

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: You can add two call-to-action buttons to media message or text-based message templates and customize the text of the button. These features 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 deeplink
- 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 20 characters and cannot include emojis.

Quick Reply buttons: You can add three quick reply buttons to message templates. These 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 20 characters and cannot 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.

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 must be upto 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 usually a short line of text to the bottom of the message template.