



Enterprise Messaging APIs for WhatsApp Business

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Introduction

This guide provides specifications of the Gupshup Messaging API for WhatsApp Business for the purpose of sending and receiving messages on WhatsApp via a simple REST API through HTTP/HTTPS modes. This guide is intended for the developers and IT personnel of enterprises who plan to integrate their systems with the Gupshup Messaging API.

WhatsApp Template Categories:

>> Template Category:

WhatsApp Business Messaging has categorized the messaging templates into 3 broad categories:

- Utility
- Marketing
- Authentication

MARKETING

Marketing templates are flexible and do not relate to a specific, agreed-upon transaction. They may include the below definitions:

promotions or offers, welcoming/closing messages, updates, invitations or recommendations, or requests to respond to or complete a new transaction.

These are as good as the present Marketing category, with no changes in the implementation

UTILITY

Utility templates relate to a specific, agreed-upon transaction and accomplish one of the following: confirm, suspend, or change a transaction or subscription.

These are as good as the present Transactional category, with no changes in the implementation

AUTHENTICATION

Authentication templates can be used by businesses to authenticate users with one-time passcodes (usually 4-8 digit alphanumeric codes) for account verification, account recovery, etc. usually via a mobile app where users have the option to receive one-time passwords or verification codes via the WhatsApp app. ***This is only available for International-based businesses.***

The Authentication templates can be created using Gupshup's Unify panel. As a Meta implementation, this type of template must include either a copy code or a one-tap autofill button. Buttons behave differently when tapped by a user:

- **A copy code button** copies the one-time password or code to the user's clipboard. The user can then manually switch to your app and paste the password or code into your app's interface. Maximum number of permitted characters for the button name is 25.

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- **A one-tap autofill button** automatically loads and passes your app the one-time password or code. This feature will only be supported for recipients with an Android mobile device.

Note: Media Messages are not supported in Authentication Template.

Opt-in Requirements

A user must first consent to receive messages in WhatsApp by opting into them via a third-party channel. This can be any channel your business uses to communicate with people today such as — your website, mobile app, missed call, IVR, email, SMS, retail location, contact center and WhatsApp session based messages.

- The opt-in must be an explicit i.e. triggered by a user action, such as entering a phone number or ticking a checkbox to indicate consent.
- Clear opt-in messaging so that a user knows what types of messaging the person is signing up for.
- Opt-ins must be maintained by the business, and should be produced in the event that WhatsApp requests for this information.
- Session based OPTINs are permitted. i.e. during the session message, the customer can express explicit consent to receive notifications from a brand.

Button Message Templates

The Interactive Message Templates feature in WhatsApp Business API allows you to add buttons in message templates that can be used with customized call to action buttons and quick replies. Buttons will give businesses the ability to develop interactive experiences with pre-set options for users. There are two types of buttons:

Call-to-Action buttons: These feature will help increase your overall engagement rate with notifications. We have the following types of call-to-action buttons available:

- Visit website objective – can be a static or dynamic website URL or deep link
- Call phone number objective – must be a static phone number

At most, 1 button of each type can be added to a text or media message template. The Display Text for the Call-to-Action Buttons is defined in the template at the time of template creation and cannot be customized on the fly. The Display text cannot exceed 30 characters and may include emojis.

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Key Points to note about CTA button

Meta has introduced new category to enhance the support of CTA button.

Old CTA button Payload:

- You can add two call-to-action buttons to media message or text-based message templates, and customize the text of the button. For Json Payload [Click here](#)

New CTA button Payload:

- To add more than 2 Json payload user must create Multi button template
 - Multi Button is new type of template introduced by Meta, To know more [Click here](#)

Quick Reply buttons:

Quick reply buttons will help you improve the quality of conversations with users by prompting responses that can reduce spelling errors and improve an automated experience. These buttons can be attached to text messages or media messages. Once these templates have been created and approved, you can use them in notification messages as well as customer service/care messages

The Display Text for the Quick Reply Buttons is defined in the template at the time of template creation and cannot be customized on the fly. The Display text cannot exceed 30 characters and may include emojis. Once a user clicks on a Quick Reply button in a text or media message template, it is greyed out and cannot be clicked again. Each click on the Quick Reply will be an incoming message to the Business. It is also possible to define a custom payload against each Quick reply button while placing the message requests; in order to identify the Button details in the incoming message.

Key points to note of Quick Reply button:

Old Quick Reply button Payload:

- You can add three quick reply buttons to message templates.
 - Templates will not be created if we have added more than 3 QR Buttons
- For Json Payload [Click Here](#) to know more

New Quick Reply Button Payload:

- Meta allows you to add maximum of 10 QR button, This will require new JSON payload for new type of template.
 - This type of template qualifies in Multi-Button template type. [Click Here](#) to know more

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Header and Footer

- WhatsApp for Business has enhanced message templates and has made it more structured with the introduction of the Header and Footer component.

Header:

- A WhatsApp Message; text or media will contain an optional parameter called the Header.
- A text message can have additional text as the Header whereas in a Media message, the Header is already specified as the media file (image, document, video or location).
- In a Text message, a header usually refers to the 'Title' of the message whereas in a Media message, the Header component specifies the 'type of media' that will be used in the template.
- The character length of a header is 60 characters and can contain variables. (Total value of the header with variables has to be 60 characters)
- Headers can also be sent for List Messages and text messages with Dynamic Reply Buttons in Interactive messaging within the 24 hour window.

Footer:

- A WhatsApp Message; text or Media will contain an optional Parameter called the Footer.
- The Footer is a usually a short line of text to the bottom of the message template.
- The total character length of the Footer can be a maximum of 60 characters and cannot contain variables.
- Footers can be sent for List Messages and Text and Media messages with Dynamic Reply Buttons in Interactive messaging within the 24 hour window

List Messages – Interactive Messaging

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

- Lists are applicable to only 2-way messaging; List messages are a way to allow users to easily choose from up to 10 options
- They can be populated dynamically, based on a customer's responses, so can be used for personalized bot use cases.
- Lists messages do not require a template or pre-approval and are currently made available for Text messages (media and location not supported)
- List Messages are best for presenting several options, such as:
 1. A customer care or FAQ menu
 2. A take-out menu
 3. Selection of nearby stores or locations

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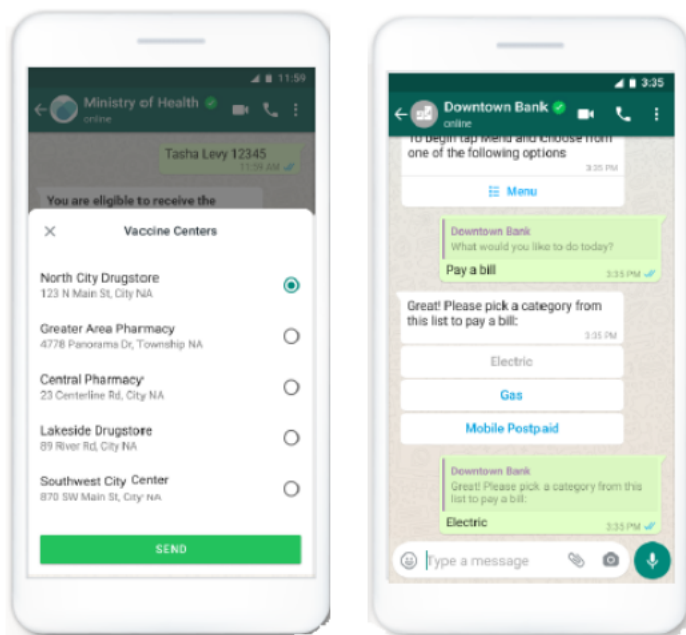
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4. Available reservation times
5. Choosing a recent order to repeat etc.

Dynamic Reply Buttons – Interactive Messaging

Similar to templates with quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

- A message cannot contain more than three reply buttons.
- Reply buttons do not offer additional context for each option.
- Users can only select one button from the menu at a time, although they can go back and reuse a previous menu.
- Reply buttons are supported for message types: text, image, video & document.



List Message

Dynamic Reply Button

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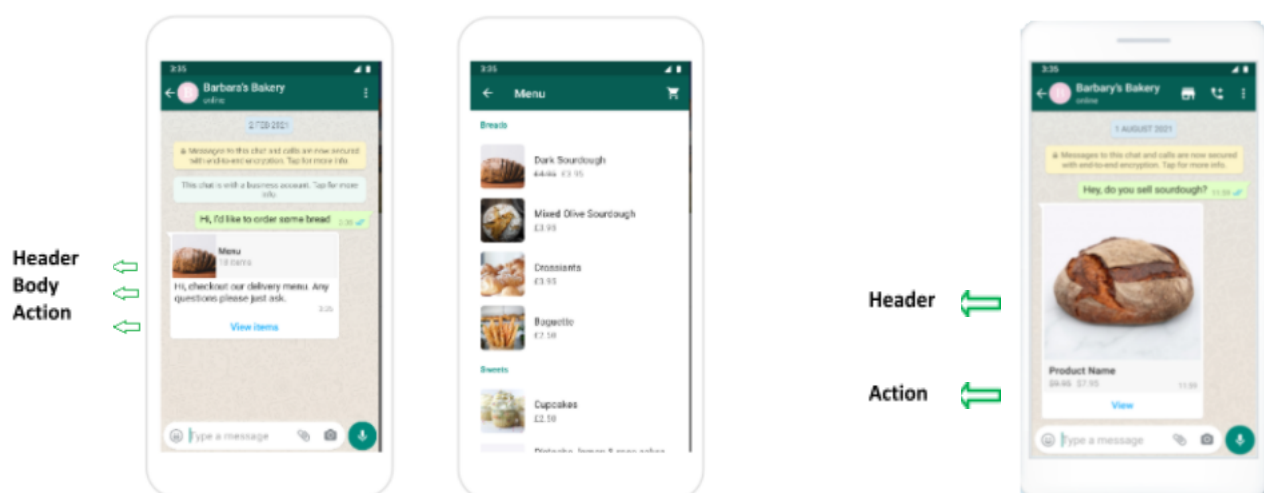
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Single and Multi-Product Messages- Interactive Messaging

Businesses on WhatsApp for Business API can now showcase a complete range of products in real-time, with up to 30 items with Multi-Product Messages or just one item with Single Product Messages. This empowers Businesses to send out rich product messages that help build commerce journeys on WhatsApp.

With the dawn of commerce on WhatsApp, end-users can add items to their cart right from their WhatsApp app, then send them to the business for the next steps such as making payments, enquiring about the product, etc.

- **Multi-Product Messages:** Messages containing a selection of up to 30 items from a business' inventory.
- **Single Product Messages:** Messages with a single product item from the business' inventory. The product is displayed in a Product Detail Page (PDP) format.



Pre-requisites

To get started with commerce on WhatsApp, an enterprise must:

1. Create a catalog using Facebook's Catalog Manager. A maximum of one catalog can be active for a WhatsApp Business Account. [Click here for information](#)
2. Add items to your catalog. Business can add multiple items but only a maximum of 30 catalog items can be shared in a single message request. [Click here for information](#)
3. Share the catalog ID with Gupshup so that we can connect your catalog to your WABA
4. Share below details with Gupshup to register your WABA for this feature

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5. Fill in the Business compliance details via the '**Business compliance**' tab on the WhatsApp Analytics Panel. Business compliance details involve Entity/Business Details, Grievance Office Information and Customer care details

**** Note:** For more info refer [here](#) i.e. How to comply with the laws for selling online in India using WhatsApp Business API.

End-user device compatibility:

Currently, commerce messages can be received in the following platforms:

- iOS: 2.21.100 (Multi-Product Messages) and 2.21.210 (Single Product Messages).
- Android: 2.21.9.15 (Multi-Product Messages) and 2.21.19 (Single Product Messages).
- Web: The web client that supports these features has been launched.

Since both Multi-Product Messages and Single Product Messages are types of interactive messages, users can perform 3 main actions:

1. View Products
2. Add products to cart: The cart persists in the chat thread until it is sent to the business. Once sent, the cart is cleared. Customers can add up to 99 units of each single catalog item to a shopping cart, but there is no limit on the number of distinct items that can be added to a cart.
3. Send a shopping cart to the business for proceeding next steps such as payment, delivery info, etc.: Once a cart has been sent, no edits can be made. Customers can send a new cart if they need new items or they would like to change their order

Gupshup Messaging API Reference

This guide provides the API specifications to send and receive messages to / from customers on WhatsApp using the Gupshup Messaging API.

Concepts

Before using the Gupshup Messaging API, a few concepts that you should be familiar with:

Number Format: The Gupshup Messaging API supports numbers in E.164 format.

Authentication: The Gupshup Messaging API authenticates using your Gupshup account `userId` and password.

Webhooks: These are user-defined HTTP/HTTPS callbacks that are triggered by specific events such as an inbound message from a customer and can be forwarded to your application e.g. your CRM or customer support platform or chat-bot.

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API Endpoint

The Gupshup Messaging API resides at this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Please use this URL for all API methods.

User Authentication Scheme

Currently, our API supports Plain Authentication Scheme for the user. This authentication scheme requires only the user ID and password. The connection security is provided through HTTPS protocol and encryption of parameters using AES-256 bit encryption.

HTTPS/SSL Support

Our API has been designed to allow you to access an SSL Enabled connection for added security i.e. the API also support Hypertext Transfer Protocol over Secure Socket Layer (HTTPS) protocol.

The API call has syntax identical to the HTTP API call. However in case of an HTTPS call, the HTTP headers shall be encrypted which provides better security of data. For this, enter the URL beginning with https:// instead of http://

Data Encryption

In addition to SSL, our API has been designed to allow you to securely send sensitive data to the Gupshup platform by encrypting the data using Advanced Encryption Standard i.e. AES 256-bit encryption. On your request (please reach out to us at 022 42006799 or email us at enterprise-support@gupshup.io), a 256-bit symmetric key is generated by Gupshup and set up for your account.

You must use this key to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Pre-Requisites

1. UserId & password. If you don't have an account, please contact your account manager.
2. URL encoding of your message, password etc.
3. Encryption key in case you have opted for this feature
4. Verified Business Phone Number: To test sending of messages, you must have a Verified Business Phone Number linked to your account.

For any queries our support is available for you at 022 42006799 or email us at enterprise-support@gupshup.io

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API Collection:

The API collection that can be tested via API testing tool such as Postman is:

This collection contains entire set of working API requests for:

- Collecting/Revoking Consent i.e. Opt-in & Opt-out APIs
- Sending Messages – Text & Media Messages (interactive, button, multi-button, Copy code, Limited Time offer, Carousel, list messages, Multi-product and single product messages)
- Delivery event via callback URL
- Inbound web hook events via callback URL

Collection link that can be imported via Postman is as below:

https://api.postman.com/collections/3519024-03e026d7-7e24-4792-9b87-fbaf015991dd?access_key=PMA T-01HDN6X7ZG1E69FZ71JB6QYXBK

Opt-in a User

To send business-initiated messages (Notifications) to a user on WhatsApp, you must first collect the user's explicit consent to send such notifications on WhatsApp and then call the Gupshup Messaging API using the OPT_IN API method to mark the user as 'Opt-In'.

Please use this method responsibly and do not make an Opt-in API call unless the user has legitimately and explicitly provided their consent to your business to send notifications on WhatsApp. Please read the Opt-in Guidelines documentation shared by Gupshup to collect opt-ins from customers. You may be requested to provide proof that you have collected the users' consent at a later date.

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API Endpoint

To mark a user as Opt-in, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Supported methods: GET, POST

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special Characters.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
phone_number REQUIRED string	The phone number of the user who has provided explicit consent to the business to receive notifications on WhatsApp. Number must be in E.164 format.	91989212345
method REQUIRED string	The API method to perform a specific action i.e. mark the phone number as Opt-in user <i>Must be: OPT_IN</i>	OPT_IN
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
channel REQUIRED string	The channel for which user has provided Consent to be contacted by the business <i>Must be: WHATSAPP</i>	WHATSAPP
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. <i>Must be one of: text, json, xml</i>	json

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Sample Requests

Simple request

Below is a sample GET request to mark a user as Opt-In:

```
curl --location --request GET
'https://media.smsgupshup.com/GatewayAPI/rest?method=OPT_IN&format=json&userid=2000XXXXX
X&password=XXXXXXX&phone_number=919999999999&v=1.1&auth_scheme=plain&channel=WHATS
APP'
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to mark a user as Opt-In:

```
https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXXX&encrdata={{Base64_Encoded_E
ncrypted_Data}}
```

where, value of encrdata =

```
{{method=OPT_IN&format=json&password=XXXXXXX&phone_number=919777777778&v=1.1&auth_sc
heme=plain&channel=WHATSAPP}}
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

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API Response

A successful API request generates an HTTP 200 response. The response to a request where output format was specified as json, is a JSON array with response status, unique identifier and method as OPT_IN.

```
{
  "response": {
    "id": "3795200898494416206",
    "phone": "",
    "details": "OPT_IN", "status": "success"
  },
  "data": {
    "response_messages": [
      {
        "id": "3795200898494416206",
        "phone": "91977777778",
        "details": "OPT_IN", "status": "success"
      }
    ]
  }
}
```

This indicates that the mobile number 91977777778 has been successfully opted in under a Unique Identifier '3795200898494416206'. The identifier string is unique for each recipient number and is auto generated at the time of opt-in submission.

API Errors

An error response is generated when any of the required parameters is not specified correctly or any other technical error exists. The error response will indicate an error code along with the actual error message.

Typical error response is:

```
{
  "response": {
    "id": "105",
    "phone": "",
```

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```
"details": "The phone number \"666\" is not a valid phone number", "status": "error"
}}
```

Opt-out a User

WhatsApp recommends that the business provide opted-in users with an option to opt-out from receiving notifications on WhatsApp. One recommended method is to inform users about a STOP keyword on WhatsApp to opt-out. Without such an option being made available, users have recourse to block the Business phone number or report it as Spam from the WhatsApp profile, which may negatively affect the Business's quality rating and result in quality rating based rate limits being applied and possibly a total suspension of the Business account if quality rating does not improve over time.

API Endpoint

To mark a user as Opt-out, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Supported methods: GET, POST

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
phone_number REQUIRED string	The phone number of the user who has elected to opt out from receiving notifications from the business WhatsApp. Number must be in E.164 format.	91989212345

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method REQUIRED string	The API method to perform a specific action i.e. mark the phone number as Opt-in user <i>Must be: OPT_OUT</i>	OPT_OUT
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
channel REQUIRED string	The channel for which user has provided his consent to be contacted by the business <i>Must be: whatsapp</i>	whatsapp
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. <i>Must be one of: text, json, xml</i>	json

Sample Requests

Simple request

Below is a sample GET request to mark a user as Opt-Out:

```
curl --location --request GET
'https://media.msgupshup.com/GatewayAPI/rest?method=OPT_IN&format=json&userid=2000XXXXXX&password=XXXXXX&phone_number=919999999999&v=1.1&auth_scheme=plain&channel=WHATSAPP'
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to mark a user as Opt-Out:

https://media.msgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

where value of encrdata =

{{method=OPT_OUT&format=json&password=XXXXXX&phone_number=919777777778&v=1.1&auth

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_scheme=plain&channel=WHATSAPP}}

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

API Response

A successful API request generates an HTTP 200 response. The response to a request where output format was specified as JSON, is a JSON array with response status, unique identifier and method as OPT_OUT.

```
{
  "response": {
    "id": "3622162179146741070",
    "phone": "", "details": "OPT_OUT", "status": "success"
  },
  "data": {
    "response_messages": [
      {
        "id": " 3622162179146741070",
        "phone": "919777777778",
        "details": "OPT_OUT", "status": "success"
      }
    ]
  }
}
```

This indicates that the mobile number 919777777778 has been successfully opted out under a Unique Identifier-‘3622162179146741070’. The identifier string is unique for each recipient number and is auto generated at the time of opt-out submission.

API Errors (for OPTIN & OPTOUT APIs)

An error response is generated when any of the required parameters is not specified correctly or any other technical error exists. The error response will indicate an error code along with the actual error message.

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A typical error response is

```
{
  "response": {
    "id": "105",
    "phone": "",
    "details": "The phone number \"666\" is not a valid phone number", "status": "error"
  }
}
```

Below is the list of API failure or errors in case request is badly formed or parameters are missing

Error code (id)	Error message (details)
100	An unknown exception has occurred. Please retry the request after some time.
101	The parameter X is required. Please resend request.
102	Authentication failed due to invalid userId or password.
103	Authentication Failed as userid X does not exist.
105	The phone number XXXXX is not a valid phone number.
106	The method is not supported.
175	The "INTERNATIONAL_PHONE" service is disabled for you. Kindly get the service enabled before using this action
322	The phone number has already been marked as Opt-out

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Send a Notification Message

Use the Gupshup Messaging API to send a business-initiated notification message to a customer on WhatsApp. Sending notifications on WhatsApp requires adherence to opt-in policies and message template approval process instituted by WhatsApp.

To send a Notification message to a user on WhatsApp, please ensure:

The user is already an “Opt-in” user i.e. you have called the OPT_IN API method previously

The message template is already approved by WhatsApp and Gupshup has confirmed this

Supported Message Types for Notifications

Type	Supported Content-types
Text	English and Unicode characters (max. 1024 characters per message)
Image	image/jpeg, image/png
Document	application/pdf
Video	video/mp4 Note: Only H.264 video codec and AAC audio codec is supported.

Send a Text Template Notification

API Endpoint

To send a Notification message on WhatsApp, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e

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method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp <i>Must be: SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must be URL encoded.	Hello%20World!
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. It is recommended to send msg_type=HSM when sending Text Notifications on WhatsApp. <i>Must be one of: HSM, TEXT</i>	HSM
isHSM OPTIONAL boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false' <i>Must be one of: true, false</i>	true
isTemplate OPTIONAL boolean	This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template This must always be passed as isTemplate=true if it is an Interactive Message Template or if it has header and footer components <i>Must be one of: true, false</i>	false

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
buttonUrlParam OPTIONAL string	<p>This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type “Visit Website” where URL=Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for “Visit Website” type of Call-to-Action button.</p> <p>For example: If static prefix of button URL in template is “https://www.gupshup.io/” and value of buttonUrlParam=“developer/home”, then when user click on the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home</p> <p>Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get a Template Mismatch error.</p>	developer/home
data_encoding OPTIONAL string	<p>The encoding type of the message i.e. plain English text Unicode i.e. message is in another language or contains special characters / emoji .</p> <p>Must be one of: text, Unicode_text</p>	Text
format OPTIONAL string	<p>The API response message format. Default value is text, unless otherwise specified.</p> <p>Must be one of: text, json, xml</p>	json
msg_id OPTIONAL string	<p>A Custom message ID that can be specified by the business. This will be attached to Message Status Callback and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.</p>	134389132153571381
extra OPTIONAL string	<p>A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric characters are allowed for this parameter.</p>	SUPER100SEGMENT
header OPTIONAL string	<p>In a Text message, a header usually refers to the ‘Title’ of the message. 60 alphanumeric characters (with variable values) are</p>	Text message : “Booking confirmation for Movie”

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	allowed for this parameter.	
footer OPTIONAL string	A short line of text to the bottom of the message template. Only 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for link present in the 'msg' request parameter Must be : True/false	True

Steps to generate "wa_template_json"

- Login to UNIFY Panel:
 - As a user, log in to the UNIFY panel using your credentials.
- Navigate to "Template List":
 - Once logged in, locate and select the "Template List" option from the main dashboard or navigation menu.
- Identify the Template Test Icon:
 - Within the "Template List" section, you will find specific icons associated with the templates available. Look for the relevant icon  for creating "wa_template_json."
- Test and Generate JSON:
 - Click on the designated icon associated with the specific template you want to use (LTO, Multi-Button, Carousel). This action will allow you to test the template and generate the required JSON to send messages.

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Kindly review the attached screenshot showcasing the sample "wa_template_json." In the illustration, you'll notice the generation of a functional API. Extracting the value of "wa_template_json" from this sample API will enable you to seamlessly send messages using the specified "wa_template_json" format.

Note: If your template is asking wa_template_json and the same is not generated by the above steps then you may use **{"components":[]}** as default json.

* Your account 2000211894 will be charged for every test message sent, at the agreed WhatsApp notification rate.*

Message sent successfully. We have generated a API URL below for this template that you can use to send out messages to your customers.

2000211894's Password*

Send To*

9000000000

Interested

Not Interested

See all options

Send Cancel

`https://media.msgupshup.com/GatewayAPI/rest?userid=2000211894&password={{PASSWORD}}&send_to=9000000000&v=1.1&format=json&msg_type=TEXT&method=SENDMESSAGE&msg=PFA+your+receipt+of+the+transaction&isTemplate=true&header=Dear+Customer&footer=Thanks&wa_template_json=%7B%22components%22%3A%5B%7B%22sub_type%22%3A%22quick_reply%22%2C%22index%22%3A%220%22%2C%22type%22%3A%22button%22%2C%22parameters%22%3A%5B%7B%22payload%22%3A%22%22%2C%22type%22%3A%22payload%22%7D%5D%7D%2C%7B%22sub_type%22%3A%22quick_reply%22%2C%22index%22%3A%221%22%2C%22type%22%3A%22button%22%2C%22parameters%22%3A%5B%7B%22payload%22%3A%22%22%2C%22type%22%3A%22payload%22%7D%5D%7D%5D%7D`

Sample requests:

Simple Text:

Below is a sample POST request for sending a text message on WhatsApp.

```
curl --location --request POST 'https://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'msg_type=Text' \
```

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```
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg_id= '35553'
--data-urlencode 'msg=This is test message'
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a message on WhatsApp:

`https://media.msgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}`

where, value of encrdata =

`{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&msg=Welcome%20to%20Gupshup%20API}}`

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the shared key, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending the API request

Unicode Text

Simple request

Below is a sample GET request when sending a Unicode text message on WhatsApp

`https://media.msgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX`

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```
password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&data_encoding=
unicode_text&msg=Gupshup%20API%20%E0%A4%AE%E0%A5%87%E0%A4%82%E0%A4%86%E0%A4%AA%
0%A4%95%E0%A4%BE%E0%A4%B8%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%97%E0%A4%A4%20%
0%A4%B9%E0%A5%88
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a Unicode message on WhatsApp

```
https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_
Data}}
```

where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_sche
me=plain&msg_type=HSM&data_encoding=Unicode_text&msg=Gupshup%20API%20%E0%A4%AE%E0%A5
%87%
E0%A4%82%E0%A4%86%E0%A4%AA%E0%A4%95%E0%A4%BE%E0%A4%B8%E0%A5%8D%E0%A4
%B5%E0%A4%BE%E0%A4%97%E0%A4%A4%20%E0%A4%B9%E0%A5%88}}
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Text with Header and Footer

Simple request with Header and Footer

Below is a sample POST request when sending a text message with Header and Footer.

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```
curl --location --request POST 'https://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'msg_type=Text' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg= This is test message' \
--data-urlencode 'header=Header text value' \
--data-urlencode 'footer=Footer text value' \
--data-urlencode 'isTemplate=true'
```

Text with CTA Buttons

Simple request with static Button URL

Below is a sample POST request when sending a text message with CTA Buttons on WhatsApp.

```
curl --location --request POST 'https://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'msg= This is a test message.' \
--data-urlencode 'msg_type=TEXT' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true'
```

Here, since the Button Template has static Call-to-Action buttons, it is exactly similar to sending a simple text message except for isTemplate=true parameter. This will ensure that the Call-to-Action button template is sent on WhatsApp as expected

Simple request with dynamic Button URL

Below is a sample POST request when sending a text message with CTA Buttons on WhatsApp.

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```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'msg= This is a test message.' \
--data-urlencode 'msg_type=TEXT' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'buttonUrlParam=dynamicURLpart'
```

Encrypted request with dynamic Button URL

Below is a sample GET request with encrypted data in the payload, to send a text message with CTA Buttons on WhatsApp:

https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&isTemplate=true&buttonUrlParam=bDQ2NTkz&msg=This%20is%20your%20flight%20confirmation%20for%20Mumbai%20(BOM)%20%20Bengaluru%20(BLR)%20on%20May%2022%2C%202020%20at%2018%3A50%20hours.}}
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request

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Text with Quick Reply Buttons

Simple request

Below is a sample POST request when sending a text message with Quick Reply Buttons on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'msg=This is a test message.' \
--data-urlencode 'msg_type=TEXT' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true'
```

Here, since the Button Template has static Quick Reply buttons, it is exactly similar to sending a simple text message except for **isTemplate=true** parameter. This will ensure that the Quick Reply button template is sent on WhatsApp as expected.

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a text message with Quick Reply Buttons on WhatsApp:

https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&isTemplate=true&msg=How%20much%20data%20do%20you%20need%3F%0A%0AC%20choose%20from%20one%20of%20the%20options%20below.}}
```

Text with Quick Reply Buttons with custom Payload

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
```

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```
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'msg=This is a test message.' \
--data-urlencode 'msg_type=TEXT' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'qrPayload_1=PAYLOAD_FOR_BUTTON_1' \
--data-urlencode 'qrPayload_2=PAYLOAD_FOR_BUTTON_2' \
--data-urlencode 'qrPayload_3=PAYLOAD_FOR_BUTTON_3' \
--data-urlencode 'isTemplate=true'
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Send a Media Template Notification

The method for sending a media template message is “SendMessage”. There are two approaches to sending a media template notification on WhatsApp:

Pass the public media URL as an API parameter using SendMessage API

First use the UploadMedia API to upload the media file. This API returns a media_id, which can then be passed as an API parameter in SendMessage API. This is a 2-step process.

Media Type	Max. Media Upload Size
Image	5 MB
Document	100 MB
Video	16 MB

Using Media URL

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API Endpoint

To send a media message on WhatsApp using a media_url as a parameter, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	Plain
v REQUIRED string	The API version. Must be: <i>1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg_type REQUIRED string	The type of message to be sent to the customer. Must be one of: <i>IMAGE, DOCUMENT, VIDEO</i>	IMAGE

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media_url REQUIRED string	The Public URL where the media attachment file is hosted.	https://image.shutterstock.com/image-illustration/movie-ticket-icon-260nw-663331288g
caption REQUIRED string	The caption text to be sent along with the media attachment. This must exactly match the media template that is pre-approved by WhatsApp. This can be a maximum of 1024 characters as per WhatsApp media template specifications.	Your ticket is confirmed for 20-DEC-2019.
isHSM OPTIONAL boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the API will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false' Must be one of: true, false	True
isTemplate OPTIONAL boolean	This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template This must always be passed as isTemplate=true if it is an Interactive Message Template or if it has header and footer components Must be one of: true, false	false
buttonUrlParam OPTIONAL string	This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type "Visit Website" where URL is of type - Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for "Visit Website" type of Call-to-Action button. For example: If static prefix of button URL in template is " https://www.gupshup.io/ " and value of buttonUrlParam="developer/home", then when user clicks the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get	developer/home

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	Template Mismatch error.	
msg OPTIONAL string	The text message to be sent to the customer via SMS if fallback to SMS is configured.	Your ticket is confirmed for 20-DEC-2019. Click view your ticket https://gs.im/d/hgsa2g
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode text	text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
filename OPTIONAL string	This is an optional filename that can be passed in case of msg_type=DOCUMENT.	File1.pdf
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT
footer OPTIONAL string	A short line of text to the bottom of the message template	"Get yourself web-checked-in, to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify link tracking for links present in the 'caption' request parameter Must be : True/false	True

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Sample Requests

Image

Below is a sample POST request when sending an image in media template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=91xxxxxxxxxx' \
--data-urlencode 'msg_type=IMAGE' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=https://homepages.cae.wisc.edu/~ece533/images/airplane.png' \
--data-urlencode 'caption= This is a test message.'
```

Document

Below is a sample POST request when sending a document / file in media template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=91XXXXXXXXXXXX' \
--data-urlencode 'msg_type=DOCUMENT' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'method=SendmediaMessage' \
--data-urlencode 'filename=24234' \
--data-urlencode 'media_url=http://enterprise.smsgupshup.com/help/in/EnterpriseAPIDocument.pdf'
```

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Video

Below is a sample POST request when sending a video in media template on WhatsApp.

```
curl --location --request POST 'http://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'msg_type=VIDEO' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=http://clips.vorwaerts-gmbh.de/VfE_html5.mp4' \
--data-urlencode 'caption=This is test message' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'method=SendmediaMessage' \
--data-urlencode 'send_to=91XXXXXXX'
```

Location

Below is a sample POST request when sending a Location on WhatsApp.

```
curl --location 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg_type=LOCATION' \
--data-urlencode 'location={"longitude":"19.14114173234404","latitude":"72.83102441400716","name":"Inorb Mall, Malad","address":"Malad West, Mumbai"}' \
--data-urlencode 'method=SENDMESSAGE' \
--data-urlencode 'msg=Order number Abc8974 has been delivered to the shipping address seen on the map. Thank you for shopping at Go2Shop'
```

Encrypted Media

Below is a sample GET request with encrypted data in the payload, to send a document on WhatsApp:
https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_

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Data}}

where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=DOCUMENT&media_url=http://www.africau.edu/images/default/sample.pdf&caption=Account%20Statement}}
```

Image with Footer:

Below is a sample GET request when sending an image Footer on WhatsApp.

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=IMAGE&media_url=https://image.shutterstock.com/image-illustration/movie-ticket-icon-260nw-663331288.jpg&caption=Your%20ticket%20is%20confirmed%20for%2020-DEC-2019&footer=Please%20use%20the%20QR%20scanner%20to%20scan%20at%20the%20Entrance.&isTemplate=true
```

Image with CTA Buttons (Static)

Below is a sample GET request when sending an image in Interactive CTA Button template on WhatsApp.

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type=IMAGE&media_url=https://image.shutterstock.com/image-illustration/movie-ticket-icon-260nw-663331288.jpg&caption=Your%20ticket%20is%20confirmed%20for%2020-DEC-2019
```

Here, since the Button Template has static Call-to-Action buttons, it is exactly similar to sending a simple Media Template message except for **isTemplate=true** parameter. This will ensure that the Call-to-Action button template is sent on WhatsApp as expected.

Catalog Message Template(Only CAPI)

Catalog templates are marketing templates that allow you to showcase your product catalog entirely within WhatsApp. Catalog templates display a product thumbnail header image of your choice and custom body

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text, along with a fixed text header and fixed text sub-header.

When a customer taps the View catalog button in a catalog template message, your product catalog appears within WhatsApp.

You must have inventory uploaded to Meta in an ecommerce catalog connected to your WhatsApp Business Account.

```
curl --location 'media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'v=1.1' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'format=json' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'msg_type=HSM' \
--data-urlencode 'msg=Hello Please continue your shopping from here.' \
--data-urlencode 'send_to=919XXXXXXXXX' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'footer=Thanks' \
--data-urlencode 'action_button=CATALOG' \
--data-urlencode 'action={"thumbnail_product_retailer_id": "42932637827234"}' \
--data-urlencode 'campaign_id=22111111111111111111'
```

Single-Product Message Template

```
curl --location 'http://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=919XXXXXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'msg=Hello Please continue your shopping from here.' \
--data-urlencode 'action_button=CATALOG' \
--data-urlencode 'action={
  "thumbnail_product_retailer_id": "42633033416866",
  "sections": [
```

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```
{
  "title": "PopularBundles",
  "product_items": [
    {
      "product_retailer_id": "42907255046306"
    },
    {
      "product_retailer_id": "43001764085922"
    }
  ]
},
{
  "title": "PremiumPackages",
  "product_items": [
    {
      "product_retailer_id": "42932572422306"
    }
  ]
}
]
}' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'isTemplate=true'
```

Multi-Product Message Template(Only CAPI)

```
curl --location 'https://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=919XXXXXXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'msg=Hi Customre ,

Please continue your shopping.' \
--data-urlencode 'action_button=MPM' \
--data-urlencode 'action={
  "thumbnail_product_retailer_id": "42633033416866",
  "sections": [
    {
```

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```

    "title": "PopularBundles",
    "product_items": [
      {
        "product_retailer_id": "42907255046306"
      },
      {
        "product_retailer_id": "43001764085922"
      }
    ]
  },
  {
    "title": "PremiumPackages",
    "product_items": [
      {
        "product_retailer_id": "42932572422306"
      }
    ]
  }
]
}
'\
--data-urlencode 'isTemplate=true' \
--data-urlencode 'header=Welcome to GUPSHUP' \
--data-urlencode 'msg_type=HSM' \
--data-urlencode 'footer=Thanks' \
--data-urlencode 'linkTrackingEnabled=true'

```

Document with CTA Buttons (Dynamic)

Below is a sample GET request when sending a document / file in Interactive CTA Button template on WhatsApp.

https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=DOCUMENT&media_url=http://www.africau.edu/images/default/sample.pdf&caption=Here%20is%20your%20Account%20Statement&filename=Acct%20Stmt&isTemplate=true&buttonUrlParam=CcPay/1217311

Video with Quick Reply Buttons

Below is a sample GET request when sending a video in Interactive Quick Reply Button template on WhatsApp.

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`https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type=VIDEO&media_url=http://techslides.com/demos.mp4&caption=Here%20is%20your%20personalized%20welcome%20video%20kit%20for%20your%20Policy%2012345678`

Image with Quick Reply Buttons with custom payload

`https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type=IMAGE&media_url=https://techslides.com/image1.png&caption=Here%20is%20your%20personalized%20welcome%20video%20kit%20for%20your%20Policy%2012345678&qPayload_1=payload1&qPayload_2=payload2&qPayload_3=payload3`

Here, since the Button Template has static Quick Reply buttons, it is exactly similar to sending a simple text message except for *isTemplate=true* parameter. This will ensure that the Quick Reply button template is sent on WhatsApp as expected.

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

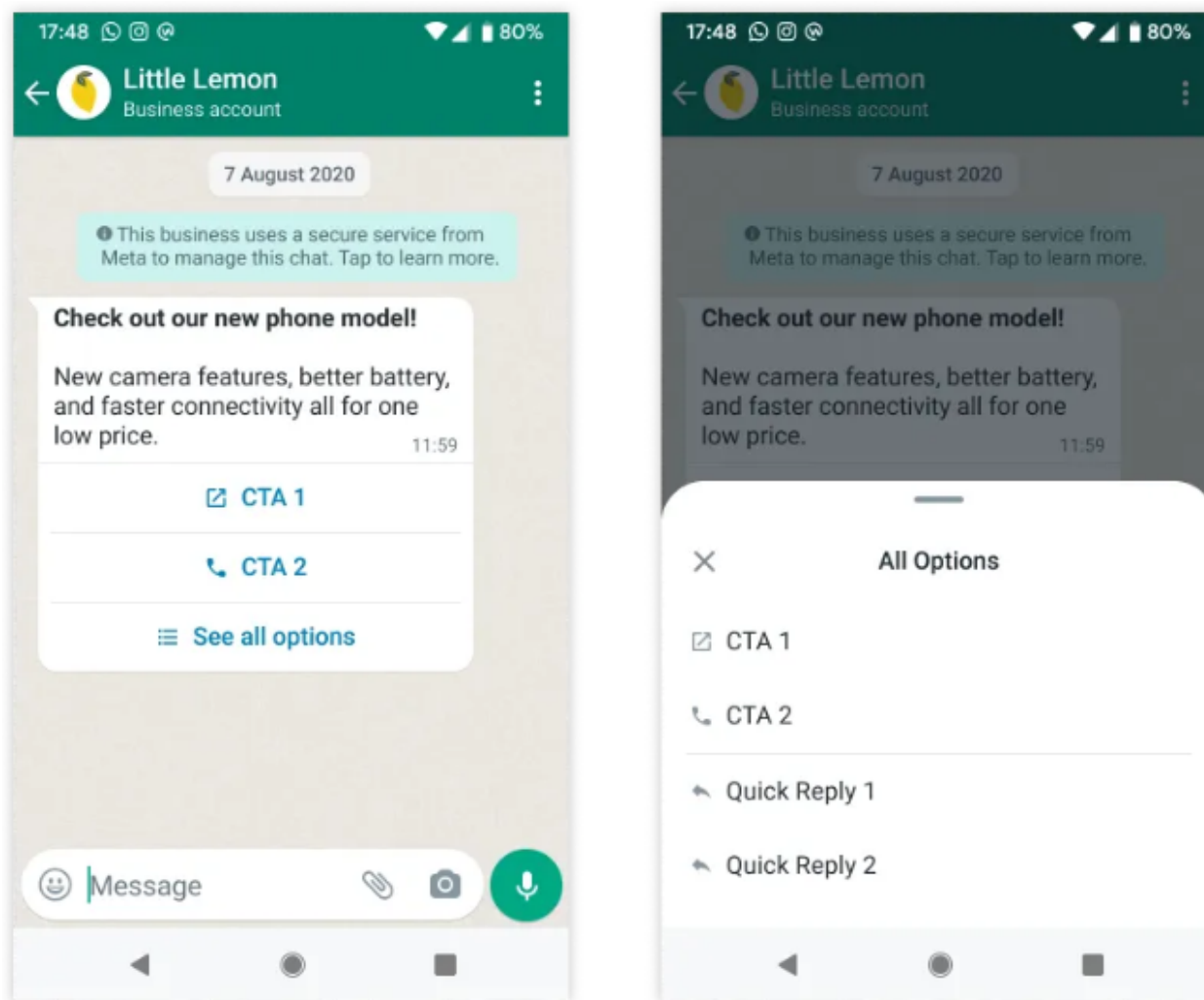
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Multi-Buttons & Coupon Code Message

Buttons are optional interactive components that perform specific actions when tapped. Now with this new feature, templates can have a mixture of up to 10 button components in total, although there are limits to individual buttons of the same type as well as combination limits. These limits are described below. Buttons are defined within a single buttons component object, packed into a single buttons array. Simplify and enrich user interactions with the Multiple Buttons feature. Whether it's directing them to specific links, prompting replies, or initiating various actions, Multiple Buttons empower you to cater to diverse customer needs and preferences, all in a single message. To know about link tracking [click here](#)

Note: This feature is available in the **On-Premise & CAPI** setup



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If a template has more than three buttons, two buttons will appear in the delivered message and the remaining buttons will be replaced with a See all options button. Tapping the See all options button reveals the remaining buttons.

Multiple Button supports Copy code in template message.

Limitation:

- Only templates categorized as MARKETING are supported.
- Templates can have a mixture of up to 10 buttons in total
- Templates are limited to one copy code button.
- If the current template contains more than 3 QR buttons or 2 CTA buttons or combination of both then, System will expect the new template json structure mentioned below. In simple words other than the old configuration of either 3 QR and 2 CTA we receive more such interactive buttons the system will ask for a new JSON structure/API.

Buttons Structure Description:

- **Phone Number Buttons**

Phone number buttons call the specified business phone number when tapped by the app user. Templates are limited to one phone number button.

- **URL Buttons**

URL buttons load the specified URL in the device's default web browser when tapped by the app user. Templates are limited to two URL buttons.

- **Quick Reply Buttons**

Quick reply buttons are custom text-only buttons that immediately message you with the specified text string when tapped by the app user. A common use case is a button that allows your customer to easily opt-out of any marketing messages.

Templates are limited to 10 quick reply buttons. If using quick reply buttons with other buttons, buttons must be organized into two groups: quick reply buttons and non-quick reply buttons. If grouped incorrectly, the API will return an error indicating an invalid combination.

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Examples of valid groupings:

1. Quick Reply, Quick Reply
2. Quick Reply, Quick Reply, URL, Phone
3. URL, Phone, Quick Reply, Quick Reply

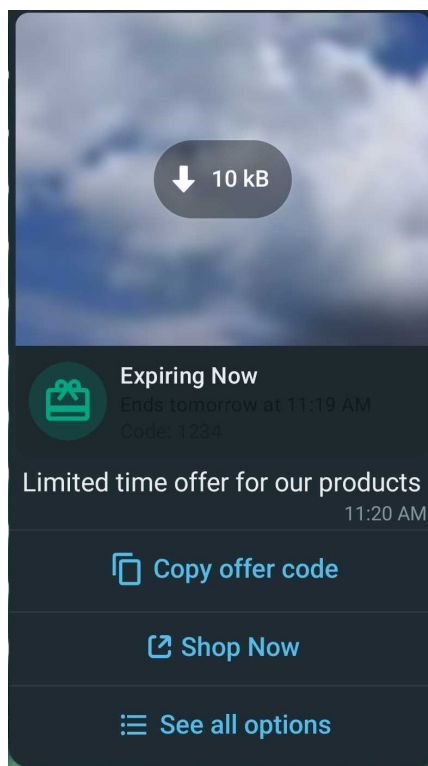
Examples of invalid groupings:

1. Quick Reply, URL, Quick Reply
2. URL, Quick Reply, URL

When using the Cloud API or On-Premises API to send a template that has multiple quick reply buttons, you can use the index property to designate the order in which buttons appear in the template message

- **Copy Code Buttons**

Copy code buttons copy a text string (defined when the template is sent in a template message) to the device's clipboard when tapped by the app user. Templates are limited to one copy code button. Please refer to the Coupon Code Sample Image below:



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Steps to Create Button Templates on [Unify Panel](#)

To create a WhatsApp template, a user typically needs to follow a set of steps. These steps may vary depending on the platform or service you are using, but here are the general steps you've mentioned:

- **Login into Unify Panel:** Log in to your Unify Panel using your credentials. This is the initial step to access the template creation feature.
- **Click on Create Button on Navigation Bar:** After logging in, you should look for a "Create" or "New" button on the navigation bar or menu. Clicking on this button will likely give you options to create various items, including WhatsApp templates.
- **Fill out the Form to Create the WhatsApp Template:** When you click on the "Create" button, you will likely be directed to a form or template creation page. In this form, you need to fill in the necessary details for your WhatsApp template. These details typically include:
 - **Template Name:** Give your template a name for easy identification.
 - **Message Content:** Write the message content you want to use as your template.
 - **Variables/Placeholders:** If your platform supports variables or placeholders (e.g., for dynamic content), specify these in your message content.
 - **Language:** Select the language of the template.
- **Once Details are Added, Click on Create:** After you've filled in all the required information and customized your WhatsApp template, look for a "Submit" or "Save" button on the form. Clicking this button will save your template and make it available for use.

Keep in mind that the exact steps and terminology may vary depending on the platform or service you're using, so it's essential to refer to the specific documentation or user interface of the Unify Panel you are working with. Additionally, WhatsApp's policies and API requirements may change over time, so make sure you are in compliance with their guidelines when creating templates.

Through our Unify Analytics panel, you have the capability to generate a Multi-Button message template. Within the buttons section, we have introduced several new options, including the addition of a "copy code" button, the ability to incorporate two "visit website" buttons, the inclusion of a "call phone number" button, and the option to include multiple quick reply buttons.

For a visual reference, please check the screenshot provided below.

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Buttons Special
Create buttons that let customers respond to your message or take action.

Call Phone Number
1 button maximum

Quick Reply

Button Test 1
0/25

Button Test 2
0/25

Call To Action

Type Of Action
Copy offer code

Add sample offer code
To help us review your message template, please add an example for your offer code.

Offer Code
0/15

Type of Action Button Text URL Type Website URL

Visit Website 0/25 Static 0/2000

Type of Action Button Text Phone Number

Call Phone Number 0/25 With Country Code 0/20

Type of Action Button Text URL Type Website URL

Visit Website 0/25 Static 0/2000

Create Add Sample

API Sample Payload

Multi-Button With Coupon Code:

```
curl --location '{endpoint}//GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=20000xxxx' \
--data-urlencode 'password=abcdef' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=917208739827' \
--data-urlencode 'v=1.1' \
--data-urlencode 'msg=Hello Please continue your shopping from here 200 200OFF.' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'msg_type=text' \
--data-urlencode 'header=Testing template' \
--data-urlencode 'footer=Testing footer' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'wa_template_json={
  "components":[
    {
```

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```

    "type": "button",
    "sub_type": "copy_code",
    "index": 0,
    "parameters": [
      {
        "type": "coupon_code",
        "coupon_code": "{{coupon_code_1}}"
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "url",
    "index": 1,
    "parameters": [
      {
        "type": "text",
        "text": "url_1"
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "url",
    "index": 2,
    "parameters": [
      {
        "type": "text",
        "text": "url_2"
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "quick_reply",
    "index": 3,
    "parameters": [
      {
        "type": "payload",
        "payload": "qrpayload_1"
      }
    ]
  }
]
} \
--data-urlencode 'format=json'

```

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Sample Payload Coupon Code

```
curl --location --globoff 'http://{endpoint}/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=abcdef' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=9692223942' \
--data-urlencode 'v=1.1' \
--data-urlencode 'msg=Hello Please continue your shopping from here 200 200OFF.' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'msg_type=text' \
--data-urlencode 'header=Testing template' \
--data-urlencode 'footer=Testing footer' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'wa_template_json={
  "components":[
    {
      "type":"button",
      "sub_type":"copy_code",
      "index":0,
      "parameters":[
        {
          "type":"coupon_code",
          "coupon_code":"{{coupon_code_1}}"
        }
      ]
    },
    {
      "type":"button",
      "sub_type":"url",
      "index":1,
      "parameters":[
        {
          "type":"text",
          "text":"url_1"
        }
      ]
    },
    {
      "type":"button",
      "sub_type":"url",
```

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```

    "index":2,
    "parameters":[
      {
        "type":"text",
        "text":"url_2"
      }
    ],
  },
  {
    "type":"button",
    "sub_type":"quick_reply",
    "index":3,
    "parameters":[
      {
        "type":"payload",
        "payload":"qrpayload_1"
      }
    ]
  }
]
}
'\
--data-urlencode 'format=json'

```

Multi-Button With Location CTA

```

curl --location 'http://media.smsgupshups.com/GatewayAPI/rest' \
--header 'Cookie: JSESSIONID=574B77A59CAB29C23C831B915DDECAA8' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=919XXXXXXX' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'v=1.1' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'msg_type=location' \
--data-urlencode 'format=json' \
--data-urlencode 'msg=Hi User,

```

Please find the location of the shop, below is the coupon code to get 15% off on every product.

```

'\
--data-urlencode 'isHSM=true' \
--data-urlencode 'isTemplate=true' \

```

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```

--data-urlencode 'location={
  "address": "worl",
  "name": "re",
  "longitude": "14.5",
  "latitude": "10.5"
}' \
--data-urlencode 'wa_template_json={
  "components": [
    {
      "type": "button",
      "sub_type": "copy_code",
      "index": 0,
      "parameters": [
        {
          "type": "coupon_code",
          "coupon_code": "SIM112"
        }
      ]
    }
  ]
}'

```

API Parameters & Description

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000XXXXXX
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i> for media content	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	plain
v REQUIRED string	The API version. Must be: <i>1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must	Hello%20World!

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Key	Description	Example
	be URL encoded.	
wa_template_json REQUIRED string	JSON body for Coupon Code components	<pre>{ "components": [{ "type": "button", "sub_type": "copy_code", "index": 0, "parameters": [{ "type": "coupon_code", "coupon_code": "{{coupon_code_1}}" }] }, { "type": "button", "sub_type": "url", "index": 1, "parameters": [{ "type": "text", "text": "url_1" }] }, { "type": "button", "sub_type": "url", "index": 2, "parameters": [{ "type": "text", "text": "url_2" }] }, { "type": "button", "sub_type": "quick_reply", "index": 3, "parameters": [{ "type": "payload", "payload": "qrpayload_1" }] }] }</pre>

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Key	Description	Example
msg_type OPTIONAL string	<p>The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified.</p> <p>It is recommended to send msg_type=HSM when sending Text Notifications on WhatsApp.</p> <p><i>Must be one of: HSM, TEXT</i></p>	HSM
isHSM OPTIONAL boolean	<p>This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the system will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false'</p> <p><i>Must be one of: true, false</i></p>	true
isTemplate OPTIONAL boolean	<p>This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template</p> <p>This must always be passed as isTemplate=true if it is an Interactive Message Template or if it has header and footer components</p> <p><i>Must be one of: true, false</i></p>	false
buttonUrlParam OPTIONAL string	<p>This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type "Visit Website" where URL=Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for "Visit Website" type of Call-to-Action button.</p> <p>For example: If static prefix of button URL in template is "https://www.gupshup.io/" and value of buttonUrlParam="developer/home", then when user clicks on the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home</p> <p>Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get</p>	developer/home

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Key	Description	Example
	a Template Mismatch error.	
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callba and can help you track messages using your internal IDs 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 50 alphanumeric characters are allowed for this parameter.	SUPER100SEGMENT
header OPTIONAL string	In a Text message, a header usually refers to the 'Title' of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	Text message : "Booking confirmation for Movie"
footer OPTIONAL string	A short line of text to the bottom of the message template. Only 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for link present in the 'msg' request parameter Must be : True/false	True

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Key	Description	Example

Bulk Upload Campaign through [Gsmmedia](#) UI

MultiButton and Coupon Code templates are now available on the Gupshup Portal. Customers can upload MultiButton and Coupon Code campaigns through the Gupshup Portal.

To make use of this feature, please follow these steps:

- Use the Unify Dashboard to create templates. Once the templates are created and enabled on the portal, you can use them through the API or access them through the Gupshup Portal to run campaigns on your customer base.
- To run campaigns, you need to log in to <https://gsmedia.msgupshup.com> using your enterprise credentials (e.g., 2000XXXXXX and the corresponding password).
- After logging in, navigate to WhatsApp in the top menu. Select the 'Simple' tab for single messages and the 'Bulk' tab to configure campaigns.
- When you're on the 'Bulk' tab, choose the type of messages, either text or media.
- After selecting the message type, click on 'Template selection' to choose the desired template.
- In the Template List, templates with the button type identified as 'Complex' will contain MultiButton or Coupon code templates.
- Select your desired template and replace variables from the message content with placeholders or actual values, if applicable.
- Once you've completed the template selection and variable substitution, customers need to upload a new button JSON in the '**WhatsApp template JSON**' text box. Following this, upload a file with mobile numbers and the variables that need to be replaced in the message payload.
- WhatsApp template JSON: Please [click here](#) to understand the process of creation of wa_template_json.
- If the button content is not common and is personalized for each recipient in the campaigns, users can pass the Template JSON in a file as shown in the sample file below.

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Dashboard
Analytics
SMS
WhatsApp
Voice
DLT Template
Email
Smart Messaging
Masks
Keywords

Message Searcher

WhatsApp

Simple | Bulk

WhatsApp Messaging Limit : 1000 customers/24 hr

Text | Image | Document | Video | Location

Template

Hello Please continue your shopping from here %VAR1 %VAR2.

Template

☒ Send Now
☐ Schedule

Characters used: 58, Left: 4038

Whatsapp Template Json

Upload list of phone numbers: (Get Sample: [MS Excel](#), [CSV](#), [Zip](#), [7z](#) or [Txt](#))

Choose File

No file chosen

Maximum file size : 20 MB.
☐ Remove duplicate entries from browsed file (What's this)
(This will automatically remove duplicate entries from your file prior to being uploaded.)
☒ Enable link tracking
(Automatically shortens the long URL in your message and tracks user-wise clicks. Converts only the first long URL found into a short URL.
** Please note that the short URL will consume 28 characters of the message length)
☐ Send Interactive Button Enabled Template
(Enables you to send interactive button Templates. It should be always off for non-button templates)

Upload and Post

Coming soon

Richer Media Templates
WhatsApp Reports
Note: WhatsApp provisional reports can be viewed [here](#).

Sample DATA for Bulk Upload file

Phone	wa_template_json
919999999999	<pre>{ "components": [{ "type": "button", "sub_type": "copy_code", "index": 0, "parameters": [{ "type": "coupon_code", "coupon_code": "SIMRanKOUR2928" }] }, { "type": "button", "sub_type": "url", "index": 3, "parameters": [{ "type": "text", "text": "button_url_1" }] }, { "type": "button", "sub_type": "quick_reply", "index": 4, "parameters": [{ "type": "payload", "payload": "qr_payload_1" }] }, { "type": "button", "sub_type": "quick_reply", "index": 5, "parameters": [{ "type": "payload", "payload": "qr_payload_2" }] }, { "type": "button", "sub_type": "quick_reply", "index": 6, "parameters": [{ "type": "payload", "payload": "qr_payload_3" }] }, { "type": "button", "sub_type": "quick_reply", "index": 7, "parameters": [{ "type": "payload", "payload": "qr_payload_4" }] }, { "type": "button", "sub_type": "quick_reply", "index": 8, "parameters": [{ "type": "payload", "payload": "qr_payload_5" }] }, { "type": "button", "sub_type": "quick_reply", "index": 9, "parameters": [{ "type": "payload", "payload": "qr_payload_6" }] }] }</pre>

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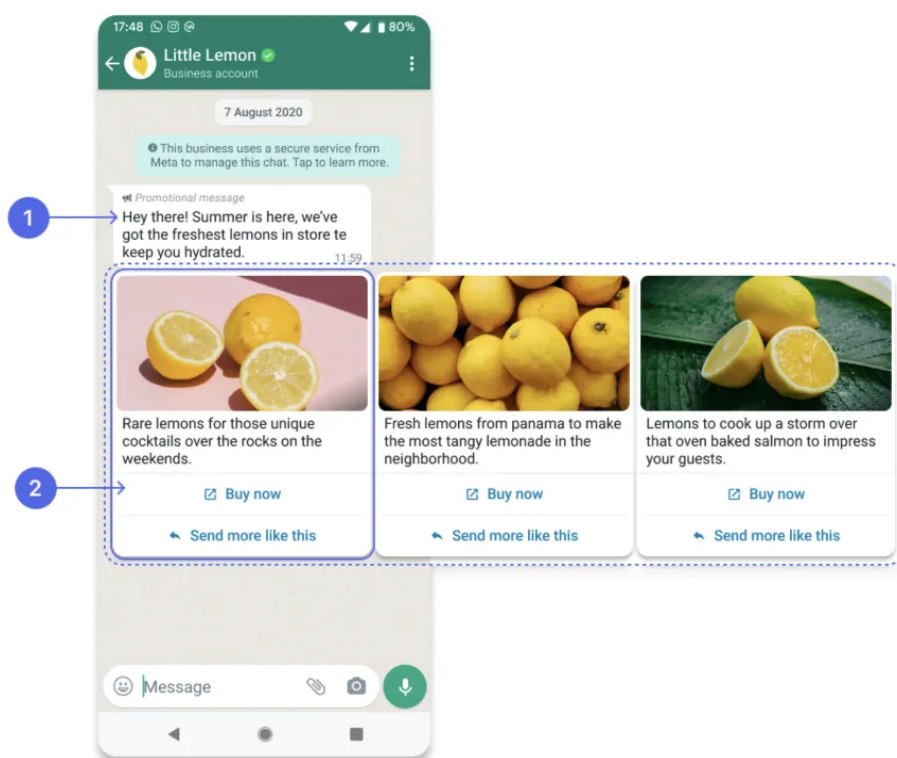
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919912345678	<pre>{"components":[{"type": "button","sub_type": "copy_code","index": 1,"parameters": [{"type": "coupon_code","coupon_code": "abcde89fg"}]}]}</pre>
--------------	--

Carousel Templates

Carousel templates allow you to send a single text message (1), accompanied by a set of up to 10 carousel cards (2) in a horizontally scrollable view:

Note: This feature is only **supported on CAPI setup**



Carousel Cards

Carousel templates support up to 10 carousel cards. Cards must have a media header (image or video) and body text. Optionally, they can include up to 2 quick reply buttons, phone number buttons, or URL buttons (button types can be mixed). To know about link tracking [click here](#)

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Limitations

- The media header format and buttons must be the same across all cards that make up a carousel template.
- Only templates categorized as MARKETING are supported.
- Media assets will be cropped to a wide ratio based on the customer's device.
- Media Type supported in cards Image or Video.

Note: Above Carousel API contains 3 cards and this is for representation only. You can add at max 10 Cards.

API Parameters & Description for creating a WhatsApp Carousel template

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000XXXXXX
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. create a carousel on WhatsApp	create_whatsapp_hsm
template_name REQUIRED string	The name of the template	n_n17_carousel_t7
category REQUIRED string	The category of the template Utility, Marketing or Authentication Must be marketing	Marketing
language REQUIRED string	The language of the template The list has been shared below.	en
template REQUIRED string	The body of the template	wohoo some offer upcoming
Template_variable_examples Optional string	Variables to be included if any	["sum","150","10"]
type REQUIRED string	Must be carousel to create a carousel template	CAROUSEL
carousel_media_type REQUIRED string	Can be either an image or a video or both	image
carousel_cards REQUIRED string	JSON body for creating the carousel	[{ "body":{ "text":"Avail the special offer. Use c "example":["15OFF",

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Key	Description	Example
		<pre> "15%"] }, "header":{ "id":"5039081120814076152" }, "buttons":[{ "type": "quick_reply", "text": "Call" }] }, "body":{ "text":"Avail the special offer. Use c {{1}} to get {{2}} off all produce.", "example":["15OFF", "15%"] }, "header":{ "id":"5039081120814076152" }, "buttons":[{ "type": "quick_reply", "text": "Call" }] }] </pre>

API Parameters & Description for uploading media in the carousel

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000XXXXXX
password REQUIRED string	The password of your Gupshup account for authentication of the userid	XXXXXXXXXX
method REQUIRED string	The API method to perform a specific action i.e. Adding media to the carousel	UPLOAD_WHATSAPP_MEDIA
file REQUIRED File	The media that should be displayed in the carousel. Card can be an image or a video	img1.jpg

API to upload media

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```
curl --location '{endpoint}/WhatsAppMediaAPI/rest' \
--form 'userid="2000XXXXXX"' \
--form 'password="XXXXXXXX"' \
--form 'method="UPLOAD_WHATSAPP_MEDIA"' \
--form 'file=@"/Users/Downloads/99cf7d57-ea25-491e-9cd0-fc5de808d743.jpg"'
```

Steps to Create Carousel Templates on [Unify Panel](#)

To create a WhatsApp carousel template, a user typically needs to follow the set of steps mentioned below.

- **Logging into Gupshup's [Unify platform](#):** Log in to your Unify Panel using your credentials. This is the initial step to access the template creation feature.
- **Expanding the side menu / Navigation bar:** After logging in, the user should look for a "Create" button in the navigation menu.
- **Under Message templates select Create:** When you click the "Create" button, you will be directed to the template creation page. In this template, you must fill in the details for your WhatsApp template. These details are as follows:
 - Enter your password for the notification account and proceed with the form
 - Assign a name to the template
 - Choose the category as Marketing or Utility
 - Under marketing type choose type "Custom"
 - There will be 2 dropdown fields enabled named "Type" and "Language"
 - Under the type, dropdown choose "Carousel".
 - Select the desired language for the template from the dropdown
 - Fill out the header (60 characters) and body (1024 characters). Please note that only 1 variable is allowed in the header.
 - After the header and body have been filled move to the carousel section. Note that the header and body of the message will remain static and not change as this is the static part. To have the body change/ slide with the image fill the body in the carousel section.
 - Enter the carousel card body (160 characters), variables can be added as required in the body section. Emojis can be added by copy-pasting into the input field.

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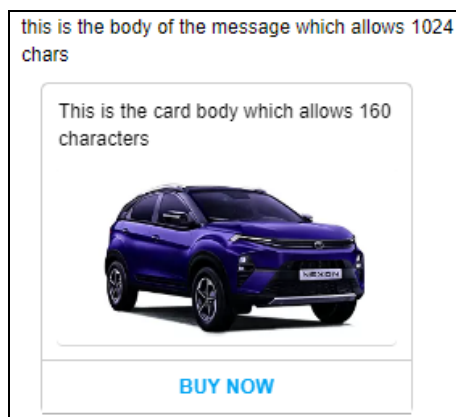
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- Choose the type of media image or video and upload the file accordingly. **Media assets will be cropped to a wide ratio based on the customer's device.** Image supports JPEG, JPG, PNG file types.
- **Select the button type from the dropdown:** There will be 3 options URL, Quick Reply, and Phone number, choose the desired type and move to the next field. The field will depend on the type of button chosen.
 - For “Quick Reply” there will be only a button field.
 - For “URL” the fields will be as follows:
 - **Button text:** Text display on button
 - **URL type:** dynamic or static
 - **Website URL:** Enter the URL where you want to direct the user.
 - For “Phone Number” the fields will be as follows:
 - **Button:** Call now (Example)
 - **Phone number:** 1234567890
- **Button text will be common for all types:** Here you can enter the button text in 25 characters, For example: **Visit Now or Call Now.**
- **Add a new card to the carousel:** After filling in the first card click on the “Add Carousel” button placed in the top right corner of the card. This will create a new card with the same fields.
- All the cards will have the same type of button.
- **Select buttons as desired from the button dropdown for the message:** More CTA buttons such as Quick Reply, coupon code, and phone number can be added to the message outside the carousel cards.
- **Once Details are Added, Click on Create:** After you've filled in all the required information as per your liking and customized your WhatsApp template, look for a "Create" button at the end of the form. Clicking this button will save your template and make it available for use.

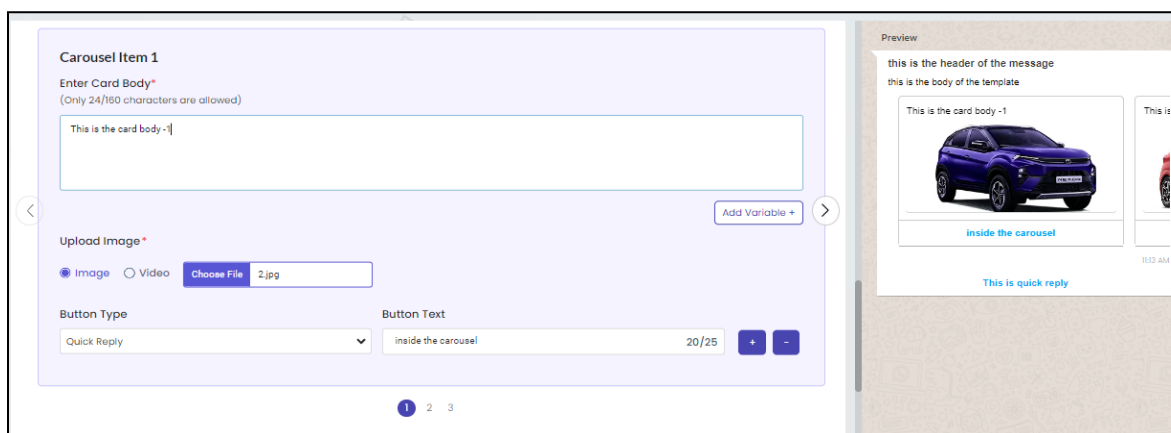
Through our Unify Analytics panel, you have the capability to generate a Carousel message template. For a visual reference, please check the screenshot provided below.

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Message character limit



Carousel creation in using unify pannel

API Parameters & Description(Send)

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000XXXXXX
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e

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Key	Description	Example
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp <i>Must be: SendMediaMessage for media content</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must be URL encoded.	Hello%20World!
wa_template_json REQUIRED string	JSON body for Carousel components	<pre>{ "components": [{ "type": "CAROUSEL", "cards": [{ "card_index": 0, "components": [{ "type": "HEADER", "parameters": [{ "type": "image", "image": { "link": "https://gs-iglobe-voice-data.s p-south-1.amazonaws.com/25 2023/1705999342121-502235 8100390967.png" }] }, { "type": "BODY", "parameters": [{ "type": "TEXT", "text": "10OFF" }, { "type": "TEXT", "text": "10%" }] }] }] }] }</pre>

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Key	Description	Example
		<pre> }] }, { "type": "BUTTON", "sub_type": "QUICK_REPLY", "index": "0", "parameters": [{ "type": "PAYLOAD", "payload": "59NqSd" }] }, { "type": "button", "sub_type": "URL", "index": "1", "parameters": [{ "type": "payload", "payload": "last_chance_2023" }] }], { "card_index": 1, "components": [{ "type": "HEADER", "parameters": [{ "type": "image", "image": { "link": "https://gs-iglobe-voice-data.s p-south-1.amazonaws.com/25 2023/1705999342121-502235 8100390967.png" } }] }] }, { "type": "BODY", "parameters": [{ "type": "TEXT", </pre>

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Key	Description	Example
		<pre> "text": "30OFF" }, { "type": "TEXT", "text": "30%" }] }, { "type": "BUTTON", "sub_type": "QUICK_REPLY", "index": "0", "parameters": [{ "type": "PAYLOAD", "payload": "7C4xhY" }] }, { "type": "BUTTON", "sub_type": "URL", "index": "1", "parameters": [{ "type": "payload", "payload": "summer_blues_2023" }] }] }] } } } } } </pre>
msg_type OPTIONAL string	<p>The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified.</p> <p>It is recommended to send msg_type=HSM when sending Text Notifications on WhatsApp.</p> <p>Must be one of: HSM, TEXT</p>	HSM

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Email: info@gupshup.io | **Ph:** +91 2242006799 | **Fax:** +91 22 61968008 | **CIN:** U72100MH2005PTC150425
www.gupshup.io

Key	Description	Example
isHSM OPTIONAL boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the system will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false' <i>Must be one of: true, false</i>	true
isTemplate OPTIONAL boolean	This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template This must always be passed as isTemplate=true if it is an Interactive Message Template or if it has header and footer components <i>Must be one of: true, false</i>	false
buttonUrlParam OPTIONAL string	This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type "Visit Website" where URL=Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for "Visit Website" type of Call-to-Action button. For example: If static prefix of button URL in template is "https://www.gupshup.io/" and value of buttonUrlParam="developer/home", then when user clicks on the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get a Template Mismatch error.	developer/home
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . <i>Must be one of: text, Unicode_text</i>	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified.	json

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Key	Description	Example
	Must be one of: text, json, xml	
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callback and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 50 alphanumeric characters are allowed for this parameter.	SUPER100SEGMENT
header OPTIONAL string	In a Text message, a header usually refers to the 'Title' of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	Text message : "Booking confirmation for Movie"
footer OPTIONAL string	A short line of text to the bottom of the message template. Only 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True
media_url	This parameter takes the URL for media.	https%3A%2F%2Fimage-ap1.mngage.com%2Findusindbanklimitedmoengage%2Fimages%2F2023181118225905351ODAETBlueRDCEMISM1200X628jpgcompiledsindbanklimitedmoengage%2Fges.jpg

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API Sample Payload

```
curl --location --request POST '{endpoint}' \
--form 'send_to="9819885445"' \
--form 'msg="Summer is here, and we have the freshest produce around! Use code 1 to get 2 off your next order."' \
--form 'msg_type="IMAGE"' \
--form 'userid="2000XXXXXX"' \
--form 'auth_scheme="plain"' \
--form 'password="abcdef"' \
--form 'v="1.1"' \
--form 'format="text"' \
--form 'isHSM="true"' \
--form 'method="SendMessage"' \
--form
'media_url="https%3A%2F%2Fimage-ap1.moengage.com%2Findusindbanklimitedmoengage%2Fimages%2F20230318111822
5905351ODAETBlueStarDCEMISM1200X628jpgcompindusindbanklimitedmoengage%2Fimages.jpg"' \
--form 'isTemplate="true"' \
--form 'wa_template_json="{
  "components":[
    {
      "type":"CAROUSEL",
      "cards":[
        {
          "card_index":0,
          "components":[
            {
              "type":"HEADER",
              "parameters":[
                {
                  "type":"image",
                  "image":{"
"link":"https://gs-iglobe-voice-data.s3.ap-south-1.amazonaws.com/25-10-2023/1705999342121-5022357868100390967.png
"
                }
              }
            }
          ],
          },
          {
            "type":"BODY",
            "parameters":[
              {
                "type":"TEXT",
                "text":"10OFF"
              },
            ],
          }
        ]
      },
    }
  ],
}
```

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```

        {
            "type":"TEXT",
            "text":"10%"
        }
    ],
    {
        "type":"BUTTON",
        "sub_type":"QUICK_REPLY",
        "index":"0",
        "parameters":[
            {
                "type":"PAYLOAD",
                "payload":"59NqSd"
            }
        ]
    },
    {
        "type":"button",
        "sub_type":"URL",
        "index":"1",
        "parameters":[
            {
                "type":"payload",
                "payload":"last_chance_2023"
            }
        ]
    }
],
{
    "card_index":1,
    "components":[
        {
            "type":"HEADER",
            "parameters":[
                {
                    "type":"image",
                    "image":{
                        "link":"https://gs-iglobe-voice-data.s3.ap-south-1.amazonaws.com/25-10-2023/1705999342121-5022357868100390967.png"
                    }
                }
            ]
        }
    ]
},

```

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```
orm 'var2="ds"'
```

Bulk Upload Campaign through [Gsmedia](#) UI

With the release of this new feature customers of Gupshup can now use the portal to bulk upload their marketing campaigns.

To make use of this feature, please follow these steps:

- Use the Unify Dashboard to create templates. Once the templates are created and enabled on the portal, you can use them through the API or access them through the Gupshup Portal to run campaigns on your customer base.
- To run campaigns, you need to log in to <https://gsmedia.msgupshup.com> using your enterprise credentials (e.g., 2000XXXXXX and the corresponding password).
- After logging in, navigate to WhatsApp in the top menu. Select the 'Simple' tab for single messages and the 'Bulk' tab to configure campaigns.
- When you're on the 'Bulk' tab, choose the type of messages, either text or media.
- After selecting the message type, click on 'Template selection' to choose the desired template.
- In the Template List, templates with the button type identified as 'Complex' will contain MultiButton or Coupon code templates.
- Select your desired template and replace variables from the message content with placeholders or actual values, if applicable.
- Once you've completed the template selection and variable substitution, customers need to upload a new button JSON in the '**WhatsApp template JSON**' text box. Following this, upload a file with mobile numbers and the variables that need to be replaced in the message payload.
- WhatsApp template JSON: Please [click here](#) to understand the process of creation of wa_template_json.
- If the button content is not common and is personalized for each recipient in the campaigns, users can pass the Template JSON in a file as shown in the sample file below.

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Dashboard Analytics SMS **WhatsApp** Voice DLT Template Email Smart Messaging Masks Keywords

Message Searcher

WhatsApp

Simple | Bulk

WhatsApp Messaging Limit : 1000 customers/24 hr

Text | Image | Document | Video | Location

Template

Hello Please continue your shopping from here %VAR1 %VAR2.

Characters used: 58, Left: 4038

☒ Send Now ☐ Schedule

WhatsApp Template Json

Upload list of phone numbers: (Get Sample: [MS Excel](#), [CSV](#), [Zip](#), [7z](#) or [Txt](#))

Choose File No file chosen

Maximum file size : 20 MB.
☐ Remove duplicate entries from browsed file (What's this)
(This will automatically remove duplicate entries from your file prior to being uploaded.)
☒ Enable link tracking
(Automatically shortens the long URL in your message and tracks user-wise clicks. Converts only the first long URL found into a short URL.
** Please note that the short URL will consume 28 characters of the message length)
☐ Send Interactive Button Enabled Template
(Enables you to send Interactive button Templates. It should be always off for non-button templates)

Upload and Post

Coming soon

Richer Media Templates
WhatsApp Reports
Note: WhatsApp provisional reports can be viewed [here](#).

GS MEDIA bulk upload

Sample DATA for Bulk Upload file

Phone	wa_template_json
919999999999	<pre>{ "components": [{ "type": "button", "sub_type": "copy_code", "index": 0, "parameters": [{ "type": "coupon_code", "coupon_code": "SIMRanKOUR2928" }] }] },</pre>

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	<pre> { "type": "button", "sub_type": "url", "index": 3, "parameters": [{ "type": "text", "text": "button_url_1" }] }, { "type": "button", "sub_type": "quick_reply", "index": 4, "parameters": [{ "type": "payload", "payload": "qr_payload_1" }] }, { "type": "button", "sub_type": "quick_reply", "index": 5, "parameters": [{ "type": "payload", "payload": "qr_payload_2" }] }, { "type": "button", "sub_type": "quick_reply", "index": 6, "parameters": [{ "type": "payload", "payload": "qr_payload_3" }] }, { "type": "button", "sub_type": "quick_reply", "index": 7, "parameters": [{ "type": "payload", "payload": "qr_payload_4" }] }, { </pre>
--	---

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	<pre> "type": "button", "sub_type": "quick_reply", "index": 8, "parameters": [{ "type": "payload", "payload": "qr_payload_5" }] }, { "type": "button", "sub_type": "quick_reply", "index": 9, "parameters": [{ "type": "payload", "payload": "qr_payload_6" }] }] } </pre>
919912345678	<pre> {"components":[{"type": "button","sub_type": "copy_code","index": 1,"parameters": [{"type": "coupon_code","coupon_code": "abcde89fg"}]]} </pre>

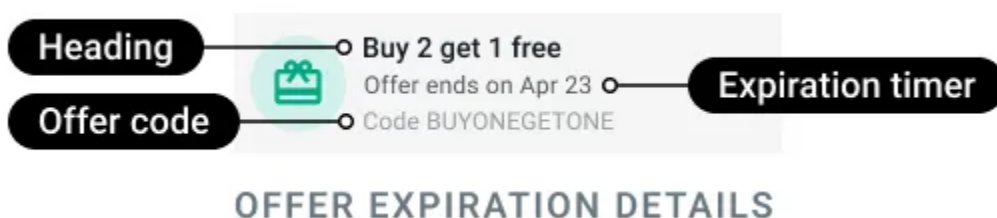
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Limited-Time Offer Message(Go Live Date- 7th December)

Limited-time offer templates allow you to display expiration dates and running countdown timers for offer codes in template messages, making it easy for you to communicate time-bound offers and drive customer engagement. This document describes limited-time offer templates and how to use them. Unlock the power of time-bound promotions with our Limited-Time Offer Templates! To know about link tracking [click here](#)

The delivered message can display an offer expiration details section with a heading, an optional expiration timer, and the offer code itself.

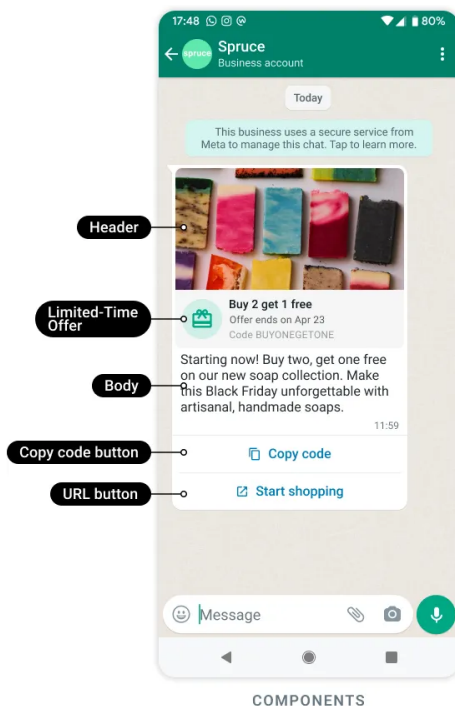


The expiration timer is a text string that is not customizable, but it will change to red text if the message is viewed and the offer code is expiring within the next hour. (You include the actual offer code and its expiration timestamp when you send the template in a template message.)

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Note: This feature is only supported on CAPI setup and will be launched by 7th December 2023



Limitations

- Only templates categorized as MARKETING are supported.
- Footer components are not supported.
- Users who view a limited-time offer template message using that WhatsApp web app or desktop app will not see the offer, but will instead see a message indicating that they have received a message but that it's not supported in the client they are using.

Sample Payload

```
curl --location '{endpoint}/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=200012345' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=9692223942' \
--data-urlencode 'v=1.1' \
--data-urlencode 'msg=Hello Please continue your shopping from here {{1}} {{2}}.' \
--data-urlencode 'isHSM=true' \
--data-urlencode 'msg_type=text' \
--data-urlencode 'footer=Testing%252520footer' \
```

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```

--data-urlencode 'isTemplate=true' \
--data-urlencode 'wa_template_json={
  "components":[
    {
      "type":"button",
      "sub_type":"copy_code",
      "index":0,
      "parameters":[
        {
          "type":"coupon_code",
          "coupon_code":"{{coupon_code_1}}"
        }
      ]
    },
    {
      "type":"button",
      "sub_type":"url",
      "index":1,
      "parameters":[
        {
          "type":"text",
          "text":"url_1"
        }
      ]
    },
    {
      "type":"button",
      "sub_type":"url",
      "index":2,
      "parameters":[
        {
          "type":"text",
          "text":"url_2"
        }
      ]
    },
    {
      "type":"button",
      "sub_type":"quick_reply",
      "index":3,
      "parameters":[
        {
          "type":"payload",
          "payload":"qr_payload_1"
        }
      ]
    }
  ]
}

```

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```

    },
    {
      "type": "limited_time_offer",
      "parameters": [
        {
          "type": "limited_time_offer",
          "limited_time_offer": {
            "expiration_time_ms": "{{expiration_time}}"
          }
        }
      ]
    }
  ]
}
}
]
}
}

--data-urlencode 'password=abcdef'

```

API Parameters & Description

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000XXXXXX
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp <i>Must be: SendMediaMessage for media content</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	plain
wa_template_json REQUIRED string	JSON body for Coupon Code components	<pre> { "components": [{ "type": "button", "sub_type": "copy_code", "index": 0, "parameters": [{ "type": "coupon_code", "coupon_code": "{{coupon_code_1}}" }] }] } </pre>

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Key	Description	Example
		<pre>{ "type": "button", "sub_type": "url", "index": 1, "parameters": [{ "type": "text", "text": "url_1" }] }, { "type": "button", "sub_type": "url", "index": 2, "parameters": [{ "type": "text", "text": "url_2" }] }, { "type": "button", "sub_type": "quick_reply", "index": 3, "parameters": [{ "type": "payload", "payload": "qrpayload_1" }] }]</pre>
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must be URL encoded.	Hello%20World!
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified.	HSM

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Key	Description	Example
	<p>It is recommended to send msg_type=HSM when sending Text Notifications on WhatsApp.</p> <p><i>Must be one of: HSM, TEXT</i></p>	
isHSM OPTIONAL boolean	<p>This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the system will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false'</p> <p><i>Must be one of: true, false</i></p>	true
isTemplate OPTIONAL boolean	<p>This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template</p> <p>This must always be passed as isTemplate=true if it is an Interactive Message Template or if it has header and footer components</p> <p><i>Must be one of: true, false</i></p>	false
buttonUrlParam OPTIONAL string	<p>This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type "Visit Website" where URL=Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for "Visit Website" type of Call-to-Action button.</p> <p>For example: If static prefix of button URL in template is "https://www.gupshup.io/" and value of buttonUrlParam="developer/home", then when user clicks on the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home</p> <p>Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get a Template Mismatch error.</p>	developer/home
data_encoding OPTIONAL string	<p>The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji .</p>	Text

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Key	Description	Example
	Must be one of: text, Unicode_text	
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callba and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 50 alphanumeric characters are allowed for this parameter.	SUPER100SEGMENT
header OPTIONAL string	In a Text message, a header usually refers to the 'Title' of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	Text message : "Booking confirmation for Movie"
footer OPTIONAL string	A short line of text to the bottom of the message template. Only 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True
media_url	This parameter takes the URL for media.	https://img.freepik.com/free-photo/purple-osteospermum-daisy-flower_1373-16.jpg

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Upload Media

In this approach, first use the UploadMedia API to upload the media file. This API returns a media_id, which can then be passed as an API parameter in SendMediaMessage API.

Use this approach when you don't have a publically hosted media file or if you want to send the same media file to all recipients like a document or an image that is not customized to every individual.

API Endpoint

To upload a media message on WhatsApp, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. upload media file. Must be: UploadMedia	UploadMedia
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	Plain
v REQUIRED string	The API version. Must be: 1.1	1.1

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send_to REQUIRED string	The phone number of the recipient to whom message being sent. Number must be in E.164 format.	919892123456
media_type REQUIRED string	The type of message to be uploaded. <i>Must be one of: IMAGE, DOCUMENT, VIDEO</i>	IMAGE
media_file REQUIRED string	The local filepath of the media file on the server from where the API request is being made	@/media/DATA/sample.pdf
format OPTIONAL string	The API response message format. Default value is text unless otherwise specified. <i>Must be one of: text, json, xml</i>	Json

Sample Requests

```
curl --location 'https://media.msgupshup.com/GatewayAPI/rest' \
--form 'media_type="DOCUMENT"' \
--form 'userid="20001xxxx"' \
--form 'password="xxxxx"' \
--form 'v="1.1"' \
--form 'auth_scheme="plain"' \
--form 'format="json"' \
--form 'media_file="@T76w-WI_K/API Document for Template Id based API.pdf"' \
--form 'method="UploadMedia"'
```

Image

Below is a sample POST request when uploading an image in media template on WhatsApp.

API URL	https://media.msgupshup.com/GatewayAPI/rest
Request Headers	Content-Type: application/json Content-Type: multipart/form-data; boundary=---- WebKitFormBoundary7MA4YWxkTrZu0gW

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Request Body	method=UploadMedia media_type=image userid=2000XXXXXX password=***** v=1.1 auth_scheme=plain format=json media_file=@/media/DATA/sample.jpg
---------------------	--

Document

Below is a sample POST request when uploading a document / file in media template on WhatsApp.

API URL	https://media.smsgupshup.com/GatewayAPI/rest
Request Headers	Content-Type: application/json Content-Type: multipart/form-data; boundary=---- WebKitFormBoundary7MA4YWxkTrZu0gW
Request Body	method=UploadMedia media_type=document userid=2000XXXXXX password=***** v=1.1 auth_scheme=plain format=json media_file=@/media/DATA/sample.pdf

Video

Below is a sample POST request when uploading a video in media template on WhatsApp.

API URL	https://media.smsgupshup.com/GatewayAPI/rest
Request Headers	Content-Type: application/json Content-Type: multipart/form-data; boundary=---- WebKitFormBoundary7MA4YWxkTrZu0gW
Request Body	method=UploadMedia media_type=video userid=2000XXXXXX password=***** v=1.1 auth_scheme=plain format=json media_file=@/media/DATA/sample.mp4

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API Response

A successful API request generates an HTTP 200 response. The response to a request where output format was specified as json, is a JSON array with response status and unique identifier

```
{
  "response": {
    "id":
    "3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXI M",
    "phone": "",
    "details": "", "status": "success"
  }
}
```

This indicates that the media file has been successfully uploaded under a Unique Media ID '3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXI M'. The identifier string is unique for each media file uploaded and is auto generated at the time of upload submission. This media ID value is to be used in the SendMediaMessage API in the 'media_id' parameter in order to send a media message on WhatsApp.

API Errors

An error response is generated when any of the required parameters is not specified correctly or any other technical error exists. The error response will indicate an error code along with the actual error message.

```
{
  "response": {
    "id": "328",
    "phone": "",
    "details": "Invalid Media Content Type", "status": "error"
  }
}
```

Using Media ID**API Endpoint**

To send a media message on WhatsApp using a media_id (generated by calling the UploadMedia API) as a

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parameter, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notification.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	plain
v REQUIRED string	The API version. Must be: <i>1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format	919892123456
msg_type REQUIRED string	The type of message to be sent to the customer. Must be one of: <i>IMAGE, DOCUMENT</i>	IMAGE
media_id REQUIRED string	The media ID returned in response to the UploadMedia API call.	3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_OWwWCUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM

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caption REQUIRED string	<p>The caption text to be sent along with the media attachment. This must exactly match the media template that is pre-approved by WhatsApp.</p> <p>This can be a maximum of 1024 characters as per WhatsApp media template specifications.</p>	Your ticket is confirmed for 20-DEC-2019.
msg OPTIONAL string	The text message to be sent to the customer via SMS if fallback to SMS is configured.	Your ticket is confirmed 20-DEC-2019. Click to view your ticket https://gs.im/d/hgsa2gw
isHSM OPTIONAL boolean	<p>This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the API will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false'</p> <p>Must be one of: true, false</p>	true
isTemplate OPTIONAL boolean	<p>This indicates if this is an Interactive Message template (with CTA or Quick Reply buttons). This must always be passed as isTemplate=true if it is an Interactive Message Template</p> <p>This must always be passed as isTemplate=true if it is Interactive Message Template or if it has footer components</p> <p>Must be one of: true, false</p>	false
buttonUrlParam OPTIONAL string	<p>This is the dynamic suffix of the button URL for a Call-to-Action Interactive Button template of type "Visit Website" where URL=Dynamic. The static prefix of the button URL must be specified at the time of template creation, since WhatsApp does not permit a completely dynamic button URL for "Visit Website" type of Call-to-Action button.</p> <p>For example: If static prefix of button URL in template is "https://www.gupshup.io/" and value of buttonUrlParam="developer/home", then when user clicks on the Call-to-Action button, they are redirected to: https://www.gupshup.io/developer/home</p> <p>Note: If this parameter is passed for a Call-to-Action Interactive Button template where URL=Static, you will get a Template Mismatch error.</p>	developer/home

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data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text unless otherwise specified. Must be one of: text, json, xml	json
filename OPTIONAL string	This is an optional filename that can be passed in case of msg_type =DOCUMENT.	json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT
footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked- to avoid queues"
qrPayload_1 OPTIONAL string	Business - defined payload that will be returned when the button is clicked along with the display text on the button. There will be a maximum of 3 such request parameters namely : qrPayload_1, qrPayload_2 & qrPayload_3 Maximum Payload length : 128 characters Permitted characters type: Alphanumeric and special characters and Unicode text.	Identifier1

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linkTrackingEnabled OPTIONAL string	This parameter can be used to specify link tracking for links present in the 'caption' request parameter Must be : True/false	True
--	--	------

Sample Requests

Image

Below is a sample POST request when sending an image in media template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'msg_type=IMAGE' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMediaMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_id=3sFftGeO3JT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXlM' \
--data-urlencode 'caption=This is a test message.'
```

Document

Below is a sample POST request when sending a document / file in media template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=91XXXXXXXXXXXX' \
--data-urlencode 'msg_type=DOCUMENT' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'caption=This is a test message.'
```

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```
--data-urlencode 'isHSM=true' \
--data-urlencode 'method=SendmediaMessage' \
--data-urlencode 'filename=24234.pdf' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM'
```

Location

Below is a sample POST request when sending a document / file in media template on WhatsApp.

```
curl --location 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg_type=LOCATION' \
--data-urlencode
'location={"longitude":"19.14114173234404","latitude":"72.83102441400716","na
e":"Inorbit Mall, Malad","address":"Malad West, Mumbai"}' \
--data-urlencode 'method=SENDMESSAGE' \
--data-urlencode
'msg=Order+number+Abc8974+has+been+delivered+to+the+shipping+address+seen+on+
he+map.+Thank+you+for+shopping+at+Go2Shop'
```

Video

Below is a sample POST request when sending a video in media template on WhatsApp

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'msg_type=VIDEO' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM' \
--data-urlencode 'caption=This is test message' \
--data-urlencode 'isHSM=true' \
```

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```
--data-urlencode 'method=SendmediaMessage' \
--data-urlencode 'send_to=91XXXXXXX'
```

Encrypted Media

Below is a sample POST request with encrypted data in the payload, to send a document on WhatsApp:

`https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}`

where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_
scheme=plain&isHSM=true&msg_type=DOCUMENT&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO
7jQ F_OWwWCUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXlM&caption=Account%20Statement}}
```

Please note:

- The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.
- Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Image with CTA Buttons (Static)

Below is a sample GET request when sending an image in Interactive CTA Button template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'msg_type=IMAGE' \
```

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```
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM'
```

Here, since the Button Template has static Call-to-Action buttons, it is exactly similar to sending a simple Media Template message except for ***isTemplate=true*** parameter. This will ensure that the Call-to-Action button template is sent on WhatsApp as expected.

Image with CTA Buttons (Static) and Footer

Below is a sample POST request when sending a Image along with static Interactive CTA Button template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'msg_type=IMAGE' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM' \
--data-urlencode 'footer=Always at your service'
```

Document with CTA Buttons (Dynamic)

Below is a sample POST request when sending a document / file in Interactive CTA Button template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
```

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```
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'msg_type=DOCUMENT' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'buttonUrlParam=dynamicURLpart' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXlM'
```

Video with Quick Reply Buttons

Below is a sample POST request when sending a video in Interactive Quick Reply Button template on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'msg_type=VIDEO' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXlM'
```

Here, since the Button Template has static Quick Reply buttons, it is exactly similar to sending a simple Media Template message except for the ***isTemplate=true*** parameter. WhatsApp will recognize it as a Quick Reply Button Template and will display it accordingly.

Video with Quick Reply Buttons with Payload

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```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMediaMessage' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'caption=This is a test message.' \
--data-urlencode 'msg_type=VIDEO' \
--data-urlencode 'format=json' \
--data-urlencode 'v=1.1' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'isTemplate=true' \
--data-urlencode 'media_id=3sFftGeO3JT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwW
CUC6PPpDo9JHBkObP7xBw7eIEclF797AtWpXIM' \
--data-urlencode 'qrPayload_1=PAYLOAD_FOR_BUTTON_1' \
--data-urlencode 'qrPayload_2=PAYLOAD_FOR_BUTTON_2' \
--data-urlencode 'qrPayload_3=PAYLOAD_FOR_BUTTON_3'
```

URL Encoding

The message text should be UrlEncoded. The message should be UrlEncoded (also known as percent encoding) string of UTF-8 characters.

For more information on URL encoding, please see this: <https://en.wikipedia.org/wiki/Percent-encoding>

[Click here to encode message](#)

Original text:

Hi John!

Mery Christmas to you Regards,

nk@w.com

Encoded text:

Hi%20John%21%0AHappy%20Christmas%20to%20you%0ARegards%2C%0Ank%40w.com

Formatting Options

WhatsApp supports some formatting in messages. To format all or part of a message, use these formatting symbols:

Formatting	Symbol	Example	How message displays on WhatsApp
Bold	Asterisk (*)	Your total is *\$10.50*.	Your total is \$10.50 .

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<i>Italics</i>	Underscore (_)	Welcome to _WhatsApp_!	Welcome to <i>WhatsApp</i> !
Strike-through	Tilde (~)	This is ~better~ best!	This is better best!
Code	Three backticks (`)`)	<code>`print 'Hello World';`</code>	<code>print 'Hello World';</code>

Emoji are also supported. List of supported emoji are at <https://emojipedia.org/whatsapp/> . Copy the emoji symbol in the message before URL encoding the message and sending through API. Use `data_encoding=Unicode_text` when sending a message containing emoji and be mindful of the 1024-character limit for a Unicode message.

API Response

A successful API request generates an HTTP 200 response. The response to a request where output format was specified as json, is a JSON array with response status and unique identifier.

```
{
  "response": {
    "id": "3914460380512464906-350465300787800379",
    "phone": "919777777778",
    "details": "", "status": "success"
  }
}
```

This indicates that the message has been successfully sent to mobile number 919777777778 under a Unique Identifier '3914460380512464906-350465300787800379'. The identifier string is unique for each recipient number and is auto generated at the time of message submission. First number is the transaction ID and second one is message ID. If a custom `msg_id` is passed in the API request (say, `msg_id=1343891`), it would be set as the message ID and returned back in the API response message as the second half of the unique identifier. For instance, the 'id' parameter would be '3914460380512464906-1343891'.

API Errors (SendMessage & SendMediaMessage APIs)

An error response is generated when any of the required parameters is not specified correctly or any other technical error exists. The error response will indicate an error code along with the actual error message.

A typical error response is

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```
{
  "response": {
    "id": "318",
    "phone": "",
    "details": " Message does not match WhatsApp HSM template.", "status": "error"
  }
}
```

Below is the list of Synchronous API failure (errors) in case request is badly formed or parameters are missing

Error code (id)	Error message (details)
100	An unknown exception has occurred. Please retry the request after some time.
101	The parameter X is required. Please resend request.
102	Authentication failed due to invalid userId or password.
103	Authentication Failed as userid X does not exist.
104	This user with number is currently disabled. Please contact support for further details.
105	The phone number is not a valid phone number.
106	The method X is not supported.
112	The phone number field cannot be null.
123	Your account does not have sufficient credits to post this message.
124	Validity of your WhatsApp pack has expired on. You are not allowed to send messages now.
171	You are not allowed to perform this action.
175	The "INTERNATIONAL_PHONE" service is disabled for you. Kindly get the service enabled before using this action
315	The phone number XXX is not opted in
318	Message does not match WhatsApp HSM template.
328	Invalid Media Content Type
329	HSM not supported for this msg_type
332	Interactive button template not supported for non HSM requests
333	Interactive button template mismatch
334	Message length exceeded.
249	You are not allowed to perform this action temporarily due to NCPR regulations(The Enterprise WhatsApp account has not been Verified by the POC)
321	Media upload Error
330	Media Id (X) not found or has expired (MediaID has to be regenerated)
327	Unable to decrypt

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361	Request Parameter specification mismatch (example: Length exceeded)
-----	---

Receive an Inbound Message

Inbound messages sent by customers to your WhatsApp Business Phone Number will be sent to your webhook endpoint via HTTP/HTTPS.

Gupshup doesnot store incoming messages; it is simply sent to the webhook endpoint which can either be a customer engagement tool, bot application or any other application as desired, provided the application can accept the webhook events in the formats mentioned below

Webhooks

Webhooks are user-defined HTTP callbacks that are triggered by specific events such as an inbound message from a customer i.e. customer sends a text message or media attachment on WhatsApp. Whenever that trigger event occurs, the Gupshup Messaging API registers the event and immediately sends a notification (HTTP GET/POST request) to the Callback URL specified in your account settings indicating when you receive a message.

Please reach out to your account manager to set the Callback URL for your account in order to receive inbound message webhook events. Only one callback URL can be specified per account.

Request Header

Content-Type	application/json
--------------	------------------

Request Body

Key	Description	Example
waNumber REQUIRED string	The WhatsApp Business number on which the customer has sent a message. Number is in E.164 format	917834811114
mobile REQUIRED string	The phone number of the customer who has sent the message. Number is in E.164 format	919777777778
replyId OPTIONAL object	The unique system identifier for the original message sent by the business to the customer, on which the customer has replied (swipe right action on WhatsApp reply to a specific message). This is the transaction ID of the original message.	3914460380512464906

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messageId OPTIONAL string	The unique identifier for the original message sent by business to the customer, on which the customer has replied (swipe right action on WhatsApp to reply to a specific message). This is the message ID that can be a custom value specified in the Send Message API request of the original message.	350465300787800379
timestamp REQUIRED string	The time in unix timestamp in milliseconds when the message sent by the customer was received by Gupshup	1564472864000
name REQUIRED string	The profile name set by the customer in WhatsApp	John Smith
type REQUIRED string	The type of message sent by the customer on WhatsApp <i>Must be one of: text, image, document, voice, audio, video, location, contacts, interactive, order, context</i>	text
text OPTIONAL string	The text message sent by the user	When will my order be delivered
image OPTIONAL string	The JSON object containing details of the image sent by the user	See <i>media Object</i> documentation below
document OPTIONAL object	The JSON object containing details of the document sent by the user	See <i>media Object</i> documentation below
voice OPTIONAL string	The JSON object containing details of the voice message sent by the user	See <i>media Object</i> documentation below
audio OPTIONAL string	The JSON object containing details of the audio sent by the user	See <i>media Object</i> documentation below
video OPTIONAL object	The JSON object containing details of the video sent by the user	See <i>media Object</i> documentation below
location OPTIONAL string	The JSON object containing details of the geo-location sent by the user	See <i>location Object</i> documentation below
contacts OPTIONAL object	The JSON object containing details of the contact card sent by the user	See <i>contacts Object</i> documentation below
interactive OPTIONAL object	The JSON object containing details of the list / dynamic reply button selected by the user	See <i>contacts Object</i> documentation below
context OPTIONAL object	The JSON object containing details of the catalog item, the user has asked information about.	See <i>Single and Multi-Product messages: Asking for Information</i> documentation below

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order OPTIONAL object	The JSON object containing details of catalog items that are a part of the user's order.	See <i>Single and Multi-Product messages: Placing an order</i> documentation below
Sticker OPTIONAL object	The JSON object containing details of the sticker sent by the user	See <i>sticker</i> Object documentation below

The *media* object

Key	Description	Example
mime_type REQUIRED string	The IANA standard media type of the media file (image / document / audio / voice / video) sent by the customer on WhatsApp	image/jpeg
signature REQUIRED string	The unique signature that is required to download the media file securely from the Gupshup platform.	c4f82d0d148dbc31d4e0b107e4057053348e7803a0d6efb168d0ec656f233a5d
url REQUIRED string	The public URL where the media attachment sent by the customer is hosted. You can download the media by appending the signature value to the URL. Note: The media file will only be available for 48 hours before it is deleted. Please download as soon as possible	https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/49da5a96-9372-4445-beb5-49be43c787b3?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T070452Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172799&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=
caption OPTIONAL string	The caption text sent for an inbound message of type = image/ document/ audio	This is a caption message

The *Sticker* object

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Key	Description	Example
mime_type REQUIRED string	The IANA standard media type of the media file (sticker)) sent by the customer on WhatsApp	image/webp
signature REQUIRED string	The unique signature that is required to download the media file securely from the Gupshup platform.	c4f82d0d148dbc31d4e0b107e4057053348e7803a0d6efb168d0ec656f233a5d
url REQUIRED string	The public URL where the media attachment sent by the customer is hosted. You can download the media by appending the signature value to the URL. Note: The media file will only be available for 48 hours before it is deleted. Please download as soon as possible.	https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/4930975292786643603_1303af0-d579-4005-9abe-c3817d90235?X-Amz-Algorithm=AWS4-MAC-SHA256&X-Amz-Date=20200621T064129Z&X-Amz-SignedHeaders=host&X-Amz-Expires=1700&X-Amz-Credential=AKIAV4FRLFCL14BR77%2F20230621%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=

The *location* object

Key	Description	Example
latitude string	The latitude of the static location shared by the customer. Only present if type=location	19.1454121
longitude string	The longitude of the static location shared by the customer. Only present if type=location	72.8553098

The *contacts* object

Key	Description	Example
addresses OPTIONAL array	The JSON object containing a set of full addresses for the contact. Each address can contain street, city, state, zip, country, country_code, and type fields.	[{ "city": "Menlo Park", "country": "United States", "country_code": "us", "state": "CA", "street": "1 Hacker Way", "type": "WORK"

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		"zip": "94025" }]
birthday OPTIONAL string	The birthday of the contact in YYYY-MM-DD formatted string.	1987-09-10
ims OPTIONAL array	The Instant Messaging contact information. Each ims object contains service and user_id fields.	[{ "service": "AIM", "user_i "kfish" }]
org OPTIONAL object	The contact's organization information. Each org object can contain company, department, and title fields.	{ "company": "Gupshup", "title": "Senior Manager Marketing" }
emails OPTIONAL array	The contact's email address(es). Each emails object can contain email and type fields.	[{ "email": " kfish@fb.com " "type": "WORK" }]
name OPTIONAL object	The full contact name. Each name object can contain first_name, middle_name, last_name, formatted_name, name-prefix, and name_suffix fields.	{ "first_name": "Kerry", "formatted_name": "Ker Fisher", "last_name": "Fisher" }
phones OPTIONAL array	The contact's phone number(s). Each phones object can contain phone, wa_id, and type fields	[{ "phone": "+1 (940) 555- 1234", "type": "CELL" }, { "phone": "+1 (650) 555- 1234", "type": "WORK", "wa_id" "16505551234"

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		}]
urls OPTIONAL array	The contact's URL(s). Each urls object can contain url and type fields.	[{ "url": "https://www.facebook.com", "type": "WORK" }]

For quick reply buttons without custom payload : The button object

Key	Description	Example
button	The JSON for the button selected specifying the button name	"{"text":"Pay Now"}"

For quick reply buttons with custom payload: The button object

Key	Description	Example
button	The JSON for the button selected specifying the button name	"{"payload":"abc","text":"Kejutan apa tuh?"}"

For dynamic buttons:

Key	Description	Example
interactive	The JSON for the button selected specifying the button and title	{"type":"button_reply","button_reply":{"id":"unique-payload-id-2"},"title":"दूसरा बटन"}

For Lists:

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Key	Description	Example
interactive	The JSON for the button selected specifying the row_id, row_title and row_description selected by the end user from the List message.	{\"list_reply\":{\"description\\": \"123 North Main %%%City\\\", \"id\\\": \"id1@123 &\\\", \"title\\\": \"North City @**Store\\\", \"type\\\": \"list_ply\\\"}}

For Single and Multi-Product messages: The order object

Key	Description	Example
catalog_id REQUIRED string	ID for the catalog you want to use for this message. Retrieve this ID via Commerce Manager.	404818654473184
product_items REQUIRED string	Array of product objects that end customer want to purchase	product_items\":[{\"quantity\":1,\"product_retailer_id\":\"CAm0101\\\", \"item_price\\\":0, \"currency\\\": \"INR\\\"},{\"quantity\\\":1,\"product_retailer_id\":\"bkSPr124\\\", \"item_price\\\":400, \"currency\\\": \"INR\\\"},{\"quantity\\\":2,\"product_retailer_id\":\"Bucket1234\\\", \"item_price\\\":500, \"currency\\\": \"INR\\\"},{\"quantity\\\":3,\"product_retailer_id\":\"GBSPR12A\\\", \"item_price\\\":10000, \"currency\\\": \"INR\\\"}]
product_retailer_id REQUIRED string	Unique identifier of the product in a catalog. This can be retrieved via Commerce Manager.	CAm0101
Quantity	No of items	2

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REQUIRED string		
item_price REQUIRED string	Unit price of Item	4000
Currency REQUIRED string	Price Currency details	INR

For Single and Multi-Product messages: Ask for information:

Key	Description	Example
text REQUIRED object	The actual message sent in by the end-user indicating the information they are seeking for about the product (s)	"Do you have other colors ?
context REQUIRED object	Information about the product being mentioned by the customer. You can see a product's unique identifier as well as their catalog ID.	{"referred_product":{"catalog id":"404818654473184","product_retailer_id":"GBSPR12A"

Sample Events

The below examples illustrate POST events in JSON format. Other supported callback event formats:

GET request with query parameters

POST request with Content-type= application/x-www-form-urlencoded

Text

Below is a sample payload when a customer sends a text message on WhatsApp to your business number.

Request Headers	Content-Type: application/json
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Request Body	<pre>{ "waNumber": "919560222091", "mobile": "919004371797", "replyId": "3900363981641897487", "messageId": "custom Message ID", "text": "Hola Amigo", "name": "John Smith", "type": "text", "timestamp": "1564471290000" }</pre>
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Image

Below is a sample payload when a customer sends an image on WhatsApp to your business number. If no caption is sent, the “caption” key will be missing in the image object, as seen below

Request Headers	Content-Type: application/json
Request Body	<pre>{ "image": "{ \"signature\": \"c4f82d0d148dbc31d4e0b107e4057053348e7803a0d6efb168d0ec656f233a5d\", \"mime_type\": \"image/jpeg\", \"url\": \"https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/49da5a96-9372-4445-beb5-49be43c787b3?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T070452Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172799&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=\", \"waNumber\": \"919560222091\", \"mobile\": \"919004371797\", \"replyId\": \"3900342770242053647\", \"messageId\": \"174087351014158005\", \"type\": \"image\", \"name\": \"John Smith\", \"timestamp\": \"1564470288000\" }"</pre>

Document

Below is a sample payload when a customer sends a document along with a caption on WhatsApp to your business number. If no caption is sent, the “caption” key will be missing in the message object.

Request Headers	Content-Type: application/json
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Request Body	<pre>{ "waNumber": "919560222091", "document": "{\signature\": \"9f77d0d187d926f8d6fa4ce8487bd827ae2c4f6f975f157424643159e356dead\", \"mime_type\": \"application/pdf\", \"caption\": \"2017 Feb Payslip\", \"url\": \"https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/8fd22186-6cd1-42f2-ad56-ab2f370f5e47?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T074011Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172800&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=\\\"\", \"mobile\": \"919004371797\", \"replyId\": \"3900363981641897487\", \"messageId\": \"custom Message ID\", \"type\": \"document\", \"name\": \"John Smith\", \"timestamp\": \"1564472408000\" }</pre>
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Voice

Below is a sample payload when a customer sends a voice message on WhatsApp to your business number. WhatsApp does not allow users to send a caption along with voice messages.

Request Headers	Content-Type: application/json
Request Body	<pre>{ "voice": "{\signature\": \"c6ce0840e2c1a7f0248a3dd35bbc516c585428b9e58054018477f33f20b00541\", \"mime_type\": \"audio/ogg; codecs=opus\", \"url\": \"https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/561e4a31-b179-4c3f-ba6a-da1044ee79c1?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T074746Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172800&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=\\\"\", \"waNumber\": \"919560222091\", \"mobile\": \"919004371797\", \"replyId\": \"3900363981641897487\", \"messageId\": \"custom Message ID\", \"type\": \"voice\", \"name\": \"John Smith\", \"timestamp\": \"1564472864000\" }</pre>

Audio

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Below is a sample payload when a customer sends an audio file on WhatsApp to your business number. WhatsApp does not allow users to send a caption along with audio file attachments.

Request Headers	Content-Type: application/json
Request Body	<pre>{ "waNumber": "919560222091", "mobile": "919004371797", "replyId": "3900363981641897487", "messageId": "custom Message ID", "audio": "{ \"signature\": \"6ebfaf75460b2b50adaa2f7226698d725f513384f176d233a96328d1e6d56ddf\", \"mime_type\": \"audio/mpeg\", \"url\": \"https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/f1b476a0-f750-443e-81d1-cda460307422?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T075711Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172800&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=\\\" }\", \"type\": \"audio\", \"name\": \"John Smith\", \"timestamp\": \"1564473428000\" }</pre>

Video

Below is a sample payload when a customer sends a video along with a caption on WhatsApp to your business number. If no caption is sent, the “caption” key will be missing in the messageObj object.

Request Headers	Content-Type: application/json
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Request Body	<pre>{ "waNumber": "919560222091", "mobile": "919004371797", "replyId": "3900363981641897487", "messageId": "custom Message Sandy", "video": "{ \"signature\": \"3378b5389001e947d8c2e475de43a3ef0cba37cf848ce755c66228b bf407661b\", \"mime_type\": \"video/mp4\", \"caption\": \"Morning\", \"url\": \"https ://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/bc53da72-03a2-4af4- 9c98-d246d901c01a?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz- Date=20190730T080407Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172799&X- Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south- 1%2Fs3%2Faws4_request&X-Amz-Signature=\", \"type\": \"video\", \"name\": \"John Smith\", \"timestamp\": \"1564473841000\" }</pre>
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Location

Below is a sample payload when a customer shares their location on WhatsApp to your business number. Please note that Live Location is not a supported message type on WhatsApp Business at the moment. You will receive the same event when someone is responding back CTA location.

Request Headers	Content-Type: application/json
Request Body	<pre>{ "waNumber": "919560222091", "mobile": "919004371797", "replyId": "3900363981641897487", "messageId": "custom Message ID", "location": "{ \"latitude\": 19.1453861, \"longitude\": 72.8552714 }", "type": "location", "name": "John Smith", "timestamp": "1564473179000" }</pre>

Address

Below is a sample payload when a customer shares their Address on WhatsApp to your business number as a response of Address Message. Please note that Live Location is not a supported message type on WhatsApp Business at the moment.

Request Headers	Content-Type: application/json
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Request Body	<pre>{ "waNumber": "919999999999", "mobile": "919XXXXXXXXX", "interactive": "{\nfm_reply\":" + "{\nname\":" + "\"address_message\"," + "\"response_json\":" + "\"{\n\nvalues\":" + "\"in_pin_code\":" + "\"400063\"," + "\"building_name\":" + "\"Geetanjali" + "\"landmark_area\":" + "\"Siddharth Nagar\"," + "\"address\":" + "\"Goregaon" + "\"tower_number\":" + "\"130\"," + "\"city\":" + "\"Mumbai" + "\"name\":" + "\"Shreyas\"," + "\"phone_number\":" + "\"919XXXXXXXXX\"," + "\"" + "use_number\":" + "\"101\"," + "\"floor_number\":" + "\"1st\"," + "\"state\":" + "\"Maha" + "htra\":" + "\"}}\"," + "\"body\":" + "\"Shreyas\\n919XXXXXXXXX\\n400063, Geetanjali , Siddharth" + "Nagar, Goregaon , 130, Mumbai , 101, 1st, Maharashtra\"," + "\"type\":" + "\"nfm_reply\"," + "\"context\":" + "\"{\nfrom\":" + "\"919999999999\"," + "\"id\":" + "\"e81725ff-b021-4d26-8547-8026d396d6fd\"," + "\"replyId\":" + "\"5033150712114155787\"," + "\"name\":" + "\"Shreyas Pawaskar\"," + "\"messageId\":" + "\"200806143035980203\"," + "\"type\":" + "\"interactive\"," + "\"timestamp\":" + "\"1699510049000" + "}" + } }</pre>
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Contact Card

Below is a sample payload when a customer shares a contact on WhatsApp to your business number.

Request Headers	Content-Type: application/json
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Request Body	<pre>{ "waNumber": "919560222091", "mobile": "919004371797", "replyId": "3900342770242053647", "messageId": "174087351014158005", "type": "contacts", "name": "John Smith", "contacts": "[{"addresses":[{"country_code":"ac","street":"415 Jackson Street Suite B, San Francisco, CA 94111","type":"Work"}],"birthday":"1978- 10- 11","emails":[{"email":"aruns@gupshup.io"}],"ims":[],"name":{"first_name":"Arun","formatted_name":"Arun Sharma","last_name":"Sharma"},"org":{"company":"Gupshup","title":"Senior Manager - Marketing"},"phones":[{"phone":"+1 (855) 982- 8439","type":"Mobile"}, {"phone":"+1 (855) 982- 2997","type":"Work"}],"urls":[{"type":"OTHER","url":"https://www.gupshup.io"}]}", "timestamp": "1564470556000" }</pre>
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Quick Reply Button Click

Below is a sample payload when customer replies using the Quick reply buttons on WhatsApp to your business number.

Quick reply buttons without custom payload

Request Headers	Content-Type: application/json
Request Body	<pre>{ "button": {"text":"Shop Now!"}, "waNumber": "919898989898", "mobile": "919797979797", "replyId": "4688283123785171013", "name": "Muskan Barnawal", "messageId": "5814628066882863", "type": "button", "timestamp": "1658399398000" }</pre>

Quick reply buttons with custom payload

The custom Payload refers to the identifier passed in the SendMessage / SendMediaMessage API requests

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and the same is made available in the incoming message to be able to identify the Quick Reply button for which the reply is received.

Request Headers	Content-Type: application/json
Request Body	<pre>{ "button": "{\"payload\":\"abc\",\"text\":\"Kejutan apa tuh?\"}", "waNumber": "919405318774", "mobile": "9190909090", "replyId": "4675968966490706213", "name": "John Miller", "messageId": "129157571202837598", "type": "button", "timestamp": "1656930583000" }</pre>

Quick reply buttons with custom payload

The custom Payload refers to the identifier passed in the SendMessage / SendMediaMessage API requests and the same is made available in the incoming message to be able to identify the Quick Reply button for which the reply is received.

Request Headers	Content-Type: application/json
Request Body	<pre>{ "button": "{\"payload\":\"abc\",\"text\":\"Kejutan apa tuh?\"}", "waNumber": "919405318774", "mobile": "9190909090", "replyId": "4675968966490706213", "name": "John Miller", "messageId": "129157571202837598", "type": "button", "timestamp": "1656930583000" }</pre>

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Single and Multi-Product messages: Asking for Information

Request Headers	Content-Type: application/json
Request Body	<pre>{ "mobile": "917518826725", "timestamp": "1622687285000", "waNumber": "919220009000", "replyId": "4388714417570750533", "messageId": "392881109386641643", "name": "John Smith", "type": "text", "text": "Can I get this in another color?", "context": { "referred_product": { "catalog_id": "404818654473184", "product_retailer_id": "GBSPR12A" } } }</pre>

Lists:

Request Headers	Content-Type: application/json
Request Body	<pre>{ "waNumber": "919405318774", "mobile": "9190909090", "interactive": "{\"list_reply\":{\"description\":\"123 North Main %%City\", \"id\":\"id1@123#!&\", \"title\":\"North City @@**Store\"}, \"type\":\"list_reply\"}", "replyId": "4402907459323151889", "name": "Joe Louis", "messageId": "2476507863298479726", "type": "interactive", "timestamp": "1624379159000" }</pre>

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Dynamic Reply Buttons:

Request Headers	Content-Type: application/json
Request Body	<pre>{ "waNumber": "919405318774", "mobile": "919090909090", "interactive": "{ \"type\": \"button_reply\", \"button_reply\": { \"id\": \"unique-postback-id-2\", \"title\": \"दूसरा बटन\" } }", "replyId": "1624371663347", "name": "Joe Louis", "messageId": "322826132822872112", "type": "interactive", "timestamp": "1624371681000" }</pre>

Single and Multi-Product messages- Placing an order:

Request Headers	Content-Type: application/json
Request Body	<pre>{ "mobile": "917834811114", "name": "John Smith", "order": "{ \"catalog_id\": \"404818654473184\", \"product_items\": [{ \"quantity\": 1, \"product_retailer_id\": \"CAM0101\", \"item_price\": 0, \"currency\": \"INR\" }, { \"quantity\": 1, \"product_retailer_id\": \"bkSPR124\", \"item_price\": 4000, \"currency\": \"INR\" }, { \"quantity\": 2, \"product_retailer_id\": \"Bucket1234\", \"item_price\": 500, \"currency\": \"INR\" }, { \"quantity\": 3, \"product_retailer_id\": \"GBSPR12A\", \"item_price\": 10000, \"currency\": \"INR\" }], \"text\": \"All in one package\" }", "timestamp": "1636615055000", "type": "order", "waNumber": "12183094666", "messageId": "322826132822872112", "replyId": "1624371663347" }</pre>

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Single and Multi-Product messages: Asking for Information

Request Headers	Content-Type: application/json
Request Body	<pre>{ "mobile": "917518826725", "timestamp": "1622687285000", "waNumber": "919220009000", "replyId": "4388714417570750533", "messageId": "392881109386641643", "name": "John Smith", "type": "text", "text": "Can I get this in another color?", "context": { "referred_product": { "catalog_id": "404818654473184", "product_retailer_id": "GBSPR12A" } } }</pre>

Referral

Request Headers	Content-Type: application/json
Request Body	<pre>{ "referral": { "image": { "id": "4b43410d-22a7-408f-8829-2b95772fd74b" }, "source_type": "post", "source_id": "531356374912044", "body": "", "headline": "2, 3 BHK Apartments at Southern Bypass, Kolkata", "source_url": "https://fb.me/cxcxcxcx" }, "waNumber": "919797979797", "replyId": "4535467629286368783", "mobile": "919898989898", }</pre>

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	<pre> "name": "suvo", "text": "I saw this on Facebook...", "type": "text", "timestamp": "1623498888000" } </pre>
--	--

Identity Change event

Request Headers	Content-Type: application/json
Request Body	<pre> { "system": "{\"new_wa_id\":\"16315558890\",\"body\":\"User A changed from +1 (631) 555-8889 to +1 (631) 555-8890\",\"type\":\"user_changed_number\"}", "waNumber": "919004375289", "mobile": "16315558889", "type": "system", "timestamp": "1574080102000" } </pre>

Sticker message event

Request Headers	Content-Type: application/json
Request Body	<pre> { "waNumber": "919898989898", "mobile": "919797979797", "sticker": "{\"signature\":\"4a1aec7851bc661146dd09a8b9d215b6f9079f3fe50846af5c64279a6c714bf8\",\"mime_type\":\"image/webp\",\"url\":\"https://gs-datarceiver-whatsapp.s3.ap-south-1.amazonaws.com/4930975292786643603_1303daf0-d579-4005-9abe-c3817d9c1235?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20230621T064129Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172800&X-Amz-Credential=AKIAV4FTFRLFLCLI4BR77%2F20230621%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=\\\"}"} </pre>

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	<pre> "name": "John Smith", "type": "sticker", "timestamp": "1687329688000" } </pre>
--	--

Download Inbound Media Attachments

When users send a media attachment (image / document / audio / video / voice) on WhatsApp, the webhook event will contain a JSON object containing two parameters “url” and “signature”. To download the media attachment, form the Media Download URL by appending the value of the “signature” parameter to the “url” and use WGET command to download the media from Gupshup.

For example: if the JSON object for an image sent by the user on WhatsApp is –

```

{
  "signature": "c4f82d0d148dbc31d4e0b107e4057053348e7803a0d6efb168d0ec656f233a5d",
  "mime_type": "image/jpeg",
  "url": "https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/49da5a96-9372-4445-beb5-49be43c787b3?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T070452Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172799&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature="
}

```

Then, the Media Download URL is

```

https://gs-datareceiver-whatsapp.s3.ap-south-1.amazonaws.com/49da5a96-9372-4445-beb5-49be43c787b3?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190730T070452Z&X-Amz-SignedHeaders=host&X-Amz-Expires=172799&X-Amz-Credential=AKIAJU3SPMQCTHBIWILA%2F20190730%2Fap-south-1%2Fs3%2Faws4_request&X-Amz-Signature=c4f82d0d148dbc31d4e0b107e4057053348e7803a0d6efb168d0ec656f233a5d

```

Note: The media file will only be available for 48 hours before it is deleted. Please download as soon as possible.

Send a Customer Support Reply

Use the Gupshup Messaging API to send a reply message to a customer on WhatsApp within the Customer

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Care Window (within 24 hours since the customer's last message. During the Customer Care Window, free form messages can be sent and the below message types are supported. However, please note WhatsApp policies must be adhered to and even free-form customer support reply messages must be relevant to the customer's query and may contain product recommendations, offers, etc.

Note: Even if the customer has not opted in to receive notifications, the business can reply back to the customer within 24 hours.

Supported Message Types

Type	Supported Content-types
Text	English (max. 4000 characters) and Unicode characters (max. 1024 characters)
Image	image/jpeg, image/png
Document	application/pdf, application/msword, application/vnd.ms-powerpoint, application/vnd.ms-excel, text/plain
Audio	audio/acc, audio/mp4, audio/amr, audio/mpeg, audio/ogg, codecs=opus
Video	video/mp4, video/3gpp Note: Only H.264 video codec and AAC audio codec is supported.
Sticker	webp

Send a Text Message

The method for sending a text message in response to a customer's inbound message is "SendMessage".

API Endpoint

To send a text message on WhatsApp in response to a customer's inbound message, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
-----	-------------	---------

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userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must be URL encoded.	Hello%20World!
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: false	false
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT, LOCATION, CONTACTS	DATA_TEXT
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters or emoji. Must be one of: text, Unicode_text	text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified.	json

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	Must be one of: text, json, xml	
preview_url OPTIONAL boolean	This indicates whether a preview should be displayed for a link present in the 'msg' parameter. By default, it will be 'false' which means links will be clickable but no preview will be seen. Preview of a URL means that the title of the webpage along with thumbnail is displayed. Must be one of: true, false	true
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	1343891321535781
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric characters are allowed for this parameter.	SUPER100SEGMENT
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True

Sample Requests

Below is a sample payload when sending a text message on WhatsApp.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'msg_type=DATA_TEXT' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg=This is test message'
```

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Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a message on WhatsApp:

`https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}`

where, value of encrdata =

`{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=DATA_TEXT&msg=Welcome%20to%20Gupshup%20API}}`

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Send a Media Message

The method for sending a media attachment message in response to a customer’s inbound message is “SendMessage”.

Media Type	Max. Media Upload Size
Image	5 MB
Document	100 MB
Audio	16 MB
Video	16 MB

API Endpoint

To send a media message on WhatsApp in response to a customer’s inbound message, the API request is made to this endpoint:

`https://media.smsgupshup.com/GatewayAPI/rest`

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

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Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	plain
v REQUIRED string	The API version. Must be: <i>1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg_type REQUIRED string	The type of message to be sent to the customer. Must be one of: <i>IMAGE, DOCUMENT, AUDIO</i>	IMAGE
media_url REQUIRED string	The Public URL where the media attachment file is hosted.	https://image.shutterstock.com/image-illustration/movie-ticket-icon-260nw-663331288.jpg
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: <i>false</i>	false
caption REQUIRED string	The caption text to be sent along with the media attachment.	Your ticket is confirmed for 20-DEC-2019.

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msg OPTIONAL string	The text message to be sent to the customer via SMS if fallback to SMS is configured.	Your ticket is confirmed for 20-DEC-2019.
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
preview_url OPTIONAL boolean	This indicates whether a preview should be displayed for a link present in the 'msg' parameter. By default, it will be 'false' which means links will be clickable but no preview will be seen. Preview of a URL means that the title of the webpage along with thumbnail of favicon is displayed. Must be one of: true, false	true
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True

Sample Requests

Image

Below is a sample POST request when sending an image on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'msg_type=IMAGE' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
```

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```
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=https://homepages.cae.wisc.edu/~ece533/images/airplane.png' \
--data-urlencode 'caption=This is a test image.' \
--data-urlencode 'isHSM=false'
```

Document

Below is a sample POST request when sending a document / file on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'msg_type=DOCUMENT' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=https://homepages.cae.wisc.edu/~ece533/documents/Policy.pdf' \
--data-urlencode 'caption=This is a test document.' \
--data-urlencode 'isHSM=false'
```

Audio

Below is a sample POST request when sending an audio file on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=9999999999' \
```

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```
--data-urlencode 'msg_type=AUDIO \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMediaMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=https://homepages.cae.wisc.edu/~ece533/audio/file.mp3' \
--data-urlencode 'caption=This is a test audio.' \
--data-urlencode 'isHSM=false'
```

Video

Below is a sample POST request when sending an video on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'msg_type=VIDEO \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxxxx' \
--data-urlencode 'method=SendMediaMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'media_url=https://homepages.cae.wisc.edu/~ece533/videos/tutorial1.mp4' \
--data-urlencode 'caption=This is a test video.' \
--data-urlencode 'isHSM=false'
```

Encrypted Media

Below is a sample GET request with encrypted data in the payload, to send a document on WhatsApp:

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https://media.msgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

where value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=DOCUMENT&isHSM=false&media_url=http://www.africa.edu/images/default/sample.pdf&caption=Account%20Statement}}
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Send a Location Message

The method for sending a location message in response to a customer’s inbound message is “SendMessage”.

API Endpoint

To send a location message on WhatsApp in response to a customer’s inbound message, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters.	2000155005
	Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	

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password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: SendMessage	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	Plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom message being sent. Number must be in E.164 format.	919892123456
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: false	false
msg_type REQUIRED string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT, LOCATION, CONTACTS	LOCATION
location REQUIRED string	The Location payload in JSON format containing the latitude, longitude, name and address (latitude and longitude are mandatory). This parameter is mandatory if msg_type=LOCATION	{ "longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park, CA 94025" }
msg OPTIONAL string	The text message to be sent to the customer on SMS in case fallback to SMS is enabled on the account. It must be URL encoded.	Facebook Address: 1 Hacker Way, Menlo Park, CA 94025. Directions: http://bit.ly/2O8WUKz

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data_encoding <small>OPTIONAL</small> string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format <small>OPTIONAL</small> string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	Json
msg_id <small>OPTIONAL</small> string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra <small>OPTIONAL</small> string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT

Sample Requests

Simple request

Below is a sample curl for a GET request to send a location message on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location -g --request POST 'https://media.smsgupshup.com/GatewayAPI/rest?
send_to=91xxxxxxxxxx&password=xxxx&method=SendMessage&v=1.1&format=json&msg_type=LOCATION&au
h_scheme=plain&userid=2000xxxxxx&location= { "longitude": -122.425332, "latitude": 37.758056, "name":
"testss", "address": "1 Hacker Way, Menlo Park, CA 94025" }&isHSM=false'
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a location message on WhatsApp:

```
https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_
Data}}
```

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where, value of encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_sch
eme=plain&msg_type=LOCATION&location={"longitude": -122.425332, "latitude": 37.758056, "name":
"Facebook", "address": "1 Hacker Way, Menlo Park, CA94025"}}
```

Please note:

- The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.
- Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request

Send a Contact Card

The method for sending a contact card in response to a customer’s inbound message is “SendMessage”.

API Endpoint

To send a contact card message on WhatsApp in response to a customer’s inbound message, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
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Request Body

Key	Description	Example
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userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp <i>Must be: SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	Plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg_type REQUIRED string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. <i>Must be one of: DATA_TEXT, TEXT, LOCATION, CONTACTS</i>	CONTACTS
contacts REQUIRED string	The Contacts payload in JSON format containing the contact details. This parameter is mandatory if msg_type=CONTACTS	[{ "name": { "first_name": "John", "formatted_name": "John Smith", "last_name": "Smith" }, "org": { "company": "WhatsApp", "department": "Design", "title": "Manager" }, }]

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		<pre> "phones": [{ "phone": "+1 (650) 555-1234", "type": "WORK", "wa_id": "16505551234" }] }] </pre>
msg OPTIONAL string	The text message to be sent to the customer on SMS in case fallback to SMS is enabled on the account. It must be URL encoded.	[Name] John Smith [Phone] +650-555-1234 [Org] WhatsApp
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	Json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric characters are allowed for this parameter	SUPER100SEGMENT

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Sample Requests

Below is a sample POST request when sending a contact card on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location -g --request POST
'https://media.smsgupshup.com/GatewayAPI/rest?send_to=91xxxxxxxxxx&password=xxxxxx&method=SendMessage&v=1.1
format=json&msg_type=contacts&auth_scheme=plain&userid=2000xxxxxx&contacts=[
  {
    "addresses": [
      {
        "city": "Menlo Park",
        "country": "United States",
        "country_code": "us",
        "state": "CA",
        "street": "1 Hacker Way",
        "type": "HOME",
        "zip": "94025"
      },
      {
        "city": "Menlo Park",
        "country": "United States",
        "country_code": "us",
        "state": "CA",
        "street": "200 Jefferson Dr",
        "type": "WORK",
        "zip": "94025"
      }
    ],
    "birthday": "2012-08-18",
    "emails": [
      {
        "email": "test@fb.com",
        "type": "WORK"
      },
      {
        "email": "test@whatsapp.com",
        "type": "WORK"
      }
    ]
  }
]
```

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```

    }
  ],
  "name": {
    "first_name": "John",
    "formatted_name": " Adolph Blaine Charles David Earl Frederick Gerald Hubert Irvin John Kenneth Lloyd Martin
Nero Oliver Paul Quincy Randolph Sherman Thomas Uncas Victor William Xerxes Yancy Wolfeschlegelsteinhausenbergdorf
Senior",
    "last_name": "Smith"
  },
  "org": {
    "company": "WhatsApp",
    "department": "Design",
    "title": "Manager"
  },
  "phones": [
    {
      "phone": "+1 (940) 555-1234",
      "type": "HOME"
    },
    {
      "phone": "+1 (650) 555-1234",
      "type": "WORK",
      "wa_id": "16505551234"
    },
    {
      "phone": "8767879963",
      "type": "WORK",
    }
  ],
  "urls": [
    {
      "url": "https://www.facebook.com",
      "type": "WORK"
    }
  ]
}
]&isHSM=false'

```

Encrypted request

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Below is a sample request to send an encrypted request for a message of type 'contact' within the 24 hour Customer Care Window.

https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

Where, encrdata =

```
{{method=SendMessage&format=json&password=XXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&
msg_type=CONTACTS&contacts=[{
  "addresses": [
    {
      "city": "Menlo Park",
      "country": "United States",
      "country_code": "us",
      "state": "CA",
      "street": "1 Hacker Way",
      "type": "HOME",
      "zip": "94025"
    },
    {
      "city": "Menlo Park",
      "country": "United States",
      "country_code": "us",
      "state": "CA",
      "street": "200 Jefferson Dr",
      "type": "WORK",
      "zip": "94025"
    }
  ],
  "birthday": "2012-08-18",
  "emails": [
    {
      "email": "test@fb.com",
      "type": "WORK"
    },
    {
      "email": "test@whatsapp.com",
      "type": "WORK"
    }
  ],
  "name": {
    "first_name": "John",
    "formatted_name": "Adolph Blaine",
    "last_name": "Smith"
  },
  "org": {
```

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```

"company": "WhatsApp",
"department": "Design",
"title": "Manager"
},
"phones": [
{
"phone": "1 (940) 555-1234", "type": "HOME"
},
{
"phone": "1 (650) 555-1234",
"type": "WORK",
"wa_id": "16505551234"
},{
"phone": "8767879963",
"type": "WORK",
}
],
"urls": [
{
"url": "https://www.facebook.com",
"type": "WORK"
}
]
]&isHSM=false

```

Please note:

- The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.
- Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

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Send a List Message

Since Lists are supported by Text messages the method will be “SendMessage”

API Endpoint

To send a contact card message on WhatsApp in response to a customer’s inbound message, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp <i>Must be: SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. <i>Must be: plain</i>	Plain
v REQUIRED string	The API version. <i>Must be: 1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom the message is being sent. Number must be in E.164 Format.	919892123456
msg REQUIRED string	The Message that will be sent in the body of the message Must be within 1024 characters including variable values	Hello John, As per your request please find the list of ATMs in and around

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		%09%09%09%09%22title%22%3A%20%22Lakeside%20Drstore%22%2C%0A%09%09%09%22description%22%3A%20%2289%20Riverroad%20%20NA%22%0A%09%09%09%7D%2C%0A%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id5%22%2C%0A%09%09%09%09%22title%22%3A%20%22Southwest%20City%20center%22%2C%0A%09%09%09%22description%22%3A%20%22870%20Southwest%20Main%20St%2C%20City%20NA%22%0A%09%09%09%7B%0A%0A%09%09%5D%0A%09%7D%5D%0A%7D
interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter Has to be list for List Messages	list
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT, LOCATION, CONTACT	text
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	Json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are	134389132153571381

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	allowed for msg_id and it must be unique for every message sent.	
header OPTIONAL string	In a Text message, a header usually refers to the 'Title' of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	Text message : "Booking confirmation for Movie"
footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in to avoid queues"
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	45123id
linkTrackingEnable OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True

JSON structure:

```
{
  "button": "Menu_name",
  "sections": [{
    "title": "Section_1_name",
    "rows": [{
      "id": "Row_1_id",
      "title": "Row_1_title",
      "description": "Row_1_Description"
    }
  ]
},
{
  "title": "Section_2_name",
  "rows": [{
    "id": "Row_3_id",
    "title": "Row_3_title",
    "description": "Row_3_Description"
  }
}]
}
```

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```

    ]
  }
]
}

```

Example JSON for action for List messages (Decoded)

```

{
  "button": "Vaccine Center",
  "sections": [{
    "rows": [{
      "id": "id1",
      "title": "North City Store",
      "description": "123 North Main City"
    },
    {
      "id": "id2",
      "title": "Greater Area Pharmacy",
      "description": "4778 Panaroma Doctor, Township NA"
    },
    {
      "id": "id3",
      "title": "Central Pharmacy",
      "description": "23 Central Line Road City NA"
    },
    {
      "id": "id4",
      "title": "Lakeside Drugstore",
      "description": "89 Riverroad city NA"
    },
    {
      "id": "id5",
      "title": "Southwest City center",
      "description": "870 Southwest Main St, City NA"
    }
  ]
}
]
}

```

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Action components explained:

Key	Description	Specification
button REQUIRED String	This specifies the Title / Name of the L	<ul style="list-style-type: none"> Maximum characters allowed: Alphanumeric, Unicode, Emoji Spaces permitted. Special Characters are rendered as specified.
sections_title Optional String	This specifies the section titles	<ul style="list-style-type: none"> Maximum characters allowed: Alphanumeric , Unicode & Spaces permitted Special Characters are rendered as specified. Maximum such sections permitted is 10
rows_title REQUIRED String	This indicates the individual row name which can be selected via the associated Radio button	<ul style="list-style-type: none"> Maximum characters allowed: Alphanumeric, Emojis, Spaces permitted Special Characters are rendered as specified. Maximum such rows permitted is 10
rows_id REQUIRED String	<p>This is an identifier to indicate the specific rows_title.</p> <p>In a single request with more than one rows_title, the rows_id value has to be unique.</p> <p>The same rows_id can be used in other requests.</p>	<ul style="list-style-type: none"> Maximum characters allowed: Alphanumeric, Spaces permitted Special Characters are rendered as specified. Emojis are not allowed
rows_description Optional String	A brief one-liner that provides additional context for the selection choice.	<ul style="list-style-type: none"> Maximum characters allowed: Alphanumeric, Emojis, Spaces permitted. Special Characters are rendered as specified.

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Sample Requests

Below is a sample POST request when sending a List message on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SENDMESSAGE' \
--data-urlencode 'msg=Welcome to ABC Bank please select one to avail our service.' \
--data-urlencode 'msg_type=text' \
--data-urlencode 'userid=2000XXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'format=text' \
--data-urlencode 'interactive_type=list' \
--data-urlencode 'send_to=9999999999' \
--data-urlencode 'action={
  "button": "Menu",
  "sections": [
    {
      "title": "Balance",
      "rows": [
        {
          "id": "id1",
          "title": "My Balance",
          "description": "Select to check Account Balance"
        }
      ]
    },
    {
      "title": "Open Account",
      "rows": [
        {
          "id": "id2",
          "title": "Saving",
          "description": "Click here to open saving account"
        }
      ]
    },
    {
      "title": "Service",
      "rows": [
        {
          "id": "id4",
```

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```

    "title": "Customer care",
    "description": "select to connect with Customer care"
  },
  {
    "id": "id5",
    "title": "Call Back",
    "description": "We will call you back in 10 min"
  }
]
},
{
  "title": "KYC",
  "rows": [
    {
      "id": "id7",
      "title": "Phone",
      "description": "To change Phone number"
    },
    {
      "id": "id8",
      "title": "Email",
      "description": "Change email address"
    }
  ]
}
]
}' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=TEXT' \
--data-urlencode 'footer=for more details please visit www.abcbank.com' \
--data-urlencode 'header=ABC Bank'

```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a List message on WhatsApp in a 24 hour window.

`https://media.msgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}`

where, encrdata =

method=SendMessage&msg=Welcome%20to%20ABC%20Bank%20please%20select%20one%20to%20avail%20our%2

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Oservice.&msg_type=text&auth_scheme=plain&password=XXXXXXX&interactive_type=list&send_to=91XXXXXXXXXX&v=1.1&format=JSON&footer=ABC%20Bank&header=ABC%20Bank&action=%7B%0A%09%22button%22%3A%20%22Vaccine%20%25%25%F0%9F%98%83HhhCent%22%2C%0A%0A%09%22sections%22%3A%20%5B%7B%0A%09%09%22rows%22%3A%20%5B%7B%0A%09%09%09%09%22id%22%3A%20%22id1%40123%23!%26%22%2C%0A%09%09%09%09%22title%22%3A%20%22North%20City%20%20%40%40**Store%22%2C%0A%09%09%09%09%22description%22%3A%20%22123%F0%9F%98%83North%20Main%20%20%20%25%25%25%25City%22%0A%09%09%09%09%7D%2C%0A%0A%09%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id2%22%2C%0A%09%09%09%09%22title%22%3A%20%22Greater%20Area%20Pharmacy%22%2C%0A%09%09%09%09%22description%22%3A%20%224778%20Panaroma%20Doctor%2C%20Township%20NA%22%0A%09%09%09%09%7D%2C%0A%09%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Central%20Pharmacy%22%2C%0A%09%09%09%09%22description%22%3A%20%2223%20Central%20Line%20Road%20City%20NA%22%0A%09%09%09%09%7D%2C%0A%0A%09%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id4%22%2C%0A%09%09%09%09%22title%22%3A%20%22Lakeside%20Drugstore%22%2C%0A%09%09%09%09%22description%22%3A%20%2289%20Riverroad%20city%20NA%22%0A%09%09%09%09%7D%2C%0A%09%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id5%22%2C%0A%09%09%09%09%22title%22%3A%20%22Southwest%20City%20center%22%2C%0A%09%09%09%09%22description%22%3A%20%22870%20Southwest%20Main%20St%2C%20City%20NA%22%0A%09%09%09%09%7D%0A%0A%09%09%5D%0A%09%7D%5D%0A%7D

Please note:

- The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.
- Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Send a Dynamic Quick Reply Buttons:

Dynamic Quick reply buttons are supported for both Text & Media (Image, Document & Video) hence the supported methods will be – “SendMessage” & “SendMediaMessage”

Sending Dynamic Buttons for Text Messages:

API Endpoint

To send a contact card message on WhatsApp in response to a customer’s inbound message, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers

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Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	Plain
v REQUIRED string	The API version. Must be: <i>1.1</i>	1.1
send_to REQUIRED string	The phone number of the recipient to whom the message is being sent. Number must be in E.164 Format.	919892123456
msg REQUIRED string	The Message that will be sent in the body of the message Must be within 1024 characters including variable values	Hello John, As per your request please find the list of ATMs in and around the Pincode shared by you. Tap on “List” to view further and make a selection.
action REQUIRED string	This is the encoded JSON that specifies the button name and identifiers	Sample specified below at the end of this table.

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interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter Must to be dr_button for dynamic reply buttons	dr_button
msg_type REQUIRED string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. Must be one of: TEXT, DATA, TEXT	text
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji. Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	Json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT
header OPTIONAL string	In a Text message, a header usually refers to the 'Title' of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	Text message : "Booking confirmation for Movie"
footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True

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isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: false	false
------------------------------------	--	-------

Sending Dynamic Buttons for Media Messages:

API Endpoint

To send a contact card message on WhatsApp in response to a customer's inbound message, the API request is made to this endpoint:

<https://media.msgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: <i>plain</i>	plain

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v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom message being sent. Number must be in E.164 format.	919892123456
msg_type REQUIRED string	The type of message to be sent to the customer. Must be one of: IMAGE, DOCUMENT, VIDEO	IMAGE
media_url REQUIRED string	The Public URL where the media attachment file is hosted.	https://image.shutterstock.com/image-illustration/movie-ticket-icon-260nw-663331288.jpg
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: false	false
caption REQUIRED string	The caption text to be sent along with the media Attachment.	Your ticket is confirmed for 20-DEC-2019.
action REQUIRED string	This is the encoded JSON that specifies the button name and identifiers	%7B%0A%09%22buttons%22%3A%20%5B%7B%0A%09%22type%22%3A%20%09%22type%22%3A%20%09%22reply%22%2C%0A%09%09%22reply%22%3A%20%7B%A%09%09%09%09%22id%22%3A%20%22123-%E0%A5%A22%2C%0A%09%09%09%09%22title%22%3A%20%22%E0%A4%A8%E0%A4%BE%E0%A4%B0%E0%A5%8D%E0%A4%A20%E0%A4%B8%E0%A5%87E0%A4%A3%E0%A5%8D%E0%A4%9F%E0%A4%B0%F0%9F98%83%22%0A%09%09%09%7D%0A%09%09%7D%2C%09%09%7B%0A%09%09%09%22type%22%3A%20%22reply%22%2C%0A%09%09%09%09%22reply%22%3A%20%7B%0A%

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		%09%09%09%22id%22%3A0%22123-2%22%2C%0A%09%09%09%22title%22%3A20%22Gas%22%0A%09%09%09%7D%0A%09%09%7D%2CA%09%09%7B%0A%09%09%09%22type%22%3A%20%22reply%22%3A%20%7B%0A%09%09%09%22id%22%20%22123-3%22%2C%0A%09%09%09%22title%22%A%20%22Mobile%22%0A%09%09%7D%0A%09%09%0A%5D%0A%7D
interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter <i>Has to be dr_button for dynamic reply buttons</i>	dr_button
msg OPTIONAL string	The text message to be sent to the customer via SMS if fallback to SMS is configured.	Your ticket is confirmed for 20-DEC-2019.
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
preview_url OPTIONAL boolean	This indicates whether a preview should be displayed for a link present in the 'msg' parameter. By default, it will be 'false' which means links will be clickable but no preview will be seen. Preview of a URL means that the title of the webpage along with thumbnail is displayed. Must be one of: true, false	true
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric	134389132153571381

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	values are allowed for msg_id and it must be unique for every message sent.	
footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	“Get yourself web-checked-to avoid queues”
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the caption Must be : True/false	True

JSON structure for action:

```
{
  "buttons": [
    {
      "type": "reply",
      "reply": {
        "id": "button_id_1",
        "title": "button_name_1"
      }
    },
    {
      "type": "reply",
      "reply": {
        "id": "button_id_2",
        "title": "button_name_2"
      }
    },
    {
      "type": "reply",
      "reply": {
        "id": "button_id_3",
        "title": "button_name_3"
      }
    }
  ]
}
```

Example JSON for action for Dynamic Buttons: (Decoded version)

```
{
  "buttons": [{
    "type": "reply",
    "reply": {
      "id": "123-1",
```

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```

        "title": "Electric"
    },
    {
        "type": "reply",
        "reply": {
            "id": "123-2",
            "title": "Gas"
        }
    },
    {
        "type": "reply",
        "reply": {
            "id": "123-3",
            "title": "Mobile"
        }
    }
}
]
}

```

Key	Description
Action	<ul style="list-style-type: none"> • The type has to mandatorily be “reply” • The id has to be an alphanumeric string with a character length of 256 (special characters and spaces are permitted) • The title is the name of the button. The maximum number of characters allowed is 20 (Alphanumeric, Emojis and spaces permitted; special characters if inserted appear as is) • A single request with more than one button must have unique values for “id” as this will be sent in the incoming web-hook events to the call back URL so that the button selected can be identified. • Maximum buttons allowed is 3. • The same “id” value can be used in other requests.

Sample Requests

Text with Dynamic Buttons:

Below is a sample POST request to send a dynamic button text Message on WhatsApp, within the 24 hour Customer Care Window.

```

curl --location --request POST 'https://media.msgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'send_to=91XXXXXXX' \
--data-urlencode 'msg_type=Text' \
--data-urlencode 'userid=2000XXXXXXX' \

```

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```

--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'data_encoding=TEXT' \
--data-urlencode 'msg=Welcome to ABC Bank. Kindly select your Accountt Type.' \
--data-urlencode 'action={
    "buttons": [{
        "type": "reply",
        "reply": {
            "id": "1a",
            "title": "Balance"
        }
    },
    {
        "type": "reply",
        "reply": {
            "id": "1b",
            "title": "Current"
        }
    },
    {
        "type": "reply",
        "reply": {
            "id": "1c",
            "title": "Savings"
        }
    }
    ]
}' \
--data-urlencode 'interactive_type=dr_button' \
--data-urlencode 'footer=ABC Bank ' \
--data-urlencode 'msg_id=Test01' \
--data-urlencode 'isHSM=false'

```

Media with Dynamic Buttons

Below is a sample POST request when sending a dynamic button Media Message (Document) on WhatsApp, within the 24 hour Customer Care Window.

```

curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SendMediaMessage' \
--data-urlencode 'send_to=91XXXXXXX' \

```

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```

--data-urlencode 'msg_type=IMAGE' \
--data-urlencode 'userid=20000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXX' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=text' \
--data-urlencode 'data_encoding=TEXT' \
--data-urlencode 'media_url=https://www.gstatic.com/webp/gallery3/1.png' \
--data-urlencode 'msg=Welcome to ABC Bank. Kindly select your Account Type.' \
--data-urlencode 'action={
    "buttons": [{
        "type": "reply",
        "reply": {
            "id": "1a",
            "title": "Balance"
        }
    },
    {
        "type": "reply",
        "reply": {
            "id": "1b",
            "title": "Current"
        }
    },
    {
        "type": "reply",
        "reply": {
            "id": "1c",
            "title": "Savings"
        }
    }
    ]
}' \
--data-urlencode 'interactive_type=dr_button' \
--data-urlencode 'footer=ABC Bank ' \
--data-urlencode 'msg_id=Test01' \
--data-urlencode 'isHSM=false'

```

Encrypted request

It is possible to encrypt requests using the 256 Bit AES encryption key generated for the 2-way account. Below is a sample GET request with encrypted data in the payload, to send a Media message with Dynamic button on WhatsApp in a 24 hour window.

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`https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}`

where, encrdata =

`method=SendMessage&msg_type=DOCUMENT&auth_scheme=plain&password=XXXXX&data_encoding=TEXT&interactive_type=dr_button&send_to=91XXXXXXXXXX&v=1.1&format=TEXT&footer=Only%20Medium%20size%20left%20to%20get%20it%20now%20please%20click%20on%20here%20now&linkTrackingEnabled=True&action=%7B%0A%09%22buttons%22%3A%20%5B%7B%0A%09%09%09%22type%22%3A%20%22reply%22%2C%0A%09%09%09%22reply%22%3A%20%7B%0A%09%09%09%09%22id%22%3A%20%22123-%E0%A5%A7%22%2C%0A%09%09%09%09%22title%22%3A%20%22%E0%A4%A8%E0%A4%BE%E0%A4%B0%E0%A5%8D%E0%A4%A5%20%E0%A4%B8%E0%A5%87%E0%A4%A3%E0%A5%8D%E0%A4%9F%E0%A4%B0%F0%9F%98%83%22%0A%09%09%09%7D%0A%09%09%7D%2C%0A%09%09%7B%0A%09%09%09%22type%22%3A%20%22reply%22%2C%0A%09%09%09%22reply%22%3A%20%7B%0A%09%09%09%09%22id%22%3A%20%22123-2%23%23%23%23%23%23%26!%20%20%20%20%20%20%20%20%20%20%20%22%2C%0A%09%09%09%09%22title%22%3A%20%22Gas%22%0A%09%09%09%7D%0A%09%09%7D%2C%0A%09%09%7B%0A%09%09%09%22type%22%3A%20%22reply%22%2C%0A%09%09%09%22reply%22%3A%20%7B%0A%09%09%09%09%22id%22%3A%20%221233%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%206P123%25%25%25%22%0A%09%09%09%7D%0A%09%09%7D%0A%5D%0A%7D&media_url=http://enterprise.smsgupshup.com/help/in/EnterpriseEmailAPIDocument.pdf&caption=hi%20test%20message&isHSM=false&filename=test.pdf`

Please note:

- The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.
- Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

Sending Single and Multi-Product Messages

Single Product Messages:

API Endpoint:

`https://media.smsgupshup.com/GatewayAPI/rest`

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Request Headers:

<u>Content-Type</u>	<u>application/x-www-form-urlencoded</u>
---------------------	--

Request Body:

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications. <i>Use the two-way account</i>	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: SendMessage	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	Plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom the message is being sent. Number must be in E.164 Format.	919892123456
msg REQUIRED string	The Message that will be sent in the body of the message Must be within 1024 characters including variable values	Spread happiness in this Diwali Shop Now !!

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action REQUIRED string	This is the encoded JSON that specifies product_retailer_id and catalog_id	%7B%0A%20%20%22catalog_id%22%3A%20%2235734710358881%22%20%0A%20%20%22product_retailer_id%22%3A%20%22f86o93ihkn%22%0A%7D%0A%0A
interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter Must be “product” for Single Product Messages	product
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on ‘type’, the relevant parameters must be sent as part of the request payload. By default, the type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT	text
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text unless otherwise specified. Must be one of: text, json, xml	Json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	“Check your Cart before placing order”

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extra OPTIONAL string	A Custom parameter that can be used as an Identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric characters are allowed for this parameter.	45123id
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the API will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false' Must be one of: true, false	false

JSON structure for the 'action' parameter:

JSON Structure	JSON example
{ "catalog_id": "catalog-id", "product_retailer_id": "product-SKU-in-catalog" }	{ "catalog_id": "315734710358881", "product_retailer_id": "f86o93ihkn" }

Key	Description
catalog_id REQUIRED string	ID for the catalog you want to use for this message. Retrieve this ID via Commerce Manager.
product_retailer_id REQUIRED string	Unique identifier of the product in a catalog. This can be retrieved via Commerce Manager.

Sample request

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Below is a sample POST request to send a Single Product message on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'password=XXXXXXXX' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'v=1.1' \
--data-urlencode 'send_to=91XXXXXXXXXX' \
--data-urlencode 'msg=Enjoy Shopping here' \
--data-urlencode 'action={"catalog_id":"XXXXXXXXXX","product_retailer_id":"XXXXXXXX"}' \
--data-urlencode 'interactive_type=product' \
--data-urlencode 'isHSM=false'
```

Multi-Product messages

API Endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers:

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications. Use the two way account	2000155005

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password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: SendMessage	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	Plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom the message is being sent. Number must be in E.164 Format.	919892123456
msg REQUIRED string	The Message that will be sent in the body of the message Must be within 1024 characters including variable value	Spread happiness in this Diwali Shop Now !!

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<p>action REQUIRED string</p>	<p>This is the encoded JSON that specifies the product list sections, rows and description</p>	<pre>%7B%0A%20%20%22cata g_id%22%3A%20%223157 4710358881%22%2C%0A% 20%20%22sections%22%3 %20%5B%0A%20%20%20 20%7B%0A%20%20%20% 0%20%20%22title%22%3A %20%22Section%201%22% 2C%0A%20%20%20%20% 0%20%22product_items% 2%3A%20%5B%0A%20%2 %20%20%20%20%20%20% 7B%0A%20%20%20%20% 0%20%20%20%20%20%2 product_retailer_id%22%3 A%20%22f86o93ihkn%22% 0A%20%20%20%20%20% 0%20%20%7D%0A%20%2 %20%20%20%20%5D%0A 20%20%20%20%7D%2C% A%20%20%20%20%7B%0 %20%20%20%20%20%20% 22title%22%3A%20%22Se tion%202%22%2C%0A%2 %20%20%20%20%20%22% oduct_items%22%3A%20% 5B%0A%20%20%20%20% 0%20%20%20%7B%0A%2 %20%20%20%20%20%20% 20%20%20%22product_re ailer_id%22%3A%20%22o vst7wade%22%0A%20%2 %20%20%20%20%20%20% 7D%0A%20%20%20%20% 0%20%5D%0A%20%20%2 %20%7D%0A%20%20%5D %0A%7D</pre>
-------------------------------------	--	--

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interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter Has to be “product_list” for Multi Product Messages	product_list
header REQUIRED string	The title of the header component of the MPM message	Our Product
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on ‘type’, the relevant parameters must be sent as part of the request payload. By default, the type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT	text
data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters / emoji . Must be one of: text, Unicode_text	Text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	Json
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	134389132153571381
header OPTIONAL string	In a Text message, a header usually refers to the ‘Title’ of the message. 60 alphanumeric characters (with variable values) are allowed for this parameter.	“SALE”

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footer OPTIONAL string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this parameter.	"Check your Cart before placing an order"
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric Characters are allowed for this parameter.	45123id
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Here, the API will run a template check and submit the message as an HSM to WhatsApp server. By default, unless specified, it will be 'false' <i>Must be one of: true, false</i>	false

JSON structure for the 'action' parameter:

JSON Structure	JSON example
<pre>{ "catalog_id": "catalog-id", "sections": [{ "title": "the-section-title1", "product_items": [{ "product_retailer_id": "product-SKU-in-catalog1" }, { "product_retailer_id": "product-SKU-in-catalog2" }, ...] }, { "title": "the-section-title2", "product_items": [{ "product_retailer_id": "product-SKU-in-catalog3" } ...] }, ...] }</pre>	<pre>{ "catalog_id": "315734710358881", "sections": [{ "title": "Section 1", "product_items": [{ "product_retailer_id": "f86o93ihkn" }, { "product_retailer_id": "ke1cj16tgq" }] }, { "title": "Section 2", "product_items": [{ "product_retailer_id": "o8vst7wade"}, { "product_retailer_id": "f86o93ihkn" }] }] }</pre>

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}}	
----	--

Action components:

Key	Description
catalog_id REQUIRED string	ID for the catalog you want to use for this message. Retrieve this ID via Commerce Manager.
sections REQUIRED string	Array of section objects. You must include at least one section.
title REQUIRED string	Include a title for each section if you plan to use more than one.
product_items REQUIRED string	Array of product objects that should be displayed.
product_retailer REQUIRED string	Unique identifier of the product in a catalog. This can be retrieved via Commerce Manager.

Sample CURL Requests:

Below is a sample POST request to send a Multi-Product message on WhatsApp, within the 24 hour Customer Care Window.

```
curl --location --request POST 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'send_to=917406601953' \
--data-urlencode 'msg_type=text' \
--data-urlencode 'userid=2000xxxxxx' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=xxxxx' \
--data-urlencode 'method=SendMessage' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'msg=Please select a product from the catalogue below!\rType *0* to go back.' \
--data-urlencode 'action={
  "catalog_id": "354830406633327",
  "sections": [
    {
      "title": "Section 1",
```

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```

    "product_items": [
      { "product_retailer_id": "40378217562274" },
      { "product_retailer_id": "42351654371490" }
    ],
    {
      "title": "Section 2",
      "product_items": [
        { "product_retailer_id": "29386563420202" },
        { "product_retailer_id": "42633034399906" }
      ]
    }
  ]
}
'\
--data-urlencode 'header=testing' \
--data-urlencode 'interactive_type=Product_list'

```

Sending a Sticker Message

API Endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

```

curl --location 'https://media.smsgupshup.com/GatewayAPI/rest' \
--form 'send_to="919797979797"' \
--form 'msg_type="STICKER"' \
--form 'userid="20000xxxxx"' \
--form 'auth_scheme="plain"' \
--form 'password="xxxxx"' \
--form 'v="1.1"' \
--form 'format="text"' \
--form 'isHSM="false"' \
--form 'method="SendMediaMessage"' \
--form 'media_url="https://sftp-campaigns-images.s3.amazonaws.com/CampaignTeam/512x512.webp"'

```

Request Headers:

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

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Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to sendNotifications. Use the two way account	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: SenMediadMessage	SendMediaMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	Plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom the message is being sent. Number must be in E.164 Format.	919892123456
media_url REQUIRED string	The Public URL where the media attachment file is hosted.	https://sftp-campaigns-images.s3.amazonaws.com/CampaignTeam/512x512.webp

Formatting Options

WhatsApp supports some formatting in messages. To format all or part of a message, use these formatting symbols:

Formatting	Symbol	Example	How message displays on WhatsApp
Bold	Asterisk (*)	Your total is *\$10.50*.	Your total is \$10.50 .

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<i>Italics</i>	Underscore (_)	Welcome to _WhatsApp_!	Welcome to <i>WhatsApp</i> !
Strike through	Tilde (~)	This is ~better~ best!	This is better best!
Code	Three backticks (`)`)	```print 'Hello World';```	print 'Hello World';

Emoji are also supported. List of supported emoji are at <https://emojipedia.org/whatsapp/>. Copy the emoji symbol in the message when sending through API. Use data_encoding=Unicode_text when sending a message containing emoji and be mindful of the 1024-character limit for a Unicode message.

API Response

A successful API request generates an HTTP 200 response. The response will be specified as a JSON array with response status and unique identifier.

```
{
  "response": {
    "id": "3914460380512464906-350465300787800379",
    "phone": "919777777778",
    "details": "", "status": "success"
  }
}
```

This indicates that the message has been successfully sent to mobile number 919777777778 under a Unique Identifier '3914460380512464906-350465300787800379'. The identifier string is unique for each recipient number and is auto generated at the time of message submission. First number is the transaction ID and second one is message ID. If a custom msg_id is passed in the API request (say, msg_id =1343891), it would be set as the message ID and returned back in the API response message as the second half of the unique identifier. For instance, the 'id' parameter would be '3914460380512464906-1343891'.

Send a Address Message

The method for sending a text message in response to a customer's inbound message is "SendMessage" and interactive_type will be "address_message".

API Endpoint

To send a text message on WhatsApp in response to a customer's inbound message, the API request is made to this endpoint:

<https://media.smsgupshup.com/GatewayAPI/rest>

Request Headers

Content-Type	application/x-www-form-urlencoded
--------------	-----------------------------------

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Request Body

Key	Description	Example
userid REQUIRED string	The userid of your Gupshup account. The number must be in pure numeric format with no special characters. Note: Gupshup will provide separate userid and password to send Customer Support reply messages, it will not be the same as the userid to send Notifications.	2000155005
password REQUIRED string	The password of your Gupshup account for authentication of the userid	sh1gw4e
method REQUIRED string	The API method to perform a specific action i.e. send a message on WhatsApp Must be: <i>SendMessage</i>	SendMessage
auth_scheme REQUIRED string	The authentication scheme of the API. Must be: plain	plain
v REQUIRED string	The API version. Must be: 1.1	1.1
send_to REQUIRED string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
msg REQUIRED string	The text message to be sent to the customer. It must be URL encoded.	Hello%20World!
isHSM REQUIRED boolean	This indicates whether the message is a Message Template (HSM) i.e. a pre-approved message template. Since this is a Customer support reply, always set this as 'false'. Must be: false	false
interactive_type REQUIRED string	The type of Interactive message to be sent to the customer. This is a mandatory parameter Has to be "address_message" for List Messages	address_message
msg_type OPTIONAL string	The type of message to be sent to the customer. Depending on 'type', the relevant parameters must be sent as part of the request payload. By default, type is TEXT unless otherwise specified. Must be one of: DATA_TEXT, TEXT, LOCATION, CONTACTS	TEXT

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data_encoding OPTIONAL string	The encoding type of the message i.e. plain English text or Unicode i.e. message is in another language or contains special characters like emoji . Must be one of: text, Unicode_text	text
format OPTIONAL string	The API response message format. Default value is text, unless otherwise specified. Must be one of: text, json, xml	json
preview_url OPTIONAL boolean	This indicates whether a preview should be displayed for a link present in the 'msg' parameter. By default, it will be 'false' which means links will be clickable but no preview will be seen. Preview of a URL means that the title of the webpage along with thumbnail is displayed. Must be one of: true, false	true
msg_id OPTIONAL string	A Custom message ID that can be specified by the business. This will be attached to Message Status Callbacks and can help you track messages using your internal IDs. 200 characters alphanumeric values are allowed for msg_id and it must be unique for every message sent.	1343891321535781
extra OPTIONAL string	A Custom parameter that can be used as an identifier for reporting purposes. You can input any text in this parameter and the same value will be forwarded in the Status Callback. 200 alphanumeric characters are allowed for this parameter.	SUPER100SEGMENT
linkTrackingEnabled OPTIONAL string	This parameter can be used to specify linktracking for links present in the 'msg' request parameter Must be : True/false	True

Sample Requests

Below is a sample payload when sending a text message on WhatsApp.

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```
curl --location 'https://media.smsgupshup.com/GatewayAPI/rest' \
--header 'Content-Type: application/x-www-form-urlencoded' \
--data-urlencode 'method=SENDMESSAGE' \
--data-urlencode 'msg=Hi, Kindly share your address by tapping the below button.' \
--data-urlencode 'msg_type=TEXT' \
--data-urlencode 'userid=2000XXXXXX' \
--data-urlencode 'auth_scheme=plain' \
--data-urlencode 'password=XXXXXXXX' \
--data-urlencode 'format=text' \
--data-urlencode 'data_encoding=TEXT' \
--data-urlencode 'interactive_type=address_message' \
--data-urlencode 'send_to=919999999999' \
--data-urlencode 'action={"name": "address_message", "parameters": {"country": "IN"}}' \
--data-urlencode 'v=1.1' \
--data-urlencode 'format=json' \
--data-urlencode 'isHSM=false'
```

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a message on WhatsApp:

https://media.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&enccrdata={{Base64_Encoded_Encrypted_Data}}

where, value of enccrdata

```
={{method=SENDMESSAGE&msg=Hi%2C%20Kindly%20share%20your%20address%20by%20tapping%20th
e%20below%20button.&msg_type=TEXT&auth_scheme=plain&password=XXXXXXXX&format=text&data_
encoding=TEXT&interactive_type=address_message&send_to=919999999999&action={%22name%22%3A
%20%22address_message%22%2C%20%22parameters%22%3A%20{%22country%22%3A%20%22IN%22}}
&v=1.1&format=json&isHSM=false}}
```

Please note:

The “userid” parameter is mandatory and its value is to be sent in an unencrypted format. All the other parameters must be sent in encrypted format using AES 256 encryption and base64 encoded with the Key shared, in the “enccrdata” parameter.

You must use the key generated for your enterprise account to encrypt API parameter values when sending the API request. Once the request is received by Gupshup, the payload is decrypted by Gupshup and sent ahead to WhatsApp.

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Please read Appendix A for detailed steps and code samples on how to encrypt the payload before sending an API request.

WhatsApp Delivery Reports

The sent, delivery, read or failed status of Notification and Customer Support Reply messages sent to WhatsApp using the Gupshup Messaging API can be tracked in real time and via downloadable delivery reports.

Businesses can initiate a conversation using a template message. The category of the template message that is used, will define the conversation category, and this will be a part of the downloadable delivery reports. Details are explained in the respective section below.

Real time Delivery Reports

Message Status Webhooks are triggered by specific events such as a successful message delivery or a message read receipt on WhatsApp. Whenever that trigger event occurs, the Gupshup Messaging API registers the event and immediately sends a notification (HTTP/HTTPS POST request) to the Callback URL specified in your account settings indicating when your message has been sent, delivered or read or failed on WhatsApp.

Please reach out to your account manager to set the Callback URL for your account in order to receive message status webhook events. Only one callback URL can be specified per account.

Let's say you have given `www.example.com/RealTimeDLR/readurl` as the callback URL for a given user account, Gupshup will send a HTTP/HTTPS POST request (Content-Type=application/x-www-form-urlencoded) with payload as a key-value pair where 'response' is the key and the value contains a JSON array of one or more status callback events. There can be up to 20 status callback events per request.

Please note: For the latest implementation of WhatsApp conversations, in order to track conversation based delivery events, a new parameter is introduced called: 'conversation'. This will be as a nested JSON Object will include delivery information such as sent, read, delivered or failed for the conversation messages.

```
curl --location --request POST 'https://customer callback URL' \
--header 'Content-Type: application/json' \
--data-raw '{
  {
    "srcAddr": "919898989898",
    "channel": "WHATSAPP",
```

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```

    "externalId": "4561577673055671823-327736131207676738",
    "cause": "SUCCESS",
    "errorCode": "000",
    "destAddr": "919999999999",
    "eventType": "DELIVERED",
    "eventTs": 16X3XX6X30000
  }
]

```

Request payload description:

Key	Description	Example
externalId	Unique ID for each message in the format: causeId-msgId	4561577673055671823-3277131207676738
eventType	Status of the message request Possible values are {SENT, DELIVERED, READ, FAILED}	SENT
srcAddr	This is WhatsApp Business phone number	919898989898
channel	This indicates the messaging channel i.e. WhatsApp	WhatsApp
errorCode	Error code associated with the different delivery status	025
eventTs	UNIX Timestamp for the delivery event	1643163337000
cause	This is the cause specific to eventType. This will have different values for eventType = FAILED	SENT
destAddr	The Phone number of the recipient.	919999999999
hsmTemplateId OPTIONAL	The template ID of the message that was used to trigger the message request.	567787

Starting June 1, 2023, the real-time delivery event will be as below (This is not enabled by default for all the customers):

```

[
{
  "srcAddr": "919898989898",
  "channel": "WHATSAPP",
  "hsmTemplateId": "6330963",
  "externalId": "4873914210717831261-128116432999904428",

```

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```

"cause": "SENT",
"errorCode": "025",
"destAddr": "91XXXXXXXXXX",
"eventType": "SENT",
"eventTs": 1680527479000,
"conversation": {
  "expiration_timestamp": 1680613560,
  "origin": {
    "type": "marketing"
  },
  "id": "072a7f95683c6c2bfffef5655c706c50d"
},
"pricing": {
  "category": "marketing"
}
}
]

```

New Parameter Details:

Key	Description	Value
conversation	This json will contain conversation details.	<pre> "conversation": { "expiration_timestamp": 1680613560, "origin": { "type": "marketing" }, "id": "072a7f95683c6c2bfffef5655c706c50d" </pre>
expiration_timestamp	Unix timestamp representing 24 hours after the message	1680613560
origin	Original type of conversation	<pre> { "type": "marketing" }, </pre>
Id	Unique conversation Id sent by WhatsApp	072a7f95683c6c2bfffef5655c706c50d
pricing	Final type of conversation	{"category": "marketing"}

****origin: type values are identical to pricing: category now, but Meta may add new values to origin: type in future which is why both exist.***

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Downloadable Delivery Reports

It is possible to download delivery reports for Notifications and customer support messages (2-way) from the WhatsApp Analytics Panel.

The Analytics panel user can login and navigate to the 'Reports' tab from the menu and then choose a date range and the Account (Notification or customer support)

Detailed Delivery reports:

Gupshup has implemented the conversations model specified by WhatsApp Business messaging. The offline downloadable delivery reports for the WhatsApp messages have been enhanced to indicate newer conversation categories.

Gupshup has introduced the below tags pertaining to different categories of conversations and messages within the conversations (referred to as platform messages); these tags will be a part of the downloadable reports under 'CATEGORY TYPE'

A detailed mapping for your better understanding is as below:

Conversation category	Type of message	Tag
Marketing	Conversation	MC
Marketing	Platform	MC_PF
Utility	Conversation	UC
Utility	Platform	UC_PF
Authentication	Conversation	AC
Authentication	Platform	AC_PF
Service	Conversation	SC
Service	Platform	SC_PF
Referral	Conversation	RC
Referral	Platform	RC_PF

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Cause corresponding to the eventType / status

errorCode	cause	eventType / Status
000	SUCCESS	DELIVERED
025	SENT	DELIVERED
026	READ	DELIVERED
020	OTHER	FAILED
003	UNKNOWN_SUBSCRIBER	FAILED
010	DEFERRED	FAILED
022	BLOCKED_FOR_USER	FAILED
101	24 Hour exceeded	FAILED

Cause Explanation:

- **SENT:** Message is sent to WhatsApp server successfully (equivalent of single grey tick on WhatsApp)
- **SUCCESS:** Message is delivered to the user on WhatsApp (equivalent of two grey ticks on WhatsApp)
- **READ:** Message is read by the user on WhatsApp (equivalent of two blue ticks on WhatsApp)
- **UNKNOWN_SUBSCRIBER:** Unknown/invalid number/does not exist on WhatsApp
- **BLOCKED_FOR_USER:** User is not opted in to WhatsApp
- **DEFERRED:** Messages that could not be sent to WhatsApp
- **OTHER:** Message that are sent to WhatsApp but could not be delivered for reasons that don't fall under any mentioned category
- **24 Hour exceeded:** Error occurs when the business is attempting to reply using template-free messages while the current 24 hour reply window has expired.

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APPENDIX A

Symmetric Key Encryption process for method="Send Message" is described here. The same steps need to be followed for any other API method as well. Refer section below for sample AES GCM Encryption code.

Form a Querystring using rest of the API parameters and its values:

Querystring:

```
method=SendMessage&send_to=919XXXXXXXXX&msg=
This%20is%20a%20test%20message&msg_type=TEXT&auth_scheme=plain&password=password&v=1.1
&format=text
```

Encrypt the query string using AES encryption algorithm (256-bit algorithm)

- Use only GCM mode
- Length of the IV (Initialization Vector) parameter should be 12 bytes. IV value should be unique for every API request/call.
- Length of authentication tag should be 16 bytes
- Output of AES Encryption (256 bit) should be encoded using base 64 Urlsafe

Output of base64 urlsafe should be passed in encrdata parameter. Base64 encoded encrypted cipher will be passed as a payload in encrdata parameter.

Sample encrypted payload using above steps: raMuJzQKkfBvWWESo6Lyyhr2q-
5NvTpogCJwku_doltZBsQg7Wj3Lt8qm_jGQMsvpHfGTBREiMNO8FmyahWBsv27tH5n8q0vPg3kxYgpCbC
QHGFQ0KobiGYnKqHBdqlCa_UDLIQrjOjeX4XJOGVyA1bQOaUHA9qSFZ3Ob5SwZk8Ua5tJ5th5L8Nmk6AZA
-P0N8JvwzLjVksZzlywc1cDU5jIQS6uEartb6z

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Sample AES GCM Encryption code

This code returns the encrypted payload that needs to be passed in encrdata parameter.

```
import java.nio.charset.StandardCharsets; import java.security.Key;
import java.security.SecureRandom;

import javax.crypto.Cipher;

import javax.crypto.spec.GCMParameterSpec; import javax.crypto.spec.SecretKeySpec;
import org.apache.commons.codec.binary.Base64;

public class AES
{
    private static final int GCM_IV_LENGTH = 12;
        private static final int GCM_TAG_LENGTH = 16;

    private static final String GIVEN_KEY = "QOahfcd098NLjYJuhP4-VKigx51NkUETsKllu9uXZFY";

    public static String encrypt(String text) throws Exception
    {
        byte[] bytes = text.getBytes(StandardCharsets.UTF_8);
        Key secretKey = new SecretKeySpec(Base64.decodeBase64(GIVEN_KEY), "AES"); byte[] iv = new
        byte[GCM_IV_LENGTH];new SecureRandom().nextBytes(iv);

        Cipher cipher = Cipher.getInstance("AES/GCM/NoPadding");

        SecretKeySpec keySpec = new SecretKeySpec(secretKey.getEncoded(), "AES");

        GCMParameterSpec gcmParameterSpec = new GCMParameterSpec(GCM_TAG_LENGTH * 8, iv);

        cipher.init(Cipher.ENCRYPT_MODE, keySpec, gcmParameterSpec);

        byte[] cipherText = cipher.doFinal(bytes);
```

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```

byte[] finalArray = new byte[cipherText.length + GCM_IV_LENGTH];

System.arraycopy(iv, 0, finalArray, 0, GCM_IV_LENGTH); System.arraycopy(cipherText, 0, finalArray,
GCM_IV_LENGTH, cipherText.length);

return new String(Base64.encodeBase64URLSafe(finalArray), StandardCharsets.UTF_8);
}

public static void main(String[] args) throws Exception
{
    /* Note that values in query String are URL encoded. */
    String queryString = "method=SendMessage&send_to=919XXXXXXX&msg=
This%20is%20a%20test%20message&msg_type=TEXT&auth_scheme=plain&password=password&v=1.1
&format=text ";
    System.out.println(AES.encrypt(queryString));
}
}
*****

```

Sample AES GCM Encryption code (node.js)

```

let encrypt = (text) => {
    const crypto = require('crypto');
    const GCM_IV_LENGTH = 12;
    const GCM_TAG_LENGTH_BYTES = 16;
    const GIVEN_KEY = "QOahfcdo98NLjYJuhP4-VKigx51NkUETsKllu9uXZFY";//32 byte key
    const ALGO = "aes-256-gcm";

    //initialization vector
    const iv = Buffer.from(crypto.randomBytes(GCM_IV_LENGTH), 'utf8');

```

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```

//key decoding
let decodedKey = Buffer.from(GIVEN_KEY, 'base64');

//initializing the cipher
const cipher = crypto.createCipheriv(ALGO, decodedKey, iv, { authTagLength: GCM_TAG_LENGTH_BYTES });
cipher.setAutoPadding(false);

//running encryption
const encrypted = Buffer.concat([cipher.update(text, 'utf8')]);
cipher.final()

//Obtaining auth tag
tag = cipher.getAuthTag();
const finalBuffer = Buffer.concat([iv, encrypted, tag]);

//converting string to base64
const finalString = finalBuffer.toString('base64');

//making the string url safe
const urlSafeString = finalString.replace(/\+/g, '-').replace(/\//g, '_').replace(/=+$/g, '');
return urlSafeString;
}

console.log(encrypt("password=XXXXXX&method=TWO_FACTOR_AUTH&v=1.1&phone_no=919XXXXXXXXXX
&otp_code=1564"));

```

Sample AES GCM Encryption code (Language: Python)

```

#!/usr/bin/python3
'''
- An external Python module 'pycryptodomex' is used in the below program, as The default
'PyCrypto' Library that comes with Python3, doesn't support AES/GCM mode of encryption.
- 'pycryptodomex' can be installed via pip for python3 using:
  pip install pycryptodomex
- For more information visit: https://pycryptodome.readthedocs.io/
'''

```

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```

from Cryptodome.Cipher import AES
from Cryptodome.Random import get_random_bytes
from base64 import urlsafe_b64decode,urlsafe_b64encode

GCM_IV_LENGTH = 12
GCM_TAG_LENGTH_BYTES = 16
GIVEN_KEY = "QOahfcd098NLjYJuhP4-VKigx51NkUETsKllu9uXZFY"

queryString = ""method=SendMessage&send_to=919XXXXXXXXXX&msg=
This%20is%20a%20test%20message&msg_type=TEXT&auth_scheme=plain&password=password&v=1.1
&format=text""

def decode_b64_key(str_key):
    #utility method that checks for padding before decoding the key
    byte_key = bytes(str_key,'utf-8')
    missing_padding = 4-len(byte_key)% 4
    if missing_padding:
        byte_key += b'=' * missing_padding
    return urlsafe_b64decode(byte_key)

def encrypt(str_text):
    #initialization vector/nonce
    nonce = get_random_bytes(GCM_IV_LENGTH)

    #decoding base64 key to byte array
    decodedKey = decode_b64_key(GIVEN_KEY)#urlsafe_b64decode(GIVEN_KEY)

    #converting original text to byte array
    bytes_text = bytes(str_text,'utf-8')

    #Initializing Cipher AES/GCM/NoPadding
    cipher = AES.new(decodedKey,AES.MODE_GCM,nonce=nonce,mac_len=GCM_TAG_LENGTH_BYTES)

    #carrying out encryption
    ciphertext, tag = cipher.encrypt_and_digest(bytes_text)
    finalbytesbuffer =b"".join([nonce,ciphertext, tag])

    #converting bytearray to url safe base64 format
    return(urlsafe_b64encode(finalbytesbuffer).decode('utf-8'))

print(encrypt(queryString))

```

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