

automatic_events webhook reference | Developer Documentation

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This reference describes trigger events and payload contents for the WhatsApp Business Account `automatic_events` webhook.

The **automatic_events** webhook notifies you when we detect a purchase or lead event in a chat thread between you and a WhatsApp user who has messaged you via your Click to WhatsApp ad, if you have opted-in to [Automatic Events](#) reporting.

Triggers

A lead event is detected in a chat thread between a business and user who has messaged the business via a Click to WhatsApp Ad.A purchase event is detected in a chat thread between a business and user who has messaged the business via a Click to WhatsApp Ad.

Parameters

Placeholder	Description	Example value
<code><AD_CLICK_ID></code> <i>String</i>	Click to WhatsApp ad click ID. The <code>ctwa_clid</code> property is omitted entirely for messages originating from an ad in WhatsApp Status (WhatsApp Status ad placements?).	<code>Aff-n8ZT0DiE79d22KtA...aIAeUzHL50</code>
<code><AMOUNT></code> <i>String</i>	Purchase amount, calculated as product price multiplied by 1000.	<code>25000</code>

Placeholder	Description	Example value
<BUSINESS_DISPLAY_PHONE_NUMBER> String	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> String	Business phone number ID.	106540352242922
<CURRENCY_CODE> String	Currency code.	USD
<EVENT_NAME> String	Event name. Values can be: LeadSubmitted - Indicates a lead event. Purchase - Indicates a purchase event.	Purchase
<WEBHOOK_TRIGGER_TIMESTAMP> Integer	Unix timestamp indicating when the webhook was triggered.	1739321024
<WHATSAPP_MESSAGE_ID> String	WhatsApp message ID.	wamid.HBgLMTY1MDM4Nzk0MzkVA gASGBQzQUFERjg0NDEzNDdFODU3 MUMxMAA=
<WHATSAPP_BUSINESS_ACCOUNT_ID> String	WhatsApp Business Account ID.	102290129340398

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