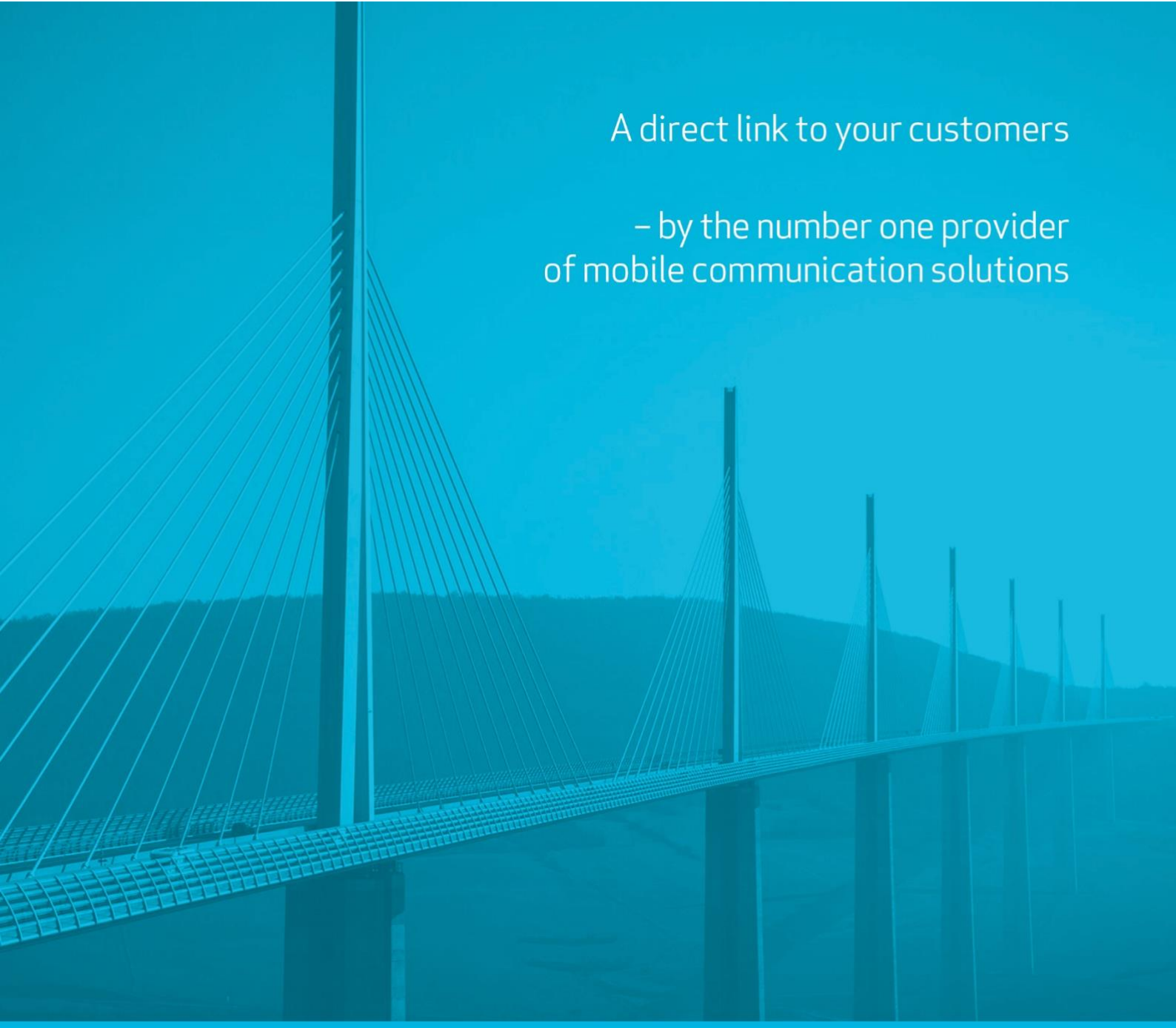

LINK Mobility WhatsApp Business API

WhatsApp Message API

Version 1.9.5; Last updated July 08, 2026

For help, see the following link https://linkmobility.com/support/
The most up-to-date version of this document is available at
https://www.linkmobility.com/developer/

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Legal Information

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Before you begin

This is the API used to send and receive messages from WhatsApp through Link Mobility's Common Layer interface.
All users must first receive an account from WhatsApp prior to connecting to this API. The Link Mobility delivery team will manage the process.

Base URL: s

You will get one of these URL: s assigned to you when your account is created:

https://n-eu.linkmobility.io/whatsapp-message
https://c-eu.linkmobility.io/whatsapp-message

Scope of this document

This document will describe the Application Programming Interface (API) to receive and send messages through the Link Mobility Multi Channel platform. WhatsApp Message API is a REST API.
A familiarity with REST APIs is assumed. Messages will be delivered in JSON format. A basic familiarity with JSON is assumed.

Capabilities of the platform

The platform is a high-capacity, high-availability messaging gateway designed to let you send and receive messages in various formats to a selection of providers like WhatsApp. Message types can be Template, Text, Image, Location, Audio, Video, Document, Interactive or Contacts as specified below.

Terms and glossary

Date

String that contains a date formatted according to RFC3339.

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Example:

```
2010-03-30T12:59:40+02:00
or
2010-03-30T10:59:40Z (UTC)
```

KeyValueType.

Contains key value pairs of type string.

Example:

```
{
  "key1":"value1", "key2":"value2", "key3":"value3"
}
```

MSISDN

It is a standard string type containing a mobile number in local or international format.

Example:

```
+46735555555
+4792555555
```


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BSUID

Business Scoped User Identifier (BSUID) is a unique identifier that can be used to send messages to a WhatsApp user when you don't know their phone number (MSISDN)

The BSUID is up to 128 alphanumeric characters (excluding the two-letter country code), unique per business portfolio-user pair, in the format CC.BSUID.

Example:

```
SE.11815799212886844830
SE.11815799212886844830
```

Here "SE" represents Sweden country code and remaining ID after "." Represents unique userId.

Parent BSUID (whatsappParentId)

The parent BSUID is up to 128 alphanumeric characters (excluding the two-letter country code), unique per business portfolio-user pair, in the format CC.ENT.BSUID.

Example:

```
SE.ENT.11815799212886844830
```

Here "SE" represents Sweden country code, "ENT" is the identifier specifying it's a parent BSUID and remaining ID after "." Represents unique userId.

Template message

A predefined message used to initiate conversations. The templates are registered and approved in the Facebook Business Manager.

Text message

Standard text message. If containing a URL the URL should start with http:// or https://.

Image message

Supported image format:

- .jpeg
- .png

Location message

Contains a location in longitude and latitude format.

Audio message

Supported audio format:

- .aac
- .mp4
- .amr
- .mpeg
- .ogg (codex=opus)

Note: The base .ogg type is not supported

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Video message
Supported video format:

- .mp4
- .3gpp

Document message
Supports any MIME-type document.

Interactive message
Message containing items that can be selected. Selected item will be communicated back in the message callback.

24 hour customer care window
When a WhatsApp user sends a message to a business´s phone number a 24 hour customer care window opens. When this care window is open all message types are made available to be sent to this number. Outside of the 24 hour customer care window a template message is the only type of message that can be used.

Event report gate
An event report gate specifies where callbacks should be sent. A business´s callback URL is referenced by an event report gate id that can be used within the request.

Facebook Business Manager
Administration tool to manage WhatsApp business accounts. Handled by LINK.

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Authentication

Authentication is performed via Basic Authentication with provided username and password.

In basic HTTP authentication, a request contains a header field in the form of `Authorization: Basic <credentials>`, where credentials is the Base64 encoding of username and password joined by a single colon `:`.

Message sending

Resource: POST /messages

MessageRequest

The request used to send message(s).

Name	Data type	Required	Description
platformId	String	Yes	Platform id used for this transaction.
platformPartnerId	String	Yes	Platform partner id used for this transaction.
platformServiceId	String	No	Id of the service instance defined in the service platform.
platformServiceType	String	No	Platform service type used for this transaction.
platformTransactionId	String	No	Service platform transaction id.
priority	Enum <LOW,NORMAL,HIGH>	Yes	Priority used for this transaction.
relativeValidityTime	Long	No	Time specified in milliseconds of how long the message is supposed to live.
absoluteValidityTime	Date	No	Absolut time specified of when this message should expire. If no value is supplied it defaults to 48h ahead.

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			Has precedence over relativeValidityTime. Date.
eventReportGates	List<String>	No	List of gates to send event reports to. See Callbacks.
refId	String	Yes	Reference id used within this transaction.
customParameters	KeyValueType	No	Custom parameters specified in the transaction. KeyValueType.
source	String	Yes	The source number. This should be a phone number registered to a WhatsApp Business API client. This is the client which will be used when sending the message.
destinations	List<String>	Yes	Destination numbers may now contains either MsisdnString. or BSUID for a recipient in the list. . BSUID could be either whatsappUserId or whatsappParentUserId. Ref Incoming message webhooks and Message Status Notifications (DLRs) for more details.
messages	List<Message>	Yes	Message(s) to be sent. Message.

Example#1 : MessageRequest JSON (with only MSISDN phone numbers in destinations)

```
{
  "platformId":"your platformId",
  "platformPartnerId":"yourPlatformPartnerId",
  "platformServiceId":"yourPlatformServiceId",
  "platformServiceType":"yourPlatformServiceType",
  "platformTransactionId":"yourPlatformTransactionId",
  "priority":"NORMAL",
  "relativeValidityTime":1584543059442,
  "absoluteValidityTime":"2020-03-18T16:49:21Z",
  "eventReportGates":[
    "v08kM29P",
    "jk98GtdP"
  ],
  "refId":"yourRefId",
  "customParameters":{
    "yourCustomKey1":"yourCustomValue1",
    "yourCustomKey2":"yourCustomValue2"
  },
  "source":"+46000000000",
  "destinations":[
    "+46000000001",
    "+46000000002"
  ],
  "messages":[
    {
      "type":"template",
      "template":{
        "name":"yourTemplate",
        "language":{
          "code":"en"
        },
        "components":[
          {
            "type":"body",
            "parameters":[
              {
                "type":"text",
                "text":"Your text"
              }
            ]
          }
        ]
      }
    }
  ]
}
```

Example#2 : MessageRequest JSON (with only BSUID in destinations)

```
{
  "platformId":"your platformId",
  "platformPartnerId":"yourPlatformPartnerId",
```


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```
  "platformServiceId":"yourPlatformServiceId",
  "platformServiceType":"yourPlatformServiceType",
  "platformTransactionId":"yourPlatformTransactionId",
  "priority":"NORMAL",
  "relativeValidityTime":1584543059442,
  "absoluteValidityTime":"2020-03-18T16:49:21Z",
  "eventReportGates":[
    "v08kM29P",
    "jk98GtdP"
  ],
  "refId":"yourRefId",
  "customParameters":{
    "yourCustomKey1":"yourCustomValue1",
    "yourCustomKey2":"yourCustomValue2"
  },
  "source":"+46000000000",
  "destinations":[
    "SE.13491208655302741918",
    "SE.11815799212886844830"
  ],
  "messages":[
    {
      "type":"template",
      "template":{
        "name":"yourTemplate",
        "language":{
          "code":"en"
        },
        "components":[
          {
            "type":"body",
            "parameters":[
              {
                "type":"text",
                "text":"Your text"
              }
            ]
          }
        ]
      }
    }
  ]
}
```

Example#3 : MessageRequest JSON (with MSISDN and BSUID in destinations)

```
{
  "platformId":"your platformId",
  "platformPartnerId":"yourPlatformPartnerId",
  "platformServiceId":"yourPlatformServiceId",
  "platformServiceType":"yourPlatformServiceType",
  "platformTransactionId":"yourPlatformTransactionId",
  "priority":"NORMAL",
  "relativeValidityTime":1584543059442,
  "absoluteValidityTime":"2020-03-18T16:49:21Z",
```


Internal

```
  "eventReportGates":[
    "v08kM29P",
    "jk98GtdP"
  ],
  "refId":"yourRefId",
  "customParameters":{
    "yourCustomKey1":"yourCustomValue1",
    "yourCustomKey2":"yourCustomValue2"
  },
  "source":"+46000000000",
  "destinations":[
    "+46000000001",
    "SE.11815799212886844830"
  ],
  "messages":[
    {
      "type":"template",
      "template":{
        "name":"yourTemplate",
        "language":{
          "code":"en"
        },
        "components":[
          {
            "type":"body",
            "parameters":[
              {
                "type":"text",
                "text":"Your text"
              }
            ]
          }
        ]
      }
    }
  ]
}
```

Recognized Custom Parameters

Name	Type	Description
`ott.whatsapp.logMessageContent`	Boolean	Default: `false` Set to `true` to enable logging the message content internally in the WhatsApp service. One reason to enable this is to make LINK Support able to find your message(s) based on message content, if you ask them to do so.

Internal

HTTP status codes and response body

HTTP status code	Response body
200 OK	MessageResponse
400 Bad Request	ErrorResponse
401 Unauthorized	ErrorResponse
403 Forbidden	ErrorResponse
500 Internal Server Error	ErrorResponse

MessageResponse

The response body received when sending a successful message request.

Name	Type	Description
resultCode	Integer	Result code. See list of possible result codes.
description	String	Descriptive text.
messageIds	List<String>	List of message ids that have been queued. The ordering of the ids mirror the order of the destination numbers in the request.

JSON

```
{
  "resultCode":112001,
  "description":"queued",
  "messageIds":[
    "1aU6cwxAKE9NzMLrS6M82C"
  ]
}
```

Possible resultCodes in MessageResponse

Code	Description	Explained
112001	Queued.	The messages are queued to be sent.

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Internal

ErrorResponse

The response body received when sending an unsuccessful message request.

Name	Type	Description
resultCode	Integer	Result code. See list of possible result codes.
description	String	Descriptive text.
translatedDescription	String	Textual description of the problem based on Accept-Language

JSON

```
{
  "resultCode":112400,
  "description":"Unauthorized",
  "translatedDescription": null
}
```

Possible resultCodes in ErrorResponse

Code	Description	Explained
112400	Unauthorized	Not authorized. Contact support.
112401	No access	Missing access. Contact support.
112402	Bad request	Bad formatted request.
112500	Server error	Server error. Contact support.
112505	Invalid Payload	Invalid JSON request
112506	Validation error	Invalid input, failed to validate against schema

Internal

Messages

Message type

There are several types of messages that can be used in the message request. Any type of message cannot be sent at any time. For messages that are not of type template a 24-hour customer care window needs to be opened.

Template

A template message. This message is used to initialize a conversation. The *text, media* and *interactive* templates used must be registered and approved in the Facebook Business Manager. Custom *carousel* , *catalog* and *limited_time_offer* templates are created by Link Mobility upon request.

Templates:
text - A simple template with a text message.
text (with named parameter) - A template with a text message including named parameters.
media - A template with supported media (image, video, document).
interactive (buttons) - A template with reply or url buttons.
carousel – Template with one or more carousel product cards.
limited_time_offer (LTO) – Template with a temporary product offer.
catalog – Template with catalog product items.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *template* for media template messages.
template	Template	Yes	Template.
name	String	Yes	Name of a predefined template. The name will be provided
language	Language	Yes	Language.
components	List<Component>	Yes	List of components.

Internal

Text template – JSON example

```
{
  "type": "template",
  "template": {
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "Your text"
          }
        ]
      }
    ]
  }
}
```


Internal

Text template (With Named Parameters) – JSON example

```
{
  "type": "template",
  "template": {
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "Your text",
            "parameterName": "nombre",

          }
        ]
      }
    ]
  }
}
```

Media template - JSON example

```
{
  "type":"template",
  "template":{
    "name":"yourTemplate",
    "language":{
      "code":"en"
    },
    "components":[
      {
        "type":"header",
        "parameters":[
          {
            "type":"document",
            "document":{
              "link":"https://www.example.com/file.pdf",
              "filename":"filename"
            }
          }
        ]
      },
      {
        "type":"body",
        "parameters":[
          {
            "type":"text",
            "text":"Your text"
          },
          {
            "type":"currency",
```


Internal

```
            "currency":{
              "fallbackValue":"$100.99",
              "code":"USD",
              "amount1000":"100990"
            }
          },
          {
            "type":"dateTime",
            "dateTime":{
              "fallbackValue":"February 25, 1977 03:33PM",
              "dayOfWeek":5,
              "dayOfMonth":25,
              "year":1977,
              "month":2,
              "hour":15,
              "minute":33
            }
          }
        ]
      }
    ]
  }
}
```

Interactive template - JSON example

```
{
  "type": "template",
  "template": {
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "header",
        "parameters": [
          {
            "type": "text",
            "text": "'Your header text here'"
          }
        ]
      },
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "'Your body text here'"
          }
        ]
      },
      {
        "type": "button",
        "subType": "quickReply" or "url",
        "index": 0,
```


Internal

```
        "parameters": [
          {
            "type": "payload" or "text",
            "text": "Your text here" //used for url button
            "payload": "Your payload here" //used for quick reply
button
          }
        ]
      },
      {
        "type": "button",
        "subType": "quickReply" or "url",
        "index": 1,
        "parameters": [
          {
            "type": "payload" or "text",
            "text": "Your text here" //used for url button
            "payload": "Your payload here" //used for quick reply
button
          }
        ]
      }
    ]
  }
}
```

Carousel template - JSON example

```
{
  "type": "template",
  "template": {
    "name": "yourCarouselTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "Your body text here"
          }
        ]
      },
      {
        "type": "carousel",
        "cards": [
          {
            "card_index": 0,
            "components": [
              {
                "type": "header",
                "parameters": [
                  {
                    "type": "image",
```


Internal

```
                    "image": {
                      "id": "1234567"
                    }
                  }
                ]
              },
              {
                "type": "body",
                "parameters": [
                  {
                    "type": "text",
                    "text": "10OFF"
                  },
                  {
                    "type": "text",
                    "text": "10%"
                  }
                ]
              },
              {
                "type": "button",
                "sub_type": "quick_reply",
                "index": "0",
                "parameters": [
                  {
                    "type": "payload",
                    "payload": "59NqSd"
                  }
                ]
              },
              {
                "type": "button",
                "sub_type": "url",
                "index": "1",
                "parameters": [
                  {
                    "type": "payload",
                    "payload": "url-button-payload"
                  }
                ]
              }
            ]
          }
        ]
      }
    ]
  }
}
```

** Please contact your local support if you want us to create custom carousel templates for you.*

Limited-time Offer (LTO) template - JSON example

```
{
  "type": "template",
```


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```
  "template": {
    "name": "yourLtoTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "parameter-text"
          }
        ]
      },
      {
        "type": "limited_time_offer",
        "parameters": [
          {
            "type": "limited_time_offer",
            "limited_time_offer":{
              "expiration_time_ms": 1707232588000
            }
          }
        ]
      },
      {
        "type": "button",
        "sub_type": "copy_code",
        "index": 0,
        "parameters": [
          {
            "type": "coupon_code",
            "coupon_code": "example-coupon-code"
          }
        ]
      },
      {
        "type": "button",
        "sub_type": "url",
        "index": 1,
        "parameters": [
          {
            "type": "text",
            "text": "example-url-button-text"
          }
        ]
      }
    ]
  }
}
```

** Please contact your local support if you want us to create custom LTO templates for you.*
Meta ref : https://developers.facebook.com/docs/whatsapp/cloud-api/guides/send-message-templates/limited-time-offer-template-messages

Internal

Catalog template - JSON example

```
{
"type": "template",
  "template": {
    "name": "<NAME>",
    "language": {
      "code": "<CODE>"
    },
    "components": [

      /* Body component required if template uses variables,
otherwise omit */
      {
        "type": "body",
        "parameters": [
          {
            "type": "<TYPE>",
            "text": "<TEXT>"
          }
        ]
      },
      {
        "type": "button",
        "sub_type": "CATALOG",
        "index": 0,
        "parameters": [
          {
            "type": "action",
            "action": {
              "thumbnail_product_retailer_id":
"<THUMBNAIL_PRODUCT_RETAILER_ID>"
            }
          }
        ]
      }
    ]
  }
}
```

Coupon Code Templates - JSON example

```
{
  "type": "template",
  "template": {
    "name": "yourCouponCodeTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
```


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```
            {
              "type": "text",
              "text": "parameter-text"
            }
          ]
        },
        {
          "type": "button",
          "sub_type": "copy_code",
          "index": 0,
          "parameters": [
            {
              "type": "coupon_code",
              "coupon_code": "example-coupon-code"
            }
          ]
        }
      ]
    }
}
```

** Please contact your local support if you want us to create custom Coupon code templates for you.*
META ref : https://developers.facebook.com/docs/whatsapp/business-management-api/message-templates/coupon-templates

Internal

Text message

A simple text message.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *text* for text messages.
previewUrl	Boolean	No	Set to true if the text message contains a URL that is to be previewed.
text	Text	Yes	Text.
body	String	Yes	Text message. If contains a URL the URL should start with http:// or https://.

JSON

```
{
  "type": "text",
  "previewUrl": false,
  "text": {
    "body": "Your text here!"
  }
}
```

Image message

A message with an image.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *image* for image messages.
image	Image	Yes	Image.
id	String	No	MEDIA ID, Required if using uploaded media, otherwise omit.
link	String	No	URL/Link to the image. Begins with http://or https://. Required if using hosted media, otherwise omit.
caption	String	No	Caption of the image.

Note : Only one of id or link is required (not both) . META recommend id to be used for better performance

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JSON (with id)

```
{
  "type": "image",
  "image": {
    "id": "1192798951408501",
    "caption": "Your image caption!"
  }
}
```

JSON (with link)

```
{
  "type": "image",
  "image": {
    "link": "https://example.com/image.jpg",
    "caption": "Your image caption!"
  }
}
```

Location message

A message with a location.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *location* for location messages.
location	Location	Yes	Location.
longitude	Double	Yes	Longitude.
latitude	Double	Yes	Latitude.
name	String	No	Name.
address	String	No	Address. Only displayed if name is present.

JSON

```
{
  "type": "location",
  "location": {
    "longitude": 18.0739497,
    "latitude": 59.3120499,
    "name": "Linkmobility Stockholm, Sweden",
    "address": "Götgatan 78, Stockholm, Sverige"
  }
}
```


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Audio message

A message with audio.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *audio* for audio messages.
audio	Audio	Yes	Audio.
id	String	No	MEDIA ID, Required if using uploaded media, otherwise omit.
link	String	No	URL/Link to the audio. Begins with http://or https://. Required if using hosted media, otherwise omit.
voice	Boolean	No	Set to true if sending a voice message. Voice messages must be Ogg files encoded with the OPUS codec. To send a basic audio message, set to false or omit entirely.

Note : Only one of id or link is required (not both) . META recommend id to be used for better performance

JSON (with id)

```
{
  "type": "audio",
  "audio": {
    "id": "244995494947303"
  }
}
```

JSON (with link)

```
{
  "type": "audio",
  "audio": {
    "link": "https://example.com/audio.mp4"
  }
}
```

JSON (with voice)

```
{
  "type": "audio",
  "audio": {
    "id": "244995494947303",
```


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```
    "voice": true
  }
}
```

Video message

A message with a video.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *video* for video messages.
video	Video	Yes	Video.
id	String	No	MEDIA ID, Required if using uploaded media, otherwise omit.
link	String	No	URL/Link to the video. Begins with http://or https://. Required if using hosted media, otherwise omit.
caption	String	No	Caption of the video.

Note : Only one of id or link is required (not both) . META recommend id to be used for better performance

JSON (with id)

```
{
  "type": "video",
  "video": {
    "id": "244995494947303",
    "caption": "Your video caption"
  }
}
```

JSON (with link)

```
{
  "type": "video",
  "video": {
    "link": "https://example.com/video.mp4",
    "caption": "Your video caption"
  }
}
```


Internal

Document message

A message with a document.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *document* for document messages.
document	Document	Yes	Document.
id	String	No	MEDIA ID, Required if using uploaded media, otherwise omit.
link	String	No	URL/Link to the document. Begins with http://or https://. Required if using hosted media, otherwise omit.
caption	String	No	Caption of the document.
filename	String	No	Name of the document file.

Note : Only one of id or link is required (not both) . META recommend id to be used for better performance

JSON (with id)

```
{
  "type": "document",
  "document": {
    "id": "6383363881724665",
    "caption": "Your document caption",
    "filename": "Your document filename"
  }
}
```

JSON (with link)

```
{
  "type": "document",
  "document": {
    "link": "https://example.com/document.pdf",
    "caption": "Your document caption",
    "filename": "Your document filename"
  }
}
```


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Note : The document Type in “template” message and document message Type are different.

For e.g : you can send caption field with message `"type": "document",` however for message `"type": "template" , the caption under components.type document is not allowed.`

‘

Sticker message

A message with a sticker.

Name	Type	Required	Description
type	String	Yes	Type of message. Should be *sticker* for sticker messages.
sticker	Sticker	Yes	Sticker object with id and link
id	String	No	MEDIA ID, Required if using uploaded media, otherwise omit.
link	String	No	URL/Link to the document. Begins with http://or https://. Required if using hosted media, otherwise omit.

Note : Only one of id or link is required (not both) . META recommend id to be used for better performance

JSON (with id)

```
{
  "type": "sticker",
  "sticker": {
    "id": " 1361277605137496"
  }
}
```

JSON (with link)

```
{
  "type": "sticker",
  "sticker": {
    "link": "https://www.gstatic.com/webp/gallery/2.webp"
  }
}
```

Contacts message

A message with contact(s).

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Name	Type	Required	Description
type	String	Yes	Type of message. Should be *contacts* for contacts messages.
contacts	List<Contact>	Yes	List of contacts.
addresses	List<Address>	No	List of addresses.
birthday	String	No	Birthday.
emails	List<Email>	No	List of emails.
name	Name	No	Name.
org	Org	No	Org.
phones	List<Phone>	No	List of phones.
urls	List<Url>	No	List of urls.

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JSON


```
{
  "type": "contacts",
  "contacts": [
    {
      "addresses": [
        {
          "city": "Menlo Park",
          "country": "United States",
          "countryCode": "us",
          "state": "CA",
          "street": "1 Hacker Way",
          "type": "HOME",
          "zip": "94025"
        },
        {
          "city": "Menlo Park",
          "country": "United States",
          "countryCode": "us",
          "state": "CA",
          "street": "200 Jefferson Dr",
          "type": "WORK",
          "zip": "94025"
        }
      ],
      "birthday": "2012-08-18",
      "emails": [
        {
          "email": "test@fb.com",
          "type": "WORK"
        },
        {
          "email": "test@whatsapp.com",
          "type": "WORK"
        }
      ],
      "name": {
        "firstName": "John",
        "formattedName": "John Smith",
        "lastName": "Smith"
      },
      "org": {
        "company": "WhatsApp",
        "department": "Design",
        "title": "Manager"
      },
      "phones": [
        {
          "phone": "+1 (940) 555-1234",
          "type": "HOME"
        },
        {
          "phone": "+1 (650) 555-1234",
          "type": "WORK",
          "waId": "16505551234"
```


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```
          }
        ],
        "urls": [
          {
            "url": "https://www.facebook.com",
            "type": "WORK"
          }
        ]
      }
    ]
}
```


Internal

Interactive message

A message with interactive element.

There are seven versions of the interactive messages:

- *Flow Messages*: Flows provide a way to develop and deliver interactive experiences for your users, enabling a variety of interactions, engagements, and monetization opportunities for your business. With Flows, you can:
  - Present simple input forms (in order to schedule an appointment, for example)
  - Create workflows that guide users through multiple screens (for ordering products, for example)
  - Create endpoints that exchange data across screens to enable more complex interactions (such as guiding a user through a process with multiple potential outcomes)
- *Catalog Messages :* Free-form messages containing a button that, when tapped, displays your product catalog within WhatsApp.
- *List Messages*: Messages including a menu of up to 10 options. This type of message offers a simpler and more consistent way for users to make a selection when interacting with a business.
- *Product carousel Messages*: Product carousel message enables businesses to send horizontally scrollable product cards within WhatsApp conversations, allowing users to browse and engage with products directly in-thread.
- *Media carousel Messages* : The interactive media carousel message enables businesses to send horizontally scrollable cards with images or videos, each with a call-to-action button, within WhatsApp conversations. This format allows users to browse multiple offers or content in a single message.
- Reply Buttons*: Messages including up to 3 options —each option is a button. This type of message offers a quicker way for users to make a selection from a menu when interacting with a business. Reply buttons have the same user experience as interactive templates with buttons.*
- *CTA URL Buttons:* Message with a single button that points to a URL.
- *Single Product Message*: Message with a single product item from a business' inventory.
- *Multi-Product Message*: Message containing a selection of up to 30 items from a business' inventory.

Selected option will be communicated back in a message callback (See Callbacks / Webhooks below).

Interactive Message Specifications

- Interactive messages can be combined together in the same flow.

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- Users cannot select more than one option at the same time from a list or button message, but they can go back and re-open a previous message.
- List or reply button messages cannot be used as notifications. Currently, they can only be sent within 24 hours of the last message sent by the user. If you try to send a message outside the 24-hour window, you get an error message.
- Supported platforms: iOS, Android, and web.

For more information about the interactive format please see the WhatsApp developer page[1].

[1] https://developers.facebook.com/docs/whatsapp/guides/interactive-messages/

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Name	Type	Required	Description
type	String	Yes	Type of message. Should be *interactive* for interactive messages.
interactive	interactive	Yes	Interactive.
interactive.type	String	Yes	Either *list, button, product* , *product list* , *catalog message* , *product carousel, media carousel* or *flow*
interactive.header	header	Yes if type is *product list*	Header of the interactive message.
interactive.body.text	String	Yes	Body of the interactive message. Maximum length: 1024 characters.
interactive.footer.text	String	No	Footer of the interactive message. Maximum length: 60 characters.
interactive.action	action	Yes	Action of the interactive message

JSON simple outline (list type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "list",
    "header": {...},
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {...}
  }
}
```

For complete examples see “Interactive message full examples” below.

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Interactive header

The header can be either normal text, or one of the other supported media formats.

Name	Type	Required	Description
type	String	Yes	The header type you would like to use. List messages only support *text*. Button messages support either *text*, *video*, *image* or *document*.
text	String	Yes if type is *text*	Text for the header. Formatting allows emojis, but not markdown. Maximum length: 60 characters.
video	media	Yes if type is *video*	Video media object
image	media	Yes if type is *image*	Image media object
document	media	Yes if type is *document*	Document media object

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Interactive media

The media can either use a link to point directly to a media resource, or an ID of an already uploaded media object.

Name	Type	Required	Description
id	String	Required when type is *document, image or video* and you are **not using a link**.	The media object ID. This is returned when the media is successfully uploaded to the WhatsApp Business API client via the media endpoint[2]. Do not use this field when message type is set to *text*.
link	String	Required when type is *document, image or video* and you are **not using an uploaded media ID.**	The protocol and URL of the media to be sent. Use only with HTTP/HTTPS URLs. Do not use this field when message type is set to text.
caption	String	No	Describes the media
filename	String	No	Describes the filename for the specific document. Use only with *document* media.
provider.name	String	No	This provider is optionally used with a *link* when the HTTP/HTTPS link is not directly accessible and requires additional configurations like a bearer token. For information on configuring providers, see the Media Providers documentation[3].

[2] https://developers.facebook.com/docs/whatsapp/api/media
[3] https://developers.facebook.com/docs/whatsapp/api/settings/media-providers

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JSON (header and media outline)

```
{
  "header": {
    "type": "text" | "image" | "video" | "document",
    "text": "your text"
    # OR
    "document": {
      "id": "your-media-id",
      "filename": "some-file-name"
    }
    # OR
    "document": {
      "link": "the-provider-name/protocol://the-url",
      "provider": {
        "name": "provider-name",
      },
      "filename": "some-file-name"
    },
    # OR
    "video": {
      "id": "your-media-id"
    }
    # OR
    "video": {
      "link": "the-provider-name/protocol://the-url",
      "provider": {
        "name": "provider-name"
      }
    }
    # OR
    "image": {
      "id": "your-media-id"
    }
    # OR
    "image": {
      "link": "http(s)://the-url",
      "provider": {
        "name": "provider-name"
      }
    }
  }
}
```


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Interactive action

Action you want the user to perform after reading the message.

Name	Type	Required	Description
name	String	Required for Flow messages, Location Request messages or CTA URL messages.	Value - must be ***"flow"*** when sending flow messages - must be ***"send_location"*** when requesting user's location - must be "***cta_url***" for CTA URL messages
parameters	parameters	Required if name is equal to flow or cta_url.	parameters object type containing Interactive action parameters
button	String	Required for List messages	Button content. It cannot be an empty string and must be unique within the message Does not allow emojis or markdown. *Max length*: 20 characters.
sections	List <section>	Required for List and Multi-Product Messages	List and Multi-product type only *Min* : 1, *Max* : 10
buttons	List <button>	Required for Button messages	Button type only
catalog_id	String	Required for Single Product and Multi-Product Messages	Unique identifier of the Facebook catalog linked to your WhatsApp Business Account. This ID can be retrieved via Commerce Manager.
thumbnail_product_retailer_id	String	Required for Single Product and Multi-Product Messages	Unique identifier of the product in a catalog. Shown as "Content Id" under the item in the Commerce Manager.

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flowToken	String	Optional while sending Flow templates	Flow token to be used when sending Flow Templates
cards	cards	Required only for product carousel or Media carousel message	To be used for product carousel message or Media carousel message

Interactive section

Specifies the rows/options in a list message.

Name	Type	Required	Description
title	String	Yes	Title of the section. Maximum length: 24 characters.
rows	List <rows>	Yes if list message	Contains a list of rows.
rows.id	String	Yes	Unique row id. Maximum length: 200 characters
rows.title	String	Yes	Row title, what the user sees in the message. Maximum length: 24 characters
rows.description	String	No	Row description, visible under the title in the message. Maximum length: 72 characters
product_items	List<product>	Yes if multi-product message	Array of product objects. There is a minimum of 1 product per section. There is a maximum of 30 products across all sections.
product_items. product_retailer_id	String	Yes if multi-product message	Unique identifier of the product in a catalog. Shown as "*Content Id*" under the

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			item in the Commerce Manager.

Interactive button

Specifies the buttons in a button message.

Name	Type	Required	Description
type	String	Yes	Always *reply* for button messages.
reply	reply	Yes	Reply button.
reply.id	String	Yes	Unique identifier for your button. This ID is returned in the webhook when the button is clicked by the user. Maximum length: 256 characters.
reply.title	String	Yes	Button title. It cannot be an empty string and must be unique within the message. Does not allow emojis or markdown. Maximum length: 20 characters.

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Interactive action parameters

Specifies the action parameters in an interactive message.

Name	Used in interactive Type	Type	Required	Description
`thumbnail_product_retailer_id`	*catalog message*	String	No	The field is used only a) when interactive type = *catalog_message.* Value should be Item SKU number. Labeled as **Content ID** in the Commerce Manager. The thumbnail of this item will be used as the message's header image. b) Or while sending Catalog Templates
display_text	cta_url	String	Yes	Text to display on button
url	cta_url	String	Yes	URL to redirect to when clicking on button
`mode`	flow	String	No	The Flow can be in either draft or published mode. **(Default value: published)**
flow_message_version	flow	String	Yes	value must be "3".
flow_token	flow	String	No	Flow token that is generated by the business to serve as an identifier.
`flow_id`	flow	String	Yes	Unique ID of the Flow provided by WhatsApp.
`flow_cta`	flow	String	Yes	Text on the CTA button. For example: "Signup" Character limit - 20 characters (no emoji).
`flow_action`	flow	String	No	navigate or data_exchange. **(Default value: navigate)**
`flow_action_payload`	`flow`	`object`	No	Required if flow_action field is equal to value "navigate". Should be omitted otherwise.

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flow_action_payload.screen	*flow*	*String*	No	The ID of the screen displayed first. It needs to be an entry screen.
flow_action_payload.data	flow	flow_action_payload.data	No	Optional input data for the first Screen of the Flow. If provided, this must be a non-empty object.
flow_action_payload.Data.product_name	flow	String	No	Product Name
flow_action_payload.Data.product_description	flow	String	No	Product Description
flow_action_payload.Data.product_price	flow	Integer	No	Product price

Interactive Product carousel action cards parameters

Specifies the action card parameters in an interactive product carousel message.

Name	Used in interactive Type	Type	Required	Description
card_index	*product carousel*	*Integer*	Yes	Unique index for each card (0-9). Must not repeat within the message.
type	*product carousel*	String	Yes	Value "product"
action.product_retailer_id	*product carousel*	String	Yes	The unique retailer ID of the product in the catalog.
action.catalog_id	*product carousel*	String	Yes	The unique ID of the catalog containing the product.

Interactive Media carousel action cards parameters

Specifies the action card parameters in an interactive product carousel message.

Name	Used in interactive Type	Type	Required	Description
`card_index`	*media carousel*	*Integer*	Yes	Unique index for each card (0-9).
type	*media carousel*	String	Yes	Value " cta_url"
`header.type`	*media carousel*	String	Yes	"image" or "video" (all cards must match).
header.image.link	*media carousel*	String	No	Required if header.type is "image".
header.video.link	*media carousel*	String	No	Required if header.type is "video".
body.text	*media carousel*	String	No	Max 160 chars, and up to 2 line breaks.
action.name	*media carousel*	String	Yes	Must be "cta_url".
action.parameters.display_text	*media carousel*	String	No	Button display text. Max 20 chars.
action.parameters.url	*media carousel*	String	No	Button URL

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Interactive message full examples

JSON (Flow type - minimal required fields) (V1)

```
{
   "type":"interactive",
   "interactive":{
      "type":"flow",
      "header":{
         "type":"text",
         "text":"Flow message header"
      },
      "body":{
         "text":"Flow message body"
      },
      "footer":{
         "text":"Flow message footer"
      },
      "action":{
         "name":"flow",
         "parameters":{
            "flow_message_version":"3",
            "flow_id":"<FLOW_ID>",
            "flow_cta":"Book"
         }
      }
   }
}
```

JSON (Flow type – with extra fields)

```
{
   "type":"interactive",
   "interactive":{
      "type":"flow",
      "header":{
         "type":"text",
         "text":"Flow message header"
      },
      "body":{
         "text":"Flow message body"
      },
      "footer":{
         "text":"Flow message footer"
      },
      "action":{
         "name":"flow",
         "parameters":{
            "flow_message_version":"3",
            "flow_token":"<FLOW_TOKEN>",
            "flow_id":"<FLOW_ID>",
            "flow_cta":"Book",
```


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```
            "flow_action":"navigate",
            "flow_action_payload":{
               "screen":"<SCREEN_NAME>",
               "data":{
                  "product_name":"name",
                  "product_description":"description",
                  "product_price":100
               }
            }
         }
      }
   }
}
```


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JSON (Catalog Message type)

```
{
   "type":"interactive",
   "interactive":{
      "type":"catalog_message",
      "body":{
         "text":"Hello! Thanks for your interest. Ordering is easy.
Just visit our catalog and add items to purchase."
      },
      "action":{
         "name":"catalog_message",
/* Parameters object is optional */
         "parameters":{ //Optional
            "thumbnail_product_retailer_id":"SKU000"
         }
      },
      "footer":{
         "text":"Best grocery deals on WhatsApp!"
      }
   }
}
```

JSON (Interactive Product Carousel messages)

```
{

  "type": "interactive",
  "interactive": {
    "type": "carousel",
    "body": {
      "text": "Check out our featured products!"
    },
    "action": {
      "cards": [
        {
          "card_index": 0,
          "type": "product",
          "action": {
            "product_retailer_id": "abc123xyz",
            "catalog_id": "123456789"
          }
        },
        {
          "card_index": 1,
          "type": "product",
          "action": {
            "product_retailer_id": "def456uvw",
            "catalog_id": "123456789"
          }
        }
      ]
    }
  }
```


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JSON (Interactive Media carousel messages)

```
{
    "type": "interactive",
    "interactive": {
      "type": "carousel",
      "body": {
        "text": "Check out our latest offers!"
      },
      "action": {
        "cards": [
          {
            "card_index": 0,
            "type": "cta_url",
            "header": {
              "type": "image",
              "image": {
                "link": "https://example.com/image1.png"
              }
            },
            "body": {
              "text": "Exclusive deal #1"
            },
            "action": {
              "name": "cta_url",
              "parameters": {
                "display_text": "Shop now",
                "url": "https://shop.example.com/deal1"
              }
            }
          },
          {
            "card_index": 1,
            "type": "cta_url",
            "header": {
              "type": "image",
              "image": {
                "link": "https://example.com/image2.png"
              }
            },
            "body": {
              "text": "Exclusive deal #2"
            },
            "action": {
              "name": "cta_url",
              "parameters": {
                "display_text": "Shop now",
                "url": "https://shop.example.com/deal2"
              }
            }
          }
        ]
      }
    }
```


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JSON (List type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "list",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "button": "sample button text",
      "sections": [
        {
          "title": "sample section title",
          "rows": [
            {
              "id": "row-identifier-1",
              "title": "row-title-1",
              "description": "row-description-content"
            }, {...}
          ]
        },{...}
      ]
    }
  }
}
```


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JSON (Button type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "button",
    "header": {
      "type": "image",
      "image": {
        "link": "http(s)://the-url"
      }
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "buttons": [
        {
          "type": "reply",
          "reply": {
            "id": "unique-button-id-1",
            "title": "button title",
          }
        },{...}
      ]
    }
  }
}
```

JSON (Product type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "product",
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "catalog_id": "12345678",
      "product_retailer_id": "SKU-01"
    }
  }
}
```


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JSON (Multi-product type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "product_list",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "catalog_id": "12345678",
      "sections": [
        {
          "title": "section-1",
          "product_items": [
            { "product_retailer_id": "SKU-01" },
            { "product_retailer_id": "SKU-02" },
            {...}
          ]
        },{...}
      ]
    }
  }
}
```

Interactive Location Request Messages type

```
  "type": "interactive",
  "to": "<WHATSAPP_USER_PHONE_NUMBER>",
  "interactive": {
    "type": "location_request_message",
    "body": {
      "text": "<BODY_TEXT>"
    },
    "action": {
      "name": "send_location"
    }
  }
```


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CTA URL

```
{
  "type": "interactive",
  "interactive": {
    "type": "cta_url",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "name": "cta_url",
      "parameters": {
        "display_text": "sample display text",
        "url": "https://www.sample-url.com"
      }
    }
  }
}
```


Internal

Message content property

Properties of the content.

Address

The address of the contact.

- Used with contacts message.

Name	Type	Required	Description
city	String	No	City.
country	String	No	Country.
countryCode	String	No	Country code.
state	String	No	State.
street	String	No	Street.
type	String	No	Type. Eg. HOME, WORK.
zip	String	No	Zip.

Email

The e-mail address of the contact.

- Used with contacts message.

Name	Type	Required	Description
email	Email	No	Email.
type	String	No	Type. Eg. HOME, WORK.

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Name

The name of the contact.

- Used with contacts message.

Name	Type	Required	Description
firstName	String	Optional*	First name.
formattedName	String	Yes	Formatted name.
lastName	String	Optional*	Last name.
middleName	String	Optional*	Middle name.
suffix	String	Optional*	Name suffix.
prefix	String	Optional*	Name prefix.

* At least one of the optional parameters needs to be included along with the formattedName parameter.

Org

The organization of the contact.

- Used with contacts message.

Name	Type	Required	Description
company	String	No	Company.
department	String	No	Department.
title	String	No	Title.

Phone

The phone number of the contact.

- Used with contacts message.

Name	Type	Required	Description
phone	String	No	Phone number.
type	String	No	Type. Eg. HOME, WORK.
waId	String	No	WhatsApp id.

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Url

The url of the contact.

- Used with contacts message.

Name	Type	Required	Description
url	String	No	Url.
type	String	No	Type of url. HOME, WORK

Language

The language of the template.

- Used with template message.

Name	Type	Required	Description
code	String	Yes	Code of the language or locale to use. Must match the language code in the predefined template.

Currency

Name	Type	Required	Description
fallbackValue	String	Yes	Fallback value. Eg. “$100.99“.
code	String	Yes	Currency code.
amount1000	String	Yes	Amount in minor units. Eg. $100,99 is sent as 100990.

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DateTime

Name	Type	Required	Description
fallbackValue	String	Yes	Fallback value. Eg. “February 25, 1977 03:33PM“.
dayOfWeek	String	Optional*	Day of week.
dayOfMonth	String	Optional*	Day of month.
year	String	Optional*	Year.
month	String	Optional*	Month
hour	String	Optional*	Hour.
minute	String	Optional*	Minute.
timestamp	String	Optional*	Timestamp in milliseconds.

* Must contain dayOfWeek, dayOfMonth, year, month,hour,minute together or timestamp alone.

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Component

Components to construct the template message.

Name	Type	Required	Description
type	String	Yes	Describes the component type Values: *header*, *body, button, carousel, limited_time_offer.* In the *header* you can have one or none of the media parameters (*image*, *document* or *video*). The media must match the media in the predefined template. In the *body* you can have *text*, *currency* and *dateTime* parameters. The number of parameters in the body must match the number of parameters defined in the predefined template. A *button* can have a *text* parameter (for button sub type *url*) or a *payload* parameter (for button sub type *quickReply*). The *carousel* component will have a array of *cards.* Each of these cards will have an *index* and a *components* array with *header*, optional *body* and one or more *buttons*.
subType	String	Yes for type button.	The sub type. Sub types: *quickReply*- Used for quick reply buttons. *url* - Used for url buttons. *flow* – Used for flow templates. *catalog* – Used for catalog templates *copy_code* – Used to copy code for coupon code templates or limited-time offer template
index	String	Yes for type button.	The index of the button(s). First index = 0.
parameters	List<Parameter>	Yes	Parameters containing the content of the message.

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Parameter

Parameters allowed in the components of the template message.

Image parameter

Follows the same format as Image message*.

* Caption is not supported.

- Used in the header component.

Document parameter

Follows the same format as Document message*.

* Caption is not supported.

* PDF is the only supported format.

- Used in the header component.

Video parameter

Follows the same format as Video message*.

* Caption is not supported.

- Used in the header component.

Text parameter

A simple text parameter.

- Used in body and url button component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *text* for text parameter.
text	String	Yes	Text of the message or url button.
parameterName	String	No	Only required when sending a template with named parameters.

Payload parameter

A payload parameter.

- Used in quick reply button component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *payload* for payload parameter.
payload	String	Yes	Payload of the quick reply button.

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Currency parameter

A parameter with currency.

- Used in the body component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *currency* for currency parameter.
currency	Currency	Yes	Currency.

DateTime parameter

A parameter with date time.

- Used in the body component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *dateTime* for dateTime parameter.
dateTime	DateTime	Yes	DateTime.

Action parameter

A parameter with date time.

- Used in the body component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *action* for action parameter.
action	Action	Yes	Action parameters (Refer Interactive Action for type)

Coupon parameter

A parameter for coupon code values.

- Used in the button component in LTO-messages.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *coupon_code* for coupon parameter.
coupon_code	String	Yes	Coupon code value

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Limited Time Offer parameter

A parameter for limted time offer settings.

- Used in the limited time offer component.

Name	Type	Required	Description
type	String	Yes	Type of parameter. Should be *limited_time_offer* for limited time offer parameter.
expiration_time_ms	Long	Yes	Offer code expiration time as a UNIX timestamp in milliseconds.

Callbacks / Webhooks

Message Status Notifications

Message Status Notifications are related to messages that you have previously sent, and gives information on events that happen when LINK and WhatsApp attempt to deliver a message to the mobile device of the recipient.

One callback relates to one message.

Each message that is queued by our API, will generate one or more callbacks.

To enable callbacks, you must ask LINK's customer support to register your callback endpoint URL. You will then receive the ID of the eventReportGates they have created. This ID you must add in the eventReportGates field in your requests when sending messages.

Name	Type	Description
messageId	String	This is the unique message id (messageId returned by the MessageRequest) and should be referred to when sending questions to support.
refId	String	This is the unique refId set by the client when sending the MessageRequest) and may be referred to when sending questions to support.
messageType	String	Type of message. In case of failed message request (no messages sent) the type will be "request".

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messageIndex	Integer	Index of the message. Starts at index 0. In case of failed message request with multiple messages (no messages sent) -1 will be the index.
timestamp	Date	Can be time for final status such as delivered; formatted according to RFC3339, e.g. 2010-03-30T12:59:40+02:00.
resultCode	Integer	The result code. Result codes.
resultDescription	String	Descriptive result text.
gateCustomParameters	KeyValue	Gate resource:customParameters.
customParameters	KeyValue	Custom parameters sent in the MessageRequest. From April,2026 BSUID fields viz ***whatsappUserId*** and ***whatsappParentUserId*** will start appear here.

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DLR JSON Structure

```
{
"messageId": "8aU6cwxAKE9NzMLrS6M82Y",
"refId": "76439283",
"messageType": "text",
"messageIndex": 0,
"timestamp": "2020-03-30T12:59:41+02:00",
"resultCode": 112003,
"resultDescription":"delivered",
"gateCustomParameters":{
    "gateCustomKey1":"gateCustomValue1",
    "gateCustomKey2":"gateCustomValue2"
  },
"customParameters":{
    "customKey1":"customValue1",
    "customKey2":"customValue2"
  }
}
```

Example#1 : DLR JSON for the successfully sent messages (current behavior)

```
{
  "messageId": "9gTQwFGUD26RFjCvP7AScr",
  "refId": "testlink1var",
  "messageType": "MediaTemplateMessage",
  "messageIndex": 0,
  "timestamp": "2026-03-03T12:34:51Z",
  "resultCode": 112006,
  "resultDescription": "sent",
  "customParameters": {
    "pricingModel": "PMP",
    "pricingCategory": "marketing_lite",
    "platformPartnerId": "1",
    "commonLayerUser": "AbPAsUcL",
    "waMessageId":
"wamid.HBgMMzU5ODgzNDk1NTgzFQIAERgSRDFEQzIyRDU0NUE4MzVCQzkyAA==",
    "pricingBillable": "true",
    "platformId": "TEST_XA",
    "pricingType": "regular"
  }
}
```

Example#2 : DLR JSON for the successfully sent messages (MSISDN + BSUID)

```
{
  "messageId": "9gTQwFGUD26RFjCvP7AScr",
  "refId": "testlink1var",
  "messageType": "MediaTemplateMessage",
  "messageIndex": 0,
```


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```
  "timestamp": "2026-03-03T12:34:51Z",
  "resultCode": 112006,
  "resultDescription": "sent",
  "customParameters": {
    "pricingModel": "PMP",
    "pricingCategory": "marketing_lite",
    "platformPartnerId": "1",
    "commonLayerUser": "AbPAsUcL",
    "waMessageId":
"wamid.HBgMMzU5ODgzNDk1NTgzFQIAERgSRDFEQzIyRDU0NUE4MzVCQzkyAA==",
    "pricingBillable": "true",
    "platformId": "TEST_XA",
    "pricingType": "regular",
    "destination": "+4600000002",
    "whatsappUserId": "SE.13491208655302741918",
    "(": "SE.ENT.11815799212886844830",

  }
}
```


Example#3 : DLR JSON for the successfully sent messages (only BSUID)


```
{
  "messageId": "9gTQwFGUD26RFjCvP7AScr",
  "refId": "testlink1var",
  "messageType": "MediaTemplateMessage",
  "messageIndex": 0,
  "timestamp": "2026-03-03T12:34:51Z",
  "resultCode": 112006,
  "resultDescription": "sent",
  "customParameters": {
    "pricingModel": "PMP",
    "pricingCategory": "marketing_lite",
    "platformPartnerId": "1",
    "commonLayerUser": "AbPAsUcL",
    "waMessageId":
"wamid.HBgMMzU5ODgzNDk1NTgzFQIAERgSRDFEQzIyRDU0NUE4MzVCQzkyAA==",
    "pricingBillable": "true",
    "platformId": "TEST_XA",
    "pricingType": "regular",
    "whatsappUserId": "SE.13491208655302741918",
    "whatsappParentUserId": "SE.ENT.11815799212886844830",

  }
}
```


Example#4 : DLR JSON for the failed messages to send due to META


```
{
"messageId": "8aU6cwxAKE9NzMLrS6M82Y",
"refId": "76439283",
"messageType": "text",
"messageIndex": 0,
"timestamp": "2020-03-30T12:59:41+02:00",
```

```
"resultCode": 112403,
"resultDescription":"(#100)Invalid parameter ",
"customParameters":{
    "whatsappUserId": "SE.13491208655302741918",
    "metaErrorDetails":" Either one of media ID or link must be
present",
    " ott.whatsapp.logMessageContent ":"true"
  }
}
```

Possible resultCodes in Message Status Notifications

Code	Description	Explained
112000	Unknown error.	An unexpected error occured. Contact support.
112006	Sent by WA	The message is by WhatsApp forwarded from the Business API proxy to their internal server infrastructure.
112007	Read	The message is read by the recipient.
112008	Deleted	The message was deleted by the recipient.
112002	Sent to WA	The message is sent to WhatsApp. WhatsApp will try to deliver the message to the recipients phone.
112003	Delivered.	The message is delivered to the recipient's phone.
112403	Not delivered.	The message was not delivered. See resultDescription for additional information.
112404	Invalid contact.	The recipient is not a valid WhatsApp user.
112406	Meta Error Description	Error Description about failed request from Meta/WhatsApp cloud api.
112408	System error	An unexpected error occurred when contacting the WhatsApp proxy. Contact support.
12409	Redis error	Error communicating with internal Redis database. No more message status notifications will be delivered related to this message.

Resending

Certain WhatsApp error codes returned upon message submit will be repeated. Therefor message status notification will not be sent immediately. We advise to wait at least 15 minutes before the same message is submitted to the API if status notification is not delivered

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by your endpoint. Resending logic will try to submit the message each 60 seconds with a maximum limit of 15 times.

Error codes from WhatsApp which are subject for resends:

Code	Description
1 API Unknown	Invalid request or possible server error.
2 API Service	Temporary due to downtime or due to being overloaded.
131000 Something went wrong	Message failed to send due to an unknown error.
131016 Service unavailable	A service is temporarily unavailable.
131049 Meta chose not to deliver.	This message was not delivered to maintain healthy ecosystem engagement.
131057 Account in maintenance mode	Buiness Account is in maintenance mode – possible throughput upgrade.
133004 Server Temporarily Unavailable	Server is temporarily unavailable.
4 API Too Many Calls	The app has reached its API call rate limit.

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80007 Rate limit issues	The WhatsApp Business Account has reached its rate limit.
130429 Rate limit hit	Cloud API message throughput has been reached.

Incoming Messages Sent from Mobile Phones

For messages received an event report is returned to a preconfigured event report gate.

Parameter	Type	Description
destination	String	The number the message is sent to.
source	MsisdnString / BSUID	The number/ID of the user sending the message. MsisdnString – phone number BSUID – whatappUserId /whatsappParentUserId
content	Content	The content of the message.
content.type	String	The type of content: *WHATSAPP*.
content.message	Message	The message of the content.
content.message.contentType	String	The type of message: *TEXT*, *BUTTON, MEDIA, INTERACTIVE, ORDER.*
content.message.text	String Optional	The text of the message.
content.message.button	Button Optional	The button of the message.
content.message.button.text	String	The text of the button.
content.message.button.payload	String	The payload of the button.
content.message.media	Media	The media of the message

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content.message.media.type	String	The mime type of the data content within the media source
content.message.media.source	String	The URL that gives the data given in the message
content.message.media.caption	String	The text within the media message
content.message.context	Context Optional	The context of the message. Only in reply messages.
content.message.context.source	String	The source of the original message.
content.message.context.id	String	The message id(from META) of the original message. Note : To relate with the MO message replied on which MT message id(*refer* ***customParameters.waMessageId***)
content.message.context. referred_product.catalog_id	String	Commerce Manager id of the catalog for the referred product
content.message.context. referred_product.product_retailer_id	String	Unique item id of the referred product. This is called "Content Id" in the Commerce Manager.
content.message.interactive	Interactive Optional	The interactive reply of the message. Only set in interactive reply messages.
content.message.interactive.type	String	Type message reply: *list_reply, button_reply* or *cta_url*
content.message.interactive. list_reply	list_reply Optional	Only populated for interactive list replies
content.message.interactive. list_reply.id	String	Id of interactive list choice
content.message.interactive. list_reply.title	String	Title of interactive list choice
content.message.interactive. list_reply.description	String	Description of interactive list choice
content.message.interactive. button_reply	button_reply Optional	Only populated for interactive button replies
content.message.interactive. button_reply.id	String	Id of interactive button choice
content.message.interactive.	String	Title of interactive button choice

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button_reply.title		
content.message.order	Order Optional	Order part of message. Only set in multi or single product message replies.
content.message.order. catalog_id	String	Catalog id of selected products
content.message.order. text	String	Text sent along with the order
content.message.order. product_items	List	List of products in customers order
content.message.order. product_items.product_retailer_id	String	Unique id of item
content.message.order. product_items.quantity	String	Quantity of item(s)
content.message.order. product_items.item_price	String	Price of item
content.message.order. product_items.currency	String	Name of currency
provider	String	The provider: *whatsapp*.
timestamp	Date	The time of message is generated when the message was received.
messageId	String	The unique message id.
providerTimestamp	Date	The time of message provided by the provider.
providerMessageId	String	Id that is generated by the provider.
route	Route	Route details (Either MsisdnSession, SubNumber or Keyword).
gateCustomParameters	KeyValue	Gate resource:customParameters.
customParameters	KeyValue	Optional, all additional parameters may be specified if needed. Note that only one level with key-value data is allowed. From April,2026 BSUID fields viz ***whatsappUserId*** and

		whatsappParentUserId will start appear here.

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Example#1 : JSON for the text reply message (source as MSDIDN “phonenumber”)

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "TEXT",
      "text": "This is an example"
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```

Example#2 : JSON for the text reply message (source as MSISDN + BSUID in customParams)

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
```


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```
      "contentType": "TEXT",
      "text": "This is an example"
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": {
      "whatsappUserId": "SE.13491208655302741918",
      "whatsappParentUserId": "SE.ENT.11815799212886844830"
     }
}
```


Example#3 : JSON for the text reply message (source as BSUID format)


```
{
  "destination": "+46000000000",
  "source": "SE.13491208655302741918",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "TEXT",
      "text": "This is an example"
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
```


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```
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": {
      "whatsappUserId": "SE.13491208655302741918",
      "whatsappParentUserId": "SE.ENT.11815799212886844830"
     }
}
```

Example#4 : JSON for the media reply message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "MEDIA",
      "media": {
         "type": "image/jpg",
         "source": "http://images.com/myimage.jpg"
         "caption": "MEDIA"
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
```


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```
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```


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Example#5 : JSON for the interactive button reply message


```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "INTERACTIVE",
      "interactive": {
         "type": "button_reply",
         "button_reply": {
           "id": "example-id",
           "title": "example-title"
          }
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```


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Example#6 : JSON for the interactive list reply message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "INTERACTIVE",
      "interactive": {
         "type": "list_reply",
         "list_reply": {
           "id": "example-id",
           "title": "example-title",
           "description": "example-description"
          }
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```


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Example#7 : JSON for the sticker media reply message


```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "MEDIA",
      "media": {
         "type": "image/webp",
         "source":
"https://devlcmlcontent.blob.core.windows.net/wamedia/+34683784809/a
87f5ac5-abda-4e87-9600-7b2083762dd8?sp=r&st=2024-10-
15T15:38:17Z&se=2024-10-29T15:38:17Z&spr=https&sv=2019-12-
12&sr=b&rsct=image/webp&sig=e5UUqfYFuQ4wVGk%2B22nM27%2BgmqCwXLgnDc8h
66XR%2BZc%3D"
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```


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Example#8 : JSON for the reaction reply message


```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "REACTION",
      "emoji":"❤️",
      "context": {
              "source": "46000000000",
              "id":
"wamid.HBgNNDM2OTkxODI4MTM0OBUCABEYEkEyRjRFRjkzOEUwM0QwOTZCOAA=",
      }
     }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route":{
    "id":"keywordId",
    "refId":"yourRouteRefId",
    "platformId":"yourRoutePlatformId",
    "platformPartnerId":"yourRoutePartnerId",
    "platformServiceType":"yourRoutePlatformServiceType",
    "platformServiceId":"yourRoutePlatformServiceId",
    "number":"+46000000001",
    "gateIds":[
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters":{
      "customRouteKey1":"customRouteValue1"
    },
    "type":"KEYWORD_ROUTE",
    "keyword":"",
    "keywordType":"DEFAULT",
    "active":true,
    "start":"2020-03-21T17:41:58Z",
    "end":"2030-03-21T17:41:58Z",
    "shared":false,
    "description":"Example description"
  },
    "gateCustomParameters": {},
    "customParameters": null
}
```


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Template management via API

Certain template types (such as Carousel and LTO templates) cannot be created using Facebook Business Manager. To support these template types, the Message API provides the following CRUD operations for creating, retrieving, updating, and deleting templates.

Create Template

Resource : POST /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates

Creates a new WhatsApp Business message template within your WhatsApp Business Account (WABA). The template details provided in the request body are submitted for WhatsApp review. Once approved, the template can be used to send template messages to users.

Path Parameters

Name	Data type	Required	Description
platformId	String	Yes	Platform id used for this transaction.
platformPartnerId	String	Yes	Platform partner id used for this transaction.
source	String	Yes	The source number. This should be a phone number registered to a WhatsApp Business API client. This is the client which will be used when sending the message.

Note: `platformId`, `platformPartnerId`, and `source` are required path parameters and must be included in the request URL.

Request Body

The request body must be a JSON object that follows the WhatsApp Message Template specification.

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Refer to the Meta documentation for the complete request schema and supported template types:

- https://developers.facebook.com/docs/whatsapp/business-management-api/message-templates

Successful creation of a template will return the below response body:

```
{
  "id": "<TEMPLATE_ID>",
  "status": "<TEMPLATE_STATUS>",
  "category": "<TEMPLATE_CATEGORY>"
}
```

Template Name Limitations

Template names can only contain lowercase alphanumeric characters and underscores (regex: ^[a-z0-9_]+$).

The maximum length is 512 characters. If a name contains uppercase letters, spaces, or special characters, the API returns error code 100.

Template names must be unique within a WhatsApp Business account for each language. Creating a template with a name that already exists for the same language returns error code 100, subcode 2388024, with message “Content in This Language Already Exists”.

Update Template

Resource : PUT /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}

Updates an existing WhatsApp Business message template identified by its unique template ID. You can modify the template content and other supported properties.

Path Parameters

Name	Data type	Required	Description
platformId	String	Yes	Platform id used for this transaction.
platformPartnerId	String	Yes	Platform partner id used for this transaction.

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source	String	Yes	The source number. This should be a phone number registered to a WhatsApp Business API client. This is the client which will be used when sending the message.
templateId	String	Yes	Template Id of an already created template

Note: `platformId`, `platformPartnerId`, `source` and `templateId` are required path parameters and must be included in the request URL.

Successful update will return a 204 OK HTTP status and no response in the body.

Template Edit Limitations

The following restrictions apply when editing a template:

- Only templates with an **APPROVED**, **REJECTED**, or **PAUSED** status can be edited.
- You can only modify a template's **category**, **components**, or **time-to-live (TTL)** value.
- Individual template components cannot be edited. When an edit request is submitted, all existing components are replaced with the components provided in the request payload.
- The **category** of an **APPROVED** template cannot be changed.
- **APPROVED** templates can be edited up to **10 times within a 30-day period** or **once within a 24-hour period**.
- **REJECTED** and **PAUSED** templates can be edited an unlimited number of times.
- After an **APPROVED** or **PAUSED** template is edited, it is automatically re-approved unless it fails the template review process.

Get Template

Resource : GET /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}

Retrieves the details of an existing WhatsApp Business message template by its unique template ID.

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Note: `platformId`, `platformPartnerId`, `source` and `templateId` are required path parameters and must be included in the request URL.

Example response:

```
{
  "name": "order_confirmation_test",
  "parameter_format": "NAMED",
  "components": [
    {
      "type": "BODY",
      "text": "Thank you, {{first_name}}! Your order number is
{{order_number}}. Please have a look at our offer code ABC122",
      "example": {
        "body_text_named_params": [
          {
            "param_name": "first_name",
            "example": "Pablo"
          },
          {
            "param_name": "order_number",
            "example": "860198-230332"
          }
        ]
      }
    }
  ],
  "language": "en",
  "status": "PENDING",
  "category": "UTILITY",
  "disable_ios_autofill": false,
  "is_primary_device_delivery_only": false,
  "id": "868434786308676"
}
```

List Templates

Resource : GET /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates

Retrieves a list of all templates associated with your WhatsApp Business Account (WABA). The response includes details for each template, such as its name, language, category, status, parameter format, components, and template ID.

Note: `platformId`, `platformPartnerId` and `source` are required path parameters and must be included in the request URL.

Example response:

```
{
  "data": [
    {
      "name": "order_template_confirm",
```


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```
      "parameter_format": "NAMED",
      "components": [
        {
          "type": "BODY",
          "text": "Thank you, {{first_name}}! Your order number is
{{order_number}}.Please have a look at our offer code ABC122",
          "example": {
            "body_text_named_params": [
              {
                "param_name": "first_name",
                "example": "Pablo"
              },
              {
                "param_name": "order_number",
                "example": "860198-230332"
              }
            ]
          }
        }
      ],
      "language": "en",
      "status": "REJECTED",
      "category": "UTILITY",
      "disable_ios_autofill": false,
      "is_primary_device_delivery_only": false,
      "id": "1039652025380744"
    },
    {
      "name": "order_template_test",
      "parameter_format": "NAMED",
      "components": [
        {
          "type": "BODY",
          "text": "Thank you, {{first_name}}! Your order number is
{{order_number}}.Please have a look at our offer code ABC122",
          "example": {
            "body_text_named_params": [
              {
                "param_name": "first_name",
                "example": "Pablo"
              },
              {
                "param_name": "order_number",
                "example": "860198-230332"
              }
            ]
          }
        }
      ],
      "language": "en",
      "status": "REJECTED",
      "category": "UTILITY",
      "disable_ios_autofill": false,
      "is_primary_device_delivery_only": false,
      "id": "4534171186867201"
    }
```


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```
  ]
}
```

Delete Template

Resource : DELETE /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}/{templateName}

Note: `platformId`, `platformPartnerId`, `source`, `templateId` and `templateName` are required path parameters and must be included in the request URL.

Typing Indicator

When you get a webhook for a mo message received, you can use the message.id value to mark the message as read and display a typing indicator so the WhatsApp user knows you are preparing a response.

The typing indicator will be dismissed once you respond, or after 25 seconds, whichever comes first. To prevent a poor user experience, only display a typing indicator if you are going to respond.

Resource : POST /mo/status

Request parameters: The request param used to mo message status read and/or typing indicator

Name	Data type	Required	Description
platformId	String	Yes	Platform id used for this transaction.
platformPartnerId	String	Yes	Platform partner id used for this transaction.
source	String	Yes	The source number. This should be a phone number registered to a WhatsApp Business API client. This is the client which will be used when sending the

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			message.
status	String	Yes	Mo message status "read"
message_id	String	Yes	Message id of the mo message id received
typing_indicator	Object	No	typing_indicator object. Required only when you want to notify WhatsApp user that you are preparing a response
typing_indicator.type	String	No	Typing indicator type "text"

Example

Request Body (MO Message Read)

```
{
  "platformId":"yourPlatformId",
  "platformPartnerId":"yourPlatformPartnerId",
  "source":"+46000000000",
  "status": "read",
  "message_id": "moMessageId"
}
```

Request Body (Mo Message Read with Typing Indicator)

```
{
  "platformId":"yourPlatformId",
  "platformPartnerId":"yourPlatformPartnerId",
  "source":"+46000000000",
  "status": "read",
  "message_id": "moMessageId",
  "typing_indicator": {
    "type": "text"
  }
}
```

Typing indicator : HTTP status codes (Success)

HTTP status code	Response body

204 No Content	Na

Typing indicator : HTTP status codes (Error)

HTTP status code	Response body
400 Bad Request	ErrorResponse
401 Unauthorized	ErrorResponse
404 Not found	ErrorResponse for invalid message_id
500 Internal Server Error	ErrorResponse

Business Profile API

Business profile API that customers can use to retrieve and update their Business information towards Meta. For more details ref https://developers.facebook.com/documentation/business-messaging/whatsapp/business-phone-numbers/business-profiles

Get Business Profile

Resource : GET /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/profile

Note : {platformId}, {platformPartnerId} and {source} are path variable & should part of URL.

Response : 200 OK

```
{
  "data": [{
    "about": "My Butterfly Business sells butterflies",
    "address": "101 Butterfly Ln., Butterfly, Ohio",
    "description": "We sell butterflies.",
    "email": "butterflies@butterflies.com",
    "messaging_product": "whatsapp",
    "profile_picture_url": "2:c2FtcGxl...",
    "websites": [
       "https://www.butterflies.com/",
       "https://www.butterflies.com/amea/"
     ],
    "vertical": "INDUSTRY"
  }]
}
```


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Update Business Profile

Resource : POST /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/profile

Note :{platformId},{platformPartnerId}and{source}are path variable & should part of URL.

Example JSON Request :

```
{
  "messaging_product": "whatsapp",
  "profile": {
    "about": "Helping businesses grow with digital solutions.",
    "address": "Karl Johans gate 1, 0154 Oslo, Norway",
    "description": "SomeDescription",
    "vertical": "TECHNOLOGY",
    "email": "contact@yourcompany.com",
    "websites": [
      "https://yourcompany.com",
      "https://support.yourcompany.com"
    ],
    "profile_picture_handle": "abc123_profile_pic_handle"
  }
}
```

Update Business Profile : HTTP status codes (Success)

HTTP status code	Response body
204 No Content	Na

Update Business Profile : HTTP status codes (Error)

HTTP status code	Response body
400 Bad Request	ErrorResponse
401 Unauthorized	ErrorResponse
500 Internal Server Error	ErrorResponse

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Phone number information API

We have a separate endpoint to query for phone number information.

Resource : GET /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}

The format is similar to our other endpoints and requires basic auth with a valid commonlayer user.

Example

Successful request will return HTTP status 200 and following payload:

```
{
  "wabaId": "<WABA_ID>",
  "overallHealthStatus": "<OVERALL_MESSAGING_STATUS>",
  "level": "<PHONENUMBER_LEVEL>"
  "numberCanSendMessages": "<PHONENUMBER_MESSAGING_STATUS>",
  "maxDailyConversations": "<PHONENUMBER_MESSAGING_TIER>",
  "verifiedName": "<VERIFIED_NAME>",
  "qualityRating": "<QUALITY_RATING>",
  "phoneNumberId": "<PHONENUMBER_ID>"
}
```

The fields returned are as follows:

Placeholder	Example Value	Description
<WABA_ID>	634974688087057	WABA ID.
<OVERALL_MESSAGING_STATUS>	AVAILABLE	The overall messaging health status: AVAILABLE: Indicates that the node meets all messaging or calling requirements. LIMITED: Indicates that the node meets messaging or calling requirements, but has some limitations. If a given node has this value, additional info will be included. BLOCKED: Indicates that the node does not meet one or more messaging or calling requirements. If a given node has this value, the errors property will be included which describes the error and a possible

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		solution.
<PHONENUMBER_LEVEL>	STANDARD	Phone number throughput level: STANDARD = 80 messages per second HIGH = 1000 messages per second.
<PHONENUMBER_MESSAGING_STATUS>	AVAILABLE	The business phone number's messaging health status. See <OVERALL_MESSAGING_STATUS>
<PHONENUMBER_MESSAGING_TIER>	TIER_250	Maximum number of unique business-initiated conversations your portfolio can start within a rolling 24-hour period: TIER_250: Limited to 250 unique customers. TIER_2K: Limited to 2,000 unique customers. TIER_10K: Limited to 10,000 unique customers. TIER_100K: Limited to 100,000 unique customers. TIER_UNLIMITED: No daily limit on unique customers.
<VERIFIED_NAME>	String	Approved, official display name of a business phone number, appearing to users even if they haven't saved the contact. It requires Meta approval, and is subject to strict formatting guidelines.
<QUALITY_RATING>	GREEN	Indicates how recipients have received messages from a specific phone number over the past seven days. This rating is based on user feedback, such as blocks, reports, and spam complaints, and it dictates the phone number's status and messaging limits: GREEN (High Quality): Messages are delivered and engaging well with recipients, with minimal negative feedback. YELLOW (Medium Quality): Some delivery or engagement issues detected. RED (Low Quality): Significant delivery or engagement issues identified. This rating can trigger a "Flagged" status and limit future messaging capabilities. NA (Unknown/Not Yet Determined):

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		Quality rating not yet determined, typically applicable to new phone numbers.

If a phone number status is set to LIMITED, the additional_info property will be included, which provides additional context for the limitation.
Data type of this field is Array[string] and can contain many items:

```
{
  "wabaId": "<WABA_ID>",
  "overallHealthStatus": "LIMITED",
  "level": "<PHONENUMBER_LEVEL>"
  "numberCanSendMessages": "LIMITED",
  "maxDailyConversations": "<PHONENUMBER_MESSAGING_TIER>",
  "verifiedName": "<VERIFIED_NAME>",
  "qualityRating": "<QUALITY_RATING>",
  "phoneNumberId": "<PHONENUMBER_ID>",
  "additional_info": [
    "Your display name has not been approved yet. Your message limit
will increase after the display name is approved.",
    "Another possible additional info..",
    …
  ],
}
```

If a phone number status is set to BLOCKED, the errors property will be included, which describes the reason for the status and a possible solution.
Data type of this field is Array[Dictionary] and each of the Object inside the Array can contain `error_code` (number), `error_description` (string) and `possible_solution` (string) fields.

```
{
  "wabaId": "<WABA_ID>",
  "overallHealthStatus": "BLOCKED",
  "level": "<PHONENUMBER_LEVEL>"
  "numberCanSendMessages": "BLOCKED",
  "maxDailyConversations": "<PHONENUMBER_MESSAGING_TIER>",
  "verifiedName": "<VERIFIED_NAME>",
  "qualityRating": "<QUALITY_RATING>",
  "phoneNumberId": "<PHONENUMBER_ID>",
  "errors": [
    {
      "error_code": 141002,
      "error_description": "Message templates can only be sent out
if they are approved.",
      "possible_solution": "Edit or appeal the message template
review decision."
    },
    {
      "error_code": 111111,
      "error_description": "Another description"
      "possible_solution": "Another possible solution"
    }
```


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```
  ]
}
```

Analytics API

This endpoint provides daily delivery analytics for a phone number, with message counts grouped by category and a total delivered message volume for the specified date range.

Resource : GET /platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/analytics?startDate=2026-05-24T22:00:00Z&endDate=2026-05-26T22:00:00Z

Path Variables:

Parameter	Type	Required
platformId	String	Yes
platformPartnerId	Long	Yes
sourceNumber	String	Yes

Query Parameters:

Parameter	Type	Required	Format
startDate	String	Yes	ISO 8601 UTC timestame. Example : 2026-05-24T22:00:00Z
endDate	String	Yes	ISO 8601 UTC timestame. Example : 2026-05-24T22:00:00Z

Limitations:

Meta limits historical analytics data retrieval to data within the last 90 days from the current date.

Important:

Meta calculates daily volume data based on the **WABA(WhatsApp business account) container's configured business timezone** (e.g., *Europe/Oslo* for Europe or *Asia/Kolkata* for India), however, LMCL uses standard UTC timestamp for both input and output.

For example, if your WABA timezone is **UTC+2** and you want analytics data for **June 1st to June 3rd, 2026(3 days)** you must provide the following date range in the request endpoint:

```
GET /analytics?startDate=2026-05-31T22:00:00Z&endDate=2026-06-03T22:00:00Z
```


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This request corresponds to the following period in the WABA timezone:

- June 1, 2026 (00:00 UTC+2) to June 2, 2026 (00:00 UTC+2)
- June 2, 2026 (00:00 UTC+2) to June 3, 2026 (00:00 UTC+2)
- June 3, 2026 (00:00 UTC+2) to June 4, 2026 (00:00 UTC+2)

And ensures that the full reporting period for June 1, June 2, and June 3 is included.

Example response:


```
[
  {
    "startDate": "2026-05-31T22:00:00Z",
    "endDate": "2026-06-01T22:00:00Z",
    "authenticationMessages": 11,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 16,
    "mmLiteMessages": 28,
    "utilityMessages": 14,
    "freeCustomerServiceMessages": 67,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 136
  },
  {
    "startDate": "2026-06-01T22:00:00Z",
    "endDate": "2026-06-02T22:00:00Z",
    "authenticationMessages": 18,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 24,
    "mmLiteMessages": 44,
    "utilityMessages": 21,
    "freeCustomerServiceMessages": 106,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 213
  },
  {
    "startDate": "2026-06-02T22:00:00Z",
    "endDate": "2026-06-03T22:00:00Z",
    "authenticationMessages": 18,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 24,
    "mmLiteMessages": 42,
    "utilityMessages": 28,
    "freeCustomerServiceMessages": 72,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 184
  }
]
```


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Start date parameter specifics:

The `startDate` parameter is inclusive and must align with the start of a reporting day in the WABA timezone. If the `startDate` is set even one second after the beginning of the reporting period, the first day will be excluded from the results.

For example, with the same WABA timezone the following request:

```
GET /analytics?startDate=2026-05-31T22:00:01Z&endDate=2026-06-03T22:00:00Z
```

starts one second after the beginning of June 1, 2026 (00:00:00 UTC+2). As a result, analytics data for **June 1, 2026** will not be included in the response. Only data for **June 2 and June 3, 2026** will be returned.

Example response:


```
[
  {
    "startDate": "2026-06-01T22:00:00Z",
    "endDate": "2026-06-02T22:00:00Z",
    "authenticationMessages": 5,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 8,
    "mmLiteMessages": 14,
    "utilityMessages": 14,
    "freeCustomerServiceMessages": 0,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 41
  },
  {
    "startDate": "2026-06-02T22:00:00Z",
    "endDate": "2026-06-03T22:00:00Z",
    "authenticationMessages": 32,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 51,
    "mmLiteMessages": 77,
    "utilityMessages": 44,
    "freeCustomerServiceMessages": 196,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 400
  }
]
```


End date parameter specifics:

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The `endDate` parameter is exclusive and must align with the end of the last reporting day in the WABA timezone. If the `endDate` is set later than the expected boundary, data for the following day will also be included in the response.

For example, with a WABA timezone of **UTC+2**, the following request:

```
GET /analytics?startDate=2026-05-31T22:00:00Z&endDate=2026-06-03T22:00:01Z
```

ends one second after the beginning of June 4, 2026 (00:00:00 UTC+2). As a result, the response will include analytics data for **June 4, 2026** in addition to the requested data for **June 1, June 2, and June 3**.

Example response:

```
[
  {
    "startDate": "2026-06-01T22:00:00Z",
    "endDate": "2026-06-02T22:00:00Z",
    "authenticationMessages": 5,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 8,
    "mmLiteMessages": 14,
    "utilityMessages": 14,
    "freeCustomerServiceMessages": 0,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 41
  },
  {
    "startDate": "2026-06-02T22:00:00Z",
    "endDate": "2026-06-03T22:00:00Z",
    "authenticationMessages": 32,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 51,
    "mmLiteMessages": 77,
    "utilityMessages": 44,
    "freeCustomerServiceMessages": 196,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 400
  },
  {
    "startDate": "2026-06-03T22:00:00Z",
    "endDate": "2026-06-04T22:00:00Z",
    "authenticationMessages": 30,
    "authenticationInternationalMessages": 0,
    "marketingMessages": 30,
    "mmLiteMessages": 20,
    "utilityMessages": 20,
    "freeCustomerServiceMessages ": 100,
    "freeEntryPointMessages": 0,
    "totalMessagesDelivered": 200
```


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```
  }
]
```

Response parameters:

Name	Description
authenticationMessages	Number of delivered authentication template messages
authenticationInternationalMessages	Number of delivered international authentication template messages
marketingMessages	Number of delivered marketing template messages sent through Meta's Cloud API
mmLiteMessages	Number of delivered marketing template messages sent through Meta's Marketing Messages Lite API
utilityMessages	Number of delivered utility template messages sent through Meta's Cloud API (Note: only paid utility template messages are included in this count – not such within customer service window which are free of charge)
freeCustomerServiceMessages	Number of free messages delivered. These are non-template messages and utility messages sent within customer service windows.
freeEntryPointMessages	All messages delivered within free entry point customer service windows.
totalMessagesDelivered	Total number of messages delivered

Note: Delivered metrics only count messages that reached the recipient's device and exclude messages that were not delivered, such as when the recipient's device was out of service.

HTTP status codes (Error)

HTTP status code	Response body
400 Bad request	ErrorResponse
401 Unauthorized	ErrorResponse
403 Forbidden	ErrorResponse
500 Internal Server Error	ErrorResponse

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Upload Media

We offer two endpoints for uploading media, one is the normal type used for media content when sending messages, the other one is the resumable content media used when creating certain types of templates.

Normal media

Uploads the media and makes it available for sending within outbound message using media id. Recommended for the campaigns, where the same media (image, video..) will be sent to many destinations to improve sending performance.

Resource : POST /media
Type: `multipart/form-data`

Request parameters

Name	Description
source	**Required.** Whatsapp business phonenumber starting with +.
platformId	**Required.** Platform id used for this transaction.
platformPartnerId	**Required.** Platform partner id used for this transaction.

mediaContentType	**Required.**
	Type of media file being uploaded. If this parameter is incorrect, the media can be uploaded successfully, but all the messages using this media can fail upon sending.
	
	Supported options:
	• images
	  • must be 8-bit, RGB or RGBA
	  • max size 16MB
	  • `image/jpeg`
	  • `image/png`
	• documents
	  • max size 100MB
	  • `text/plain`
	  • `application/pdf`
	  • `application/vnd.ms-powerpoint`
	  • `application/msword`
	  • `application/vnd.ms-excel`
	  • `application/vnd.openxmlformats-officedocument.wordprocessingml.document`
	  • `application/vnd.openxmlformats-`

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	officedocument.presentationml.presentation
	• application/vnd.openxmlformats-officedocument.spreadsheetml.sheet
	• audio:
	  • only opus codecs, base audio/ogg is not supported
	  • max size 16MB
	  • audio/aac
	  • audio/mp4
	  • audio/mpeg
	  • audio/amr
	  • audio/ogg
	  • audio/opus
	• video:
	  • only H.264 video codec and AAC audio codec is supported
	  • videos with a single audio stream or no audio stream are supported
	  • max size 16MB
	  • video/mp4
	  • video/3gp
	• stickers:
	  • static stickers: max size 100KB
	  • Animated stickers: max size 500KB
	  • image/webp

media	**Required.** File form data part.

A successful response (**200 - Content-Type: TEXT/PLAIN**) returns a string with the uploaded media's ID:

```
<MEDIA_ID>
```

Http response code other than 200 signals failed request and returns JSON payload with **Content-Type: APPLICATION/JSON**:

```
{
  "status": ???,
  "description": ???,
  "translatedDescription": null
}
```

For errors see "error response" section below.

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Resumable media

Uploads the media and returns a resumable media handle. These handles are needed for creating certain templates (like carousel).

Resource : POST /media/resumable
Type: `multipart/form-data`

Name	Description
source	**Required.** Whatsapp business phonenumber starting with +.
platformId	**Required.** Platform id used for this transaction.
platformPartnerId	**Required.** Platform partner id used for this transaction.
media	**Required.** File form data part. Supported filetypes are: • `application/pdf` • `image/jpeg` • `image/jpg` • `image/png` • `video/mp4`

A successful response (**200 - Content-Type: APPLICATION/JSON**) returns a JSON with the uploaded media's handle in the field called `h` :

```
{
  "h": "4:bGlua2xvZ28uce_eher2RE..."
}
```

For errors see "error response" section below.

Error response

Http response code other than 200 signals failed request and returns JSON payload with **Content-Type: APPLICATION/JSON**:

```
{
  "status": ???,
  "description": "???",
```

```
  "translatedDescription": null
}
```

Error response fields

Property	Value Type	Description
status	`Integer`	Error code (see table below)
description	`String`	Error description and a description of the most likely reason for the error. May also contain information on how to address the error, such as which parameter is invalid or what values are acceptable.

Error codes

Authorization Errors

Code	Description	Posible Causes	HTTP Status Code
112400	Unauthorized.	Missing basic authorization header.	401
112401	Invalid user access.	Invalid credentials. Invalid system access configuration.	403

Validation Errors

Code	Description	Posible Causes	HTTP Status Code
112402	Request validation error.	Request object is missing. Mandatory parameter(s) is/are missing.	400
112408	System validation error.	Invalid business phone number status. Invalid media link signature. Link to media expired.	400

System Errors

Code	Description	Possible Causes	HTTP Status Code
112500	Server error	Message failed to send due to unexpected system error.	500

File Errors

Code	Description	Posible Causes	HTTP Status Code
112502	File processing error.	Media parameter is missing. Unsupported media type was provided. File manipulation error.	400

Supplier Errors

Code	Description	Posible Solutions	HTTP Status Code

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112501	Request to external entity failed.	See description for the cause.	400
112503	Http connection error towards external entity.	Temporary network errors, request can be reissued later.	400

Business-scoped user ID(BSUID)

In **July 2026**, Meta will introduce the ability for WhatsApp users to adopt **usernames**. In preparation for this rollout, every WhatsApp user will be assigned a unique **Business-Scoped User ID (BSUID)** for each business portfolio they interact with.

IMPORTANT NOTE:

If a WhatsApp user enables the username feature post June release, **their phone number will not be included in webhooks, unless you have interacted with the user before, as explained below.** Therefore, regardless of whether the user has enabled the feature, Meta will include their BSUID in any webhooks that would normally include their phone number.

To reduce the chance of losing conversation context with existing users who enable the usernames feature, we will include user phone numbers in webhooks if any of the following conditions are met:

- You have messaged or called the user's phone number within the last 30 days of the webhook being triggered
- You have received a message or call from the user's phone number within the last 30 days of the webhook being triggered
- The user is in your contact book

For Link Mobility's WhatsApp Business API customers, the BSUID will serve as a **reliable and persistent identifier** for message recipients. Once usernames become available and users adopt them, some users' phone numbers may no longer be shared in webhook events due to WhatsApp's privacy behavior. In these cases, the **BSUID may be the only identifier provided** for that contact.

Businesses **can continue sending messages using the end users phone numbers** as long as they have them in their database as identifiers.

This **Business Scoped User Identifier (BSUID)** can be used to send messages to a WhatsApp user when their phone number is not present.

BSUIDs will soon begin appearing in **Incoming message webhooks** and **Message Status Notifications (DLRs)** across both current and upcoming API versions.

Please refer to the timeline below for key milestones:

- **Early April, 2026** – BSUIDs will begin appearing in webhook notifications.
- **June-July 2026** – BSUIDs will be supported for outbound messaging requests.

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- **July 2026** – Users in select test countries will be able to start adopting usernames.
- **Rest of 2026** – Global rollout. Users worldwide will be able to adopt usernames, making BSUID integration essential for all businesses.

BSUID - Webhook & Message request DLR notification changes

Starting from Early April 2026 BSUID details will appear in all MO webhooks and Message status notifications (DLRs) regardless of if user has adopted username or not. There are some JSON data changes for both Incoming MO webhooks and Message Status Notifications (DLRs).
For better understanding the changes are explained as use cases below

BSUID - Incoming Message Webhooks (MO) updates

Current Behavior: MSISDN Details only (until April,2026)

The current behavior (as of today), the webhooks will keep receiving "source" as MSISDN format

Field	Format	Details	Example
source	MSIDN	Source field contains phoneNumber (MSISDN) format	"source": "+123456789"
customParams	Key/value	No change/additions	No change/additions

Here is the JSON example for the current behavior.

New Behavior: MSISDN + BSUID Details (from 31 March,2026)

Starting from Early April 2026 BSUID details will appear in all MO webhooks.

We recommend storing the BSUID details and mapping them against the phone number.

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Below are the fields with examples which impact MO webhooks

Field	Format	Details	Example
source	MSIDN	Source field contains phoneNumber (MSISDN) format	"source": "+123456789"
customParams	Key/value	customParameters include BSUID details as whatsappUserId and/or whatsappParentUserId	"whatsappUserId": "SE.13491208655302741918", "whatsappParentUserId": "SE.ENT.11815799212886844830"

Here is the JSON example of new behavior.

New Behavior: BSUID only

Post July 2026 if user has adopted a username, then Meta **will NOT include phone number in webhooks** and only BSUID will be returned.

However, to reduce the chance of losing conversation context with existing users who enable the usernames feature, Meta **will still include user phone numbers in webhooks** if any of the following conditions are met:

- Business have messaged or called the user's phone number within the last 30 days of the webhook being triggered
- Business have received a message or call from the user's phone number within the last 30 days of the webhook being triggered
- The user is in the business' contact book

Below are the fields with examples which impact MO webhooks. Link is introducing two new fields to store the BSUID as whatsappUserId and/or whatsappParentUserId

Field	Format	Details	Example
source	BSUID	Source field contains user Id (BSUID) format	"source": "SE.13491208655302741918"
customParams	Key/value	customParams include BSUID details as whatsappUserId and/or whatsappParentUserId	"whatsappUserId": "SE.13491208655302741918", "whatsappParentUserId": "SE.ENT.11815799212886844830"

Here is the JSON example of new behavior

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BSUID – Message Status Notifications - DLRs (MT) updates

Current Behavior: MSISDN Details (until April,2026)

The current behavior (as of today), there would be no changes

Field	Format	Details	Example
customParams	Key/value	No change/additions	No change/additions

Here is the JSON example of the current behavior.

New Behavior: MSISDN + BSUID Details (from April,2026)

Starting from April 2026 BSUID details will appear in all MT DLRs in addition to phone number.

Below are the fields with examples which impact MT DLRs

Field	Format	Details	Example
customParams	Key/value	destination as MSISDN and customParameters will include BSUID details as whatsappUserId and/or whatsappParentUserId	"**destination**":"+123456789" "**whatsappUserId**": "SE.13491208655302741918", "**whatsappParentUserId**":"SE.ENT.11815799212886844830"

Here is the JSON example

New Behavior: BSUID only Details (From July,2026)

Post July 2026 if user has adopted a username, then Meta **will NOT include phone number in webhooks** and only BSUID will be returned.

However, to reduce the chance of losing conversation context with existing users who enable the usernames feature, Meta **will still include user phone numbers in webhooks** if any of the following conditions are met:

- Business have messaged or called the user's phone number within the last 30 days of the webhook being triggered
- Business have received a message or call from the user's phone number within the last 30 days of the webhook being triggered
- The user is in the business' contact book

Below are the fields with examples which impact MT DLRs

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Field	Format	Details	Example
customParams	Key/value	customParameters include BSUID details as whatsappUserId and/or whatsappParentUserId	"whatsappUserId": "SE.13491208655302741918", "whatsappParentUserId": "SE.ENT.11815799212886844830"

Here is the JSON example

BSUIDs in API calls for sending messages

Starting from June-July 2026 If you already have the contact's **business-scoped user ID (BSUID)**, you can use it in any WhatsApp request for sending messages to end-users.

When sending a message to a user using their BSUID, the request payload should specify the BSUID as the destination instead of the phone number.

You can use the destinations field to send WhatsApp messages to recipients identified by either a phone number **or a** Business-Scoped User ID (BSUID)**.** This allows you to:

- Send messages using **phone numbers**, **BSUIDs**, or **both**.
- Target **multiple recipients** in one request, mixing identifier types as needed.

Please note:
If you include both the phone number and the BSUID for the same end user in the destinations array, WhatsApp will treat them as *two separate recipients*. As a result, the message will be delivered twice to the same user.
To avoid duplicate deliveries, ensure that each end user appears only once in the destinations list using either their phone number **or** their BSUID.

BSUID Limitations:

Business-scoped user IDs (BSUIDs) are unique identifiers assigned to each WhatsApp user **per business portfolio**. They are not transferable between businesses. This means that a BSUID obtained through one WhatsApp Business API portfolio **cannot** be used to communicate with the same user through another business portfolio. Any attempt to do so will fail, as BSUIDs are strictly scoped to the specific business portfolio that reaches out to the user.

BSUIDs **cannot be used** to send the following authentication-related template messages:

- One-tap authentication templates
- Zero-tap authentication templates
- Copy code authentication templates

If a business attempts to send any of these authentication message types using a BSUID, Meta will reject the request.

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Contact book feature for managing phone numbers and BSUIDs

In April 2026, Meta have released a contact book feature that automatically collects and associates business-scoped user IDs with phone numbers for contacts to whom you have sent or from whom you have received a message using the contact's telephone number.

Therefore, any contact you communicate with via phone number will, from that point on, be associated with the phone number and corresponding business-scoped user ID and phone number will still be continued to be returned in Incoming message webhooks.

We recommend sending at least one MT to your contacts after April to make sure the phone number and username for the specific user are logged into the Meta contact book.

Request phone numbers from users who have adopted usernames

NOTE: This feature is not yet available by Meta and will become available later in July 2026.

To make it easier for users to share their phone numbers on WhatsApp - a new REQUEST_CONTACT_INFO button type can be added to utility and marketing templates, or sent as part of an interactive message.

When a user taps this button, their WhatsApp phone number is automatically shared in the conversation thread. A corresponding contacts webhook event is also triggered, containing the user's phone number.

Create template for requesting contact info example:

```
{
  "name": "request_contact_info",
  "language": "en",
  "category": "utility",
  "components": [
    {
      "type": "body",
      "text": "Please provide your phone number"
    },
    {
      "type": "buttons",
      "buttons": [
        {
          "type": "REQUEST_CONTACT_INFO",
          "text": "Share Contact Info"
        }
      ]
    }
  ]
}
```


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Sending a template for requesting contact info example:

```
{
  "type": "template",
  "template": {
    "name": " request_contact_info",
    "language": {
      "code": "en"
    },
    "components": []
  }
}
```

Sending an interactive message with requesting contact info example:

```
{
  "type": "interactive",
  "interactive": {
    "type": "contact_request",
    "body": {
      "text": "Please share your phone number"
    },
    "action": {
      "name": "request_contact_info"
    }
  }
}
```

MO (incoming message) example with contact information from customer who has decided to share their contact details:

```
{
  "destination": "+34683784809",
  "source": "{{end user's number} or {BSUID}}",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "CONTACT",
      "contacts": [
        {
          "origin": "contact_request",
          "vcard":
"QkVHSU46VkNBUkQKVk77U0lPTjozLjAKTjpBdGFuYXNvdjtTdG95YW47OzsKRk46U3R
veWFuIEF0YW5hc292ClRFTDt3YWlkPTM1OTg4MzQ5NTU4MzorMzU5IDg4IDM0OSA1NTg
zCkVORDpWQ0FSRA==",
```

```
          "addresses": [],
          "emails": [],
          "ims": [],
          "name": {
            "first_name": "John",
            "formatted_name": "John Smith",
            "last_name": "Smith"
          },
          "org": {},
          "phones": [
            {
              "phone": "+44 1111 11111",
              "wa_id": "44111111111"
            }
          ],
          "urls": []
        }
      ]
    }
  },
  "provider": "whatsapp",
  "timestamp": "2026-07-07T14:36:23Z",
  "messageId": "PUNvh3osb58Ln9wieXpadp",
  "providerTimestamp": "2026-07-07T14:36:22Z",
  "providerMessageId":
"wamid.HBgTQkcuMjEwNjEyMHH3NjkwNTczNhUUABIYFDNCOEIwRUU4NDQyQ0RBNzQxM
TVEAA==",
  "route": {
    "id": null,
    "refId": null,
    "platformId": null,
    "platformPartnerId": null,
    "platformServiceType": null,
    "platformServiceId": null,
    "number": "+34683784809",
    "gateIds": [
      "PvFvPzuf"
    ],
    "customParameters": {
      "moroute.type": "UNKNOWN"
    },
    "type": "KEYWORD_ROUTE",
    "keyword": null,
    "keywordType": "DEFAULT",
    "active": true,
    "start": null,
    "end": null,
    "shared": false,
    "description": null
  },
  "gateCustomParameters": {},
```

```
  "customParameters": {
    "whatsappUserId": "GB.12342322322355"
  }
}
```

Rate Limiting

To prevent excessive request traffic to META and reduce the risk of exceeding META-imposed rate limits, a rate limiting solution has been introduced for selected APIs.

Rate limiting restricts the number of requests that can be processed within a configurable time duration. Once the defined threshold is reached, any additional requests are rejected until the next rolling window becomes available.

Rate limiting has been implemented to:

- Business Profile API
- PhoneNumberInformation API
- Analytics API

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Supported languages

Supported languages in message templates.

Language	Code
Afrikaans	af
Albanian	sq
Arabic	ar
Arabic (EGY)	ar_EG
Arabic (UAE)	ar_AE
Arabic (LBN)	ar_LB
Arabic (MAR)	ar_MA
Arabic (QAT)	ar_QA
Azerbaijani	az
Belarusian	be_BY
Bengali	bn

Internal

Language	Code
Bengali (IND)	bn_IN
Bulgarian	bg
Catalan	ca
Chinese (CHN)	zh_CN
Chinese (HKG)	zh_HK
Chinese (TAI)	zh_TW
Croatian	hr
Czech	cs
Danish	da
Dari	prs_AF
Dutch	nl
Dutch (BEL)	nl_BE
English	en

Internal

Language	Code
English (UK)	en_GB
English (US)	en_US
English (UAE)	en_AE
English (AUS)	en_AU
English (CAN)	en_CA
English (GHA)	en_GH
English (IRL)	en_IE
English (IND)	en_IN
English (JAM)	en_JM
English (MYS)	en_MY
English (NZL)	en_NZ
English (QAT)	en_QA
English (SGP)	en_SG

Internal

Language	Code
English (UGA)	en_UG
English (ZAF)	en_ZA
Estonian	et
Filipino	fil
Finnish	fi
French	fr
French (BEL)	fr_BE
French (CAN)	fr_CA
French (CHE)	fr_CH
French (CIV)	fr_CI
French (MAR)	fr_MA
Georgian	ka
German	de

Internal

Language	Code
German (AUT)	de_AT
German (CHE)	de_CH
Greek	el
Gujarati	gu
Hausa	ha
Hebrew	he
Hindi	hi
Hungarian	hu
Indonesian	id
Irish	ga
Italian	it
Japanese	ja
Kannada	kn

Internal

Language	Code
Kazakh	kk
Kinyarwanda	rw_RW
Korean	ko
Kyrgyz (Kyrgyzstan)	ky_KG
Lao	lo
Latvian	lv
Lithuanian	lt
Macedonian	mk
Malay	ms
Malayalam	ml
Marathi	mr
Norwegian	nb
Pashto	ps_AF

Internal

Language	Code
Persian	fa
Polish	pl
Portuguese (BR)	pt_BR
Portuguese (POR)	pt_PT
Punjabi	pa
Romanian	ro
Russian	ru
Serbian	sr
Sinhala	si_LK
Slovak	sk
Slovenian	sl
Spanish	es
Spanish (ARG)	es_AR

Internal

Language	Code
Spanish (CHL)	es_CL
Spanish (COL)	es_CO
Spanish (CRI)	es_CR
Spanish (DOM)	es_DO
Spanish (ECU)	es_EC
Spanish (HND)	es_HN
Spanish (MEX)	es_MX
Spanish (PAN)	es_PA
Spanish (PER)	es_PE
Spanish (SPA)	es_ES
Spanish (URY)	es_UY
Swahili	sw
Swedish	sv

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Language	Code
Tamil	ta
Telugu	te
Thai	th
Thai	th
Turkish	tr
Ukrainian	uk
Urdu	ur
Uzbek	uz
Vietnamese	vi
Zulu	zu

Internal

Appendix 1

Information about hosts/IP-addresses.

Hosts for outgoing traffic

Hostname(s)	IP address(es)
socks1.sp247.net	195.84.162.34
socks2.sp247.net	194.71.165.71
socks3.sp247.net	195.84.162.16
socks4.sp247.net	194.71.165.98
socks5.sp247.net	195.84.162.3
socks6.sp247.net	194.71.165.122
s1.n-eu.linkmobility.io	213.242.87.36
s2.n-eu.linkmobility.io	213.242.87.37
s3.n-eu.linkmobility.io	213.242.87.38
s4.n-eu.linkmobility.io	213.242.87.39
s5.n-eu.linkmobility.io	213.242.87.40
s6.n-eu.linkmobility.io	213.242.87.41
s1.c-eu.linkmobility.io	62.67.62.101
s2.c-eu.linkmobility.io	62.67.62.102
s3.c-eu.linkmobility.io	62.67.62.103
s4.c-eu.linkmobility.io	62.67.62.104
s5.c-eu.linkmobility.io	62.67.62.105
s6.c-eu.linkmobility.io	62.67.62.106
s1.s-eu.linkmobility.io	217.163.95.196
s2.s-eu.linkmobility.io	217.163.95.197
s3.s-eu.linkmobility.io	217.163.95.198
s4.s-eu.linkmobility.io	217.163.95.199
s5.s-eu.linkmobility.io	217.163.95.200
s6.s-eu.linkmobility.io	217.163.95.201
s1.no.linkmobility.io	213.242.87.68 (decommissioned 2024-08-31)
s2.no.linkmobility.io	213.242.87.69 (decommissioned 2024-08-31)
s3.no.linkmobility.io	213.242.87.70 (decommissioned 2024-08-31)
s4.no.linkmobility.io	213.242.87.71 (decommissioned 2024-08-31)
s5.no.linkmobility.io	213.242.87.72 (decommissioned 2024-08-31)
s6.no.linkmobility.io	213.242.87.73 (decommissioned 2024-08-31)
s1.deb.linkmobility.io	62.67.62.68 (decommissioned 2023-08-31)
s2.deb.linkmobility.io	62.67.62.69 (decommissioned 2023-08-31)
s3.deb.linkmobility.io	62.67.62.70 (decommissioned 2023-08-31)
s4.deb.linkmobility.io	62.67.62.71 (decommissioned 2023-08-31)
s5.deb.linkmobility.io	62.67.62.72 (decommissioned 2023-08-31)
s6.deb.linkmobility.io	62.67.62.73 (decommissioned 2023-08-31)

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Appendix 2

Information about TLS-versions.

Supported TLS-versions

To ensure the highest level of security and performance, TLS 1.3 is strongly recommended for all connections to the API. TLS 1.3 offers several advantages over previous versions, including:

- Improved Performance: Faster handshake process, reducing connection latency.
- Stronger Security: Removal of obsolete and vulnerable cryptographic algorithms (e.g., SHA-1, RC4, and static RSA).
- Forward Secrecy: Enhanced protection of session keys, preventing decryption even if the server's private key is compromised.
- Simplified Protocol: Reduced complexity leads to fewer implementation errors and better maintainability.

Although TLS 1.2 is still supported for backward compatibility, it is considered legacy. Clients and servers should be updated to use TLS 1.3 wherever possible.

HTTP is deprecated and LINK **strongly recommends** using HTTPS if HTTP is being used today.

Supported Ciphers

TLS	Ciphers
1.3	TLS_AES_128_GCM_SHA256 (0x1301) TLS_AES_256_GCM_SHA384 (0x1302) TLS_CHACHA20_POLY1305_SHA256 (0x1303)
1.2	TLS_ECDHE_RSA_WITH_AES_128_GCM_SHA256 (0xc02f) TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384 (0xc030) TLS_ECDHE_RSA_WITH_CHACHA20_POLY1305_SHA256 (0xcca8) Support for the following ciphers below is removed 2025-10-15: TLS_DHE_RSA_WITH_AES_128_GCM_SHA256 (0x9e) TLS_DHE_RSA_WITH_AES_256_GCM_SHA384 (0x9f) TLS_ECDHE_RSA_WITH_AES_256_CBC_SHA384 (0xc028) TLS_ECDHE_RSA_WITH_AES_128_CBC_SHA256 (0xc027) TLS_ECDHE_RSA_WITH_AES_128_CBC_SHA (0xc013) TLS_RSA_WITH_AES_256_CBC_SHA256 (0x3d) TLS_RSA_WITH_AES_128_CBC_SHA256 (0x3c)

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Changelog of this document

Date	Version	Author	Changes
2026-07-08	1.9.5	SA	Added: – MO (incoming message) example with contact information from customer who has decided to share their contact details – New Template management endpoints and updated response details
2026-06-08	1.9.4	AK	Added below - Rate Limiting - Analytics API - Information about requesting phone numbers from users who have adopted usernames - Updated dates/timelines for Usernames features release by Meta
2026-05-21	1.9.3	LB	Updated GET PhoneNumberInformation endpoint
2026-04-16	1.9.2	AK	Added Business Profile API for GET and UPDATE profile data
2026-04-08	1.9.1	SA	Updated BSUID details as follows: - Removed "You are in the user's WhatsApp contacts list" from the conditions when phone numbers would still appear - Added parent BSUID (**whatsappParentUserId)** format description and updated example payloads to use the ENT prefix (e.g., US.ENT.11815799212886844830 Updated BSUID webhook rollout date from March 31 to early April 2026

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2026-03-25	1.9	EH	Added Media upload endpoints.
2026-03-16	1.8	EH	Added PhoneNumber API endpoint.
2026-02-27	1.7	AK	Added BSUID details in Incoming MO and DLRs "destinations" field in messages endpoint will support "BSUID" soon.
2026-01-16	1.6.2	AK	Added Typing Indicator resource/endpoint
2025-12-10	1.6.1	AK	Added List Templates operation Added product carousel message and Media carousel message examples Added new Error Codes 112505 and 112506 Updated audio messages with voice parameter
2025-07-03	1.6	KCN	Updated Appendix 1, decommissioned IP-addresses. Updated Appendix 2, supported TLS ciphers.
2025-05-20	1.5	LB AK	Resending logic for failed messages Sticker Messages example added Removed namespace field from template messages
2025-04-24	1.4.20	AK	Updated Image, Audio , Video and Document messages input param and examples with "id" field as META recommend id to be used for better performance
2025-03-07	1.4.19	AK	Templates - Added support for sending templates with named params , Ref. Text template (With Named Parameters)

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			- Updated Supoprted languages list in templates Flow Messages : Decreased number of required parameters for sending a Flow. Now only needs to specify flow_message_version, flow_cta and flow_id. The rest of the parameters are now optional. Ref Example Updated DLRs with error details from META for failed messages
2024-11-26	1.4.18	AK	Component.subType supoprts value ***copy_code*** which could be used for coupon code templates or limited-time offer template Added Webhooks JSON for the reaction reply message and Sticker Media reply Interactive action.sections : Defined Limit Min : 1, Max : 10
2024-11-12	1.4.17	AK	Webhook changes/updates : MT : New param "waMessageId" in customParameters MO : Reaction message relation with the previous message (refer ***content.message.context.id)***
2024-10-03	1.4.16	AK	Updated Error Code Description for error code 112406

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			Updated ***content.message.context.id*** usage in MO messages
2024-07-05	1.4.15	AK	Note for Edit Templates rules at Meta
2024-05-10	1.4.14	AK	Create Templates / Manage Templates Added note for message type document
2024-02-29	1.4.13	AK	Updated Catalog Template Messages example
2024-02-23	1.4.12	SJ	Update cta_url example
2024-02-21	1.4.11	EH	Support for cta_url interactive type
2024-02-08	1.4.10	EH	Support for Limited Time Offer messages. Various formatting changes.
2024-02-07	1.4.9	AK	Support for Catalog Messages.
2024-01-24	1.4.8	EH	Support for carousel template messages, Flow Messages and Location request messages
2021-12-16	1.4.7	EH	Support for interactive product messages.
2021-08-27	1.4.6	EH	Corrected syntax mistake in interactive message example.
2021-08-19	1.4.5	EH	Support for Interactive message.
2021-06-08	1.4.4	SH	Removed the “Alternative receive message” section.
2021-05-06	1.4.3	ES	ResultCodes added and updated Added customParameter ott.whatsapp.logMessageContent Updated Appendix 1 (hosts)
2020-10-15	1.4.2	EP	Support for media in the MO and alternative MO objects to forward.
2020-08-28	1.4.1	TR	Added Appendix 1 (hosts) and Appendix 2 (TLS).
2020-06-24	1.4	TR	MO context Interactive templates
2020-06-05	1.3	TR	MO receive format updated
2020-05-11	1.2	TR	Added source to MT request
2020-04-28	1.1	PN	Updates after peer review
2020-04-22	1.0	PN	Initial version

Internal