API Document

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Template
Management API

VI | **RBM**

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Document History

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Introduction

The RCS Template is a predefined set of RBM UI elements for e.g., a Rich Card with suggestions which can be used as a base for formulating messages in your campaign to the target audience.

Once a bot is created, the aggregator can create multiple templates against the bot and use them for running campaigns. You can add images, videos, and suggested actions for your template.

VI RBM portal supports different types of templates:
- **Text Message:** The Text Message template supports simple text messages with suggested replies or actions. Text messages can contain up to 11 suggestions.
- **Rich Card Stand-alone:** The Rich Card Stand-alone template allows for the inclusion of a rich card: image, gif or video along with suggested replies and actions. A maximum of 4 suggestions can be included with the rich card in this template.
- **Rich Card Carousel:** The Rich Card Carousel template supports carousels with a minimum of two rich cards, with each featuring suggested replies and actions. For a scenario where you want to share various options, products, or services with your audience, the Rich Card Carousel template allows you to present up to 10 cards in the carousel with each card having upto 4 suggestions.

Vi API platform provides APIs to developers to manage templates (submit, edit and delete) and retrieve the details of templates.

Authentication and Authorization

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The APIs are secured by the Vi Auth2 SSO service. To access RCS Template Management APIs, an access token with management scope needs to be provided.

Access token can be obtained from these APIs :

POST : https://auth.virbm.in/auth/oauth/token?grant_type=client_credentials

To get the token, the username (**client id)** and password **(client secret)** of the user's account in the Vi RBM platform should be sent in the Authorization header as Basic authentication. Please note that the client id and client secret of the account will be sent to the user via email once the account has been approved as an aggregator.

Multipart form-data

The "multipart/form-data" encoding type is used for forms that include binary data, such as an image or audio files. When a user submits a form with "multipart/form-data" encoding, the data is split into multiple parts and sent to the server in a way that preserves the binary data. The data is then reassembled by the server and processed accordingly.

Since media is heavily used while defining the rich card standalone and carousel templates, all API requests are required to have multipart form-data. The files need to be uploaded as part of the attribute 'multimedia_files' as described in later sections.

Server Root

Server Root: https://virbm.in

1. Submit a template for review

a. Text Message Template

Resource :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates

This API is used to submit a Text Message template for approval.

Request format:URL: POST - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates
Path Variables -

Field Name	Validation	Description	Remarks

botId*	–	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :–

Field Name	Validation	Description	Remarks
name*	Max length 20 and should contain only alphanumeric chars , underscore.	Template name	e.g."wtcfinaleng"
type*	Type is predefined	Template type [text_message]	
templateState	State is predefined	Template state "Create" or "Submit"	E.g. "templateState":"Cr eate" (**It will be compulsory after 2 months**)
textMessageConte nt*	Max length is 2500 (including variables if any)	Template Text message with custom variables. Variables should be in square brackets ([variable_name])	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"
suggestionType	Suggestion type is predefined. For text message max 11 Suggestions allowed	Suggestion type is either of Suggestion type	e.g.reply
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120	Suggestion postback	

	(including variables if any)		
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.onelink.me/

Request Sample (Without variables) - `multipart/form-data`

Key	Value

`rich_template_data`	`{`
	`  "name": "wtcfinaleng",`
	`  "type": "text_message",`
	`  "textMessageContent": "Time to go big or go`
	`   home because it's India VS Australia FINALS!",`
	`  "suggestions": [`
	`    {`
	`      "suggestionType": "reply",`
	`      "displayText": "Click to Win",`
	`      "postback": "click_to_win"`
	`    },`
	`    {`
	`      "suggestionType": "url_action",`
	`      "url": "https://brandx.onelink.me/",`
	`      "displayText": "Answer and Win",`
	`      "postback": "answer_and_win",`
	`       "application": "Webview-Full"`
	`    },`
	`    {`
	`      "suggestionType": "dialer_action",`
	`      "phoneNumber": "+919876543212",`
	`      "displayText": "Call Now",`
	`      "postback": "call_now"`
	`    }`
	`  ]`
	`}`

Request Sample (With variables) - `multipart/form-data`

//[Name] and [Offers] are the variables here . Custom Variable should contain only alphanumeric chars , underscore.

Key	Value

`rich_template_data`	```{```
	 ```"name": "wtcfinaleng",```
	 ```"type": "text_message",```
	 ```"textMessageContent": "Hi [Name], Time to```
	 ```go big or go home because it's India VS```
	 ```Australia FINALS!",```
	 ```"suggestions": [```
	 ```{```
	 ```"suggestionType": "reply",```
	 ```"displayText": "Click to Win```
	 ```[Offers]",```
	 ```"postback": "click_to_win"```
	 ```},```
	 ```{```
	 ```"suggestionType": "url_action",```
	 ```"url": "https://brandx.onelink.me/",```
	 ```"displayText": "Answer and Win```
	 ```[Offers]",```
	 ```"postback": "answer_and_win",```
	 ```"application": "Webview-Full"```
	 ```},```
	 ```{```
	 ```"suggestionType": "dialer_action",```
	 ```"phoneNumber": "+919876543212",```
	 ```"displayText": "Call Now [Offers]",```
	 ```"postback": "call_now"```
	 ```}```
	 ```]```
	 ```}```

Request Sample (With template state) - `multipart/form-data`

Key	Value

rich_template_data	<pre>{
	    "name": "wtcfinaleng",
	    "type": "text_message",
	    "templateState":"Create",
	    "textMessageContent": "Time to go big or go
	     home because it's India VS Australia FINALS!",
	     "suggestions": [
	      {
	        "suggestionType": "reply",
	        "displayText": "Click to Win",
	        "postback": "click_to_win"
	      },
	      {
	        "suggestionType": "url_action",
	        "url": "https://brandx.onelink.me/",
	        "displayText": "Answer and Win",
	        "postback": "answer_and_win",
	         "application": "Webview-Full"
	      },
	      {
	        "suggestionType": "dialer_action",
	        "phoneNumber": "+919876543212",
	        "displayText": "Call Now",
	        "postback": "call_now"
	      }
	    ]
	}</pre>

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	

code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g, Accepted , Bad request, Forbidden, Internal server error.
suggestionId	Suggestion id	E.g, BxEaKJyi_thur1Bc42oPcg

Response Samples -

Ex 1- 202 Accepted

```
{
  "name": "wtcfinaleng",
  "type": "text_message",
  "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
  "botId": "wr1M4c9gzJInvrF6Tlmd3w",
  "suggestions": [
    {
      "suggestionId": "sjjdqz_jacPvKJJMFUdug",
      "suggestionType": "reply",
      "displayText": "Click to Win",
      "postback": "click_to_win"
    },
    {
      "suggestionId": "artcFqz_jacPvKJJMiUdug",
      "suggestionType": "url_action",
      "url": "https://brandx.onelink.me/",
      "displayText": "Answer and Win",
      "postback": "answer_and_win",
      "application":   "WEBVIEW",
      "webviewViewMode":  "FULL"
    },
    {
      "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
      "suggestionType": "dialer_action",
```

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```
      "phoneNumber": "+919876543212",
      "displayText": "Call Now",
      "postback": "call_now"
     }
   ]
  }
}
```

Ex. 2 - 400 Bad Request
```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

b. Text Message with Pdf

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates
This API is used to submit a Text Message with a pdf template for approval.
A pdf file should be uploaded as a multipart file . Pdf file size should be less than 100MB.

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Request format: URL: POST - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates

Path Variables –

Field Name	Validation	Description	Remarks
botId*	–	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :–

Field Name	Validation	Description	Remarks
multimedia_files	A pdf file which has size less than 100MB	Pdf File	(Media file uploaded name and "documentName" must be same)
name*	Max length 20 and should contain only alphanumeric chars , underscore.	Template name	e.g."wtcfinaleng"
type*	Type is predefined	Template type [text_message_with _pdf]	
templateState	State is predefined	Template state "Create" or "Submit"	E.g. "templateState":"Cr eate" (**It will be compulsory after 2 months**)
textMessageConte nt*	Max length is 2500 (including variables if any)	Template Text message with custom variables. Variables should be in square brackets	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"

		([variable_name])	
documentFileName e		Document file uploaded name should be same as documentFileName	E.g test.pdf
messageOrder	It should be either text_message_at_top or pdf_at_top	Message order	E.g text_message_at_top Or pdf_at_top
suggestionType	Suggestion type is predefined. For text message max 11 Suggestions allowed	Suggestion type is either of Suggestion type	e.g.reply
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	.g +919876543212
url		Valid URL	https://brandx.one link.me/

Request Sample (Without variables) - `multipart/form-data`

Key	Value
rich_template_data	```{
"name": "wtcfinaleng",
"type": "text_message_with_pdf",
"textMessageContent": "Time to go big or go
home because it's India VS Australia FINALS!",
"documentFileName":"sample (4).pdf",
"templateState":"Create",```

```
                    "messageOrder":"text_message_at_top",
                    "suggestions": [
                      {
                        "suggestionType": "reply",
                        "displayText": "Click to Win",
                        "postback": "click_to_win"
                      },
                      {
                        "suggestionType": "url_action",
                        "url": "https://brandx.onelink.me/",
                        "displayText": "Answer and Win",
                        "postback": "answer_and_win",
                        "application": "Webview-Full"
                      },
                      {
                        "suggestionType": "dialer_action",
                        "phoneNumber": "+919876543212",
                        "displayText": "Call Now",
                        "postback": "call_now"
                      }
                    ]
                  }
```

Request Sample (With variables) - `multipart/form-data`
//[Name] and [Offers] are the variables here . Custom Variable should contain only alphanumeric chars , underscore.

Key	Value
rich_template_data	```{ "name": "wtcfinaleng", "type": "text_message_with_pdf", "textMessageContent": "Hi [Name], Time to go big or go home because it's India VS Australia FINALS!", "documentFileName":"sample (4).pdf", "templateState":"Create", "messageOrder":"text_message_at_top",```

```
                              "suggestions": [
                                {
                                  "suggestionType": "reply",
                                  "displayText": "Click to Win
                            [Offers]",
                                  "postback": "click_to_win"
                                },
                                {
                                  "suggestionType": "url_action",
                                  "url": "https://brandx.onelink.me/",
                                  "displayText": "Answer and Win
                            [Offers]",
                                  "postback": "answer_and_win",
                                   "application": "Webview-Full"
                                },
                                {
                                  "suggestionType": "dialer_action",
                                  "phoneNumber": "+919876543212",
                                  "displayText": "Call Now [Offers]",
                                  "postback": "call_now"
                                }
                              ]
                            }
```

Request Sample (With template state) - `multipart/form-data`

Key	Value

rich_template_data	`{`
	`  "name": "wtcfinaleng",`
	`  "type": "text_message_with_pdf",`
	`  "templateState":"Create",`
	`  "textMessageContent": "Time to go big or go`
	`   home because it's India VS Australia FINALS!",`
	`  "documentFileName":"sample (4).pdf",`
	`  "messageOrder":"text_message_at_top",`
	`  "suggestions": [`

```
                    {
                      "suggestionType": "reply",
                      "displayText": "Click to Win",
                      "postback": "click_to_win"
                    },
                    {
                      "suggestionType": "url_action",
                      "url": "https://brandx.onelink.me/",
                      "displayText": "Answer and Win",
                      "postback": "answer_and_win",
                      "application": "Webview-Full"
                    },
                    {
                      "suggestionType": "dialer_action",
                      "phoneNumber": "+919876543212",
                      "displayText": "Call Now",
                      "postback": "call_now"
                    }
                  ]
                }
```

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g, Accepted , Bad request,

		Forbidden, Internal server error.
suggestionId	Suggestion id	E.g, BxEaKJyi_thur1Bc42oPcg

Response Samples –

Ex 1- 202 Accepted

```
{
  "name": "wtcfinaleng",
  "type": "text_message_with_pdf",
  "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
  "documentUrl":"https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.pdf,
  "messageOrder":"text_message_at_top",

  "suggestions": [
   {
     "suggestionId": "sjjdqz_jacPvKJJMFUdug",
     "suggestionType": "reply",
     "displayText": "Click to Win",
     "postback": "click_to_win"
   },
   {
     "suggestionId": "artcFqz_jacPvKJJMiUdug",
     "suggestionType": "url_action",
     "url": "https://brandx.onelink.me/",
     "displayText": "Answer and Win",
     "postback": "answer_and_win",
     "application":   "WEBVIEW",
     "webviewViewMode":  "FULL"

   },
   {
     "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
     "suggestionType": "dialer_action",
     "phoneNumber": "+919876543212",
     "displayText": "Call Now",
     "postback": "call_now"
   }
  ]
```

```
       }
```

Ex. 2 – 400 Bad Request

```
{
   "error": {
      "code": 400,
      "message": "Please provide a valid bot id",
      "status": "Bad Request"
   }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

c. Rich Card Standalone

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates

This API is used to submit a Rich Card standalone Message template for approval. Multimedia can be provided either as a url or multipart file upload. Either of one must be provided, if both are provided multipart file upload is considered url will be ignored.

Request format: URL: POST - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates

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Path Variables –

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLTV9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :–

Field Name	Validation	Description	Remarks
multimedia_files	Media File Recommendations	List of multipart files(image/video)	(Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
name*	Max length 20 and should contain only alphanumeric chars , underscore.	Template name	e.g."wtcfinaleng"
type*	Type is predefined	Template type	rich_card
templateState	State is predefined	Template state "Create" or "Submit"	E.g. "templateState":"Create" (**It will be compulsory after 2 months**)
orientation*	-	Card Orientation (VERTICAL,HORIZONTAL)	Eg., VERTICAL
alignment* (Applicable only for HORIZONTAL orientation)	If the orientation is HORIZONTAL, the alignment should be specified.	In case of HORIZONTAL orientation alignment should be (LEFT,RIGHT)	Eg., LEFT

height* (Applicable only for VERTICAL orientation)	If the orientation is VERTICAL, the height should be specified	Card Height (SHORT_HEIGHT,MEDIUM_HEIGHT)	Eg., SHORT_HEIGHT
cardTitle*	Max length 200 (including variables if any)	Card Title	
cardDescription*	Max length 2000 (including variables if any)	Card Description	
mediaUrl	Valid url which can be publicly accessible .(including variables if any)	[Media Url](#)	E.g `https://brandx.onelink.me/temp.mp4`
thumbnailUrl	Valid url which can be publicly accessible .	[thumbnail Url](#)	E.g `https://brandx.onelink.me/temp.jpeg`
fileName	[Media File Recommendations](#)	Media File	
thumbnailFileName	[Media File Recommendations](#)	If the file type is video then need to give thumbnailFileName	
suggestionType	Suggestion type is predefined. A max of 4 Suggestions allowed	Suggestion type is either of [Suggestion type](#)	e.g.reply
displayText	Max length 25 (including variables if any)	Suggestion display text with variables	
Postback	Max Length 120 (including variables if any)	Suggestion postback with variables	

phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.onelink.me/

Request Sample (Without variables) - `multipart/form-data`

Key	Value
`multimedia_files`	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
`rich_template_data`	``` { "name": "wtcfinaleng", "type": "rich_card", "orientation": "VERTICAL", "height": "SHORT_HEIGHT", "standAlone": { "cardTitle": "Keep calm & BAT on!", "cardDescription": "Time to go big or go home because it's India VS Australia FINALS!", "fileName": "Confirm_Email_Button.mp4", "thumbnailFileName": "Confirm_Email_Button.png", "suggestions": [{ "suggestionType": "reply", "displayText": "Answer & Win", "postback": "answer_win_1" }] } } ```

Request Sample (With variables) - `multipart/form-data`
//[Name] and [Prizes] are the variables here. Custom Variable should contain only alphanumeric chars , underscore.

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Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)

`rich_template_data`	`{`
	`  "name": "wtcfinaleng",`
	`  "type": "rich_card",`
	`  "orientation": "VERTICAL",`
	`  "height": "SHORT_HEIGHT",`
	`  "standAlone": {`
	`    "cardTitle": "Keep calm & BAT on!",`
	`    "cardDescription": "Hi [Name], Time to go big or go home because it's India VS Australia FINALS!",`
	`    "fileName": "Confirm_Email_Button.png",`
	`    "suggestions": [`
	`      {`
	`        "suggestionType": "reply",`
	`        "displayText": "Answer & Win [Prizes]",`
	`        "postback": "answer_win_1"`
	`      }`
	`    ]`
	`  }`
	`}`

Request Sample (With upload multimedia from url) - `multipart/form-data`

Key	Value

`rich_template_data`	`{`
	`  "name": "wtcfinaleng",`
	`  "type": "rich_card",`
	`  "orientation": "VERTICAL",`
	`  "height": "SHORT_HEIGHT",`
	`  "standAlone": {`
	`    "cardTitle": "Keep calm & BAT on!",`
	`    "cardDescription": "Time to go big or go home because it's India VS Australia FINALS!",`
	`    "mediaUrl":`
	`"https://brandx.onelink.me/Confirm_Email_Button.mp4",`

```
                    "thumbnailUrl":
            "https://brandx.onelink.me/[Confirm]",
                    "suggestions": [
                        {
                            "suggestionType": "reply",
                            "displayText": "Answer & Win",
                            "postback": "answer_win_1"
                        }
                    ]
                }
            }
```

Request Sample (With template state) - `multipart/form-data`

Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
rich_template_data	See below

```
{
    "name": "wtcfinaleng",
    "type": "rich_card",
    "templateState":"Submit",
    "orientation": "VERTICAL",
    "height": "SHORT_HEIGHT",
    "standAlone": {
        "cardTitle": "Keep calm & BAT on!",
        "cardDescription": "Time to go big or go home
        because it's India VS Australia FINALS!",
        "fileName": "Confirm_Email_Button.mp4",
        "thumbnailFileName":
        "Confirm_Email_Button.png",
        "suggestions": [
            {
                "suggestionType": "reply",
                "displayText": "Answer & Win",
                "postback": "answer_win_1"
            }
        ]
```

	``
	        }
	    }
	``

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g,Accepted , Bad request , Forbidden, Internal server error
cardId	Card id	E.g, 83w0A3tvGXPzgm4vy0-ZSQ
suggestionId	Suggestion id	E.g, Wco6Fqz_jacPvKJJMFUdug
mediaUrl	Media file URL of the uploaded image/video data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded media. E.g, https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4
thumbnailUrl	Thumbnail file URL of the uploaded image data. This URL	Publicly accessible media URL of the uploaded media.

	will belong to the Vi RBM domain.	E.g, https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg

Response Sample -

Ex 1- 202 Accepted

```
{
  "name": "wtcfinaleng",
  "type": "rich_card",
  "botId": "wr1M4c9gzJInvrF6TImd3w",
  "orientation": "VERTICAL",
  "height": "SHORT_HEIGHT",
  "standAlone": {
    "cardId": "83w0A3tvGXPzgm4vy0-ZSQ",
    "cardTitle": "Keep calm & BAT on!",
    "cardDescription": "Hi [Name], Time to go big or go home because it's India VS Australia
       FINALS!",
    "mediaUrl": "https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4",
    "thumbnailUrl": "https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg",
    "suggestions": [
      {
        "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
        "suggestionType": "reply",
        "displayText": "Answer & Win [Prizes]",
        "postback": "answer_win_1"
      }
    ],
  }
}
```

Ex. 2 – 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
```

```
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

d. Rich Card Carousel

Resource endpoint :-{serverRoot}/directory/secure/api/v1/bots/{botId}/templates

This API is used to submit a Rich Card Carousel template for approval.
Multimedia can be provided either as a url or multipart file upload. Either of one must be provided, if both are provided multipart file upload is considered url will be ignored.

Request format: {serverRoot}/directory/secure/api/v1/bots/{botId}/templates

Path Variables -

Field Name	Validation	Description	Remarks
botId*	–	Registered botId	e.g.

			OsOsQ0GwNvUdLT V9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :–

Field Name	Validation	Description	Remarks
multimedia_files	Media File Recommendations	List of multipart files(image/video)	(Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
name*	Max length 20 and should contain only alphanumeric chars , underscore .	Template name	e.g."brandXcar1"
type*	Type is predefined	Template type	carousel
templateState	State is predefined	Template state "Create" or "Submit"	E.g. "templateState":"Create" (**It will be compulsory after 2 months**)
height*	-	Card Height (SHORT_HEIGHT, MEDIUM_HEIGHT)	Eg. SHORT
width*	-	Card width (SHORT_WIDTH, MEDIUM_WIDTH)	Eg., MEDIUM
cardTitle*	Max Length 200 (including variables if any)	Card Title	

cardDescription*	Max Length 2000 (including variables if any)	Card Description	
mediaUrl	Valid url which can be publicly accessible .(including variables if any)	Media Url	E.g `https://brandx.onelink.me/temp.mp4`
thumbnailUrl	Valid url which can be publicly accessible .	thumbnail Url	E.g `https://brandx.onelink.me/temp.jpeg`
fileName	Media File Recommendations	Media File	
thumbnailFileName e	Media File Recommendations	If the file type is video then need to give thumbnailFileName me	
suggestionType	Suggestion type is predefined. A max of 4 Suggestions allowed	Suggestion type is either of Suggestion type	e.g.reply
displayText	Max length 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g `https://brandx.onelink.me/`

Request Sample (Without variables) - `multipart/form-data`

Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)

`rich_template_data`	<pre>{
	    "name": "brandXcar1",
	    "type": "carousel",
	    "height": "SHORT_HEIGHT",
	    "width": "MEDIUM_WIDTH",
	    "carouselList": [
	      {
	        "cardTitle": "Ditch the ordinary!",
	        "cardDescription": "Fashion-forward
	  sunglasses to amp up your look",
	        "fileName": "Confirm_Email_Button.png",
	        "suggestions": [
	          {
	            "suggestionType": "url_action",
	            "url": "https://brandx.onelink.me/",
	            "displayText": "Buy Now",
	            "postback": "buy_now",
	            "application": "Webview-Full"
	          }
	        ]
	      },
	      {
	        "cardTitle": "Step into the limelight!",
	        "cardDescription": "Choose from new arrival
	  sunglasses.",
	        "fileName": "Confirm_Email_Button.mp4",
	        "thumbnailFileName":
	  "Confirm_Email_Button.png",
	        "suggestions": [
	          {
	            "suggestionType": "dialer_action",
	            "phoneNumber": "+919876543212",
	            "displayText": "Call now",
	            "postback": "call_now"</pre>

| | ```
            }
          ]
        }
      ]
    }
``` |

Request Sample (With variables) - `multipart/form-data`

//[Name] and [Discount] are the variables here. Custom Variable should contain only alphanumeric chars , underscore.

Key	Value
`multimedia_files`	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
| `rich_template_data` | ```json
{
    "name": "brandXcar1",
     "type": "carousel",
      "height": "SHORT_HEIGHT",
     "width": "MEDIUM_WIDTH",
     "carouselList": [
       {
         "cardTitle": "Ditch the ordinary!",
         "cardDescription": "Hi [Name]
       Fashion-forward sunglasses to amp up your
       look",
         "fileName": "Confirm_Email_Button.mp4",
         "thumbnailFileName":
       "Confirm_Email_Button.png",
         "suggestions": [
           {
             "suggestionType": "url_action",
             "url": "https://brandx.onelink.me/",
             "displayText": "Buy Now at [Discount]
       less",
             "postback": "buy_now",
             "application": "Webview-Full"
           }
         ]
``` |

```
                    },
                    {
                      "cardTitle": "Step into the limelight!",
                      "cardDescription": "Hi [Name], Choose from
                new arrival sunglasses.",
                      "fileName": "Confirm_Email_Button.png",
                      "suggestions": [
                        {
                          "suggestionType": "dialer_action",
                          "phoneNumber": "+919876543212",
                          "displayText": "Call now [Discount]
                Offers",
                          "postback": "call_now_offers"
                        }
                      ],
                    }
                  ]
                }
```

Request Sample (With upload multimedia from url) - `multipart/form-data`
//[Name],[Image] and [Discount] are the variables here

Key	Value
`multimedia_files`	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)

`rich_template_data`	<pre>{
	  "name": "brandXcar1",
	   "type": "carousel",
	    "height": "SHORT_HEIGHT",
	  "width": "MEDIUM_WIDTH",
	  "carouselList": [
	    {
	      "cardTitle": "Ditch the ordinary!",
	      "cardDescription": "Hi [Name]
	  Fashion-forward sunglasses to amp up your
	  look",
	      "mediaUrl":
	  "https://brandx.onelink.me/Confirm_Email_Butto
	  n.mp4",</pre>

```
          "thumbnailUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.png",
          "suggestions": [
            {
              "suggestionType": "url_action",
              "url": "https://brandx.onelink.me/",
              "displayText": "Buy Now at [Discount]
less",
              "postback": "buy_now",
              "application": "Webview-Full"
            }
          ]
        },
        {
          "cardTitle": "Step into the limelight!",
          "cardDescription": "Hi [Name], Choose from
new arrival sunglasses.",
          "mediaUrl":
"https://brandx.onelink.me/[Image]",
          "suggestions": [
            {
              "suggestionType": "dialer_action",
              "phoneNumber": "+919876543212",
              "displayText": "Call now [Discount]
Offers",
              "postback": "call_now_offers"
            }
          ],
        }
      ]
    }
```

Request Sample (With template state) - `multipart/form-data`

Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)

rich_template_data	
| | ```json
{
    "name": "brandXcar1",
    "type": "carousel",
    "templateState":"Submit",
     "height": "SHORT_HEIGHT",
    "width": "MEDIUM_WIDTH",
    "carouselList": [
      {
        "cardTitle": "Ditch the ordinary!",
        "cardDescription": "Fashion-forward
     sunglasses to amp up your look",
        "fileName": "Confirm_Email_Button.png",
        "suggestions": [
          {
            "suggestionType": "url_action",
            "url": "https://brandx.onelink.me/",
            "displayText": "Buy Now",
            "postback": "buy_now",
            "application": "Webview-Full"
          }
        ]
      },
      {
        "cardTitle": "Step into the limelight!",
        "cardDescription": "Choose from new arrival
     sunglasses.",
        "fileName": "Confirm_Email_Button.mp4",
        "thumbnailFileName":
     "Confirm_Email_Button.png",
        "suggestions": [
          {
            "suggestionType": "dialer_action",
            "phoneNumber": "+919876543212",
            "displayText": "Call now",
            "postback": "call_now"
          }
        ]
      }
    ]
}
``` |

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g,Accepted , Bad request , Forbidden, Internal server error
cardId	Card id	E.g, 83w0A3tvGXPzgm 4vy0-ZSQ
suggestionId	Suggestion id	E.g, Wco6Fqz_jacPvKJ JMFUdug
mediaUrl	Media file URL of the uploaded image/video data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded data. E.g, https://virbm.in/rc s_message/medi a/8QX8ZPKJAEM05 H29PZ0N.mp4
thumbnailUrl	Thumbnail file URL of the uploaded image data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded data. E.g,

		https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg

Response Sample -

Ex 1- 202 Accepted

```
{
  "name": "brandXcar1",
  "type": "carousel",
  "botId": "wr1M4c9gzJInvrF6TImd3w",
  "height": "SHORT_HEIGHT",
  "width": "MEDIUM_WIDTH",
  "carouselList": [
   {
     "cardId": "83w0A3tvGXPzgm4vy0-ZSQ",
     "cardTitle": "Ditch the ordinary!",
     "cardDescription": "Fashion-forward sunglasses to amp up your look",
     "mediaUrl": ""https://virbm.in/rcs_message/media/H6X8ZPKJAEM05H29PZ9N.jpeg",
     "suggestions": [
      {
       "suggestionId": "streFIwNFjODZMiaClAODg",
        "suggestionType": "url_action",
       "url": "https://brandx.onelink.me/",
       "displayText": "Buy Now",
       "postback": "buy_now",
       "application":  "WEBVIEW",
       "webviewViewMode":  "FULL"
      }
     ]
   },
   {
     "cardId": "frw0A3tvGXPzgm4vy0-ZSQ",
     "cardTitle": "Step into the limelight!",
     "cardDescription": "Choose from new arrival sunglasses.",
     "mediaUrl": ""https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4",
     "thumbnailUrl": ""https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg",
```

```
      "suggestions": [
       {
        "suggestionId": "zOigZIwNFjODZMiaCIAODg",
         "suggestionType": "dialer_action",
         "phoneNumber": "+919876543212",
         "displayText": "Call now",
         "postback": "call_now"
        }
       ]
      }
     ]
    }
```

Ex. 2 – 400 Bad Request
```
{
   "error": {
      "code": 400,
      "message": "Please provide a valid bot id",
      "status": "Bad Request"
   }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

e. Media Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates
This API is used to submit a media template for approval.
A media file can be uploaded as a multipart file or as media Url or Url with custom param .
Media file size should be less than 100MB. Media can be of following
types:`jpeg,jpg,png,gif,mp3,mp4,pdf,mpeg`

Request format: URL: POST - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates
Path Variables -

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :-

Field Name	Validation	Description	Remarks
multimedia_files	A media file which has size less than 100MB.This is not required in case where documentUrl is given in request.	Media File	(Media file uploaded name and "documentFileNam e" must be same)
name*	Max length 20 and should contain only alphanumeric chars , underscore.	Template name	e.g."wtcfinaleng"
type*	Type is predefined	Template type	

		[text_message_with _media]	
templateState	State is predefined	Template state "Create" or "Submit"	E.g. "templateState":"Create" (**It will be compulsory after 2 months**)
textMessageContent*	Max length is 2500 (including variables if any)	Template Text message with custom variables. Variables should be in square brackets ([variable_name])	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"
documentFileName e	This is required only in case where a multipartfile is uploaded. Not required in case where documentUrl is given in request.	Document file uploaded name should be same as documentFileName	E.g test.pdf , sampleVideo.mp4
documentUrl	If a multipart file is not uploaded then this will be used. Otherwise not required.	The regular public media url or url with custom param.	e.g. https://www.google.com/[custom_param] or https://rcsapi-rcsstaging.gupshup.io/rcsbotdirectory/rcs_message/media/E9I0646NIHGVAEYPFOWW.jpeg
docContentType	Required only when documentUrl has a custom param in it.	Can be any of the following types: image/video/audio/pdf	E.g image or video
messageOrder	It should be either text_message_at_ top or	Message order	E.g text_message_at_ top

	media_at_top		Or media_at_top
suggestionType	Suggestion type is predefined. For text message max 11 Suggestions allowed	Suggestion type is either of Suggestion type	e.g.reply
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	.g +919876543212
url		Valid URL	https://brandx.one link.me/

Request Sample (With multipart file upload) - `multipart/form-data`

Key	Value
`rich_template_data`	```{
"name": "wtcfinaleng",
"type": "text_message_with_media",
"textMessageContent": "Time to go big or go
home because it's India VS Australia FINALS!",
"documentFileName":"sample (4).pdf",
"templateState":"Create",
"messageOrder":"text_message_at_top",
"suggestions": [
{
"suggestionType": "reply",
"displayText": "Click to Win",
"postback": "click_to_win"
},
{
"suggestionType": "url_action",
``

<table>
<tr><td></td><td>

```
            "url": "https://brandx.onelink.me/",
            "displayText": "Answer and Win",
            "postback": "answer_and_win",
             "application": "Webview-Full"
          },
          {
            "suggestionType": "dialer_action",
            "phoneNumber": "+919876543212",
            "displayText": "Call Now",
            "postback": "call_now"
          }
        ]
      }
```
</td></tr>
</table>

Request Sample (With variables) - `multipart/form-data`

//[Name] and [Offers] are the variables here . Custom Variable should contain only alphanumeric chars , underscore.

Key	Value

rich_template_data	
	```{```
	``` "name": "wtcfinaleng",```
	``` "type": "text_message_with_media",```
	``` "textMessageContent": "Hi [Name], Time to```
	``` go big or go home because it's India VS```
	``` Australia FINALS!",```
	``` "documentFileName":"sample (4).pdf",```
	``` "templateState":"Create",```
	``` "messageOrder":"text_message_at_top",```
	``` "suggestions": [```
	``` {```
	``` "suggestionType": "reply",```
	``` "displayText": "Click to Win```
	``` [Offers]",```
	``` "postback": "click_to_win"```
	``` },```
	``` {```
	``` "suggestionType": "url_action",```

```
              "url": "https://brandx.onelink.me/",
              "displayText": "Answer and Win
          [Offers]",
              "postback": "answer_and_win",
              "application": "Webview-Full"
          },
          {
              "suggestionType": "dialer_action",
              "phoneNumber": "+919876543212",
              "displayText": "Call Now [Offers]",
              "postback": "call_now"
          }
      ]
  }
```

Request Sample (With regular documentUrl) - `multipart/form-data`

Key	Value
rich_template_data	```{ "name": "wtcfinaleng", "type": "text_message_with_media", "templateState":"Create", "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!", "documentUrl":"https://rcsapi-rcsstaging.gupshup.io/ rcsbotdirectory/rcs_message/media/E9I0646NIHGVAEYPFO WW.jpeg", "messageOrder":"text_message_at_top", "suggestions": [{ "suggestionType": "reply", "displayText": "Click to Win", "postback": "click_to_win" }, { "suggestionType": "url_action",```

```
                                    "url": "https://brandx.onelink.me/",
                                    "displayText": "Answer and Win",
                                    "postback": "answer_and_win",
                                    "application": "Webview-Full"
                              },
                              {
                                    "suggestionType": "dialer_action",
                                    "phoneNumber": "+919876543212",
                                    "displayText": "Call Now",
                                    "postback": "call_now"
                              }
                        ]
                  }
```

Request Sample (With documentUrl having custom params) -
multipart/form-data

Key	Value
rich_template_data	```{ "name": "wtcfinaleng", "type": "text_message_with_media", "templateState":"Create", "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!", "documentUrl":"https://www.google.com/rcs_message/media/[custom_param]", "docContentType":"image", "messageOrder":"text_message_at_top", "suggestions": [{ "suggestionType": "reply", "displayText": "Click to Win", "postback": "click_to_win" }, {```

```
                                        "suggestionType": "url_action",
                                        "url": "https://brandx.onelink.me/",
                                        "displayText": "Answer and Win",
                                        "postback": "answer_and_win",
                                        "application": "Webview-Full"
                                    },
                                    {
                                        "suggestionType": "dialer_action",
                                        "phoneNumber": "+919876543212",
                                        "displayText": "Call Now",
                                        "postback": "call_now"
                                    }
                                  ]
                                }
```

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g, Accepted , Bad request, Forbidden, Internal server error.
suggestionId	Suggestion id	E.g, BxEaKJyi_thur1Bc42oPcg

Response Samples -

Ex 1- 202 Accepted

{

```
        "name": "wtcfinaleng",
        "type": "text_message_with_media",
        "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
     "documentUrl":"https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.pdf,
        "messageOrder":"text_message_at_top",

        "suggestions": [
          {
            "suggestionId": "sjjdqz_jacPvKJJMFUdug",
            "suggestionType": "reply",
            "displayText": "Click to Win",
            "postback": "click_to_win"
          },
          {
            "suggestionId": "artcFqz_jacPvKJJMiUdug",
            "suggestionType": "url_action",
            "url": "https://brandx.onelink.me/",
            "displayText": "Answer and Win",
            "postback": "answer_and_win",
             "application" :   "WEBVIEW",
            "webviewViewMode" :  "FULL"

          },
          {
            "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
            "suggestionType": "dialer_action",
            "phoneNumber": "+919876543212",
            "displayText": "Call Now",
            "postback": "call_now"
          }
        ]
      }
```

Ex. 2 – 400 Bad Request

```
{
   "error": {
      "code": 400,
      "message": "Please provide a valid bot id",
      "status": "Bad Request"
```

```
    }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

2. Update a Template

a. Update Text Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.

New endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to update a Text Message template that has not yet been approved by Vi Admin.
The template name must be Base64 URL Encoded.
Template name, type and botId cannot be modified and remain same as provided while creation.
All other template details need to be passed in request same as add template , if any details not passed in update api will be deleted from the template .

Note - All preexisting template details will be deleted and fresh entries will be created for template details (except name, type and botId).

Request format: URL: PUT –{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :– POST –
   {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

Path Variables –

Field Name	Validation	Description	Remarks
botId*	–	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd
name*	Max length 20	Template name Base 64 URL Encoded	e.g."wtcfinaleng"

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :–

Field Name	Validation	Description	Remarks
textMessageConte nt*	Max length 2500 (including variables if any)	Template Text message with variables. Variables should be in square bracket ([variable_name])	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"
templateState	State is predefined.	Template state is either "Create" or "Submit".	E.g. "templateState":"Cre ate" (**It will be compulsory after 2 months**)
suggestionType	Suggestion type is predefined. For text message	Suggestion type is either of Suggestion type	e.g.reply

	max 11 Suggestions allowed		
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.onelink.me/

Request Sample (Without variables) - `multipart/form-data`

Key	Value

rich_template_data	{
	  "textMessageContent": "Time to go big or go
	   home because it's India VS Australia FINALS!",
	  "suggestions": [
	    {
	      "suggestionType": "reply",
	      "displayText": "Click to Win",
	      "postback": "click_to_win"
	    },
	    {
	      "suggestionType": "url_action",
	      "url": "https://brandx.onelink.me/",
	      "displayText": "Answer and Win",
	      "postback": "answer_and_win",
	       "application": "Webview-Full"
	    },
	    {
	      "suggestionType": "dialer_action",

| | ```
        "phoneNumber": "+919876543212",
        "displayText": "Call Now",
        "postback": "call_now"
      }
    ]
  }
``` |

Request Sample (With template state) - `multipart/form-data`

Key	Value
| rich_template_data | ```
{
  "templateState":"Submit",
  "textMessageContent": "Time to go big or go
   home because it's India VS Australia FINALS!",
  "suggestions": [
    {
      "suggestionType": "reply",
      "displayText": "Click to Win",
      "postback": "click_to_win"
    },
    {
      "suggestionType": "url_action",
      "url": "https://brandx.onelink.me/",
      "displayText": "Answer and Win",
      "postback": "answer_and_win",
      "application": "Webview-Full"
    },
    {
      "suggestionType": "dialer_action",
      "phoneNumber": "+919876543212",
      "displayText": "Call Now",
      "postback": "call_now"
    }
  ]
}
``` |

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g, Accepted , Bad request, Forbidden, Internal server error.
suggestionId	Suggestion id	E.g, BxEaKJyi_thur1Bc42oPcg

Response Samples -

Ex 1- 202 Accepted

```
{
 "name": "wtcfinaleng",
 "type": "text_message",
 "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
 "botId": "wr1M4c9gzJInvrF6TImd3w",
 "suggestions": [
  {
    "suggestionId": "sjjdqz_jacPvKJJMFUdug",
    "suggestionType": "reply",
    "displayText": "Click to Win",
    "postback": "click_to_win"
  },
  {
    "suggestionId": "artcFqz_jacPvKJJMiUdug",
    "suggestionType": "url_action",
    "url": "https://brandx.onelink.me/",
    "displayText": "Answer and Win",
```

```
      "postback": "answer_and_win",
      "application":    "WEBVIEW",
      "webviewViewMode":   "FULL"
    },
    {
      "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
      "suggestionType": "dialer_action",
      "phoneNumber": "+919876543212",
      "displayText": "Call Now",
      "postback": "call_now"
    }
  ]
}
```

Ex. 2 - 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

b. Update Text With Pdf Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to update a Text Message with pdf template that has not yet been
approved by Vi Admin.
The template name must be Base64 URL Encoded.
Template name, type and botId cannot be modified and remain same as provided while
creation.
All other template details need to be passed in request the same as add template , if any
details are not passed in update api, the same will be deleted from the template .

Note - All preexisting template details will be deleted and fresh entries will be created for
template details (except name, type and botId).

Request format: URL: PUT -{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

Path Variables -

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd
name*	Max length 20	Template name Base 64 URL Encoded	e.g."wtcfinaleng"

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :-

Field Name	Validation	Description	Remarks
multimedia_files	A pdf file which has size less than 100MB	Pdf File	(Media file uploaded name and "documentName" must be same)
textMessageContent*	Max length 2500 (including variables if any)	Template Text message with variables. Variables should be in square bracket ([variable_name])	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"
documentFileName		Document file uploaded name should be same as documentFileName	E.g test.pdf
messageOrder	It should be either text_message_at_top or pdf_at_top	Message order	E.g text_message_at_top Or pdf_at_top
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.one1

			ink.me/

Request Sample (Without variables) - multipart/form-data

Key	Value
| rich_template_data | ```json
{
  "textMessageContent": "Time to go big or go
   home because it's India VS Australia FINALS!",
  "suggestions": [
    {
      "suggestionType": "reply",
      "displayText": "Click to Win",
      "postback": "click_to_win"
    },
    {
      "suggestionType": "url_action",
      "url": "https://brandx.onelink.me/",
      "displayText": "Answer and Win",
      "postback": "answer_and_win",
      "application": "Webview-Full"
    },
    {
      "suggestionType": "dialer_action",
      "phoneNumber": "+919876543212",
      "displayText": "Call Now",
      "postback": "call_now"
    }
  ]
}
``` |

Request Sample (With template state) - multipart/form-data

Key	Value
| rich_template_data | ```json
{
  "templateState":"Submit",
``` |

```
                                      "textMessageContent": "Time to go big or go
                                       home because it's India VS Australia FINALS!",
                                      "suggestions": [
                                        {
                                          "suggestionType": "reply",
                                          "displayText": "Click to Win",
                                          "postback": "click_to_win"
                                        },
                                        {
                                          "suggestionType": "url_action",
                                          "url": "https://brandx.onelink.me/",
                                          "displayText": "Answer and Win",
                                          "postback": "answer_and_win",
                                          "application": "Webview-Full"
                                        },
                                        {
                                          "suggestionType": "dialer_action",
                                          "phoneNumber": "+919876543212",
                                          "displayText": "Call Now",
                                          "postback": "call_now"
                                        }
                                      ]
                                    }
```

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present

status	HTTP status	E.g, Accepted , Bad request, Forbidden, Internal server error.
suggestionId	Suggestion id	E.g, BxEaKJyi_thur1Bc42oPcg

Response Samples -

Ex 1- 202 Accepted

```
{
  "name": "wtcfinaleng",
  "type": "text_message",
  "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
  "documentUrl":"https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.pdf,
  "messageOrder":"text_message_at_top",

  "suggestions": [
   {
     "suggestionId": "sjjdqz_jacPvKJJMFUdug",
     "suggestionType": "reply",
     "displayText": "Click to Win",
     "postback": "click_to_win"
   },
   {
     "suggestionId": "artcFqz_jacPvKJJMiUdug",
     "suggestionType": "url_action",
     "url": "https://brandx.onelink.me/",
     "displayText": "Answer and Win",
     "postback": "answer_and_win",
     "application":   "WEBVIEW",
     "webviewViewMode":  "FULL"
   },
   {
     "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
     "suggestionType": "dialer_action",
     "phoneNumber": "+919876543212",
     "displayText": "Call Now",
     "postback": "call_now"
   }
```

```
    ]
  }
```

Ex. 2 – 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

c. Update Rich Card Standalone Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to update a Rich Card Standalone template that has not yet been
approved by Vi Admin.
The template name must be Base64 URL Encoded.

Template name, type and botId cannot be modified and remain same as provided while creation.

All other template details need to be passed in request same as add template , if any details not passed in update api will be deleted from the template .

Multimedia can be provided either as a url or multipart file upload. Either of one must be provided, if both are provided multipart file upload is considered url will be ignored.

Note - All preexisting template details will be deleted and fresh entries will be created for template details (except name, type and botId).

Request format: URL: PUT - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

The above will be **deprecated** in 2 months.

New endpoint :- POST -

{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

Path Variables -

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd
name*	Max length 20	Template name Base 64 URL Encoded	e.g."wtcfinaleng"

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :-

Field Name	Validation	Description	Remarks
multimedia_files	Media File Recommendations	List of multipart files(image/video)	Media file uploaded name and "fileName"/ "thumbnailFileName " must be same
templateState	State is	Template state is	E.g.

	predefined	either "Create" or "Submit".	"templateState":"Create" (**It will be compulsory after 2 months**)
orientation*	–	Card Orientation (VERTICAL,HORIZONTAL)	Eg., VERTICAL
alignment* (Applicable only for HORIZONTAL orientation)	If the orientation is HORIZONTAL, the alignment should be specified.	In case of HORIZONTAL orientation alignment should be (LEFT,RIGHT)	Eg., LEFT
height* (Applicable only for VERTICAL orientation)	If the orientation is VERTICAL, the height should be specified	Card Height (SHORT_HEIGHT,MEDIUM_HEIGHT)	Eg., SHORT_HEIGHT
cardTitle*	Max length 200 (including variables if any)	Card Title	
cardDescription*	Max length 2000 (including variables if any)	Card Description	
mediaUrl	Valid url which can be publicly accessible .(including variables if any)	Media Url	E.g `https://brandx.onelink.me/temp.mp4`
thumbnailUrl	Valid url which can be publicly accessible .	thumbnail Url	E.g `https://brandx.onelink.me/temp.jpeg`
fileName	Media File Recommendations	Media File	
thumbnailFileName	Media File Recommendations	If the file type is video then need to give	

		thumbnailFileName	
suggestionType	Suggestion type is predefined. A max of 4 Suggestions allowed	Suggestion type is either of Suggestion type	e.g.reply
displayText	Max length 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.onelink.me/

Request Sample (Without variables) - `multipart/form-data`

Key	Value
`multimedia_files`	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
`rich_template_data`	``` { "orientation": "VERTICAL", "height": "SHORT_HEIGHT", "standAlone": { "cardTitle": "Keep calm & BAT on!", "cardDescription": "Time to go big or go home because it's India VS Australia FINALS!", "fileName": "Confirm_Email_Button.mp4", "thumbnailFileName":"VAyR (1).gif", "suggestions": [{ ```

```
              "suggestionType": "reply",
              "displayText": "Answer & Win",
              "postback": "answer_win_1"
          }
        ]
      }
    }
```

Request Sample (With upload multimedia from url) - `multipart/form-data`

Key	Value
rich_template_data	```{
"orientation": "VERTICAL",
"height": "SHORT_HEIGHT",
"standAlone": {
"cardTitle": "Keep calm & BAT on!",
"cardDescription": "Time to go big or go home
because it's India VS Australia FINALS!",
"mediaUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.mp4",
"thumbnailUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.png",
"suggestions": [
{
"suggestionType": "reply",
"displayText": "Answer & Win",
"postback": "answer_win_1"
}
]
}
}```

Request Sample (With template state) - `multipart/form-data`

Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
| rich_template_data | ```
{
    "orientation": "VERTICAL",
    "height": "SHORT_HEIGHT",
    "templateState":"Submit",
    "standAlone": {
      "cardTitle": "Keep calm & BAT on!",
      "cardDescription": "Time to go big or go home
       because it's India VS Australia FINALS!",
      "fileName": "Confirm_Email_Button.mp4",
    "thumbnailFileName":"VAyR (1).gif",
      "suggestions": [
        {
           "suggestionType": "reply",
           "displayText": "Answer & Win",
           "postback": "answer_win_1"
        }
      ]
    }
}
``` |

Response Parameters (Along with the below, the request parameters will also be sent back) –

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present

status	HTTP status	E.g,Accepted , Bad request , Forbidden, Internal server error
cardId	Card id	E.g, 83w0A3tvGXPzgm4vy0-ZSQ
suggestionId	Suggestion id	E.g, Wco6Fqz_jacPvKJJMFUdug
mediaUrl	Media file URL of the uploaded image/video data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded media. E.g, https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4
thumbnailUrl	Thumbnail file URL of the uploaded image data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded media. E.g, https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg

Response Sample -

Ex 1- 202 Accepted

```
{
  "name": "wtcfinaleng",
  "type": "rich_card",
  "botId": "wr1M4c9gzJInvrF6TImd3w",
  "orientation": "VERTICAL",
  "height": "SHORT_HEIGHT",
  "standAlone": {
  "cardId": "83w0A3tvGXPzgm4vy0-ZSQ",
   "cardTitle": "Keep calm & BAT on!",
   "cardDescription": "Hi [Name], Time to go big or go home because it's India VS Australia
     FINALS!",
   "mediaUrl": "https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4",
```

```
      "thumbnailUrl": "https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg",
    "suggestions": [
      {
        "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
        "suggestionType": "reply",
        "displayText": "Answer & Win [Prizes]",
        "postback": "answer_win_1"
      }
    ],
    }
  }
```

Ex. 2 – 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

d. Update Rich Card Carousel Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
   {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to update a Rich Card Carousel template that has not yet been approved
   by Vi Admin.
The template name must be Base64 URL Encoded.
Template name, type and botId cannot be modified and remain same as provided while
   creation.
All other template details need to be passed in request same as add template , if any
   details not passed in update api will be deleted from the template .
Multimedia can be provided either as a url or multipart file upload. Either of one must be
provided, if both are provided multipart file upload is considered url will be ignored.

Note - All preexisting template details will be deleted and fresh entries will be created for
   template details (except name, type and botId).

Request format: URL: PUT - {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
   {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
Path Variables -

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd
name*	Max length 20	Template name Base 64 URL Encoded	e.g."wtcfinaleng"

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :-

Field Name	Validation	Description	Remarks
multimedia_files	Media File Recommendations	List of multipart files(image/video)	Media file uploaded name and "fileName"/ "thumbnailFileName" must be same
templateState	State is predefined	Template state is either "Create" or "Submit".	E.g. "templateState":"Create" (**It will be compulsory after 2 months**)
cardTitle*	Max Length 200 (including variables if any)	Card Title	
cardDescription*	Max Length 2000 (including variables if any)	Card Description	
mediaUrl	Valid url which can be publicly accessible .(including variables if any)	Media Url	E.g https://brandx.onelink.me/temp.mp4
thumbnailUrl	Valid url which can be publicly accessible .	thumbnail Url	E.g https://brandx.onelink.me/temp.jpeg
fileName	Media File Recommendations	Media File	
thumbnailFileName e	Media File Recommendations	If the file type is video then need to give thumbnailFileName e	

suggestionType	Suggestion type is predefined. A max of 4 Suggestions allowed	Suggestion type is either of [Suggestion type](#)	e.g.reply
displayText	Max length 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g `https://brandx.onelink.me/`

Request Sample (Without variables) - `multipart/form-data`

Key	Value
`multimedia_files`	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)

`rich_template_data`	`{`
	`"height": "SHORT_HEIGHT",`
	`"width": "MEDIUM_WIDTH",`
	`  "carouselList": [`
	`    {`
	`      "cardTitle": "Ditch the ordinary!",`
	`      "cardDescription": "Fashion-forward sunglasses to amp up your look",`
	`      "fileName": "Button.mp4",`
	`      "thumbnailFileName": "Button.jpg",`
	`      "suggestions": [`

```
                {
                    "suggestionType": "url_action",
                    "url": "https://brandx.onelink.me/",
                    "displayText": "Buy Now",
                    "postback": "buy_now",
                    "application": "Webview-Full"
                }
            ]
        },
        {

            "cardTitle": "Step into the limelight!",
            "cardDescription": "Choose from new arrival
        sunglasses.",
            "fileName": "Confirm_Email_Button.mp4",
            "thumbnailFileName":
        "Confirm_Email_Button.jpg",
            "suggestions": [
                {
                    "suggestionType": "dialer_action",
                    "phoneNumber": "+919876543212",
                    "displayText": "Call now",
                    "postback": "call_now"
                }
            ]
        }
    ]
}
```

Request Sample (With upload multimedia from url) - `multipart/form-data`

Key	Value
`rich_template_data`	```{ "height": "SHORT_HEIGHT", "width": "MEDIUM_WIDTH", "carouselList": [{ "cardTitle": "Ditch the ordinary!",```

```
        "cardDescription": "Fashion-forward
sunglasses to amp up your look",
        "mediaUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.mp4",
 "thumbnailUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.png",
        "suggestions": [
          {
            "suggestionType": "url_action",
            "url": "https://brandx.onelink.me/",
            "displayText": "Buy Now",
            "postback": "buy_now",
            "application": "Webview-Full"
          }
        ]
      },
      {

        "cardTitle": "Step into the limelight!",
        "cardDescription": "Choose from new arrival
sunglasses.",
  "mediaUrl":
"https://brandx.onelink.me/[Image]",
 "thumbnailUrl":
"https://brandx.onelink.me/Confirm_Email_Butto
n.png",
        "suggestions": [
          {
            "suggestionType": "dialer_action",
            "phoneNumber": "+919876543212",
            "displayText": "Call now",
            "postback": "call_now"
          }
        ]
      }
    ]
  }
```

Request Sample (With template state) - `multipart/form-data`

Key	Value
multimedia_files	`Multimedia files` (Media file uploaded name and "fileName"/ "thumbnailFileName" must be same)
rich_template_data	```{ "height": "SHORT_HEIGHT", "width": "MEDIUM_WIDTH", "templateState":"Submit", "carouselList": [{ "cardTitle": "Ditch the ordinary!", "cardDescription": "Fashion-forward sunglasses to amp up your look", "fileName": "Button.mp4", "thumbnailFileName": "Button.jpg", "suggestions": [{ "suggestionType": "url_action", "url": "https://brandx.onelink.me/", "displayText": "Buy Now", "postback": "buy_now", "application": "Webview-Full" }] }, { "cardTitle": "Step into the limelight!", "cardDescription": "Choose from new arrival sunglasses.", "fileName": "Confirm_Email_Button.mp4", "thumbnailFileName": "Confirm_Email_Button.jpg", "suggestions": [{ "suggestionType": "dialer_action", "phoneNumber": "+919876543212",```

<table>
<tr><td></td><td>

```
                    "displayText": "Call now",
                    "postback": "call_now"
                }
            ]
        }
    ]
}
```

</td></tr>
</table>

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g,Accepted , Bad request , Forbidden, Internal server error
cardId	Card id	E.g, 83w0A3tvGXPzgm 4vy0-ZSQ
suggestionId	Suggestion id	E.g, Wco6Fqz_jacPvKJ JMFUdug
mediaUrl	Media file URL of the uploaded image/video data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded data. E.g, https://virbm.in/rc

		s_message/medi a/8QX8ZPKJAEM05 H29PZ0N.mp4
thumbnailUrl	Thumbnail file URL of the uploaded image data. This URL will belong to the Vi RBM domain.	Publicly accessible media URL of the uploaded data. E.g, https://virbm.in/rc s_message/medi a/GUTUAA8XS4XH0 GTUUY14.jpeg

Response Sample -

Ex 1- 202 Accepted

```
{
 "name": "brandXcar1",
 "type": "carousel",
 "botId": "wr1M4c9gzJlnvrF6TImd3w",
  "height": "SHORT_HEIGHT",
 "width": "MEDIUM_WIDTH",
 "carouselList": [
  {
   "cardId": "83w0A3tvGXPzgm4vy0-ZSQ",
   "cardTitle": "Ditch the ordinary!",
   "cardDescription": "Fashion-forward sunglasses to amp up your look",
   "mediaUrl": ""https://virbm.in/rcs_message/media/H6X8ZPKJAEM05H29PZ9N.jpeg",
   "suggestions": [
    {
     "suggestionId": "streFIwNFjODZMiaCIAODg",
      "suggestionType": "url_action",
     "url": "https://brandx.onelink.me/",
     "displayText": "Buy Now",
     "postback": "buy_now",
     "application":  "WEBVIEW",
     "webviewViewMode":  "FULL"
    }
   ]
```

```
      },
      {
        "cardId": "frw0A3tvGXPzgm4vy0-ZSQ",
        "cardTitle": "Step into the limelight!",
        "cardDescription": "Choose from new arrival sunglasses.",
        "mediaUrl": ""https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.mp4",
        "thumbnailUrl": ""https://virbm.in/rcs_message/media/GUTUAA8XS4XH0GTUUY14.jpeg",
        "suggestions": [
         {
          "suggestionId": "zOigZIwNFjODZMiaCIAODg",
          "suggestionType": "dialer_action",
          "phoneNumber": "+919876543212",
          "displayText": "Call now",
          "postback": "call_now"
         }
        ]
      }
     ]
   }
```

Ex. 2 – 400 Bad Request

```
{
   "error": {
     "code": 400,
     "message": "Please provide a valid bot id",
     "status": "Bad Request"
   }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden

500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

e. Update Media Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
    {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to update a media template that has not yet been approved by Vi Admin.
The template name must be Base64 URL Encoded.
Template name, type and botId cannot be modified and remain same as provided while
    creation.
All other template details need to be passed in request the same as add template , if any
    details are not passed in update api, the same will be deleted from the template .

Note - All preexisting template details will be deleted and fresh entries will be created for
    template details (except name, type and botId).

Request format: URL: PUT -{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
    {serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

Path Variables -

Field Name	Validation	Description	Remarks

botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLT V9Bd
name*	Max length 20	Template name Base 64 URL Encoded	e.g."wtcfinaleng"

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Request Parameters :-

Field Name	Validation	Description	Remarks
multimedia_files	A pdf file which has size less than 100MB.This is not required if documentUrl is given in request.	Pdf File	(Media file uploaded name and "documentName" must be same)
textMessageConte nt*	Max length 2500 (including variables if any)	Template Text message with variables. Variables should be in square bracket ([variable_name])	e.g."[Name], Time to go big or go home because it's India VS Australia FINALS!"
documentFileNam e	This is required only in case where a multipartfile is uploaded. Not required in case where documentUrl is given in request.	Document file uploaded name should be same as documentFileNa me	E.g test.pdf, sampleVideo.mp4
documentUrl	If a multipart file is not uploaded then this will be used.Otherwise	The regular public media url or url with custom param.	e.g. https://www.google. com/[custom_para m] or

	not required.		https://rcsapi-rcsstaging.gupshup.io/rcsbotdirectory/rcs_message/media/E9I0646NIHGVAEYPFOWW.jpeg
docContentType	Required only when documentUrl has a custom param in it.	Can be any of the following types: image/video/audio/pdf	E.g image or video
messageOrder	It should be either text_message_at_top or media_at_top	Message order	E.g text_message_at_top Or media_at_top
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	
phoneNumber		Valid phone number	E.g +919876543212
url		Valid URL	E.g https://brandx.onelink.me/

Request Sample (With multipart file upload) - `multipart/form-data`

Key	Value
rich_template_data	{ "templateState":"Create", "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",

```
        "documentFileName":"sampleVideo.mp4",
        "messageOrder":"text_message_at_top",
        "suggestions": [
          {
            "suggestionType": "reply",
            "displayText": "Click to Win",
            "postback": "click_to_win"
          },
          {
            "suggestionType": "url_action",
            "url": "https://brandx.onelink.me/",
            "displayText": "Answer and Win",
            "postback": "answer_and_win",
            "application": "Webview-Full"
          },
          {
            "suggestionType": "dialer_action",
            "phoneNumber": "+919876543212",
            "displayText": "Call Now",
            "postback": "call_now"
          }
        ]
      }
```

Request Sample (With regular documentUrl) - `multipart/form-data`

Key	Value

rich_template_data	{
	  "templateState":"Create",
	  "textMessageContent": "Time to go big or go
	    home because it's India VS Australia FINALS!",
	
	"documentUrl":"https://rcsapi-rcsstaging.gupshup.io/
	rcsbotdirectory/rcs_message/media/E9I0646NIHGVAEYPFO
	WW.jpeg",
	  "messageOrder":"text_message_at_top",

```
            "suggestions": [
              {
                "suggestionType": "reply",
                "displayText": "Click to Win",
                "postback": "click_to_win"
              },
              {
                "suggestionType": "url_action",
                "url": "https://brandx.onelink.me/",
                "displayText": "Answer and Win",
                "postback": "answer_and_win",
                "application": "Webview-Full"
              },
              {
                "suggestionType": "dialer_action",
                "phoneNumber": "+919876543212",
                "displayText": "Call Now",
                "postback": "call_now"
              }
            ]
          }
```

Request Sample (With documentUrl having custom params) -
`multipart/form-data`

Key	Value

rich_template_data	`{`
	`    "templateState":"Create",`
	`    "textMessageContent": "Time to go big or go`
	`      home because it's India VS Australia FINALS!",`
	
	`"documentUrl":"https://www.google.com/rcs_message/media/[custom_param]",`
	`    "docContentType":"image",`
	`    "messageOrder":"text_message_at_top",`
	`    "suggestions": [`

```
                                    {
                                      "suggestionType": "reply",
                                      "displayText": "Click to Win",
                                      "postback": "click_to_win"
                                    },
                                    {
                                      "suggestionType": "url_action",
                                      "url": "https://brandx.onelink.me/",
                                      "displayText": "Answer and Win",
                                      "postback": "answer_and_win",
                                       "application": "Webview-Full"
                                    },
                                    {
                                      "suggestionType": "dialer_action",
                                      "phoneNumber": "+919876543212",
                                      "displayText": "Call Now",
                                      "postback": "call_now"
                                    }
                                  ]
                                }
```

Response Parameters (Along with the below, the request parameters will also be sent back) -

Field Name	Description	Remarks
error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g, Accepted , Bad request, Forbidden, Internal server error.

Response Samples -

Ex 1- 202 Accepted

```
{
 "name": "wtcfinaleng",
 "type": "text_message",
 "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
 "documentUrl":"https://virbm.in/rcs_message/media/8QX8ZPKJAEM05H29PZ0N.pdf,
 "messageOrder":"text_message_at_top",

 "suggestions": [
  {
    "suggestionId": "sjjdqz_jacPvKJJMFUdug",
    "suggestionType": "reply",
    "displayText": "Click to Win",
    "postback": "click_to_win"
  },
  {
    "suggestionId": "artcFqz_jacPvKJJMiUdug",
    "suggestionType": "url_action",
    "url": "https://brandx.onelink.me/",
    "displayText": "Answer and Win",
    "postback": "answer_and_win",
    "application" :  "WEBVIEW",
    "webviewViewMode":  "FULL"

  },
  {
    "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
    "suggestionType": "dialer_action",
    "phoneNumber": "+919876543212",
    "displayText": "Call Now",
    "postback": "call_now"
  }
 ]
}
```

Ex. 2 – 400 Bad Request

```
{
    "error": {
        "code": 400,
        "message": "Please provide a valid bot id",
        "status": "Bad Request"
    }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
202	Accepted
405	Method Not Allowed
401	Unauthorized
429	Too Many Requests

3. Delete Template

Resource endpoint :- {serverRoot}/directory/secure/api/v1/bots/{botId}/deleteTemplate/{name}
The above will be **deprecated** in 2 months.
New endpoint :- POST -
    {serverRoot}/directory/secure/api/v1/bots/{botId}/deleteTemplate/{name}

This API is used to delete a template (approved or non-approved).

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The name is the name of the template passed during submission.

The template name must be Base64 URL Encoded.

Request format: URL: DELETE -

{serverRoot}/directory/secure/api/v1/bots/{botId}/deleteTemplate/{name}

Path Variables :

Field Name	Validation	Description	Remarks
name*	Max length 20	Base64 URL Encoded Template name	e.g."wtcfinaleng"
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLTV 9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Response Parameters -

error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message / Success message	Eg., Please provide a valid bot id , Template {name} deleted successfully!
status	HTTP status	E.g,Ok , Bad request , Forbidden, Internal server error

Sample Response -

Ex. 1 - 200 OK

{

 "message": "Template {name} deleted successfully! "

}

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Ex. 2 – 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

4. Get Template Details

Resource endpoint :- serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}

This API is used to get the details of a specified template.
The botId and the name are the same attributes that are passed during the template submission process.
The template name must be Base64 URL Encoded.

Request format: URL: GET-{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}
Path Variables :

Field Name	Validation	Description	Remarks
name*	Max length 20	Base64 URL Encoded Template name	e.g."wtcfinaleng"
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLTV 9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Response Parameters -

error	Error response object that includes code, message and status below	
code	HTTP status code	

message	Error message	Eg., Template with name wtyggff45g is already present
status	HTTP status	E.g , Ok, Bad request ,Forbidden, Internal server error.
cardId	For rich_card and carousel types CardId will be present	E.g , sjjdqz_jacPvKJJMFUdug
suggestionId	Suggestion id	E.g , sjjdqz_jacPvKJJMFUdug
mediaUrl	Media file uploaded URL	
thumbnailUrl	Thumbnail file uploaded URL	

Response Sample -

Ex 1- 200 OK

```
{
  "name": "wtcfinaleng",
  "type": "text_message",
  "textMessageContent": "Time to go big or go home because it's India VS Australia FINALS!",
  "botId": "wr1M4c9gzJInvrF6TImd3w",
 "status": "pending",
"lastUpdate": "Jun 30, 2023",
  "suggestions": [
   {
    "suggestionId": "sjjdqz_jacPvKJJMFUdug",
    "suggestionType": "reply",
    "displayText": "Click to Win",
    "postback": "click_to_win"
   },
   {
    "suggestionId": "artcFqz_jacPvKJJMiUdug",
    "suggestionType": "url_action",
    "url": "https://brandx.onelink.me/",
```

```
    "displayText": "Answer and Win",
    "postback": "answer_and_win",
    "application":   "WEBVIEW",
    "webviewViewMode":  "FULL"


  },
  {
    "suggestionId": "Wco6Fqz_jacPvKJJMFUdug",
    "suggestionType": "dialer_action",
    "phoneNumber": "+919876543212",
    "displayText": "Call Now",
    "postback": "call_now"
  }
 ]
}
```

Ex. 2 – 400 Bad Request

```
{
  "error": {
    "code": 400,
    "message": "Please provide a valid bot id",
    "status": "Bad Request"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
200	OK
405	Method Not Allowed

401	Unauthorized
429	Too Many Requests

5. Fetch Template List for Bot

Resource endpoint :-

{serverRoot}/directory/secure/api/v1/bots/{botId}/templates?status=approved

This API is used to fetch the templates for a specified bot.

You can pass the status parameter to retrieve only those templates with the specified status.

By default it will return all templates for that bot .

Request format: URL: GET-

{serverRoot}/directory/secure/api/v1/bots/{botId}/templates?status=approved

Path variables :-

Field Name	Validation	Description	Remarks
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLTV 9Bd
status	Optional	Only templates of this status will be retrieved. By default, all templates will be retrieved.	Eg, approved

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Response Parameters -

error	Error response object that includes code, message and status below	
code	HTTP status code	

message	Error message	Eg., Please provide a valid bot id
status	HTTP status	E.g,Ok , Bad request , Forbidden, Internal server error
name	Template name	E.g Rich card 1
lastUpdate	Last update date	E.g Jun 29, 2023
status	Template status	E.g pending , approved , rejected
templateType	Template type	rich_card, carousel, text_message

Sample Response -
  Ex 1 – 200 Ok

```
{
 "templateList": [
  {
   "name": "Rich card 1",
   "lastUpdate": "Jun 30, 2023",
   "status": "pending",
   "templateType": "rich_card"
  },
  {
   "name": "Text template 1",
   "lastUpdate": "Jun 29, 2023",
   "status": "approved",
   "templateType": "text_message"
```

```
    },
    {
        "name": "Rich card carousel",
        "lastUpdate": "Jun 28, 2023",
        "status": "rejected",
        "templateType": "carousel"
    }
    ]
  }
```

Ex. 2 - 400 Bad Request

```
{
   "error": {
      "code": 400,
      "message": "Please provide a valid bot id",
      "status": "Bad Request"
   }
}
```

6. Get Template Status

Resource endpoint
:-{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}/templateStatus

This API is used to fetch the status of a specified template..
The template name must be Base64 URL Encoded.

Request format: URL
GET-{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}/templateStatus

Path Variables :-

Field Name	Validation	Description	Remarks
name*	Max length 20	Base64 URL Encoded Template name	e.g."wtcfinaleng"

botId*	–	Registered botId	e.g. OsOsQ0GwNvUdLTV 9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Response Parameters -

error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message	Eg., Please provide a valid bot id
status	HTTP status	E.g,Ok , Bad request , Forbidden, Internal server error
templateStatus	Current Template status	E.g , pending ,approved, rejected

Sample Response -

Ex. 1 – 200 OK
```
{
  "templateStatus": "pending"
}
```

Ex. 2 – 400 Bad Request
```
{
 "error": {
   "code": 400,
   "message": "Please provide a valid bot id",
   "status": "Bad Request"
 }
}
```

7. Update Template State/Status

Resource endpoint :-

{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}/updateTemplateStatus

This API is used to update template state from 'created' to submit for approval 'pending'
The template name must be Base64 URL Encoded.

Request format:-URL:

POST-{serverRoot}/directory/secure/api/v1/bots/{botId}/templates/{name}/updateTemplateStatus

Path Variables :-

Field Name	Validation	Description	Remarks
name*	Max length 20	Base64 URL Encoded Template name	e.g."wtcfinaleng"
botId*	-	Registered botId	e.g. OsOsQ0GwNvUdLTV9Bd

Authorization: Access Token obtained from Auth2 SSO service as Bearer token

Response Parameters -

error	Error response object that includes code, message and status below	
code	HTTP status code	
message	Error message under error	Eg., Please provide a valid bot id
status	HTTP status	E.g,Ok , Bad request , Forbidden, Internal server error

message	Success error message	Eg. Template status updated successfully

Sample Response -

Ex. 1 - 200 OK

```
{
    "message": "Template status updated successfully"
}
```

Ex. 2 - 400 Bad Request

```
{
    "error": {
            "code": 400,
            "message": "Please provide a valid bot id",
            "status": "Bad Request"
        }
}
```

8. Uploading Media

Things to remember while you are submitting the campaign requirements to the Vi RBM Support team.

*The media provided in the attribute multimedia_files or url should follow the below guidelines:

1. **Rich-Card Standalone (Orientation:Vertical, Height:Short)**: The image you specify must be 3:1 aspect ratio, have a max file size of 2MB, have an optimal resolution of 1440 pixels x 480 pixels, and should be a JPEG, JPG, PNG, or GIF. If the image you select doesn't meet these requirements, you'll have the opportunity to update it later. If you are uploading a video, the max file size is 10MB.

2. **Rich-Card Standalone (Orientation:Vertical, Height:Medium)**: The image you specify must be 2:1 aspect ratio, have a max file size of 2MB, have an optimal resolution of 1440 pixels x 720 pixels, and should be a JPEG, JPG, PNG, or GIF. If the image you select doesn't meet these requirements, you'll have the opportunity to update it later. If you are uploading a video, the max file size is 10MB.

3. **Rich-Card Standalone (Orientation:Horizontal)**: The image you specify must be 3:4 aspect ratio, have a max file size of 2MB, have an optimal resolution of 768 pixels x 1024 pixels, and

should be a JPEG, JPG, PNG, or GIF, and be located at a publicly available URL. If the image you select doesn't meet these requirements, you'll have the opportunity to update it later. If you are uploading a video, the max file size is 10MB.

4. **Rich-Card Carousel**

   a. **Card Height: Short, Card Width: Small** (Aspect Ratio 5:4, Optimal Resolution 960 x 720 px)

   b. **Card Height: Short, Card Width: Medium** (Aspect Ratio 2:1, Optimal Resolution 1440 x 720 px)

   c. **Card Height: Medium, Card Width: Small** (Aspect Ratio 4:5, Optimal Resolution 576 x 720 px)

   d. **Card Height: Medium, Card Width: Medium** (Aspect Ratio 4:3, Optimal Resolution 1440 x 1080 px)

   e. If you are uploading a video, the max file size is 5 MB

   f. If you are uploading a image, the max file size is 1MB

5. **Video Thumbnail**

   The thumbnail image you specify must be with a recommended file size of 40 KB and a recommended maximum size of 100 KB and should be a JPEG, JPG, PNG.

   The thumbnail image in the attribute multimedia_files should follow the below guidelines:

   a. Rich-Card Standalone (Orientation:Vertical, Height:Short): The thumbnail image you specify must be 3:1 aspect ratio.

   b. Rich-Card Standalone (Orientation:Vertical, Height:Medium): The thumbnail image you specify must be 7:3 aspect ratio.

   c. Rich-Card Standalone (Orientation:Horizontal): The thumbnail image you specify must be 25:33 aspect ratio.

   d. Rich-Card Carousel (SMALL_WIDTH && MEDIUM_HEIGHT) The thumbnail image you specify must be 4:5 aspect ratio.

   e. Rich-Card Carousel (SMALL_WIDTH && SHORT_HEIGHT) The thumbnail image you specify must be 5:4 aspect ratio.

   f. Rich-Card Carousel (MEDIUM_WIDTH && SHORT_HEIGHT) The thumbnail image you specify must be 2:1 aspect ratio.

   g. Rich-Card Carousel (MEDIUM_WIDTH && MEDIUM_HEIGHT) The thumbnail image you specify must be 4:3 aspect ratio.

9. Callback Notifications

All state changes of the template will be notified to the URL provided by the aggregator during account creation. This URL will be displayed in the Partner profile screen once you login to the portal.
If you have not yet configured this URL, please get in touch with rbm-support@virbm.in .
The recipient URL must be created with the POST method.

When the admin approves or rejects the template this callback API is called.
The status details about the template posted in **json** format are defined below.
The recipient is expected to send back status 200 OK on receiving these details.
 If there is any error, the recipient's side can follow the standard error responses defined below.

Request Parameters :

event	Template approval/rejection status	value : templateStatus
name	Template name	E.g Diwali_Offers
botId	Registered botId	e.g. OsOsQ0GwNvUdLTV9Bd
status	Template status	E.g pending , comment, rejected
templateType	Template type	rich_card, carousel, text_message
comment	Admin Comment	comment
lastUpdate	Last updated date	E.g Jun 29, 2023

Sample Post Data -
{
  "event":"templateStatus",
  "statusDetails":{
    "name":"Diwali_Offers",

```
    "botId":"3T6be3nGg8gfABDm",
    "status":"rejected",
    "templateType":"rich_card",
    "comment":"Rejected by admin",
    "lastUpdate":"Jun 29, 2023"
  }
}
```

HTTP Response Codes

Codes	Description
400	Bad Request
403	Forbidden
500	Internal server error
200	OK
405	Method Not Allowed

Ex. 1 – 200 OK

OK

Ex. 2 – 400 Bad Request
```
{
  "error": {
    "code": 400,
    "message": "Required parameter statusDetails is missing",
    "status": "Bad Request"
  }
}
```

Ex. 3 – 403 Forbidden
```
{
  "error": {
    "code": 403,
    "message": "Please provide a valid bot id",
    "status": "Forbidden"
  }
```

10. Suggestion Types

Suggestion Type Common Data

The common data applies to any of the suggestions.

Field Name	Validation	Description	Remarks
displayText	Max length is 25 (including variables if any)	Suggestion display text	
Postback	Max Length 120 (including variables if any)	Suggestion postback	

Specific Suggestion details for each type are as below:

1. **Suggestion Reply**

   Users can tap a suggested reply to send the text reply back to the agent

Field Name	Validation	Description	Remarks
suggestionType	reply		e.g.reply

```
{
    "suggestionType": "reply",
    "displayText": "Click to Win",
    "postback": "click_to_win"
}
```

2. **Suggestion Action**

   Users can tap a suggested action to initiate the corresponding native action on the device.

   1) **Dialer action**

Opens the user's default dialer app with the agent-specified phone number (including country code) filled in. The phoneNumber also supports Toll-Free numbers, USSD and short codes (Country code is not required). You can also provide a custom variable in phoneNumber.

Field Name	Validation	Description	Remarks
suggestionType	dialer_action		e.g.dialer_action
phoneNumber	Short code - Max length is 6	Valid phone number, USSD code, short code	E.g +919876543212, *123# 56646

```
{
    "suggestionType": "dialer_action",
    "phoneNumber": "+919876543212",
    "displayText": "Call Now",
    "postback": "call_now"
}
```

2) URL Action
Opens the user's default web browser app to the given URL. If the user has an app installed that is registered as the default handler for the URL, then this app will be opened instead, and its icon will be used in the suggested action UI.

Field Name	Validation	Description	Remarks
suggestionType	url_action		e.g.url_action
url		Valid URL	E.g https://brandx.onelink.me/
application	Any one value out of below values should be sent in the payload 1.BROWSER 2.Webview-Full		If this is not sent in the Payload then we will set the default webview configured.

	3.Webview-Tall 4.Webview-Half		This will be a **mandatory field** in 2 months.

i)With Complete URL

```
{
 "suggestionType": "url_action",
 "url": "https://brandx.onelink.me/",
 "displayText": "Answer and Win",
 "postback": "answer_and_win",
 "application" :  "BROWSER"
}
```

ii)URL with Custom Param -

```
{
 "suggestionType": "url_action",
 "url": "https://brandx.onelink.me/[name]",
 "displayText": "Answer and Win",
 "postback": "answer_and_win",
  "application" :  "BROWSER"
}
```

 iii)Complete URL as Complete URL - (Only one variable is accepted as custom-param)

```
{
 "suggestionType": "url_action",
 "url": "[name]",
 "displayText": "Answer and Win",
 "postback": "answer_and_win",
  "application" :  "BROWSER"
}
```

3) View Location (Lat/Long)

Opens the user's default map app and selects the agent-specified location.

Field Name	Validation	Description	Remarks

suggestionType	view_location_latlong		e.g.view_location_latlong
latitude	within the range [-90, 90]	Valid latitude	E.g 12.971599
longitude	within the range [-180, 180]	Valid longitude	E.g 77.594566
label		label	

```
{
    "suggestionType": "view_location_latlong",
    "displayText": "View location",
    "postback": "view_location",
    "latitude": "12.971599",
    "longitude": "77.594566",
    "label": "test"
}
```

4) View Location (query params)

Opens the user's default map app and searches around the user's location given
an agent-specified query.

Field Name	Validation	Description	Remarks
suggestionType	view_location_query		e.g.view_location_query
query		Valid location name	E.g Bangalore

```
{
    "suggestionType": "view_location_query",
    "displayText": "View location",
    "postback": "view_location",
    "query": "Bangalore"
}
```

5) Share location

Opens the RCS app's location chooser so the user can pick a location to send to the
agent.

Field Name	Validation	Description	Remarks
suggestionType	share_location		e.g.share_location

```
{
"suggestionType": "share_location",
"displayText": "locate you",
"postback": "share_location"
}
```

6) Calendar Event

Opens the user's default calendar app and starts the new calendar event flow with the
agent-specified event data pre-filled.

Field Name	Validation	Description	Remarks
suggestionType	calendar_event		e.g.calendar_event
startTime*	Time should be in below format yyyy-MM-dd HH:mm:ss	Start time of the event	E.g 2024-07-10 22:15:40
endTime*	Time should be in below format yyyy-MM-dd HH:mm:ss	End time of the event	E.g 2024-07-10 23:15:40
title*	Max length allowed is 2048	Event Title	
description*	Max length allowed is 2048	Event description	
timeZone		It is an optional field. If timeZone is not passed then we will take partners'	E.g asia/kolkata

		preferred timeZone.	

```json
{
    "suggestionType": "calendar_event",
    "displayText": "Celebration",
    "postback": "post_back",
    "startTime": "2024-07-10 22:15:40",
    "endTime": "2024-07-10 23:16:50",
    "title": "Birthday Celebration",
    "description": "Gathering together for celebrate birthday",
    "timeZone": "Pacific/Tongatapu"
}
```

11. Upload Multimedia from Url

Users can provide multimedia data as a URL also.(Another way is multipart file upload). URL should be a publicly accessible URL without any access token, the provided URL will be passed to Google RBM as it is.

Custom variables also can be passed with mediaUrl,documentUrl but cannot be passed with thumbnailUrl. If a variable video is provided , it is the responsibility of the user to add a thumbnail to it.

12. Custom Variable

In order to personalize the content brands will send to end users, the Template APIs empowers the caller to create templates with custom parameters or variables. Custom Variables should be in square brackets[]. Only alphabets, numbers and underscore are allowed for eg., name, discount_perc, coupon1_code, coupon2_code etc.. No space is allowed.

Custom Variable is allowed in following fields :
cardTitle, cardDescription, mediaUrl, textMessageContent,thumbnailUrl
Suggestion displayText, postback, url, phoneNumber

13. Template State

Template state either "Create" or "Submit". If its value is "Create" then the template is saved as draft, This will allow users to test how the template looks on mobile devices and make changes to it as required and later submit for approval.
If its value is "Submit" then the template will be submitted for approval directly. Only two values are accepted in template state. Eg. "templateState":"Create" or "templateState":"Submit"