



Documentation for WhatsApp Template Send API

1.1 API Endpoint

POST : {{domain_url}}/api/whatsapp/msg

Example - https://uber.cpaasplus.com/api/whatsapp/msg

1.2 Headers

This API is used to send a WhatsApp message using a predefined template.

Request Headers

Header Name	Value	Description
Content-Type	application/json	Specify the format of the request body.
Accept	application/json	Expected response format.
Authorization	Bearer <token>	API access token (replace with a valid token).

Request Body Parameters

Parameter	Type	Description	Required
source	string	The registered WhatsApp sender number.	YES
destination	string	The recipient's WhatsApp number (with country code).	YES
template.id	string	The ID of the pre-approved WhatsApp template.	YES
params	array	List of values to replace dynamic variables in the template. Order must match variable orders in the template.	If variable added in the template.
media_url (upto 10 urls can be added for Media	string	Publicly accessible URL of the media file to be	For Media template.

Card & Product Card Carousel)		sent (e.g., PDF, image, video).	
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Note – Kindly refer to the above parameters for all the template specifications mentioned ahead in this document.

1.3 Example Request (cURL)

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\
--header 'Content-Type: application/json' \
--header 'Accept: application/json' \
--header 'Authorization: Bearer <your_token>' \
--data '{
  "source": "155576****",
  "destination": "91751730****",
  "template": {
    "id": "687*****",
    "params": ["Variable1", "Variable2"]
  },
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-9201a203c77e.pdf"
}'
```

1.4 Response

```
{
  "status": "Submitted",
  "message_id": "abc123456789",
  "timestamp": "2025-06-12 13:56:43"
}
```

Error Responses

Code	Message	Description
400	Bad Request	Missing or invalid parameters.
401	Unauthorized	Invalid or missing auth token.
500	Internal Server Error	Server-side issue.
422	Required field	For e.g. "The template.id field is required."

1.4 Carousels

-Media card Template

Carousel templates consist of a message body text and up to 10 media cards in a horizontally scrollable view. Each card in the template has an image or video header asset and can optionally include a body text and up to two buttons. Button combinations can be a mix of quick reply buttons, phone number buttons, and URL buttons.

When a user taps a media card's **URL** button to buy a product, the URL mapped to the button is loaded in the device's default web browser, thus taking the user out of the WhatsApp client experience. If you prefer to keep the user in the WhatsApp client, see Product Card Carousel Templates.

Note: When you prefer to send users to your website when they click the button, then use Media Card Carousel template.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576****",  
  "destination": "91751730****",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
'
```

-Product card Template

Carousel templates support up to 10 product cards, composed of message body text, a product image, product title, product price, and a single View button or URL button. All cards defined on a template must have the same components.

When a WhatsApp user taps the **View** button, they can view more information about the product, add the product to a shopping cart, and place an order, all without leaving the WhatsApp client experience.

Note: When you prefer to be in WhatsApp environment, then use Product Card Carousel template.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576****",  
  "destination": "91751730****",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
'
```

1.5 Catalog

Catalog templates are marketing templates that allow you to showcase your product catalog entirely within WhatsApp. Catalog templates display a product thumbnail header image of your choice and custom body text, along with a fixed text header and fixed text sub-header.

Note: User must have inventory uploaded to Meta in an ecommerce catalog connected to your WhatsApp Business Account.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576***",  
  "destination": "91751730***",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
'
```

Request response

```
{  
  "status": "Submitted",  
  "message_id": "abc123456789",  
  "timestamp": "2025-06-12 13:56:43"  
}
```

1.6 Single Product Message

SPM templates are marketing templates that allow you to present a single product from your ecommerce catalog, accompanied by a product image, product title, and product price (all pulled from your catalog), along with customizable body text, optional footer text, and an interactive View button.

Limitations

- Customers must be using WhatsApp v2.22.24 or greater.
- Message forwarding is disabled for SPM templates.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576***",  
  "destination": "91751730***",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
}'
```

1.7 Multiple Product Message

MPM templates are marketing templates that allow you to showcase up to 30 products from your ecommerce catalog, organized in up to 10 sections, in a single message. Customers can browse products and sections within the message, view details for each product, add and remove products from their cart, and submit their cart to place an order. Orders are then sent to you via a webhook.

Requirements

To create and use MPM templates you must have an ecommerce product catalog, with inventory, connected to your WhatsApp Business Account.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576***",  
  "destination": "91751730***",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
'
```

Sample Response

```
{  
  "status": "Submitted",  
  "message_id": "abc123456789",  
  "timestamp": "2025-06-12 13:56:43"  
}
```

Limitations

- Customers must be using WhatsApp v2.22.24 or greater.
- MPM templates cannot be forwarded to other customers.

1.8 Limited Time Offer

Limited-time offer templates allow you to display expiration dates and running countdown timers for offer codes in template messages, making it easy for you to communicate time-bound offers and drive customer engagement.

Limitations

- Only templates categorized as MARKETING are supported.
- Footer components are not supported.

- Users who view a limited time offer template message using that WhatsApp web app or desktop app will not see the offer but will instead see a message indicating that they have received a message but that it's not supported in the client they are using.

```
curl --location --globoff '{{domain_url}}/api/whatsapp/msg\  
--header 'Content-Type: application/json' \  
--header 'Accept: application/json' \  
--header 'Authorization: Bearer <your_token>' \  
--data '{  
  "source": "155576****",  
  "destination": "91751730****",  
  "template": {  
    "id": "687*****",  
    "params": ["Variable1", "Variable2"]  
  },  
  "media_url": "https://user1.ecpaas.in/whatsapp_files/5a8b3692-0ac5-4128-ad47-  
9201a203c77e.pdf"  
}'
```

Sample Response

```
{  
  "status": "Submitted",  
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