

RCS Indian Messages Examples

Basic RCS Text Message Example - Without Suggestion

Lets take an example of basic RCS text message with Template id as “Onboarding_1” and bot id as “AjyAJTVPcvlFzpMR”

```
1 Hi {{name}}, Welcome to {{company}}
```

This has 2 dynamic variables. Also we will send some callback data which we will require back in callbacks for our internal reconciliation

```
1 {
2
3   "messages": [
4     {
5       "destination": "+919137470627",
6       "callback_data": "1235_Moe123_060222455677788_22455667qwrt888qq9",
7       "fallback_order": ["RCS", "SMS"],
8       "rcs": {
9         bot_id: "AjyAJTVPcvlFzpMR",
10        template_id: "Onboarding_1",
11        message_content: {
12          type: "TEXT",
13          data: {
14            text: "Hi Gurpreet, Welcome to Moengage",
15            parameters: {
16              name: "Gurpreet",
17              company: "Moengage"
18            }
19          },
20          suggestions: {}
21        }
22      },
23      "sms": {}
24    },
25    {
26      ...Other messages..
27    }
28  ]
29 }
```

Basic RCS Text Message with SMS Fallback Example

Lets take an example of basic RCS text message with Template id as “Onboarding_1” and bot id as “AjyAJTVPcvlFzpMR”

```
1 Hi {{name}}, Welcome to {{company}}
```

This has 2 dynamic variables and also will fallback to SMS with template id as “Onboarding_SMS_1” but through different sender “Sender_2”.

```
1 Hi {{name}}, Welcome to {{company}} as you dont have RCS you get SMS
```

Also we will send some callback data which we will require back in callbacks for our internal reconciliation

```
1 {
```

```

2      "messages": [
3        {
4          "destination": "+919137470627",
5          "callback_data": "1235_Moe123_060222455677788_22455667qwrt888qq9",
6          "fallback_order": ["RCS", "SMS"],
7          "rcs": {
8            bot_id: "AjyAJTVPcvlFzpMR",
9            "template_id": "Onboarding_1",
10           "message_content": {
11             "type": "TEXT",
12             "data": {
13               "text": "Hi Gurpreet, Welcome to Moengage",
14               "parameters": {
15                 "name": "Gurpreet",
16                 "company": "Moengage"
17               }
18             },
19             "suggestions": {}
20           }
21         },
22         "sms": {
23           "sender": "Sender_2",
24           "message": "Hi Gurpreet, Welcome to Moengage as you dont have RCS you get SMS",
25           "template_id": "123456"
26         }
27       },
28       {
29         ...Other messages..
30       }
31     ]
32   }

```

Basic RCS Text Message with SMS Fallback and Suggestions

Lets take an example of basic rcs text message with Template id as “Onboarding_1” and bot id as “AjyAJTVPcvlFzpMR” and a suggestion to reply STOP to RCS messaging

```

1 Hi {{name}}, Welcome to {{Company}}

```

This has 2 dynamic variables and also will fallback to SMS with template id as “Onboarding_SMS_1”.

```

1 Hi {{name}}, Welcome to {{Company}} as you dont have RCS you get SMS

```

Also we will send some callback data which we will require back in callbacks for our internal reconciliation

```

1 {
2   "messages": [
3     {
4       "destination": "+919137470627",
5       "callback_data": "1235_Moe123_060222455677788_22455667qwrt888qq9",
6       "fallback_order": ["RCS", "SMS"],
7       "rcs": {
8         bot_id: "AjyAJTVPcvlFzpMR",
9         "template_id": "Onboarding_1",
10        "message_content": {
11          "type": "TEXT",
12          "data": {

```

```

13         "text": "Hi Gurpreet, Welcome to Moengage",
14         "parameters": {
15             "name": "Gurpreet",
16             "company": "Moengage"
17         }
18     },
19     "suggestions": {
20         "type": "REPLY",
21         "text": "STOP Messaging",
22         "postback_data": "STOP"
23     }
24 },
25 },
26 "sms": {
27     "sender": "Sender_2",
28     "message": "Hi Gurpreet, Welcome to Moengage as you dont have RCS you get SMS",
29     "template_id": "Onboarding_SMS_1"
30 }
31 },
32 {
33     ...Other messages..
34 }
35 ]
36 }

```

RCS Card message

Lets take an example of rcs rich card message with Template id as “Onboarding_Image_1” and bot id as “AjyAJTVPcvlFzpMR” and title as

```
1 Welcome {{name}} to {{company}}
```

and description as

```
1 {{name}} is happily welcomed to {{company}} and will be a crucial part of the {{team_name}} team
```

and image as https://cdn.openart.ai/uploads/image_MZNLy6Kp_1732684235696_raw.jpg

This will fallback to SMS with template id as “Onboarding_SMS_1”.

```
1 Hi {{name}}, Welcome to {{Company}} as you dont have RCS you get SMS
```

```

1 {
2     "messages": [
3         {
4             "destination": "+919137470627",
5             "callback_data": "1235_Moe123_060222455677788_22455667qwrt888qq9",
6             "fallback_order": ["RCS", "SMS"],
7             "rcs": {
8                 bot_id: "AjyAJTVPcvlFzpMR",
9                 template_id: "Onboarding_1",
10                "message_content": {
11                    "type": "CARD",
12                    "data": {
13                        "media": {

```

```

14         "media_url":
15         "https://cdn.openart.ai/uploads/image_MZNLY6Kp_1732684235696_raw.jpg",
16         "content_type": "IMAGE"
17     },
18     "title": "Welcome Gurpreet to Moengage",
19     "description": "Gurpreet is happily welcomed to Moengage and will be a crucial part of
the Product team",
20     "orientation": "HORIZONTAL",
21     "height": "",
22     "alignment": "LEFT",
23     "parameters": {
24         "name": "Gurpreet",
25         "company": "Moengage",
26         "team_name": "Product"
27     },
28     "suggestions": {
29         "type": "REPLY",
30         "text": "STOP Messaging",
31         "postback_data": "STOP"
32     }
33 }
34 },
35 "sms": {
36     "message": "Hi Gurpreet, Welcome to Moengage as you dont have RCS you get SMS",
37     "template_id": "Onboarding_SMS_1",
38     "sender": "Sender_2",
39 }
40 },
41 {
42     ...Other messages..
43 }
44 ]
45 }

```

RCS Carousel

Lets take an example of rcs carousel message with Template id as "Onboarding_Image_1" and bot id as "AyaAJTVPcvIFzpMR" with 2 cards

1) One with title

```
1 Welcome {{name}} to {{company}}
```

and description as

```
1 {{name}} is happily welcomed to {{company}} and will be a crucial part of the {{team_name}} team
```

and image as https://cdn.openart.ai/uploads/image_MZNLY6Kp_1732684235696_raw.jpg

2. Other with title

```
1 {{opening}} in {{company}} fullfilled
```

and description as

```
1 {{opening}} is {{company}} has been filled by refrence from {{name_2}}
```

and image as https://cdn.openart.ai/uploads/image_MZNLY6Kp_1732684235696_raw.jpg

```
1 {
2   "messages": [
3     {
4       "destination": "+919137470627",
5       "callback_data": "1235_Moe123_060222455677788_22455667qwrt888qq9",
6       "fallback_order": ["RCS", "SMS"],
7       "rcs": {
8         bot_id: "AjyAJTVPcvtFzpMR",
9         template_id: "Onboarding_1",
10        "message_content": {
11          "type": "CARD",
12          "data": {
13            "width": "SMALL | MEDIUM",
14            "cards": [
15              {
16                "data": {
17                  "media": {
18                    "media_url":
19                      "https://cdn.openart.ai/uploads/image_MZNLY6Kp_1732684235696_raw.jpg",
20                    "content_type": "IMAGE"
21                  },
22                  "title": "Welcome Gurpreet to Moengage",
23                  "description": "Gurpreet is happily welcomed to Moengage and will be a
24                    crucial part of the Product team",
25                  "orientation": "HORIZONTAL",
26                  "height": "",
27                  "alignment": "LEFT",
28                  "parameters": {
29                    "name": "Gurpreet",
30                    "company": "Moengage",
31                    "team_name": "Product"
32                  }
33                },
34                "suggestions": {
35                  "type": "REPLY",
36                  "text": "STOP Messaging",
37                  "postback_data": "STOP"
38                }
39              },
40              {
41                "data": {
42                  "media": {
43                    "media_url":
44                      "https://cdn.openart.ai/uploads/image_MZNLY6Kp_1732684235697_raw.jpg",
45                    "content_type": "IMAGE"
46                  },
47                  "title": "Product_Vacancy in Moengage fulfilled",
48                  "description": "Product_Vacancy is Moengage has been filled by reference
49                    from Ravi",
50                  "orientation": "HORIZONTAL",
51                  "height": "",
52                  "alignment": "LEFT",
53                  "parameters": {
54                    "opening": "Product_Vacancy",
55                    "company": "Moengage",
56                    "name_2": "Ravi"
```

```

52         }
53     },
54     "suggestions": {
55         "type": "REPLY",
56         "text": "STOP Messaging",
57         "postback_data": "STOP"
58     }
59 }
60 ]
61 },
62 "suggestions": {
63     "type": "REPLY",
64     "text": "STOP Messaging",
65     "postback_data": "STOP"
66 }
67 }
68 },
69
70 "sms": {
71     "message": "Hi Gurpreet, Welcome to Moengage as you dont have RCS you get SMS",
72     "template_id": "Onboarding_SMS_1",
73     "sender": "Sender_2",
74 }
75 },
76 {
77     ...Other messages..
78 }
79 ]
80 }
81

```