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## *Frequently Asked Questions (FAQ) – CTA Whitelisting Process*

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**1. What is the process for whitelisting a dynamic URL if it does not end with a “?”?**

**Answer:** The static part of the dynamic URL must end with a “?”. If not, it will not be considered a dynamic URL, and the operator will reject it for whitelisting.

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**2. What if a dynamic URL has variable values before the “?”?**

**Answer:** If the variable values appear before the “?”, the URL will be treated as a static URL. Only the part of the URL up to the “?” will be considered for whitelisting, potentially leading to message failure. The operator recommends using a URL shortener for such cases.

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**3. What is the process for whitelisting a dynamic URL that ends with a “/” instead of a “?”?**

**Answer:** Dynamic URLs ending with a “/” are not considered dynamic. Only URLs ending with a “?” can be considered dynamic. The operator suggests using a URL shortener for URLs ending with a “/”.

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**4. How do I whitelist a short URL?**

**Answer:** The short URL should be whitelisted along with the header linked to your template. For example, if the URL is <https://cmp.ny/HEADER/abc123>, the portion <https://cmp.ny/HEADER/> must be whitelisted, where **HEADER** is the template header.

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**5. What if multiple headers are linked to one template?**

**Answer:** According to upcoming guidelines, only one header can be linked to each template. Currently, you will need to whitelist multiple short URLs, each ending with the different headers you are using.

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**6. Can I use third-party URL shortening services?**

**Answer:** Yes, third-party URL shorteners can be used. However, the final short URL must end with the respective header of the template.

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**7. Are Bitly and Cuttly links allowed?**

**Answer:** Yes, Bitly and Cuttly links are allowed as long as they start with HTTP, HTTPS, or WWW and end with your template header. These links must be pre-whitelisted according to the standard process.

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**8. What happens if the short URL exceeds 30 characters after adding the header and variable?**

**Answer:** The final short URL, including the header and variable, must not exceed 30 characters. You may need to work with your URL shortening provider to ensure the final URL is within this limit.

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**9. How do I whitelist a short URL when using Gupshup's URL shortening feature?**

**Answer:** If you are using Gupshup's URL shortening feature (link tracking), whitelist the URL <https://gs.im/HEADER/> with your respective DLT, where **header** will be the linked header to your template.

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**10. Are there any changes required after whitelisting the Gupshup domain for shortening?**

**Answer:** No changes are required after whitelisting. You can continue sending messages as usual. You only need to whitelist the short URL as outlined in the previous Q&A.

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**11. Are static or dynamic URLs that redirect allowed?**

**Answer:** No. If a static or dynamic URL redirects, it will not be considered for whitelisting and will be rejected by the operator.

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**12. How do I whitelist a dynamic short URL?**

**Answer:** The operator will scrub the URL up to the header. For example, in <https://cmp.ny/HEADER/abc123>, the portion <https://cmp.ny/HEADER/> must be whitelisted, where **HEADER** is the template header. The part after the header (e.g., abc123) will be treated as dynamic/variable and will not be scrubbed.

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**13. Will the October 1st, 2024 deadline for URL whitelisting be extended?**

**Answer:** As of now, there is no indication of a deadline extension. The URL whitelisting process is expected to go live on October 1st, 2024.

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**14. Does the October 1st, 2024 deadline also apply to callback numbers and email addresses?**

**Answer:** No, the October 1st, 2024 deadline is specifically for URL whitelisting. The go-live date for callback numbers and email addresses is yet to be finalized.

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**15. Do we need to whitelist URLs with all operators, or will whitelisting with one operator suffice?**

**Answer:** Whitelisting with one operator will suffice. Once the CTA is whitelisted with one operator, the data will sync with the DLT platform and be shared across all operators.

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**16. How do we pre-tag URLs to pre-registered templates?**

**Answer:** All operators have created a new tab for CTA whitelisting. Once a CTA is whitelisted, it will automatically apply across all templates, whether existing or new.

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**17. Is there any impact if the message content does not contain a URL?**

**Answer:** No, there is no impact on content that does not contain a URL. Only messages containing URLs (CTA) will be affected by the whitelisting process.

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**18. What is the turnaround time (TAT) for CTA whitelisting after submission?**

**Answer:** The tentative timeline provided by operators for whitelisting decisions is 24 to 48 working hours post-submission.

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**19. Do we need to take any action on the Gupshup portal regarding existing SMS templates containing variables instead of links?**

**Answer:** No further action is required on the Gupshup or telemarketer end after the CTA is whitelisted with the DLT operators.

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**20. If we use Vodafone/BSNL DLT's URL shortening service, will the URL be further shortened on the Gupshup platform?**

**Answer:** No. Based on operator feedback, their short link services will not be used. All short URLs should contain the header linked to the respective template.

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**21. Are "www" or "https" mandatory when whitelisting URLs?**

**Answer:** Yes, all static, dynamic, and short URLs must begin with www, http://, or https:// to be considered for whitelisting.

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**22. Airtel's DLT portal allows only 5 URLs to be whitelisted at a time. What if we have more links?**

**Answer:** Airtel allows the submission of up to 5 URLs at a time. You can submit additional URLs in batches of 5 if needed.

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**23. Do callback numbers and email addresses need to be whitelisted before October 1st, 2024?**

**Answer:** Yes, if callback numbers and email addresses are part of the message's CTA, they need to be whitelisted as part of the CTA whitelisting process. However, post-October 1st, 2024, operators will only scrub URLs, with a new deadline for callback numbers and email addresses expected to be provided by TRAI after September 30th, 2024.

**Note:** *When the shortened link is whitelisted, a "HEADER" will be appended to it, which will increase the overall character count of the message.*

***Thank You***