



# CTA Whitelisting

User Manual  
For Enterprises

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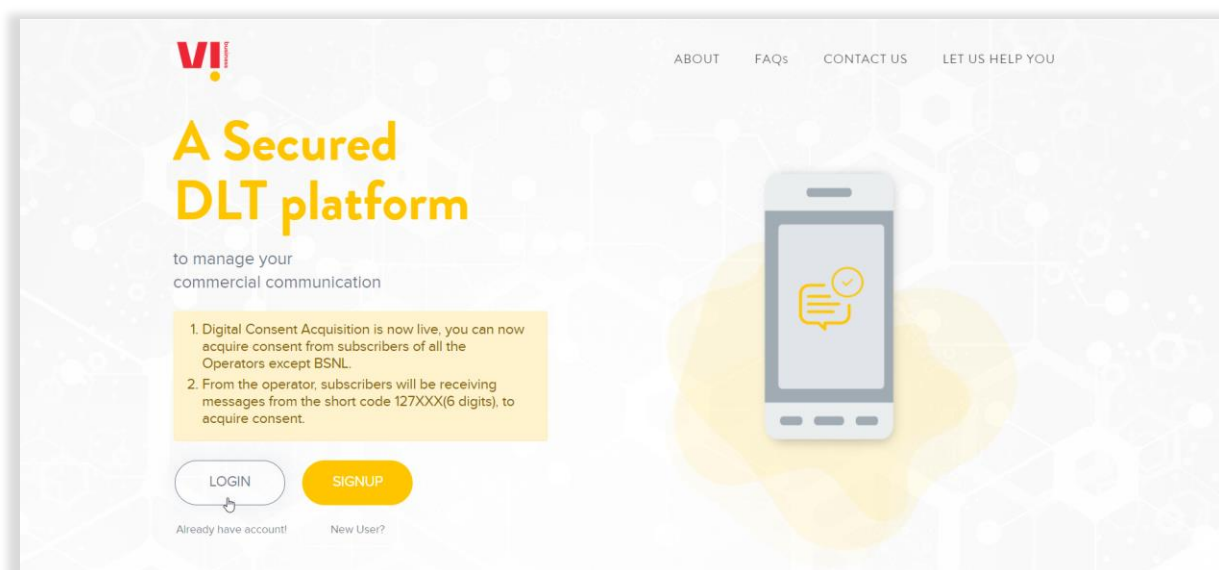
This User manual outlines the process of whitelisting your CTAs that you send as part of A2P messages.

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.vilpower.in/> and Click on Login




## 2. Select Login as Enterprise and Click on NEXT

A secured DLT platform to manage your commercial communications



**Enterprise**  
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.



**Telemarketer**  
**Telemarketer Aggregator:** An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.  
**Telemarketer Delivery:** An individual or a company who collects SMS/voice traffic from enterprises, and has direct connection with telecom operator.

Please contact our Support Team before the sign up process, in case you are confused to choose as Enterprise or Telemarketer.

Phone: +91-9619 500 900 (10AM to 5PM – Monday to Friday)      Email: support@vilpower.in

### Select your Area of Operation

to Login

☒ **As Enterprise** [more info >](#)

☐ **As Telemarketer** [more info >](#)


☐ **As Mobile Subscriber** [more info >](#)

CANCEL
NEXT


New User? [Signup Here](#)

## 3. Enter your Email Address and password

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Phone: +91-9619 500 900 (10AM to 5PM – Monday to Friday)      Email: support@vilpower.in

### Enterprise Login

Enter your email address

☐ Remember Me
 [Forgot Password](#)

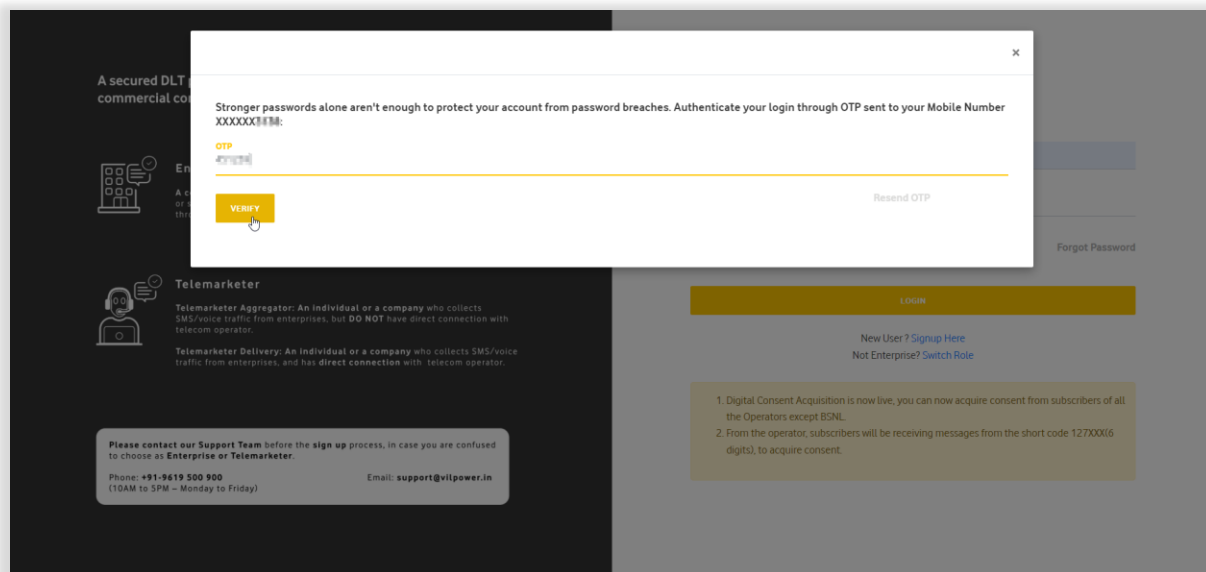
LOGIN

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

1. Digital Consent Acquisition is now live, you can now acquire consent from subscribers of all the Operators except BSNL.

2. From the operator, subscribers will be receiving messages from the short code 127XXXX(6 digits), to acquire consent.

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



A secured DLT for commercial communication

Enter your Mobile Number and OTP to login

Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXXXX1234:

OTP  
XXXXXX

[Resend OTP](#)

[Verify](#)

[Forgot Password](#)

[LOGIN](#)

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

1. Digital Consent Acquisition is now live, you can now acquire consent from subscribers of all the Operators except BSNL.  
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Please contact our Support Team before the sign up process, in case you are confused to choose as Enterprise or Telemarketer.

Phone: +91-9619 500 900 (10AM to 5PM – Monday to Friday)  
Email: [support@vilpower.in](mailto:support@vilpower.in)

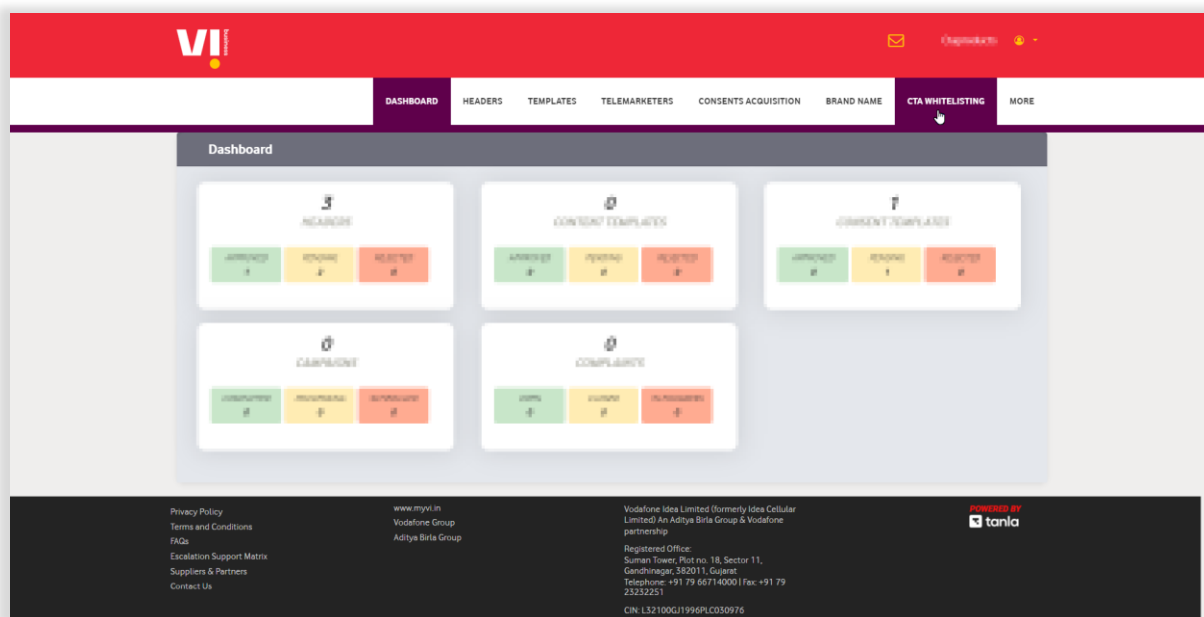
**Telemarketer**

**Telemarketer Aggregator:** An individual or a company who collects SMS/Voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.

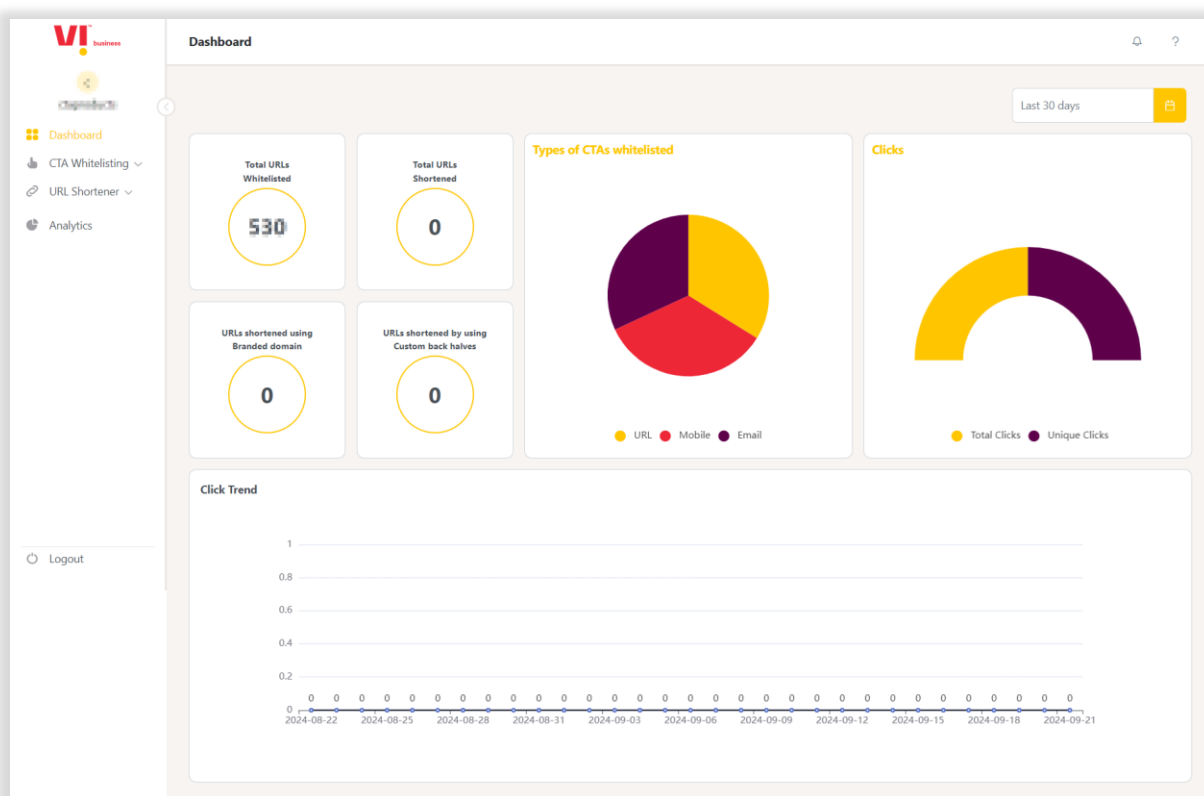
**Telemarketer Delivery:** An individual or a company who collects SMS/Voice traffic from enterprises, and has direct connection with telecom operator.

## CTA Whitelisting

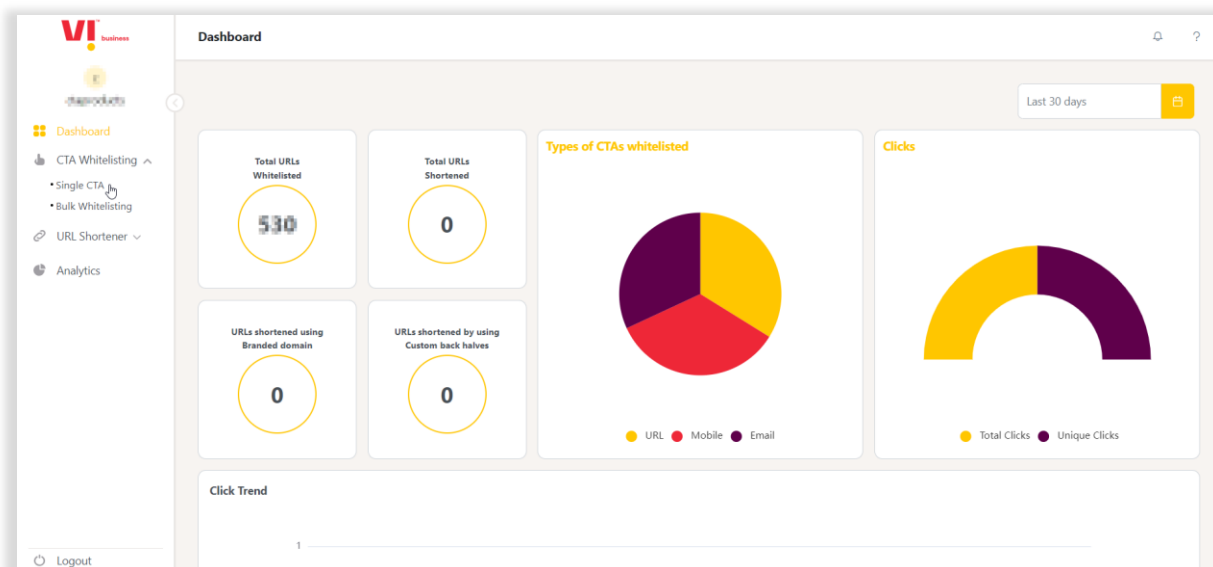
1. Click on “CTA Whitelisting” from the Menu



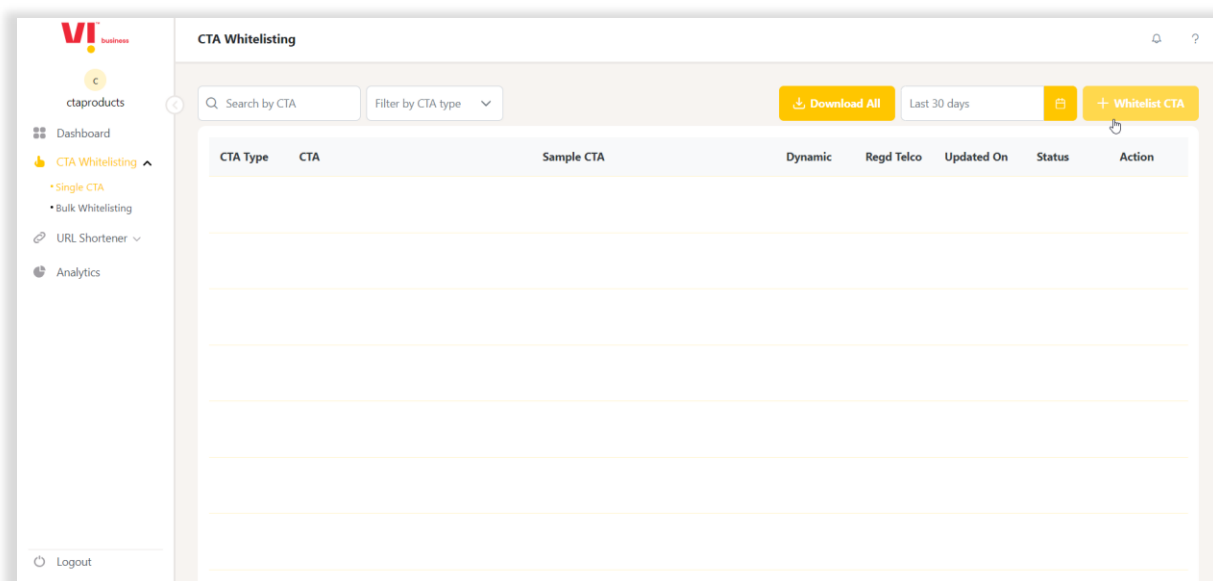
2. CTA Whitelisting Dashboard



### 3. Click on CTA Whitelisting -> Single CTA



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



The screenshot shows the VI business CTA Whitelisting page. The left sidebar contains the following menu items: Dashboard, CTA Whitelisting (with sub-items Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main content area displays a table of whitelisted CTAs and a "+ Whitelist CTA" button.

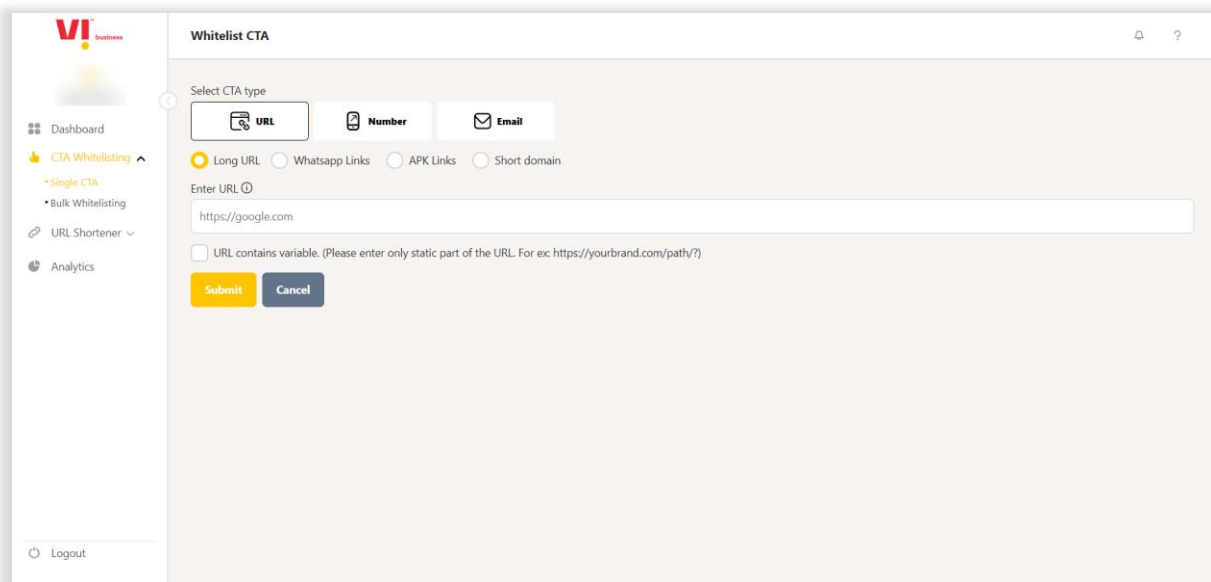
The table has the following columns: CTA Type, CTA, Sample CTA, Dynamic, Regd Telco, Updated On, Status, and Action.

The table is currently empty, showing only the header row. The "+ Whitelist CTA" button is located in the top right corner of the table area.

## 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.



**Whitelist CTA**

Select CTA type

☒ URL ☐ Number ☐ Email

☒ Long URL ☐ Whatsapp Links ☐ APK Links ☐ Short domain

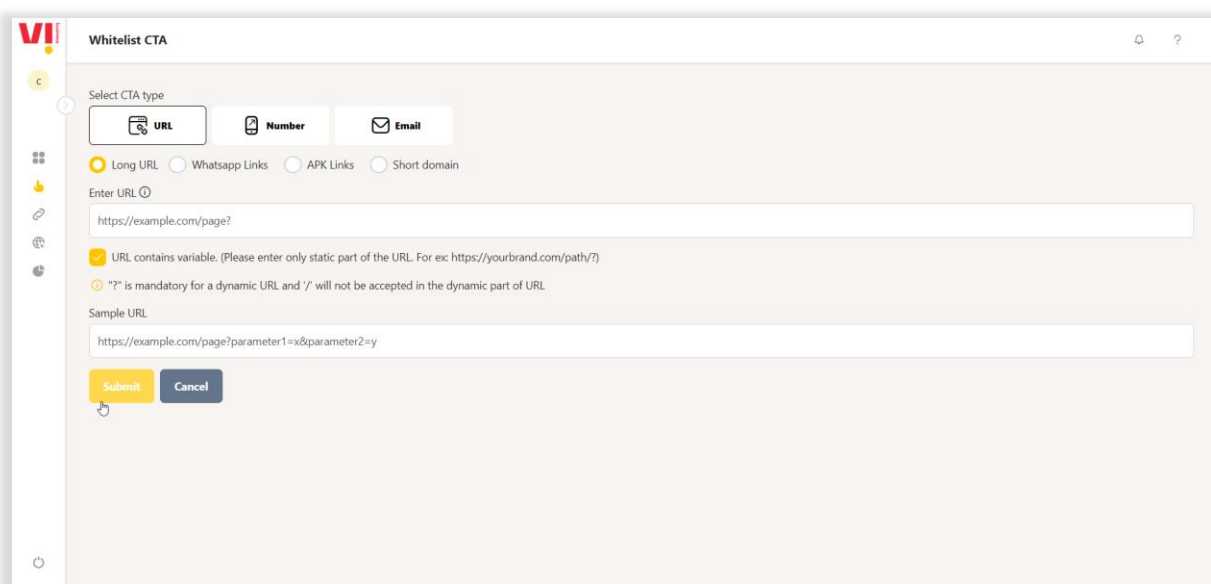
Enter URL

https://google.com

☐ URL contains variable. (Please enter only static part of the URL. For ex: https://yourbrand.com/path/?)

**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
- Pl do not whitelist Dynamic URL with Dynamic Paths.



**Whitelist CTA**

Select CTA type

☒ URL ☐ Number ☐ Email

☒ Long URL ☐ Whatsapp Links ☐ APK Links ☐ Short domain

Enter URL

https://example.com/page?

☒ URL contains variable. (Please enter only static part of the URL. For ex: https://yourbrand.com/path/?)

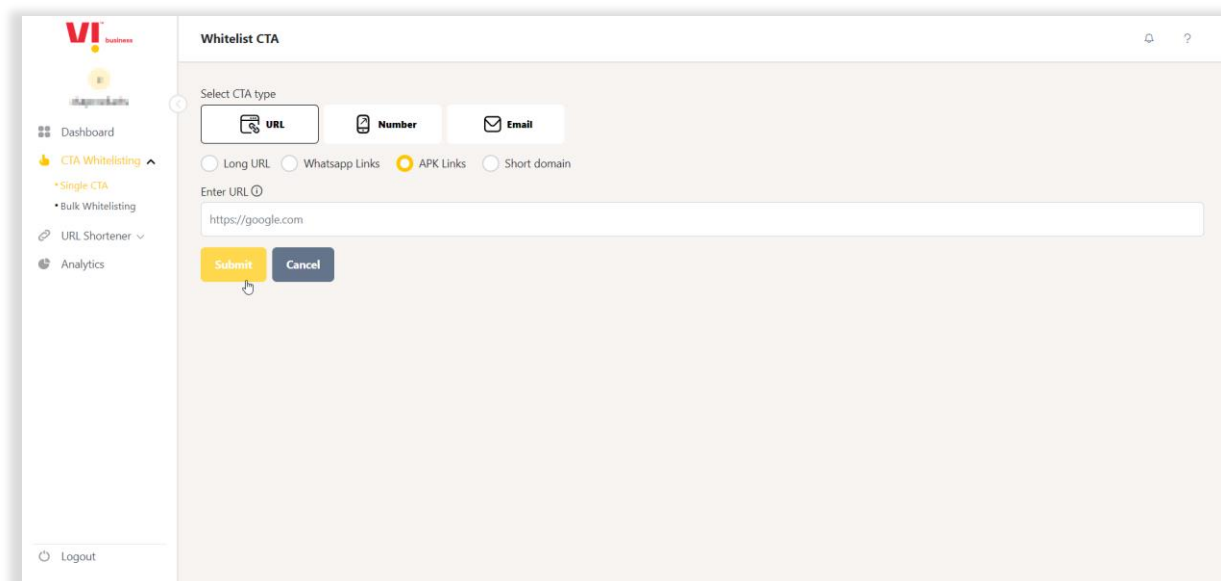
☐ "?" is mandatory for a dynamic URL and '/' will not be accepted in the dynamic part of URL

Sample URL

https://example.com/page?parameter1=x&parameter2=y

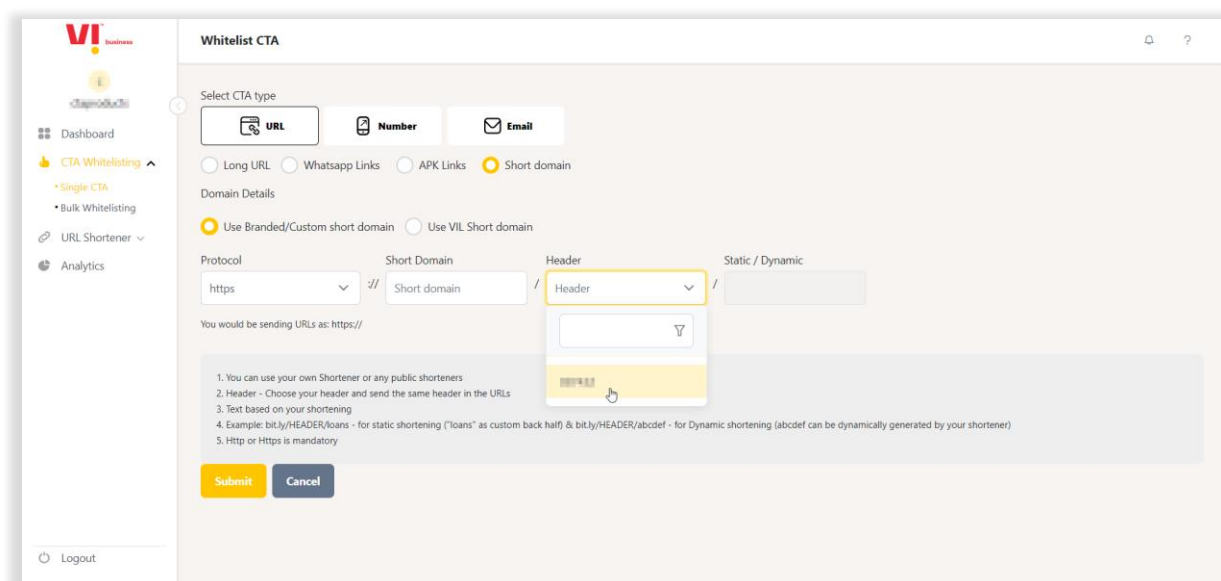


- c. **APK Links:** You can whitelist the APK (Android Application Package) links you intend to send in your A2P SMS.
- Only URLs that end with .apk are allowed



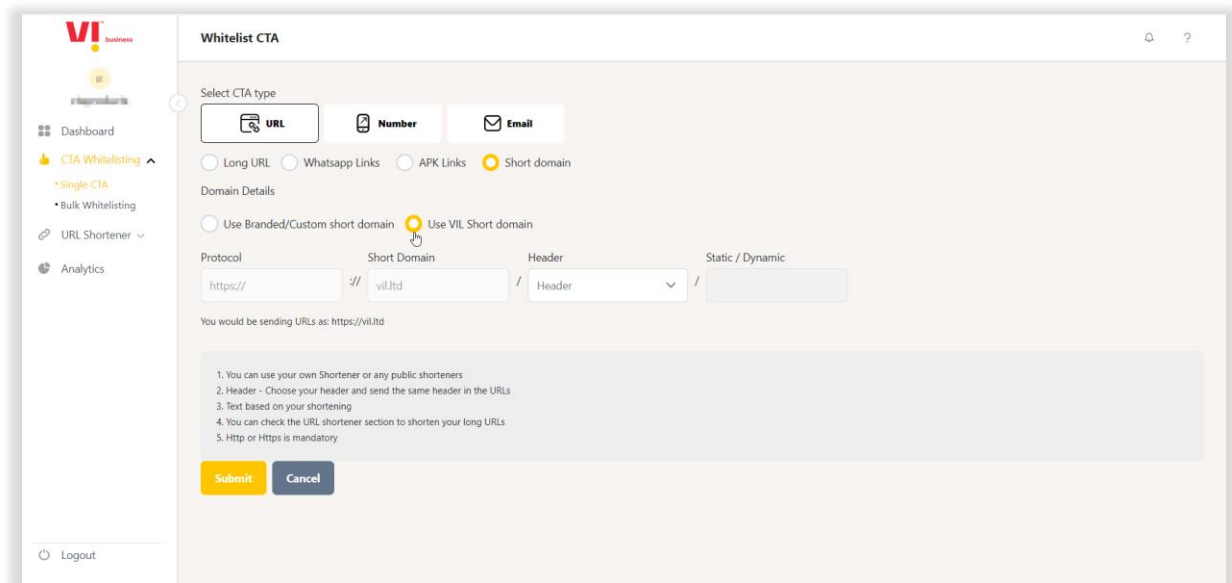
The screenshot shows the 'Whitelist CTA' interface. On the left is a sidebar with navigation links: Dashboard, CTA Whitelisting (expanded), Single CTA, Bulk Whitelisting, URL Shortener, and Analytics. The main area is titled 'Whitelist CTA'. Under 'Select CTA type', there are three tabs: URL (selected), Number, and Email. Below these are four radio buttons: Long URL, Whatsapp Links, APK Links (selected), and Short domain. An 'Enter URL' field contains 'https://google.com'. At the bottom are 'Submit' and 'Cancel' buttons.

- 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 3<sup>rd</sup> party URL shortener domain to generate links as domain/HEADER/ {Static or dynamically generated text} format. Pl 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 the 'Short domain' radio button selected. Under 'Domain Details', there are two options: 'Use Branded/Custom short domain' (selected) and 'Use VIL Short domain'. Below this are four fields: 'Protocol' (dropdown with 'https' selected), 'Short Domain' (text field with 'Short domain'), 'Header' (dropdown with 'Header' selected), and 'Static / Dynamic' (text field). Below these fields, it says 'You would be sending URLs as: https://'. A dropdown menu is open for the 'Header' field, showing a list of headers. At the bottom are 'Submit' and 'Cancel' buttons. A small text box at the bottom provides 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/HEADER/loans - for static shortening ('loans' as custom back half) & bit.ly/HEADER/abcdef - for Dynamic shortening (abcdef can be dynamically generated by your shortener); 5. Http or Https is mandatory.

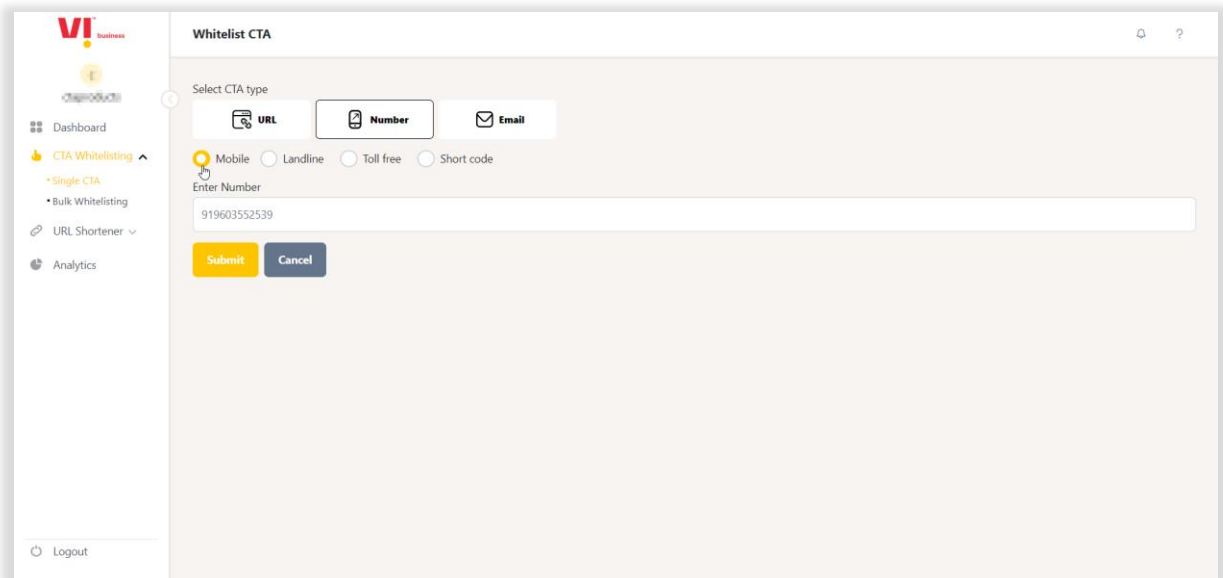
- e. **Short domain (vil.ltd):** You can also use a shortener service provided by VIL to shorten your links at an additional service provided by VIL in case you dont have any third party shortener service.
- The Domain provided by VIL is “vil.ltd”
  - You must the protocol (Https or Http) and select a Header from the list of active Headers and submit.
  - This URL shortener service will generate links as vil.ltd/HEADER/ {Static or dynamically generated text}
  - You can submit and check the URL Shortener section for more details on the URL shortening service.



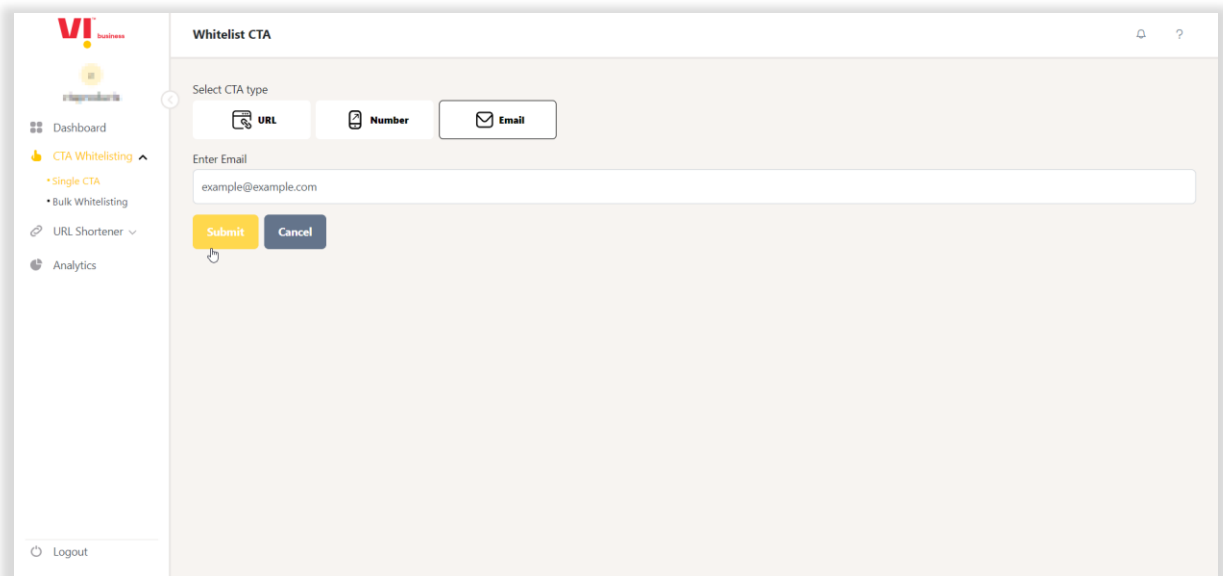
The screenshot shows the 'Whitelist CTA' form in the VIL dashboard. The left sidebar contains navigation links: Dashboard, CTA Whitelisting (with sub-links for Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. The main form area is titled 'Whitelist CTA' and includes a 'Select CTA type' section with buttons for URL, Number, and Email. Under 'Domain Details', there are radio buttons for 'Long URL', 'Whatsapp Links', 'APK Links', and 'Short domain' (which is selected). Below this, there are radio buttons for 'Use Branded/Custom short domain' and 'Use VIL Short domain' (which is selected). The form fields include 'Protocol' (with 'https://' entered), 'Short Domain' (with 'vil.ltd' entered), 'Header' (with a dropdown menu showing 'Header'), and 'Static / Dynamic'. A preview line shows 'You would be sending URLs as: https://vil.ltd'. At the bottom, there are 'Submit' and 'Cancel' buttons. A list of instructions is provided below the preview:

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. You can check the URL shortener section to shorten your long URLs
5. Http or Https is mandatory

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

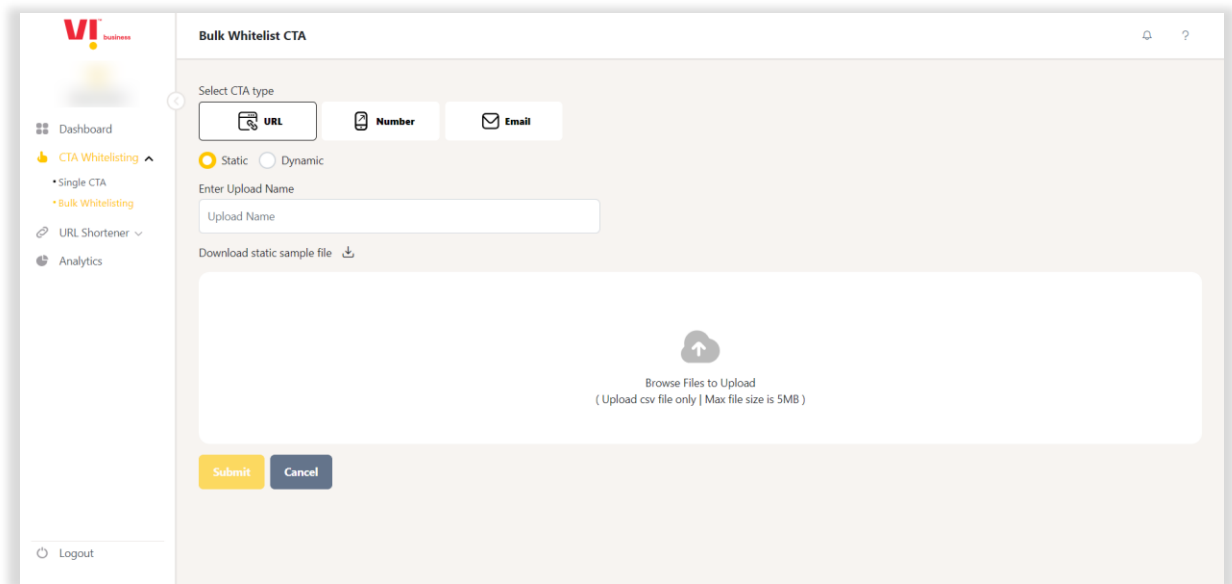


7. Email: You can whitelist all the Email addresses you send in your messages here:



## 8. CTA Whitelisting -> Bulk Whitelisting

- You can Upload upto 500 CTAs at once using the Bulk Whitelisting feature.
- Select the appropriate CTA, download the sample file and Upload the file with the data to Whitelist your CTAs in bulk.
- 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 sidebar with the VI business logo and navigation links: Dashboard, CTA Whitelisting (with sub-links for Single CTA and Bulk Whitelisting), URL Shortener, and Analytics. At the bottom of the sidebar is a Logout link. The main content area is titled 'Bulk Whitelist CTA' and includes a 'Select CTA type' section with three buttons: URL (selected), Number, and Email. Below this are radio buttons for 'Static' (selected) and 'Dynamic'. There is a text input field for 'Enter Upload Name' with the placeholder 'Upload Name'. A link to 'Download static sample file' is provided. A large white box contains an upload icon and the text 'Browse Files to Upload (Upload csv file only | Max file size is 5MB)'. At the bottom are 'Submit' and 'Cancel' buttons.

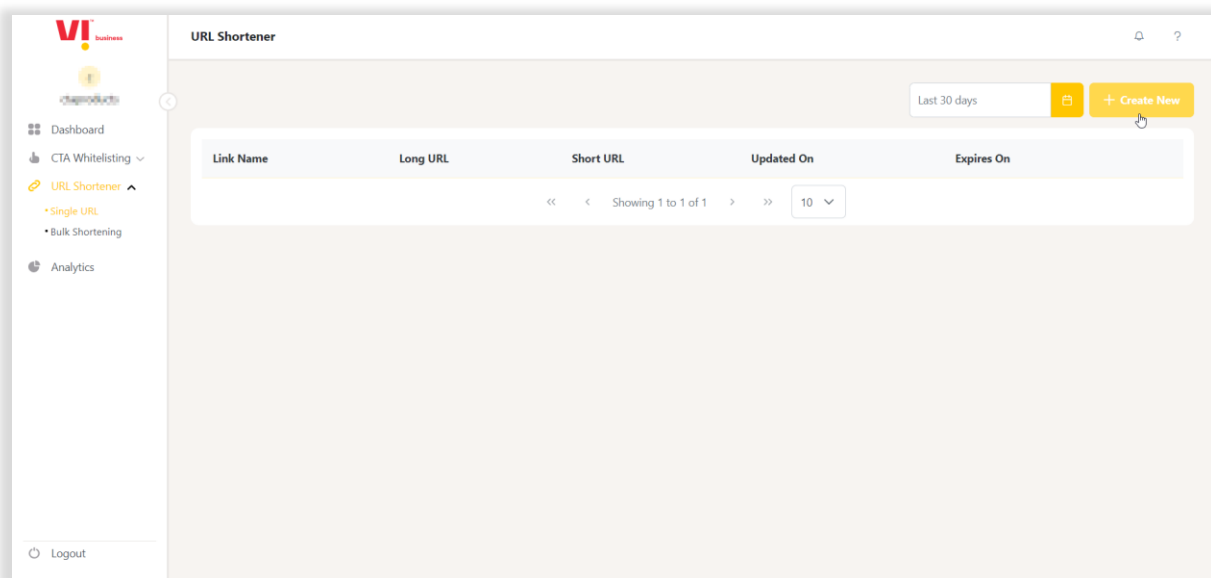
## URL Shortener service

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

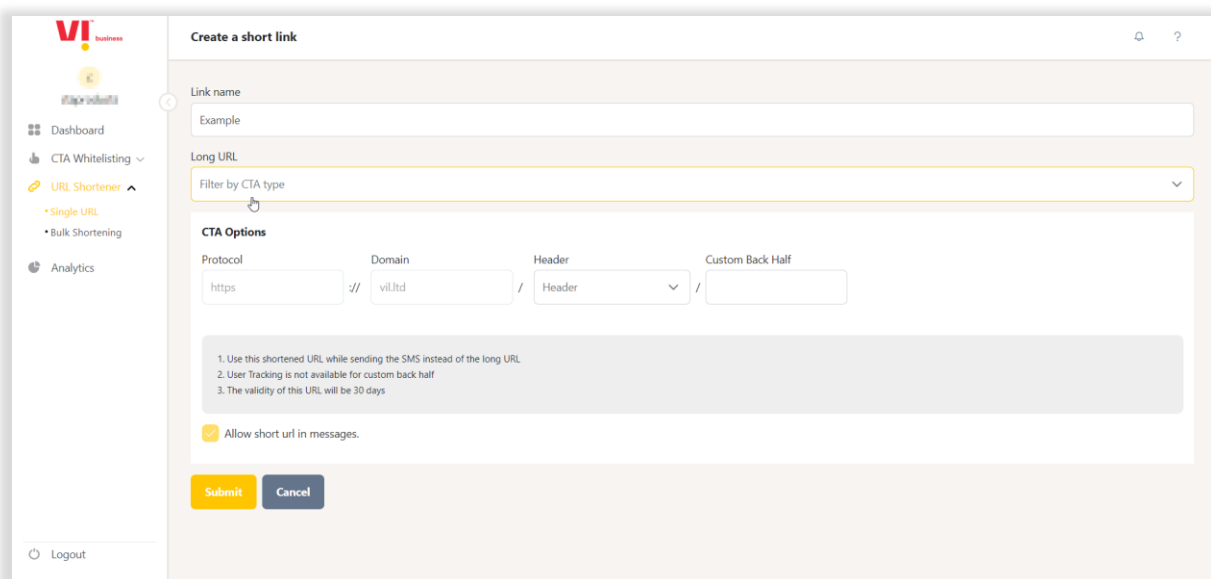
### Prerequisites:

- In the URLs-> Short domains section, choose a Header and add vil.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.

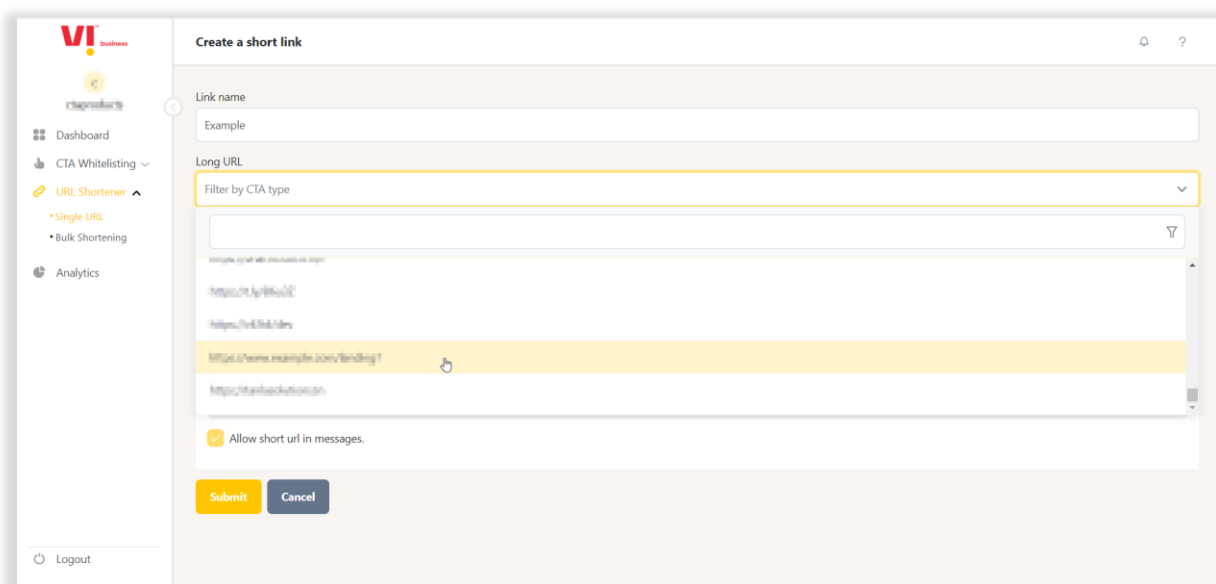
1. URL Shortener -> Single URL
  - a. Single URL details page



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

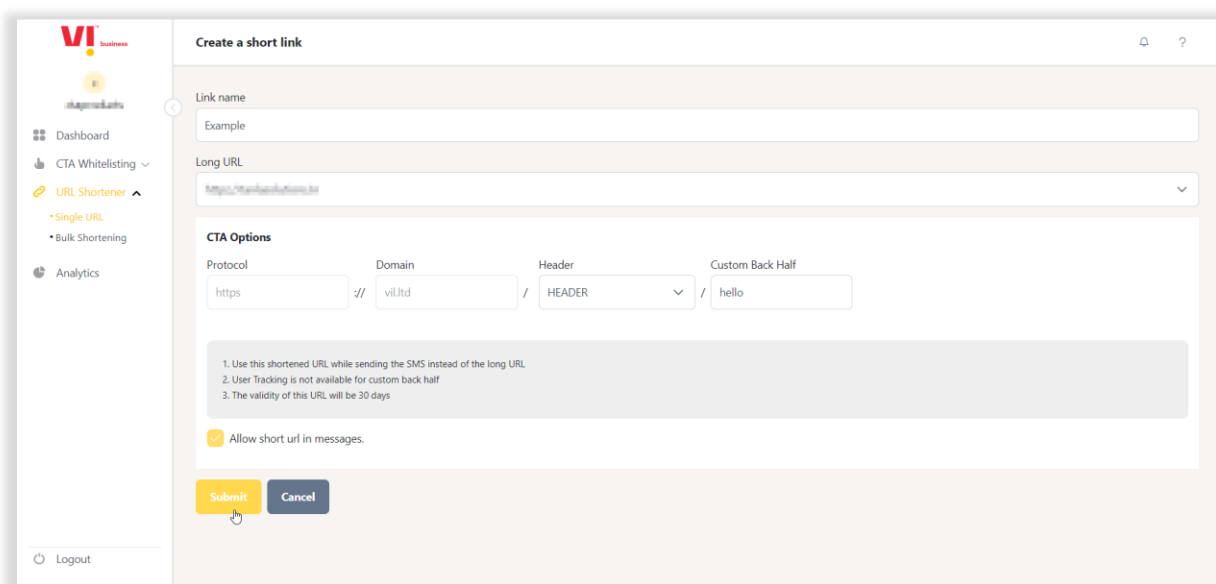


c. Long URL: Select a URL from the list of Whitelisted URLs



The screenshot shows the 'Create a short link' interface. On the left is a sidebar with navigation links: Dashboard, CTA Whitelisting, URL Shortener (selected), Single URL, Bulk Shortening, and Analytics. The main form has a 'Link name' field with 'Example'. Below it is the 'Long URL' section, which includes a dropdown menu set to 'Filter by CTA type' and a list of whitelisted URLs. One URL, 'https://vil.ltd/headers/example.com/landing?', is highlighted. At the bottom of the form, there is a checkbox for 'Allow short url in messages.' and 'Submit' and 'Cancel' buttons.

d. Select your Header and a custom back half:

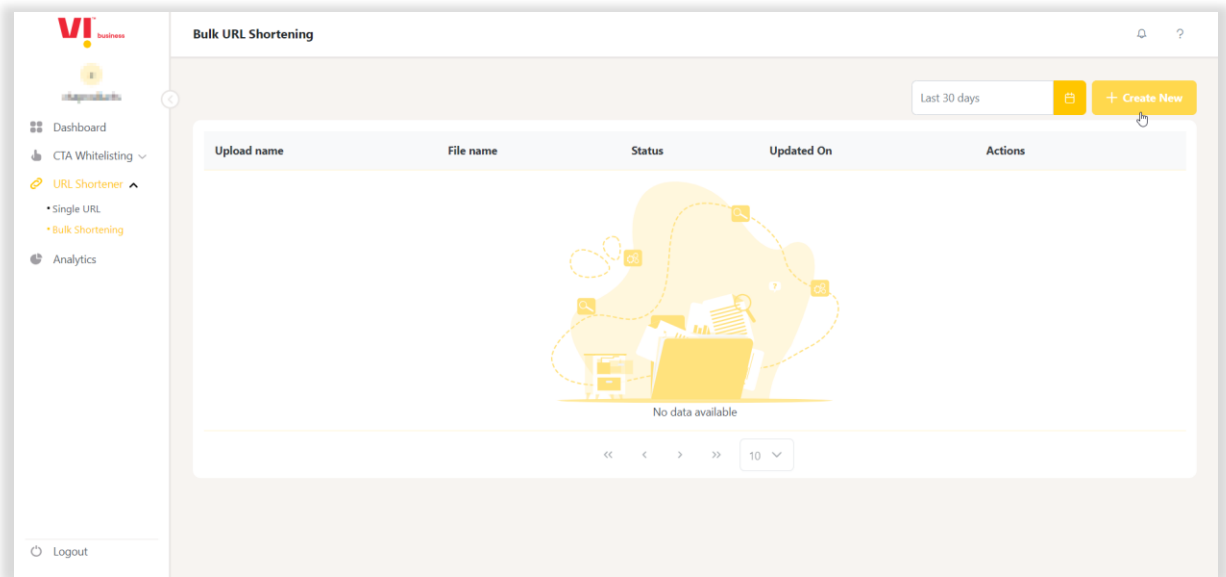


This screenshot shows the 'CTA Options' section of the 'Create a short link' form. The 'Long URL' dropdown now shows 'https://vil.ltd/headers/example.com/landing?'. The 'CTA Options' section contains four input fields: 'Protocol' (https), 'Domain' (vil.ltd), 'Header' (HEADER), and 'Custom Back Half' (hello). Below these fields is a grey box with three 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 also a checkbox for 'Allow short url in messages.' and 'Submit' and 'Cancel' buttons at the bottom.

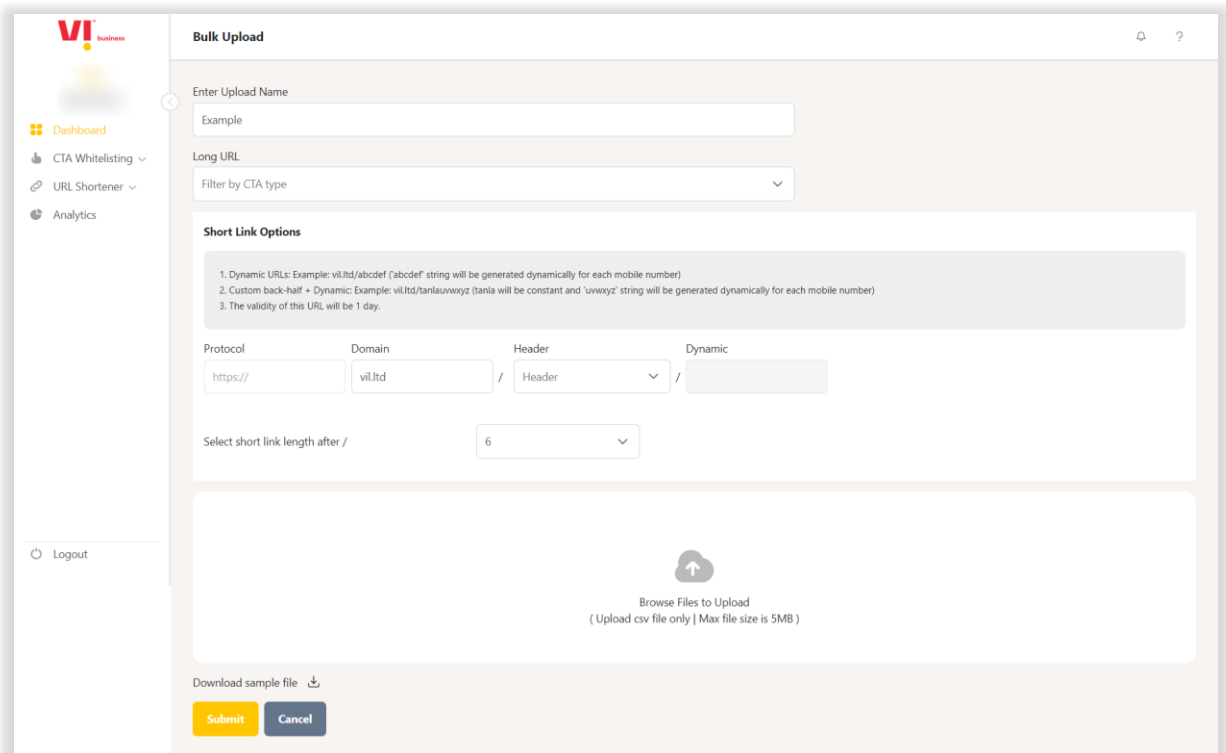
- e. The URL <https://vil.ltd/HEADER/hello> will redirect to the selected long URL for the next 30 days (validity). (You can enter any Alphanumeric string in place of “hello”)
- f. You can also select a Dynamic URL and give full Dynamic long URL and shorten that URL in the same page.

## 2. URL Shortener -> Bulk Shortening

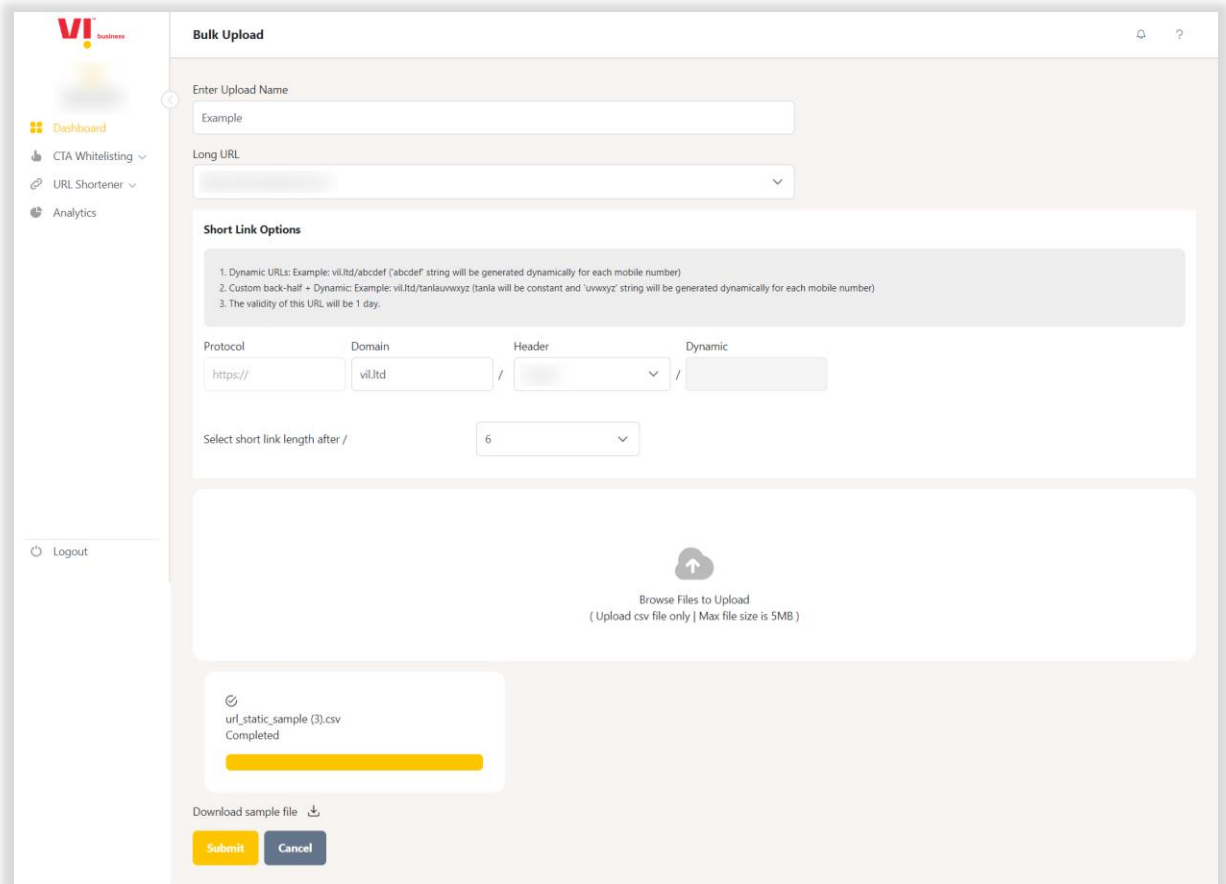
a. Bulk Shortening page – provides details of your previous Bulk shortening activities



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).



- 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.