Spur × Tara C Tara

CUSTOMER STORY · D2C FASHION · WHATSAPP BIDDING · INDIA

Tara C Tara used WhatsApp bidding to lift festive delivery from 15% to 68% and earn 15× its messaging cost

Meta now lets brands bid on WhatsApp marketing messages by setting a max price, the most they will pay for one delivered message. Tara C Tara's festive offer was delivered to only 15% of its list with a max price below Spur's standard rate. After the max price was raised to 2× the standard rate, delivery reached 68%, and the average price paid stayed below standard.

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68%
Final delivery rate
Up from 15%

15×
Attributed revenue vs messaging cost

83
Orders

~7,900
More deliveries
After the max price change

Reporting window
One broadcast and 12 resends, September 2026 · figures as of 1 October 2026

Tara C Tara is an ethnic wear brand from Jaipur, founded in 2018, known for hand block printing, hand screen printing and tie dye on Indian textiles. It sells from its own Shopify store and reaches customers on WhatsApp through Spur.

IN THIS STORY

The challenge
The setup
The results

A festive offer most of the list never received

The results show the max price was holding delivery back, though the report never said so: the failures showed up as Meta's per-user marketing limit.

Tara C Tara's Bandhej Rang early-bird offer took a flat 15% off its Bandhani-inspired festive range. It went out as an image-led WhatsApp marketing message with a Grab the offer button.

The list was 14,947 customers in four Shopify segments: VIP buyers with three or more orders, recent first-time buyers, high-value customers who order rarely, and repeat customers who had gone quiet.

The campaign ran on WhatsApp bidding. Meta is rolling out bidding for marketing messages on its Marketing Messages API for WhatsApp. Instead of paying one fixed rate, a brand sets a max price: the most it will pay for one delivered message. Meta charges that amount or less.

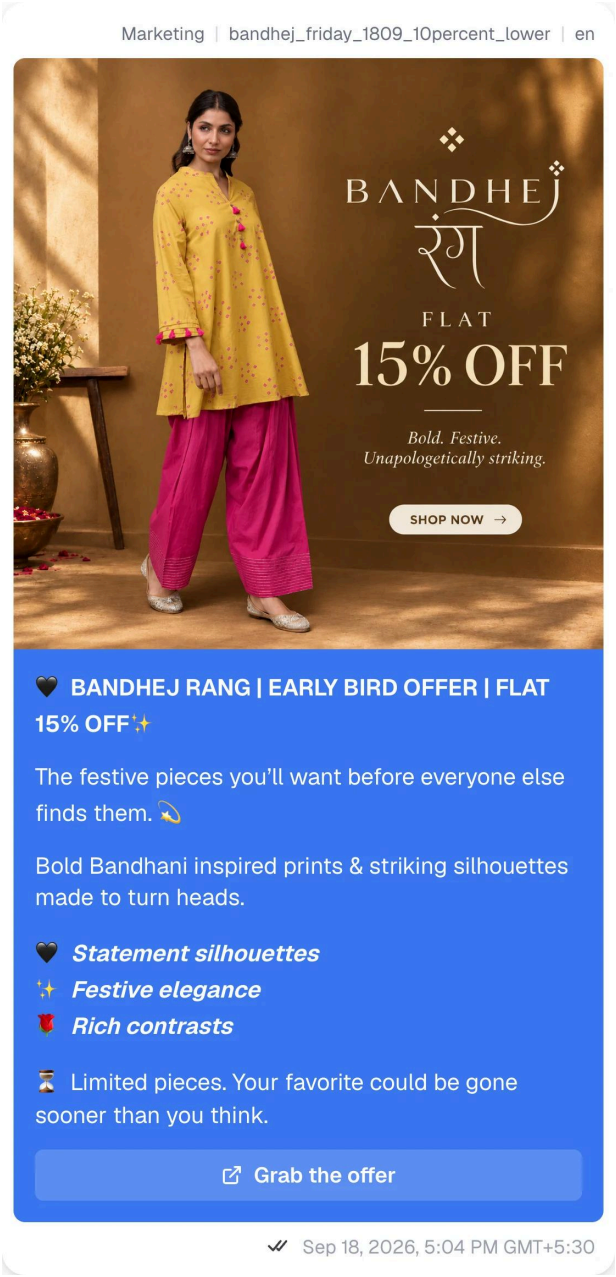
The max price can be at, below or above the published rate, and Meta's delivery system uses it when deciding who receives the message.

Spur was one of the first Meta partners to offer bidding, and ran early campaigns like this one with its brands before Meta opened it to all eligible accounts on 1 October 2026.

Tara C Tara's first send went out with a max price 10% below Spur's standard rate and was delivered to 1,215 customers. For most of the rest, Meta returned its per-user marketing limit error instead of delivering.

Spur's Delivery Boost resends a broadcast to exactly those people. After three resends, two at 10% below standard and one at 7% below, 2,235 customers had the offer. That is 15% of the list.

Because the failures were labelled as a per-user limit, the problem read like a list or timing issue. Delivery jumped on the first resend after the max price was raised.



The Bandhej Rang message as it went out, from the broadcast in Spur.

What WhatsApp bidding is

Bidding means setting a max price for a WhatsApp marketing message: the most you will pay for one delivered message. Meta charges that amount or less, never more, and only for messages it delivers. Setting it higher can get the message to more people. Undelivered messages cost nothing either way.

Set a max price on your next broadcast

Spur sets a max price for WhatsApp marketing campaigns on eligible numbers, and Delivery Boost resends to the people Meta held back.

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What they changed

In bidding, the max price is the brand's bid. It was the only setting Tara C Tara changed: the message, the offer and the target audience stayed the same.

01. Bid below the standard rate

The broadcast went out with a max price 10% below Spur's standard rate and was delivered to only 1,215 people, 8% of the list. Delivery Boost resent it to the people Meta had not delivered to, twice at the same max price and once at 7% below standard. The third resend delivered to only 364 more people.

Configuration

Setting	Value
Audience	14,947 customers
Max price	10% below standard, then 7% below
Delivered	2,235 (15%)

02. Raise the bid to 2× the standard rate

Before the fourth resend, the max price was raised to twice the standard rate. The message, the offer and the target audience stayed the same. That one resend delivered to about 3,500 people, nearly ten times the resend before it and more than all the earlier sends together.

Configuration

Setting	Value
Max price	2× standard
Delivered	About 3,500 people in one resend

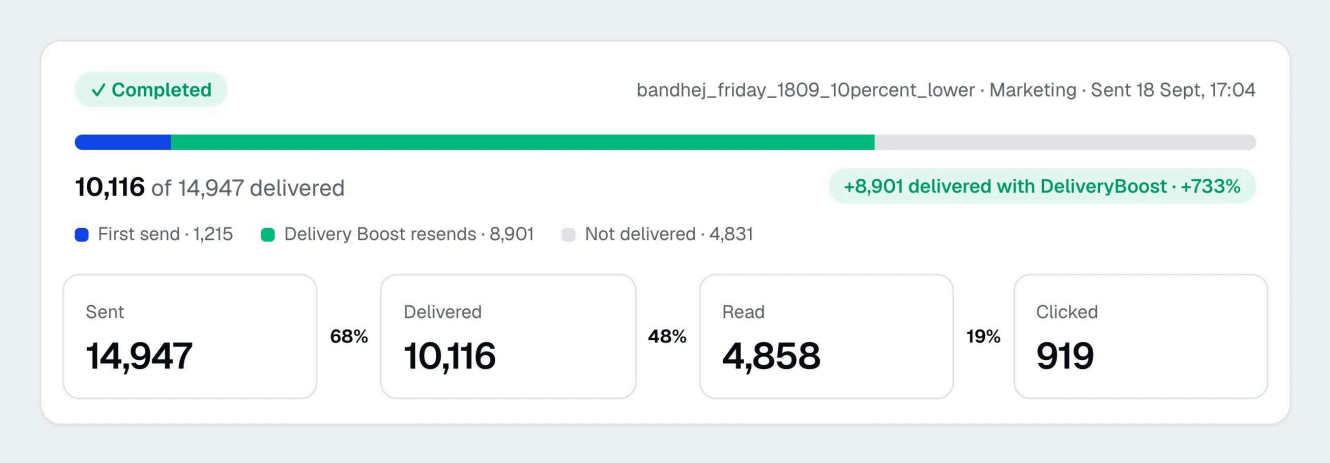
03. Let Delivery Boost finish

Eight more resends at the same max price delivered to fewer people as the remaining list shrank, from about 1,200 in resend 5 to about 300 in the last. By the end, 10,116 of the 14,947 customers had received the offer, 68% of the list.

Configuration

Setting	Value
Delivered	10,116 of 14,947 (68%)
Typical price after the change	About 5% below standard
Average price, whole campaign	About 7% below standard

The max price is a limit, not the price. No delivery was charged more than 80% of the new max price.



The broadcast report in Spur. 8,901 of the 10,116 deliveries came from Delivery Boost resends.

What it returned

Campaign totals from Spur's broadcast and billing records, rounded.

The campaign delivered to 10,116 of 14,947 customers, 68% of the list and about 4.5 times as many as before the max price change.

It produced 83 orders and 1.62 lakh in attributed revenue, 15 times what it cost to send.

The revenue is attributed to the campaign by Spur, not measured against a group that did not get the message, so some of those customers might have bought anyway.

The delivery figures are counted directly: the same message to the same target audience went from 15% to 68% delivered after the max price went up, and the average price stayed below the standard rate.

Bandhej Rang early-bird offer, whole campaign

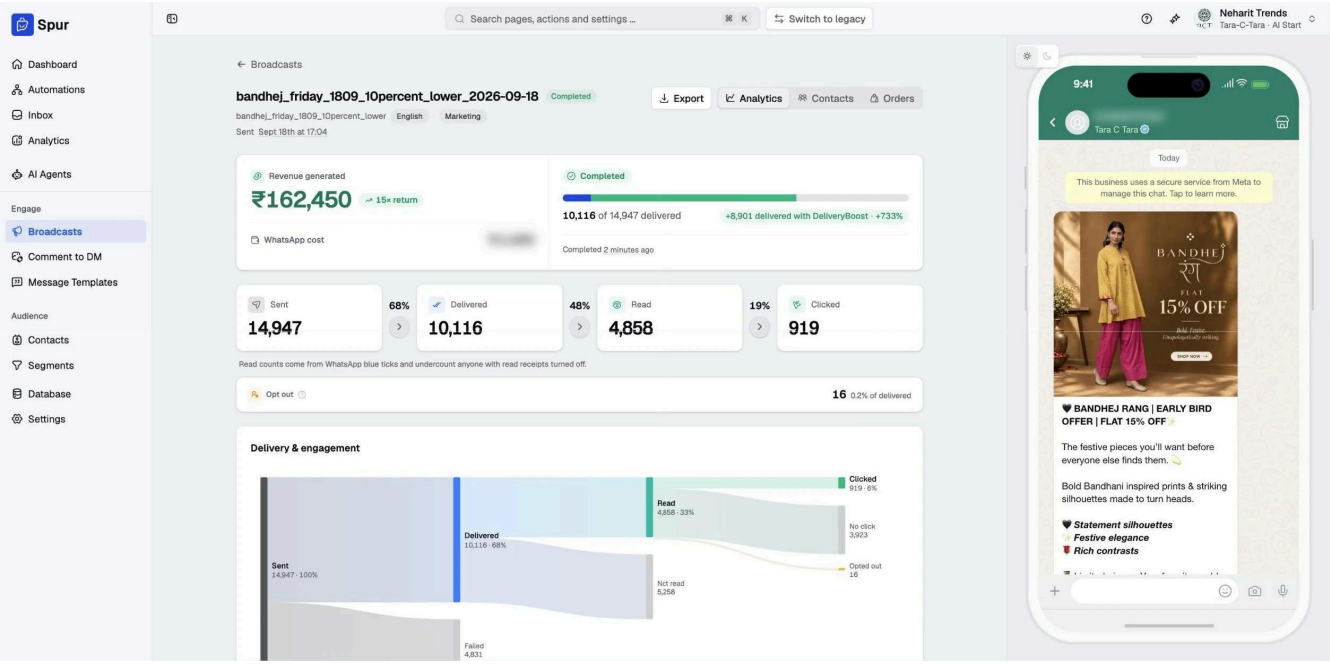
	Result
Attributed revenue	1.62 lakh
Attributed revenue vs messaging cost	15×
Orders	83
Customers targeted	14,947
Delivered by the first send	1,215 (8%)
Delivered before the change	2,235 (15%)
Delivered at the end	10,116 (68%)
Read	4,858
Clicked	919
Additional deliveries after the change	7,881
Max price, broadcast to resend 3	10% to 7% below standard
Max price, resend 4 onward	2× standard
Typical price before the change	About 12% below standard
Typical price after the change	About 5% below standard
Average price, whole campaign	About 7% below standard
Revenue per order 1,62,450 ÷ 83	~ 1,960
Deliveries compared with before the change 10,116 ÷ 2,235	~4.5×

From Spur's broadcast report and Meta's billing webhooks, rounded; revenue, orders, reads and clicks as of 1 October 2026. Standard means Spur's standard rate for a WhatsApp marketing message in India, and typical means the median delivery. Revenue is attributed by Spur, not an incrementality test. First published by Spur on 26 September 2026 with Tara C Tara's approval.

List to orders

Stage	Count	Rate
Customers targeted	14,947	Four Shopify segments
Delivered	10,116	68% of the list, up from 15%
Orders	83	1.62 lakh attributed revenue

Revenue is attributed by Spur, not measured against a holdout.



The broadcast in Spur, as the team sees it. The WhatsApp cost and the phone number are blurred.

WhatsApp bidding is live on Spur

Spur was one of the first Meta partners to offer bidding. It sets a max price on WhatsApp marketing broadcasts for eligible numbers, and you can raise it when resends stop reaching people.

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How bidding changed the result

Three things explain the jump, and none of them are specific to fashion.

Resends added little until the max price went up

Delivery Boost resends only to people Meta turned away with its per-user marketing limit error. At a max price below standard, the first three resends delivered to about 1,000 people between them. The next resend, at 2× the standard rate, delivered to about 3,500 on its own.

A higher limit did not mean paying the limit

Doubling the max price sounds expensive, but Meta charges what each delivery costs, up to the limit. The typical delivery went from about 12% below the standard rate before the change to about 5% below after it. Across the whole campaign the average was about 7% below standard.

The fix worked inside the same campaign

Delivery Boost resends up to 12 times over about three days. The broadcast and the first three resends, at a low max price, took more than a day of that window and delivered to 15% of the list. The nine resends at the higher max price took delivery to 68% before the boost ran out.

How to run this on your next broadcast

For any marketing broadcast where reaching the whole list matters, such as a festive or launch offer.

1. Ask Spur to turn on max price for your number

A max price can only be set on WhatsApp numbers connected to Meta's Marketing Messages API, in countries where Meta offers it. Meta limited it to a small number of accounts until 1 October 2026, when it moved to an open beta for all eligible accounts. Book a demo and Spur will check your number and set it up.

2. Turn on Delivery Boost

Delivery Boost resends the broadcast up to 12 times over about three days, only to people Meta held back with its per-user marketing limit. It is what gives a higher max price the chance to reach them.

3. Do not start a big offer below the standard rate

A low max price can reach some customers for less, but on an offer meant for the whole list it can leave most of it unreached, as it did here.

4. Raise the max price if resends stop working

If each resend reaches fewer people and most of the list is still waiting, raise the max price before changing the message or the audience. Meta suggests testing 1.2× the published rate in India. Tara C Tara went to 2× for a festive deadline and still paid below the standard rate on average.

5. Judge by delivery and revenue, not the limit

The max price is the most you might pay, not what you will pay. Compare the share of the list delivered, orders and return on messaging spend between campaigns.

Questions people ask about WhatsApp bidding

What is WhatsApp bidding?

Brands on Meta's Marketing Messages API for WhatsApp can set a max price for a marketing message template: the most they will pay for one delivered message. Meta charges that amount or less and uses the max price when deciding who receives the message. Meta calls the feature max price.

Why did most of the list not receive the offer at first?

For most customers Meta returned its per-user marketing limit error instead of delivering the message. Three resends at the same low max price delivered to only about 1,000 people between them. The first resend after the max price went up delivered to about 3,500.

Does a higher max price mean I pay more for every message?

No. Meta charges the max price or less, and only for delivered messages. Tara C Tara set a max price of 2× the standard rate and paid about 7% below the standard rate on average across the campaign.

Does a higher max price guarantee delivery?

No. A higher max price makes delivery more likely, but Meta's other delivery limits still apply. Tara C Tara's campaign ended at 68% of the list delivered, not 100%.

Who can set a max price, and from when?

Businesses on Meta's Marketing Messages API for WhatsApp in eligible countries. Meta ran a limited beta from 15 May 2026, moved to an open beta for all eligible accounts on 1 October 2026, and plans to make it required in eligible countries from the second quarter of 2027. Spur can set it for eligible numbers.

Is the 15× return an incrementality result?

No. The revenue is attributed to the campaign by Spur, which counts orders from customers who received it, so some of them might have ordered anyway. The delivery figures are counted directly and are not affected by this.

Spur

A higher max price can unlock much more delivery

Tara C Tara raised one setting, the max price, and its festive offer went from 15% to 68% delivered, with 83 orders and attributed revenue at 15× messaging cost.

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https://apps.shopify.com/spur-automated-support-marketing

Story updated: 2026-10-05. Rebuilt product screens use illustrative example values; they are not customer conversations.