

Create and Manage Templates

Templates are used when sending template messages with either the Cloud API, hosted by Meta, or the On-Premises API. Cloud API reviews templates and variable parameters using machine learning to protect the security and integrity of Cloud API services. When Cloud API reviews templates and variable text, no information is shared with WhatsApp.

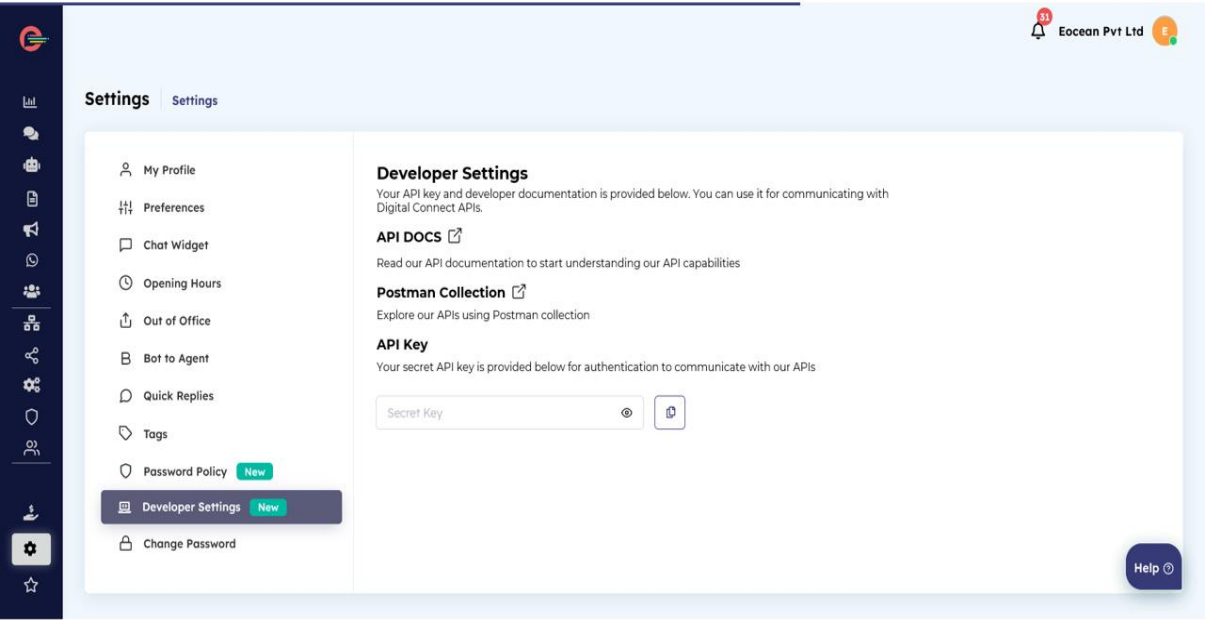
The number of templates a WhatsApp Business Account can have is determined by its parent business. If a parent business is unverified, each of its WhatsApp Business Accounts is limited to 250 templates. However, if the parent business is verified and at least one of its WhatsApp Business Accounts has a business phone number with an approved display name, each of its WhatsApp Business Accounts can have up to 6,000 templates.

Before You Start

You will need:

1) Access token

To authenticate the API request, you will require the API key associated with your account. The API key can be found in the Developer Settings of your Digital Connect account. Please note that access to the Developer Settings is restricted to the platform administrator only.



Key	Value
token	String (Get it from Digital Connect Developer Settings)

Limitations

- The message template name field is limited to 512 characters.
- The message template content field is limited to 1024 characters.
- A template can only be edited when it is in a state of **Approved**, **Rejected**, or **Paused**. A template can be edited once per day, up to 10 times per month.
- WhatsApp Business Accounts can only create 100 message templates per hour.
- Templates composed of 4 or more buttons, or a quick reply button and one or more buttons of another type, cannot be viewed on WhatsApp desktop clients. WhatsApp users who receive one of these template messages will be prompted to view the message on a phone instead.

Localization

You can add a message template in a specific language when creating a template. These templates count against your limit. Be consistent when providing translations.

Getting Templates

Send a GET request to the Eocean Template API endpoint to get a list of templates owned by a WhatsApp Business Account.

Request Syntax

```
GET /template?category=<CATEGORY>,&content=<CONTENT>,&language=<LANGUAGE>,&name=<NAME>,&name_or_content=<NAME_OR_CONTENT>,&quality_score=<QUALITY_SCORE>,&status=<STATUS>
```

Sample Request

```
GET https://eoceandigitalconnect.com/v2/api/outgoing/template?category=MARKETING&name=my_template_name&language=en
```

Parameters

Parameter	Description
category array<enum {ACCOUNT_UPDATE, PAYMENT_UPDATE, PERSONAL_FINANCE_UPDATE, SHIPPING_UPDATE, RESERVATION_UPDATE, ISSUE_RESOLUTION, APPOINTMENT_UPDATE, TRANSPORTATION_UPDATE, TICKET_UPDATE, ALERT_UPDATE, AUTO_REPLY, TRANSACTIONAL, OTP, UTILITY, MARKETING, AUTHENTICATION}>	The category for a template
content string	The content for a template
language array<string>	A list of supported languages that are available for each template
name string	The name for a message template
name_or_content string	Returns a list of message templates where the value for name or content match this value
quality_score array<enum {GREEN, YELLOW, RED, UNKNOWN}>	The quality score for a template
status array<enum {APPROVED, IN_APPEAL, PENDING, REJECTED, PENDING_DELETION, DELETED, DISABLED, PAUSED, LIMIT_EXCEEDED, ARCHIVED}>	The review status for a template

Example Request (Rejected Templates)

You can return only templates with specific field values by including the field and the desired value in your request. For example, include status=REJECTED to only get templates that have been rejected.

```
curl https://eoceandigitalconnect.com/v2/api/outgoing/template?fields=name,status&status=REJECTED' \-H 'token: EAAJB...'
```

Example Response

```
{  "data": [    {      "name": "seasonal_promotion_text_only",      "status": "APPROVED",      "id": "564750795574598"    },    {      "name": "seasonal_promotion_video",      "status": "PENDING",      "id": "1252715608684590"    }  ]}
```

```

    },
    {
      "name": "seasonal_promotion_image_header",
      "status": "PENDING",
      "id": "1372429296936443"
    }
  ],
  "paging": {
    "cursors": {
      "before": "MAZDZD",
      "after": "MgZDZD"
    }
  },
}
}

```

Example Request (Rejected Templates)

You can return only templates with specific field values by including the field and the desired value in your request. For example, include status=REJECTED to only get templates that have been rejected.

GET <https://eoceandigitalconnect.com/v2/api/outgoing/template?fields=name,status&status=REJECTED>

Get Template Insights

Send a GET request to the Eocean Template Insight API endpoint to get a list of templates owned by a WhatsApp Business Account.

Request Syntax

GET </template/insights?fields=analytics&start=<startDate>&end=<endDate>&granularity=<granularity>>

Example Request

<https://eoceandigitalconnect.com/v2/api/outgoing/template/insights?fields=analytics&start=01-01-2024&end=05-11-2024&granularity=DAILY>

Parameters

Parameter	Description
end datetime/timestamp	The end timestamp for the date range you are retrieving analytics for. As template analytics are being provided with a daily granularity in the UTC timezone, an end timestamp other than 0:00 UTC would be corrected to its next 0:00 UTC. Required
granularity enum {DAILY}	The granularity by which you would like to retrieve the analytics. Required
start datetime/timestamp	The start timestamp for the date range you are retrieving analytics for. As template analytics are being provided with a daily granularity in the UTC timezone, a start timestamp other than 0:00 UTC would be corrected to its prior 0:00 UTC. Required

Fields

Reading from this edge will return a JSON formatted result:

```
{
  "data": [],
  "paging": {}
}
```

Error Codes

Error	Description
100	Invalid parameter
200005	Template Insights are not available yet for this WhatsApp Business account
105	The number of parameters exceeded the maximum for this operation

Creating Templates

Send a POST request to the Eocean’s Template API endpoint to create a template.

Request Syntax

POST <https://eoceandigitalconnect.com/v2/api/outgoing/template>

Post Body

```
{
  "allow_category_change": <ALLOW_CATEGORY_CHANGE>,
  "name": "<NAME>",
  "language": "<LANGUAGE>",
  "category": "<CATEGORY>",
  "components": [<COMPONENTS>]
}
```

Body Properties

Placeholder	Description	Sample Value
<NAME> <i>String</i>	Required. Template name. Maximum 512 characters.	order_confirmation
<CATEGORY> <i>Enum</i>	Required. Template category. See Template Categories below.	UTILITY
<ALLOW_CATEGORY_CHANGE> <i>Boolean</i>	Optional. Set to true to allow us to automatically assign a category . If omitted, the template may be rejected due to miscategorization.	true
<LANGUAGE> <i>Enum</i>	Required. Template language and locale code .	en_US
<COMPONENTS> <i>Array of objects</i>	Required. Components that make up the template. See Template Components below.	See Template Components below.
Placeholder	Description	Sample Value
<LIBRARY_TEMPLATE_BUTTON_INPUTS> <i>JSON Object</i>	Optional. Optional data during creation of a template from Template Library. These are optional fields for the button component. Note: For utility templates that contain buttons, this property is <i>not</i> optional. Learn how to create templates using Template Library	"[{ 'type': 'URL', 'url': { 'base_url' : 'https://www.example.com/{{1}}', 'url_suffix_example' : 'https://www.example.com/demo' } }, { 'type': 'PHONE_NUMBER', 'phone_number': '+16315551010' }]"

Placeholder	Description	Sample Value
type <i>enum</i>	The button type QUICK_REPLY, URL, PHONE_NUMBER, OTP, MPM, CATALOG, FLOW, VOICE_CALL, APP <i>Required</i>	OTP
phone_number <i>String</i>	Phone number for the button. <i>Optional</i>	"+13057652345"
url <i>JSON Object</i>	View JSON object URL paramters base url and url suffix example her e <i>Optional</i>	
zero_tap_terms_accepted <i>boolean</i>	Wether the zero tap terms were accepted by the user or not. <i>Optional</i>	TRUE
otp_type <i>enum</i>	The OTP type. COPY_CODE, ONE_TAP, ZERO_TAP <i>Optional</i>	TRUE
supported_apps <i>Array of JSON Object</i>	View JSON object Supported App paramters package_name and signature_hash here <i>Optional</i>	

Placeholder	Description	Sample Value
<LIBRARY_TEMPLATE_BODY_INPUTS> <i>JSON Object</i>	Optional. Optional data during creation of a template from Template Library. These are optional fields for the button component. Learn how to create templates using Template Library	
add_contact_number <i>boolean</i>	Boolean value to add information to the template about contacting business on their phone number. <i>Optional</i>	TRUE
add_learn_more_link <i>boolean</i>	Boolean value to add information to the template about learning more information with a url link. Not widely available and will be ignored if not available. <i>Optional</i>	TRUE
add_security_recommendation <i>boolean</i>	Boolean value to add information to the template about not sharing authentication codes with anyone. <i>Optional</i>	TRUE
add_track_package_link <i>boolean</i>	Boolean value to add information to the template to track delivery packages. Not widely available and will be ignored if not available. <i>Optional</i>	TRUE
code_expiration_minutes <i>int64</i>	Integer value to add information to the template on when the code will expire. <i>Optional</i>	5

Template Categories

Templates must be categorized as one of the following categories. Categories factor into [pricing](#) and the category you designate will be [validated](#) at the time of template creation.

- AUTHENTICATION
- MARKETING
- UTILITY

Refer to Meta's [Template Categorization](#) document to determine which category to use when creating templates.

Template Components

Templates are composed of various text, media, and interactive components, based on your business needs. Refer to the [Template Components](#) document for a list of all possible components and their requirements as well as samples and example queries.

When creating a template, define its components by assigning an array of component objects to the component's property in the body of the request.

For example, here's an array containing a **text body** component with two variables and sample values, a **phone number button** component, and a **URL button** component:

```
[
  {
    "type": "BODY",
    "text": "Thank you for your order, {{1}}! Your confirmation number is {{2}}. If you have any questions, please use the buttons below to contact support. Thank you for being a customer!",
    "example": {
      "body_text": [
        [
          "Pablo", "860198-230332"
        ]
      ]
    }
  },
  {
    "type": "BUTTONS",
    "buttons": [
      {
        "type": "PHONE_NUMBER",
        "text": "Call",
        "phone_number": "15550051310"
      },
      {
        "type": "URL",
        "text": "Contact Support",
        "url": "https://www.luckyshrub.com/support"
      }
    ]
  }
]
```

Refer to the [Template Components](#) document for a list of all possible components and their requirements as well as samples and example queries.

Note that templates categorized as AUTHENTICATION have unique component requirements. See [Authentication Templates](#).

Category Validation

When you send a template creation request, we immediately validate its category using our [template categorization](#) guidelines.

- **If we agree** with the category you designated, we create the template and set its status to PENDING. The template then undergoes [template review](#).
- **If we disagree** with your designation, we create the template, but set its status to REJECTED and trigger a [message template status update](#) webhook with reason set to INCORRECT_CATEGORY. We recommend that you listen for this webhook to identify rejected templates, or request the rejected_reason field on newly created templates, which will have the value TAG_CONTENT_MISMATCH.

In both cases, the template's initial status is returned as part of the API response.

If your template status has been set to REJECTED as part of category validation, you have several options:

- [Edit the template's components](#) so they align with our guidelines.
- [Edit the template's category](#) so it aligns with our guidelines.
- Create a new template.

Automatic Categorization

You can include the [allow_category_change](#) property in your request to have us automatically assign a category based on your template's contents and our [template categorization](#) guidelines. This can prevent your template's status from immediately being set to REJECTED due to mis categorization.

Note that automatic categorization is only possible when creating a template.

Template Review

Templates with a status of **PENDING** are undergoing template review. We review the contents of each newly created or edited template to make sure it adheres to our content guidelines and policies. Based upon the outcome of this review, we automatically change its status to **APPROVED** or **REJECTED**, which triggers a [message template status update](#) webhook.

Template Status

Based on the outcome of category validation and template review, we set or change your template's status to one of the following values:

- APPROVED** — The template has passed template review and been approved, and can now be [sent in template messages](#).
- PENDING** — The template passed category validation and is undergoing template review.
- REJECTED** — The template failed category validation or template review. You can request the rejected_reason field on the template to get the reason.

Response

Upon success, the API responds with the newly created template's ID, status, and category. There are three possible outcomes:

- We agreed with the category you designated and the template is now undergoing template review (status is **PENDING**).
- We disagreed with the category you designated (status is **REJECTED**)
- We automatically approved the template (status is **APPROVED**). This is only possible for [authentication templates](#) with one-time password buttons.

```
{
  "id": "<ID>",
  "status": "<STATUS>",
  "category": "<CATEGORY>"
}
```

Response Properties

Placeholder	Description	Sample Value
<ID>	Template ID.	572279198452421
<STATUS>	Template status	PENDING
<CATEGORY>	The template category that you designated, or that Meta assigned .	MARKETING

Example Request

Here's an example request to create a seasonal promotion template composed of the following components:

- a text header
- a text body
- a footer
- two quick-reply buttons

For additional examples, see [Example Requests](#).

```
curl 'https://eoceandigitalconnect.com/v2/api/outgoing/template' \
-H token: EAAJB... \
-H 'Content-Type: application/json' \
-d '
{
  "name": "seasonal_promotion",
  "language": "en_US",
  "category": "MARKETING",
  "components": [
    {
      "type": "HEADER",
      "format": "TEXT",
      "text": "Our {{1}} is on!",
      "example": {
        "header_text": [
          "Summer Sale"
        ]
      }
    },
  ],
}
```



```
{
  "type": "BODY",
  "text": "Shop now through {{1}} and use code {{2}} to get {{3}} off of all merchandise.",
  "example": {
    "body_text": [
      [
        "the end of August", "25OFF", "25%"
      ]
    ]
  },
  {
    "type": "FOOTER",
    "text": "Use the buttons below to manage your marketing subscriptions"
  },
  {
    "type": "BUTTONS",
    "buttons": [
      {
        "type": "QUICK_REPLY",
        "text": "Unsubscribe from Promos"
      },
      {
        "type": "QUICK_REPLY",
        "text": "Unsubscribe from All"
      }
    ]
  }
}
```

Example Response

```
{
  "id": "572279198452421",
  "status": "PENDING",
  "category": "MARKETING"
}
```

Editing Templates

Send a POST request to the Eocean Template API endpoint to edit a template.

Limitations

- Only templates with an APPROVED, REJECTED, or PAUSED status can be edited.
- You can only edit a template's category or components.
- You cannot edit the category of an approved template.
- Approved templates can be edited up to 10 times in a 30 day window, or 1 time in a 24 hour window. Rejected or paused templates can be edited an unlimited number of times.
- After editing an approved or paused template, it will automatically be approved unless it fails template review.

Request Syntax

PUT <https://eoceandigitalconnect.com/v2/api/outgoing/template>

Post Body

```
{
  "templateId": "{templateId}",
  "templateDetails": {
    "category": "{category}",
    "components": [<COMPONENTS>]
  }
}
```

Properties

Placeholder	Description	Sample Value
<CATEGORY> <i>String</i>	Required if components property is omitted. Template category.	AUTHENTICATION
<COMPONENTS> <i>Array</i>	Required if category property is omitted. Array of template components objects.	See Example Request (Editing Components) below.

Example Request (Editing Components)

Example request to a template's body text which contained both marketing and utility content to only contain marketing content.

```
curl --location --globoff --request PUT 'https://eoceandigitalconnect.com/v2/api/outgoing/template' \
--header 'token: {{token}}' \
--header 'Content-Type: application/json' \
--data '{
  "templateId": "{{templateId}}",
  "templateDetails": {
    "category": "{{category}}",
    "components": [<COMPONENTS>]
  }
}'
```

Example Payload:

```
{
  "components": [
    {
      "type": "HEADER",
      "format": "TEXT",
      "text": "Our {{1}} is on!",
      "example": {
        "header_text": [
          "Spring Sale"
        ]
      }
    },
    {
      "type": "BODY",
      "text": "Shop now through {{1}} and use code {{2}} to get {{3}} off of all merchandise.",
      "example": {
        "body_text": [
```

```
[
  "the end of April",
  "25OFF",
  "25%"
]
}
},
{
  "type": "FOOTER",
  "text": "Use the buttons below to manage your marketing subscriptions"
},
{
  "type": "BUTTONS",
  "buttons": [
    {
      "type": "QUICK_REPLY",
      "text": "Unsubscribe from Promos"
    },
    {
      "type": "QUICK_REPLY",
      "text": "Unsubscribe from All"
    }
  ]
}
]
}'
```

Example Request (Editing Category Only)

Example request to change template's category from UTILITY to MARKETING.

curl <https://eoceandigitalconnect.com/v2/api/outgoing/template>

-H 'Content-Type: application/json' \

-H 'token: EAAJB...' \

-d '

```
{
  "category": "MARKETING"
}'
```

Example Response

Example response upon success.

```
{
  "success": true
}
```

Deleting Templates

You can dissociate a WhatsApp Message Template from a WhatsApp Business Account by making a DELETE request to

https://eoceandigitalconnect.com/v2/api/outgoing/template?name={template_name}

Notes

- If you delete a template that has been sent in a template message but has yet to be delivered (e.g. because the customer's phone is turned off), the template's status will be set to PENDING_DELETION and we will attempt to deliver the message for 30 days. After this time you will receive a "Structure Unavailable" error and the customer will not receive the message.
- Names of an approved template that has been deleted cannot be used again for 30 days.

Deleting by name

Deleting a template by name deletes all templates that match that name (meaning templates with the same name but different languages will also be deleted).

Request Syntax

DELETE /template?name=<NAME>

Example Request

```
curl -location -request DELETE 'https://eoceandigitalconnect.com/v2/api/outgoing/template?name={template_name}' \
--header 'token: {token}' \
--header 'Content-Type: application/json'
```

Example Response

```
{
  "success": true
}
```

Example Postman Request

Step 1 - Setup request type to "POST"

Step 2 - Setup URL

Step 3 - Choose body type "raw"

Step 4 - Select "JSON" type

Step 5 - Set content of the request

You can find more examples here - [Open in Postman](#)

Prerequisites

1. You must have a verified WhatsApp Business Account.
2. If you want to send Template Messages, it must be approved first.

Meta Official Documentation:

<https://developers.facebook.com/docs/whatsapp/business-management-api/message-templates/>