



## **Gupshup Enterprise Messaging**

**Product Handbook**

**Date: 10/03/2022**

## INDEX

---

1. Introduction
2. Prerequisites
3. GS Media Home Page
4. Text Campaign
5. Media Campaign
6. Run Campaign without using UI
7. Media Template with CTA buttons
8. Media Template with Quick Reply buttons
9. Location Type Template
10. Best Practices

## Introduction

---

GS media is a panel to run Bulk Text and Media Campaigns for your Business WhatsApp number in an easy and accessible way. It is a one stop solution to send messages to all your customers, without an API integration. Bulk Messaging is a very effective method which can be used as a major optimization of time and resources

## Supported Message Types

---

- **Plain text messages**  
These refer to simple text messages with or without a header & footer
- **Text with Button**  
These refer to Text templates with buttons (CTA and Quick reply) with or without a header & footer
- **Media Messages**  
These refer to Message templates of type: Documents, Video and Image
- **Media messages with Buttons**  
These refer to Message templates of type: Media with Interactive Buttons with or without footer

## Prerequisites

---

- Gsmmedia link and HSM account credentials for UAT and/or Production accounts
- WhatsApp Enterprise account UserId & password. If you don't have an account, please contact your account manager.
- Verified Business Phone Number: To test sending of messages, you must have a Verified Business Phone Number linked to your account.
- Text with button templates have to be whitelisted and the status has to be enabled in the WhatsApp Analytics Panel
- Explicit Opt-ins to be obtained for the recipient numbers.

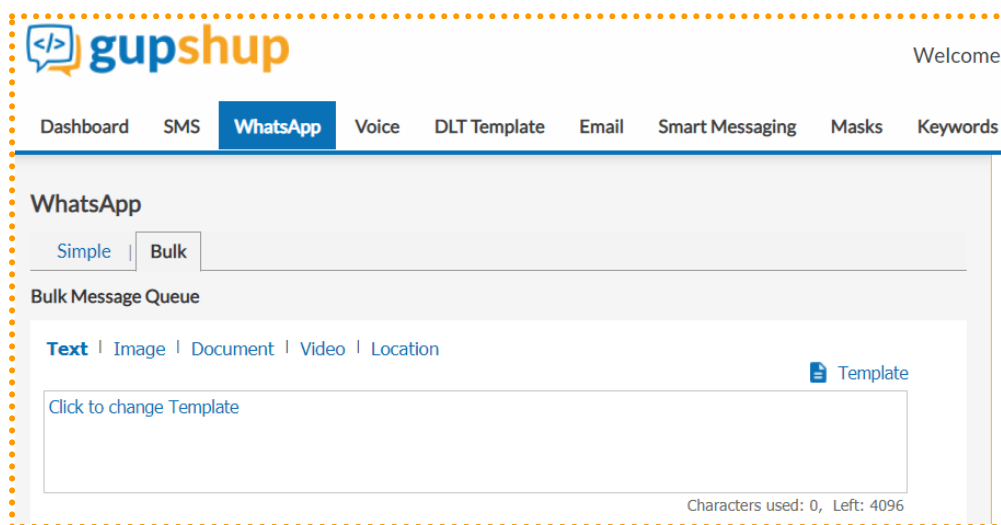
### STEPS :

1. Log in to the GS media panel : <http://gsmedia.msggupshup.com/>
2. Enter the HSM account id and password to login
3. Only whitelisted templates can we used for sending bulk campaigns

- Please Mention the country code before the numbers in the sheet (+) is not needed

## GS Media Home page

- On the home screen you will see different tabs on the top navigation, click on WhatsApp.
- Under WhatsApp click on "Bulk"

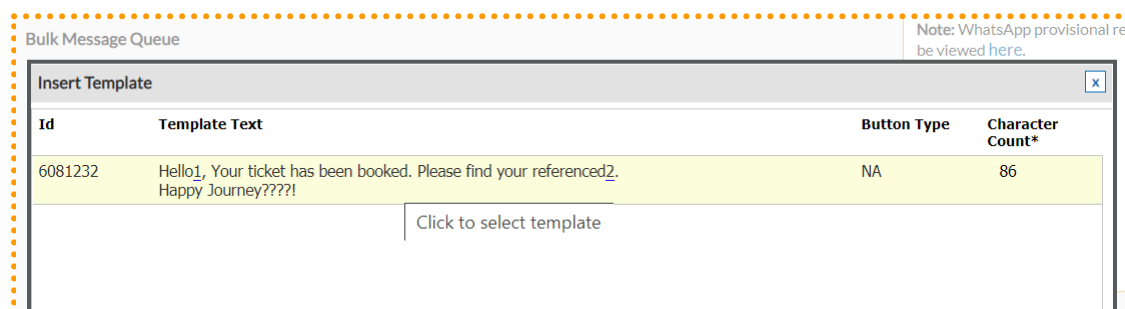


## Text Campaign

**NOTE : You can only send whitelisted templates in Bulk Messaging. Hence you will need to create and get templates whitelisted from our Analytics Panel**

### Text messages **without** header/footer/Call-to-action

- Select "Text" under the Bulk Message Queue.
- Click on "template" to select the enabled template which you

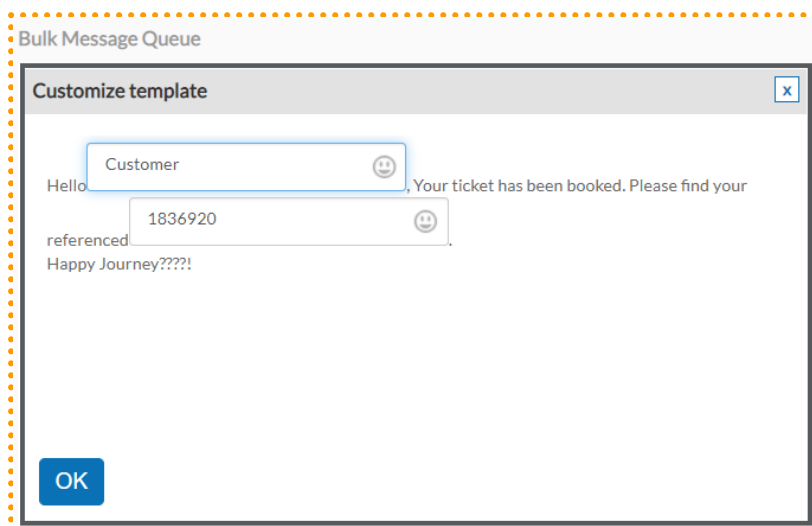


want to use for the campaign.

3. List of all the whitelisted templates will be displayed, choose the one to be used.
4. Once you click on the selected template, there will be a pop up to add variable values

### Scenario 1: Text template with common variable values.

- If the variable values are the same/common for all the recipients/customers, you will directly fill in the actual variable values in the box and click OK.



Bulk Message Queue

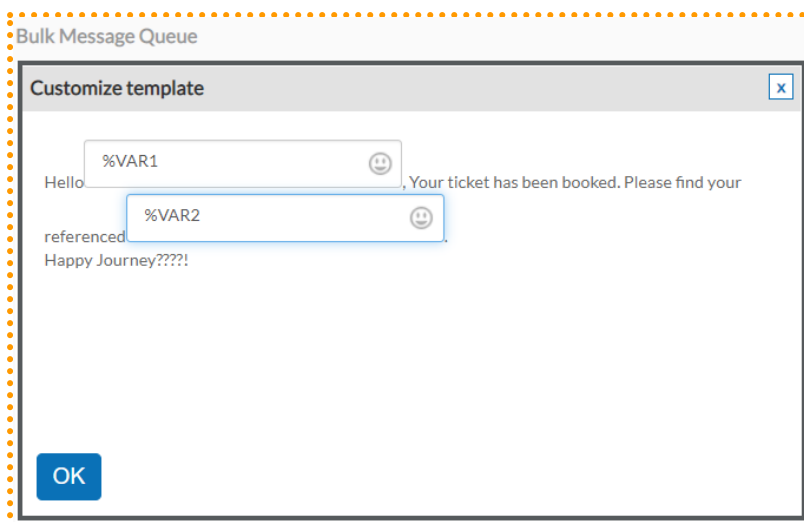
Customize template

Hello  , Your ticket has been booked. Please find your referenced  Happy Journey????!

OK

### Scenario 2: Text template with custom variable values.

- If the variable values are unique for all the customers, you will define the coordinates with a value which will be decoded in the excel sheet. Refer to the screenshot below



Bulk Message Queue

Customize template

Hello  , Your ticket has been booked. Please find your referenced  Happy Journey????!

OK

- Download the sample Excel format file ( MS Excel, CSV, Zip, 7z, Text) and add the values accordingly :

<a href="#">Excel with common variable values</a>		<a href="#">Excel with unique variable value</a>			
	A	A	B	C	
1	PHONE	1	PHONE	%VAR1	%VAR2
2	9833759738	2	9833759738	Sanjivani	462194
3	9967487778	3	9967487778	Sanjana	293232
4	9324586778	4	9324586778	Sanju	878193
5	9000000000	5	9000000000	Shanti	187363
6		6			

- Save the Excel sheet and click on “post and upload” and add the saved Excel

**Your Campaign will be executed successfully**

## Media Campaign (Document, Media , Video)

Below is the example of a Media campaign with Document. The process will remain same for the other media file type as well

1. Click on the “Document” tab under Bulk message Queue
2. The media campaign is segregated in two sections :

- A) Common media for all recipients
- B) Custom media for each recipient

### A. Common media for all recipients :

- Which means the media document is same for all the recipients
  - There are two ways in which you can execute a Static URL
1. You can directly place the url under “Specify link to an externally hosted document” in the UI and add the file name in the excel sheet.

**NOTE: Only pdf format documents are allowed and the maximum size of the document can be 100MB**

Select the template which you want to use for this campaign by clicking on “template”

	I thank You.		
23290	नमस्ते 1, हमें आपके कार्ड 2 की राशि 3 का भुगतान मिला है। धन्यवाद। एसबीआई बैंक	DYNAMIC	77
23291	Hello 1, We have received the payment of your card 2 of amount 3. Thank You. SBI Bank	STATIC	85

Replace the variable values if any, with ( %VAR1 , %VAR2 )

Bulk Message Queue

Customize template

%VAR1

Hello %VAR1, Your ticket has been booked. Please find your

%VAR2

referenced %VAR2

Happy Journey????!

OK

- Click on the edit button on the top right corner on the Business Info page and update the page

- If you add the media URL in the UI, your excel sheet will contain below values :

	A	B	C	D
1	PHONE	%VAR1	%VAR2	FILENAME
2	8087470927	Sanjivani	635829	Invoice.pdf
3	7352729373	Sanjana	826583	Invoice.pdf
4	9283634272	Sanju	847393	Invoice.pdf
5	7363829202	Shanti	33903	Invoice.pdf
6				

**NOTE: If your variable values are common for all recipients, the values added in column %VAR1 and %VAR2 will be the same.**

- If you add the media URL in the excel , your sheet will contain below values :

A	B	C	D	E	F
PHONE	%VAR1	%VAR2	%VAR3	FILENAME	MEDIA_URL
8087470927	Sanjivani	79343	1	SanjivaniInvoice.pdf	https://www.gupshup.com/testdocument.pdf
7473829284	Sanjana	242342	2	SanjanaInvoice.pdf	https://www.gupshup.com/testdocument.pdf
9372283939	Sanju	24232	3	SanjulInvoice.pdf	https://www.gupshup.com/testdocument.pdf
7483920204	Shanti	22322	4	ShantiInvoice.pdf	https://www.gupshup.com/testdocument.pdf

**NOTE: Because the file shared here is going to be common for all recipients, the file name and media url will be the same for all.**

### B. If you have custom media for each recipient :

- Which means the media document is different for all the recipients:
- Select the template which you want to use for this campaign by clicking on "template"

23290	Thank You. नमस्ते 1, हमें आपके कार्ड 2 की राशि 3 का भुगतान मिला है। धन्यवाद। एसबीआई बैंक	DYNAMIC	77
23291	Hello 1, We have received the payment of your card 2 of amount 3. Thank You. SBI Bank	STATIC	85

- Replace the variable values with %VAR1 , %VAR2, %VAR3.

Customize template

%VAR1

नमस्ते

%VAR2

हमें आपके कार्ड

%VAR3

की राशि

का भुगतान मिला है।

धन्यवाद।

एसबीआई बैंक

Enter Dynamic URL : testdocument.pdf

OK



- You will mention the below values in the excel sheet

A	B	C	D	E	F
PHONE	%VAR1	%VAR2	%VAR3	FILENAME	MEDIA_URL
8087470927	Sanjivani	79343	1	SanjivaniInvoice.pdf	https://www.gupshup.com/testdocument.pdf
7473829284	Sanjana	242342	2	SanjanaInvoice.pdf	https://www.gupshup.com/test1document.pdf
9372283939	Sanju	24232	3	SanjuInvoice.pdf	https://www.gupshup.com/test2document.pdf
7483920204	Shanti	22322	4	ShantiInvoice.pdf	https://www.gupshup.com/test3document.pdf

**NOTE: For media type Image, Video and document the MEDIA\_URL has to be valid and must end with .png, .mp4, and .pdf respectively, Otherwise the campaign will fail due to mismatch of a media type specification.**

**The FILENAME must be included in the Excel sheet correctly .**

## Run Campaign without using the UI

If you wish to run the campaign without using the UI and add all the values directly in the Excel File.

1. Select the media type
2. Click on "choose file"
3. Add the values mentioned in the screenshot below . You will mention the template ID from here (ID can be fetched from the Analytics Panel)
4. And click on "Upload and Post"

A	B	C	D	E	F	G
PHONE	%VAR1	%VAR2	%VAR3	FILENAME	MEDIA_URL	TEMPLATE_ID
8087470927	Sanjivani	79343	1	SanjivaniInvoice.pdf	https://www.gupshup.com/testdocument.pdf	847393
7473829284	Sanjana	242342	2	SanjanaInvoice.pdf	https://www.gupshup.com/test1document.pdf	374839
9372283939	Sanju	24232	3	SanjuInvoice.pdf	https://www.gupshup.com/test2document.pdf	748393
7483920204	Shanti	22322	4	ShantiInvoice.pdf	https://www.gupshup.com/test3document.pdf	839303

## Text/Media Templates with CTA Buttons

There are two types of CTA (call to action) buttons

1. Static
2. Dynamic

### **STATIC CTA MEDIA TEMPLATE :**

If your media template contains a Static CTA button, you do not have to mention anything on the UI or in the Excel file , as the static button value is already mentioned while creating the template. Template type should be Static.

The process to run the campaign will remain the same as shown in the above steps.

**NOTE: Static means the value will remain common for all and needs to be directly defined in the Analytics Panel while creating the template**

### **DYNAMIC CTA MEDIA TEMPLATE :**

If your media template contains a Dynamic CTA button

1. Choose the template - type should be dynamic

Insert Template			
Id	Template Text	Button Type	Character Count*
23289	Hello <u>1</u> , We have received the payment of your card <u>2</u> of amount <u>3</u> . Thank You.	NA	76
23290	नमस्ते <u>1</u> , हमें आपके कार्ड <u>2</u> की राशि <u>3</u> का भुगतान मिला है। धन्यवाद। एसबीआई बैंक	DYNAMIC	77
23291	Hello <u>1</u> , We have received the payment of your card <u>2</u> of amount <u>3</u> . Thank You. SBI Bank	STATIC	85

2. Replace the variable values with %VAR1, %VAR2, %VAR3
3. In the "Enter Dynamic Url" Box, add a random value , as you will be mentioning the actual value in the Excel File
4. In the excel file for Dynamic CTA buttons, the value of the variable part of the URL must be specified using the BUTTON\_URL header.

**NOTE: You will only add the dynamic part of the url here, because the static part is already mentioned while creating the template from the Analytics Panel**

A	B	C	D	E	F	G
PHONE	%VAR1	%VAR2	%VAR3	FILENAME	MEDIA_URL	BUTTON_URL
8087470927	Sanjivani	79343	1	SanjivaniInvoice.pdf	https://www.gupshup.com/testdocument.pdf	hdks
7473829284	Sanjana	242342	2	SanjanaInvoice.pdf	https://www.gupshup.com/test1document.pdf	sdww
9372283939	Sanju	24232	3	SanjuInvoice.pdf	https://www.gupshup.com/test2document.pdf	sdf
7483920204	Shanti	22322	4	ShantiInvoice.pdf	https://www.gupshup.com/test3document.pdf	sew

- If you are not selecting the template from the UI , you will mention the template ID as well in the Excel file

A	B	C	D	E	F	G	H
PHONE	%VAR1	%VAR2	%VAR3	FILENAME	MEDIA_URL	BUTTON_URL	TEMPLATE_ID
8087470927	Sanjivani	79343	1	SanjivaniInvoice.pdf	https://www.gupshup.com/testdocument.pdf	hdks	847393
7473829284	Sanjana	242342	2	SanjanaInvoice.pdf	https://www.gupshup.com/test1document.pdf	sdww	374839
9372283939	Sanju	24232	3	SanjuInvoice.pdf	https://www.gupshup.com/test2document.pdf	sdf	748393
7483920204	Shanti	22322	4	ShantiInvoice.pdf	https://www.gupshup.com/test3document.pdf	sew	839303

**NOTE : The Send Interactive Button enabled Template check-box has to be checked in this method (when you are sharing all the campaign information in the Excel File and not using the UI)**

☒ **Send Interactive Button Enabled Template**

(Enables you to send Interactive button Templates. It should be always off for non-button templates)

**Upload and Post Button Messages**

## Template with Quick Reply Button

- If your template contains a quick reply button, there will be no need to specifically add or define the values in the GS media portal, as you will have already added the values on the Analytics Panel while creating the template.
- The rest of the process will remain the same.

## Template with Header and Footer

### Bulk text templates with Header and Footer

1. Select the text option under the bulk tab
2. Choose the template with header and footer

Insert Template					
Id	Template Text	Button Type	Character Count*	Header*	Footer*
6198000	hello customer This is an order notification *your order* is out for delivery	NA	82	NA	NA
6188274	Dear <u>1</u> We are happy to inform you that your registration to the YouTube Talent Hub community was successful. You can access your account here <u>2</u>	STATIC	143	#welcometot #youtubetaler	Team YouTube
6167437	Hey <u>1</u> your appointment is book for dated <u>2</u> ,Thanks	STATIC	49	Appointment confirmation	Regards Filtr

3. Enter the variable values in the UI , if there is a variable in the header , specify the value as %HVAR1 here and add the value in the number file

Customize template

%HVAR1

Balance update for transaction id

%VAR1

Hi

%VAR2

This is your current balance for your account id

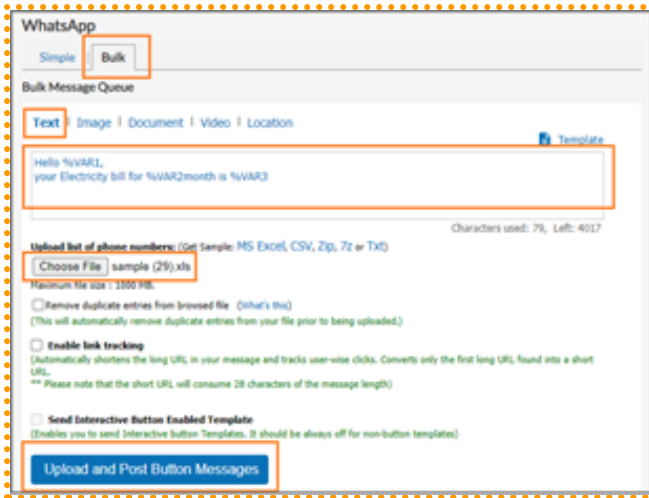
Please contact bank if you have not done this transaction

OK

4. If the template is selected from the UI, the numeric file will contain the below elements

A	B	C	D
PHONE	%VAR1	%VAR2	%HVAR1
8087470927	Sanjivani	32202222	233
7282928382	Archna	22231213	322
8939330303	Richa	232323232	234

5. Save the number file and , upload the file on GS media portal by clicking on “choose file”



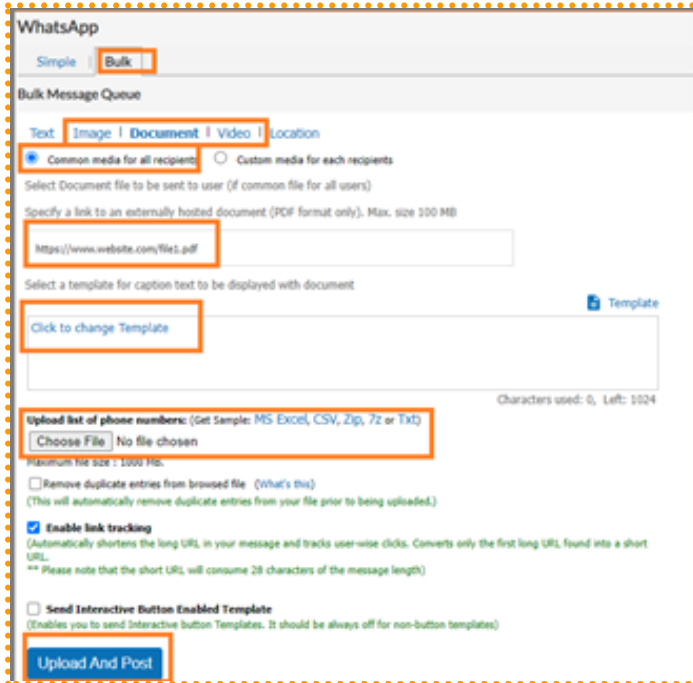
6. The Checkbox for ‘send Interactive Button enabled template’ need NOT be checked for this Method as the text template with header/footer is being selected from UI
  - The Number file will have %HVAR1 referencing the header variable.
  - If Link tracking is enabled at the account level and is required for links mentioned in the message body for this campaign the check box ‘Enable Link Tracking needs to be checked’.

If you choose not to select the template from the UI and provide all the information in the numeric file, your file will contain the below elements

A	B	C	D	E	F	G	H	I
PHONE	msg_type	message	MSGID	%VAR1	%VAR2	HEADER	FOOTER	%HVAR1
8087470927	Text	Hi %VAR1 This is your current balance for your account id %VAR2	345321	Sanjivani	271819101	Balance update for id %HVAR1	Thank you	233
7282928382	Text	Hi %VAR1 This is your current balance for your account id %VAR3	345321	Archna	747329222	Balance update for id %HVAR2	Thank you	335
8939330303	Text	Hi %VAR1 This is your current balance for your account id %VAR4	345321	Richa	647382292	Balance update for id %HVAR3	Thank you	234

## **Bulk Media template with header and footer**

1. Select media option under the bulk tab



2. If the template the selected from the UI, your numeric file will contain the below elements

### **Sample Numeric file for Document**

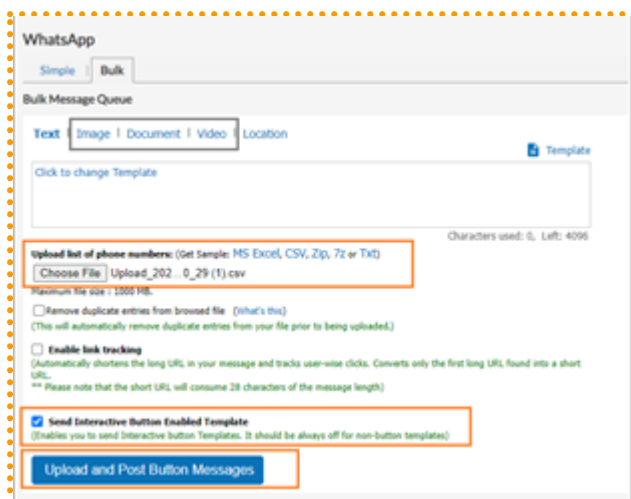
A	B	C	D
PHONE	%VAR1	%VAR2	FILENAME
8087470927	Sanjivani	Jan	San.pdf
7282928382	Archna	Feb	Arch.pdf
8939330303	Richa	Mar	Ric.pdf

### **Sample Numeric file for Image/Video**

A	B	C
PHONE	%VAR1	%VAR2
8087470927	Sanjivani	Jan
7282928382	Archna	Feb
8939330303	Richa	Mar

Here, All information such as the media file URL, the template, etc. is selected from the UI. Only the number and variables are specified in a file that is uploaded. Hence the 'Send Interactive button enabled template' should not be checked.

Now if you choose not to use the UI and provide all the information in the numeric file, your file will contain the below elements



Here, all the details including template, phone, variables, media URL, and the footer are specified within the number file which is uploaded. Hence, the Checkbox for 'send Interactive Button enabled template' **has to be checked** for this Method.

The Number file will also have the header and footer details as is in the template. This is Mandatory.

Sample numeric file for document :

A	B	C	D	E	F	G	H	I	J
PHONE	msg_type	Template_ID	Media_URL	FOOTER	FILENAME	%VAR1	%VAR2	HEADER	%HVAR1
8087470927	Document	15262	<a href="http://www.website.com/file1.pdf">www.website.com/file1.pdf</a>	Thank You	File1.pdf	Sanjivani	191111	You Ac is %HVAR1	2922
7282928382	Document	16272	<a href="http://www.website.com/file2.pdf">www.website.com/file2.pdf</a>	Thank You	File2.pdf	Richa	122922	You Ac is %HVAR2	2322
8939330303	Document	16272	<a href="http://www.website.com/file3.pdf">www.website.com/file3.pdf</a>	Thank You	File3.pdf	Archna	29293292	You Ac is %HVAR3	3422

Sample numeric file for Image :

A	B	C	D	E	F	G	H	I	J
PHONE	msg_type	Template_ID	Media_URL	FOOTER	FILENAME	%VAR1	%VAR2	HEADER	%HVAR1
8087470927	Image	15262	<a href="http://www.website.com/file1.jpg">www.website.com/file1.jpg</a>	Thank You	File1.pdf	Sanjivani	191111	You Ac is %HVAR1	2922
7282928382	Image	16272	<a href="http://www.website.com/file2.jpg">www.website.com/file2.jpg</a>	Thank You	File2.pdf	Richa	122922	You Ac is %HVAR2	2322
8939330303	Image	16272	<a href="http://www.website.com/file3.jpg">www.website.com/file3.jpg</a>	Thank You	File3.pdf	Archna	29293292	You Ac is %HVAR3	3422



## Sample numeric file for video :

A	B	C	D	E	F	G	H	I	J
PHONE	msg_type	Template_ID	Media_URL	FOOTER	FILENAME	%VAR1	%VAR2	HEADER	%HVAR1
8087470927	Video	15262	<a href="http://www.website.com/file1.mp4">www.website.com/file1.mp4</a>	Thank You	File1.pdf	Sanjivani	191111	You Ac is %HVAR1	2922
7282928382	Video	16272	<a href="http://www.website.com/file2.mp4">www.website.com/file2.mp4</a>	Thank You	File2.pdf	Richa	122922	You Ac is %HVAR2	2322
8939330303	Video	16272	<a href="http://www.website.com/file3.mp4">www.website.com/file3.mp4</a>	Thank You	File3.pdf	Archna	29293292	You Ac is %HVAR3	3422

## Reports

Once the campaign has been executed, you will get to see the results below in the reports section

Upload History					
Uploaded files					
Transaction ID	File Name	Upload Time (IDT)	Uploaded File	Response File	Cancel
<a href="#">4591785127714926859</a>	sample.csv	Mar 10, 2022 12:21	<a href="#">Download</a>	<a href="#">Download</a>	N/A
For the transaction id : 4591785127714926859, 4 entries were successfully uploaded and 0 entries failed.					
<a href="#">4589746052914970891</a>	only_phn.x...	Mar 07, 2022 16:49	<a href="#">Download</a>	<a href="#">Download</a>	N/A
For the transaction id : 4589746052914970891, 1 entries were successfully uploaded and 0 entries failed.					
<a href="#">4589732525718499339</a>	only_phn.x...	Mar 07, 2022 16:23	<a href="#">Download</a>	<a href="#">Download</a>	N/A
For the transaction id : 4589732525718499339, 1 entries were successfully uploaded and 0 entries failed.					
<a href="#">4589660229927305227</a>	only_phn.x...	Mar 07, 2022 13:59	<a href="#">Download</a>	<a href="#">Download</a>	N/A
For the transaction id : 4589660229927305227, 1 entries were successfully uploaded and 0 entries failed.					

- Every campaign will have a unique transaction id generated
- You will get to know the upload time, and have an option to download both Uploaded file and the Response File
- You will also be able to view the count of successful and failed entries in the UI

## Sample of Uploaded file

	A	B
1	PHONE	
2	9833759738	
3	9967487778	
4	9324586778	
5	9000000000	



### Sample of Response file

	A	B	C	D
1	STATUS	PHONE_NUMBER/ERROR_CODE	CAUSE_ID/ERROR_MESSAGE	MSGID
2	success	TK+RpWHB9IzmICMO6XBG1w==V2	4.59179E+18	2.4137E+17
3	success	QONIQoAxinIkXXAJIINwpg==V2	4.59179E+18	7.01855E+15
4	success	F8f2hIvk0TviuXh/Uq3mbw==V2	4.59179E+18	3.62566E+16
5	success	B7BXdB7YCx9pndXOisSrwQ==V2	4.59179E+18	3.88662E+17

## Best Practices for Bulk Campaigns

---

Be mindful of the messaging limits / Messaging Tier associated with your WhatsApp Business Account

- Make sure the Optin list contains the numbers for which the business has received explicit consent, otherwise the recipients may report /block the account for irrelevant messages; thus affecting the Quality rating of the WABA number.
- For campaigns with > 50K recipients, it is advised to keep the Account manager informed in advance to ensure smooth execution of campaigns.
- For Bulk campaigns involving International recipient, the number file must include the country code i.e. for example for Singapore, the PHONE header must contain numbers specifying the country code i.e. +65xxxxx

**For more information or help please write to**  
[whatsappsupport@gupshup.io](mailto:whatsappsupport@gupshup.io)

## Fall-back mechanism

---

The Panel is capable of executing a fall-back mechanism to ensure message delivery in case the WhatsApp message fails. The fall-back channel is currently SMS

**Pre-requisites:**

1. The SMS content to be sent in case of fallback must be whitelisted as per DLT norms
2. There must be a fall-back for SMS enabled at the Enterprise Account level

As per the Fallback criteria enabled, the Fallback mechanism gets triggered and the same text body content (along with Variable values, if any) is triggered.

**THANK YOU!**