engagely.ai

Conversational WhatsApp AI Bot for Business

WhatsApp Template Message API Guide

This document shows you how to make WhatsApp Business API requests for Template Message Notification and what are the returned responses

Documentation Content

> *i*   Business-initiated messages are also called notifications or templated messages throughout the documentation.

1. Overview

WhatsApp message templates are specific message formats that businesses use to send out notifications or customer care messages to people that have opted in to notifications. Messages can include appointment reminders, shipping information, issue resolution or payment updates.

Template Categories:

⚙ Account Update	🔔 Alert Update	▦ Appointment Update
✉ Auto-Reply	⊕ Issue Resolution	💳 Payment Update
$ Personal Finance Update	☑ Reservation Update	🚚 Shipping Update
🏷 Ticket Update	✈ Transportation Update	

Before You Start Required Business Assets:

1. Facebook Business Manager Account (BMID)
2. WhatsApp Business Account (WABA ID)

Currently, WhatsApp support sending two types of messages:
1. User Initiated Messages
2. Business Initiated Messages

This document is about **"Business Initiated Tempalte Messages".** Before sending Template/Notification messages you must approve Template from Facebook, only approved templates are eligible to send. Approval of templates depends on the content and a Facebook review process.

2. Sending Business Initiated Template Messages

      Business-initiated messages are recommended to send to only those users who have opted-in for WhatsApp messges. When sending notifications, you must use a previously approved template. Template creation and approval process can be done from Engagely DMP Platform or Facebook Business Manager Dashboard. Once the template is approved businesses can start sending messages.

> ℹ   Business-initiated messages are also called notifications or templated messages throughout the documentation.

Recommended: * Business-initiated messages should only be sent to users who have opted-in, so opt-in process must be followed. (Messages should not be sent to random users. It must be related to business to avoide Quality issues)

Example Template Preview:

Your account has been activated.
4:51 PM

Dear user,
Your appointment has been confirmed on 13/09/2021.
by engagely
4:52 PM

Ticket Response
Your ticket is created succesfully.

By Engagely
4:54 PM

Dear Jon,
We are happy to announce that we have launched a new product with 10 feature.To know more visit
https://example.com

by engagely
4:47 PM

YES	NO

CANCEL

3. WhatsApp Business API Reference

To send Template/Push Notification messages, following API requests are provided.

A. Login for API :

- Request Method: [POST]

- URL: {{url}}/api/auth/login

- Request Body:

```
{
        "email": "example@example.com",
        "password": "example_password"
}
```

- Request Response:

```
{
        "data": {
                "access_token": "eyJ....09.eyJmcI....n0.Gyks.....s7pwI",
                "token_expire_after": "2021-11-11 06:26:00.932536",
        "user": {
                "active": true,
                "email": "example@example.com",
                "role": "admin"
                }
        },
        "message": "User authenticated",
        "status": true
}
```

- General Information:
    - Token is valid for one hour.

B. List of Phone Numbers: Provide a list of phones available in WABA account

- Request Method: [GET]

- URL: {{url}}/api/msg/list_of_numbers

- Authorization: Bearer Token

- Request Body:

```
None (Not required)
```

- Request Response:

```json
{
    "phone_number_details": [
        {
            "display_name": "approved_display_name",
            "phone_number": "91-82xxxxxxx9"
        },
        {
            "display_name": "approved_display_name",
            "phone_number": "91-75xxxxxxx5"
        }
    ]
}
```

- General Information:
  - Pass a Token to get a valid response
  - No body required for this API

C. List of Template Name and ID: Provide a list of approved template name in account.

- Request Method: [GET]

- URL: {{url}}/api/msg/list_of_templates

- Authorization: Bearer Token

- Request Body:

```
None (Not required)
```

- Request Response:

```json
{
    "list_of_templates": [
        {
            "template_id": 1435764564,
            "template_name": "alert_account"
        },
        {
            "template_id": 1546457658,
            "template_name": "account_update"
        },
        {
            "template_id": 1454345365,
            "template_name": "payment_received_1"
        },
        {
            "template_id": 1456578989,
            "template_name": "payment_received_2"
        }
    ]
}
```

- General Information:
  - Pass a Token to get a valid response
  - No body required for this API

D. Get a Sample JSON for Approved Tempalte:

- Request Method: [POST]

- URL: {{url}}/api/msg/create_json

- Authorization: Bearer Token

- Request Body:

```
{
      "template_name": "payment_received_1"
}
```

- Request Response:

```
{
  "api": "WA",
  "waid": "wa-1234",
  "version": "v1",
  "type": "template",
  "template_name": "ticket_payment",
  "payload": {
    "from": "sample_sender_contact",
    "to": "sample_recipient_contact",
    "components": {
      "header": {
        "type": "image",
        "link": "sample_attachment_url"
      },
      "body": [
        {
          "name": "sample_name"
        },
        {
          "date": "sample_date"
        }
      ],
      "button": {
        "url": "sample_url"
      }
    }
  }
}
```

- General Information:
  - Pass a Token to get a valid response
  - Dynamic fields Object in above case:
    - from
    - to
    - link
    - name
    - date
    - url

D. Get a Sample JSON for Approved Tempalte:

- Request Method: [POST]

- URL: {{url}}/api/msg/send_template_messages

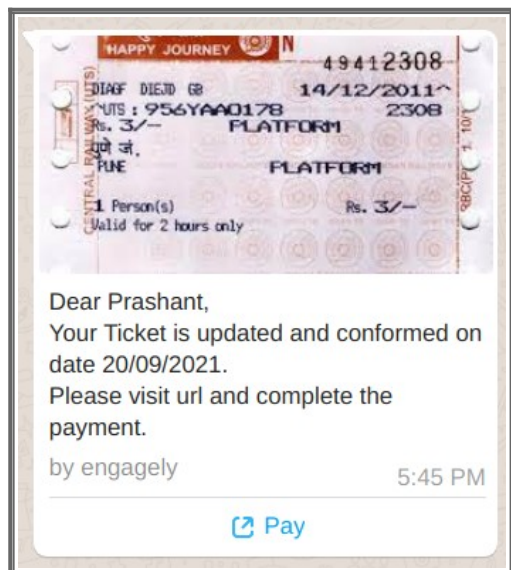- Authorization: Bearer Token

- Request Body:

```json
{
  "api": "WA",
  "waid": "wa-1234",
  "version": "v1",
  "type": "template",
  "template_name": "ticket_payment",
  "payload": {
    "from": "919xxxxxxxx9",
    "to": "918xxxxxxxx1",
    "components": {
      "header": {
        "type": "image",
        "link": "https://example.com/tk.jpg"
      },
      "body": [
        {
          "name": "Prashant"
        },
        {
          "date": "21/09/2021"
        }
      ],
      "button": {
        "url": "pay.html"
      }
    }
  }
}
```

- Request Response:

```json
{
    "response": {
        "messages": [
        {
            "id": "gBETkYmDRJJBAtlu5J2pghfVYcg"
        }
        ],
        "meta": {
            "api_status": "stable",
            "version": "2.37.1"
        }
    }
}
```

- General Information:
  - Pass a Token to get a valid response
  - id – is message submited id

Example Output : Ticker confirmation and payment Template output for above request

Dear Prashant,
Your Ticket is updated and conformed on date 20/09/2021.
Please visit url and complete the payment.

by engagely   5:45 PM

🔗 Pay

JSON Payload :

```
{
 "api": "WA",
 "waid": "wa-1234",
 "version": "v1",
 "type": "template",
 "template_name": "ticket_payment",
 "payload": {
   "from": "919xxxxxxxx9",
   "to": "918xxxxxxxx1",
   "components": {
     "header": {
       "type": "image",
       "link": "https://example.com/tk.jpg"
     },
     "body": [
       {
         "name": "Prashant"
       },
       {
         "date": "21/09/2021"
       }
     ],
     "button": {
       "url": "pay.html"
     }
   }
 }
}
```

API Nodes Reference:

- **API Root Nodes:**

  1. api
  2. waid
  3. version
  4. type
  5. template_name
  6. payload

- **Sub Nodes** [payload]:

  1. from
  2. to
  3. components

- **Sub Nodes** [components]:

  1. header
  2. body
  3. button