Messaging API for WhatsApp Business

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Introduction

This guide provides specifications of the Gupshup Messaging API for WhatsApp Business for the purposeof 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.

About WhatsApp Business

Today, more than 1.5 billion people in over 180 countries use WhatsApp to stay in touch with friends and family—anytime and anywhere. Businesses all over the world have already been using WhatsApp informally to communicate with customers, whether about product enquiries or transactional updates. WhatsApp Business is a new way for businesses to better manage such conversations with their customers and reach new customers who will also value the fast, convenient, and private messagingexperience.

This guide will help businesses get started on building an official brand presence on WhatsApp and creating engaging conversational messaging experiences using the Gupshup Messaging API.

Business Account Approval

Every business seeking to get access to the WhatsApp Business API must apply to WhatsApp for approval. As an authorized service provider for WhatsApp Business, Gupshup will facilitate the approvalprocess on behalf of the business. To apply for a WhatsApp Business Account (WABA), you must fill up the Early Access Request form and share.

Final approval decision completely lies with WhatsApp. You will typically get a decision on WABA application status within 4-7 working days.

Business Phone Number

Your business will be identified by a phone number on WhatsApp, known as the Business Phone number. This number will be registered in your WhatsApp Business account (WABA) and customers willbe able to interact with your business on WhatsApp on this registered number.

- This number should not have been previously registered on WhatsApp or on the WhatsApp Business app.
- If you are already using a number on WhatsApp for your business and wish to use the same number, then you must first deregister the number on WhatsApp by deleting that account.
- This number can be a mobile number (SIM or virtual) or a landline phone number, which has SMS and/or Voice calling facility enabled. During the “Verify Number” step in “Go-live” process, WhatsApp will send a One-Time Password (OTP) for two factor authentication via SMS or Voice.
- This number cannot be a number that is behind an IVR since then the OTP verification processwill not be possible.
- Once the number is verified here, please do not register the number on WhatsApp or the WhatsApp Business app on a mobile phone. This will result in the number being de-registeredfrom the WhatsApp Business API service provided by Gupshup.

Discovery

Once your WABA Approval is in place and your Business Phone Number has been verified, you can help customers discover your business and grow your brand presence on WhatsApp. Discovery that leads to customers initiating a conversation with your business on your WhatsApp Business Phone Number, can be accomplished with the following tools:

- Click-to-Chat web links
  - Publish these web links on your website or in your direct-to-customer communication channels like SMS, email, etc. and automatically redirect customers into a conversation with your business on WhatsApp Web.
  - The web link format is: `https://wa.me/<BusinessPhoneNumberinE.164Format>?text=<urlencodedtext>`
  - For example, if your Business Phone Number is +91 7834811114, your deep link can be https://wa.me/917834811114?text=Hi%20there

- Click-to-Chat deep links
  - Embed these deep links in your mobile app or mobile ads to automatically redirect customers into a conversation with your business on WhatsApp.
  - The deep link format is: `whatsapp://send?phone=<BusinessPhoneNumberinE.164Format>&text=<urlencodedtext>`
  - For example, if your Business Phone Number is +91 7834811114, your deep link can be whatsapp://send?phone=917834811114&text=Hi%20there

- Facebook Ads that Click-to-WhatsApp (CTWA)
  - Facebook and Instagram Ads that Click-to-WhatsApp are an effective way for businesses to get discovered and for customers to chat with them on WhatsApp.
  - This feature allows people to easily start a message thread in WhatsApp directly from Facebook or Instagram. When a person taps on an ad that clicks-to-WhatsApp, they will be transferred to a pre-filled WhatsApp chat where they can message your business quickly. Learn how to get started with this feature here.
  - We recommend that you register the same Facebook Business Manager ID (through which you run your Facebook/Instagram ads) during the WABA application process. This feature will then become available to you.

Sending notifications on WhatsApp

To send a notification to a customer on WhatsApp, you must have:

- An explicit opt-in from that customer indicating his consent to receive messages from your business on WhatsApp (Read more about WhatsApp's opt-in requirements below)
- The notification message must be in the form of a message template that has been pre-approved by WhatsApp.
    - Message Templates are transactional message templates that your business will send to customers over WhatsApp.
    - Good examples of Message Templates are credit card payment reminders, e-commerce order delivery status updates, loan approval status changes, policy change notice, etc.
    - Message Templates cannot have any promotional or remarketing content, such as cross-selling or up-selling products. This is strictly against WhatsApp policy and will be rejected during the approval process.
    - WhatsApp has an upper limit of 250 message templates per WhatsApp Business account (WABA). It can be extended by raising a special request to WhatsApp with valid justification to a maximum of 1500 templates.
    - Currently WhatsApp support text and rich media (image, document, and video) and location message templates

WhatsApp Template creation guidelines

- Always adhere to the WhatsApp Business policy and commerce policy.
- The template must be simplistic and clearly non-promotional. Make it sound like you are notifying / alerting someone about a recent action.
- The template CANNOT be a message that of type - 1:100. WhatsApp rejects promotional templates that they think will cause a spam-like experience.
- The template verbiage must be such that the variable values can be easily determined such as, "Dear {{1}} This is to inform you that, your insurance policy with policy number {{2}} has a premium amount {{3}} which is due for payment on date {{4}} "
- Media Templates must have a clear caption part that speaks for the' media' attachment. WhatsApp must be able to understand what the contents of the media from the message / caption would be.
- If you need to write a message template to reopen the 24-hour window, it is suggested that the templates start with some reference to the previous conversation.
- In case dispute needs to be raised with WhatsApp, the business use case of the template along with sample values must be shared.
- Avoid floating variable {{1}} {{2}} i.e., consecutive variables specified immediately as these do not give WhatsApp clarity on the possible values.
- Make it a point to always stick to the content languages as per specified in the 'language' while creating a template.
- CTA Button templates must have genuine website links (static part) that must be accessible for

verification by WhatsApp as a part of the template approval.

- In order to speed up Template approvals, WhatsApp has made it mandatory to add sample values for variables within a template.

Opt-in requirements for WhatsApp

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 if 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. However please note, customer initiating a conversation on WhatsApp cannot be considered as an opt-in. If the user sends any message, brand can ask them if they are interested to opt in and post explicit consent from user, it can be considered as opt-in.

Customer support on WhatsApp

To respond back to customer queries sent on WhatsApp, the business can use the API to send messages but only during the Customer Care Window (see below).

- User need not have opted in to receive these customer support replies.
- Such customer support replies can be free text and are non-templated.
- Such customer support replies must only include customer solicited information. These messages cannot be of the below nature:
    - recommendations of other similar products (that would be cross-sell)
    - Re-engagement with offers or promotional codes on products and services.

Customer Care window

The business can reply to a customer's query on WhatsApp only within 24 hours from the customer's last message on WhatsApp ("Customer Care Window"). If the business attempts to send a message after the Customer Care Window has elapsed, the message will fail unless the message is a notification message i.e., is a pre-approved template and that customer has opted in to receive notifications from the business.

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: 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 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, 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.

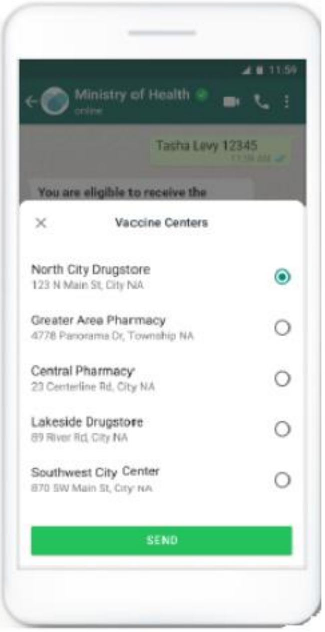
- Lists are applicable to only 2-way messaging; List messages are a way to allow users to easily choose from up to 10 options.
- They can be populated dynamically, based on a customer's responses, so can be used for personalized bot use cases.
- Lists messages do not require a template or pre-approval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

  - A customer care or FAQ menu
  - A take-out menu
  - Selection of nearby stores or locations
  - Available reservation times
  - Choosing a recent order to repeat

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.



Tasha Levy 12345

You are eligible to receive the

Vaccine Centers

● North City Drugstore
123 N Main St, City NA

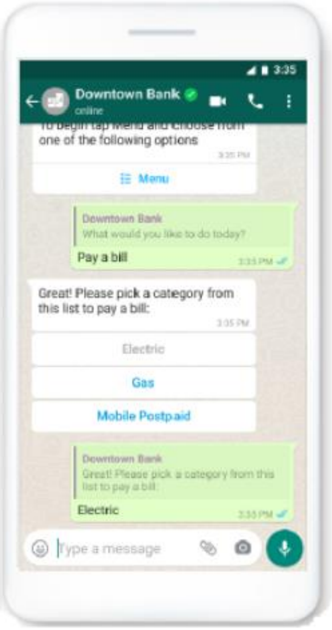
○ Greater Area Pharmacy
4778 Panorama Dr, Township NA

○ Central Pharmacy
23 Centerline Rd, City NA

○ Lakeside Drugstore
89 River Rd, City NA

○ Southwest City Center
870 SW Main St, City NA

List Messages



To begin tap Menu and choose from one of the following options
3:35 PM

Downtown Bank
What would you like to do today?
Pay a bill
3:35 PM

Great! Please pick a category from this list to pay a bill:
3:35 PM

Downtown Bank
Great! Please pick a category from this list to pay a bill.
Electric
3:35 PM

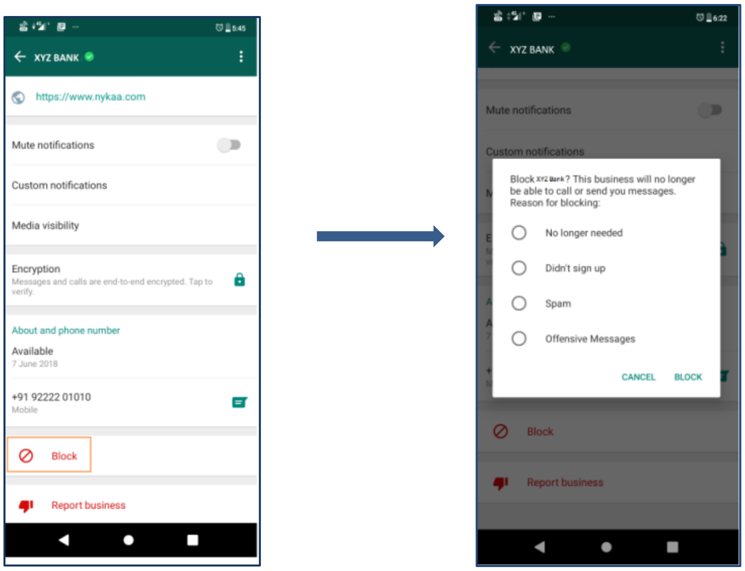
Dynamic Reply Buttons

Quality Rating

The Quality Rating status of a WABA number can either be: **High (GREEN), Medium (YELLOW) or Low (RED)**

Significance of Quality Rating

The Quality Rating assigned to the number indicates the way the end users have reacted to / received the message sent by the Brand. Quality Rating is assigned by WhatsApp; wherein particular user events such as 'block the account' or 'reports an account' by the end-user is captured and an Algorithm is used to determine user and consumer behavior and basis this pattern, a particular value, (High (GREEN), Low (RED), Medium (YELLOW)) is assigned in the Quality Rating spectrum.



https://www.nykaa.com

Encryption
Messages and calls are end-to-end encrypted. Tap to verify.

About and phone number
Available
7 June 2018

+91 92222 01010
Mobile

Block XYZ Bank? This business will no longer be able to call or send you messages. Reason for blocking:

○ No longer needed
○ Didn't sign up
○ Spam
○ Offensive Messages

A lower Quality Rating only affects notification messages. The Brand can still continue to respond to user-initiated messages.

A lower Quality Rating does effect messaging limits, i.e. over a consecutive 7 day period if the Quality Ratings do not improve, the WABA number has a higher chance of getting moved to a lower messaging limit i.e. one tier lower than the current Messaging limit tier.

The different types of status and their relevance are as follows:

- ‘High’ Status indicates the messages are relevant alerts/notifications/response messages and of 1:1 nature.
- A ‘Medium’ or a ‘Low’ status indicates the alert/notification/response messages that were sent to the users may not be exclusive and was 1:100 in nature.

The reason for a particular Quality Rating is based on what is collected as a feedback by WhatsApp when the user hits ‘Block account’ in the profile section of the Business Account.

How to Maintain (or Improve) Quality Rating

- Always share user relevant messages i.e., the nature of the message sent to the users must be the ones they signed up / opted-in for. For example: If a customer has opted for financial updates on WhatsApp while registering over the bank app. Now, if the customer has initiated a conversation for a query, the 24-hour window for conversations must not be used to upsell and cross sell bank offerings and products.

- Implement a human escalation matrix which provides the end-user a mechanism to get in touch with the brand via methods such as email or contact center support.

- Always specify a method for OPT-out i.e., option must be clearly specified on how the end –user can opt out from receiving messages from the brand over WhatsApp.

- Alert emails for change in the Quality Rating status are sent to the concerned POC for the Brand /Account. It is suggested to closely monitor the status and make changes to any recently sent templates which have a lower template Quality Rating status or response message sent to user-initiated conversations.

- Follow the WhatsApp Business Policy. Do not send promotional content.

Quality-Based Messaging Limits

The quality-based Messaging limit tier affects how many customers your business can send messages to on a daily basis. This includes new conversations as well as existing conversations with customers. The quality-based rate limits do NOT limit the number of messages your business can send, just the number of customers you are trying to message. It also does NOT apply to messages sent in response toa user-initiated message within a 24-hour period.

Tier 1: Allows your business to send messages to 1K unique customers in a rolling 24-hour period.
Tier 2: Allows your business to send messages to 10K unique customers in a rolling 24-hour period.
Tier 3: Allows your business to send messages to 100K unique customers in a rolling 24-hour period.
Note: A business starts in Tier 1 when it registers its phone number.

The business will be upgraded to the next tier if:

- its quality rating is not in the Red state, AND
- it messages 2X the number of customers of its current limit in a maximum window of 7 days. Note: As soon as the business reaches its 2X number, it will be moved to the next tier. Since there is a limit of X number of customers per day, the earliest the upgrade can occur is after 2days.

Similarly, the business will be downgraded to a lower tier when quality rating falls to Red state and continues to remain so for 7 consecutive days. It is possible that the business will be Suspended i.e. Blocked if it continues to remain in Tier 1 and quality rating remains in Red state for an extended period of time.

Official Business Account

There are two types of WhatsApp Business Accounts, which determines how your business appears to your customers.

Name	Description	How the Business appears to customers
Business Account	Any account that is using the WhatsApp Business API is **by default** a Business Account.	The name of the business is not visible if the customer hasn't added the business to their address book; instead the Business Phone Number will be visible. In addition, if the business sends a template notification which contains a link, then links will not be clickable. Once the customer adds the business to their address book or replies on the WhatsApp chat, the links become clickable. We recommend that the first notification sent to users instruct them to save the number in their address book.
Official Business Account	WhatsApp has verified that an authentic brand owns this account. **Note**: The business must apply for an Official Business Account status and will be considered only after at least one month of go-live with an average. traffic of at least 1000 messages per Day over a 7-day period. WhatsApp decides whether to grant the Official Business Account status and the decision cannot be contested.	An Official Business Account has a green checkmark badge in its profile and next to the header in the chat thread. The name of the business is visible even if the customer has not added the business to their address book. However, if the customer has saved the business to their address book, then the Address Book Name takes precedence over the Verified Name of the Business.

Few things to note about the WhatsApp official Business Account

- The Official Business Account (verified badge) is awarded by WhatsApp based on certain criteria such as mentioned below (but not limited to)
    1. Notability
    2. Volumes
    3. WhatsApp Business Account Number Quality rating etc.

- Notability is defined by WhatsApp as: An account that must represent a well-known often searched brand or entity. WhatsApp reviews accounts that are featured in multiple news sources, and they don't consider paid or promotional content as sources for review.

- The decision to grant the Official Business Account (verified badge) is at WhatsApp's discretion.

- Gupshup will raise the request to WhatsApp for an Official Business Account on behalf of the Business.

- If WhatsApp has decided to not grant the OBA to the Business, the Business can re-apply after a period of 30 days.

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 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 chatbot.

API Endpoint

The Gupshup Messaging API resides at this endpoint:

```
https://media.smsgupshup.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 andencryption 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 youraccount.

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

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
- Delivery event via callback URL
- 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 users' consent later.

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 Must be: *OPT_IN*	OPT_IN
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
channel REQUIRED | string	The channel for which user has provided his consent to be contacted by the business Must be: *WHATSAPP*	WHATSAPP
format OPTIONAL | string	The API response message format. Default value is text, unless otherwise specified. Must be one of: *text, json, xml*	json

Sample Requests

Simple request

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=OPT_IN&format=json&userid=2000XXXXXX&password
=XXXXXXXX&phone_number=919777777778&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-In:

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

where value of
encrdata={{method=OPT_IN&format=json&password=XXXXXXXX&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 valueswhen 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_IN.

```
{
  "response": {
    "id": "3795200898494416206",
    "phone": "",
    "details": "OPT_IN",
    "status": "success"
  },
  "data": {
    "response_messages": [
      {
        "id": "3795200898494416206",
        "phone": "919777777778",
        "details": "OPT_IN",
        "status": "success"
      }
    ]
  }
}
```

This indicates that the mobile number 919777777778 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": "",
    "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
312	You are already opted In.

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.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 elected to opt out from receiving notifications from the business 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 Must be: *OPT_OUT*	OPT_OUT
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
channel REQUIRED | string	The channel for which user has provided his consent to be contacted by the business Must be: *whatsapp*	whatsapp
format OPTIONAL | string	The API response message format. Default value is text, unless otherwise specified. Must be one of: *text, json, xml*	json

Sample Requests

Simple request

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=OPT_OUT&format=json&userid=2000XXXXXX&password=XXXXXXXX&phone_number=919777777778&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.smsgupshup.com/GatewayAPI/rest?userid=2000XXXXXX&encrdata={{Base64_Encoded_Encrypted_Data}}

where value of
encrdata={{method=OPT_OUT&format=json&password=XXXXXXXX&phone_number=919777777778&v=1.1&auth_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

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

```
{
  "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

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)
Image	image/jpeg, image/png
Document	application/pdf
Video	video/mp4 Note: Only H.264 video codec and AAC audio codec is supported.
Location	n/a

Send a Text Template Notification

API Endpoint

To send a Notification 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.	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 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. Must be one of: *HSM, TEXT*	HSM

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=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 . 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. 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. 60 alphanumeric characters are allowed for this parameter.	"Get yourself web-checked-in, to avoid queues"

Sample Requests

Simple request

Below is a sample GET request when sending a text message 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&msg_type=HSM&msg=Welcome%20to%20Gupshup%20API
```

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=XXXXXXXX&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 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.

Unicode Text

Simple request

Below is a sample GET request when sending a Unicode text message 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&msg_type=HSM&data_encoding=Unicode_text&msg=Gupshup%20API%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%86%E0%A4%AA%E0%A4%95%E0%A4%BE%20%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
```

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=XXXXXXXX&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%20%E0%A4%86%E0%A4%AA%E0%A4%95%E0%A4%BE%20%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. Allthe other parameters must be sent in encrypted format using AES 256 encryption and base64encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter valueswhen 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 GET request when sending a text message with Header and Footer.

```
https://media.smsgupshup.com/GatewayAPI/rest?userid=2000xxxx&password=xxxxx&method=SendMessage&
msg=Hello%20Raphael%2C%0AThis%20is%20to%20notify%20you%20that%20the%20utility%20bill%20for%20thi
s%20month%20is%20available%20on%20the%20customer%27s%20portal.%0APlease%20login%20to%20view%
20the%20bill.%0AFor%20any%20assistance%20please%20feel%20free%20to%20contact%20us%20on%20our%2
0customer%20support%20number.&send_to=91xxxxxxxxxx&msg_type=HSM&v=1.1&format=json&header=Utilit
y%20Bill%20for%20May%202021&footer=Please%20login%20using%20the%20registered%20email%20address
&isHSM=true&isTemplate=true
```

Text with CTA Buttons

Simple request with static Button URL

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&pas
sword=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&isTemplate=true&msg=
This%20is%20your%20flight%20confirmation%20for%20Mumbai%20(BOM)%20%20Bengaluru%20(BLR)%20on%2
0May%2022%2C%202020%20at%2018%3A50%20hours.
```

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 GET request when sending a text message with CTA Buttons on WhatsApp.

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&pas
sword=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&isTemplate=true&butto
nUrlParam=bDQ2NTkz&msg=This%20is%20your%20flight%20confirmation%20for%20Mumbai%20(BOM)%20-
%20Bengaluru%20(BLR)%20on%20May%2022%2C%202020%20at%2018%3A50%20hours.
```

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=XXXXXXXX&send_to=919777777778&v=1.1&auth_sch
  eme=plain&msg_type=HSM&isTemplate=true&buttonUrlParam=bDQ2NTkz&msg=This%20is%20your%20flight
  %20 confirmation%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. Allthe other parameters must be sent in encrypted format using AES 256 encryption and base64encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter valueswhen 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 Quick Reply Buttons

Simple request

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&pas
sword=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=HSM&isTemplate=true&msg=
How%20much%20data%20do%20you%20need%3F%0A%0AChoose%20from%20one%20of%20the%20options%20
below.
```

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_Enc
rypted_ Data}}
where value of
encrdata={{method=SendMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&auth
_sch
eme=plain&msg_type=HSM&isTemplate=true&msg=How%20much%20data%20do%20you%20need%3F
%0A%0AChoose%20from%20one%20of%20the%20options%20below.}}
```

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 “SendMediaMessage”.
There are two approaches to sending a media template notification on WhatsApp:

- Pass the public media URL as an API parameter using SendMediaMessage 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 SendMediaMessage API. This is a 2-step process.

Media Type	Max. Media Upload Size	Post-Processing Media size
Image	100 MB	5 MB
Document	100 MB	100 MB
Video	100 MB	16 MB

Using Media URL

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.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 Must be: *SendMediaMessage*	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 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: *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
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	True

	HSM to WhatsApp server. By default, unless specified, it will be 'false' Must be one of: *true, false*	
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=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
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 to view your ticket https://gs.im/d/hgsa2gw
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. 50 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"

Sample Requests

Image

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&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
```

Document

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&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
```

Video

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

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

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_Data}}

where value of
encrdata={{method=SendMediaMessage&format=json&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=Account%20Statement}}
```

Image with Footer:

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&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=SendMediaMessage&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://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.

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=SendMediaMessage&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.htm
```

Video with Quick Reply Buttons

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&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/sample-videos/small.mp4&caption=Here%20is%20your%20personalized%20welcome%20video%20kit%20for%20your%20Policy%2012345678
```

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.

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 a 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
send_to REQUIRED | string	The phone number of the recipient to whom message is being sent. Number must be in E.164 format.	919892123456
media_type REQUIRED | string	The type of message to be uploaded. Must be one of*: IMAGE, DOCUMENT, VIDEO*	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. Must be one of*: text, json, xml*	Json
footer OPTIONAL | string	A short line of text to the bottom of the message template	“Get yourself web-checked-in, to avoid queues”

Sample Requests

Image

Below is a sample POST request when uploading an image 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=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

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_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXlM",
    "phone": "",
    "details": "",
    "status": "success"
  }
}
```

This indicates that the media file has been successfully uploaded under a Unique Media ID ‘3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXl 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.

A typical error response is

```
{
  "response": {
    "id": "328",
    "phone": "",
    "details": "Invalid Media Content Type",
    "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.
104	This user with number is currently disabled. Please contact support for further details.
106	The method X is not supported.
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
318	Message does not match WhatsApp HSM template.
321	Media upload Error Msg : X
328	Invalid Media Content Type
329	HSM not supported for this msg_type
330	Media Id (X) not found or has expired

Using Media ID

API Endpoint

To send a media message on WhatsApp using a media_id (generated by calling the UploadMedia API) asa parameter, 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 Must be: *SendMediaMessage*	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 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: *IMAGE, DOCUMENT*	IMAGE
media_id REQUIRED | string	The media ID returned in response to the UploadMedia API call.	3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXlM

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.
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 to view your ticket https://gs.im/d/hgsa2gw
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 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=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 . 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. 50 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-in, to avoid queues"

Sample Requests

Image

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=IMAGE&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXlM&caption=Your%20ticket%20is%20confirmed%20for%2020-DEC-2019
```

Document

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=DOCUMENT&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXlM&caption=Here%20is%20your%20Account%20Statement&filename=Acct%20Stmt
```

Video

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=VIDEO&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtW1jkM&caption=Here%20is%20your%20personalized%20welcome%20video%20kit%20for%20your%20Policy%2012345678
```

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_Data}}

where value of
encrdata={{method=SendMediaMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=DOCUMENT&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7eIEcIF797AtWpXlM&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 beforesending 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.

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXX
X&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&ms
g_type=IMAGE&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7el
EcIF797AtWdh6ba&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.

Image with CTA Buttons (Static) and Footer

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXX
XXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=tru
e&msg_type=IMAGE&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xB
w7el EcIF797AtWdh6ba&caption= Your%20ticket%20is%20confirmed%20for%2020-DEC-2019a&footer=
Please%20use%20the%20QR%20scanner%20to%20scan%20at%20the%20Entrance.&isTemplate=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=SendMediaMessage&format=json&userid=2000XXXXX
X&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&ms
g_type=DOCUMENT&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xB
w7elEcIF797AtWpXlM&filename=Acct%20Stmt&buttonUrlParam=CcPay/1217311.htm
```

Video with Quick Reply Buttons

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type=VIDEO&media_id=3sFftGeO3jT3HOoAvkbfO8Gkt_rQl3DrjwCO7jQF_0WwWCUC6PPpDo9JHBkObP7xBw7elEclF797AtW1jkM&caption=Here%20is%20your%20personalized%20welcome%20video%20kit%20for%20your%20Policy%2012345678
```

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.

Send a Location Template Notification

API Endpoint

To send a Location Template Notification 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.	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 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 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. It is recommended to send msg_type=HSM when sending Text Notifications on WhatsApp. Must be one of*: LOCATION*	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" }
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=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	developer/home

	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.	
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. 50 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.	For any queries please contact us on our support number

Sample Requests

Location

Simple request

Below is a sample GET request when sending a location message 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=LOCATION&location={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park, CA94025"}
```

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}}
where value of
encrdata={{method=SendMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_sch
eme=plain&isHSM=true&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 valueswhen 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.

Location with Footer

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&pas
sword=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&msg_type=LOCATION&locat
ion={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park,
CA94025"}&footer=
For%20any%20queries%20please%20contact%20us%20on%20our%20support%20number.&isTemplate=true
```

Location with CTA Buttons

Simple request with static Button URL

Below is a sample GET request when sending a location message with CTA Buttons on WhatsApp.

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&pas
sword=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type
=LOCATION&location={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker
Way, Menlo Park, CA94025"}
```

Here, since the Button Template has static Call-to-Action buttons, it is exactly similar to sending a simple location 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 GET request when sending a location message with CTA Buttons 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&isTemplate=true&msg_type=LOCATION&buttonUrlParam=bDQ2NTkz&location={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park, CA94025"}
```

Encrypted request with dynamic Button URL

Below is a sample GET request with encrypted data in the payload, to send a location 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=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&isTemplate=true&msg_type=LOCATION&buttonUrlParam=bDQ2NTkz&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 valueswhen 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.

Location with Quick Reply Buttons

Simple request

Below is a sample GET request when sending a location message with Quick Reply Buttons 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=LOCATION&location={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park, CA94025"}
```

Here, since the Button Template has static Quick Reply buttons, it is exactly similar to sending a simple location message. WhatsApp will recognize it as a Quick Reply Button Template and will display it accordingly.

Encrypted request

Below is a sample GET request with encrypted data in the payload, to send a location 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=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&isHSM=true&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 base64encoded with the Key shared, in the "encrdata" parameter.
- You must use the key generated for your enterprise account to encrypt API parameter valueswhen 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.

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!
Happy 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**.
Italics	Underscore (_)	Welcome to _WhatsApp_!	Welcome to *WhatsApp*!
~~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 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

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

```
 {
   "response": {
     "id": "318",
     "phone": "",
     "details": " Message does not match WhatsApp HSM template.",
     "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.
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. Max limit for type X is Y.

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 enpoint 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 left action on WhatsApp to reply to a specific message). This is the transaction ID of the original message.	3914460380512464906
messageId OPTIONAL | string	The unique identifier for the original message sent by the business to the customer, on which the customer has replied (swipe left 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 Must be one of*: text, image, document, voice, audio, video, location, contacts, interactive,*	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 *media Object* documentation below
document OPTIONAL | object	The JSON object containing details of the document sent by the user	See *media Object* documentation below
voice OPTIONAL | string	The JSON object containing details of the voice message sent by the user	See *media Object* documentation below
audio OPTIONAL | string	The JSON object containing details of the audio sent by the user	See *media Object* documentation below
video OPTIONAL | object	The JSON object containing details of the video sent by the user	See *media Object* documentation below
location OPTIONAL | string	The JSON object containing details of the geo-location sent by the user	See *location Object* documentation below
contacts OPTIONAL | object	The JSON object containing details of the contact card sent by the user	See *contacts 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 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",
		"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_id": "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 contains 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": "Kerry 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"
		}
		]

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 dynamic reply buttons

Key	**Description**	**Example**

interactive	The JSON for the button selected specifying the button ID and title	{\"type\":\"button_reply\",\"button_reply\":{\"id\":\"unique-postback-id-2\",\"title\":\"दूसरा बटन\"

For Lists messages

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_reply\"}

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

Request Body	{
	"waNumber": "919560222091",
	"mobile": "919004371797",
	"replyId": "39003639816418974S7",
	"messageId": "custom Message ID",
	"text": "Hola Amigo",
	"name": "John Smith",
	"type": "text",
	"timestamp": "1564471290000"
	}

Image

Below is a sample payload when a customer sends an image on WhatsApp to your business number. Ifno caption is sent, the “caption” key will be missing in the image object, as seen below.

Request Headers	Content-Type: application/json

Request Body	{
	"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"
	}

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 messageObj object.

Request Headers	Content-Type: application/json

Request Body	{
	"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"
	}

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	{
	"voice":
	"{\"signature\":\"c6ce0840e2c1a7f0248a3dd35bbc516c585428b9e58054018477f33
	f20b00541\",\"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"
	}

Audio

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	{
	  "waNumber": "919560222091",
	  "mobile": "919004371797",
	  "replyId": "3900363981641897487",
	  "messageId": "custom Message ID",
	  "audio":
	"{\"signature\":\"6ebfaf75460b2b50adaa2f7226698d725f513384f176d233a96328d
	1e6d56ddf\",\"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"
	}

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

Request Body	{
	"waNumber": "919560222091",
	"mobile": "919004371797",
	"replyId": "3900363981641897487",
	"messageId": "custom Message Sandy",
	"video":
	"{\"signature\":\"3378b5389001e947d8c2e475de43a3ef0cba37cf848ce755c66228bbf407661b\",\"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"
	}

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.

Request Headers	Content-Type: application/json

Request Body	{
	"waNumber": "919560222091",
	"mobile": "919004371797",
	"replyId": "3900363981641897487",
	"messageId": "custom Message ID",
	"location": "{\"latitude\":19.1453861,\"longitude\":72.8552714}",
	"type": "location",
	"name": "John Smith",
	"timestamp": "1564473179000"
	}

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

Request Body	{
	  "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"
	}

Quick Reply Button Click

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

Request Headers	Content-Type: application/json

Request Body	{
	  "waNumber": "919560222091",
	  "mobile": "919004371797",
	  "replyId": "3900363981641897487",
	  "messageId": "custom Message ID",
	  "text": "Hola Amigo",
	  "name": "John Smith",
	  "type": "button",
	  "timestamp": "1564471290000",
	  "button": "{\"text\":\"Pay Now\"}"
	}

Lists

Request Headers	Content-Type: application/json

Request Body	{
	"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"
	}

Dynamic Reply Buttons

Request Headers	Content-Type: application/json

Request Body	{
	"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"
	
	}

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 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, pleasenote that WhatsApp policies must be adhered to and even free-form customer support reply messages must only cater to the customer’s query and should not contain any unsolicited 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.
Location	n.a. (pass in specified JSON payload format)
Contact Card	n.a. (pass in specified JSON payload format)

Please note that you can also send Interactive Button Templates in response to a customer's messageon WhatsApp, but since these are message templates, you need to use the API payload as for Notification Templates / Media Templates.

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.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 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 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. 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 / 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
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

Sample Requests

Simple request

Below is a sample payload when sending a text message 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&msg_type=DATA_TEXT&msg=Welcome%20to%20Gupshup%20API
```

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=XXXXXXXX&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. Allthe other parameters must be sent in encrypted format using AES 256 encryption and base64encoded with the Key shared, in the “encrdata” parameter.
- You must use the key generated for your enterprise account to encrypt API parameter valueswhen 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 “SendMediaMessage”.

Media Type	Max. Media Upload Size	Post-Processing Media size
Image	100 MB	5 MB
Document	100 MB	100 MB
Audio	100 MB	16 MB
Video	100 MB	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

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*: SendMediaMessage*	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 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*: IMAGE, DOCUMENT, AUDIO*	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 OPTIONAL | string	The caption text to be sent along with the media attachment.	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 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

Sample Requests

Image

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

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

Document

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=DOCUMENT&isHSM=false&media_url=http://www.africau.edu/images/default/sample.pdf&caption=Account%20Statement
```

Audio

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=AUDIO&isHSM=false&media_url=https://sample-videos.com/audio/mp3/crowd-cheering.mp3&caption=Welcome%20Kit
```

Video

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=VIDEO&isHSM=false&media_url=https://file-examples.com/wp-content/uploads/2017/04/file_example_MP4_480_1_5MG.mp4&caption=Welcome%20Kit
```

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_
Data}}

where value of
encrdata={{method=SendMediaMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&au
th_scheme=plain&msg_type=DOCUMENT&isHSM=false&media_url=http://www.africau.edu/images/default/sam
ple.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 valueswhen 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 requestis 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.	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.	

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 is being sent. Number must be in E.164 format.	919892123456
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	LOCATION
location OPTIONAL | 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
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. 50 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT

Sample Requests

Simple request

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000XXXXXX&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=plain&msg_type=LOCATION&location={"longitude": -122.425332, "latitude": 37.758056, "name": "Facebook", "address": "1 Hacker Way, Menlo Park, CA94025"}
```

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}}

where value of
encrdata={{method=SendMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_scheme=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

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*: 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 is being sent. Number must be in E.164 format.	919892123456
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*	CONTACTS

contacts
OPTIONAL | 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"
		},
		"phones": [
		{
		"phone": "+1 (650) 555-1234",
		"type": "WORK",
		"wa_id": "16505551234"
		}
		]
		}
		]

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] +1 650-555-1234 [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. 50 alphanumeric Characters are allowed for this parameter.	SUPER100SEGMENT

Sample Requests

Simple request

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

```
https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&format=json&userid=2000xxxxx&password=xxxx
x&send_to=91xxxxxxxxxx&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": {
"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

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_En
crypted_ Data}}
where:
encrdata={{method=SendMessage&format=json&password=XXXXXXXX&send_to=919777777778&v=1.1&auth_sch
eme=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": {
"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 beforesending an API request.

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 numbermust 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. senda 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	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 list sections, rows and description	%7B%0A%09%22button%22%3A%20%22Vaccine%20Center%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%22%2C%0A%09%09%09%09%22title%22%3A%20%22North%20City%20%20Store%22%2C%0A%09%09%09%09%22description%22%3A%20%22123%20North%20Main%20City%22%0A%09%09%09%7D%2C%0A%0A%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%7D%2C%0A%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%7D%2C%0A%0A%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%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%09%22description%22%3A%20%22870%20Southwest%20Main%20St%2C%20City%20NA%22%0A%09%09%09%7D%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 mustbe 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
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 istext, 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.	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. 50 alphanumeric Characters are allowed for this parameter.	45123id

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"
                }
            ]
        }
    ]
}
```

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"
                        }
                ]
        }
        ]
}
```

Action components explained:

Key	Description	Specification
button REQUIRED | String	This specifies the Title / Name of the List	• Maximum characters allowed: 25 • Alphanumeric, Unicode, Emojis, Spaces permitted. • Special Characters are rendered as specified.
sections_title Optional | String	This specifies the section titles	• Maximum characters allowed: 24 • 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 names which can be selected via the associated Radio button	• Maximum characters allowed: 24 • Alphanumeric, Emojis, Spaces permitted • Special Characters are rendered as specified. • Maximum such rows permitted is 10
rows_id REQUIRED | String	This is an identifier to indicate the specific rows_title.	• Maximum characters allowed: 24 • Alphanumeric, Spaces

	In a single request with more than one rows_title, the rows_id value has to be unique. The same rows_id can be used in other requests.	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.	• Maximum characters allowed: 200 • Alphanumeric, Emojis, Spaces permitted. • Special Characters are rendered as specified.

Sample Requests

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

```
curl --location --request GET
'https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&msg=Welcome%20to%20ABC%20Bank%20pleas
e%20select%20one%20to%20avail%20our%20service.&msg_type=text&userid=20000xxxxx&auth_scheme=plain&passwor
d=XXXXXXX&interactive_type=list&send_to=91XXXXXXXXXX&v=1.1&format=JSON&footer=ABC%20Bank&header=ABC%20
Bank&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%22id
1%40123%23!%26%22%2C%0A%09%09%09%09%22title%22%3A%20%22North%20City%20%20%40%40**Store%22%2C%0
A%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%7D%2C%0A%0A%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id2%22%2C%0A%09%09%0
9%09%22title%22%3A%20%22Greater%20Area%20Pharmacy%22%2C%0A%09%09%09%09%22description%22%3A%20%22
4778%20Panaroma%20Doctor%2C%20Township%20NA%22%0A%09%09%09%7D%2C%0A%09%09%09%7B%0A%09%09%0
9%09%22id%22%3A%20%22id3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Central%20Pharmacy%22%2C%0A%0
9%09%09%09%22description%22%3A%20%2223%20Central%20Line%20Road%20City%20NA%22%0A%09%09%09%7D%2C
%0A%0A%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id4%22%2C%0A%09%09%09%09%22title%22%3A%2
0%22Lakeside%20Drugstore%22%2C%0A%09%09%09%09%22description%22%3A%20%2289%20Riverroad%20city%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%09%22description%22%3A%20%2287
0%20Southwest%20Main%20St%2C%20City%20NA%22%0A%09%09%09%7D%0A%0A%09%09%5D%0A%09%7D%5D%0A%7
D' \
--header 'Content-Type: application/x-www-form-urlencoded'
```

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.smsgupshup.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%20servi
ce.&msg_type=text&auth_scheme=plain&password=XXXXXXX&interactive_type=list&send_to=91XXXXXXXXXX&v=1.1&for
mat=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%2
2North%20City%20%20%40%40**Store%22%2C%0A%09%09%09%09%22description%22%3A%20%22123%F0%9F%98%83N
orth%20Main%20%20%20%25%25%25%25City%22%0A%09%09%09%7D%2C%0A%0A%09%09%09%7B%0A%09%09%09%0
9%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%0
9%09%7D%2C%0A%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%2
0Road%20City%20NA%22%0A%09%09%09%7D%2C%0A%0A%09%09%09%7B%0A%09%09%09%09%22id%22%3A%20%22id
4%22%2C%0A%09%09%09%09%22title%22%3A%20%22Lakeside%20Drugstore%22%2C%0A%09%09%09%09%22descriptio
n%22%3A%20%2289%20Riverroad%20city%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%09%22description%22%3A%20%22870%20Southwest%20Main%20St%2C%20City%20NA%22%0A%09%09%0
9%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 beforesending 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

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

Request Body

Key	**Description**	**Example**
userid REQUIRED | string	The userid of your Gupshup account. The numbermust 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. senda 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	919892123456

	in E.164 Format.	
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	%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%22123-1%22%2C%0A%09%09%09%09%22title%22%3A%20%22Electric%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%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%22123-3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%22%0A%09%09%09%7D%0A%09%09%7D%0A%5D%0A%7D
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 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: 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	Text

	special characters / emoji. 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 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. 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. 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 caption Must be : True/false	True

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.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 numbermust 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. senda message on WhatsApp Must be*: SendMediaMessage*	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 message is being sent. Number must be in E.164	919892123456

	format.	
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%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%22123-1%22%2C%0A%09%09%09%09%22title%22%3A%20%22Electric%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%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%22123-3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%22%0A%09%09%09%7D%0A%09%09%7D%0A%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 dr_button for dynamic reply buttons***	dr_button
msg OPTIONAL | string	The text message to be sent to the customer via	Your ticket is confirmed for 20-DEC-2019.

	SMS if fallback to SMS is configured.	
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
footer OPTIONAL | string	A short line of text to the bottom of the message template. 60 alphanumeric characters are allowed for this	"Get yourself web-checked-in, to avoid queues"

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

Key	Description
Action	- 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 GET request when sending a dynamic button text Message on WhatsApp, within the 24 hour CustomerCare Window.

```
curl --location --request GET
'https://media.smsgupshup.com/GatewayAPI/rest?method=SendMessage&msg=http%3A%2F%2Fqa.smsgupshup.com%2F
whatsAppBulkMessaging%20all%20the%20products%20for%20future%20purchase.All%20kind%20of%20shirts%20are%20av
ailable%20as%20per%20the%20size%20you%20can%20select%20and%20add%20to%20you%20cart%20to%20get%20the%2
0delivered%20at%20you%20home%20for%20a%20very%20minimal%20fees%20with%2010%25%20discount%20on%20all%
20the%20products%20for%20future%20purchase.Thanks%20you%20for%20shopping%20bye&msg_type=text&userid=200
00XXX&auth_scheme=plain&password=XXXXX&data_encoding=TEXT&interactive_type=dr_button&send_to=91XXXXXXXX
XX&v=1.1&format=TEXT&header=NIKE%20Shirt%20for%20sale%20online%20on%20whatsapp,to%20purchase%20clickhere
&footer=Only%20Medium%20size%20left%20to%20get%20it%20now%20please%20click%20on%20here%20now&linkTrack
ingEnabled=True&action=%7B%0A%09%22buttons%22%3A%20%5B%7B%0A%09%09%09%22type%22%3A%20%22reply%2
2%2C%0A%09%09%09%22reply%22%3A%20%7B%0A%09%09%09%09%22id%22%3A%20%22123-
1%22%2C%0A%09%09%09%09%22title%22%3A%20%22Electric%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%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%22123-
3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%206P123%25%25%25%22%0A%09%09%09%7D%0A%09%0
9%7D%0A%5D%0A%7D&isHSM=false' \
--header 'Content-Type: application/x-www-form-urlencoded'
```

Media with Dynamic Buttons

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

```
curl --location --request GET
'https://media.smsgupshup.com/GatewayAPI/rest?method=SendMediaMessage&msg_type=DOCUMENT&userid=20000XX
XX&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%20her
e%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%E
0%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%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%22123-
3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%206P123%25%25%25%22%0A%09%09%09%7D%0A%09%0
9%7D%0A%5D%0A%7D&media_url=http://enterprise.smsgupshup.com/help/in/EnterpriseEmailAPIDocument.pdf&caption
```

```
=hi%20test%20message&isHSM=false&filename=test.pdf' \
--header 'Content-Type: application/x-www-form-urlencoded'
```

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.

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

where, encrdata=

```
method=SendMediaMessage&msg_type=DOCUMENT&auth_scheme=plain&password=XXXXX&data_encoding=TEXT&inter
active_type=dr_button&send_to=91XXXXXXXXXX&v=1.1&format=TEXT&footer=Only%20Medium%20size%20left%20to%2
0get%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%E
0%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%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%22123-
3%22%2C%0A%09%09%09%09%22title%22%3A%20%22Mobile%206P123%25%25%25%22%0A%09%09%09%7D%0A%09%0
9%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 beforesending an API request.

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**.
Italics	Underscore (_)	Welcome to _WhatsApp_!	Welcome to *WhatsApp*!
~~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 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

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

```
{
  "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.
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
328	Invalid Media Content Type

Real Time Delivery Reports

Track the delivery and read status of Notification and Customer Support Reply messages sent to WhatsApp using the Gupshup Messaging API in real time.

Message Status Webhooks are user-defined HTTP callbacks that 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 POST request) to the Callback URL specified in your account settings indicating when your message has been sent, delivered or read 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 **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 key and value containsa JSON array of one or more status callback events. There can be up to 20 status callback events per request.

```
[response=
    [
         {
                        "externalId": 3562707498794989059-328736121207676738,
                        "eventType": "SENT",
                        "eventTs": 1526347800000,
                        "destAddr": 919892488888,
                        "srcAddr": 919223399999,
                        "cause": "SENT",
                        "errorCode": 25,
                        "channel": "WHATSAPP"
         },
         {
                        "externalId": 3562707498794989059-327736131207676738,
                        "eventType": "DELIVERED",
                        "eventTs": 1526347800000,
                        "destAddr": 91989237777,
                        "srcAddr": 919223399999,
                        "cause": "SUCCESS",
                        "errorCode": 0,
                        "channel": "WHATSAPP"
         }
    ]
]
```

Following is the explanation of various parameters:

- externalId - Unique ID for each message “causeId-msgId”
- eventType - Final status of the message, possible values are {SENT, DELIVERED, READ, FAILED}
- eventTs - Time of event as a LONG number.
- destAddr - In case of WhatsApp, phone number of the recipient.
- srcAddr – In case of WhatsApp, this is WhatsApp Business phone number.
- cause - This is the response you will get depending on the eventType. Various causes and their explanation are below.
- errorCode – error code assigned to different delivery failure causes, possible values are {0,25,26,20,3,10,22}. Various error codes and their explanation are given below.
- channel - Possible value are sms, whatsapp

errorCode	cause	status
0	SUCCESS	DELIVERED
25	SENT	SENT
26	READ	READ

20	OTHER	FAILED
3	UNKNOWN_SUBSCRIBER	FAILED
10	DEFERRED	FAILED
22	BLOCKED_FOR_USER	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
- **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

We will call the URL provided by you with above mentioned parameters as we receive delivery reports from the service provider.

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.

1) 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

2) 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

3) Output of AES Encryption (256 bit) should be encoded using base 64 Urlsafe

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

5) Sample encrypted payload using above steps: raMuJzQKkfBvWWESo6Lyyhr2q-5NvTpogCJwku_doItZBsQg7Wj3Lt8qm_jGQMsvpHfGTBREiMNO8FmyahWBsv27tH5n8q0vPgd3kxYgpCbCQHGfQ0KobiGYnKqHBdqICa_UDLIQrjOjeX4XJOGVyA1bQOaUHA9qSFZ3Ob5SwZk8Ua5tJ5th5L8Nmk6AZA-P0N8JvwzLjVkSZzIywc1cDU5jlQS6uEartb6z

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 = "QOahfcdo98NLjYJuhP4-VKigx51NkUETsKlIu9uXZFY";
     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);


        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=919XXXXXXXXX&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-VKigx51NkUETsKlIu9uXZFY";//32 byte key
   const ALGO = "aes-256-gcm";

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

   //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=919XXXXXXXXX&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/
'''

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 = "QOahfcdo98NLjYJuhP4-VKigx51NkUETsKlIu9uXZFY"

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"""

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))
```

****