

CTA Whitelisting User Manual

Excerpt from TRAI Regulation dated 12th May 2023: <u>It has been decided that only whitelisted</u> <u>URLs/ Apks / OTT links / call back numbers shall be allowed in the content template.</u>

Please find the below steps to Whitelist your CTAs on https://www.vilpower.in/

Types of CTAs:

All the CTAs that are being sent via A2P messages must be whitelisted.

Types of CTAs:

- 1. URL
 - Any link/URL that would be used as a part of an SMS.
 - WhatsApp links
 - APK links
- 2. Number (For call or message)
 - Mobile
 - Landline
 - Toll Free
- 3. Email

All the CTAs you whitelist here will be shared with all other telcos, allowing you to send messages through any telco.



Procedure of Whitelisting CTAs -

Step by step procedure with screenshots as follows:

1. CTA Whitelisting navigation:

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DASHB	ARD HEADERS TEMPLATES TELEMARKETERS CONSENTS	ACQUISITION BRAND NAME CTA WHITELISTING MORE
Dashboard		
3 HEADERS	O CONTENT TEMPLATES	1 CONSENT TEMPLATES
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Terms and Conditions Voo FAGs Ads Exclainton Support Matrix Suppliers Partners Contact Us	fore Group Limited An Adays Brita Group pathreniby B Brita Group Registered Office: Sumen Tower, Piot no. 18, Sect Gendhinage, 352011, Gujeret Telephone: +91 79: 667140001 2232525	6 Vodatore 🖬 tania





- 2. Whitelisting CTAs:
 - a. Click on "+Whitelist CTA"
 - b. You can whitelist URLs, Mobile numbers and Emails

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c ctaproducts Enterprise User	Q Search by CTA	Filter by CTA type	~		Last 30 days	🗎 🕂 Whitelist CTA
BB Dashboard	СТА Туре	СТА	Sample CTA	Contains Variable	Updated On	Status
🖕 CTA Whitelisting						
ORL Shortener						
Branded Domains						
Analytics						
& Webhooks						
🌣 Settings 🗸						
🖒 Logout						

3. Whitelisting URL – Static URL: Please note that URLs that redirect to another URL are not permitted.

V I, business	Whitelist CTA Q A	?
Enterprise User	Select CTA type	
CTA Whitelisting	Others Whatsapp Links APK Links Enter URL	
 URL Shortener Branded Domains 	https://google.com	
Analytics Webhooks	URL contains variable. (Please enter only static part of the URL For ex: https://yourbrand.com/path/?) Do not shorten	
🌣 Settings 🗸	Submit Cancel	
් Logout		



4. Whitelisting URL – Dynamic URL: Please select "URL contains variable" and provide the static portion of the dynamic URL (up to the '?'), along with a sample of the final URL

Vi	Whitelist CTA Q	¢	?
Enterprise User	Select CTA type		
BB Dashboard	O Others O Whatsapp Links APK Links		
🖕 CTA Whitelisting	Enter URL		
URL Shortener	https://google.com		
Branded Domains	2 URL contains variable. (Please enter only static part of the URL For exc https://www.rand.com/path/?)		
Analytics	"?" is mandatory for a dynamic TIRL and 17 will not be accented in the dynamic nart of TIRL		
🛞 Webhooks	Sample URL		
🅸 Settings 🗸	https://www.hand.com/path/?productsku=1234		
	Do not shorten Sudumit Cancel		
් Logout			

5. Mobile numbers:

business	Whitelist CTA	Q	۵	?
c ctaproducts	Select CTA type			
	Image: Second system Image: S			
BB Dashboard	O Mobile Landline O Toll free O Others			
🖕 CTA Whitelisting	Enter URL			
Ø URL Shortener	9494511415			
Branded Domains				
Analytics	Submit Cancel			
& Webhooks				
🕸 Settings ~				
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URL Shortener as a service

You can use the URL shortener to shorten the URLs you send in the messages, there are 2 ways you can use this URL shortener:

Types of shortenings:

- 1. Static Shortening: The shortened link remains fixed and will be sent for each message (SMS)
- 2. *Dynamic Shortening:* The shortened link changes dynamically, possibly based on user specific information, like Mobile number.

For example, the Domain "vil.ai" van be used for URL Shortening services in the below ways

- 1. Basic (Dynamic shortening):
 - The most basic URL Shortener service can be shortened to https://vil.ai/abcdef. We can use this service to generate "abcdef" String in the URL to 6/8/10 Alphanumeric **randomly**.
- 2. Custom back halves/ URL Path (Only for Static shortening):
 - You can also use Enterprise's name/Brand name in the path variable.
 - Example: https://vil.ai/uvwxyz, where we can keep "uvwxyz" as constant while generating the URL.
- 3. Branded domain (bring your own Domain):
 - Bring your own existing domain.
 - Configure our URL Shortener as a service to use your domain.
- 4. Bulk shortening (Dynamic shortening)
 - Select your existing URL(Whitelisted) and upload a file with mobile numbers,
 - Our service will generate Unique URLs for each of the mobile numbers, which can used for User tracking.
 - Download the list of URLs and send them in the SMSs to be sent to subscribers

URL Shortener – steps

- 1. URL Shortener
 - a. Give a name for the link you want to shorten
 - b. Select the Whitelisted URL from the Long URL dropdown (you can search and select from the list of whitelisted URLs)
 - c. Static shortening:
 - i. You can give a custom back half (for static shortening), the selected URL will always be shortened to the give URL, for example: https://vil.ltd/brandname.
 - ii. You can check "Allow short url in messages" if you want to send the shortened URL directly in the messages (In real time mentioned above).
 - d. Dynamic shortening:
 - i. Do not give any custom back half.
 - ii. Select the short link length (this will be the length of the random string generated). For example, length of 6: <u>https://vil.ltd/klhdfa</u>
 - iii. Check "Allow user tracking", to generate dynamic links(a different link every time the URL is shortened)
 - iv. You can check "Allow short url in messages" if you want to send the shortened URL directly in the messages (In real time mentioned above).
 For this you can generate the shortened URLs before sending the message from the Bulk shortening page.



V , business	Create a short link	٩	ф.	?
Chapter Linds Enterprise User	Link name Enter the name of link			
CTA Whitelisting	Long URL Filter by CTA type			~
 Branded Domains Analytics Webhooks Settings ~ 	CTA Options Domain Custom back half (optional) Custom back half (optional) Custom backhalfs are 10 Select short link length after / 6 Select URL protocol HTTPS Allow user tracking Allow user tracking Allow short url in messages.			
ථ Logout	Submit Cancel			

- 2. URL Shortener Branded Domain
 - a. You can use your existing domain to shorten the URLs, to configure, please follow the steps below
 - b. Go to create new

V	Branded Domains		Q Q
Enterprise User	Steps to add custom domain This text refers to the step by step proced shown here for DNS configuration	ure to add the custom domain and custom subdomain to the portal. Step	ss to Configure the DNS records and other required information. Server Ips will be
Dashboard	For subdomain configuration, point the C	NAME record to cname.tru.im	
CTA Whitelisting			
Ø URL Shortener			+ Create N
Branded Domains			
Analytics	Short Domain	Verification Status	Updated On
Webhooks			
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c. Give your custom domain

Add a custom domain Q <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>							
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d. Give the required details and upload the certificate

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chemiliuchi (G STEP 1 Add Custom Domai	'n	STEP 2 Configure Dns records		× ,	STEP 3 /erify
22 Dashboard	Point domain to below ip	address as A record				
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ORL Shortener						
Branded Domains	10.10.0.2	Ø				
Analytics	Ilpland SSI Cartificata					
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	Next Cancel					
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