



DLVRD

REACH . ENGAGE . RETAIN

Send Message API Documentation for WhatsApp

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TABLE OF CONTENTS

1	INTRODUCTION	3
2	API REFERENCES.....	3
2.1	Login to DLVRD Account (Getting Authentication Token)	3
2.2	Send message	5
2.2.1	To send a text template	8
2.2.2	To send an image with buttons (Quick Reply and URL)	9
2.2.3	To send PDF with Buttons (Quick Reply and URL).....	11
2.2.4	To send text with buttons and variables (Quick reply)	12
2.2.5	To send video with variable	14
2.2.6	To send an image with Multiple Buttons (Quick Reply & URL)	15
2.2.7	To send Text with Header parameters and Buttons (Quick Reply)	18
2.2.8	To send Carousel Cards	19
2.2.9	To send Authentication Template with Copy Code	22
2.3	Delivery Events.....	23
2.4	Delivery Report	25

1 INTRODUCTION

This API document is used to send various types of messages templates through WhatsApp channel configured in a journey. You can use the message endpoint to send message templates to your customer. Any messages you initiate over WhatsApp to customers must conform to a template configured in WhatsApp. These APIs provide a way to send text template, Images with quick reply button and URL, PDF with quick reply button and URL, Text with buttons and variables, Video with variable, Image with multiple buttons like quick reply, and URL, Text with header parameters and buttons.

By using these APIs, you can customize the content of the messages, including text, media attachments, and buttons. The messages can be sent to recipients through WhatsApp channel, ensuring efficient and effective communication.

Each API requires specific parameters and payload structures to be provided in the API request, including information such as the journey id, sender's number, recipient's number, department id, template id, and any additional properties specific to the message type.

2 API REFERENCES

2.1 Login to DLVRD Account (Getting Authentication Token)

DLVRD uses authentication token (generated during login with user's id and password) as the authentication to protect their data from unauthorized access. Before sending REST request for accessing DLVRD resources, you must get the authentication token.

Use your login credentials for requesting authentication token via POST method. DLVRD verifies the given credentials and gives the generated authentication token in the JSON format. This authentication token should be added to the authentication-token header in all subsequent requests for accessing DLVRD resources. During each login, a new authentication token is generated.

Request URL: <host>/account/enterprise/login

HTTP Method: POST

Path Parameters: NIL

Input Parameters:

Table given below shows the input parameter description for log in.

email	Email-Id used to login to DLVRD
password	Password used to login to DLVRD

Response Explanation:

The response explanation for login is given in the table below:

token	Generated authentication token
code	Response code for the request Example: 0 = Login Success 1403 = Login failed
message	Success or Failure message of the Request
status	True = Request has been processed successfully False = Request has not been processed.

The response to the login request is given below:

Success Response:

```
{
  "response": {
    "uid": 216430,
    "token": "Q0+rkmmBRKT+EycUK+JlLw4D2pciQz+/vJx+hFJbuB8fXZJCEMLuKFgxM9RtZPcl"
  },
  "message": {
    "code": 0,
    "message": "Login success"
  },
  "status": true
}
```

Failure Response

```
{
  "message": {
    "code": 1403,
    "message": "Login failed! wrong email id and password combination"
  },
  "status": false
}
```

2.2 Send message

The send message API allows users to send different types of messages to customer based on the channel configured in the journey. The endpoint URL for all the send message APIs is the same, and the response structure is also consistent. However, the payload structure can vary based on the types of templates. The request body includes **common** parameters like the "journeyId", "from", "to", "deptId", "templateId" and "callbackUrl" (add if delivery events is required for the message, refer section 0) for all the send message APIs.

It provides a flexible way to send various types of templates, such as text, images, videos, buttons.

For all the "Send Message" API, the user needs to include the following information in the request:

Request URL: <https://msgdlvr.com/chatbird/api/message/send>

HTTP Method: POST

HTTP Headers

Sample

authentication-token	USG2Oxxvg6AuQVJ+Gbr3yY3FnSdPkVKTbaixijJNPwFXZJCEMLuK FgxM9RtZPcl
-----------------------------	---

(By logging to DLVRD, you can get the authentication token. Refer [Login to DLVRD Account](#) (Getting Authentication Token))

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "metaData": {
    "tag1": "Feedback Collection",
    "tag2": "Post-Purchase Survey",
    "tag3": "Customer Experience"
  }
  "message": {
    "template": {
      "templateId": "templateName"
    }
  }
}
```

Parameters	Description
journeyId	Represents the unique identifier for the journey associated with the message.
	(or)
channelId	A unique identifier for the WhatsApp channel being used to send the message.
from	Specifies the sender's phone number.
to	Specifies the recipient's phone number.
deptId	Represents the department ID, which might be used for categorization or routing.

templateId	Identifies the specific template for the message.
callbackUrl	Webhook URL for receiving delivery event notifications.
metaData	It contains custom tags (tag1, tag2, tag3) that provide additional context or categorization for each message. tag1, tag2, tag3: These are customizable fields where you can specify extra information for the particular message. Info! By including these tags while sending a message, you can easily filter messages in the Delivery Report section (refer section 2.4) of the DLVRD platform based on these tags. This allows for efficient categorization and retrieval of messages according to your specific criteria.

***Note:** Response body structure is the same for all types of templates. Gives the ID if the request is accepted otherwise gives the error details.*

Success Response:

```
{
  "message": null,
  "code": 100,
  "status": true,
  "data": {
    "id": "659f9739b020055e7794add9"
  }
}
```

Upon successful processing of the request, the API will return a response with the message, code associated with the response and status indicating that the message was sent (the value true indicates a successful response) and includes the "id" which is a unique identifier for the sent message.

Failure Response:

In the API request, "Journey ID", "from", "to" are the mandatory fields. If the journey id is missing in the API request, the response will be as follows:

```
{
```

```
"httpStatus": "BAD_REQUEST",
"message": "Validation Failed",
"errors": [
  "journeyId: JourneyId should not be blank"
],
"status": false
}
```

If the template id is empty in the API request, the response will be as follows:

```
{
  "httpStatus": "BAD_REQUEST",
  "message": "Validation Failed",
  "errors": [
    "message: templateId should not be empty"
  ],
  "status": false
}
```

Refer to the below respective sections for more information on how to send other types of templates using different payload structures.

2.2.1 To send a text template

This allows users to send a text template message in a journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
```

```

    "templateId": "test_text534453"
  }
}

```

Parameters	Description
templateId	Identifies the specific text template to be used for the message.

2.2.2 To send an image with buttons (Quick Reply and URL)

The provided payload is for sending a message template with an image along with buttons (QUICK_REPLY & URL) in a journey.

Request Body:

```

{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "test_image1123",
      "media": {
        "url": "https://msgdlvrd.com/drive/docs/658a70e6dab0af3f858d4e76",
        "caption": "",
        "type": "IMAGE",
        "fileName": "Insurance_live_agent.jpg",
        "mimeType": null
      },
    },
    "buttons": [
      {
        "text": "click",

```

```

        "type": "URL",
        "url": "https://www.google.com/"
    },
    {
        "payload": "yessss",
        "index": 1,
        "text": "yes",
        "type": "QUICK_REPLY"
    }
]
}
}
}
}

```

Parameters	Description
media	URL - URL of the image to be included in the message. caption - Caption for the image (empty in this case). type - Indicates the type of media, which is an image. filename - The name of the image file. mimeType - MIME type of the image, which is null in this case.
media	text - Text for the URL button. type - Specifies that the button is a URL button. URL - URL to be opened when the "click" button is pressed. payload - Payload associated with the "yes" quick reply button. index - Index of the button, useful for identification. text - Text for the quick reply button. type - Specifies that the button is a quick reply button.

2.2.3 To send PDF with Buttons (Quick Reply and URL)

This API allows users to send a message template with a PDF attachment along with buttons (QUICK_REPLY & URL) in a journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "test_doc01",
      "templateUid": "",
      "media": {
        "url": "https://msgdlvrd.com/drive/docs/658a68bfdab0af3f858d4e58",
        "type": "DOC",
        "fileName": "Product Information - Healthcare Brochure.pdf"
      },
    },
    "buttons": [
      {
        "text": "click",
        "type": "URL",
        "url": "http://www.msgdlvrd.com/"
      },
      {
        "payload": "demo",
        "index": 1,
        "text": "value 1",
        "type": "QUICK_REPLY"
      }
    ]
  }
}
```

```
}
}
```

Parameters	Description
templateUid	Template UID, potentially a unique identifier for the template.
media	url URL of the PDF file to be attached in the message. type Indicates the type of media, which is a document (PDF in this case). fileName Name of the PDF file.
buttons	text Text for the URL button. type Specifies that the button is a URL button. URL URL to be opened when the "click" button is pressed. payload Payload associated with the "value 1" quick reply button. index Index of the button, useful for identification.

2.2.4 To send text with buttons and variables (Quick reply)

This API allows users to send a text message template with buttons and variables (QUICK_REPLY) in a journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "buyer_input_uat",
      "templateUid": "",
```

```

    "parameterValues": {
      "0": "demo",
      "1": "Mobile",
      "2": "Chennai"
    },
    "buttons": [
      {
        "payload": "yes",
        "index": 0,
        "text": "YES",
        "type": "QUICK_REPLY"
      },
      {
        "payload": "no ",
        "index": 1,
        "text": "NO",
        "type": "QUICK_REPLY"
      },
      {
        "payload": "stop",
        "index": 2,
        "text": "STOP",
        "type": "QUICK_REPLY"
      }
    ]
  }
}

```

Parameters	Description
templateUId	Template UID, potentially a unique identifier for the template.
parameterValues	Variable value for the parameter.

buttons	payload	Payload associated with the "YES" quick reply button.
	index	Index of the button, useful for identification.
	text	Text for the "YES" quick reply button.
	type	Specifies that the button is a quick reply button.

2.2.5 To send video with variable

This API allows users to send a video template with variables in a Journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "fk_video_testing_new",
      "parameterValues": {
        "0": "demo"
      },
    },
    "media": {
      "url": "https://msgdlvrd.com/drive/docs/652a8c3d0930bb5f8b7789b3",
      "type": "VIDEO",
      "fileName": "Copy of FoodTech in the Message Age - The Big Chill Cafe &#40;1&#41;&#40;1&#41;.mp4"
    }
  }
}
```

Parameters	Description
parameterValues	Variable value for the parameter at index 0.
Media	url URL pointing to the video file.
	type Specifies that the media type is a video.
	fileName Name of the video file.

2.2.6 To send an image with Multiple Buttons (Quick Reply & URL)

The provided payload is for sending an image template with multiple buttons, including URL and Quick Reply types in a journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "two_one_market",
      "media": {
        "url": "https://msgdlvrd.com/drive/docs/65840c6fb1a31c4d3db8a486",
        "type": "IMAGE",
        "fileName": "insurance_live_agent.jpg"
      },
    },
    "buttons": [
      {
        "text": "click1",
        "type": "URL",
        "url": "http://www.msgdlvrd.com/"
      },
    ],
  }
}
```

```

    "payload": "https://msgdlvrd.com/",
    "index": 2,
    "text": "click2",
    "type": "URL",
    "url":
      "http://www.msgdlvrd.com/{{1}}",
    "example": [
      "www.msgdlvrd.com"
    ]
  },
  {
    "payload": "abc",
    "index": 3,
    "text": "value 1",
    "type": "QUICK_REPLY"
  },
  {
    "payload": "cde",
    "index": 4,
    "text": "value 2",
    "type": "QUICK_REPLY"
  },
  {
    "payload": "efg",
    "index": 5,
    "text": "value 3",
    "type": "QUICK_REPLY"
  },
  {
    "payload": "ghi",
    "index": 6,
    "text": "value 4",
    "type": "QUICK_REPLY"
  },
  {
    "payload": "ijk",

```

```

        "index": 7,
        "text": "value 5",
        "type": "QUICK_REPLY"
    },
    {
        "payload": "lmn",
        "index": 8,
        "text": "value 6",
        "type": "QUICK_REPLY"
    },
    {
        "payload": "npq",
        "index": 9,
        "text": "value 7",
        "type": "QUICK_REPLY"
    }
]
}
}
}

```

Parameters	Description
Media	url URL pointing to the image file.
	type Specifies that the media type is an image.
	fileName Name of the image file.
Buttons	text Displayed content of a button.
	type Specifies the type of a button.

2.2.7 To send Text with Header parameters and Buttons (Quick Reply)

The provided payload is for sending a text message template with header parameters and buttons, including Quick Reply types in a journey.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "deptId": "alkfdhf",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "test_template_29",
      "parameterValues": {
        "0": "demo"
      },
      "headerParameterValues": {
        "0": "Deeps"
      },
      "buttons": [
        {
          "payload": "loop",
          "index": 1,
          "text": "loop",
          "type": "QUICK_REPLY"
        }
      ]
    }
  }
}
```

Parameters	Description
parameterValues	Value for the parameter in the template.
headerParameterValues	Value for the header parameter in the template.
buttons	payload Data sent in an API request. index Positional identifier in an array. text Displayed content of a button. type Specifies the type of a button.

2.2.8 To send Carousel Cards

The provided payload is for sending a carousel template which contains message bubble text (supports only text with parameter values) and card details. Each card must have a media header (image or video), body text, and at least one button (supports up to 2 buttons per card) also supports up to 10 carousel cards in a journey. Buttons can be the same or a mix of quick reply buttons, or URL buttons.

Request Body:

```
{
  "journeyId": "61af2d2cfc1da74a16ea7927",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "callbackUrl": "https://example.com/webhook/callback",
  "message": {
    "template": {
      "templateId": "eg_hello_gau_t1",
      "parameterValues": {
        "0": "test"
      },
    },
    "cards": [
      {
        "media": {
          "url": "https://sample-videos.com/img/Sample-png-image-100kb.png",

```

```

    "type": "IMAGE"
  },
  "parameterValues": {
    "0": "test"
  },
  "buttons": [
    {
      "text": "yes",
      "type": "URL",
      "url": "http://www.msgdlvrd.com/",
      "payload": "https://www.google.com",
      "index": "0"
    },
    {
      "payload": "test1",
      "index": 1,
      "text": "say yes",
      "type": "QUICK_REPLY"
    }
  ]
},
{
  "media": {
    "url": "https://sample-videos.com/img/Sample-png-image-100kb.png",
    "type": "IMAGE"
  },
  "parameterValues": {
    "0": "test"
  },
  "buttons": [
    {
      "text": "no",
      "type": "URL",
      "url": "http://www.msgdlvrd.com/",
      "payload": "https://www.google.com",

```


		index	Positional identifier in an array.	
--	--	-------	------------------------------------	--

2.2.9 To send Authentication Template with Copy Code

This API allows users to send a message template designed for authentication purposes, including a "Copy Code" button that allows recipients to easily copy the authentication code.

Request Body:

```
{
  "journeyId": "668b61072fdf2706152a09ea",
  "from": "+35799824652",
  "to": "+35799123456",
  "channel": "WhatsApp",
  "message": {
    "template": {
      "templateId": "auth_test",
      "parameterValues": {
        "0": "1234"
      },
    },
    "buttons": [
      {
        "index": 0,
        "text": "Copy Code",
        "type": "URL",
        "payload": "1234"
      }
    ]
  }
}
```

Parameters	Description	
parameterValues	Contains the values to be substituted in the template. In this example, the authentication code "1234" is provided.	
buttons	Includes buttons to be attached to the message	
	index	The position of the button in the list.
	text	The text displayed on the button, "Copy Code" in this case.
	type	Specifies the button type. Here, it's a URL button.
	payload	The data associated with the button action, which is the authentication code.

2.3 Delivery Events

To track the delivery status of messages we send, the **"callbackUrl"** must be specified in the **"Send message"** payload. (Refer [Section 2.2](#)) This callback URL allows us to receive updates about various delivery events such as when a message is sent, delivered, read, or failed. So, we can track the message status in real-time, enabling us to respond quickly to delivery issues or user interactions.

The event status updates sent to the callback URL are typically in the below structured format, allowing for easy integration and processing.

Delivery Event Payload

```
{
  "context": {
    "id": "66ab324de4ef5219efcc359e"
  },
  "from": "+35799824652",
  "to": "+35799123456",
  "type": "event",
  "event": {
```

```

    "status": "DELIVERED"
  },
  "error": {
    "code": "0",
    "message": "Failed Retry"
  },
  "conversation": {
    "id": "f9878a744a79821de27080445402f064",
    "type": "marketing",
    "billable": true
  },
  "timestamp": 1722496121000,
  "metaData": {
    "tag1": "test1",
    "tag2": "test2",
    "tag3": "test3"
  }
}

```

Parameters	Description
context.id	The message ID used to identify which message the event corresponds to.
from	The sender's phone number
to	The recipient's phone number.
event.status	The delivery status of the message. Possible values are READ, DELIVERED, SENT, FAILED.
error	Provides error details if the message delivery fails.
conversation	Contains details about the conversation, such as the ID, type (e.g., marketing), and indicating whether the message is billable.

timestamp	The time when the event status has been changed.
metaData	A set of key-value pairs (e.g., "tag1": "test1") that can be used for additional custom information related to the event. This field can be utilized for tagging or categorizing events based on custom criteria.

2.4 Delivery Report

The Delivery Report in the DLVRD platform provides a comprehensive overview of all messages sent through various channels. This feature also allows users to track the status of each message, including whether it was sent, delivered, read, or failed. The Delivery Report is essential for analyzing communication effectiveness and identifying any issues in message delivery.

Filtering Messages Using Tags

To enhance message tracking and categorization, the DLVRD platform allows users to filter messages in the Delivery Report using **metadata** tags. By including metadata tags in the "Send Message" API Request payload, you can filter messages in the Delivery Report to view specific messages sent based on these tags.

To Filter Messages in Delivery Report,

1. Choose the resource type as **API** for messages sent through the API.
2. Specify the channel type (e.g., WhatsApp) and channel name used for the messages.
3. Set the desired time range for your message search.
4. Use the tag fields (Message Tag 1, Message Tag 2 and Message Tag 3) to filter messages. Enter the specific tags (tag1, tag2, tag3) you used in the API request to narrow down your results.


Message Delivery Report

Select Resource Type

API

Select Channel Type

WhatsApp

Select Channel

Testing

Select Department

Select Department

Status

Select Status

Recipient Id

Eg. Search Recipient

Message Id

Eg. Search message id

Message Tag 1

Feedback Collector

Message Tag 2

Post-Purchase Survey

Message Tag 3

Customer Experience

Send Date

2024/01/03 00:00:00

End Date

2024/05/07 23:59:00

Clear

Submit

Total

371

100%

Sent

371

100%

Delivered

0

0%

Failed

0

0%

Read

0

0%

Sender Id	Recipient Id	Channel Type	Message Source	Message ID	Status	Description	Success On
+91989696400	+9119880	WhatsApp	API	076a109c125a07f7c076...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	0a1c0f4db379c63107e09...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	e4a05cc75e444816f50c7...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	6711910315a801140215...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	5a3d15ae01ee1c67a8f1a7...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	0a1c0f4db379c63107e09...	SUCCESS	-	-
+91989696400	+9123803	WhatsApp	API	79d02f9c55643ba683c1...	SUCCESS	-	-