

# **Pinnacle**

# **WhatsApp Solution**

# **Cloud Callback API**

**Version 2**

### **Allowed HTTP Request**

1. GET
2. POST

### **Allowed Data Format**

1. Plain/Text
2. JSON

### **Description of usual server responses**

- **200** OK - the request was successful.
- **201** Created - the request was successful and a resource was created.
- **204** No Content - the request was successful but there is no representation to return(i.e. the response is empty).
- **400** Bad Request - the request could not be understood or was missing required parameters.
- **401** Unauthorized - authentication failed or user doesn't have permissions for requested operation.
- **403** Forbidden - access denied.
- **404** Not Found - resource was not found.
- **405** Method Not Allowed - requested method is not supported for resources.

## Callback API :-

**URL :** <https://<server-domain>/<api-endpoint>>

## Description:

Whenever a trigger event occurs, the WhatsApp Business Platform sees the event and sends a notification to a Webhook / Callback URL. You can get two types of notifications:

- **Received messages:** This alert lets you know when you have received a message. These can also be called "inbound notifications" throughout the documentation.
- **Message status and pricing notifications:** This alert lets you know when the status of a message has changed—for example, the message has been read or delivered. These can also be called "outbound notifications" throughout the documentation.

**Request Type:** POST

## Header:

Header Name	Value
Content-Type	application/json

## Request Parameters:

Parameter Name	Description	Required
id	Whatsapp Message ID	Yes
recipient_id	Whatsapp Recipient Mobile Number	Yes
status	Whatsapp Message Status(sent, delivered,read,failed, deleted)	Yes
timestamp	Timestamp	Yes

## **DELIVERY CALLBACK PAYLOAD:**

The WhatsApp Business Platform sends notifications to inform you of the status of the messages between you and users. When a message is sent successfully, you receive a notification when the message is sent, delivered, and read. The order of these notifications in your app may not reflect the actual timing of the message status. View the timestamp to determine the timing, if necessary.

### **Sample Request:**

#### 1) Standard Message Sent Callback

The following webhook is received when a business sends a message as part of a **service** conversation category (if that conversation did not originate in a free entry point):

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [
```

```
{
  "id":
    "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
    =",
  "status": "sent",
  "timestamp": "1655287862",
  "recipient_id": "91XXXXXXXXXX",
  "conversation": {
    "id": "92d5c04d20c643078be036db3ac05026",
    "expiration_timestamp": "1655372820",
    "origin": {
      "type": "service"
    }
  },
  "pricing":
    { "billable":
      true,
      "pricing_model": "CBP",
      "category": "service"
    }
}
```

```

    },
    "field": "messages"
  }
]
}
]
}

```

The following webhook is received when a business sends a message as part of a **marketing** category are :

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXXXX",

```

```
"phone_number_id": "623925589026353"
},
"statuses": [
  {
    "id":
      "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
=",
    "status": "sent",
    "timestamp": "1655287862",
    "recipient_id": "91XXXXXXXXXX",
    "conversation": {
      "id": "92d5c04d20c643078be036db3ac05026",
      "expiration_timestamp": "1655372820",
      "origin": {
        "type": "marketing"
      }
    }
  },
  "pricing":
    { "billable":
      true,
      "pricing_model": "CBP",
```

```

        "category": "marketing"
      }
    ]
  },
  "field": "messages"
}
]
}
]
}

```

The following webhook is received when a business sends a message as part of a **utility** category are :

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {

```



```

"value": {
  "messaging_product": "whatsapp",
  "metadata": {
    "display_phone_number": "91XXXXXXXXXX",
    "phone_number_id": "623925589026353"
  },
  "statuses": [
    {
      "id":
"wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
=",
      "status": "sent",
      "timestamp": "1655287862",
      "recipient_id": "91XXXXXXXXXX",
      "conversation": {
        "id": "92d5c04d20c643078be036db3ac05026",
        "expiration_timestamp": "1655372820",
        "origin": {
          "type": "utility"
        }
      }
    },

```

```

    "pricing":
      { "billable":
        true,
        "pricing_model": "CBP",
        "category": "utility"
      }
    }
  ]
},
  "field": "messages"
}
]
}
]
}

```

The following webhook is received when a business sends a message as part of a **authentication** category are :

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {

```

```

    "id": "3130247400631305",
    "changes": [
      {
        "value": {
          "messaging_product": "whatsapp",
          "metadata": {
            "display_phone_number": "91XXXXXXXXXX",
            "phone_number_id": "623925589026353"
          },
          "statuses": [
            {
              "id":
                "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
            ",
              "status": "sent",
              "timestamp": "1655287862",
              "recipient_id": "91XXXXXXXXXX",
              "conversation": {
                "id": "92d5c04d20c643078be036db3ac05026",
                "expiration_timestamp": "1655372820",
                "origin": {

```

```
        "type": "authentication"
    }
},
"pricing":
    { "billable":
        true,
        "pricing_model": "CBP",
        "category": "authentication"
    }
}
]
},
"field": "messages"
}
]
}
]
```

The following webhook is received when a business sends a message in reply to a service conversation originating from free entry points:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [
              {
                "id":
"wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
=",
```

```

    "status": "sent",
    "timestamp": "1655287862",
    "recipient_id": "91XXXXXXXXXX",
    "conversation": {
        "id": "92d5c04d20c643078be036db3ac05026",
        "expiration_timestamp": "1655372820",
        "origin": {
            "type": "referral_conversion"
        }
    },
    "pricing":
        { "billable":
            true,
            "pricing_model": "CBP",
            "category": "referral_conversion"
        }
    }
    ],
    },
    "field": "messages"
}

```

```
]
}
]
}
```

## 2) Standard Message Delivered Callback

The following webhook is received when a business' message is delivered and that message is part of a **service** conversation (if that conversation did not originate in a free entry point):

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
```

```

    "phone_number_id": "623925589026353"
  },
  "statuses": [
    {
      "id":
"wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
=",
      "status": "delivered",
      "timestamp": "1655287862",
      "recipient_id": "91XXXXXXXXXX",
      "conversation": {
        "id": "92d5c04d20c643078be036db3ac05026",
        "expiration_timestamp": "1655372820",
        "origin": {
          "type": "service"
        }
      }
    },
    "pricing":
    { "billable":
      true,
      "pricing_model": "CBP",

```



```

        "category": "service"
      }
    }
  ]
},
  "field": "messages"
}
]
}
]
}

```

The following webhook is received when a business' message is delivered and that message is part of a **marketing** category are :

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {

```

```

"value": {
  "messaging_product": "whatsapp",
  "metadata": {
    "display_phone_number": "91XXXXXXXXXX",
    "phone_number_id": "623925589026353"
  },
  "statuses": [
    {
      "id":
"wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
=",
      "status": "delivered",
      "timestamp": "1655287862",
      "recipient_id": "91XXXXXXXXXX",
      "conversation": {
        "id": "92d5c04d20c643078be036db3ac05026",
        "expiration_timestamp": "1655372820",
        "origin": {
          "type": "marketing"
        }
      }
    }
  ]
}

```

```

    },
    "pricing":
    {
        "billable":true,
        "pricing_model": "CBP",
        "category": "marketing"
    }
}
]
},
"field": "messages"
}
]
}
]
}

```

The following webhook is received when a business' message is delivered and that message is part of a **utility** category are :

```

{
    "object": "whatsapp_business_account",

```

```

"entry": [
  {
    "id": "3130247400631305",
    "changes": [
      {
        "value": {
          "messaging_product": "whatsapp",
          "metadata": {
            "display_phone_number": "91XXXXXXXXXX",
            "phone_number_id": "623925589026353"
          },
          "statuses": [
            {
              "id":
                "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
            ",
              "status": "delivered",
              "timestamp": "1655287862",
              "recipient_id": "91XXXXXXXXXX",
              "conversation": {
                "id": "92d5c04d20c643078be036db3ac05026",

```

```
"expiration_timestamp": "1655372820",  
  "origin": {  
    "type": "utility"  
  }  
},  
  "pricing":  
    { "billable":  
      true,  
      "pricing_model": "CBP",  
      "category": "utility"  
    }  
  }  
]  
},  
  "field": "messages"  
}  
]  
}  
]  
}
```

The following webhook is received when a business' message is delivered and that message is part of a **authentication** category are :

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [
              {
                "id":
                  "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
                =",
                "status": "delivered",
```

```

"timestamp": "1655287862",
"recipient_id": "91XXXXXXXXXXXX",
"conversation": {
  "id": "92d5c04d20c643078be036db3ac05026",
  "expiration_timestamp": "1655372820",
  "origin": {
    "type": "authentication"
  }
},
"pricing":
{ "billable":
  true,
  "pricing_model": "CBP",
  "category": "authentication"
}
}
]
},
"field": "messages"
}
]

```

```
}
]
}
```

The following webhook is received when a business' message is delivered and that message is part of a service conversation originating from a free entry point:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [
```



```
{
  "id":
    "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
    =",
  "status": "delivered",
  "timestamp": "1655287862",
  "recipient_id": "91XXXXXXXXXX",
  "conversation": {
    "id": "92d5c04d20c643078be036db3ac05026",
    "expiration_timestamp": "1655372820",
    "origin": {
      "type": "referral_conversion"
    }
  },
  "pricing":
    { "billable":
      true,
      "pricing_model": "CBP",
      "category": "referral_conversion"
    }
}
```

```

    ]
  },
  "field": "messages"
}
]
}
]
}

```

### 3) Standard Message Read Callback

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "1568505090181585",
      "changes": [
        {
          "value": { "messaging_product":
            "whatsapp", "metadata": {
              "display_phone_number": "91XXXXXXXXXXXX",

```

```

        "phone_number_id": "413529730310756"
    },
    "statuses": [
        {
            "id":
"wamid.HBgMOTe5MDA1MjlxNDM1FQIAERgSNDVCQzZCMjNCRjU5NjhFOTkyAA=="
,
            "status": "read",
            "timestamp": "1655287623",
            "recipient_id": "91XXXXXXXXXX"
        }
    ]
},
"field": "messages"
}
]
}
]
}

```

Read message callback with conversation and pricing information applied

**marketing category:**

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [
              {
                "id":
                  "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA="
              }
            ]
          }
        }
      ]
    }
  ]
}
```

```

    "status": "read",
    "timestamp": "1655287862",
    "recipient_id": "91XXXXXXXXXX",
    "conversation": {
      "id": "92d5c04d20c643078be036db3ac05026",
      "expiration_timestamp": "1655372820",
      "origin": {
        "type": "marketing"
      }
    },
    "pricing": {
      "billable":
        true,
      "pricing_model": "CBP",
      "category": "marketing"
    }
  ]
},
"field": "messages"

```

```

    }
  ]
}
]
}

```

#### Utility category:

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
            "statuses": [

```

```
{
  "id":
    "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
    =",
  "status": "read",
  "timestamp": "1655287862",
  "recipient_id": "91XXXXXXXXXX",
  "conversation": {
    "id": "92d5c04d20c643078be036db3ac05026",
    "expiration_timestamp": "1655372820",
    "origin": {
      "type": "utility"
    }
  },
  "pricing":
    { "billable":
      true,
      "pricing_model": "CBP",
      "category": "utility"
    }
}
```

```

    ]
  },
  "field": "messages"
}
]
}
]
}

```

**Authentication category:**

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            }
          },

```



```

"statuses": [
  {
    "id":
      "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
      =",

    "status": "read",
    "timestamp": "1655287862",
    "recipient_id": "91XXXXXXXXXX",
    "conversation": {
      "id": "92d5c04d20c643078be036db3ac05026",
      "expiration_timestamp": "1655372820",
      "origin": {
        "type": "authentication"
      }
    },
    "pricing":
      {
        "billable":
          true,
        "pricing_model": "CBP",
        "category": "authentication"
      }
    }
  ]

```

```

    },
    "field": "messages"
  }
]
}
]
}

```

#### 4) Standard Failed Message Callback

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "1568505090181585",
      "changes": [
        {
          "value": { "messaging_product":
            "whatsapp", "metadata": {
              "display_phone_number": "91XXXXXXXXXXXX",
              "phone_number_id": "413529730310756"
            },
          },
        },
      ],
      "statuses": [

```

```
{
  "id":
    "wamid.HBgMOTe5ODgxMjU2OTlwFQIAERgSODNDOEZDMjIBREM2N0FFNDJEAA=
  =",
  "status": "failed",
  "timestamp": "1655287620",
  "recipient_id": "91XXXXXXXXXX",
  "errors": [
    {
      "code": 131047,
      "title": "Message failed to send because more than 24 hours
have passed since the customer last replied to this
      number", "href":
        "https://developers.facebook.com/docs/whatsapp/cloud-api/support/error-codes/"
    }
  ]
},
  "field": "messages"
}
]
```

```
]
}
```

## 5) Standard Deleted Message Callback

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "3130247400631305",
      "changes": [
        {
          "value": { "messaging_product":
            "whatsapp", "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "623925589026353"
            },
          "statuses": [
            {
              "id":
                "wamid.HBgMOTe4ODMwNDI4OTg4FQIAERgSQzc3QUNGRDI2QjM4Q0RCQjNDAA=
            },
            {
              "status": "deleted",
```

```

        "timestamp": "1655287862",
        "recipient_id": "91XXXXXXXXXX"
    }
},
    "field": "messages"
}
]
}
]
}

```

#### Sample Response:

```

{
    "code": 200,
    "status": "OK",
    "0": "{\"code\":200,\"status\":\"success\"}"
}

```

### **MESSAGE CALLBACK PAYLOAD:**

This section will contain the incoming message payload received on the callback.

#### 1) Text Message

The following is an example of a text message you received from a customer:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "586727755839684"
            },
            "contacts": [
              {
                "profile": {
                  "name": "Pinnacle"
                },
                "wa_id": "91XXXXXXXXXX"
              }
            ]
          }
        }
      ]
    }
  ]
}
```

```

    }
  ],
  "messages": [
    {
      "from": "91XXXXXXXXXX",
      "id":
        "wamid.HBgMOTe3NTA3MDY2MzMxMQIAEhggNzBGQjJGODI4NTBCMTU4NDJBMzI/
        DQjM1QTY3NzM3OUeA",
      "timestamp": "1655526425",
      "text": {
        "body": "Test message"
      },
      "type": "text"
    }
  ]
},
"field": "messages"
}
]
}
]
}

```

## 2) Reaction Message

The following is an example of a reaction message you received from a customer. You will not receive this webhook if the message the customer is reacting to is more than 30 days old. Note that for reactions, the timestamp value indicates when the customer sent the reaction, not when the webhook was generated.

```
{
  "object": "whatsapp_business_account",
  "entry": [{
    "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
    "changes": [{
      "value": {
        "messaging_product": "whatsapp",
        "metadata": {
          "display_phone_number": PHONE_NUMBER,
          "phone_number_id": PHONE_NUMBER_ID
        },
        "contacts": [{
          "profile": {
            "name": "NAME"
          },
          "wa_id": PHONE_NUMBER
        }],
        "messages": [{
          "from": PHONE_NUMBER,
          "id": "wamid.ID",
          "timestamp": TIMESTAMP,
          "reaction": {
```



```

        "message_id": "MESSAGE_ID",
        "emoji": "EMOJI"
    },
    "type": "reaction"
}
},
"field": "messages"
}
}
}

```

## Media Messages

When a message with media is received, the WhatsApp Business Platform downloads the media. A notification is sent to your Webhook once the media is downloaded.

The Webhook notification contains information that identifies the media object and enables you to find and retrieve the object. Use the media endpoints to retrieve the media.

### 4) Image Message

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",

```

```
"metadata": {
  "display_phone_number": "91XXXXXXXXXX",
  "phone_number_id": "586727755839684"
},
```

```
"contacts": [
  {
    "profile": {
      "name": "Pinnacle"
    },
    "wa_id": "91XXXXXXXXXX"
  }
]
```

```
],
"messages": [
  {
    "from": "91XXXXXXXXXX",
    "id":
```

```
"wamid.HBgMOTE3NTA3MDY2MzMxMQIAEhggQzNFNTM2NjA5RTNGNEE0NkI5ODR  
CRkVDRTkxMTUwMDIA",
```

```
"timestamp": "1655526620",
"type": "image",
```

```

      "image": {
        "mime_type": "image/jpeg",
        "sha256":
"5AwgTLQdhdS/EBrNcrw7XbTYd6xx+RJqDamOf2EuJvA=",
        "id": "704196813970972"
      }
    }
  ]
},
  "field": "messages"
}
]
}
]
}

```

#### 4) Video Message

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {

```

```

    "messaging_product": "whatsapp",
    "metadata": {
      "display_phone_number": "91XXXXXXXXXX",
      "phone_number_id": "586727755839684"
    },
    "contacts": [
      {
        "profile": {
          "name": "Pinnacle"
        },
        "wa_id": "91XXXXXXXXXX"
      }
    ],
    "messages": [
      {
        "from": "91XXXXXXXXXX",
        "id":
"wamid.HBgMOTe3NTA3MDY2MzMxMQIAEhggMkl4NTEwNUY0Njk3MjhBQzY1REZD
Mjc5OUZCQTQ0RDkA",
        "timestamp": "1655526745",
        "type": "video",
        "video": {
          "mime_type": "video/mp4",

```

```

"sha256":
"Y4v/tFqr5nxF0Rz6NrxY+jq6KW8RTa/dvFDU6Mfg4Cw=",
  "id": "3314629235433300"
}
}
]
},
  "field": "messages"
}
]
}
]
}

```

#### 5) Document Message

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {

```

```

    "messaging_product": "whatsapp",
    "metadata": {
      "display_phone_number": "91XXXXXXXXXX",
      "phone_number_id": "586727755839684"
    },
    "contacts": [
      {
        "profile": {
          "name": "Pinnacle"
        },
        "wa_id": "91XXXXXXXXXX"
      }
    ],
    "messages": [
      {
        "from": "91XXXXXXXXXX",
        "id":
"wamid.HBgMOTe3NTA3MDY2MzMxFAQIAEhgMDZBMUZCQTl4OUM2RUFEMjNERU
Q1NTMyMDU4NzJDNkYA",
        "timestamp": "1655526878",
        "type": "document",
        "document": {
          "caption": "53_Diwali%20Favourites.pdf",
          "filename": "53_Diwali%20Favourites.pdf",

```

```

        "mime_type": "application/pdf",
        "sha256":
        "bouRUuvQx9ZBSreWRoa1lnXKWcS98xZnHJ0a8WSxia8=",
        "id": "1356091841583351"
    }
}
]
},
    "field": "messages"
}
]
}
]
}

```

#### 6) Audio Message

```

{
    "object": "whatsapp_business_account",
    "entry": [
        {
            "id": "2427770783922677",
            "changes": [
                {
                    "value": {

```

```

    "messaging_product": "whatsapp",
    "metadata": {
      "display_phone_number": "91XXXXXXXXXX",
      "phone_number_id": "586727755839684"
    },
    "contacts": [
      {
        "profile": {
          "name": "Pinnacle"
        },
        "wa_id": "91XXXXXXXXXX"
      }
    ],
    "messages": [
      {
        "from": "91XXXXXXXXXX",
        "id":
"wamid.HBgMOTe3NTA3MDY2MzMxFAQIAEhggMEM0RDMzMEE2Q0RGQjUxRkY3OT
VEOTgxNjE2RjNGMjUA",
        "timestamp": "1655527056",
        "type": "audio",
        "audio": {
          "mime_type": "audio/mp4",

```



```

        "sha256":
        "R4pNsL1fMr9EKaJFbhjGOgnMQgobfqt9jTW73Jl/Bhg=",
        "id": "1430826537364585",
        "voice": false
    }
}
]
},
    "field": "messages"
}
]
}
]
}
}

```

## 7) Sticker Message

```

{
    "object": "whatsapp_business_account",
    "entry": [
        {
            "id": "2427770783922677",
            "changes": [
                {
                    "value": {
                        "messaging_product": "whatsapp",

```

```

"metadata": {
  "display_phone_number": "91XXXXXXXXXX",
  "phone_number_id": "586727755839684"
},
"contacts": [
  {
    "profile": {
      "name": "Pinnacle"
    },
    "wa_id": "91XXXXXXXXXX"
  }
],
"messages": [
  {
    "from": "91XXXXXXXXXX",
    "id":
"wamid.HBgMOTe3NTA3MDY2MzMxMQIAEhggMEFCMjAzQjc1OTJEQTlENzdCRDEx
Mjl0OUlwQTY4QTYA",
    "timestamp": "1655537992",
    "type": "sticker",
    "sticker": {
      "mime_type": "image/webp",
      "sha256":

```

```
"XEiDi23k6WzqkTTGYp4Z4HonmVLdzAEP+Rs6OZOO2M0=",
    "id": "347328860879834"
  }
}
]
},
  "field": "messages"
}
]
}
]
}
```

#### 8) Voice Message

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
```

```

        "display_phone_number": "91XXXXXXXXXX",
        "phone_number_id": "586727755839684"
    },
    "contacts": [
        {
            "profile": {
                "name": "Pinnacle"
            },
            "wa_id": "91XXXXXXXXXX"
        }
    ],
    "messages": [
        {
            "from": "91XXXXXXXXXX",
            "id":
"wamid.HBgMOTe3NTA3MDY2MzMxMQIAEhggODZBQjVBRTZCNEI3ODZENTNGOU
E3QkExMTVEQTg1NjYA",
            "timestamp": "1655538265",
            "type": "audio",
            "audio": {
                "mime_type": "audio/ogg; codecs=opus",
                "sha256":
"pCa6B3/0LJj8fWTYbMAD3R/pxX+p1e7ImINZr14jTg8=",

```

```

        "id": "608233873644417",
        "voice": true
    }
}
]
},
    "field": "messages"
}
]
}
]
}

```

## 9) Location Message

The following is an example of a location message you received from a customer:

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",

```

```

"metadata": {
  "display_phone_number": "91XXXXXXXXXX",
  "phone_number_id": "586727755839684"
},
"contacts": [
  {
    "profile": {
      "name": "Pinnacle"
    },
    "wa_id": "91XXXXXXXXXX"
  }
],
"messages": [
  {
    "from": "91XXXXXXXXXX",
    "id":
"wamid.HBgMOTE3NTA3MDY2MzMxFAQIAEhggM0NFNTUyRURCRDA2QUM1RUIyQz
hDQUE2NURFRDNCN0YA",
    "timestamp": "1655530731",
    "location": {
      "latitude": 21.1462543,

```

```

        "longitude": 79.0593538
      },
      "type": "location"
    }
  ]
},
"field": "messages"
}
]
}
]
}

```

## 10) Contacts Message

The following is an example of a contact message you received from a customer:

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {

```

```

    "messaging_product": "whatsapp",
    "metadata": {
      "display_phone_number": "91XXXXXXXXXX",
      "phone_number_id": "586727755839684"
    },
    "contacts": [
      {
        "profile": {
          "name": "Pinnacle"
        },
        "wa_id": "91XXXXXXXXXX"
      }
    ],
    "messages": [
      {
        "from": "91XXXXXXXXXX",
        "id":
"wamid.HBgMOTe3NTA3MDY2MzMxFAQIAEhggMkQwRTJGMUMzRkU2OTFBRTg5QU
UwOUQ5MDZGMTBDQjKA",
        "timestamp": "1655532455",
        "type": "contacts",
        "contacts": [
          {

```



```
"name": {  
  "first_name": "Vodafone Care",  
  "formatted_name": "Vodafone Care"  
},  
"phones": [  
  {  
    "phone": "+91 199",  
    "type": "Mobile"  
  }  
]  
}  
]  
}  
]  
},  
"field": "messages"  
}  
]  
}  
]  
}
```

## 11) Interactive Message with Reply Button

The following webhook notification is received when a user clicks on a reply button you sent:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "586727755839684"
            },
            "contacts": [
              {
                "profile": {
                  "name": "Pinnacle"
                },
                "wa_id": "91XXXXXXXXXX"
              }
            ]
          }
        }
      ]
    }
  ]
}
```

```

    "messages": [
      {
        "from": "91XXXXXXXXXX",
        "id":
"wamid.HBgMOTE3NTA3MDY2MzMxFAQIAEhggRDc1QTBBRjQ2Q0MzMjdCOTI4QjJB
NjZCODc0NUY1MDYA",
        "timestamp": "1655538393",
        "type": "interactive",
        "interactive": {
          "type": "button_reply",
          "button_reply": {
            "id": "id_2",
            "title": "click2"
          }
        }
      }
    ]
  }, "field": "messages"
}
]
}
]
}

```

## 12) Interactive Message with List Reply

The following webhook notification is received when a user clicks on an item from a list message you sent:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "2427770783922677",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "91XXXXXXXXXX",
              "phone_number_id": "586727755839684"
            },
            "contacts": [
              {
                "profile": {
                  "name": "Pinnacle"
                },
                "wa_id": "91XXXXXXXXXX"
              }
            ]
          }
        }
      ]
    }
  ]
}
```

```

"messages": [
  {
    "context": {
      "from": "91XXXXXXXXXX",
      "id":
"wamid.HBgMOTE3NTA3MDY2MzMxFAQIAERgSQUJBNEU0QURBRTMxNEUxMDg5A
A=="
    },
    "from": "91XXXXXXXXXX",
    "id":
"wamid.HBgMOTE3NTA3MDY2MzMxFAQIAEhggN0ZDNTIEMkEyQUQ1MEYwNDQ1MT
IGNTQwOTYxMTg4RkQA",
    "timestamp": "1655538521",
    "type": "interactive",
    "interactive": {
      "type": "list_reply",
      "list_reply": {
        "id": "id_1",
        "title": "one"
      }
    }
  }
]
},

```

```

        "field": "messages"
      }
    ]
  }
]
}

```

### 13) Message triggered by Click to Whatsapp Ads

You get the following webhook when a conversation is started after a user clicks an ad with a Click to WhatsApp's call-to-action:

```

{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "ID",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "PHONE_NUMBER",
              "phone_number_id": "PHONE_NUMBER_ID"
            },
            "contacts": [

```

```
{
  "profile": {
    "name": "NAME"
  },
  "wa_id": "ID"
},
],
"messages": [
  {
    "referral": {
      "source_url": "AD_OR_POST_FB_URL",
      "source_id": "ADID",
      "source_type": "ad or post",
      "headline": "AD_TITLE",
      "body": "AD_DESCRIPTION",
      "media_type": "image or video",
      "image_url": "RAW_IMAGE_URL",
      "video_url": "RAW_VIDEO_URL",
      "thumbnail_url": "RAW_THUMBNAIL_URL",
    },
    "from": "SENDER_PHONE_NUMBERID",
    "id": "wamid.ID",
    "timestamp": "TIMESTAMP",
    "type": "text",
  }
]
```

```

        "text": {
            "body": "BODY"
        }
    }
]
},
    "field": "messages"
}
]
}
]
}

```

#### 14) Interactive Message Template with Quick Reply Button

When your customer clicks on a quick reply button in an interactive message template, a response is sent. Below is an example of the callback format.

```

{
    "object": "whatsapp_business_account",
    "entry": [
        {
            "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
            "changes": [
                {
                    "value": {

```



```
"messaging_product": "whatsapp",

"metadata": {

  "display_phone_number": PHONE_NUMBER,

  "phone_number_id": PHONE_NUMBER_ID

},

"contacts": [

  {

    "profile": {

      "name": "NAME"

    },

    "wa_id": "WHATSAPP_ID"

  }

],

"messages": [

  {

    "context": {

      "from": PHONE_NUMBER,

      "id": "wamid.ID"

    },

    "from": "16315551234",

    "id": "wamid.ID",

    "timestamp": TIMESTAMP,
```

```

        "type": "button",
        "button":
        { "text":
          "No",

          "payload": "No-Button-Payload"
        }
      }
    ]
  },
  "field": "messages"
}
]
}
]
}

```

### 15) Unknown Message

It's possible to receive an unknown message callback notification. For example, a customer could send you a message that's not supported, such as a disappearing message (in which case we'd notify the customer that the message type is not supported).

The following is an example of a message you received from a customer that is not supported.

```

{
  "object": "whatsapp_business_account",

```

```
"entry": [  
  {  
    "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",  
    "changes": [  
      {  
        "value": {  
          "messaging_product": "whatsapp",  
          "metadata": {  
            "display_phone_number": "PHONE_NUMBER",  
            "phone_number_id": "PHONE_NUMBER_ID"  
          },  
          "contacts": [  
            {  
              "profile": {  
                "name": "NAME"  
              },  
              "wa_id": "WHATSAPP_ID"  
            }  
          ],  
          "messages": [  
            {  
              "from": "PHONE_NUMBER",  
              "id": "wamid.ID",
```

```
"timestamp": "TIMESTAMP",
"errors": [
  {
    "code": 131051,
    "details": "Message type is not currently supported",
    "title": "Unsupported message type"
  }
],
"type": "unknown"
}
]
}
"field": "messages"
}
],
}
]
}
```

## 16) Product Inquiry Messages

A Product Inquiry Message is received when a customer asks for more information about a product. These can happen when:

- a customer replies to Single or Multi-Product Messages, or
- a customer accesses a business's catalog via another entry point, navigates to a Product Details page, and clicks Message Business about this Product.

A webhooks notification for a Product Inquiry Message looks like this:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "ID",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "PHONE_NUMBER",
              "phone_number_id": "PHONE_NUMBER_ID",
            },
            "contacts": [
              {
                "profile": {
                  "name": "NAME"
                },
                "wa_id": "PHONE_NUMBER_ID"
              }
            ]
          }
        }
      ]
    }
  ]
}
```

```

"messages": [
  {
    "from": "PHONE_NUMBER",
    "id": "wamid.ID",
    "text": {
      "body": "MESSAGE_TEXT"
    },
    "context": {
      "from": "PHONE_NUMBER",
      "id": "wamid.ID",
      "referred_product": {
        "catalog_id": "CATALOG_ID",
        "product_retailer_id": "PRODUCT_ID"
      }
    },
    "timestamp": "TIMESTAMP",
    "type": "text"
  }
],
"field": "messages"
}
]
}
]
}

```

## 17) Order Messages

A webhooks notification for when a customer places an order looks like this:

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "8856996819413533",
      "changes": [
        {
          "value": {
            "messaging_product": "whatsapp",
            "metadata": {
              "display_phone_number": "16505553333",
              "phone_number_id": "phone-number-id",
            },
            "contacts": [
              {
                "profile": {
                  "name": "Kerry Fisher"
                },
                "wa_id": "16315551234"
              }
            ],
            "messages": [
              {
                "from": "16315551234",
```

```

    "id": "wamid.ABGGFICGg0cvAgo6cHbBhfK5760V",
    "order": {
      "catalog_id": "the-catalog_id",
      "product_items": [
        {
          "product_retailer_id": "the-product-SKU-identifier",
          "quantity": "number-of-item",
          "item_price": "unitary-price-of-item",
          "currency": "price-currency"
        },
        ...
      ],
      "text": "text-message-sent-along-with-the-order"
    },
    "context": {
      "from": "16315551234",
      "id": "wamid.gBGGFlaCGg0xcvAdgmZ9plHrf2Mh-o"
    },
    "timestamp": "1603069091",
    "type": "order"
  }
]
},
"field": "messages"
}

```



```
]
}
]
}
```

## 18) User Changed Number Notification

When a user changes their phone number on WhatsApp, you receive a system message notification:

```
{
  "object": "whatsapp_business_account",
  "entry": [{
    "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
    "changes": [{
      "value": {
        "messaging_product": "whatsapp",
        "metadata": {
          "display_phone_number": PHONE_NUMBER,
          "phone_number_id": PHONE_NUMBER_ID
        },
        "messages": [{
          "from": PHONE_NUMBER,
          "id": "wamid.ID",
          "system": {
            "body": "NAME changed from PHONE_NUMBER to PHONE_NUMBER",
            "new_wa_id": NEW_PHONE_NUMBER,
```

```
        "type": "user_changed_number"
    },
    "timestamp": TIMESTAMP,
    "type": "system"
  }
},
"field": "messages"
}
}
```

## MESSAGE TEMPLATE STATUS UPDATE

Template Approved

```
{
  "object": "whatsapp_business_account",
  "entry": [{
    "id": "WHATSAPP_BUSINESS_ACCOUNT_ID",
    "changes": [{
      "value": {
        "messaging_product": "whatsapp",
        "metadata": {
          "display_phone_number": PHONE_NUMBER,
          "phone_number_id": PHONE_NUMBER_ID
        },
        "messages": [{
          "from": PHONE_NUMBER,
          "id": "wamid.ID",
          "system": {
            "body": "NAME changed from PHONE_NUMBER to PHONE_NUMBER",
            "new_wa_id": NEW_PHONE_NUMBER,
            "type": "user_changed_number"
          },
          "timestamp": TIMESTAMP,
          "type": "system"
        }
      ]
    }
  ],
  "field": "messages"
}]
}
```

```
}
```

Template Rejected

```
{
  "object": "whatsapp_business_account"
  "entry": [
    {
      "id": "<WHATSAPP_BUSINESS_ACCOUNT_ID>",
      "time": <TIMESTAMP>,
      "changes": [
        {
          "value": {
            "event": "REJECTED",
            "message_template_id": <TEMPLATE_ID>,
            "message_template_name": "<TEMPLATE_NAME>",
            "message_template_language": "<LANGUAGE_AND_LOCALE_CODE>",
            "reason": "<REJECTION_REASON>"
          },
          "field": "message_template_status_update"
        }
      ]
    }
  ]
}
```

## Template Scheduled for Disabling

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "field": "message_template_status_update",
          "value": {
            "event": "FLAGGED",
            "message_template_id": TEMPLATE-ID,
            "message_template_name": "My message template",
            "message_template_language": "en-US",
            "reason": null,
            "disable_info": {
              "disable_date": "DATE",
            }
          }
        }
      ]
    }
  ]
}
```

Template Paused

```
{
  "object": "whatsapp_business account",
  "entry": [
    {
      "id": "10908...",
      "time": 1661885238,
      "changes": [
        {
          "value": {
            "event": "PAUSED",
            "message_template_id": 6048...,
            "message_template_name": "welcome",
            "message_template_language": "en_US",
            "reason": "NONE",
            "other_info": {
              "title": "SECOND_PAUSE",
              "description": "Your WhatsApp message template has been paused for 6 hours
until Aug 31 at 12:47 AM UTC because it continued to have issues."
            }
          },
          "field": "message_template_status_update"
        }
      ]
    }
  ],
}
```

## Template Message Pending Deletion

```
{
  "object": "whatsapp_business account",
  "entry": [
    {
      "id": "10310...",
      "time": TIMESTAMP,
      "changes": [
        {
          "value": {
            "event": "PENDING_DELETION",
            "message_template_id": 1137...,
            "message_template_name": "<MY_TEMPLATE_NAME>",
            "message_template_language": "en_US",
            "reason": "NONE"
          }
        },
        {
          "field": "message_template_status_update"
        }
      ]
    }
  ],
}
```

## TEMPLATE CATEGORY UPDATE

Template Category Changed

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "<ID>",
      "time": <TIME>,
      "changes": [
        {
          "field": "template_category_update",
          "value": {
            "message_template_id": <MESSAGE_TEMPLATE_ID>,
            "message_template_name": "<MESSAGE_TEMPLATE_NAME>",
            "message_template_language": "<MESSAGE_TEMPLATE_LANGUAGE>",
            "previous_category": "<PREVIOUS_CATEGORY>",
            "new_category": "<NEW_CATEGORY>"
          }
        }
      ]
    }
  ]
}
```



## MESSAGE TEMPLATE QUALITY UPDATE

Template Quality Rating Changed

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "<WHATSAPP_BUSINESS_ACCOUNT_ID>",
      "time": <TIMESTAMP>,
      "changes": [
        {
          "field": "message_template_quality_update",
          "value": {
            "previous_quality_score": "<PREVIOUS_QUALITY_SCORE>",
            "new_quality_score": "<NEW_QUALITY_SCORE>",
            "message_template_id": <TEMPLATE_ID>,
            "message_template_name": "<TEMPLATE_NAME>",
            "message_template_language": "<LANGUAGE_AND_LOCALE_CODE>"
          }
        }
      ]
    }
  ]
}
```

## PHONE NUMBER UPDATES

Name Update Received

```
{  
  "object": "whatsapp_business_account",  
  "entry": [  
    {  
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",  
      "time": TIMESTAMP,  
      "changes": [  
        {  
          "field": "phone_number_name_update",  
          "value": {  
            "display_phone_number": "PHONE_NUMBER",  
            "decision": "APPROVED",  
            "requested_verified_name": "WhatsApp",  
            "rejection_reason": null  
          }  
        }  
      ]  
    }  
  ]  
}
```

## Quality Update Received

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "field": "phone_number_quality_update",
          "value": {
            "display_phone_number": "PHONE_NUMBER",
            "event": "FLAGGED",
            "current_limit": "TIER_10K"
          }
        }
      ]
    }
  ]
}
```

## WABA UPDATES

Sandbox Number Upgraded to Verified Account

```
{  
  "object": "whatsapp_business_account",  
  "entry": [  
    {  
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",  
      "time": TIMESTAMP,  
      "changes": [  
        {  
          "field": "account_update",  
          "value": {  
            "phone_number": "PHONE_NUMBER",  
            "event": "VERIFIED_ACCOUNT"  
          }  
        }  
      ]  
    }  
  ]  
}
```

## WhatsApp Business Account Banned

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "field": "account_update",
          "value": {
            "event": "DISABLED_UPDATE"
            "ban_info": {
              "waba_ban_state": ["SCHEDULE_FOR_DISABLE", "DISABLE",
"REINSTATE"],
              "waba_ban_date": "DATE"
            }
          }
        }
      ]
    }
  ]
}
```

## WhatsApp Business Account Violates Policy

```
{  
  "object": "whatsapp_business_account",  
  "entry": [  
    {  
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",  
      "time": TIMESTAMP,  
      "changes": [  
        {  
          "value": {  
            "event": "ACCOUNT_VIOLATION",  
            "violation_info": {  
              "violation_type": "VIOLATION_TYPE"  
            }  
          },  
          "field": "account_update"  
        }  
      ]  
    }  
  ]  
}
```

## WhatsApp Business Account Restricted After Policy Violation

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "value": {
            "event": "ACCOUNT_RESTRICTION",
            "restriction_info": [
              {"restriction_type":
                "RESTRICTED_BIZ_INITIATED_MESSAGING" |
                "RESTRICTION_ON_ADD_PHONE_NUMBER_ACTION" |
                "RESTRICTED_CUSTOMER_INITIATED_MESSAGING",
            "expiration": TIMESTAMP}
            ]
          }
        },
        {
          "field": "account_update"
        }
      ]
    }
  ]
}
```

## WhatsApp Business Account Disabled

```
{  
  "object": "whatsapp_business_account",  
  "entry": [  
    {  
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",  
      "time": TIMESTAMP,  
      "changes": [  
        {  
          "value": {  
            "event": "DISABLED_UPDATE",  
            "ban_info": {  
              "waba_ban_state":  
                "SCHEDULE_FOR_DISABLE" |  
                "DISABLE" |  
                "REINSTATE",  
              "waba_ban_date": TIMESTAMP  
            }  
          },  
          "field": "account_update"  
        }  
      ]  
    }  
  ]  
}
```



## WhatsApp Business Account Review Completed

```
{  
  "object": "whatsapp_business_account",  
  "entry": [  
    {  
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",  
      "time": TIMESTAMP,  
      "changes": [  
        {  
          "field": "account_review_update",  
          "value": {  
            "decision": "APPROVED"  
          }  
        }  
      ]  
    }  
  ]  
}
```

## WhatsApp Business Account Restricted Due To Policy Violations

```
{
  "field": "account_update",
  "value": {
    "phone_number": "PHONE_NUMBER",
    "event": "ACCOUNT_RESTRICTION",
    "restriction_info": [
      {
        "restriction_type": "RESTRICTION_ADD_PHONE_NUMBER_ACTION",
        "expiration": TIMESTAMP
      },
      {
        "restriction_type": "RESTRICTED_BIZ_INITIATED_MESSAGING",
        "expiration": TIMESTAMP
      },
      {
        "restriction_type": "RESTRICTED_CUSTOMER_INITIATED_MESSAGING",
        "expiration": TIMESTAMP
      }
    ]
  }
}
```

## WhatsApp Business Account Deleted

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "value": {
            "phone_number": "15551...",
            "event": "ACCOUNT_DELETED",
          },
          "field": "account_update"
        }
      ]
    }
  ]
}
```

## WhatsApp Business Account Removed from Partner

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "value": {
            "phone_number": "15551...",
            "event": "PARTNER_REMOVED",
          },
          "field": "account_update"
        }
      ]
    }
  ]
}
```

## **BUSINESS CAPABILITY UPDATES**

```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "WHATSAPP-BUSINESS-ACCOUNT-ID",
      "time": TIMESTAMP,
      "changes": [
        {
          "field": "business_capability_update",
          "value": {
            "max_daily_conversation_per_phone": NUMBER,
            "max_phone_numbers_per_business": NUMBER
          }
        }
      ]
    }
  ]
}
```

## ACCOUNT ALERTS

Messaging limit increase denied

```
{
  "entry": [
    {
      "id": "<WHATSAPP_BUSINESS_ACCOUNT_ID>",
      "time": <UNIX_TIMESTAMP>,
      "changes": [
        {
          "value": {
            "entity_type": "BUSINESS",
            "entity_id": "<BUSINESS_ID>",
            "alert_severity": "CRITICAL",
            "alert_status": "ACTIVE",
            "alert_type": "INCREASED_CAPABILITIES_ELIGIBILITY_FAILED",
            "alert_description": "Based on your activity, limits cannot be increased for your
business <BUSINES_NAME>. Contact support for more information."
          },
          "field": "account_alerts"
        }
      ]
    }
  ],
  "object": "whatsapp_business_account"
}
```

Messaging limit increase denied, more usage required

```
{
  "entry": [
    {
      "id": "<WHATSAPP_BUSINESS_ACCOUNT_ID>",
      "time": <UNIX_TIMESTAMP>,
      "changes": [
        {
          "value": {
            "entity_type": "BUSINESS",
            "entity_id": "<BUSINESS_ID>",
            "alert_severity": "WARNING",
            "alert_status": "ACTIVE",
            "alert_type": "INCREASED_CAPABILITIES_ELIGIBILITY_DEFERRED",
            "alert_description": "Limits cannot be increased for your business
<BUSINES_NAME>. Use WhatsApp Business platform actively for several days and
follow our messaging policies."
          },
          "field": "account_alerts"
        }
      ]
    }
  ],
  "object": "whatsapp_business_account"
}
```

Messaging limit increase denied, need more info

```
{
  "entry": [
    {
      "id": "<WHATSAPP_BUSINESS_ACCOUNT_ID>",
      "time": <UNIX_TIMESTAMP>,
      "changes": [
        {
          "value": {
            "entity_type": "BUSINESS",
            "entity_id": "<BUSINESS_ID>",
            "alert_severity": "WARNING",
            "alert_status": "ACTIVE",
            "alert_type":
              "INCREASED_CAPABILITIES_ELIGIBILITY_NEED_MORE_INFO",
            "alert_description": "Additional verification is required for your business
              <BUSINESS_NAME>. Go to Security Center in Meta for Business to complete identity
              verification. To continue without completing additional verification, your business can
              use WhatsApp Business platform actively for several days and follow our messaging
              policies."
          },
          "field": "account_alerts"
        }
      ]
    }
  ]
}
```



```
],  
  "object": "whatsapp_business_account"  
}
```

**Sample Response:**

```
{  
  "code": 200,  
  "status": "OK",  
  "0": "{\n\"code\":200,\n\"status\":\n\"success\"}"  
}
```

## AVAILABLE SUBSCRIPTION FIELDS

Field Name	Description
account_alerts	Notifies you of decisions related to Official Business Account status or a denial of messaging limit increases. Note that these are independent of developer notifications.
account_review_update	A notification is sent to you when a WhatsApp Business Account has been reviewed.
account_update	A notification is sent to you when a change to your WhatsApp Business Account has occurred. This change can include phone number update, a policy violation, a WhatsApp Business Account has been banned and more.
business_capability_update	Notifies you of changes to a business's capabilities. This can include changes to the maximum number of business phone numbers your WhatsApp Business Account can have, or a change to the messaging limit for all of your WhatsApp Business Account's business phone numbers.
message_template_quality_update	A notification is sent to you when a message template's quality rating changes.
message_template_status_update	A notification is sent to you when the message template has been approved or rejected, or if it has been disabled.
messages	A notification is sent to you when your business has received a message from a customer, when you send a message to a customer, when a message is delivered to a customer, and when your message is read by a customer.
phone_number_name_update	A notification is sent to you when the name associated with a phone number has been approved or rejected.
phone_number_quality_update	A notification is sent to you when the business phone

te	number quality status changes.
security	A notification is sent to you when:  you request to disable two-step verification code the two-step verification code is disabled the two-step verification code is updated
template_category_update	A notification is sent to you when a template's category changes, indicating the template's previous and new category.

## NOTIFICATION PAYLOAD OBJECT

The notification payload is a combination of nested objects of JSON arrays and objects that contain information about a change.

Parameters	Description
object	The specific webhook a business is subscribed to. The webhook is <code>whatsapp_business_account</code> .
entry	An array of entry objects. Entry objects have the following properties: <ul style="list-style-type: none"> <li>• <code>id</code> — <i>String</i>. The WhatsApp Business Account ID for the business that is subscribed to the webhook.</li> <li>• <code>changes</code> — <i>Array of objects</i>. An array of change objects. Change objects have the following properties: <ul style="list-style-type: none"> <li>• <code>value</code> — <i>Object</i>. A value object. See <a href="#">Value Object</a>.</li> <li>• <code>field</code> — <i>String</i>. Notification type. Value will be <code>messages</code>.</li> </ul> </li> </ul>

## Value object

The value object contains details for the change that triggered the webhook. This object is nested within the changes array of the entry array.

Parameters	Description
contacts	<p>Array of contact objects with information for the customer who sent a message to the business. Contact objects have the following properties:</p> <ul style="list-style-type: none"> <li>• <b>wa_id</b> — <i>String</i>. The customer's WhatsApp ID. A business can respond to a customer using this ID. This ID may not match the customer's phone number, which is returned by the API as input when sending a message to the customer.</li> <li>• <b>profile</b> — <i>Object</i>. A customer profile object. Profile objects have the following properties: <ul style="list-style-type: none"> <li>• <b>name</b> — <i>String</i>. The customer's name.</li> </ul> </li> </ul>
errors	<p>An array of error objects describing the error. Error objects have the following properties, which map to their equivalent properties in API error response payloads.</p> <p>Webhooks triggered by v15.0 and older requests:</p> <ul style="list-style-type: none"> <li>• <b>code</b> — <i>Integer</i>. Example: 130429.</li> <li>• <b>title</b> — <i>String</i>. Error code title. Example: Rate limit hit.</li> </ul> <p>Webhooks triggered by v16.0 and newer requests:</p> <ul style="list-style-type: none"> <li>• <b>code</b> — <i>Integer</i>. Error code. Example: 130429.</li> </ul>

	<ul style="list-style-type: none"> <li>• title — <i>String</i>. Error code title. Example: Rate limit hit.</li> <li>• message — <i>String</i>. Error code message. This value is the same as the title value. For example: Rate limit hit. Note that the message property in API error response payloads pre-pends this value with the a # symbol and the error code in parenthesis. For example: (#130429) Rate limit hit.</li> <li>• error_data — <i>Object</i>. An error data object with the following properties: <ul style="list-style-type: none"> <li>• details — <i>String</i>. Describes the error. Example: Message failed to send because there were too many messages sent from this phone number in a short period of time.</li> </ul> </li> </ul>
messaging_product	Product used to send the message. Value is always whatsapp.
messages	Information about a message received by the business that is subscribed to the webhook. See Messages Object.
metadata	<p>A metadata object describing the business subscribed to the webhook. Metadata objects have the following properties:</p> <ul style="list-style-type: none"> <li>• display_phone_number — <i>String</i>. The phone number that is displayed for a business.</li> <li>• phone_number_id — <i>String</i>. ID for the phone number. A business can respond to a message using this ID.</li> </ul>
statuses	Status object for a message that was sent by the business that is subscribed to the webhook. See

	Statuses Object.
--	------------------

## Messages object

The messages array of objects is nested within the value object and is triggered when a customer updates their profile information or a customer sends a message to the business that is subscribed to the webhook.

Parameters	Description
audio	<p>When the messages type is set to audio, including voice messages, this object is included in the messages object:</p> <ul style="list-style-type: none"> <li>• <code>id</code> — <i>String</i>. ID for the audio file.</li> <li>• <code>mime_type</code> — <i>String</i>. Mime type of the audio file.</li> </ul>
button	<p>When the messages type field is set to button, this object is included in the messages object:</p> <ul style="list-style-type: none"> <li>• <code>payload</code> — <i>String</i>. The payload for a button set up by the business that a customer clicked as part of an interactive message.</li> <li>• <code>text</code> — <i>String</i>. Button text.</li> </ul>
context	<p>Context object. Only included when a user replies or interacts with one of your messages. Context objects can have the following properties:</p> <ul style="list-style-type: none"> <li>• <code>forwarded</code> — <i>Boolean</i>. Set to true if the message received by the business has been forwarded.</li> <li>• <code>frequently_forwarded</code> — <i>Boolean</i>. Set to true if the message received by the business has been forwarded more than 5 times.</li> </ul>

	<ul style="list-style-type: none"> <li>• from — <i>String</i>. The WhatsApp ID for the customer who replied to an inbound message.</li> <li>• id — <i>String</i>. The message ID for the sent message for an inbound reply.</li> <li>• referred_product — <i>Object</i>. Referred product object describing the product the user is requesting information about. You must parse this value if you support Product Enquiry Messages. See Receive Response From Customers. Referred product objects have the following properties: <ul style="list-style-type: none"> <li>• catalog_id — <i>String</i>. Unique identifier of the Meta catalog linked to the WhatsApp Business Account.</li> <li>• product_retailer_id — <i>String</i>. Unique identifier of the product in a catalog.</li> </ul> </li> </ul>
document	<p>A document object. When messages type is set to document, this object is included in the messages object. Document objects can have the following properties:</p> <ul style="list-style-type: none"> <li>• caption — <i>String</i>. Caption for the document, if provided.</li> <li>• filename — <i>String</i>. Name for the file on the sender's device.</li> <li>• sha256 — <i>String</i>. SHA 256 hash.</li> <li>• mime_type — <i>String</i>. Mime type of the document file.</li> <li>• id — <i>String</i>. ID for the document.</li> </ul>
errors	<p>An array of error objects describing the error. Error objects have the following properties, which map to their equivalent properties in API error response payloads.</p> <p>Webhooks triggered by v15.0 and older requests:</p>

	<ul style="list-style-type: none"> <li>code — <i>Integer</i>. Example: 130429.</li> <li>title — <i>String</i>. Error code title. Example: Rate limit hit.</li> </ul> <p>Webhooks triggered by v16.0 and newer requests:</p> <ul style="list-style-type: none"> <li>code — <i>Integer</i>. Error code. Example: 130429.</li> <li>title — <i>String</i>. Error code title. Example: Rate limit hit.</li> <li>message — <i>String</i>. Error code message. This value is the same as the title value. For example: Rate limit hit. Note that the message property in API error response payloads pre-pends this value with the a # symbol and the error code in parenthesis. For example: (#130429) Rate limit hit.</li> <li>error_data — <i>Object</i>. An error data object with the following properties: <ul style="list-style-type: none"> <li>details — <i>String</i>. Describes the error. Example: Message failed to send because there were too many messages sent from this phone number in a short period of time.</li> </ul> </li> </ul>
from	The customer's WhatsApp ID. A business can respond to a customer using this ID. This ID may not match the customer's phone number, which is returned by the API as input when sending a message to the customer.
id	The ID for the message that was received by the business. You could use messages endpoint to mark this specific message as read.
identity	An identity object. Webhook is triggered when a customer's phone number or profile information has been updated. See messages system identity. Identity



	<p>objects can have the following properties:</p> <ul style="list-style-type: none"> <li>• acknowledged — State of acknowledgment for the messages system</li> <li>• customer_identity_changed</li> <li>• created_timestamp — <i>String</i>. The time when the WhatsApp Business Management API detected the customer may have changed their profile information.</li> <li>• hash — <i>String</i>. The ID for the messages system customer_identity_changed</li> </ul>
image	<p>When messages type is set to image, this object is included in the messages object.</p> <ul style="list-style-type: none"> <li>• caption — <i>String</i>. Caption for the image, if provided.</li> <li>• sha256 — <i>String</i>. Image hash.</li> <li>• id — <i>String</i>. ID for the image.</li> <li>• mime_type — <i>String</i>. Mime type for the image.</li> </ul>
interactive	<p>When a customer has interacted with your message, this object is included in the messages object. Interactive objects have the following properties:</p> <ul style="list-style-type: none"> <li>• type — Object with the following properties: <ul style="list-style-type: none"> <li>• button_reply — Sent when a customer clicks a button. Object with the following properties: <ul style="list-style-type: none"> <li>• id — <i>String</i>. Unique ID of a button.</li> <li>• title — <i>String</i>. Title of a button.</li> </ul> </li> <li>• list_reply — Sent when a customer selects an item from a list. Object with the following properties: <ul style="list-style-type: none"> <li>• id — <i>String</i>. Unique ID of the selected list item.</li> <li>• title — <i>String</i>. Title of the selected list item.</li> <li>• description — <i>String</i>. Description</li> </ul> </li> </ul> </li> </ul>

	of the selected row.
order	<p>Included in the messages object when a customer has placed an order. Order objects have the following properties:</p> <ul style="list-style-type: none"> <li>• <code>catalog_id</code> — <i>String</i>. ID for the catalog the ordered item belongs to.</li> <li>• <code>text</code> — <i>String</i>. Text message from the user sent along with the order.</li> <li>• <code>product_items</code> — Array of product item objects containing the following fields: <ul style="list-style-type: none"> <li>• <code>product_retailer_id</code> — <i>String</i>. Unique identifier of the product in a catalog.</li> <li>• <code>quantity</code> — <i>String</i>. Number of items.</li> <li>• <code>item_price</code> — <i>String</i>. Price of each item.</li> <li>• <code>currency</code> — <i>String</i>. Price currency.</li> </ul> </li> </ul>
referral	<p>Referral object. When a customer clicks an ad that redirects to WhatsApp, this object is included in the messages object. Referral objects have the following properties:</p> <ul style="list-style-type: none"> <li>• <code>source_url</code> — <i>String</i>. The Meta URL that leads to the ad or post clicked by the customer. Opening this url takes you to the ad viewed by your customer.</li> <li>• <code>source_type</code> — <i>String</i>. The type of the ad's source; ad or post.</li> <li>• <code>source_id</code> — <i>String</i>. Meta ID for an ad or a post.</li> <li>• <code>headline</code> — <i>String</i>. Headline used in the ad or post.</li> <li>• <code>body</code> — <i>String</i>. Body for the ad or post.</li> <li>• <code>media_type</code> — <i>String</i>. Media present in the ad or post; image or video.</li> <li>• <code>image_url</code> — <i>String</i>. URL of the image, when <code>media_type</code> is an image.</li> <li>• <code>video_url</code> — <i>String</i>. URL of the video, when <code>media_type</code> is a video.</li> </ul>

	<ul style="list-style-type: none"> <li>• <code>thumbnail_url</code> – <i>String</i>. URL for the thumbnail, when <code>media_type</code> is a video.</li> <li>• <code>ctwa_clid</code> – <i>String</i>. Click ID generated by Meta for ads that click to WhatsApp.</li> </ul> <p>The referral object can be included in the following types of message: text, location, contact, image, video, document, voice, and sticker.</p>
sticker	<p>When messages type is set to sticker, this object is included in the messages object. Sticker objects have the following properties:</p> <ul style="list-style-type: none"> <li>• <code>mime_type</code> – <i>String</i>. image/webp.</li> <li>• <code>sha256</code> – <i>String</i>. Hash for the sticker.</li> <li>• <code>id</code> – <i>String</i>. ID for the sticker.</li> <li>• <code>animated</code> – <i>Boolean</i>. Set to true if the sticker is animated; false otherwise.</li> </ul>
system	<p>When messages type is set to system, a customer has updated their phone number or profile information, this object is included in the messages object. System objects have the following properties:</p> <ul style="list-style-type: none"> <li>• <code>body</code> – <i>String</i>. Describes the change to the customer's identity or phone number.</li> <li>• <code>identity</code> – <i>String</i>. Hash for the identity fetched from server.</li> <li>• <code>new_wa_id</code> – <i>String</i>. New WhatsApp ID for the customer when their phone number is updated. Available on webhook versions v11.0 and earlier.</li> <li>• <code>wa_id</code> – <i>String</i>. New WhatsApp ID for the customer when their phone number is updated. Available on webhook versions v12.0 and later.</li> <li>• <code>type</code> – <i>String</i>. Type of system update. Will be one of the following: <ul style="list-style-type: none"> <li>• <code>customer_changed_number</code> – A customer changed their phone number.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>customer_identity_changed – A customer changed their profile information.</li> <li>customer – <i>String</i>. The WhatsApp ID for the customer prior to the update.</li> </ul>
text	<p>When messages type is set to text, this object is included. Text objects have the following properties:</p> <ul style="list-style-type: none"> <li>body — <i>String</i>. The text of the message.</li> </ul>
timestamp	<p>Unix timestamp indicating when the WhatsApp server received the message from the customer.</p>
type	<p>The type of message that has been received by the business that has subscribed to Webhooks. Possible value can be one of the following:</p> <ul style="list-style-type: none"> <li>audio</li> <li>button</li> <li>document</li> <li>text</li> <li>image</li> <li>interactive</li> <li>order</li> <li>sticker</li> <li>system – for customer number change messages</li> <li>unknown</li> <li>video</li> </ul>
video	<p>When messages type is set to video, this object is included in messages object. Video objects have the following properties:</p> <ul style="list-style-type: none"> <li>caption – <i>String</i>. The caption for the video, if</li> </ul>

	<p>provided.</p> <ul style="list-style-type: none"> <li>• filename – <i>String</i>. The name for the file on the sender's device.</li> <li>• sha256 – <i>String</i>. The hash for the video.</li> <li>• id – <i>String</i>. The ID for the video.</li> <li>• mime_type – <i>String</i>. The mime type for the video file.</li> </ul>
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### Statues object

The statuses object is nested within the value object and is triggered when a message is sent or delivered to a customer or the customer reads the delivered message sent by a business that is subscribed to the Webhooks.

Parameters	Description
biz_opaque_callback_data	Arbitrary string included in sent message.
conversation	<p>Information about the conversation.</p> <p>id – Represents the ID of the conversation the given status notification belongs to.</p> <p>origin <i>object</i> – Describes conversation category</p> <p>type – Indicates conversation category. This can also be referred to as a conversation entry point</p> <p>authentication – Indicates the conversation was opened by a business sending template categorized as AUTHENTICATION to the customer. This applies any time it has been more than 24 hours since the last customer message.</p> <p>marketing – Indicates the conversation was opened by a business sending template categorized as MARKETING to the customer. This applies any time it has been more than 24 hours since the last customer</p>

	<p>message.</p> <p>utility – Indicates the conversation was opened by a business sending template categorized as UTILITY to the customer. This applies any time it has been more than 24 hours since the last customer message.</p> <p>service – Indicates that the conversation opened by a business replying to a customer within a customer service window.</p> <p>referral_conversion – Indicates a free entry point conversation.</p> <p>expiration_timestamp – Date when the conversation expires. This field is only present for messages with a `status` set to `sent`.</p>
errors	<p>An array of error objects describing the error. Error objects have the following properties, which map to their equivalent properties in API error response payloads.</p> <p>Webhooks triggered by v15.0 and older requests:</p> <ul style="list-style-type: none"> <li>• code — <i>Integer</i>. Example: 130429.</li> <li>• title — <i>String</i>. Error code title. Example: Rate limit hit.</li> </ul> <p>Webhooks triggered by v16.0 and newer requests:</p> <ul style="list-style-type: none"> <li>• code — <i>Integer</i>. Error code. Example: 130429.</li> <li>• title — <i>String</i>. Error code title. Example: Rate limit hit.</li> <li>• message — <i>String</i>. Error code message. This</li> </ul>

	<p>value is the same as the title value. For example: Rate limit hit. Note that the message property in API error response payloads pre-pends this value with the a # symbol and the error code in parenthesis. For example: (#130429) Rate limit hit.</p> <ul style="list-style-type: none"> <li>• error_data — <i>Object</i>. An error data object with the following properties:</li> <li>• details — <i>String</i>. Describes the error. Example: Message failed to send because there were too many messages sent from this phone number in a short period of time.</li> </ul>
id	The ID for the message that the business that is subscribed to the webhooks sent to a customer
pricing	<p>An object containing pricing information.</p> <p><del>billable — Indicates if the given message or conversation is billable. Default is true for all conversations, including those inside your free tier limit, except those initiated from free entry points. Free entry point conversations are not billable, false. You will not be charged for free tier limit conversations, but they are considered billable and will be reflected on your invoice. Deprecated.</del></p> <p>category – Indicates the conversation category:</p> <p>authentication – Indicates an authentication conversation.</p> <p>marketing – Indicates an marketing conversation.</p> <p>utility – Indicates a utility conversation.</p>

	<p>service – Indicates an service conversation.</p> <p>referral_conversion – Indicates a free entry point conversation.</p> <p>pricing_model – Type of pricing model used by the business. Current supported value is CBP</p>
recipient_id	The customer's WhatsApp ID. A business can respond to a customer using this ID. This ID may not match the customer's phone number, which is returned by the API as input when sending a message to the customer.
status	<p>delivered – A webhook is triggered when a message sent by a business has been delivered</p> <p>read – A webhook is triggered when a message sent by a business has been read</p> <p>sent – A webhook is triggered when a business sends a message to a customer</p>
timestamp	Date for the status message

*For a status to be read, it must have been delivered. In some scenarios, such as when a user is in the chat screen and a message arrives, the message is delivered and read almost simultaneously. In this or other similar scenarios, the delivered notification will not be sent back, as it is implied that a message has been delivered if it has been read. The reason for this behavior is internal optimization.*



## **BUSINESS MANAGEMENT API COMPONENTS**

Parameters	Description
object	This is the object that was subscribed to.  For embedded signup, this is always whatsapp_business_account.
entry	This object contains the details of the change that triggered the webhooks call.

The **entry** object

Parameters	Description
id	ID of Whatsapp Business Accounts this webhook belongs to.
time	Time for the entry.
changes	Changes that triggered the webhooks call —see changes object.

**changes**

Parameters	Description
field	Contains the type of notification you are getting on that webhook.  account_alerts

	account_review_update account_update business_capability_update message_template_quality_update message_template_status_update phone_number_name_update phone_number_quality_update security template_category_update
value	Contains details of the changes related to the specified field —see value object.

## value

Parameters	Description
ban_info	Added to webhooks when an account has been banned. This object includes two properties: <ul style="list-style-type: none"> <li>• waba_ban_state: Options are:             <ul style="list-style-type: none"> <li>• DISABLE</li> <li>• REINSTATE</li> <li>• SCHEDULE_FOR_DISABLE</li> </ul> </li> <li>• waba_ban_date</li> </ul>
current_limit	Contains the current tier limit where this account is. <ul style="list-style-type: none"> <li>• TIER_50</li> <li>• TIER_250</li> <li>• TIER_1K</li> <li>• TIER_10K</li> <li>• TIER_100K</li> <li>• TIER_UNLIMITED</li> </ul>
decision	Used if a decision about accounts or phone numbers has been made. <ul style="list-style-type: none"> <li>• APPROVED</li> </ul>

	<ul style="list-style-type: none"> <li>REJECTED</li> </ul>
display_phone_number	Includes the display phone number of the business account account that triggered the notification.
event	Used when an event happened in a specific WABA. Click the arrow on the left column to see all available options.
Message template quality update	<ul style="list-style-type: none"> <li>APPROVED: The review was approved. If a business was previously unable to download their certificate, that business should now be able to use their display name by downloading the certificate.</li> <li>DEFERRED: The review is deferred and the business can use their display name by downloading the certificate.</li> <li>REJECTED: The review was rejected, with the given rejection reason. If a business was previously unable to download their certificate, that business needs to reapply for a display name review to get access to the certificate. If a business is already using their certificate, the display name review rejection does not affect their operation. However, passing the review is necessary for the business to grow its message and account limits.</li> </ul>
Message template quality update	<p>Previous quality score:</p> <ul style="list-style-type: none"> <li>GREEN</li> <li>RED</li> <li>UNKNOWN</li> <li>YELLOW</li> </ul> <p>New quality score:</p>

	<ul style="list-style-type: none"> <li>• GREEN</li> <li>• RED</li> <li>• UNKNOWN</li> <li>• YELLOW</li> </ul>
Message template status updates	<ul style="list-style-type: none"> <li>• APPROVED</li> <li>• DISABLED</li> <li>• IN_APPEAL</li> <li>• PENDING</li> <li>• REINSTATED</li> <li>• REJECTED</li> <li>• FLAGGED</li> </ul>
Phone number updates	<ul style="list-style-type: none"> <li>• DOWNGRADE</li> <li>• FLAGGED</li> <li>• ONBOARDING</li> <li>• UNFLAGGED</li> <li>• UPGRADE</li> </ul>
Template Category Update	<p>Previous categories:</p> <ul style="list-style-type: none"> <li>• MARKETING</li> <li>• OTP</li> <li>• TRANSACTIONAL</li> </ul> <p>New categories:</p> <ul style="list-style-type: none"> <li>• AUTHENTICATION</li> <li>• MARKETING</li> <li>• UTILITY</li> </ul>

Two-step verification code	<ul style="list-style-type: none"> <li>• PIN_CHANGED: Two-step verification code is updated (Cloud API only)</li> <li>• PIN_RESET_REQUEST: Request to disable Two-step verification code</li> <li>• PIN_RESET_SUCCESS: Two-step verification code is disabled</li> </ul>
WABA updates	<ul style="list-style-type: none"> <li>• ACCOUNT_RESTRICTION: Used to report that a restriction has been put in place when a WABA violates WhatsApp Business Platform policies.</li> <li>• DISABLED_UPDATE</li> <li>• VERIFIED_ACCOUNT</li> </ul>
max_daily_conversation_per_phone	<p>Always present when field=business_capability_update.</p> <p>Indicates the number of template messages you can send with each of your WhatsApp Business Account's business phone numbers that have an approved display name.</p>
max_phone_numbers_per_business	<p>Includes the maximum number of phone numbers that can belong to a business.</p> <p><i>When field=business_capability_update, a webhook will have either max_phone_numbers_per_business or max_phone_numbers_per_waba present.</i></p>
max_phone_numbers_per_waba	<p>Includes the maximum number of phone numbers that can belong to a WABA.</p>

	<p><i>When field=business_capability_update, a webhook will have either max_phone_numbers_per_business or max_phone_numbers_per_waba present.</i></p>
reason	<p>Template rejection reason. Possible values:</p> <ul style="list-style-type: none"> <li>• ABUSIVE_CONTENT — Content has been determined to be abusive.</li> <li>• INCORRECT_CATEGORY — Category has been determined to be incorrect.</li> <li>• INVALID_FORMAT — Duplicate content or missing examples.</li> <li>• NONE - Default, set when template is approved.</li> <li>• SCAM — Content has been determined to be a scam.</li> </ul>
rejection_reason	<p>If a request was rejected, this field displays the reason for that rejection.</p>
requested_verified_name	<p>This field displays the name that was sent to be verified.</p>
restriction_info	<p>Used to report restrictions imposed on a specific WABA, when that WABA violates WhatsApp Business Platform policies. This field includes a list of restriction types and their corresponding expiration dates. Possible restriction types are:</p> <ul style="list-style-type: none"> <li>• RESTRICTED_ADD_PHONE_NUMBER_ACTION</li> <li>• RESTRICTED_BIZ_INITIATED_MESSAGING</li> </ul>

	<ul style="list-style-type: none"> <li>RESTRICTED_CUSTOMER_INITIATED_MES SAGING</li> </ul> <p>Expiration dates are provided in DateTime format.</p>
requester	ID of the user who requested to disable, or has already disabled or updated, the two-step verification code.

### **Important Note:**

#### **1. Opening a marketing conversation inside a service conversation-**

A service conversation is opened at 9:31 when a business response to a customer message is delivered. A marketing template is delivered while this service conversation is still open at 4:30. This opens a separate marketing conversation. The result is one charge for a service conversation and one charge for a marketing conversation.

(Free entry point conversations are an exception. A template delivered during the three day free window will not open a new conversation. In the above example, if the business replied to the first user message delivered at 9:30 with a template, a conversation of the same category as the template will be opened, not a service conversation.)

#### **2. Opening a utility conversation inside a marketing conversation-**

A marketing conversation is opened at 3:40 when a marketing template message is delivered. Later, with the marketing conversation still open, a utility template is delivered

at 6:00. This opens a separate utility conversation. The result is one charge for a marketing conversation and one charge for a utility conversation.

### **3. Two templates of the same category result in only one conversation charge-**

A utility conversation is opened at 9:00 when a utility template message is delivered. Later, with the utility conversation still open, another utility template message is delivered at 11:00. There is no new conversation charge because the template category used within the open conversation window did not change. The result is one utility conversation charge.

### **4. One template with both utility and marketing content-**

A template that includes content that is both utility and marketing based on the template guidelines is delivered at 11:59. Whenever marketing content is identified in a template, the template will be categorized as marketing. The result is one marketing conversation charge.