics > Overview: forms and QR/NFC performance with tips.

- Pick 7, 30 or 90 days. The data is prepared every night; **Recalculate** refreshes it on demand.
- Key figures: form views, sign-ups, conversion, QR/NFC scans and coupons given.
- **What stands out** points at what to act on, for example a form that converts much worse on phones (try the Compact layout) or a design version that wins.
- Sign-ups over time (drag to zoom) and breakdowns by form, page, design version, device and QR/NFC tag.
- **Messaging**: sent, delivered, clicks, opt-outs, spend, by channel and by kind of message.

Reports

2way

Dashboard

Chats

Contacts

GROW

SEND

LIBRARY

Analytics

Overview

Reports

Connectors

Settings

Billing

Anna Nowak

acme

Reports

New report

Type

Chats

Period

2026-10-14 → 2026-10-20

+ Generate the report

Reports cover up to 31 days and are ready to download as CSV in a few moments.

All

Chats

Sign-ups

Contacts

Messaging

NFC

All statuses

C

Type	Period	Created	Status		
Contacts	All contacts	20 Oct 2026, 15:44	Ready		
Messaging	10/3/2026 – 10/17/2026 4,200 rows	20 Oct 2026, 15:34	Ready		
Sign-ups	10/3/2026 – 10/17/2026	20 Oct 2026, 15:29	Ready		
NFC	10/1/2026 – 10/8/2026	20 Oct 2026, 15:19	Ready		
Chats	10/1/2026 – 10/8/2026	20 Oct 2026, 14:49	Ready		
NFC	10/1/2025 – 11/1/2025 600 rows	20 Oct 2026, 14:49	Ready		
NFC	9/1/2025 – 10/1/2025 60,000 rows · large	20 Oct 2026, 14:19	Ready		

Analytics > Reports: generate, view and download reports.

1

New report

Choose the type and a period of up to 31 days.

2

Generating

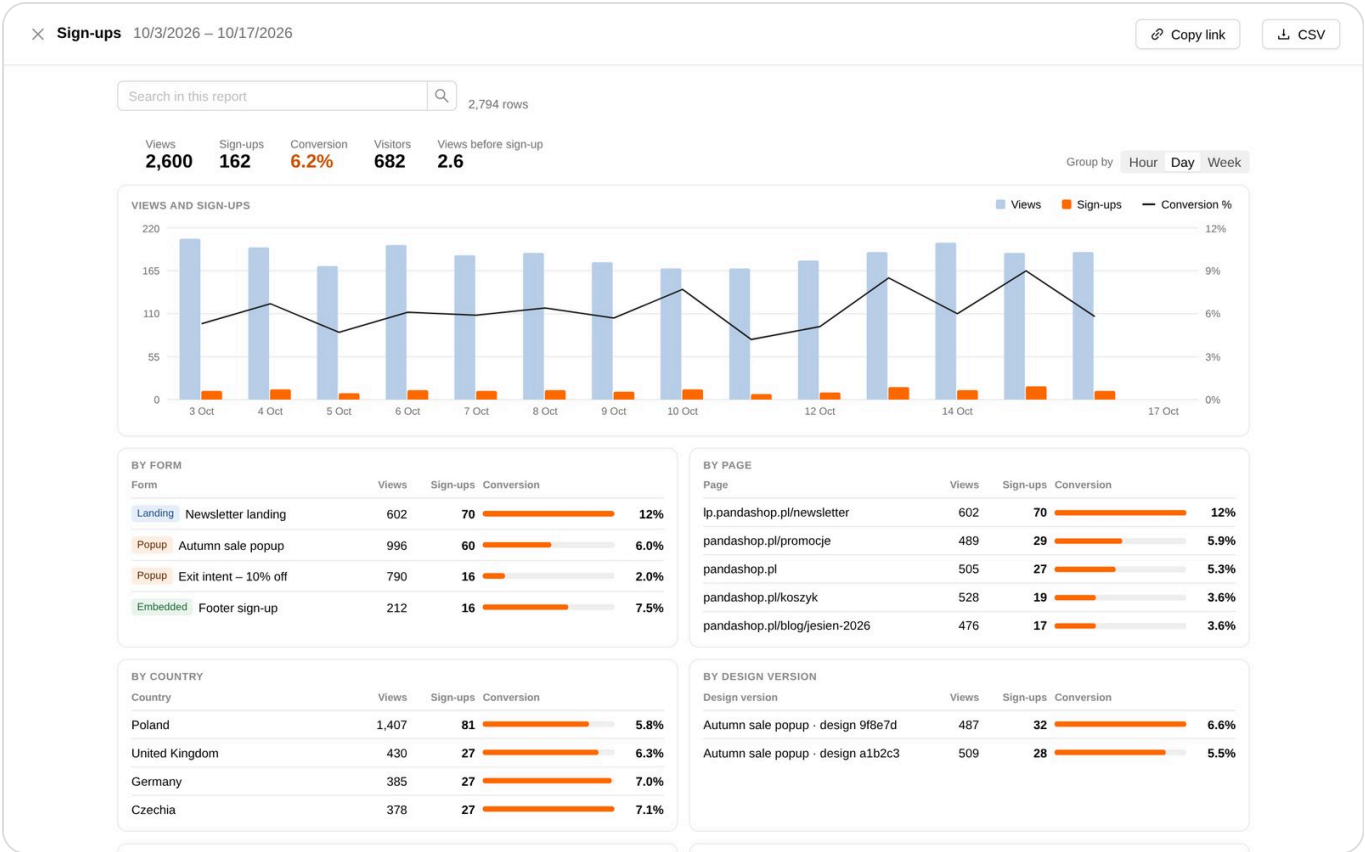
The report is prepared in the background.

3

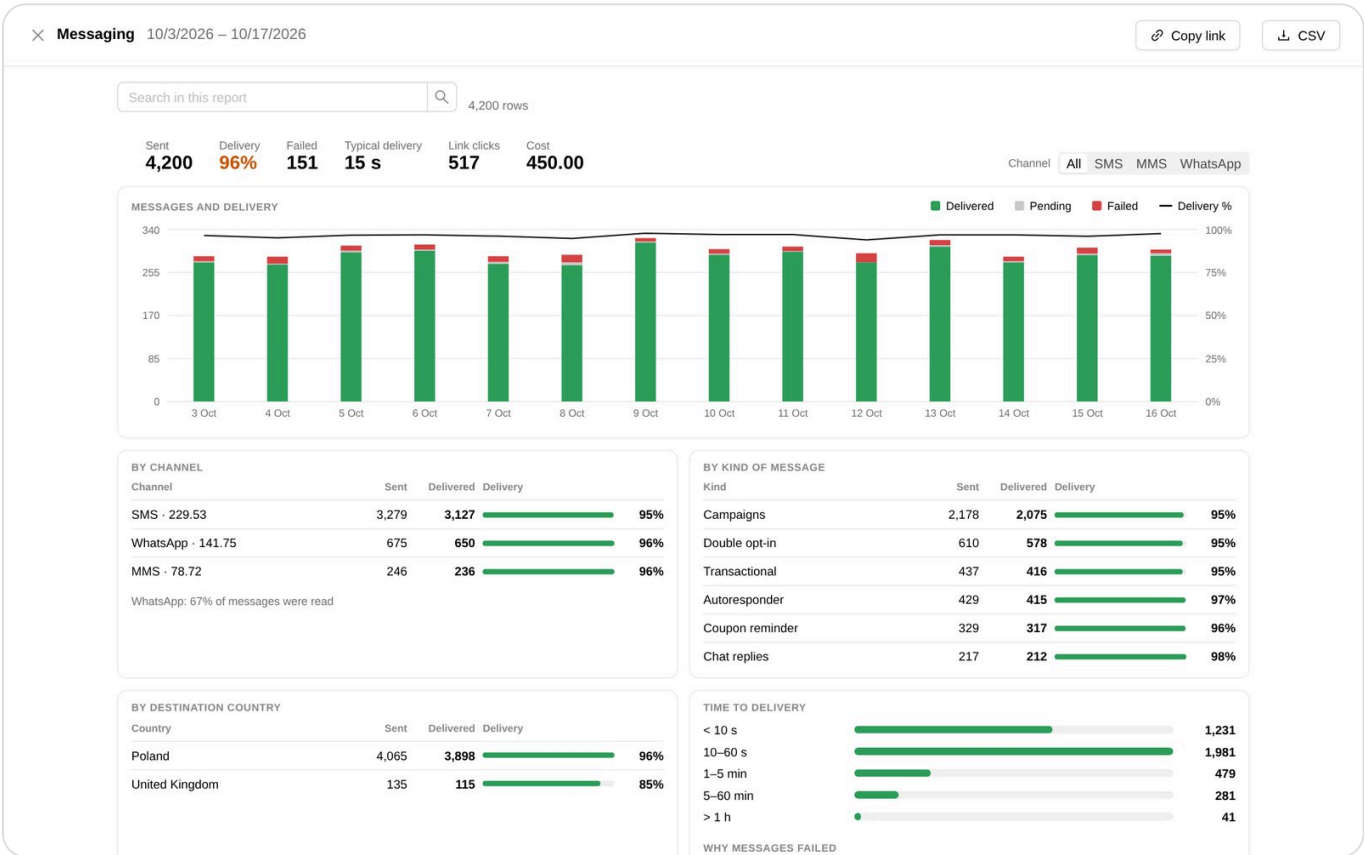
Ready

View it in the app or download it as CSV.

REPORT	ANSWERS
Sign-ups	Views, sign-ups and conversion by form, page, device, country and design version; the visitor journey.
Messaging	Sent, delivered and failed messages with reasons, by channel, kind and country; cost and clicks.
Contacts	A snapshot of your whole base.
Chats	Conversation activity.
NFC	Scans by time, device, system, country and tag.



A Sign-ups report viewed in the app.

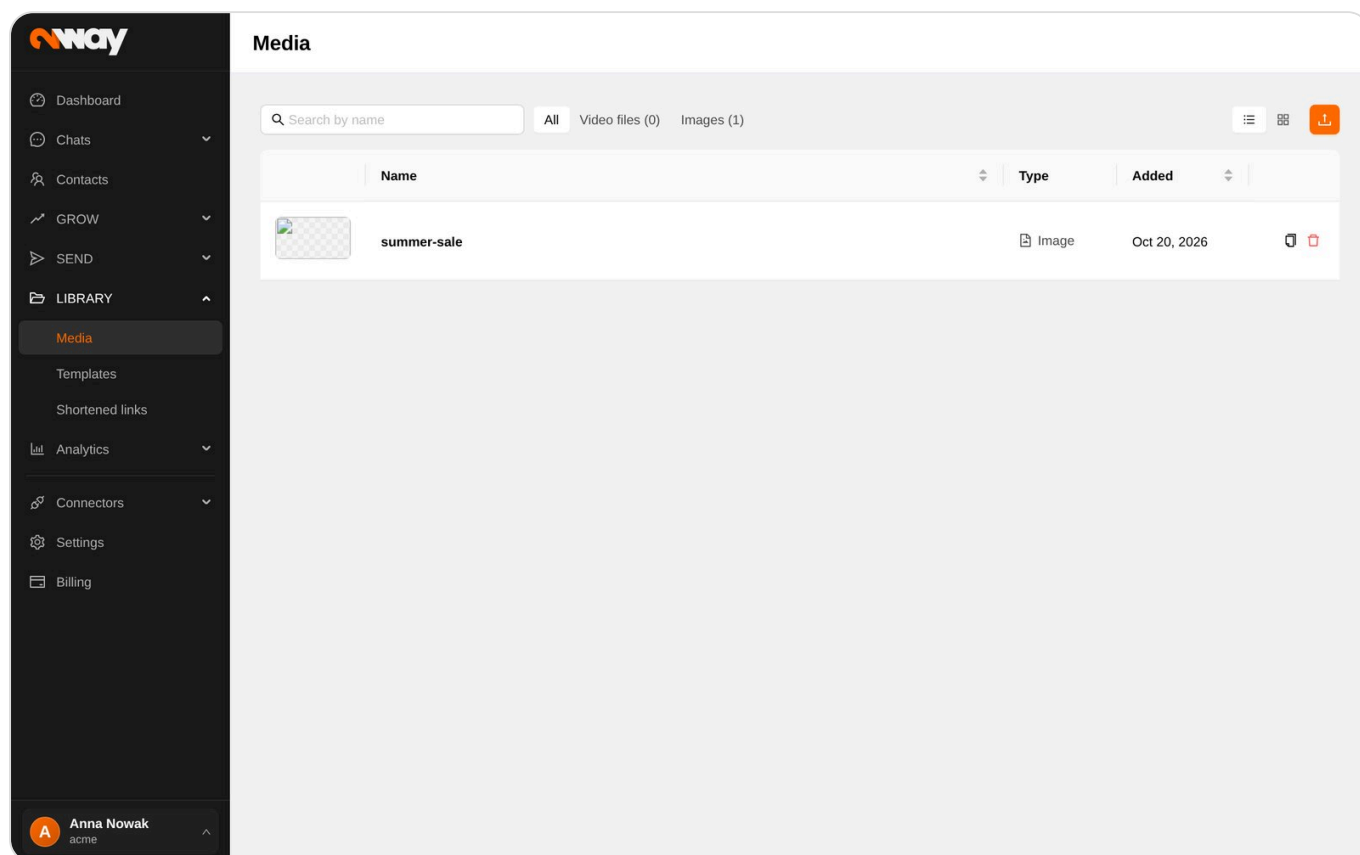


A Messaging report: delivery, failures and cost.

Library: media, templates and links

Keep the images, videos, message texts and links you use again and again in one place.

Media



LIBRARY › Media: images and videos for forms, MMS and messages.

Upload images (PNG, JPG, GIF, WebP) for forms and MMS, and videos (MP4, MOV) to share in messages. Upload from the computer or from your phone by scanning a QR code. A video gets its own player page with an optional call-to-action button, for example “Shop now”, shown from a chosen second.

Templates

The screenshot shows the 2way web application interface. On the left is a dark sidebar with navigation links: Dashboard, Chats, Contacts, GROW, SEND, LIBRARY (expanded), Media, Templates (highlighted), Shortened links, Analytics, Connectors, Settings, and Billing. At the bottom of the sidebar is a user profile for Anna Nowak. The main content area is titled 'Templates' and has two tabs: 'Messages' (selected) and 'Sign-up form texts'. Below the tabs is a descriptive text: 'This is where you can create a message that you can use in SMS campaign. You will be able to select them and finally edit them during the campaign creation phase.' To the right of this text is a button '+ New SMS template'. Below the text is a table with three columns: 'Template name', 'Text message', and 'Length'. The table contains three rows: 'Autumn sale' with the message 'Autumn sale: -20% on everything this weekend!' and a length of 45 chars; 'Black Friday' with the message 'Black Friday starts now. Code BF30.' and a length of 35 chars; and 'Order ready' with the message 'Your order is ready for pickup.' and a length of 31 chars. Each row has an edit icon. At the bottom right of the table area is a pagination control showing '< 1 >' and '10 / page'.

Template name	Text message	Length
Autumn sale	Autumn sale: -20% on everything this weekend!	45 chars
Black Friday	Black Friday starts now. Code BF30.	35 chars
Order ready	Your order is ready for pickup.	31 chars

LIBRARY › Templates: SMS templates and sign-up form texts.

Save messages you send often as **SMS templates**, including shortened links and videos, and pick them in a campaign with **From template**. The **Sign-up form texts** tab keeps the wording of your forms per language.

Shortened links

2way

Dashboard

Chats

Contacts

GROW

SEND

LIBRARY

Media

Templates

Shortened links

Analytics

Connectors

Settings

Billing

Anna Nowak
acme

Shortened links

The shortened links will provide to add any web address that will be available to the customer under the shortened version. This will save you the number of SMS characters and your customers will not be confused by seeing a long address in the message.

+ Create a new shortened link

Search links, or paste a short link to se...

Link	Used in	Sent	Clicked	Rate	Added	
example.com/never-used	—	0	0	—	Oct 20, 2026	
2way.app/promo	—	120	9	7.5%	Oct 17, 2026	
pandashop.pl/jesien/	—	4,812	1,096	22.8%	Sep 15, 2026	

< 1 > 10 / page

LIBRARY > Shortened links: every link with its clicks and where it is used.

Links in messages are shortened automatically and every recipient gets their own code, so you see **who** clicked and when. For each link you see clicks, the click rate, clicks per day, recent clicks and the campaigns that use it.

- **Change destination** redirects the link for messages sent from now on; useful when a promo page moves.
- **Shareable link** gives you one short link (and a QR code) to post anywhere, e.g. in social media.

Connectors: integrations and webhooks

Connect 2way with your shop, CRM or loyalty system so data flows both ways without manual work.

Integrations

The screenshot shows the 2way Integrations interface. On the left is a dark sidebar with navigation links: Dashboard, Chats, Contacts, GROW, SEND, LIBRARY, Analytics, Connectors (expanded), Integrations (selected), Webhooks, Settings, and Billing. The main area is titled 'Integrations' and contains two configuration cards.

Check Contact Existence (Toggle: ON)

For each new sign-up, 2way asks your system whether this phone number is already a contact.

Method: ☒ GET ☐ POST

Endpoint URL:

API key:

Phone number parameter:

Path of response value:

REQUEST PREVIEW

Method: GET

Endpoint: https://shop.example.com/api/contacts?phone=XXXXXXXXXX

Retrieve a Coupon (Toggle: OFF)

For each new sign-up, 2way asks your system for a coupon code to send.

Save

Connectors > Integrations: calls 2way makes to your system on each sign-up.

Integrations let 2way ask your system for something at the moment of a sign-up:

Retrieve a Coupon

Get a fresh discount code from your shop instead of a pre-loaded pool.

Check Contact Existence

Ask your CRM whether the person is already a customer.

Your IT team sets the address, method, key and the fields to read; **Request preview** shows exactly what 2way will send.

Webhooks

Connectors › Webhooks: events 2way sends to your systems.

Webhooks send events from 2way to your systems as they happen. Typical uses: add a new subscriber to the CRM, mark an opt-out, log incoming replies or delivery statuses.

EVENT	SENT WHEN
New newsletter lead	Someone signs up through a form.
Keyword	Someone signs up by texting a keyword.
Newsletter unsubscribe	A contact opts out.
Incoming message / Outgoing message	A message is received or sent.
Message status	A delivery status changes.
CDR	A billing record of a message is created.

- **Add endpoint:** the address of your system, the event and the on/off switch.
- Each request is signed so your system can check it came from 2way; failed deliveries are retried automatically.
- The endpoint page shows deliveries of the last 7 days, lets you **Send test event** and resend failed ones.

Settings, numbers and sender names

Set your preferences and domains, decide how your numbers behave and request a sender name with your brand.

General

Settings

ACCOUNT

- General**
- Phone numbers
- Notifications

General

Preferences
Language and start page are saved to your login and follow you to other devices; the theme is saved in this browser.

Language
English | Polski | Español

Start page
Where you land after logging in.
Dashboard

Theme
Light | Dark | Auto

Shortened link settings

URL type

URL
s.2wm.to

URL part
part

Landing page settings

URL type

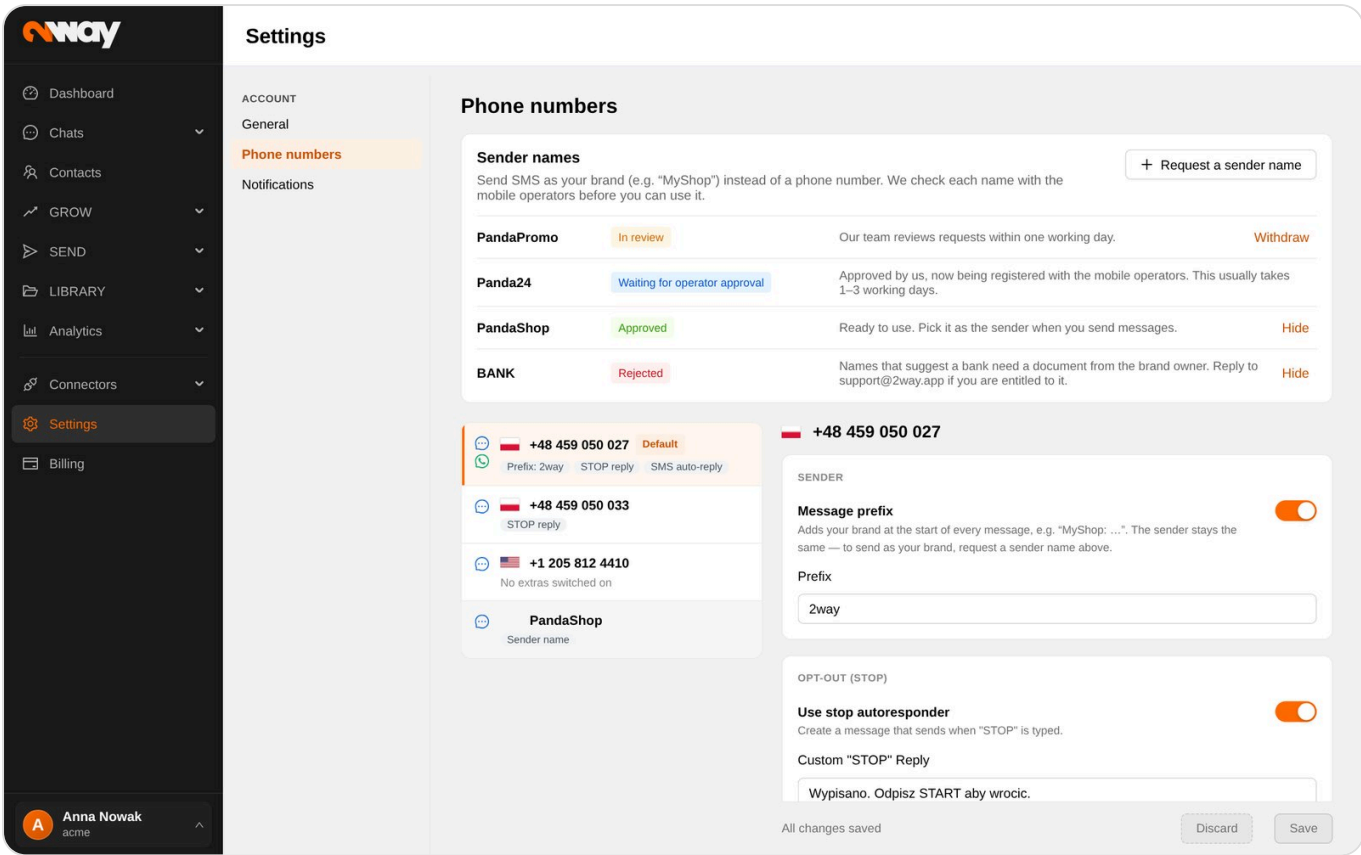
Subdomain

Save

Settings > General.

- **Preferences:** language, start page and theme.
- **Shortened link settings:** use the 2way domain or your own for links in messages.
- **Landing page settings:** the subdomain or your own domain for landing and unsubscribe pages.
- **App urls:** links to your iOS and Android apps for confirmation messages.

Phone numbers



Settings > Phone numbers: sender names and numbers with their options.

Each number shows its channels (SMS, WhatsApp) and which options are on. Click a number to set:

- **Message prefix:** text added at the start of every message, e.g. your brand name.
- **Opt-out (STOP):** an automatic reply when someone texts STOP, and the STOP text added to messages so recipients know how to opt out.
- **Auto-replies:** an automatic SMS or WhatsApp answer per language, e.g. to say you will reply soon.

Sender names

A sender name shows your brand, e.g. **PandaShop**, instead of a number as the sender of your messages. It builds trust and recognition.

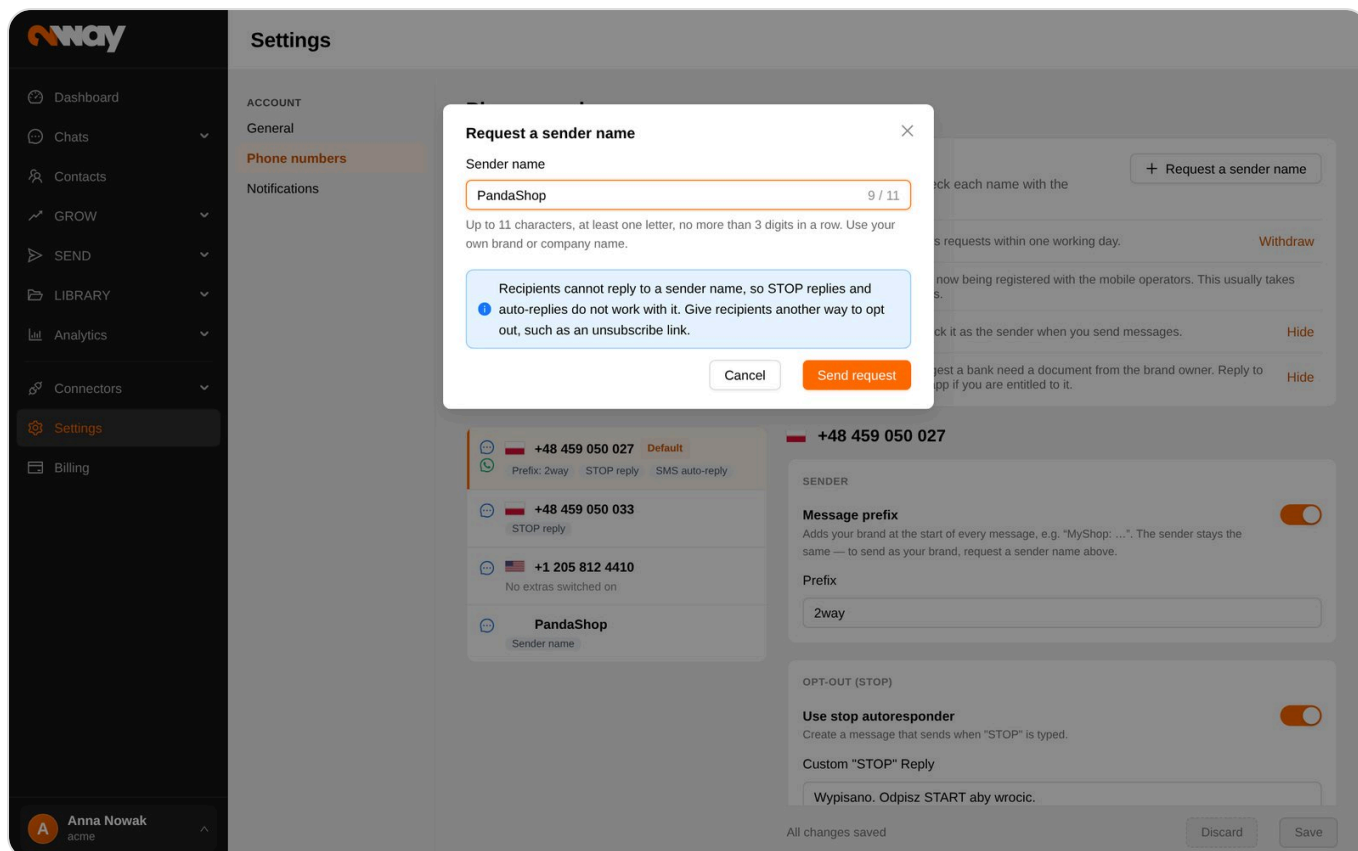
```
graph LR; 1[1. Request] --> 2[2. In review]; 2 --> 3[3. Waiting for operator approval]; 3 --> 4[4. Approved];
```

1 Request
Click Request a sender name and type the name.

2 In review
Our team checks it.

3 Waiting for operator approval
The name is registered with the operators.

4 Approved
Pick it as the sender in campaigns and forms.



Requesting a sender name.

- Up to 11 characters, at least one letter, no more than 3 digits in a row; well-known brands and generic names are not allowed.
- Up to 3 requests can be in review at once; you can withdraw a request while it is in review.



Recipients cannot reply to a sender name. That is why STOP replies, the STOP text and auto-replies are switched off for it; include the unsubscribe link in campaigns instead.

Notifications

Get an email or SMS when a coupon pool runs low, so forms never run out of codes. Set the address, the phone number and the threshold.

Billing

How you pay for 2way: the messaging balance, credits for sign-ups, SMS packages and plans.

The screenshot shows the 2way Billing dashboard. On the left is a dark sidebar with navigation links: Dashboard, Chats, Contacts, GROW, SEND, LIBRARY, Analytics, Connectors, Settings, and Billing (highlighted). The main content area is titled 'Billing' and contains several sections:

- Messaging balance:** Shows a balance of 182.40 zł. Below it are buttons to top up by +50 zł, +100 zł (selected), +250 zł, and Other. A 'Top up 100 zł' button is also present.
- Credits:** Shows 640 credits, valid until 2 Nov 2026. Below are SMS packages for Poland (1,200 credits, 19 days left) and Germany (300 credits, 49 days left).
- Invoices & payments:** Includes a link to 'Invoices & payment methods' and a 'Billing details' button.
- Plans:** A section with tabs for 'Credits for sign-ups' and 'Messaging balance'. It shows four plan options:
 - 100 credits: 99 zł / month. Includes 100 credits a month and 300 sign-up confirmation messages. A 'Switch' button is at the bottom.
 - 300 credits: 249 zł / month. Marked as 'Your plan'. Includes 300 credits a month and 900 sign-up confirmation messages. A 'Current plan' button is at the bottom.
 - 1,000 credits: 699 zł / month. Includes 1,000 credits a month and 3,000 sign-up confirmation messages. An 'Upgrade' button is at the bottom.
 - 3,000 credits: 1,799 zł / month. Includes 3,000 credits a month and 9,000 sign-up confirmation messages. An 'Upgrade' button is at the bottom.

At the bottom of the Plans section, a note states: 'Every credit plan includes a custom STOP message and sender ID, sign-up forms and QR codes.'

Billing: balance, credits, packages and invoices.

Messaging balance

Used per message for campaigns, chats and keywords.
Top up by +50, +100, +250 or any amount.

Credits

Used by sign-ups from forms and keywords; renewed with your plan.

SMS packages

Prepaid messages per country with an expiry date; a warning shows 30 days before.

Invoices & payments

Download invoices, manage the payment method and your billing details.

Plans

Choose between **Credits for sign-ups** and **Messaging balance** plans and your country, compare plans and click **Choose**, **Upgrade** or **Switch**. Every credit plan includes a custom STOP message and sender ID, sign-up forms and QR codes.

TIP

Before a large campaign, check the cost in the campaign **Preview** and top up if needed: a campaign with too little balance waits until you top up and retry.