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Welcome Message Sequences - API Guide

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When creating Click-to-WhatsApp ads, you can connect a Welcome Message Sequence from your messaging app. A sequence can include text, prefilled message, and FAQs.

This guide explains how to manage Welcome Message Sequences via the API endpoint.

Requirements

Your app must be granted the **whatsapp_business_management** permission.

Change an existing sequence

A sequence linked to an active ad cannot be deleted.

To update an existing sequence, send a `POST` request to the

`WHATSAPP_BUSINESS_ACCOUNT_ID/welcome_message_sequences` endpoint with:

The `sequence_id` parameter set to the ID of the sequence being updated. Other parameters, like `name` or `welcome_message_sequence`, that need to be updated.

Sample response

The response includes a success or error message.

Delete a sequence

A sequence linked to an active ad cannot be deleted.

To delete a sequence, send a `DELETE` request to

`WHATSAPP_BUSINESS_ACCOUNT_ID/welcome_message_sequences` with the `sequence_id` parameter set to the ID of the sequence you want to delete.

Marketing API experience

After you submit welcome message sequences through the API, use the sequence ID to configure ads through the Marketing API.

In the ad creative, the sequence ID can be set as follows:

For more information about messaging ads, refer to [Messaging Ads](#) in the Marketing API documentation.

Ads Manager experience walk-through

1: In the **Message Template** section of the Ad Creative, select **Partner App**

Message Template section showing Partner App option

Click the **Partner app** dropdown and select the appropriate messaging partner app.

Partner app dropdown menu selection

3: Under **Message sequence**, select the Welcome Message Sequence that you submitted via the API.

Message sequence selection dropdown

Preview your message sequence and click **Save**.

Message sequence preview with Save button

Error codes

Code	Description	Possible Solutions
<code>4027001</code> Invalid input data	Some or all of the input data is not of the required format.	Check all the fields and parameters passed into the request are of the correct type and format, and that all required parameters are present.
<code>4027005</code> Unable to create a welcome message sequence	An error occurred while trying to create a new welcome message sequence.	Check that the access token has all the required permissions for the WhatsApp business account.
<code>4027006</code> Unable to update a welcome message sequence	Unable to update the welcome message sequence.	Check all fields and the sequence ID for correctness. Check that the access token has the necessary permissions for the WhatsApp business account.
<code>4027007</code> API unavailable	The API being accessed is not available for use yet.	Wait a day or two for the API to become available and try again.

Code	Description	Possible Solutions
4027010 Missing parameter	One or more required parameters is missing.	Check all the documentation and ensure the required parameters are present.
4027012 Sequence used in an ad	The welcome message sequence is linked to an active ad and cannot be updated or deleted.	Disconnect the sequence from the ad and try again.
4027017 Could not load the sequence	Could not load the sequence being updated or deleted.	The welcome message sequence either does not exist, or you do not have permission to access it. Please check the access token and make sure you have the required permissions.