

Engage20

AI-powered customer messaging for small businesses — WhatsApp & Email in one workspace.

What it is

Engage20 is a lightweight CRM and campaign tool that helps small businesses keep in touch with customers over WhatsApp and Email. It combines a clean customer database, reusable message templates, segment-based targeting, and an AI assistant that writes copy and recommends the next best campaign.

Core modules

Module	What it does
Customers	Import & manage contacts with tags, phone, email, last contacted, notes.
Templates	Reusable email / WhatsApp templates with {{first_name}} personalization.
Segments	Dynamic groups by tag, engagement, dormancy, channel availability.
Campaigns	Schedule & send to a segment, track sent / opened / clicked / failed.
AI Assist	Writes templates from a brief and recommends the next campaign.
Settings	Language, sender identity, and per-workspace AI model selection.

AI capabilities

- **AI Template Writer** — describe a brief, pick channel (Email / WhatsApp), tone and language; get a ready-to-edit subject and body with personalization variables.
- **Campaign Recommendations** — the dashboard analyzes anonymized workspace stats (dormant contacts, tags, engagement rates, existing segments) and proposes 2–4 concrete next campaigns with urgency and matching segment.
- **Per-workspace model selector** — pick your preferred AI model in Settings; the choice applies to all AI generations in the workspace.
- **Managed AI endpoint** — all AI calls route through a single managed endpoint, no per-user API keys required.

Channels

- **Email** — subject + body templates, open & click tracking, unsubscribe handling, custom sender domain support.
- **WhatsApp** — short mobile-friendly copy, E.164 phone validation, delivery status per recipient.

Customer data model

Field	Purpose
Name (first / last)	Personalization via {{first_name}} / {{last_name}}.
Email	Primary channel for email campaigns.
Phone (E.164)	Primary channel for WhatsApp campaigns.
Tags	Free-form labels used for filtering and segments.
Last contacted	Drives dormancy segments and recommendations.
Notes	Internal context, never sent to the customer.

Security & privacy

- Row-Level Security on every table — data is scoped to the signed-in workspace user.
- Roles stored in a separate table; role checks via a security-definer function.
- Customer fields are HTML-escaped before being rendered into outgoing email bodies.
- AI prompts send only anonymized aggregate stats, never raw customer records.

Localization

Full English and German UI. AI copy generation supports both languages, and the workspace language preference is stored per user.