



CTA Whitelisting

User Manual



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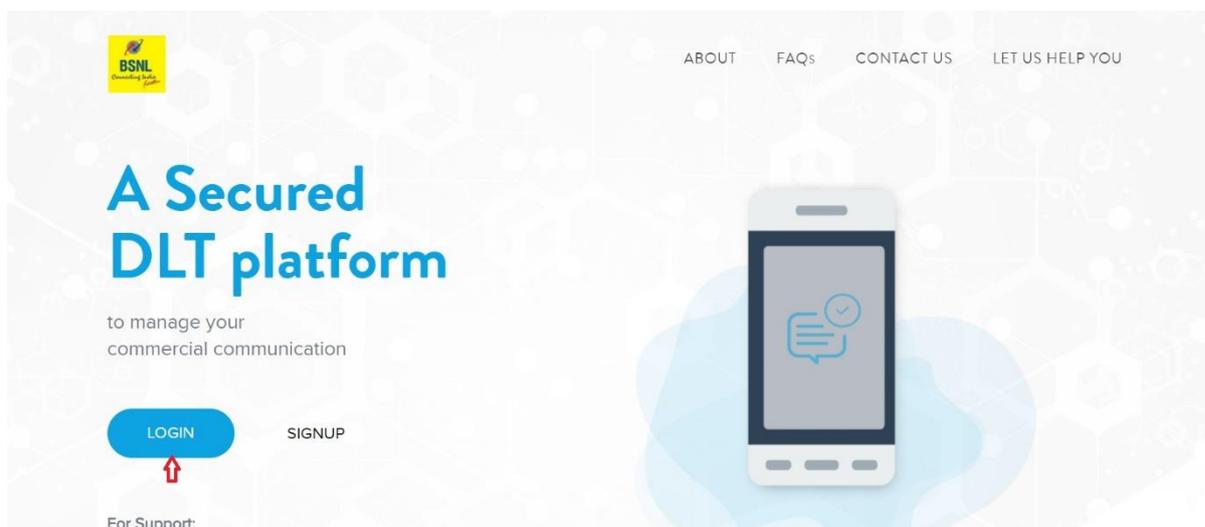
This User manual outlines the process of whitelisting your CTAs that you send as part of A2P messages.

Types of CTAs:

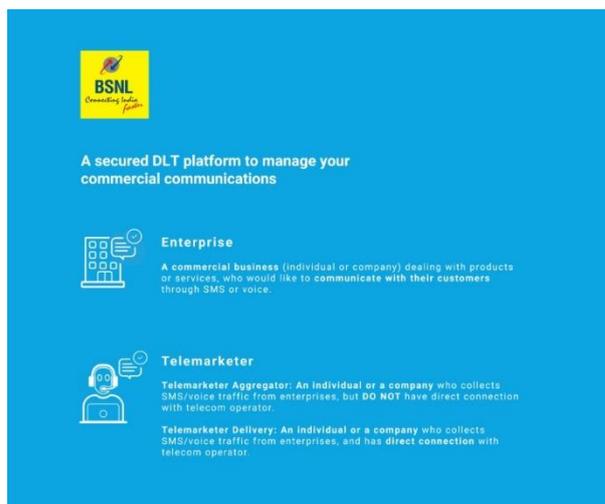
1. URLs
 - a. Static Long URL
 - b. Dynamic Long URL
 - c. Whatsapp links and APK links
 - d. Short domains
2. Number
 - a. Mobile
 - b. Landline
 - c. Toll free
 - d. Short code
3. Email

Login

1. Go to <https://www.ucc-bsnl.co.in/> and Click on Login



2. Select Login as Enterprise and Click on NEXT



Select your Area of Operation

to Login

- As Enterprise [more info >](#)
- As Telemarketer [more info >](#)
- As Mobile Subscriber [more info >](#)

New User ? [Signup Here](#)

3. Enter your Email Address and password



Enterprise Login

Enter your email address

adbcd@gmail.com

Password

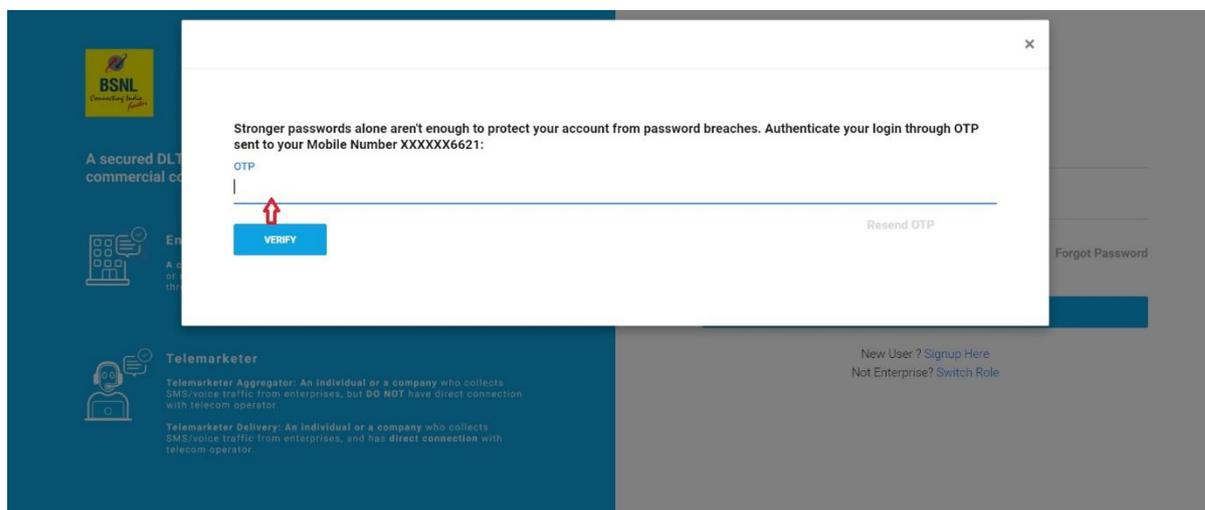
.....

Remember Me

[Forgot Password](#)

[New User ? Signup Here](#)
[Not Enterprise? Switch Role](#)

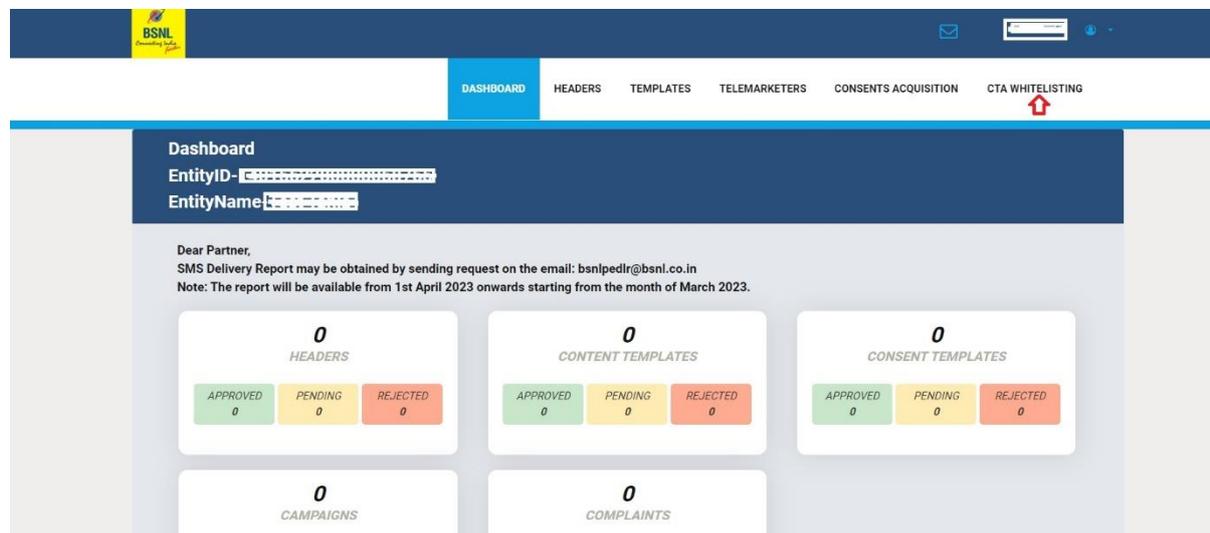
4. Enter the OTP received on your registered Mobile number and click Verify



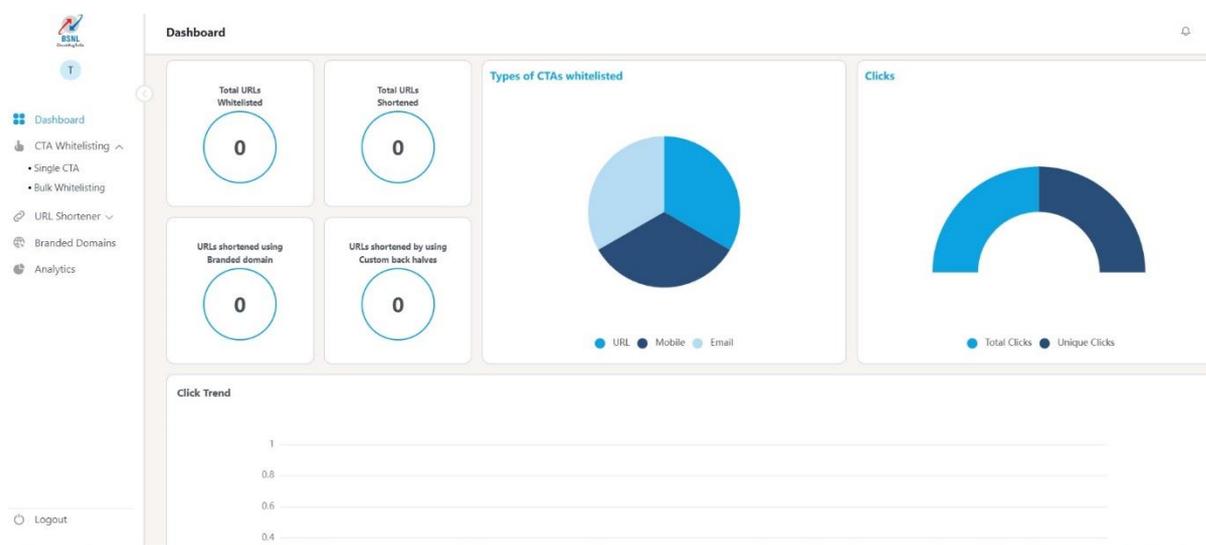
The screenshot shows a BSNL login verification modal. The modal has a white background and a dark blue border. At the top left is the BSNL logo. The main text reads: "Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX6621:". Below this is an input field labeled "OTP" with a red arrow pointing to it. To the right of the input field is a "Resend OTP" link. At the bottom left of the modal is a blue "VERIFY" button. The background of the page is dark blue and grey, with some text and icons visible but partially obscured by the modal.

CTA Whitelisting

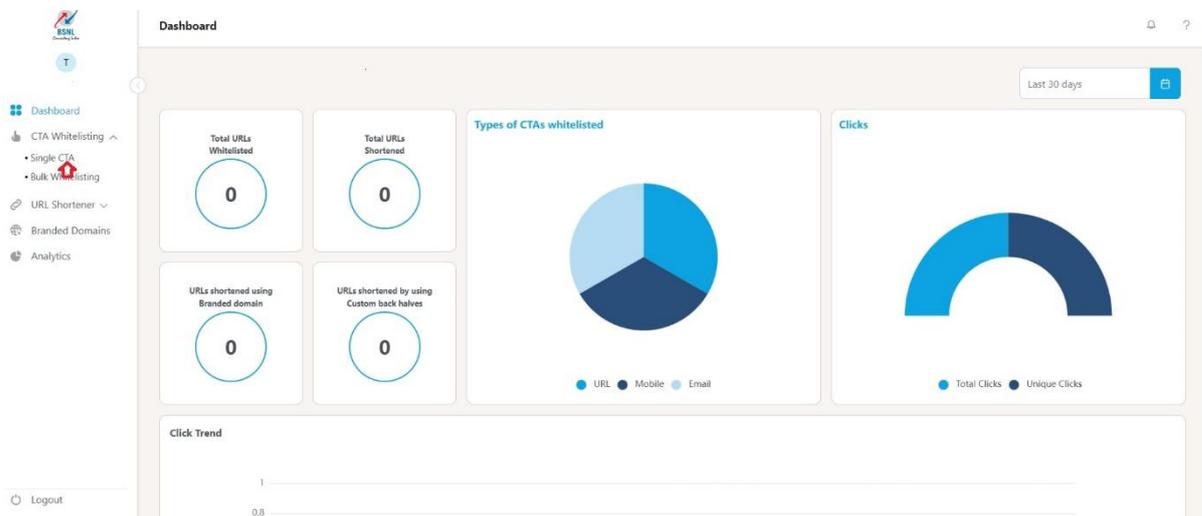
1. Click on “CTA Whitelisting” from the Menu



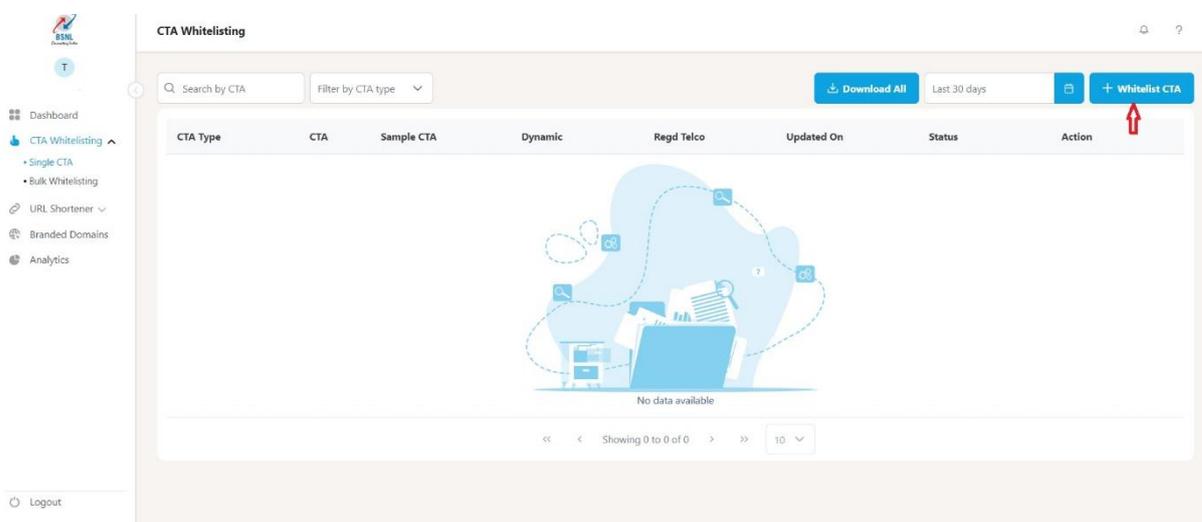
2. CTA Whitelisting Dashboard



3. Click on CTA Whitelisting -> Single CTA



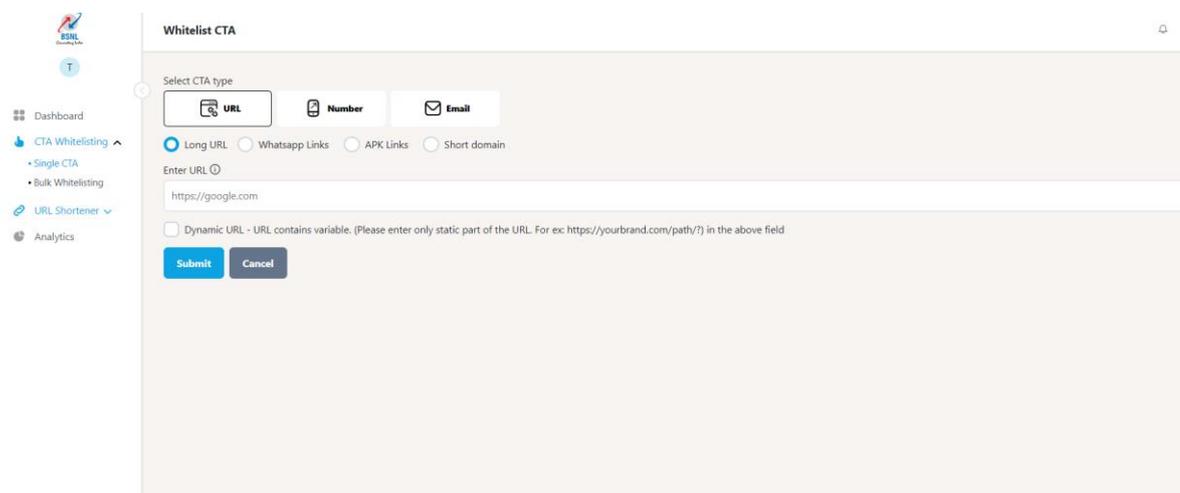
4. Click on + Whitelist CTA button (on the Top Right)



5. Whitelist URL

a. Static Long URL: You can whitelist all the static long URLs you send in your messages (including the static part of the Content Template) here.

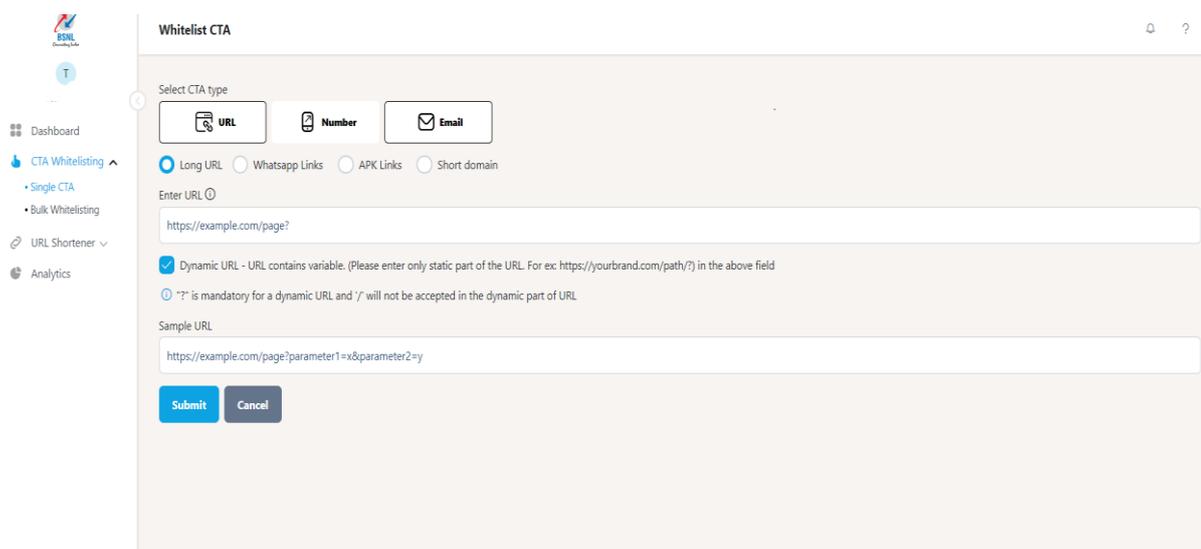
- Http:// or Https:// is mandatory
- Please do not Enter any shortened URLs or URL shortener links here
- Please do not Submit any URL that redirect to another URL.



The screenshot shows the 'Whitelist CTA' interface. On the left is a navigation menu with options: Dashboard, CTA Whitelisting (with sub-options: Single CTA, Bulk Whitelisting), URL Shortener, and Analytics. The main panel is titled 'Whitelist CTA'. Under 'Select CTA type', there are three buttons: 'URL' (selected), 'Number', and 'Email'. Below this, there are four radio buttons: 'Long URL' (selected), 'Whatsapp Links', 'APK Links', and 'Short domain'. A text input field labeled 'Enter URL' contains 'https://google.com'. Below the input field is a checkbox labeled 'Dynamic URL - URL contains variable. (Please enter only static part of the URL. For ex: https://yourbrand.com/path/?)' which is unchecked. At the bottom are 'Submit' and 'Cancel' buttons.

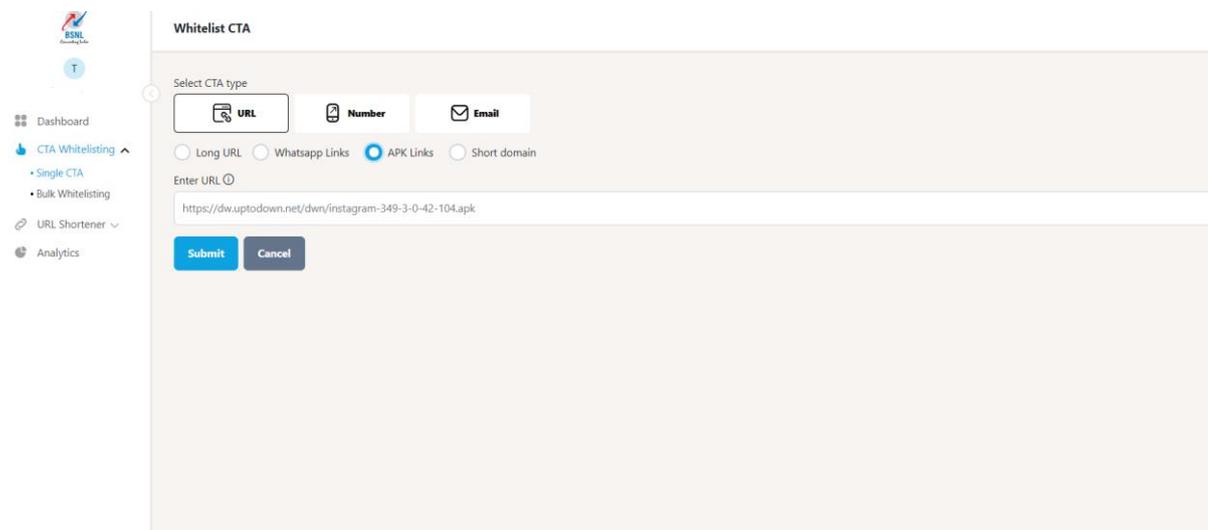
b. Dynamic Long URL: You can Whitelist all your Dynamic links that contain a question mark(?) in the URL. Check the URL contains variable to whitelist these type of URLs

- The URL must contain a '?' and a query string post '?'
- Must Enter the URL till '?' in the first box and a sample full URL in the sample URL (screenshot attached)
- Please do not add any URL that doesn't have a '?' in the URL
- PI do not whitelist Dynamic URL with Dynamic Paths.



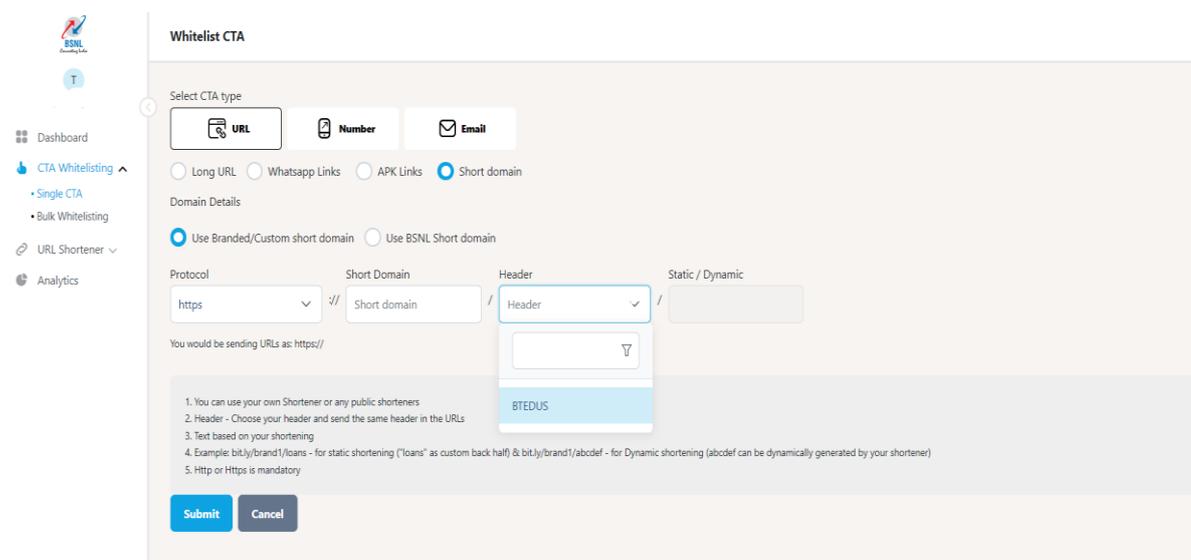
The screenshot shows the 'Whitelist CTA' interface for a dynamic URL. The navigation menu is the same as in the previous screenshot. In the main panel, under 'Select CTA type', the 'URL' button is selected. The radio buttons are: 'Long URL' (selected), 'Whatsapp Links', 'APK Links', and 'Short domain'. The 'Enter URL' field contains 'https://example.com/page?'. Below this is a checked checkbox labeled 'Dynamic URL - URL contains variable. (Please enter only static part of the URL. For ex: https://yourbrand.com/path/?)' with a sub-note: '? is mandatory for a dynamic URL and '/' will not be accepted in the dynamic part of URL'. A 'Sample URL' field contains 'https://example.com/page?parameter1=x¶meter2=y'. At the bottom are 'Submit' and 'Cancel' buttons.

- c. APK Links:** You can whitelist the APK (Android Application Package) links you intend to send in your A2P SMS.
- Only URLs that end with .apk are allowed



The screenshot shows the 'Whitelist CTA' interface. Under 'Select CTA type', the 'URL' tab is active. The 'APK Links' radio button is selected. The 'Enter URL' field contains the text: `https://dw.uptodown.net/dwn/instagram-349-3-0-42-104.apk`. There are 'Submit' and 'Cancel' buttons at the bottom.

- d. Short domains:** You can use your own Branded/Custom short domains by adding your Header in the URL:
- You must use the protocol (Https or Http), give your short domain and select a Header from the list of active Headers and submit.
 - You can now whitelist your or your 3rd party URL shortener domain to generate links as domain/HEADER/ {Static or dynamically generated text} format. PI note that URL will be shortened at your end and the live SMS traffic is expected in the same format
 - While your domain is whitelisted in this way and you can shorten and send URLs in the messages, it is always recommended that you Whitelist all your long URLs (the URLs these shortened links redirect to)

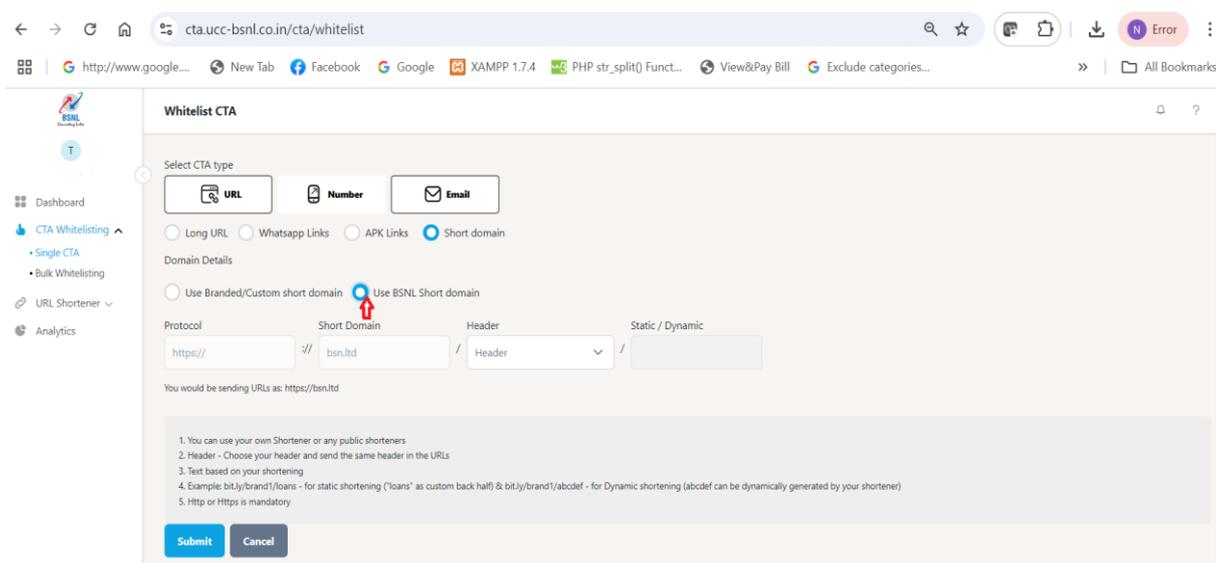


The screenshot shows the 'Whitelist CTA' interface with 'Short domain' selected. Under 'Domain Details', 'Use Branded/Custom short domain' is selected. The 'Protocol' is set to 'https'. The 'Short Domain' field contains 'Short domain'. The 'Header' dropdown is open, showing 'Header' as the selected option. Below the form, there are instructions:

1. You can use your own Shortener or any public shorteners
2. Header - Choose your header and send the same header in the URLs
3. Text based on your shortening
4. Example: bit.ly/brand1/loans - for static shortening ("loans" as custom back half) & bit.ly/brand1/abcdef - for Dynamic shortening (abcdef can be dynamically generated by your shortener)
5. Http or Https is mandatory

 There are 'Submit' and 'Cancel' buttons at the bottom.

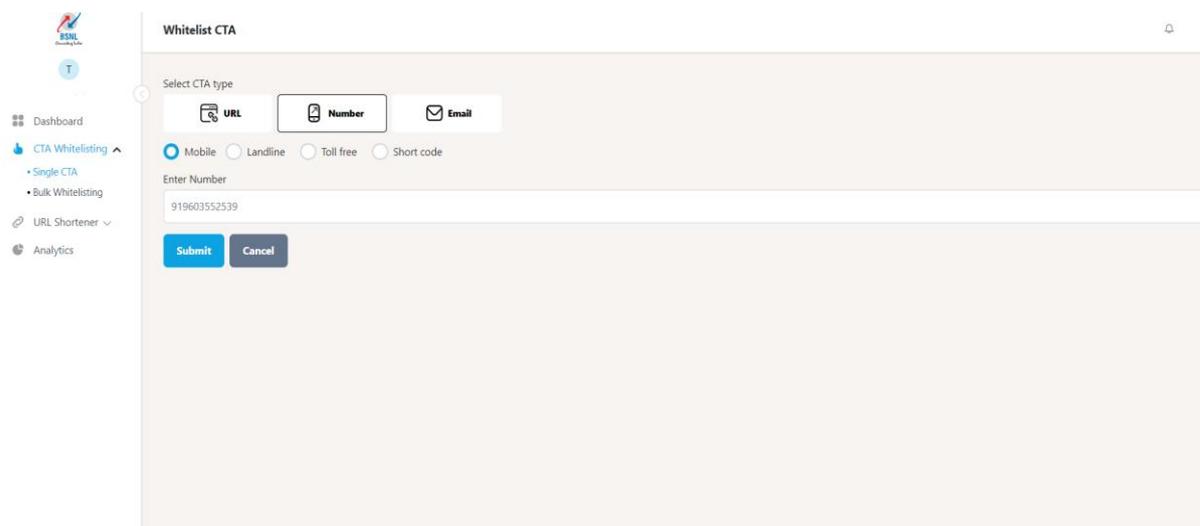
- e. **Short domain (bsn.ltd):** You can also use a shortener service provided by BSNL to shorten your links at an additional service provided by BSNL in case you don't have any third-party shortener service.
- The Domain provided by BSNL is “bsn.ltd”
 - You must the protocol (Https or Http) and select a Header from the list of active Headers and submit.
 - This URL shortener service will generate links as bsn.ltd/HEADER/ {Static or dynamically generated text}
 - You can submit and check the URL Shortener section for more details on the URL shortening service.



The screenshot shows the 'Whitelist CTA' form in a web browser. The browser address bar shows 'cta.ucc-bsnl.co.in/cta/whitelist'. The page has a sidebar with navigation options: Dashboard, CTA Whitelisting (with sub-options for Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main form area is titled 'Whitelist CTA' and contains the following elements:

- Select CTA type:** Three buttons for 'URL', 'Number', and 'Email'. The 'URL' button is selected.
- Domain type selection:** Four radio buttons: 'Long URL', 'Whatsapp Links', 'APK Links', and 'Short domain'. The 'Short domain' radio button is selected.
- Domain Details:** Two radio buttons: 'Use Branded/Custom short domain' and 'Use BSNL Short domain'. The 'Use BSNL Short domain' radio button is selected, with a red arrow pointing to it.
- Form fields:** A 'Protocol' field containing 'https://', a 'Short Domain' field containing 'bsn.ltd', a 'Header' dropdown menu showing 'Header', and a 'Static / Dynamic' field.
- Preview:** A text box indicating 'You would be sending URLs as: https://bsn.ltd'.
- Instructions:** A list of five numbered instructions:
 1. You can use your own Shortener or any public shorteners
 2. Header - Choose your header and send the same header in the URLs
 3. Text based on your shortening
 4. Example: bit.ly/brand1/loans - for static shortening ('loans' as custom back half) & bit.ly/brand1/abcdef - for Dynamic shortening (abcdef can be dynamically generated by your shortener)
 5. Http or Https is mandatory
- Buttons:** 'Submit' and 'Cancel' buttons at the bottom.

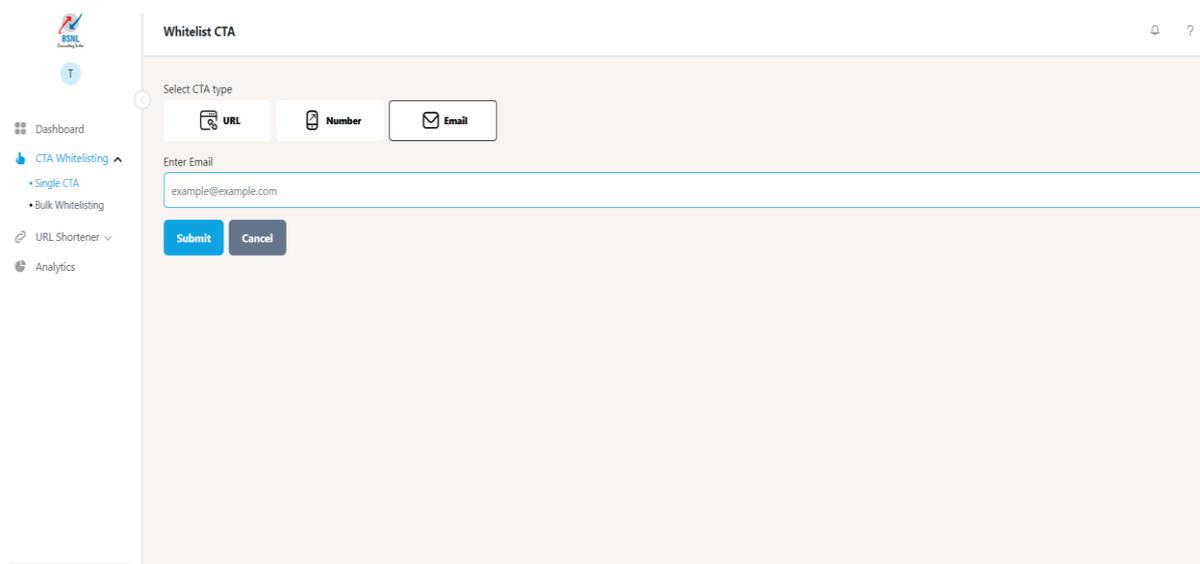
6. Whitelisting numbers: You can whitelist the numbers (callback numbers) you send in your A2P messages. Rules to whitelist numbers:
- a. Mobile numbers: Must start with '91' followed by the 10-digit number.
 - b. Landline number: Must start with '0' and must be of length 11.
 - c. Toll free number: Must start with 1800 or 1860 and must have a length of 8-13.
 - d. Short code: Must have a length of 3-6.



The screenshot shows the 'Whitelist CTA' interface. On the left is a navigation menu with options: Dashboard, CTA Whitelisting (expanded to show Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main content area is titled 'Whitelist CTA' and contains the following elements:

- 'Select CTA type' section with three buttons: 'URL', 'Number' (selected), and 'Email'.
- Radio buttons for 'Mobile' (selected), 'Landline', 'Toll free', and 'Short code'.
- 'Enter Number' text input field containing '919603552539'.
- 'Submit' and 'Cancel' buttons.

7. Email: You can whitelist all the Email addresses you send in your messages here:

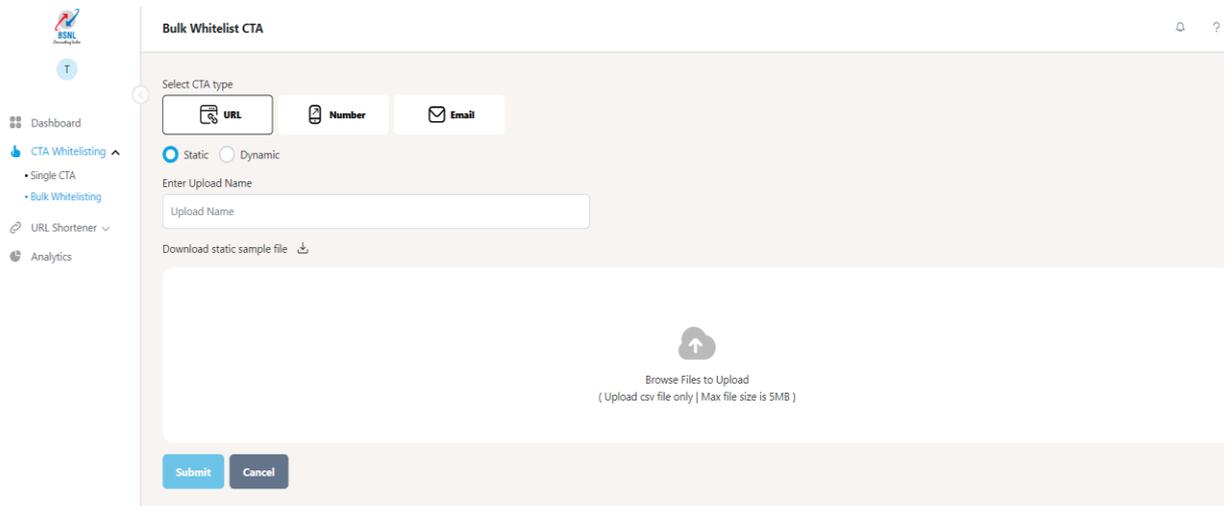


The screenshot shows the 'Whitelist CTA' interface. On the left is a navigation menu with options: Dashboard, CTA Whitelisting (expanded to show Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main content area is titled 'Whitelist CTA' and contains the following elements:

- 'Select CTA type' section with three buttons: 'URL', 'Number', and 'Email' (selected).
- 'Enter Email' text input field containing 'example@example.com'.
- 'Submit' and 'Cancel' buttons.

8. CTA Whitelisting -> Bulk Whitelisting

- a. You can Upload upto 500 CTAs at once using the Bulk Whitelisting feature.
- b. Select the appropriate CTA, download the sample file and upload the file with the data to Whitelist your CTAs in bulk.
- c. You can check the status of each of the file (with CTAs) uploaded.



The screenshot shows the 'Bulk Whitelist CTA' interface. On the left is a navigation sidebar with the BSNL logo and a 'T' icon. The sidebar contains: Dashboard, CTA Whitelisting (with sub-items Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main content area is titled 'Bulk Whitelist CTA' and includes: 'Select CTA type' with buttons for URL, Number, and Email; radio buttons for 'Static' (selected) and 'Dynamic'; an 'Enter Upload Name' field with a placeholder 'Upload Name'; a 'Download static sample file' link; a large upload area with a cloud icon and the text 'Browse Files to Upload (Upload csv file only | Max file size is 5MB)'; and 'Submit' and 'Cancel' buttons at the bottom.

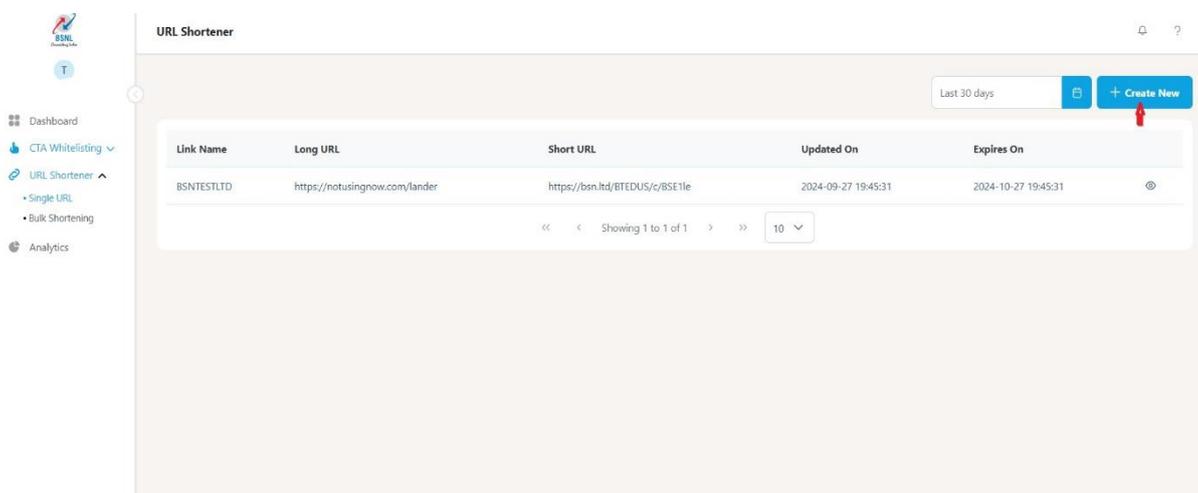
URL Shortener service

You can use the URL Shortener service to shorten your Static/Dynamic Long URLs with bsn.ltd domain.

Prerequisites:

- In the URLs-> Short domains section, choose a Header and add bsn.ltd as one of your short domains
- To use this service, please whitelist all your URLs. Once done, you can select from the list of whitelisted URLs to shorten.

1. URL Shortener -> Single URL
 - a. Single URL details page

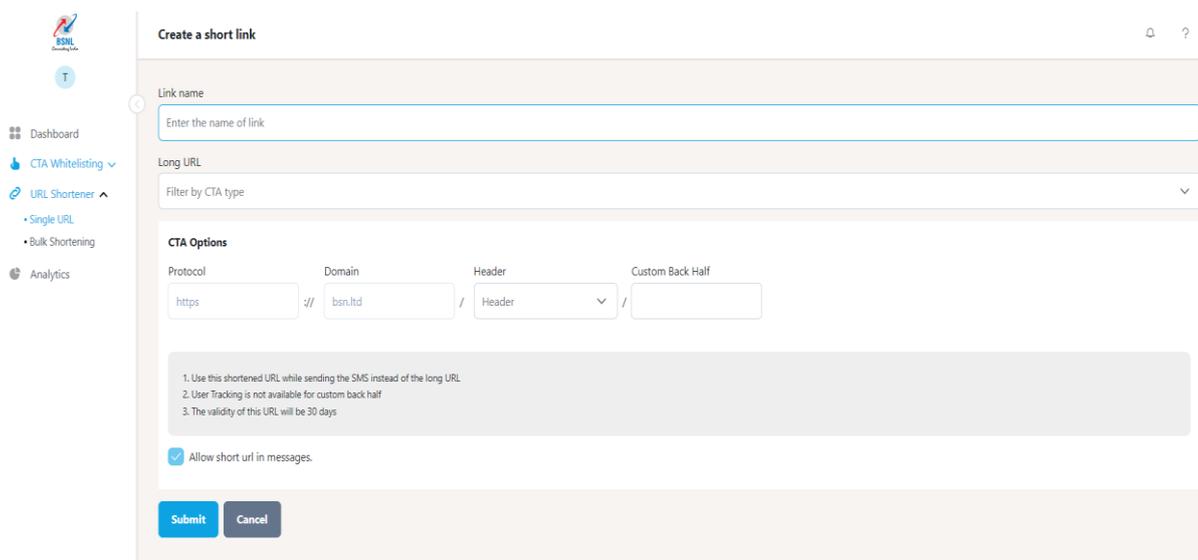


The screenshot shows the 'URL Shortener' dashboard. On the left is a navigation menu with items: Dashboard, CTA Whitelisting, URL Shortener (expanded to show Single URL and Bulk Shortening), and Analytics. The main content area has a 'Last 30 days' filter and a '+ Create New' button. Below is a table with the following data:

Link Name	Long URL	Short URL	Updated On	Expires On
BSNTESTLTD	https://notusingnow.com/lander	https://bsn.ltd/BTEDUS/c/BSE1le	2024-09-27 19:45:31	2024-10-27 19:45:31

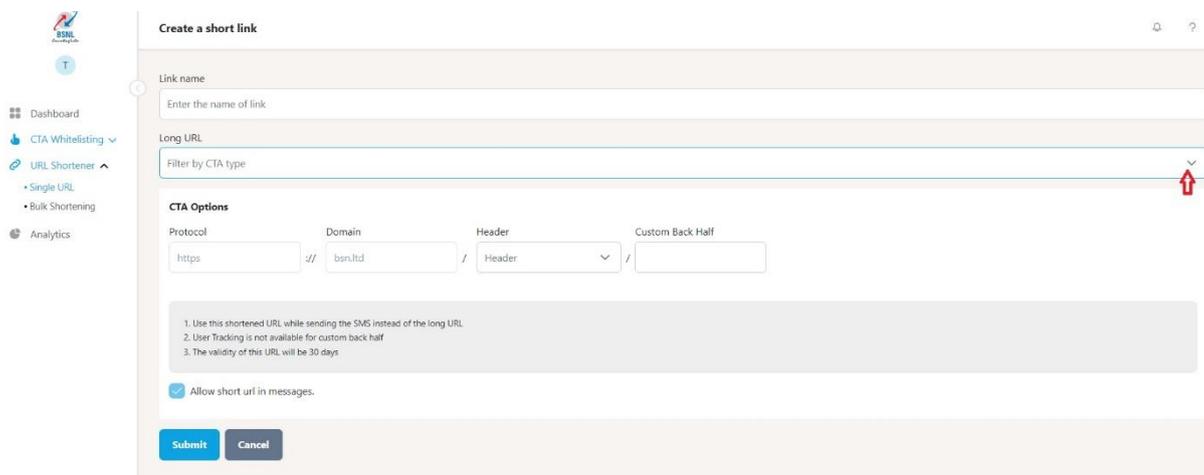
At the bottom of the table, it says 'Showing 1 to 1 of 1' and '10' items per page.

- b. Click on “+ Create New” button on the top-right



The screenshot shows the 'Create a short link' form. It includes a 'Link name' input field with the placeholder 'Enter the name of link'. Below is a 'Long URL' section with a 'Filter by CTA type' dropdown. The 'CTA Options' section has four fields: Protocol (https), Domain (bsn.ltd), Header (Header), and Custom Back Half. A grey box contains instructions: '1. Use this shortened URL while sending the SMS instead of the long URL', '2. User Tracking is not available for custom back half', and '3. The validity of this URL will be 30 days'. There is a checked checkbox for 'Allow short url in messages.' and 'Submit' and 'Cancel' buttons at the bottom.

c. Long URL: Select a URL from the list of Whitelisted URLs



Create a short link

Link name
Enter the name of link

Long URL
Filter by CTA type

CTA Options

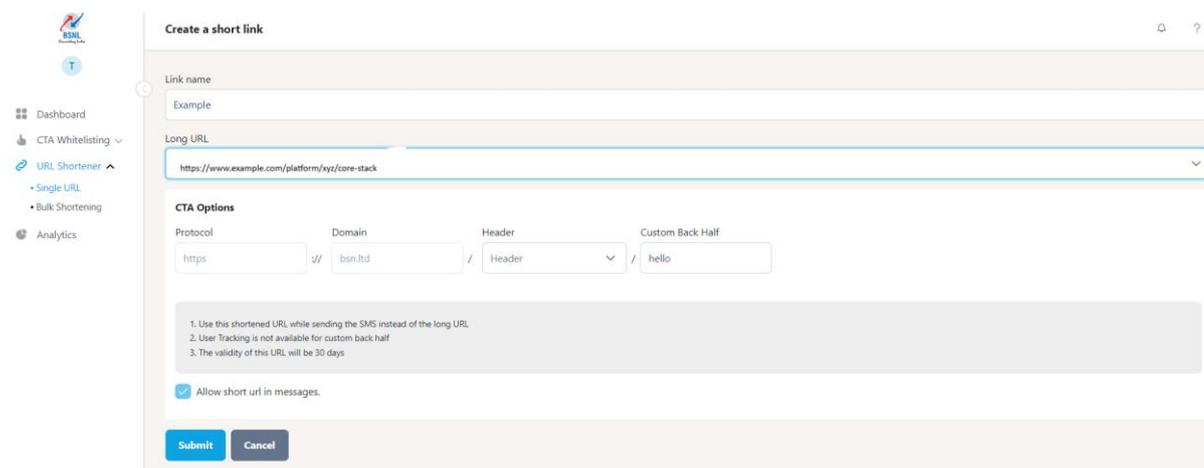
Protocol: https // Domain: bsn.ltd / Header: Header Custom Back Half:

1. Use this shortened URL while sending the SMS instead of the long URL
2. User Tracking is not available for custom back half
3. The validity of this URL will be 30 days

Allow short url in messages.

Submit **Cancel**

d. Select your Header and a custom back half:



Create a short link

Link name
Example

Long URL
https://www.example.com/platform/xyz/core-stack

CTA Options

Protocol: https // Domain: bsn.ltd / Header: Header Custom Back Half: hello

1. Use this shortened URL while sending the SMS instead of the long URL
2. User Tracking is not available for custom back half
3. The validity of this URL will be 30 days

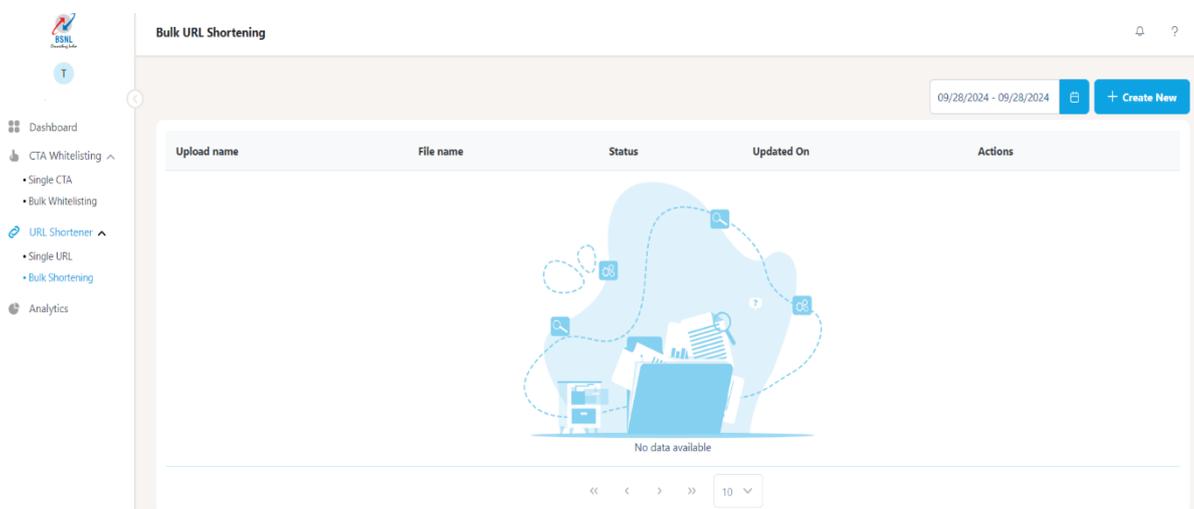
Allow short url in messages.

Submit **Cancel**

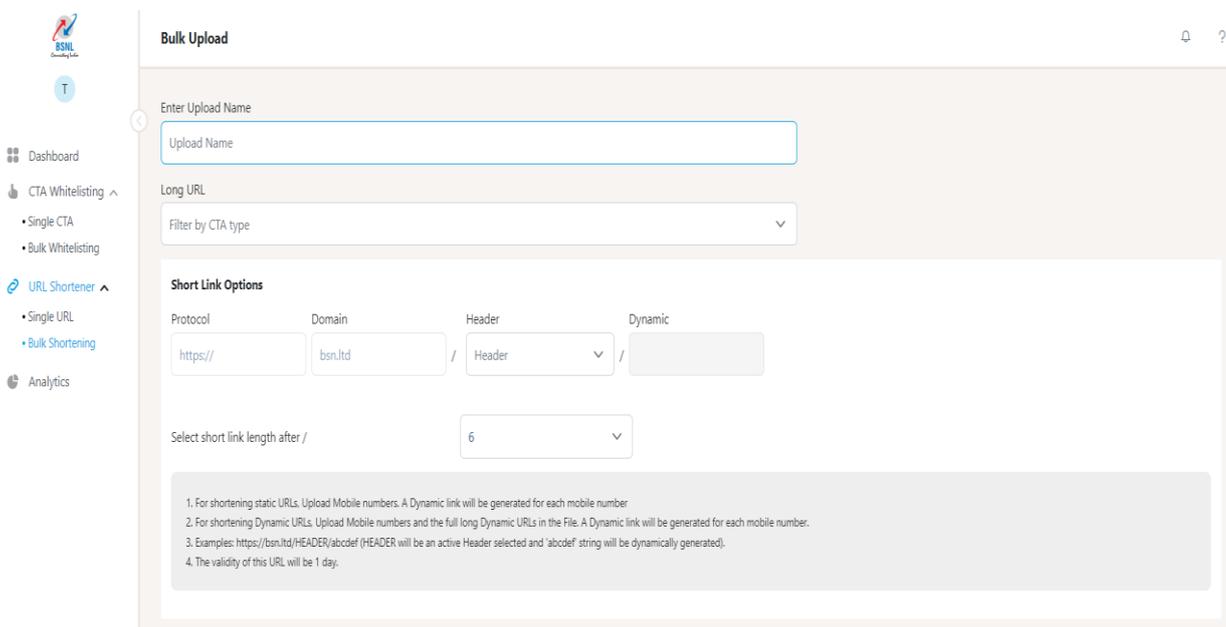
- e. The URL <https://bsn.ltd/HEADER/hello> will redirect to the selected long URL for the next 30 days (validity). (You can enter any Alphanumeric string in place of “hello”)
- f. You can also select a Dynamic URL and give full Dynamic long URL and shorten that URL in the same page.

2. URL Shortener -> Bulk Shortening

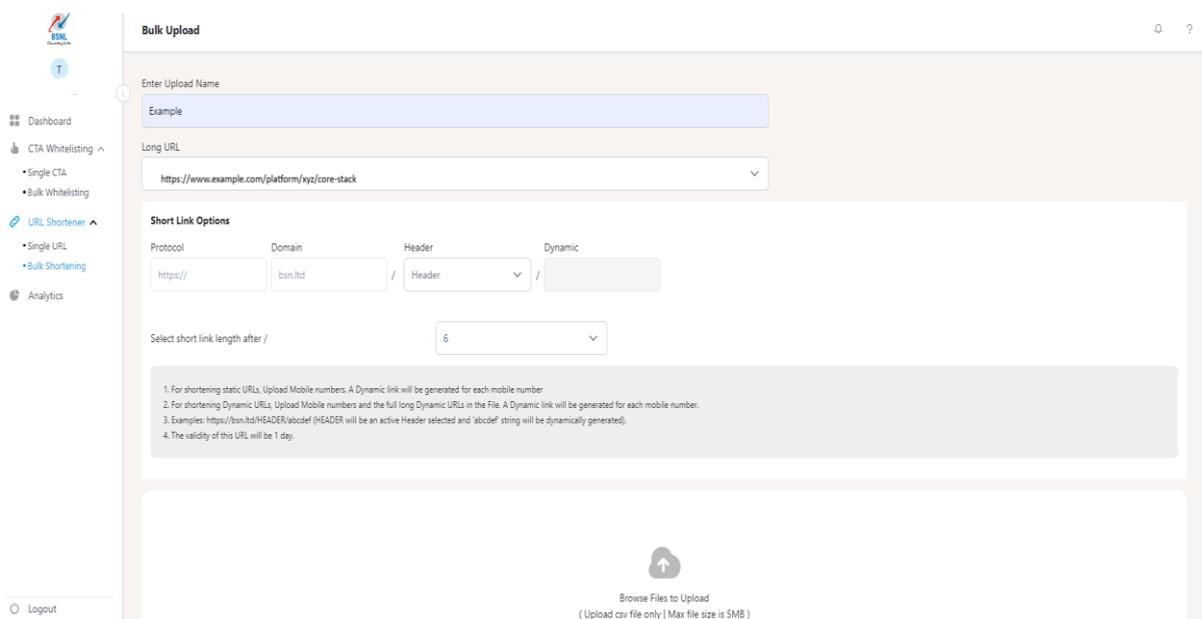
a. Bulk Shortening page – provides details of your previous Bulk shortening activities



b. Click on “+ Create New” button on the Top right



- c. Use this page to generate Shortened URLs in bulk, You can select a Long URL, select the Header you want to use (from the list of your active Headers) and upload a csv file with a list of mobile numbers (sample file can be downloaded from the portal).



The screenshot shows the 'Bulk Upload' interface. On the left is a navigation menu with items: Dashboard, CTA Whitelisting (with sub-items Single CTA and Bulk Whitelisting), URL Shortener (with sub-items Single URL and Bulk Shortening), and Analytics. The main content area is titled 'Bulk Upload' and contains the following fields and options:

- Enter Upload Name:** A text input field with the value 'Example'.
- Long URL:** A dropdown menu showing 'https://www.example.com/platform/xyz/core-stack'.
- Short Link Options:** A section with four input fields: 'Protocol' (https://), 'Domain' (bsn.tld), 'Header' (Header), and 'Dynamic' (a greyed-out field).
- Select short link length after /:** A dropdown menu with the value '6'.
- Instructions:** A grey box containing four numbered instructions:
 1. For shortening static URLs, Upload Mobile numbers. A Dynamic link will be generated for each mobile number.
 2. For shortening Dynamic URLs, Upload Mobile numbers and the full long Dynamic URLs in the File. A Dynamic link will be generated for each mobile number.
 3. Examples: https://bsn.tld/HEADER/abcdef (HEADER will be an active Header selected and 'abcdef' string will be dynamically generated).
 4. The validity of this URL will be 1 day.
- Upload Button:** A button with an upward arrow icon, labeled 'Browse Files to Upload' and '(Upload csv file only | Max file size is 5MB)'.

- d. As output, you will receive a file with a short link generated against each of the mobile numbers provided in the uploaded CSV file.
- e. You can send the links to the same mobile numbers and track whether the users have clicked on the links or not.
- f. You can do the same for dynamic URLs also, by selecting a dynamic long URL and giving the different long dynamic URLs against the mobile numbers in the file.