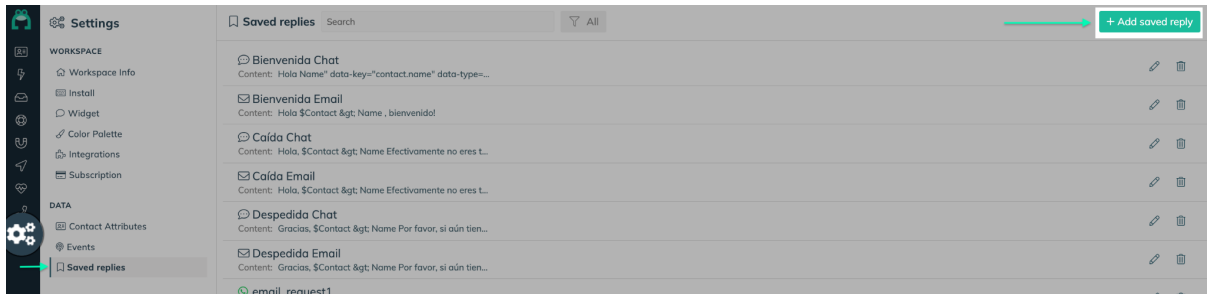


Creation And Approval Of Whatsapp Templates In Twilio

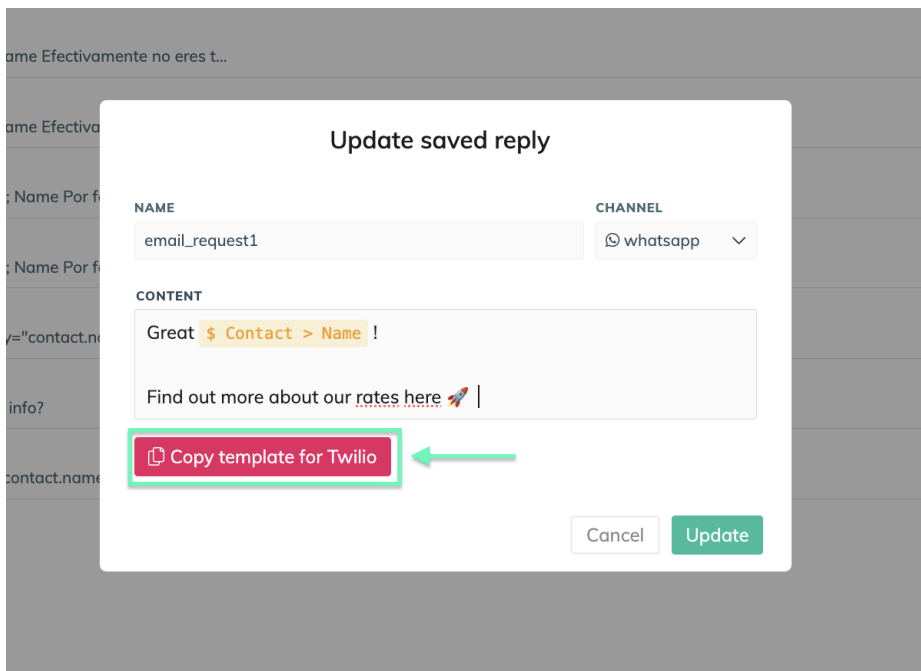
1. Create a **Saved Reply** in FROGED:

Go to menu **Settings** > **Saved Replies** > **+Add saved reply**



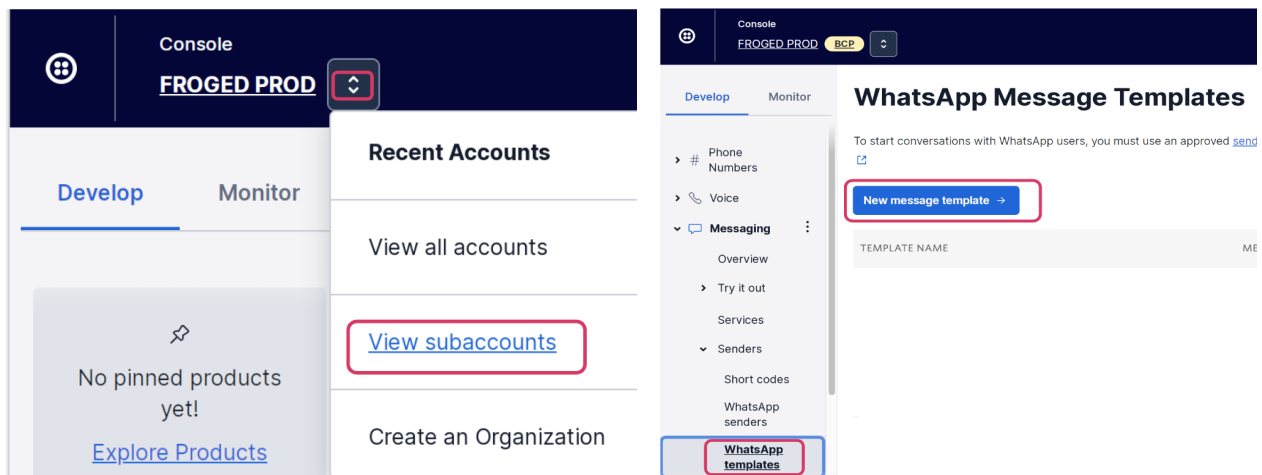
Considerations:

- Select **WhatsApp** in Channel
- Leave no-space before linea break (Twilio won't validate it)
- In order to customize templates with contact attributes you can type the dollar symbol (\$) and the search for the desired attribute (eg. Customer Name → \$Contact Name; name of the person in your company that sends the message → \$Agent Name)
- Once you are happy with the template, copy it by clicking on the "**Copy template for Twilio**" button to paste it into Twilio for approval.
- Save your template clicking on **Update**



2. Create template in Twilio using the copied FROGED template (as mentioned in previous step):

*Go to your account in Twilio (if you have more than one subaccount, go to View subaccounts → name of subaccount). Then go to **Messaging** → **Senders** → **WhatsApp templates** → New message template:



*Create a New Template: include a title, type (“Utility” most times) and language:

General Information

• Template name

welcome_message

Can only contain lowercase alphanumeric characters and underscores

Template category

✓ Select template category...

Marketing

Authentication

Utility

Message Template

If you need the same template in different languages, add multiple languages and indicate the corresponding translated message bodies for each. All template translations are more likely to get approved if submitted together. [Learn tips to get approved](#)

Message language

Spanish

*Copy the message you copied to your clipboard in FROGED (**it must be the template in Twilio format, not the standard message you wrote initially**). Once finished add buttons if applicable and click on “Submit message template” to get it approved:

• **Message body (1024 characters or less)**

¡Buen día {{1}}! Soy {{2}}, su gestor de cuenta, ¡Un gusto saludarle!

Use double curly braces to indicate where you plan to use dynamic content. For example, to send "Your login code for Twilio is 1234", the template would be: "Your login code for {{1}} is {{2}}." [Learn more](#)

Buttons - Optional
These will be show as clickable buttons below your message.

☒ None

☐ Call to action
Create up to 2 buttons that let customers respond to your messages or take action.

☐ Quick reply
Create up to 3 buttons that let customers respond to your messages or take action.

Add a template translation

Save template for WhatsApp approval

Delete draft

Moreover, if the message contains FROGED attributes (ej. client name, agent name, etc) Twilio will require sample data for these fields that in Twilio show as numbers ({1} {2}) instead of the attribute name like in FROGED ({\$name} {\$agent name}):

Add sample to variables

In order to submit for approval, WhatsApp requires you to add a sample of the content you plan to send for each variable placeholder.

Message body: Spanish
¡Buen día {{1}}! Soy {{2}}, su gestor de cuenta, ¡Un gusto saludarle!

Sample for 1
Juan

Sample for 2
María

Cancel

Save and submit

3. Wait for template's validation (up to 15 min):

Right after saving the template it will appear in the main panel awaiting approval: ⓘ, and once approved it'll show as → Message template status → ✔ (and if it's been rejected it'll show as ✖).

IMPORTANT: Please note that this approval depends on Whatsapp standards and conditions

MESSAGE TEMPLATE STATUS	Message template status
ⓘ 1/1 translation waiting for WhatsApp approval	✔ 1/1 translation approved by WhatsApp

Tips to avoid template rejection:

- Avoid the use of bad words
- Don't share or ask for contact details or sensitive information like card number, etc.
- Don't over use emojis or special characters (#, \$, %, etc)
- Avoid including all (or a lot of) text in capital letters
- Don't create a template with one word just to open conversations. Eg. ¡Hola! (Something like this will work best: "Hello! How are you?")

For further info, check Whatsapp Information under the section "Common Rejection Reasons" here: [Message Templates](#)

4. Create a survey message with options:

You can create a different type of message template which contains a short survey with options. You just need to follow the same process as explained above, but creating the template in Twilio as follows:

*Create the template in FROGED first, and copy it.

*Then, from your Twilio account open a "New message template" and create it as follows: Input a template name and select "Marketing" as template category:

Submit a New Message Template

Outbound messages to start conversations with WhatsApp users must be sent using a message template.

WhatsApp will approve or reject your template in 48 hours or less. [Learn more about templates.](#) 

General Information

• Template name

Can only contain lowercase alphanumeric characters and underscores

Template category

This category will be provided to WhatsApp for review. WhatsApp may reassign to a different category based on their analysis of the content provided.

*Select the template language and copy the text of your FROGED template into the message body:

Message Template

If you need the same template in different languages, add multiple languages and indicate the corresponding translated message bodies for each. All template translations are more likely to get approved if submitted together. [Learn tips to get approved](#) 

Message language

• Message body (1024 characters or less)

*To finish, create your options as buttons for your survey by selecting “quick reply” and adding the different options:

Buttons - Optional

These will be show as clickable buttons below your message.

☐ None

☐ Call to action
Create up to 2 buttons that let customers respond to your messages or take action.

☒ Quick reply
Create up to 3 buttons that let customers respond to your messages or take action.

• Button text

Happy5/20Remove

• Button text

Neutral7/20Remove

• Button text

Unhappy7/20Remove

Add a template translation

Save template for WhatsApp approvalDelete draft

Save your template when finished.

5. Important considerations to avoid unsent messages via WhatsApp:

*Spacing tips. In the FROGED templates and afterwards in the ones pasted onto Twilio, pay attention to the following :

- That the template does not start with a space
- That the template does not end with a space
- That there aren't 2 spaces between two words. *Example: after inputting an attribute to personalize the message (Eg. contact_name) and before a line break, as follows:*

Update saved reply

NAME: email_request1

CHANNEL: whatsapp

CONTENT:

Great \$ Contact > Name !

Find out more about our rates here

Copy template for Twilio

Cancel Update

If you personalize messages with attributes, ensure there's no extra space between the attribute and the next word

Ensure the cursor shows no spaces in the line before the line break

*Ensure that in FROGED, contacts have a correct WhatsApp number in the attribute "WhatsApp number" (+country code and then mobile number → +34xxxxxxxxx):

Contact details

DR

Delia Rodriguez

2024-02-02 in Madrid, Madrid, Spain

Start new conversation

Attributes:

User ID: 16, Username: ADD, First Name: ADD

Email: delia.rodriguez@froged.com, Phone: 681398139, WhatsApp Number: +34681398139345

Country: Spain

Manage fields visibility

Segments

Contact tags

Recent page views

If the number is incorrectly written or the contact does not have WhatsApp, the message will not send and will give you an error:



Sandra 
FROGED App



Sandra



≡ Actions

Hola soy Sandra . Tengo novedades con respecto a tus productos en nuestra empresa FROGED. Respondecme si quieres que charlemos sobre ello.

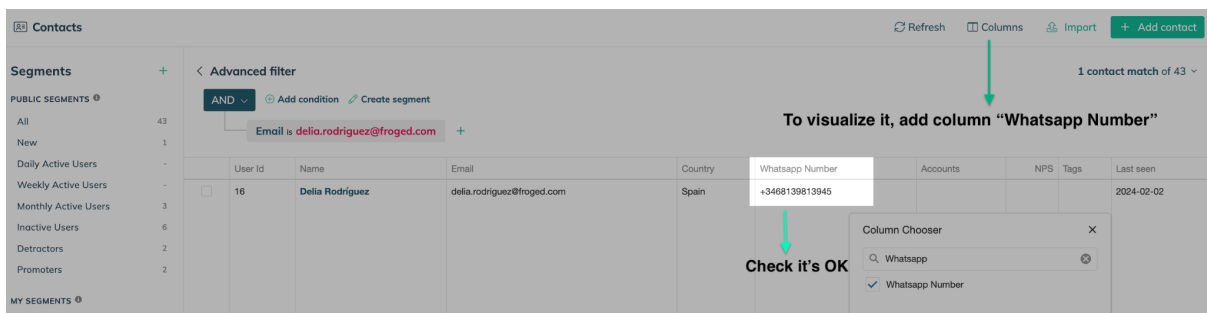


Few seconds ago 

WhatsApp Error: [Message failed verification check]



In order to check this, you can do it from **People** > **Contacts**:



Contacts

Refresh Columns Import Add contact

Segments + < Advanced filter

PUBLIC SEGMENTS 43

All New Daily Active Users Weekly Active Users Monthly Active Users Inactive Users Detractors Promoters

MY SEGMENTS

AND Add condition Create segment

Email is delia.rodriquez@froged.com

1 contact match of 43

To visualize it, add column "Whatsapp Number"

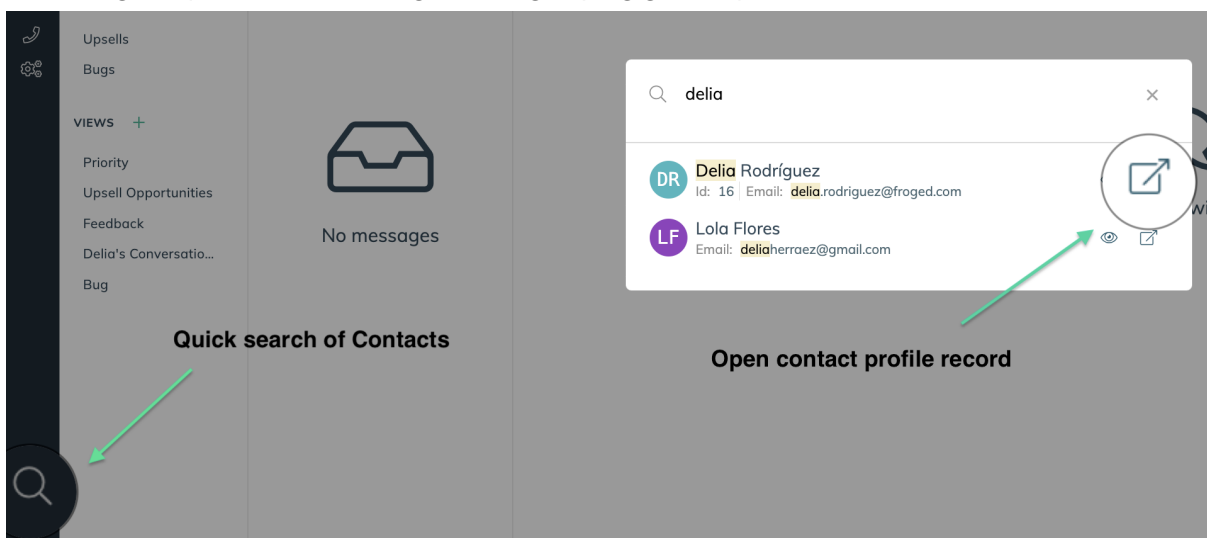
Check it's OK

Column Chooser

Whatsapp

Whatsapp Number

Or through a quick search using the magnifying glass option:



Upsells

Bugs

VIEWS +

Priority

Upsell Opportunities

Feedback

Delia's Conversatio...

Bug

No messages

Quick search of Contacts

Open contact profile record

Search: delia

Delia Rodríguez

Id: 16 | Email: delia.rodriquez@froged.com

Lola Flores

Email: delia.herraez@gmail.com

Contact details

Delia Rodríguez
16
2024-02-02 in Madrid, Madrid, Spain
delia.rodriguez@froged.com

[Start new conversation](#)

ATTRIBUTES

User ID: 16
Email: delia.rodriguez@froged.com
Country: Spain
Manage fields visibility

Username: ADD
Phone: 681398139
First Name: ADD
WhatsApp Number: +34681398139

[Check if number is correct](#)

Lost Contacted: 20 hours ago
Lost Seen: 2024-02-02
First Seen: 2024-02-01

SEGMENTS
CONTACT TAGS

*If you use contact attributes in the whatsapp templates (eg. Contact name, Agent name, etc): if these fields are empty in FROGED's contact database, the message won't send. To avoid this, include a "fallback" for each attribute used like this:

Update saved reply

NAME: email_request1
CHANNEL: whatsapp

CONTENT: Value of Contact > Name will be i...
Fallback: Fallback
Find out more about our rates here

[Copy template for Twilio](#)

Cancel Update

1. Click on the Attribute

2. Write a generic alternative eg: Dear Customer

3. Save Changes

*When a new WhatsApp conversation is opened, you can only send one message (always a Twilio approved template) until the customer responds. Other messages sent immediately afterwards, if the customer hasn't responded yet, will not be sent. Once they respond, you can continue the conversation with another template or with your own words.

IMPORTANT: they need to answer within the first 24h window. If they don't and you want to message them again, you'll need to use another template