

How to Guide

How to create SMS templates

Create a new template	1
Add dynamic/replaceable parameters in your template.....	3
Best practices for creating templates	5
Add your brand name in your templates.....	5
Add short links in your template.....	6
Add variables for Unicode templates	6
Add merge fields in your templates.....	7
Add attachments, surveys, mobile webpages, and tickets.....	7
Send templates via API	9
Error Code 80: Invalid Template error? Few quick points to check.....	9
Send templates via Textlocal Messenger.....	10
Send templates with merge fields via Textlocal Messenger.....	12
Send templates with short links via Textlocal Messenger	14

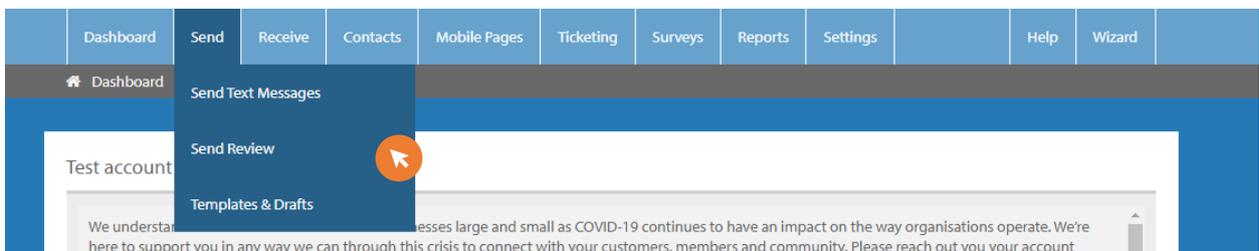
Create a new template

Follow these 3 simple steps to create templates in your Textlocal account:

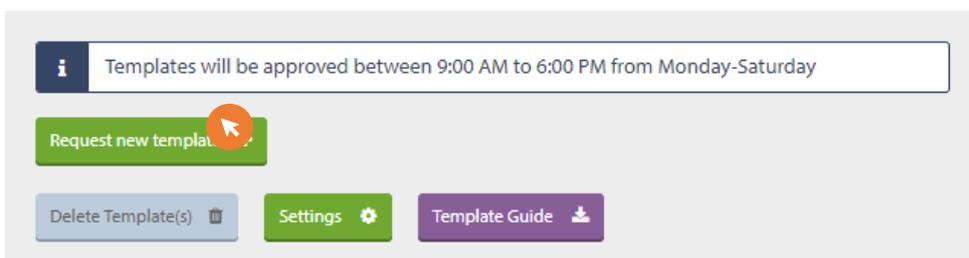
Let's say your template is: "We've opened a new branch in Hyderabad. Get a free consultation for the 1st week. Thanks, Burger Man".

Step 1

- Log in to Textlocal Messenger with your registered email ID and password
- Under the Send tab, click **Templates & Drafts**



- Click **Request new template**



Step 2

- In the **New Message Template** section:

The screenshot shows the 'New Message Template' form with the following fields and callouts:

- 1** Title: Hyd Offer
- 2** DLT Template ID: 1234567890987654321
- 3** Category: Service Explicit
- 4** Choose Sender Name: AAAAAA, ABABAB, ABCDEF (all selected)
- 5** Language: English
- 6** Message: We've opened a new branch in Hyderabad. Get a free consultation for the 1st week. Thanks, Burger Man
- 7** Request new template button

Additional form elements include a character count: 'You have used 80 characters.' and an 'Include opt-out message' checkbox.

1. Add the **Title**
2. Add the registered **Template ID**, if available
3. Select the template **Category** as registered in DLT portal. Transactional category is reserved for bank OTPs. Select Service Implicit for transactional messages.
4. Select all the **Sender Names** (headers) associated with the template
5. Select the **Language**. Templates in regional languages will be treated as Unicode templates
6. Copy the DLT template content in the **Message** text box. Replace all variables in the DLT template with restricted template items.
7. Click **Request new template** to create the template

Step 3

- On approval, the template can be used to send messages from Textlocal. You can check the approval status of the template created in Textlocal on the **Templates & Drafts** page.

The screenshot shows the 'Templates & Drafts' page with a table of templates. The table has the following columns: ID, Template Name, Category, Sender names, and Status. A 'Request new template' button is visible at the top left.

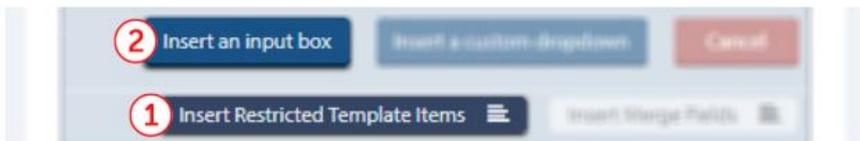
ID	Template Name	Category	Sender names	Status
<input type="checkbox"/>	1234567890987654321	Hyd Offer	AAAAAA, ABABAB, ABCDEF	In Review

Add dynamic/replaceable parameters in your template

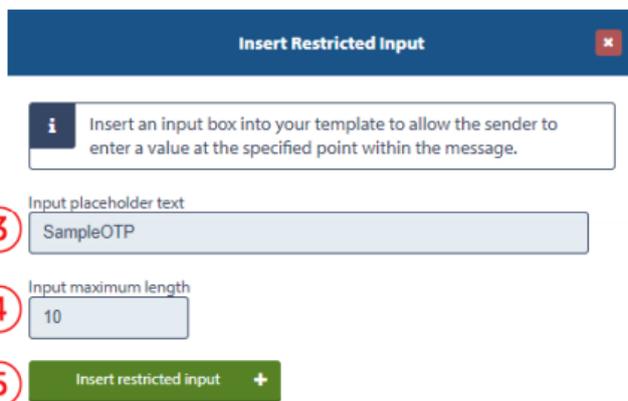
Let's say your sample template is: 'Welcome to Textlocal. Your OTP for mobile verification is XXXX. Thanks, Textlocal.', where XXXX is the replaceable parameter that changes with every message and you want to send messages via API. Enter the static text as described in the previous steps and follow the below steps to add the replaceable parameter.

Note - SMS can only be sent via pre-approved templates when the next phase of DLT goes live. Please contact your account manager or support@textlocal.in to enable dynamic template parameters.

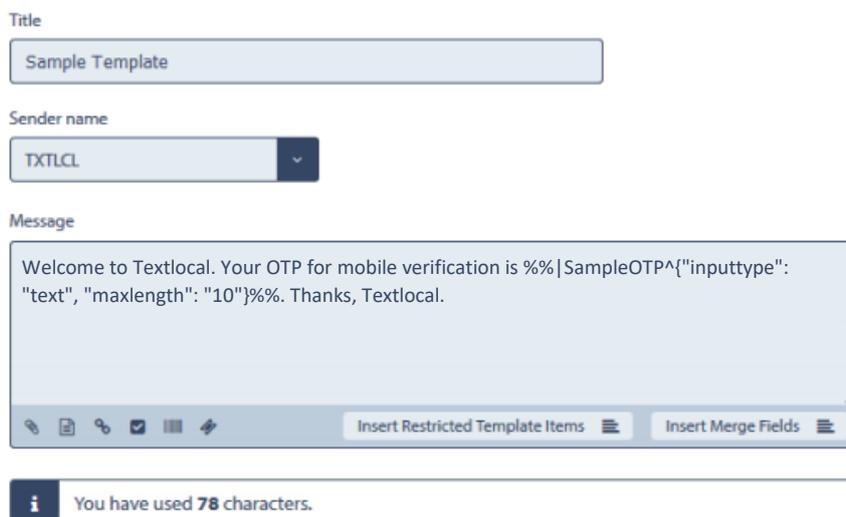
1. Click **Insert Restricted Template Items**
2. Click **Insert an input box**



3. In the new dialog box, **Input placeholder text** – This name is only for your reference and it is not visible to your end customer. Do not use any special characters in the placeholder text.
4. **Input maximum length** of the dynamic parameter. DLT template variables allow a maximum of 30 characters.
5. Click **Insert restricted input** to close the dialog box.



6. Click **Request new template** to create the template.



Note

- Your template can have multiple dynamic parameters.
- In the case of multiple dynamic parameters, placeholder text needs to be unique for every input box.
- No special characters are allowed in placeholder name
- Dynamic parameters can be replaced with data uploaded for your contact groups (merge fields) when sending the template via UI
- If your English language template contains Unicode characters in dynamic/replaceable parameters, please register the template as a Unicode template in the DLT platform.

Convert your DLT approved Template to Textlocal Template

Sample Message	DLT template	Textlocal Template
Dear Ravi , Get 30% off on all our N&K clothing items with code 30OFF . Hurry - Offer valid only till the end of this month – N&K clothing	Dear {#var#} , Get 30% off on all our N&K clothing items with {#var#} . Hurry - Offer valid only till the end of this month – N&K clothing	Dear %% name^{"inputtype" : "text", "maxlength" : "30"}%% , Get 30% off on all our N&K clothing items with %% code^{"inputtype" : "text", "maxlength" : "10"}%% . Hurry - Offer valid only till the end of this month – N&K clothing
Hi Raj , Your total marks in English are 85 - Thanks, Holy Cross School	Hi {#var#} , Your total marks in {#var#} are {#var#} - Thanks, Holy Cross School	Hi %% name^{"inputtype" : "text", "maxlength" : "30"}%% , Your total marks in %% subject^{"inputtype" : "text", "maxlength" : "20"}%% are %% marks^{"inputtype" : "text", "maxlength" : "5"}%% - Thanks, Holy Cross School
Hi Dilip , here is your diet plan for the next 4 weeks - https://tx.gl/r/TL . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.	Hi {#var#} , Here is your diet plan for the next 4 weeks – {#var#}{#var#} . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.	Hi %% name^{"inputtype" : "text", "maxlength" : "30"}%% , Here is your diet plan for the next 4 weeks - https://tx.gl/r/TL/#AdvdTrack# . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.

Best practices for creating templates

Add your brand name in your templates

According to new guidelines shared by operators, all content templates must include your brand name/complete business name/trademark in the message footer. Content templates that do not include brand names will be rejected after 31st October, 2020. See how to add your brand name/entity name in the examples below. The brand names are highlighted.

Scenario	Entity Name	Sample DLT templates
Entities notably called with abbreviations and unique	Entity Name: State Bank of India Brand: <ul style="list-style-type: none"> State Bank of India SBI 	<ul style="list-style-type: none"> OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – SBI OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – State Bank of India
Entities whose abbreviations represent 2 different names, must use complete entity name at the footer.	Entity name with same abbreviations: <ul style="list-style-type: none"> National Payments Corporation of India (NPCI) Nuclear Power Corporation of India LTD (NPCI) 	<ul style="list-style-type: none"> Amt. of {#var#} for {#var#} ({#var#}) will be credited to your A/C of {#var#} - National Payments Corporation of India Amt. of {#var#} for {#var#} ({#var#}) has been generated with the due date of {#var#} – Nuclear Power Corporation of India
Entities whose registered name is different from their registered trademark name can use their trademark name.	Entity Name: Bundl Technologies Private Ltd Brand: Swiggy Entity Name: Atria Convergence Technologies Ltd Brand: ACT Fibernet	<ul style="list-style-type: none"> Dear Customer, ₹{#var#} has been deducted from your Swiggy Money balance at {#var#}. Updated Swiggy Money balance is ₹{#var#} – Swiggy Dear Customer, thank you for choosing ACT. Our engineer will visit in the next {#var#} hours. – ACT Fibernet
Entities having multiples brands operated under its registered name, should use their complete brand name.	Entity Name: Aditya Birla Fashion and Retail Limited Brands: <ul style="list-style-type: none"> Pantaloons American Eagle Louis Philippe 	<ul style="list-style-type: none"> Congratulations! Your shopping has unlocked a gift voucher of Rs. {#var#} on Rs. {#var#} spend. Valid till 15th Dec. TC. Use Code: {#var#} – Pantaloons As we turn 2 in India, visit the American Eagle store and get a {#var#} OFF, exclusively for you! Limited period offer. *T&C apply– American Eagle Congratulations! Your shopping has unlocked a gift voucher of Rs.{#var#} redeemable at {#var#} on Rs.{#var#} spend. Valid till {#var#}. TC. Use Code: {#var#} – Louis Philippe

Add short links in your template

To use advanced tracking features with Textlocal short-links and attachments, the template must be created with 2 variables in the DLT portal. When the template is created in Textlocal a single dynamic parameter of length 60 can be created to allow the entire link. This variable can then be replaced with a short-link or attachment link when sending the template.

Note:

- Shortlinks can be created on the send page or via the short link creation API
- To use trackable short links in the API, use the trackable_links param to automatically create short links
- You can use a different short link in every send for the same message template.

Convert your DLT approved Template to Textlocal Template:

Sample Message	DLT template	Textlocal Template
Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - http://tx.gl/r/TL - Charcoal Biryani	Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - <code>{#var#}{#var#}</code> - Charcoal Biryani	Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - <code>%% name^{"inputtype": "text", "maxlength": "60"}%%</code> , - Charcoal Biryani
Stay updated on news across the globe anywhere, anytime. Download our award-winning app: http://tx.gl/r/TL - PI News	Stay updated on news across the globe anywhere, anytime. Download our award-winning app: <code>{#var#}{#var#}</code> - PI News	Stay updated on news across the globe anywhere, anytime. Download our award-winning app: <code>%% name^{"inputtype": "text", "maxlength": "60"}%%</code> - PI News

Add variables for Unicode templates

You can add regional language content in your message templates when sending the message. If your English language template contains Unicode characters in dynamic/replaceable parameters, please register the template as a Unicode template in DLT platform. Textlocal will automatically send all messages with regional language content as Unicode messages.

Convert your DLT approved Template to Textlocal Template:

Sample Message	DLT template	Textlocal Template
Hi Raj, Your total marks in हिंदी are 85 - Thanks, Holy Cross School	Hi <code>{#var#}</code> , Your total marks in <code>{#var#}</code> are <code>{#var#}</code> - Thanks, Holy Cross School	Hi <code>%% name^{"inputtype": "text", "maxlength": "30"}%%</code> , Your total marks in <code>%% subject^{"inputtype": "text", "maxlength": "20"}%%</code> are <code>%% marks^{"inputtype": "text", "maxlength": "5"}%%</code> - Thanks, Holy Cross School

Add merge fields in your templates

Let's say you maintain an excel data sheet with different variable fields for every number and your sample template is: 'Hi, XXXX your marks in XXXX are XXXX', where XXXX is the variable parameter that changes with every message. Follow the steps in the section 'Add dynamic/replaceable parameters in your template' to add dynamic parameters in your template. These parameters can then be replaced with your contact data for the import. See the steps to send templates with merge fields in the section 'Send merge fields in Textlocal templates'.

Note:

- Merge fields can only be used when you are uploading an excel file with the contact details and the custom columns. It cannot be used in API.
- Merge fields cannot be changed or replaced in the message.
- You can add up to 5 custom columns, including the First Name and Last Name fields.

Convert your DLT approved Template to Textlocal Template

Sample Message	DLT template	Textlocal Template
Dear Ravi , Get 30% off on all our N&K clothing items with code 30OFF . Hurry - Offer valid only till the end of this month – N&K clothing	Dear {#var#} , Get 30% off on all our N&K clothing items with {#var#} . Hurry - Offer valid only till the end of this month – N&K clothing	Dear %% name^{"inputtype": "text", "maxlength": "30"}%% , Get 30% off on all our N&K clothing items with %% code^{"inputtype": "text", "maxlength": "10"}%% . Hurry - Offer valid only till the end of this month – N&K clothing
Hi Raj , Your total marks in English are 85 - Thanks, Holy Cross School	Hi {#var#} , Your total marks in {#var#} are {#var#} - Thanks, Holy Cross School	Hi %% name^{"inputtype": "text", "maxlength": "30"}%% , Your total marks in %% subject^{"inputtype": "text", "maxlength": "20"}%% are %% marks^{"inputtype": "text", "maxlength": "5"}%% - Thanks, Holy Cross School
Hi Dilip , here is your diet plan for the next 4 weeks - https://tx.gl/r/TL . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.	Hi {#var#} , Here is your diet plan for the next 4 weeks – {#var#}{#var#} . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.	Hi %% name^{"inputtype": "text", "maxlength": "30"}%% , Here is your diet plan for the next 4 weeks - https://tx.gl/r/TL/#AdvdTrack# . We advise strict adherence for a quick recovery. Thanks, Quick Fitness.

Add attachments, surveys, mobile webpages, and tickets

To use advanced tracking features with Textlocal attachments, surveys, mobile webpages, and tickets, the template must be created with 2 variables in the DLT portal. These variables can then be replaced with a short-link when creating the template.

Note:

- Your template can have multiple links.
- To send the message with a different attachment, survey, mobile webpage, or ticketing link create a new template with the same DLT Template ID.

Convert your DLT approved Template to Textlocal Template:

Sample Message	DLT template	Textlocal Template
Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - http://tx.gl/r/TL - Charcoal Biryani	Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - <code>{#var#}{#var#}</code> - Charcoal Biryani	<p>Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - https://tx.gl/s/survey1/#AdvdTrack# - Charcoal Biryani</p> <p>Kebabs or Tikkas? Let us know what would you be more interested in seeing on our menu. Let us know your opinion - https://tx.gl/s/survey2/#AdvdTrack# - Charcoal Biryani</p>
Stay updated on news across the globe anywhere, anytime. Download our award-winning app: http://tx.gl/r/TL - PI News	Stay updated on news across the globe anywhere, anytime. Download our award-winning app: <code>{#var#}{#var#}</code> - PI News	Stay updated on news across the globe anywhere, anytime. Download our award-winning app: https://tx.gl/m/webpage/#AdvdTrack# . - PI News

Send templates via API

Textlocal checks your messages against all your approved templates and passes the message only if it is an exact match with any of the approved templates in your account.

- Fetch the dynamic parameters from your database/application and pass the final message content in API
 - For Example: If your approved template is:
Welcome to Textlocal. Your OTP for mobile verification is XXXX. Thanks, Textlocal.
the message content that needs to be passed is:
Welcome to Textlocal. Your OTP for mobile verification is 12233. Thanks, Textlocal.
(where the code XXXX is generated by your application)
- In your code, the dynamic parameters have to be assigned a variable that is assigned a specific value from your database/application depending on the mobile number.
 - For Example: in PHP, `$message = rawurlencode('Thank you for registering with Textlocal. Your verification code is $otp. Thanks, Textlocal')` - where `$otp` is the identifier in your code for the dynamic parameter.

Note:

- The template name & placeholder text are all for your reference. They should not be added in API.
- The 'Message' parameter in the Textlocal API should only have the complete message content with the dynamic parameters replaced. (Refer: <http://api.textlocal.in/docs/> for parameter details)
- All special characters need to be URL encoded (Refer: <http://meyerweb.com/eric/tools/dencoder/> for the encoded value)
- If your template has a newline character – replace the newline feed with `%n` in API.

Error Code 80: Invalid Template error? Few quick points to check

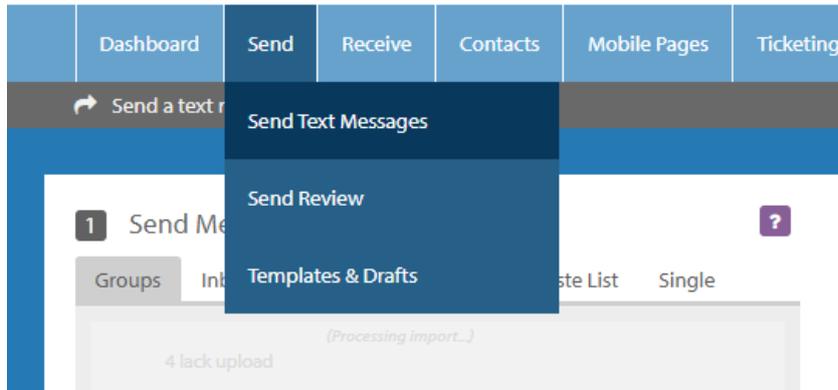
- Is the message that you are passing in your API as per your approved templates? If not, this error will come in response to your API. You can check your approved templates under Send -> Templates & Drafts
- Are all special characters in your template (&, @, #...) URL encoded? If not, encode the message content in your code with `rawurlencode()` function.
- Are you using the same placeholder name for multiple dynamic/replaceable parameters in your API? They have to be unique.
- Are you exceeding the max character length set for the placeholder?
- Are you using a newline character? Replace all the newline characters with `%n`.

If the error persists even after all the checks, please write to us at support@textlocal.in or call us at 040-30858602.

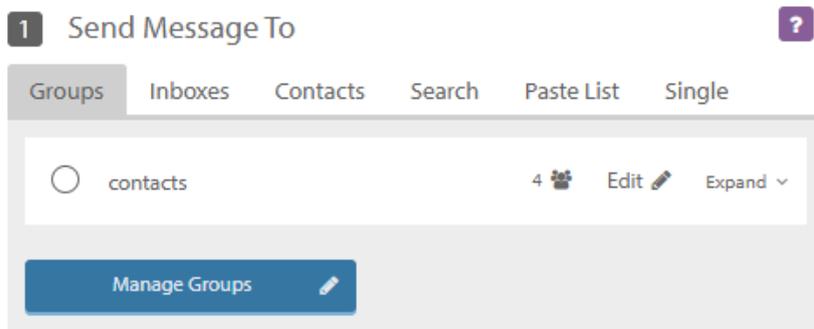
Send templates via Textlocal Messenger

Follow these 5 simple steps to send a template message via Textlocal Messenger

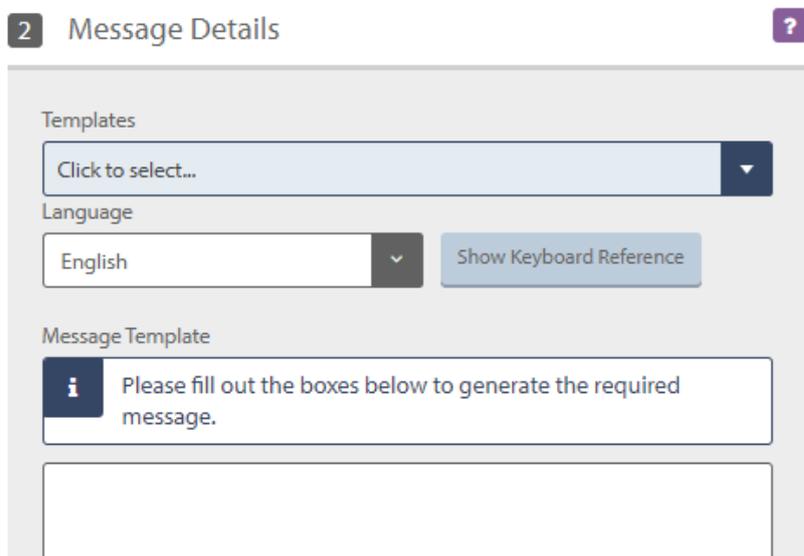
- Under the Send tab click **Send Text Messages**



- Select the group or individual contacts that you want to send your message to



- Select the approved template from the **Templates** dropdown



- In the **Message Details** section,

2 Message Details ?

Templates
Newsletter

Sender Name
1 TXTLCL

Language
2 English Show Keyboard Reference

Message Template
3 Please fill out the boxes below to generate the required message.
We've opened a new branch in Hyderabad. Get a free consultation for the 1st week. Thanks, Burger Man
Insert Merge Fields

4 You have used **100** characters.

Schedule

Advanced Options

4 Send Message

- Select the required **Sender name** (header) from the dropdown
- Select the **Language** for dynamic parameters
- Fill any dynamic parameters. Insert short links or merge fields if required in the dynamic parameter.
- Click **Send Message** to open the send confirmation popup

- Validate your send and click **Send Message** to send the message

Are you sure you want to send this message?

To
Newsletter
(1000 Numbers)

Removed Numbers
DND 225

To be Sent 31 October 2018 at 16:00	Cost 775 of your 1,25,000 text credits
---	---

DND Category
Promotional

Message Preview 1 of 5
 < Prev **91900000003** Next >
 We've opened a new branch in Hyderabad. Get a free consultation for the 1st week. Thanks, Burger Man

Cancel Send Message

Send templates with merge fields via Textlocal Messenger

Let's say you maintain an excel data sheet with different variable fields for every number and your sample template is: 'Hi XXXX, Your total marks in XXXX are XXXX - Thanks, Holy Cross School ', where XXXX is the dynamic parameter that changes with every message.

Follow the steps in the section 'Add dynamic/replaceable parameters in your template' to add dynamic parameters in your template. These parameters can then be replaced with your contact data for the import.

Sample Message	DLT template	Textlocal Template
Hi Raj , Your total marks in English are 85 - Thanks, Holy Cross School	Hi {#var#} , Your total marks in {#var#} are {#var#} - Thanks, Holy Cross School	Hi %% name^{"inputtype": "text", "maxlength": "30"}%% , Your total marks in %% subject^{"inputtype": "text", "maxlength": "20"}%% are %% marks^{"inputtype": "text", "maxlength": "5"}%% - Thanks, Holy Cross School

Select the template to send as described in the previous steps and follow the below steps to add the merge fields.

- Click the dynamic parameter input box that needs to be replaced
- Click **Insert Merge Fields**

Templates

Untitled Template-Oct-2020

Sender Name

TXTSMS

Language

English [Show Keyboard Reference](#)

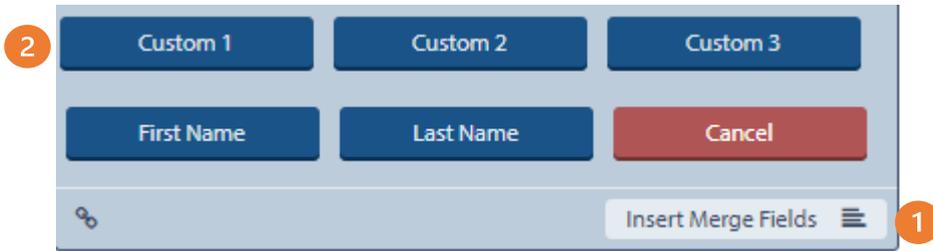
Message Template

i Please fill out the boxes below to generate the required message.

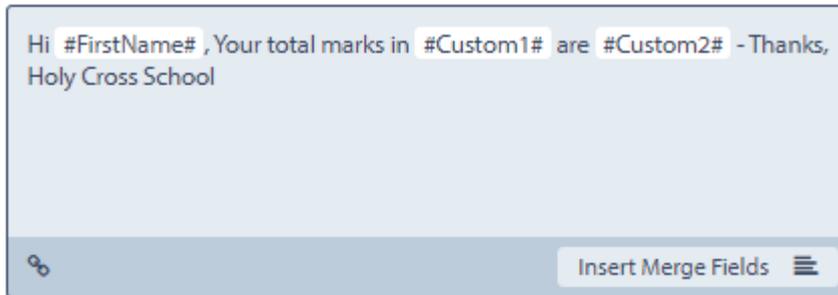
1 Hi name , Your total marks in subject are marks - Thanks, Holy Cross School

[Insert Merge Fields](#) 2

- Add the parameter as per your requirement. (You can add First name, Last name, and 3 other custom parameters). Please make sure that the selected custom field is less than or equal to the parameter length. Textlocal will not restrict the no. of characters in the final message



- Now while sending the message upload an excel file with data in the corresponding column as per your templates. Your final message will look like:



- Click [Send Message](#) to validate and send your message

Note:

1. Merge fields can only be used when you are uploading an excel file with the contact details and the custom columns. It cannot be used in API.
2. Merge fields cannot be changed or replaced in the message.
3. You can add up to 5 custom columns, including the First Name and Last Name fields

Send templates with short links via Textlocal Messenger

Let's say you maintain an excel data sheet with different variable fields for every number and your sample template is: 'Hi XXXX, Your total marks in XXXX are XXXX - Thanks, Holy Cross School ', where XXXX is the dynamic parameter that changes with every message.

Follow the steps in the section 'Add dynamic/replaceable parameters in your template' to add dynamic parameters in your template. These parameters can then be replaced with your contact data for the import.

Sample Message	DLT template	Textlocal Template
Hi Raj, Your total marks in English are 85 - Thanks, Holy Cross School	Hi {#var#} , Your total marks in {#var#} are {#var#} - Thanks, Holy Cross School	Hi %% name^{"inputtype": "text", "maxlength": "30"}%% , Your total marks in %% subject^{"inputtype": "text", "maxlength": "20"}%% are %% marks^{"inputtype": "text", "maxlength": "5"}%% - Thanks, Holy Cross School

Select the template to send as described in the previous steps and follow the below steps to add the merge fields.

- Click the dynamic parameter input box that needs to be replaced
- Click the insert **Short Link** icon to open the **Insert Link** pop-up

Templates

Untitled Template-Nov-2020

Sender Name

-- Search --

Language

English [Show Keyboard Reference](#)

Message Template

Please fill out the boxes below to generate the required message.

Stay updated on news across the globe anywhere, anytime. Download our award-winning app: link - PI News

1

2 [Insert Merge Fields](#)

- Add the short link as per your requirement. You can Add new link or Insert an existing short link from the dropdown. Please make sure that the selected short link is less than or equal to the parameter length. Textlocal will not restrict the no. of characters in the final message

✕
Insert Link

?

i

Include a shortened link to your website in your text message! Various statistics will be viewable in the [Reports](#) section.

Select Previous / Add New URL

--- Create new ---
▼

Title

Page URL

http://

Enable Mobile Phone Tracking

Add new link
+

Insert Link
➔

- Now while sending the message upload an excel file with data in the corresponding column as per your templates. Your final message will look like:

Stay updated on news across the globe anywhere, anytime. Download our award-winning app: <https://tx.gl/r/2i8F2/#AdvdTrack#> - PI News

🔗
Insert Merge Fields
☰

- Click [Send Message](#) to validate and send your message

Note:

4. Merge fields can only be used when you are uploading an excel file with the contact details and the custom columns. It cannot be used in API.
5. Merge fields cannot be changed or replaced in the message.
6. You can add up to 5 custom columns, including the First Name and Last Name fields



www.textlocal.in



TEXT US
TEXTLOCAL to 92205 92205



CALL US
+91 95021 95021



EMAIL US
sales@textlocal.in

Follow us:

