

WhatsApp Business Platform

Bulk Upload Guidelines

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WhatsApp – Bulk Upload Guidelines

Bulk Upload Steps

Bulk Upload can be sent in both Generalised and Personalised format and also Scheduled for a later time of the day or later date.

Template selection rules:

- A. Only Approved list of Templates to appear per account.
- B. Based on the template selected language code, message type, header and button position will appear by default and can not be changed. If the template has multiple languages then those languages will appear in the drop down.
- C. If a template has 3 variables, our system should not allow adding more than 3 variables in the body section.

Generalised bulk upload rules:

- A. Upload only end user phone numbers in the upload file.
- B. Data added in button url, media url, body and extra should be forwarded as is to all the end users.

Personalised bulk upload rules:

- A. Upload end user phone numbers and headers passed in header url, variables, dynamic url and extra field in the upload file.
- B. Add headers in button url, media url, body and extra sections and messages should be personalised and sent to each of the end users.

Supported file type:

- Excel
- CSV
- TXT

Supported message types:

- Text templates
- Media templates
- Call to Action templates
- Quick Reply templates

Validations:

- Duplicate numbers
- Valid numbers
- Correctness on number of variables as per templates
- Extra field is non-mandatory
- Media url validation: Format: <http://xyz.doc>, special characters like <, >, = are not allowed in media url, validation on file extension header of media url etc.
- Uploaded file name should not contain space

Example:

Let's assume the account has a template "welcome" approved on WhatsApp which is a "dynamic call to action" template with media type "document", language code "en" and "2 variables".wee4

Generalised bulk upload:

- Get a drop down of all approved lists of templates under the template name field and the user selects the template name "welcome".
- Since it is dynamic call to action template with language code english, media type document and 2 variables, the UI shows message type = Template, Language code = english (en), Header media type = Document and button location = Position 1 by default and can not be edited by the client.
- In body, the client will add 2 variables like "Customer" and "22-11-2021" on the UI and is not allowed to add more variables as it has only 2 variables approved with WhatsApp.
- In media URL, validation for Generalised bulk upload on dashboard (Format: <http://xyz.doc>, special characters like <, >, = are not allowed in media url, validation on file extension header of media url etc)
- In the button url, the client will add a variable part of the dynamic url as "12345".
- Extra field added is "test".
- Upload file will contain only phone number and other data like will be picked up from UI and same message content will be triggered to all the uploaded numbers.

Sample file format:

phone
918097100000
918097100001
918097100003

Personalised bulk upload:

- Get a drop down of all approved lists of templates under the template name field and the user selects template name "welcome".
- Since it is dynamic call to action template with language code english, media type document and 2 variables, the UI shows message type = call to action, Language code = english (en), Header media type = Document and button location = Position 1 by default and can not be edited by the client.
- In body, the client will add 2 variable headers like "{name}" and "{date}" on the UI and is not allowed to add more variables as it has only 2 variables approved with WhatsApp.
- In the button url, the client will add a variable part of the dynamic url as "{12345}".
- Extra field added is "{extra}".
- Upload file will contain headers like phone number, name, date, 12345, extra. Values added per phone number will be sent to each user.
- In case if the client wants to customize any variable the system should accept the same. Let's assume, the client wishes to pass a body variable as "Mr.{name}" then the upload file will contain name as the header but the final messages will concatenate Mr. before the name and trigger the message accordingly.

Sample file format:

phone	name	date	12345	extra
918097100000	John	22-11-2021	axbdt	Alpha
918097100001	Denver	22-11-2021	gjlrt	Beta
918097100003	Sam	22-11-2021	ckcdtk	Gamma

Messaging Guidelines

Do follow below messaging guidelines:

- Proofread your content for spelling and grammar before submitting the message. Messages with misspellings or grammatical errors may prompt customers to view these messages as spam or a hoax.
- Make sure the parameters are not used with an unknown purpose based on the context.
- Make sure the language selected matches the content of your message template.
- If you select Spanish as the message template language but the content is in English, your message will not get delivered.
- Refrain from using a URL shortener for your links (e.g., bit.ly, tinyurl, or goo.gl) because they obscure the intended link destination.
- The URL domain in your links should belong to your business.
- Only approved list of templates should be triggered to end users.

- Messages that have been sent but not delivered (e.g., if the customer's device is offline) will attempt to be delivered for 30 days.
- Templates can be added in multiple languages under the same template name.
- The number of parameters passed into the payload **must match** the number of parameters in template. If not, you will get a callback informing you that there was an issue displaying the message template.
- Never to add links in templates. Always add it as a variable parameter.

The message contain content that violates WhatsApp's Commerce Policy

When you offer goods or services for sale, we consider all messages and media related to your goods or services, including any descriptions, prices, fees, taxes and/or any required legal disclosures, to constitute transactions. Transactions must comply with the [WhatsApp Commerce Policy](#).

The message contain content that violates WhatsApp's Business Policy

- Do not request sensitive identifiers from users. For example, do not ask people to share full length individual payment card numbers, financial account numbers, National Identification numbers, or other sensitive identifiers. This also includes not requesting documents from users that might contain sensitive identifiers.
- A survey after an experience is fine, but do not submit a survey or poll to collect unrelated data from users.
Example: "Hi, we're interested in knowing how you feel about certain food groups. Do you mind participating in a survey?"

The message contain potentially abusive or threatening content

Some examples of this include the following:

- Messages that threaten customers with a legal course of action will be rejected.
- Messages that threaten to add customers to a WhatsApp group with their friends and family to shame them if they don't pay back their loans will be rejected.

Quality Rating and Template Status

The template quality rating and status for your WhatsApp business account are listed in the **Message Templates** tab in WhatsApp Manager.

Category ↑↓	Quality... ↑↓	Preview ↑↓	Languages	Last Updated ↑↓
Account Update	● Low	Your shuttle is on the way and will a...	● English (UK) ● Spanish ● German	09/14/2020  
Account Update	● High	Your shuttle is on the way	● English English Content	09/17/2020  
Account Update	● Unavailable	your shuttle is on the way	● English (US) ● Flagged	09/22/2020  

Message Templates Tab

Quality Rating

The quality rating shows how messages from your template have been received by your customers in a rolling window of the past 24 hours. We show it in three different states:

- High (green)
- Medium (yellow)
- Low (red)

Status

There are different statuses for templates:

- **Pending:** This is when a business first submits a template that hasn't yet been on-boarded and approved.
- **Approved:** The template is approved to be sent on our platform.
- **Rejected:** The template is rejected to be on-boarded to our platform.

Occasionally, a template may show one of two particular statuses that are related to quality: **Flagged** and **Disabled**.

- **Flagged:** This is a warned state. When the quality rating reaches a low (red) state, the template is moved to a Flagged status.
- If the quality rating improves to a high (green) or medium (yellow) state over 7 days, the template will return to an Approved status.
- **Disabled:** After a template enters Flagged Status, if the quality rating does not improve within 7 days, the template across all languages will be Disabled.
- During a disabled state, the template will be unable to be used for sending messages or be edited.

Category

The type of message template with

Values: ACCOUNT_UPDATE, PAYMENT_UPDATE, PERSONAL_FINANCE_UPDATE, SHIPPING_UPDATE, RESERVATION_UPDATE, ISSUE_RESOLUTION, APPOINTMENT_UPDATE, TRANSPORTATION_UPDATE, TICKET_UPDATE, ALERT_UPDATE, AUTO_REPLY

Tip: Select relevant category code as per the template to avoid rejection. (Safest is Alert Update).

Limitations

- The character limit of the BODY component is **1024 characters**, while the character limits of the HEADER and FOOTER components is **60 characters** each.
- HEADER type: TEXT, IMAGE, DOCUMENT (PDF), VIDEO
- URL should begin with http:// or https:// and end with file extension. ASPX format is also supported.
- Quick Reply has up to 3 Static buttons
- Call to Action (CTA) has 2 buttons, Phone number (Static) and URL redirection (Static/Dynamic). Domain of Dynamic CTA button is pre approved with WhatsApp.

Formatting in Text Messages

Formatting	Symbol	Example
Bold	Asterisk (*)	Your total is *\$10.50*.
<i>Italics</i>	Underscore (_)	Welcome to _WhatsApp_!
Strike-through	Tilde (~)	This is ~better~ best!
Code	Three backticks (```)	```print 'Hello World';```

Supported Content-Types

Media	Supported Content-Types
audio	audio/aac, audio/mp4, audio/amr, audio/mpeg, audio/ogg; codecs=opus Note: The base audio/ogg type is not supported.
document	Any valid MIME-type
image	image/jpeg, image/png
sticker	image/webp
video	video/mp4, video/3gpp Note: Only H.264 video codec and AAC audio codec is supported.

Post-Processing Media Size

Media Type	Size
audio	16 MB
document	100 MB
image	5 MB
sticker	100 KB
video	16 MB

Supported Languages

Language	Code
Afrikaans	af
Albanian	sq
Arabic	ar
Azerbaijani	az
Bengali	bn
Bulgarian	bg
Catalan	ca
Chinese (CHN)	zh_CN
Chinese (HKG)	zh_HK
Chinese (TAI)	zh_TW
Croatian	hr
Czech	cs
Danish	da
Dutch	nl
English	en
English (UK)	en_GB
English (US)	en_US

Estonian	et
Filipino	fil
Finnish	fi
French	fr
German	de
Greek	el
Gujarati	gu
Hausa	ha
Hebrew	he
Hindi	hi
Hungarian	hu
Indonesian	id
Irish	ga
Italian	it
Japanese	ja
Kannada	kn
Kazakh	kk
Korean	ko
Lao	lo
Latvian	lv

Lithuanian	lt
Macedonian	mk
Malay	ms
Malayalam	ml
Marathi	mr
Norwegian	nb
Persian	fa
Polish	pl
Portuguese (BR)	pt_BR
Portuguese (POR)	pt_PT
Punjabi	pa
Romanian	ro
Russian	ru
Serbian	sr
Slovak	sk
Slovenian	sl
Spanish	es
Spanish (ARG)	es_AR
Spanish (SPA)	es_ES
Spanish (MEX)	es_MX

Swahili	sw
Swedish	sv
Tamil	ta
Telugu	te
Thai	th
Turkish	tr
Ukrainian	uk
Urdu	ur
Uzbek	uz
Vietnamese	vi
Zulu	zu