

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 do not 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

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:

- x Collecting/Revoking Consent i.e. Opt-in & Opt-out APIs
- x Sending Messages – Text & Media Messages
- x Delivery event via callback URL
- x Inbound web hook events via callback URL

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

<https://www.getpostman.com/collections/6e60922e49e982c458fb>

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 user's consent later.

API Endpoint

To mark a user as Opt-in, 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
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