× | ETHNIC WEAR · WHATSAPP CAMPAIGNS

Tara C Tara: 128x ROI, 99% Delivery via Spur's High Delivery Templates

Tara C Tara hit 99.2% delivery and 128x ROI using high delivery templates from Spur's new template library to bypass Meta's marketing limits during Diwali sales.

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Tara C Tara
Ethnic wear · WhatsApp campaigns

99.2%
Delivery Rate

ROI	128x
Orders in 24 hours	13

KEY TAKEAWAYS

- Delivery Trumps Everything: A brilliant offer means nothing if Meta blocks it. 99% delivery vs 50% delivery is the difference between profit and loss.
- Utility as Marketing Works: Meta doesn't scan images during approval. Use generic utility text, load promotional creatives when broadcasting.
- Template Library Speeds Everything: Pre-made, proven templates eliminate the approval guessing game.
- India Needs This More: With active per-user marketing limits in India, utility templates are the only reliable way to reach your full list.

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CHALLENGE	Marketing messages on WhatsApp face dynamic daily per-user limits based on:
SOLUTION	Spur launched the Template Library with a game changing section: high delivery utility templates.
RESULTS	✓ Messages Sent: 1,869 ✓ Messages Delivered: 1,853 (99.2%) ✓ Messages Opened: 984 (52.62% of delivered)

HOW THE WORKFLOW WORKS

STEP 1

Choose the campaign audience

STEP 2

Send the selected template

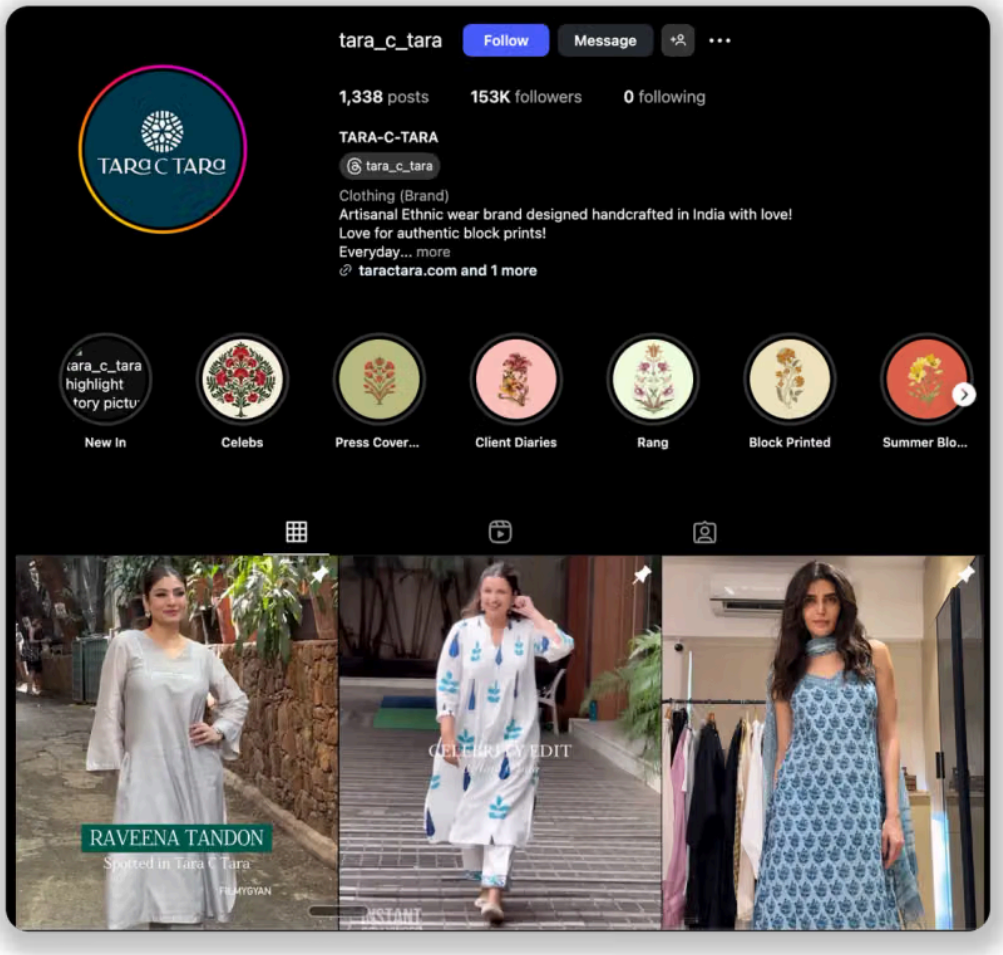
STEP 3

Measure delivery and orders

Tara C Tara cracked Meta's delivery limits and hit 99.2% delivery rates using Spur's Template Library utility templates, getting 128.55x ROI from a single Diwali broadcast.

By disguising marketing content as utility messages, the ethnic wear brand bypassed Meta's per-user marketing restrictions and reached nearly every subscriber on their list.

The Brand

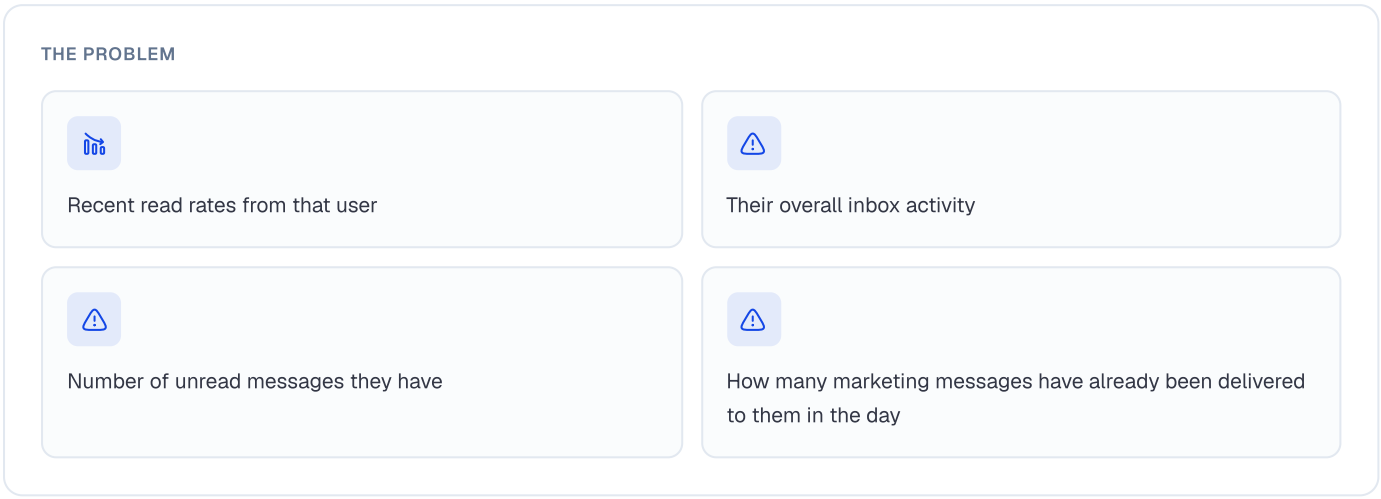


Their Instagram.

Tara C Tara is an artisanal ethnic wear brand handcrafted in Jaipur, Rajasthan. Founded in 2018, they specialize in authentic block prints, hand screen printing, and traditional Indian textiles. With 153K Instagram followers, they ship worldwide and position themselves as "everyday unseasonal luxury" for the modern Indian consumer.

Like most fashion brands in India, they rely heavily on WhatsApp broadcasts to drive sales during peak seasons like Diwali. Their challenge? Meta's per-user marketing limits were killing delivery rates, meaning most of their promotional messages never reached customers' phones.

The Delivery Problem



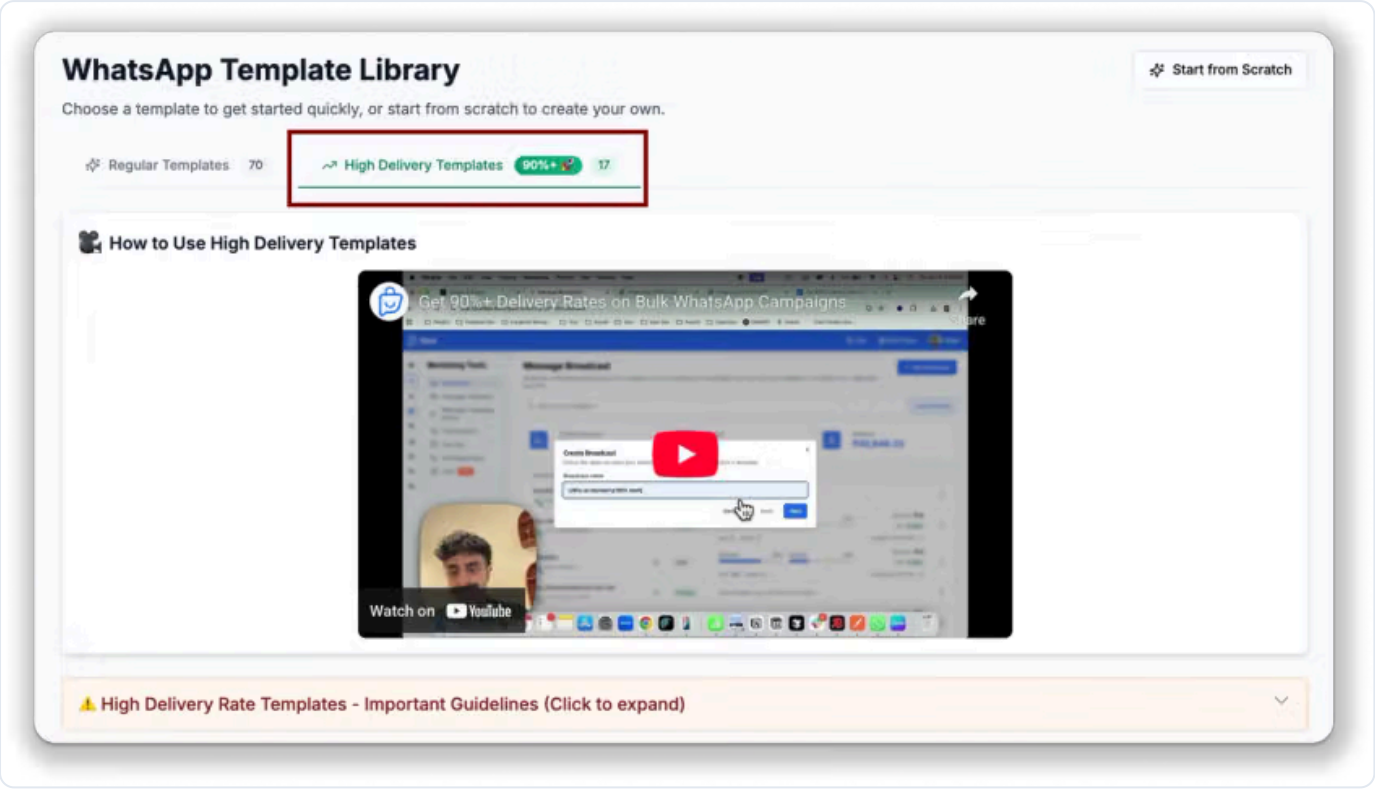
Marketing messages on WhatsApp face dynamic daily per-user limits based on:

- Recent read rates from that user
- Their overall inbox activity
- Number of unread messages they have
- How many marketing messages have already been delivered to them in the day

Translation: if customers aren't opening marketing messages or their WhatsApp is cluttered, Meta stops delivering your broadcasts to them. Period.

For Tara C Tara, this meant wasted effort, lost revenue, and no way to reach customers during their biggest sales window.

The Solution: Marketing Disguised as Utility



Spur's Template Library (High Delivery Template Section)

Spur launched the Template Library with a game changing section: high delivery utility templates.

Here's the hack:

- Utility templates bypass marketing limits completely
- Meta approves the template text which is utility but doesn't scan images during submission
- Brands can use promotional images when actually sending
- The message appears in customers' WhatsApp as a utility notification, guaranteeing delivery

Tara C Tara grabbed a utility template from the library, customized the variables with their Diwali offer details, and attached their promotional creative.

SPUR

See what happens after you send.

Review delivery, engagement and attributed orders together, as Tara C Tara did for its Diwali campaign.

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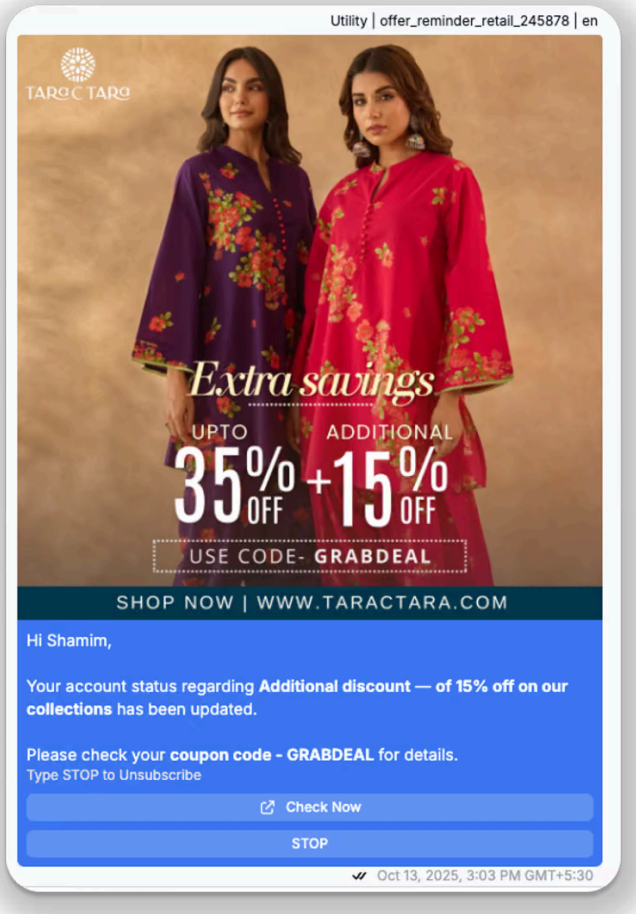
The Broadcast Setup



How the template looks to the end user.

Template Category: Utility (approved as account update notification)
Actual Content: Full Diwali sale promotion with 35% + 15% discount offer
Creative: Promotional banner with models, discount callouts, and CTA
Footer: "Type STOP to Unsubscribe" (mandatory for marketing templates but we put it here just in case someone wanted to opt out)
Quick Reply: STOP button for opt-out compliance

The template text was generic enough to pass as utility, but the variables and image carried the full marketing punch.

> “Meta's delivery restrictions were choking brands to death. Tara C Tara's 99% delivery rate proves utility templates are the answer. Every brand in India should be using this. 128x ROI speaks for itself.”
>
> **Royal Tomar**, Founder of Spur

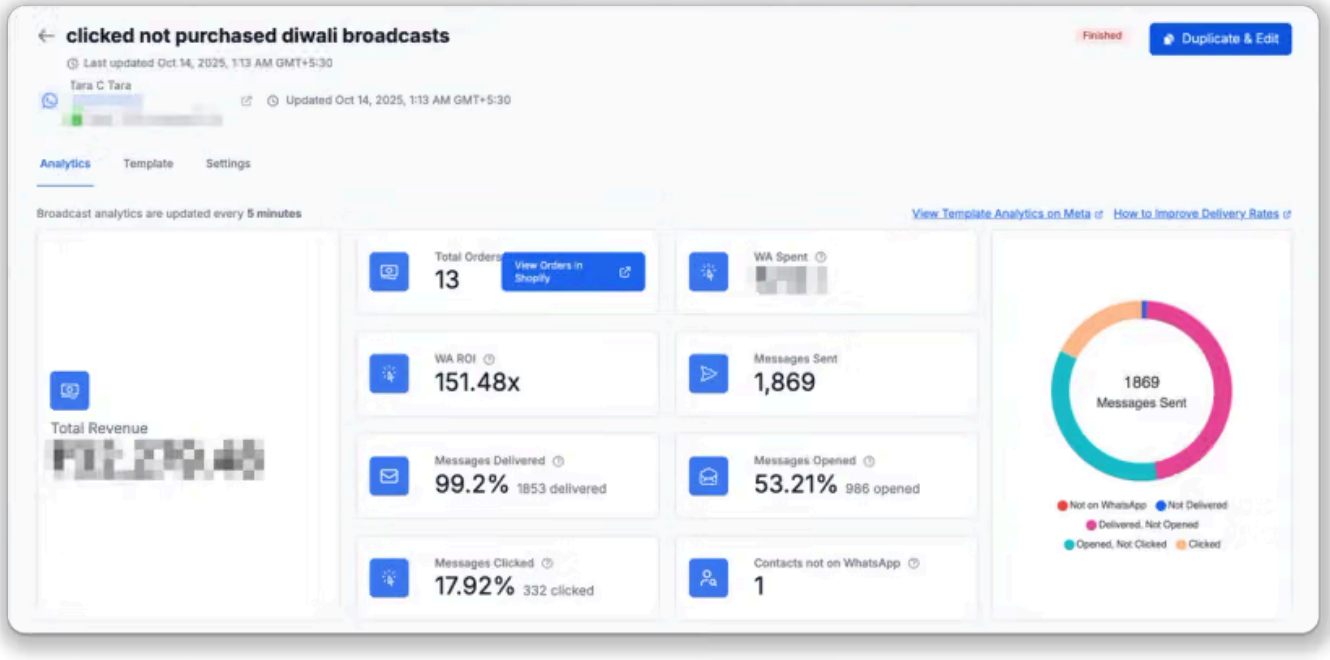
The Results

The Diwali broadcast, stage by stage

Messages sent	1,869
Delivered	1,853
	99.2% of sent
Opened	986
	53.2% of sent
Clicked	332
	17.9% of sent
Orders attributed	13
	within 24 hours

Counts from the campaign report, 14 October 2025.

Campaign Period: October 13, 2025 (Diwali promotion)



The results of the broadcast.

Delivery Performance:

- Messages Sent: 1,869
- Messages Delivered: 1,853 (99.2%)

- Messages Opened: 984 (52.62% of delivered)
- Messages Clicked: 330 (17.81% of delivered)

One broadcast. Nearly perfect delivery. 128x return.

SPUR

Plan your next WhatsApp campaign.

Build your audience, choose a template and track delivery and orders in Spur.

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Why This Worked

Bypassed Marketing Limits: Utility templates don't count toward Meta's per-user marketing restrictions, so the message reached everyone.

Perfect Timing: Diwali is peak buying season for ethnic wear. Getting the message delivered at all was half the battle.

Clear Offer: 35% + 15% stacked discount with promo code GRABDEAL. Simple, compelling, time-bound.

Compliance Built In: STOP button and unsubscribe footer kept the template compliant with marketing template expectations too as a failsafe.

The Template Library Advantage

Instead of writing templates from scratch and gambling on Meta approval, Tara C Tara:

- Browsed 80+ pre-made templates filtered by industry and use case
- Picked a high delivery utility template
- Customized variables in 5 minutes
- Got approved immediately
- Sent the same day

No trial and error. No rejected templates. No wasted time.

Ready to Fix Your Delivery Rates?

Tara C Tara's results prove that delivery rate is your most important metric. If your messages aren't landing, nothing else matters.

Stop losing sales to Meta's marketing limits.

Create your Spur Account today and access the Template Library with high delivery utility templates.

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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Shopify Partner

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- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message