



CTA Whitelisting User Manual

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

Please find the below steps to Whitelist your CTAs on <https://www.ucc-bsnl.co.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

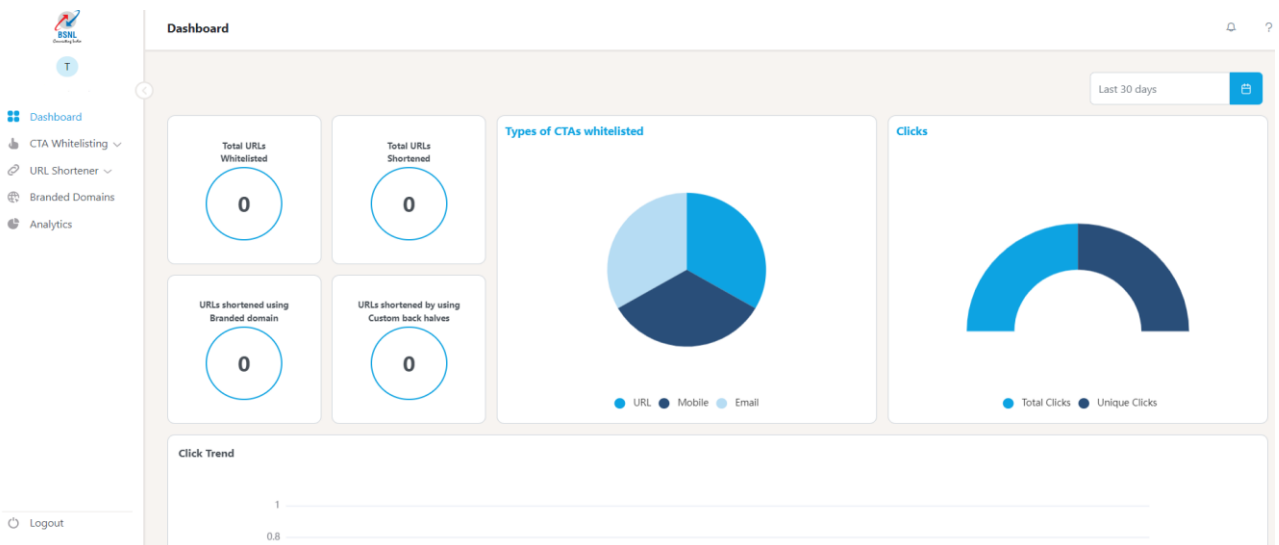
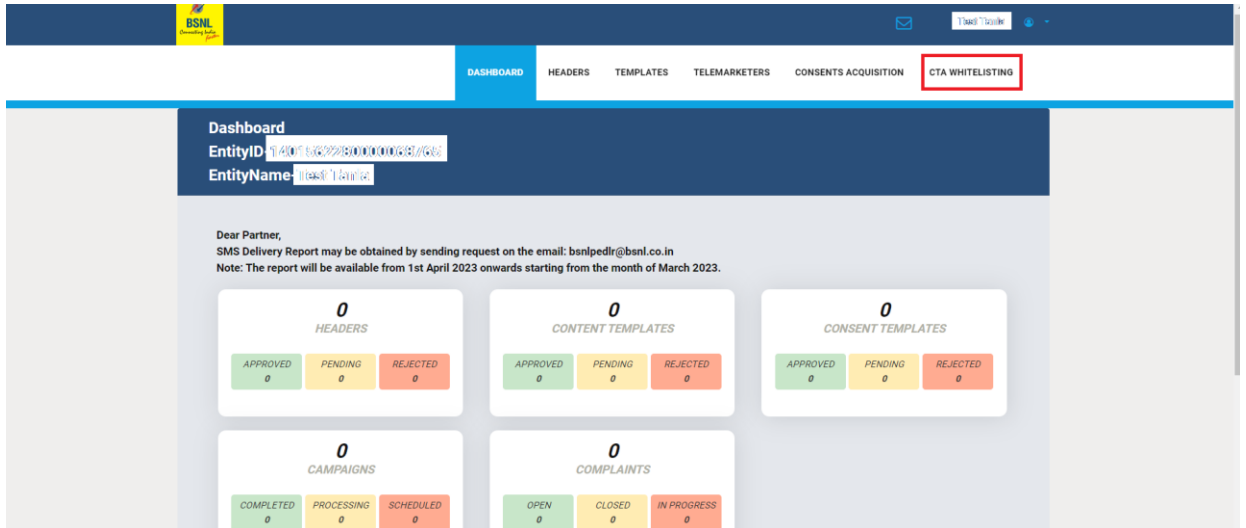
All the CTAs you whitelist here will be shared with all other telcos, allowing you to send messages through any telco.



Procedure of Whitelisting CTAs -

Step by step procedure with screenshots as follows:

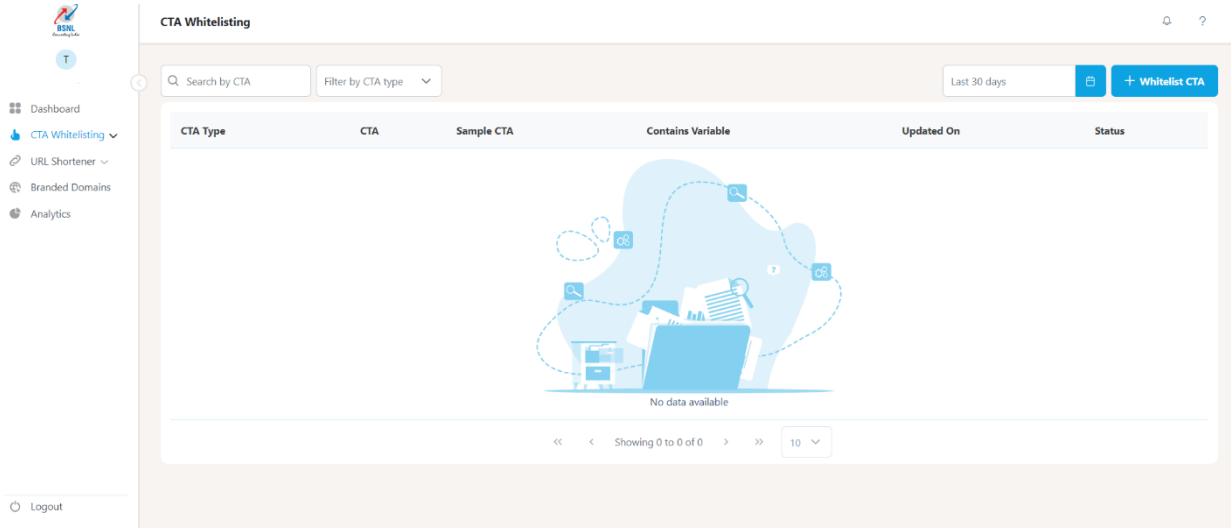
1. CTA Whitelisting navigation:



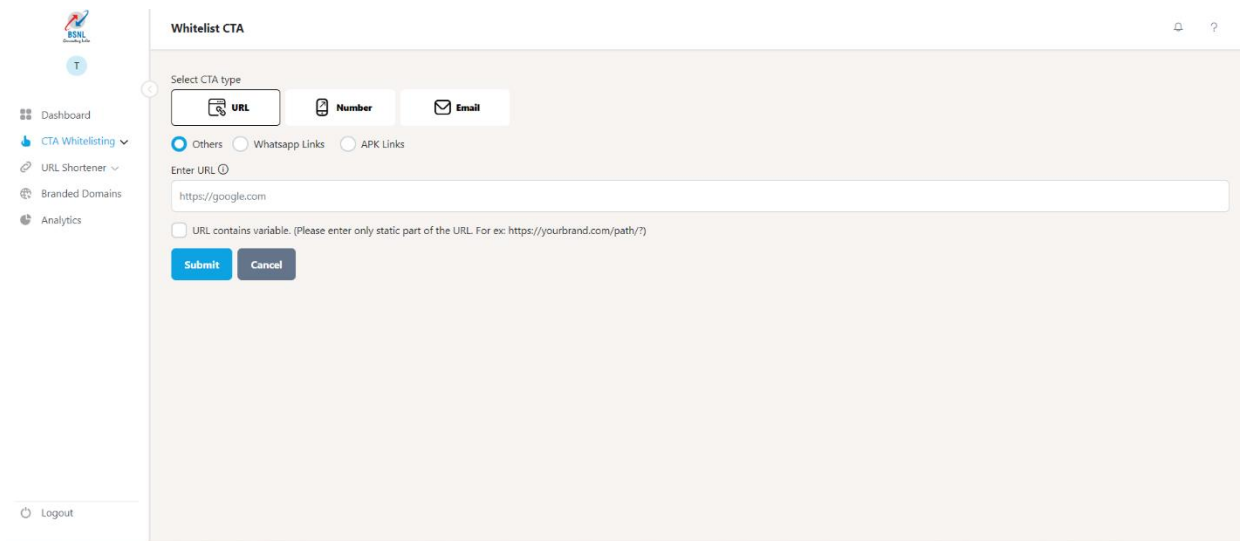


2. Whitelisting CTAs:

- a. Click on “+Whitelist CTA”
- b. You can whitelist URLs, Mobile numbers and Emails



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





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

The screenshot shows the 'Whitelist CTA' form. The 'URL' type is selected. Under 'Select CTA type', 'URL' is chosen. Below, 'Others' is selected. The 'Enter URL' field contains 'https://google.com'. The 'URL contains variable' checkbox is checked, with a note: '(Please enter only static part of the URL. For ex: https://yourbrand.com/path/?)'. A 'Sample URL' field contains 'https://yourbrand.com/path/?productsku=1234'. 'Submit' and 'Cancel' buttons are at the bottom.

5. Mobile numbers:

The screenshot shows the 'Whitelist CTA' form. The 'Number' type is selected. Under 'Select CTA type', 'Number' is chosen. Below, 'Mobile' is selected. The 'Enter Number' field contains '919603552539'. 'Submit' and 'Cancel' buttons are at the bottom.



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 “bsnl.ai” can 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://bsnl.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://bsnl.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 be 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 given URL, for example: <https://bsnl.tld/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: <https://bsnl.tld/klhdfa>
 - 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.



Create a short link

Link name
Enter the name of link

Long URL
Filter by CTA type

CTA Options

Domain: bsn.ltd / Custom back half (optional):
Available custom backhalves are 10

Select short link length after /: 6

Select URL protocol: HTTPS

Allow user tracking
 Allow short url in messages.

[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

Branded Domains

Steps to add custom domain
This text refers to the step by step procedure to add the custom domain and custom subdomain to the portal. Steps to Configure the DNS records and other required information. Server Ips will be shown here for DNS configuration.
For subdomain configuration, point the CNAME record to cname.bsn.ltd

[+ Create New](#)

Short Domain	Verification Status	Updated On
<p>No data available</p>		

Showing 0 to 0 of 0 | 10



c. Give your custom domain

Add a custom domain

STEP 1 Add Custom Domain STEP 2 Configure Dns records STEP 3 Verify

Enter custom domain

bsnl.ltd

Next Cancel

d. Give the required details and upload the certificate

Add a custom domain

STEP 1 Add Custom Domain STEP 2 Configure Dns records STEP 3 Verify

Point domain to below ip address as A record

10.10.0.1

10.10.0.2

Upload SSL Certificate

Upload certificate key

Next Cancel