

Template Name	Event Tags	Customer Tags
Customer Add	1. Store Name	
Transaction Add	1. storeName 2. billNumber 3. lineItemCount 4. grossAmount 5. Discount 6. Amount 7. deliveryStatus	
Points Issued	1. storeName 2. totalPointsIssued 3. programCurrentPoints 4. programLifetimePoints	
Points Redeemed	1. storeName 2. totalPointsRedeemed 3. totalPointsCurrencyValue	
Tier Upgraded		1. First Name
Tier Downgraded		2. Last Name
Tier Downgrade Reminder	1. currentTierNumber 2. scheduledDowngradeDate	3. FullName
Customer Updated	1. storeName	4. Mobile
Transaction Updated	1. storeName 2. billNumber 3. lineItemCount 4. grossAmount 5. Discount 6. amount 7. deliveryStatus	5. Email
Points Expired	1. pointsExpired	6. External Id
Points Expiry Reminder	1. scheduledExpiryDate 2. pointsScheduledForExpiry	7. Slab Name
Tier Renewed		8. Slab Expiry Date
Promised Points Converted to Current Points	1. pointsConverted 2. programCurrentPoints 3. programLifetimeEvents	9. Loyalty Points
Points Transferred Initiated	1. storeName 2. totalPointsTransferred	10. Loyalty Points in \$
Points Transferred Received	1. storeName 2. totalPointsTransferred	11. Lifetime Purchases
Redeemed Points Reversed	1. storeName 2. redeemedPointsReversed	12. Lifetime Points
Issued Points Reversed		13. Lifetime Points in \$
Limitations		
Media Support	Only Text	
Channel Priority	Mandatory Channel	
Message Type	Transactional in nature. No Promotional Messages	
Reporting	No reports. Any reports to be requested directly from Yellow Messenger	
Membercare	WA message log will not be available in Membercare customer profile	