

Route Mobile + MoEngage WBS Integration - User Manual

Route Mobile + MoEngage - WBS Integration - User Manual | Proprietary and Confidential © 2024 Route Mobile Limited. All rights reserved



1. Configure Route Mobile

MoEngage has native integration for WhatsApp with Route Mobile. This integration allows businesses to send templated WhatsApp messages using Senders powered by Route Mobile. MoEngage can send messages, and show Delivery and Read Analytics.

Sender Configuration

To configure a Sender from Route Mobile on the MoEngage Dashboard, do the following:

- 2. Go to Settings->WhatsApp->Sender Configuration.
- 3. Choose Route Mobile (RouteMobile) from the left menu and click on + Sender

Sender configura	tion	Approved templates General settings FC/DND settings	
aupshup	^	Route Mobile X	+ Sender
nfobip outeMobil		Sender name*	
+ Add cor		Enter sender name	
	*	WhatsApp business number*	
		Enter number with country code. E.g. 919898989898	
		API-KEY*	
		Enter API-KEY	
		Enable delivery tracking To enable WhatsApp delivery tracking, copy MoEngage Delivery Tracking URL below and get this updated with rml	
		https://api-04.moengage.com/whatsapp/rml/dlr	

4. Add the following details:

Field Name	Description
Sender Name	This field denotes the name you want to provide to the Sender profile. This would be available in the Sender so that you can recognize this easily while using it to create a campaign inside MoEngage. The Sender Name should be between 5-50 characters. This is a mandatory field.
WhatsApp	This field denotes the phone number registered with WhatsApp (directly



Business	or via Route Mobile) using which you can send out WhatsApp Messages
number	to your users.
API key	From a security/compliance perspective, the API keys shall be provided by Route Mobile for every customer onboarding. Please contact support@routemobile.com /alliances@routemobile.com and whatsapp@routemobile.com.

Delivery Tracking

To track the delivery of your WhatsApp Messages inside MoEngage, you need to copy the MoEngage Delivery Tracking URL, and share it with Route Mobile and get it updated on their side. You should be able to see the URL as shown below:

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Enable delivery tracking To enable WhatsApp delivery tracking, copy MoEngage Delivery Tracking URL below and get this updated with rml

https://api-04.moengage.com/whatsapp/rml/dlr

1. Success message on MoEngage portal:

Success	×	
Sender details saved successfully. You can find the delivery callback status	on sender details page.	
Explore more		
How to Add templates		
How the WhatsApp opt-in management works		
	Go to template	
f222ebd2e9b711ed87b681931e09db98		
	Sender profile details u	pdated successfully.

Upon successful integration, you will get the following message within the MoEngage dashboard.



2. Steps to add Delivery Tracking URL on Route Mobile Panel

- a. Login to your Route Mobile account, choose WhatsApp from the left menu and select the profile management option.
- b. Navigate to the Callback URL field within the Profile Management section as indicated.
- c. Please add the respective delivery tracking/URL as shown below.

	MSISDN : 919321821011 WABA ID : 2061629777463		± up⊔	OAD PROFILE IMAGE
	Note: In case if t	he information set is not reflecting, plea	ase feel free to reach out to support@routeme	obile.com
} Home ∽	Account Details:			
	WABA Status	WABA Quality	Number Quality	
, RCS ∽	CONNECTED	High	High	
	Messaging Limit	Number Status		
WhatsApp	TIER_1K	CONNECTED		
Dashboard				
Babinobara				
Send Message	Profile Details:			
Send Message	Profile Details:	7/139	E-mail	24/128
Send Message Campaign Manager Reporting	Profile Details: About Testing	7/139	E-mail whatsapp@routemobile.com	24/128
Send Message Campaign Manager Reporting Template	Profile Details: About Testing Address	7/39 75/256	E-mail whatsapp@routemobile.com Description	24/128
Send Message Campaign Manager Reporting Template Opt In	Profile Details: About Testing Address 4th Dimension, 3rd Floor, Mind Sp India	2)139 75/256 race, Malad (West), Mumbai - 400 064,	E-mail whatsapp@routemobile.com Description Route Mobile is a Tier 1 Cloud Communications p In simplifying business communication for better	24/128 130/256 rovider that specializes r outcomes.
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Send Message Campaign Manager Reporting Template Opt In Profile Management Catalog Manager	Profile Details: About Testing Address 4th Dimension, 3rd Floor, Mind Sp India	7/39 7%256 ace, Malad (West), Mumbai - 400 064, #	E-mail whatsapp@routemobile.com Description Route Mobile is a Tier 1 Cloud Communications pr In simplifying business communication for better Caliback UBL	24/128 130/256 rovider that specializes r outcomes. //
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Campaign Manager Campaign Manager Reporting Template Opt In Profile Management Catalog Manager	Profile Details: About Testing Address 4th Dimension, 3rd Floor, Mind Sp india Vertical OTHER Website 1	7/39 7%256 aco, Malad (West), Mumbai - 400 064, #	E-mail Whatsapp@routemobile.com Description Route Mobile is a Tier 1 Cloud Communications pr In simplifying business communication for better Caliback URL Enter Caliback URL Website 2	24/128 130256 rovider that specializes r outcomes.

d. If this is not configurable from the panel; write to support@routemobile.com to get that URL configured for your account.