????

??

- https://api.incsapp.com

????

- /external/templates/rcs

????

- **POST**

???

- Content-Type: application/json
- certification-code: f484bd42-4a0c-39d....

????

??????

参数名	类型	必填	描述
name	string	是	模板名称。最大长度 25 ，只能包含字母数字字符和下划线。例如: test_template
type	string	是	模板类型，必须是 text,richcard,carousel 中的一种，参考: 模板类型说明
category	string	是	模板类别 ，参考: 模板类型说明
content	object	是	模板内容，参考: 模板内容（ **content** ）说明和请求示例

?????type???

- 支持的模板类型（ **type**）包括:
  - 文本消息 **(text) -**
    文本消息模板支持包含建议回复或操作的简单文本消息。文本消息最多可包含 11 个建议项。
  - 独立富卡片 **(richcard) -** 独立富卡片模板允许包含一张富卡片：图片、 GIF
    或视频，并附带建议回复和操作。该模板中的富卡片最多可包含 4 个建议项。
  - 富卡片轮播 **(carousel) -**
    富卡片轮播模板支持包含至少两张富卡片的轮播展示，其中每张卡片均带有建议回复和操作。
    富卡片轮播模板最多允许展示 10 张卡片，且每张卡片最多可包含 4 个建议项。
- 创建包含媒体内容的模板时，请参阅 媒体指南_____

?????category???

对于 **multi-use agents** 必填。 允许的值 :

- **PROMOTION** – promotional agents 的默认值 .
- **TRANSACTION** – transactional agents 的默认值 .
- **AUTHENTICATION** – OTP agents 的默认值 .

?????content????????

1. ???????text?

- **content** 参数内容说明:

参数	类型	必填	描述	备注
textMessage	string	是	带有自定义变量的模板消息。自定义变量用方括号 [variable_name] 表示。最大长度 2500。	例如: Dear [name], it is time to grab a big deal.
suggestions	array	否	包含建议相关数据的数组	参考: 建议内容（_____ suggestions ）说明和示例_____

- 请求示例

```
{
    "name": "test_template",
    "type": "text",
    "category": "PROMOTION",
    "content": {
```

```
            "textMessage": "Dear [name], your order [order_id] has been shipped.",
            "suggestions": [
                {
                    "suggestionType": "reply",
                    "text": "Track Order",
                    "postbackData": "track_order_[order_id]"
                },
                {
                    "suggestionType": "url_action",
                    "text": "View Details",
                    "postbackData": "view_details",
                    "url": "https://brand.com/orders/[order_id]"
                }
            ]
        }
    }
```

2. ???????????richcard?

- **content □□□□□□□**

□□	□□	□□	□□	□□
orientation	string	□	□□□□□ VERTICAL □ HORIZONTAL	
alignment	string	□	□□□□ orientation □ HORIZONTAL □□□□□□ (LEFT, RIGHT)	
height	string	□	□□□□□ SHORT □ MEDIUM□□□ cardOrientation □ VERTICAL □□□□	
standaloneCard	object	□	□□□□□□□□□ □□□	□□□□□ **standaloneCard** □□□□□□

- **standaloneCard □□□□□□□**

□□	□□	□□	□□	□□
cardTitle	string	□	□□□□□□□□□ 200□	

□□	□□	□□	□□	□□
cardDescription	string	□	□□□□□□□□□□ 2000□	
mediaUrl	string	□	□□□□□□□ URL	
thumbnailUrl	string	□	□□□□□□□□□ URL	□□□□□□□□□□
suggestions	array	□	□□□□	□□□ □□□□□ suggestions □□□□□□

- □□□□

```
      {
          "name": "promo_richcard_url",
          "type": "richcard",
          "category": "PROMOTION",
          "content": {
              "orientation": "VERTICAL",
              "height": "SHORT",
              "standaloneCard": {
                  "cardTitle": "Keep calm & BAT on!",
                  "cardDescription": "Dear [name], time to participate in lucky draw and win
prizes",
                  "mediaUrl": "https://brand.com/Ad.mp4",
                  "thumbnailUrl": "https://brand.com/Ad_snap.png",
                  "suggestions": [
                      {
                          "suggestionType": "reply",
                          "text": "Avail offer [offer_name]",
                          "postbackData": "offer_reply"
                      }
                  ]
              }
          }
      }
```

3. ??????????carousel?

- **content** □□□□□□□

□□	□□	□□	□□	□□
width	string	□	□□□□□ SMALL □ MEDIUM	
height	string	□	□□□□□ SHORT □ MEDIUM	
carouselCard	array	□	□□□□□□□ 2 □□□□ 10 □	□□□ **carouselCard** □□□□□□

- **carouselCard** □□□□□□□□□□□

□□	□□	□□	□□	□□
cardTitle	string	□	□□□□□□□□□ 200□	
cardDescription	string	□	□□□□□□□□□ 2000□	
mediaUrl	string	□	□□ URL	
thumbnailUrl	string	□	□□□ URL	
suggestions	array	□	□□□□□□□□□ □□ 4 □	□□□ □□□□□ suggestions □□□□□□

- □□□□

```
{
    "name": "test_carousel",
    "type": "carousel",
    "content": {
        "height": "SHORT",
        "width": "MEDIUM",
        "category": "PROMOTION",
        "carouselCard": [
            {
                "cardTitle": "New watches",
                "cardDescription": "Dear [name] brand new watches for less price",
                "mediaUrl": "https://brand.com/media/watches.mp4",
                "thumbnailUrl": "https://brand.com/media/watches.jpeg",
                "suggestions": [
                    {
                        "suggestionType": "url_action",
                        "url": "https://brand.com/",
```

```
                        "text": "Buy Now at [offer_name]",
                        "postbackData": "shop_url"
                    }
                ]
            },
            {
                "cardTitle": "New perfumes",
                "cardDescription": "Dear [name], Choose from brand new perfumes.",
                "mediaUrl": "https://brand.com/media/[image]",
                "suggestions": [
                    {
                        "suggestionType": "dialer_action",
                        "phoneNumber": "+919702012345",
                        "text": "Call now to avail[offer_name]",
                        "postbackData": "call_click"
                    }
                ]
            }
        ]
    }
}
```

?????suggestions??????

- □□□□□□□□□□□□□□□□□

□□	□□	□□	□□
suggestionType	□	□□□□	
text	□	□□□□□□□□□□□ 25□	
postbackData	□	□□□□□□□□□ 120□	

1. ????

□□□□□□□□□□□□

```
{
    "suggestionType": "reply",
    "text": "Yes",
    "postbackData": "user_confirmed_yes"
```

```
}
```

2. URL ?? - ???

□□□□□□□ URL□

□□	□□	□□
suggestionType	□	□□□ "url_action"
url	□	□□□□□□□□ URL

```
{
    "suggestionType": "url_action",
    "text": "Visit Website",
    "postbackData": "visit_website",
    "url": "https://brand.com"
}
```

3. ????

□□□□□□□

□□	□□	□□
suggestionType	□	□□□ "dialer_action"
phoneNumber	□	□□□□□□□□□□□

```
{
    "suggestionType": "dialer_action",
    "text": "Call Us",
    "postbackData": "call_support",
    "phoneNumber": "+6281234567890"
}
```

4. ????

□□□□□□□□□□□

□□	□□	□□
suggestionType	□	□□□ "view_location"
latitude	□	□□
longitude	□	□□
label	□	□□□□

```
{
    "suggestionType": "view_location",
    "text": "View Store",
    "postbackData": "view_store_location",
    "latitude": -6.2088,
    "longitude": 106.8456,
    "label": "Brand Store Jakarta"
}
```

5. ????

□□□□□□□□

□□	□□	□□
suggestionType	□	□□□ "query_location"
query	□	□□□□□□□

```
{
    "suggestionType": "query_location",
    "text": "Find Nearby",
    "postbackData": "find_nearby_stores",
    "query": "Brand Store near me"
}
```

6. ????

□□□□□□□□□□□□

```
{
    "suggestionType": "share_location",
    "text": "Share Location",
    "postbackData": "user_shared_location"
}
```

7. ????

□□□□□□□□□□□

□□	□□	□□
suggestionType	□	□□□ "calendar_event"
title	□	□□□□

□□	□□	□□
description	□	□□□□
startTime	□	□□□□□ YYYY-MM-DD HH:mm:ss □□□
endTime	□	□□□□□ YYYY-MM-DD HH:mm:ss □□□

```
{
    "suggestionType": "calendar_event",
    "text": "Add to Calendar",
    "postbackData": "add_event",
    "title": "Product Launch Event",
    "description": "Join us for the exciting product launch",
    "startTime": "2024-04-23 10:33:11",
    "endTime": "2024-04-23 18:33:11"
}
```

8. URL ?? - WebView

□□□□ WebView □□□ URL□

□□	□□	□□
suggestionType	□	□□□ "url_action"
application	□	□□□ "WEBVIEW"
webviewViewMode	□	□□□□□ FULL□ HALF□ TALL
url	□	□□ WebView □□□□ URL
description	□	WebView □□□□□□□

```
{
    "suggestionType": "url_action",
    "text": "Open Form",
    "postbackData": "open_webview_form",
    "application": "WEBVIEW",
    "url": "https://brand.com/form",
    "webviewViewMode": "FULL",
    "description": "Registration form"
}
```

????

富媒体卡片和富媒体卡片轮播中的媒体应遵循以下指南。

???

消息类型	卡片方向	卡片高度	卡片宽度	图片宽高比	图片最佳分辨率 (px)	图片最大文件大小	支持的图片格式
富媒体卡片	VERTICAL	SHORT	-	3:1	1440×480	2MB	JPEG, JPG, PNG, GIF
	VERTICAL	MEDIUM	-	2:1	1440×720		
	HORIZONTAL	-	-	3:4	768×1024		
轮播	NA	SHORT	SMALL	8:5	1160×720	1MB	
		SHORT	MEDIUM	5:2	1840×720		
		MEDIUM	SMALL	1:1	770×720		
		MEDIUM	MEDIUM	16:9	1280×720		

???????

消息类型	卡片方向	卡片高度	卡片宽度	视频最大文件大小	支持的视频格式	缩略图宽高比	缩略图最佳分辨率 (px)	缩略图文件大小	支持的缩略图格式
富媒体卡片	VERTICAL	SHORT	-	10MB	MP4, M4V, MPEG, WEBM, H263, M4P	3:1	770×257	最小：40KB, 最大：100KB	JPEG, JPG, PNG
	VERTICAL	MEDIUM	-			7:3	770×335		
	HORIZONTAL	-	-			25:33	250×330		
轮播	NA	SHORT	SMALL	5MB		8:5	718×448		
		SHORT	MEDIUM			5:2	1140×448		
		MEDIUM	SMALL			1:1	480×448		
		MEDIUM	MEDIUM			16:9	796×448		

在富媒体卡片消息中使用图片 /视频时，请参考 Google 最佳实践（富媒体卡片部分）

??

??????

```
{
    "status": "success",
    "code": 200,
    "message": "",
    "data": {
        "template_id": "2217676094281515152",
        "name": "api_5_text",
        "type": "text",
        "status": "PENDING",
        "content": {
            "textMessage": "Dear [name], time to use rcs api",
            "suggestions": [
                {
                    "suggestionType": "reply",
                    "text": "Join us",
                    "postbackData": "click_reply"
                }
            ]
        },
        "created_time": 1767609428,
        "updated_time": 1767609428,
        "status_updated_time": 0
    },
    "error": {}
}
```


???????

□□□□□□□□□□□□□□

□□	□□
PENDING	□□□□□□□□
APPROVED	□□□□□□□□□□
REJECTED	□□□□□□
DISABLED	□□□□□□
ENABLED	□□□□□□□□□□□□□□□
SUSPENDED	□□□□□□

??????

```
{
    "status": "error",
    "code": 400,
    "message": "type require",
    "data": {},
    "error": {}
}
```

□□□ #23
□ zhengtian □□□ 5 □□ 2026 10:49:33
□ zhengtian □□□ 27 □□ 2026 07:42:44