

Button messages webhook reference | Developer Documentation

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This reference describes trigger events and payload contents for the WhatsApp Business Account **messages** webhook for quick-reply button messages.

Triggers

A WhatsApp user taps a quick-reply button in a template message.

Parameters

Placeholder	Description	Example value
<BUSINESS_DISPLAY_PHONE_NUMBER> String	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> String	Business phone number ID.	106540352242922
<BUTTON_LABEL_TEXT> String	Quick-reply button label text.	Unsubscribe
<CONTEXTUAL_WHATSAPP_MESSAGE_ID> String	WhatsApp message ID of the message containing the button the WhatsApp user tapped.	wamid.HBgLMTQxMjU1NTA4MjkvAgASGBQzQUNCNjk5RDUwNUZGMUZEM0VBRAA=

Placeholder	Description	Example value
<IDENTITY_KEY_HASH> String	Identity key hash. Only included if you have enabled the identity change check feature.	DF2lS5v2W6x=
<WEBHOOK_TRIGGER_TIMESTAMP> String	Unix timestamp indicating when the webhook was triggered.	1739321024
<WHATSAPP_BUSINESS_ACCOUNT_ID> String	WhatsApp Business Account ID.	102290129340398
<WHATSAPP_MESSAGE_ID> String	WhatsApp message ID.	wamid.HBgLMTY1MDM4Nzk0MzkVAgASGBQzQUFERjg0NDEzNDdFODU3MUMxMAA=
<WHATSAPP_USER_ID> String	WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.	16505551234
<WHATSAPP_USER_PHONE_NUMBER> String	WhatsApp user phone number. This is the same value returned by the API as the <code>input</code> value when sending a message to a WhatsApp user. Note that a WhatsApp user's phone number and ID may not always match.	+16505551234
<WHATSAPP_USER_PROFILE_NAME> String	WhatsApp user's name as it appears in their profile in the WhatsApp client.	Sheena Nelson