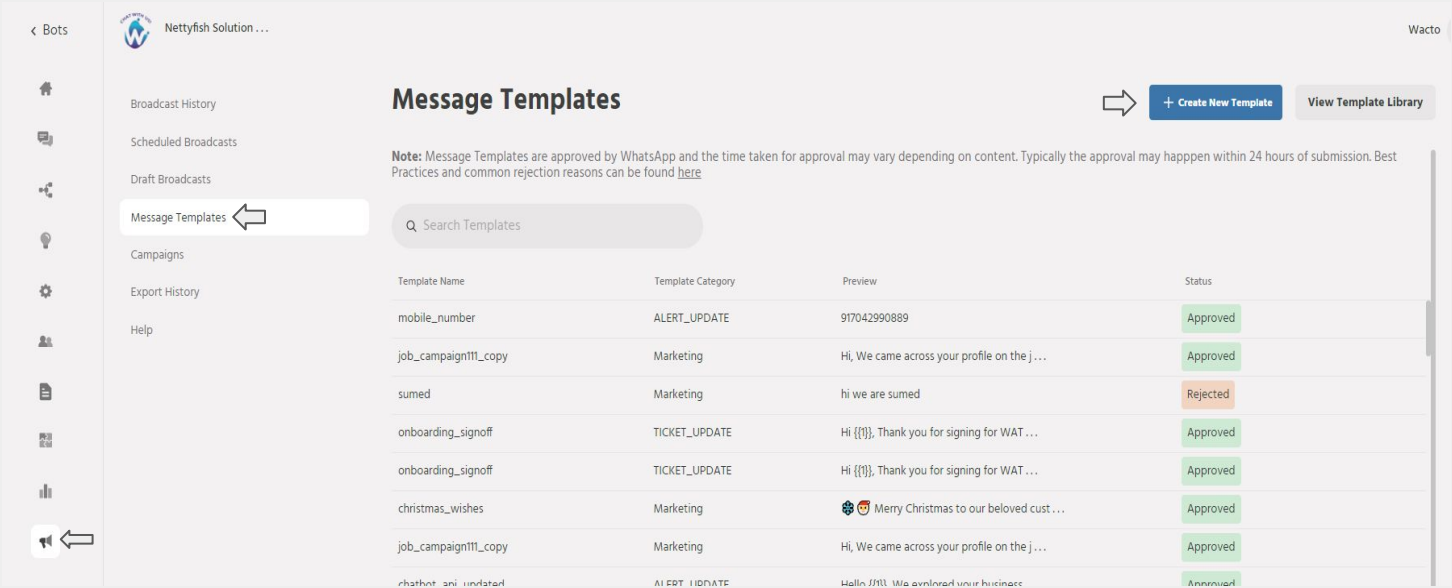
Template

This feature allows you to create a WhatsApp template message and send a request for its approval. You can use the template message to send notifications or whenever it has been a long time since the customer's last message. The template messages need to be approved by WhatsApp before sending it to the users

- Your template should be easy and clear to understand your business for the reviewer.
- Avoid spam messages like sending promotions, data collection messages or any phrase which sounds promotional.
- Keep your template in a proper format and avoid grammatical errors.
- Your template name should be relevant to your context on how the template will be used.
- The context of your template message should be relevant to your previous conversation.
- Choosing the right template will give a better idea of your message. The categories can be Transactional, Marketing or One-time password.

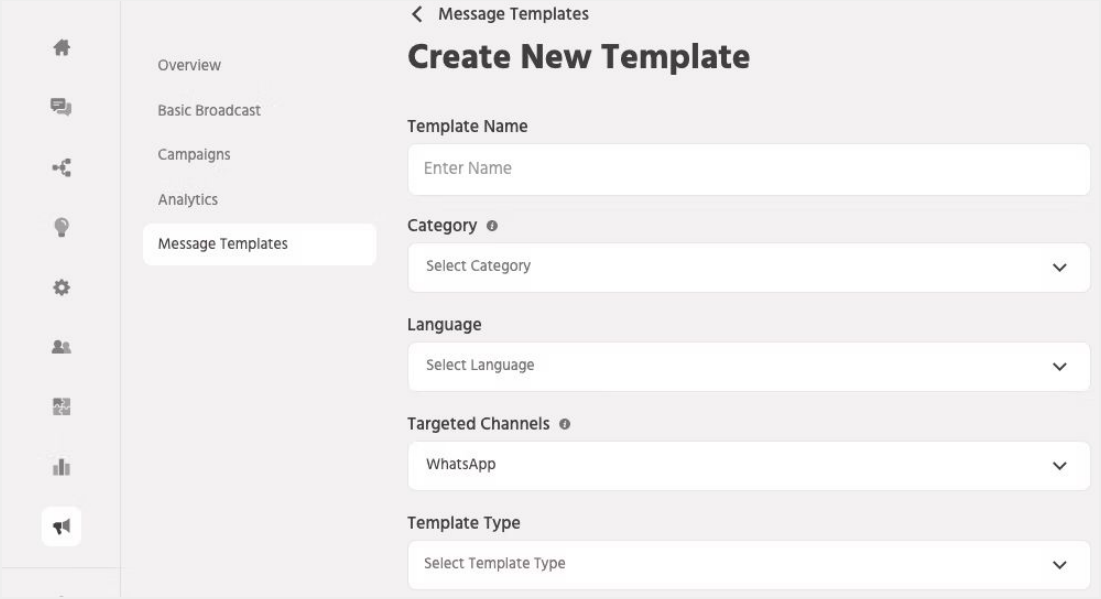
Template - How to create create Template

Go to Broadcast >> Click Message Template >> + Create New Template



Template

As a bot builder, you can configure the following on the template message field:



- **Template name:** Choose an appropriate and relevant title for your template message based on your use case. The title can only have lowercase Alphanumeric [a-z,0-9] and underscore (_).
- **Category:** Select the template category from the dropdown menu based on your use cases such as Account update, Alert update, Appointment update, Auto reply, One-time password and many more.
- **Languages:** Select the language from the list available in the dropdown
- **Targeted Channels:** By default, the selected channel is WhatsApp

Template

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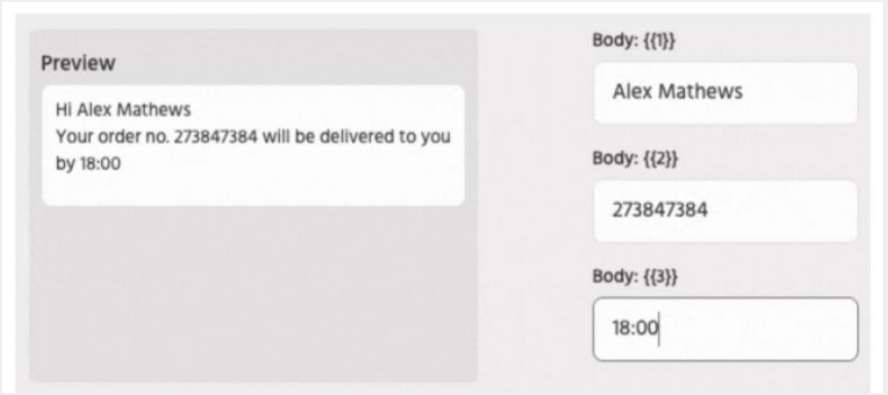
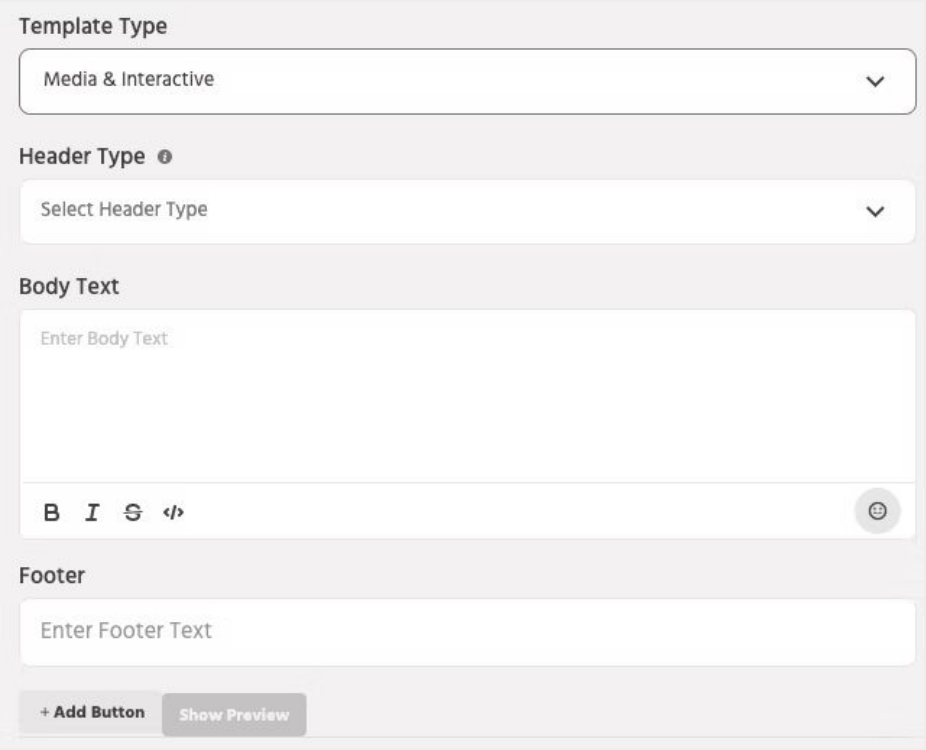
Standard (text only): In this template, you can only add a simple BODY text message. You can also insert variables in your body text and assign values to them by clicking on the preview button. Variables can be added in {{x}} where x is the index number of the variable as shown below.



Template

Media & Interactive: In this template, you get options such as Header type, Body text, and Footer.



- **Header Type**: You can select the header category from the drop-down menu as Text, Document, Image, and Video according to your use case which will be displayed on the top section of your template message.
- **Body Text**: Here you can add the most important content of your message with the support of emojis, to make it more attractive for the user.
- **Footer**: In this section, you can add the last content of your message which can also contain crucial information for the customer. This will be displayed at the bottom of your template message.
- **Add button**: Using this option you can add quick reply and call-to-action buttons such as URL and Phone Number in your template message. You can set a name for your button in the button label section. Multiple Buttons can be added to the template message based on your requirement (max of 3 buttons). All buttons need to be of the same type.

Template

Message Templates

Create New Template

Template Name

lunch

Category

Marketing

Language

English

Template Type

Media & Interactive

Header Type

Image

Select Image

Only file types JPG, JPEG, and PNG are allowed. Maximum allowed post-processing size is 5MB. 1125px by 600px image resolution is recommended.

https://s3-ap-south-1.amazonaws.com:443/bot-bkt/prod/79737/79737-37269f0b-7ccb-4164-8c7b-61152bf41d94.jpeg

Body Text 39/1024

Please limit your message to a max of 1024 characters including values from variables used.

Dear Customer,

Welcome to Wacto Product.

+ Add Variable

Footer 9/60

Please limit your footer to a max of 60 chars. No variables allowed.

Nettyfish

Button 1

Button Label

Visit Website

Button Type

Call To Action - URL

URL

https://wacto.in/

+ Add Variable

Calculate Analytics

Delete Button

+ Add Button | Show Preview

Preview

Dear Customer,

Welcome to Wacto Product.

Nettyfish

Visit Website

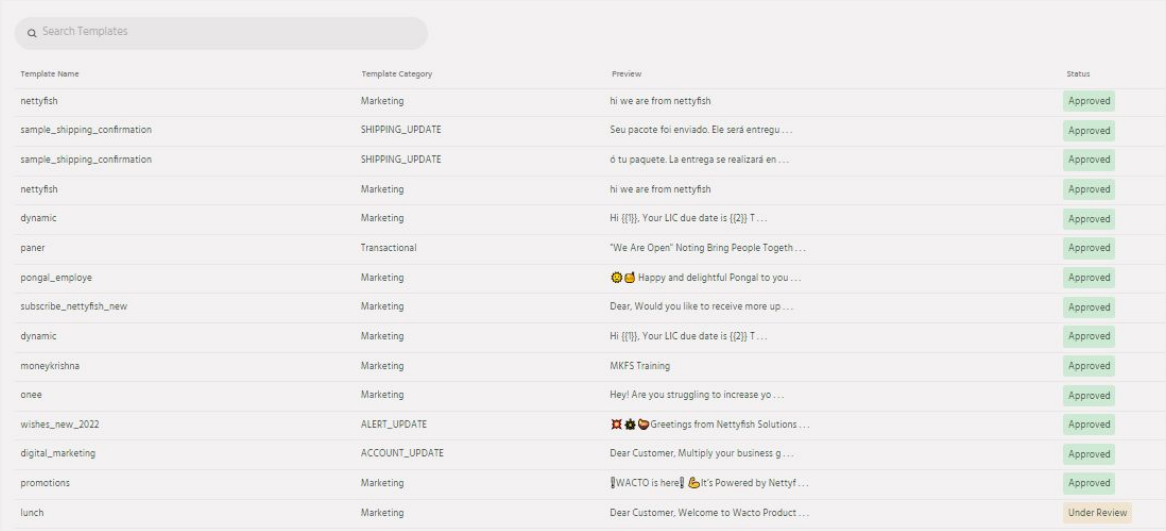
Update Preview

Request Approval

Template

After creating the template you can send an approval request which will be then reviewed by WhatsApp. The template approval status will be displayed on the message template tab as rejected or approved. The reason for rejection can be viewed on the info-icon (*'i'*). You can also delete the rejected template message or the template which is not required.

You can able to see all the Template messages in - Message Template



Template approval Minimum Timing : 5 - 30 Minutes

Template approval Maximum Timing : 5 - 24 hours