

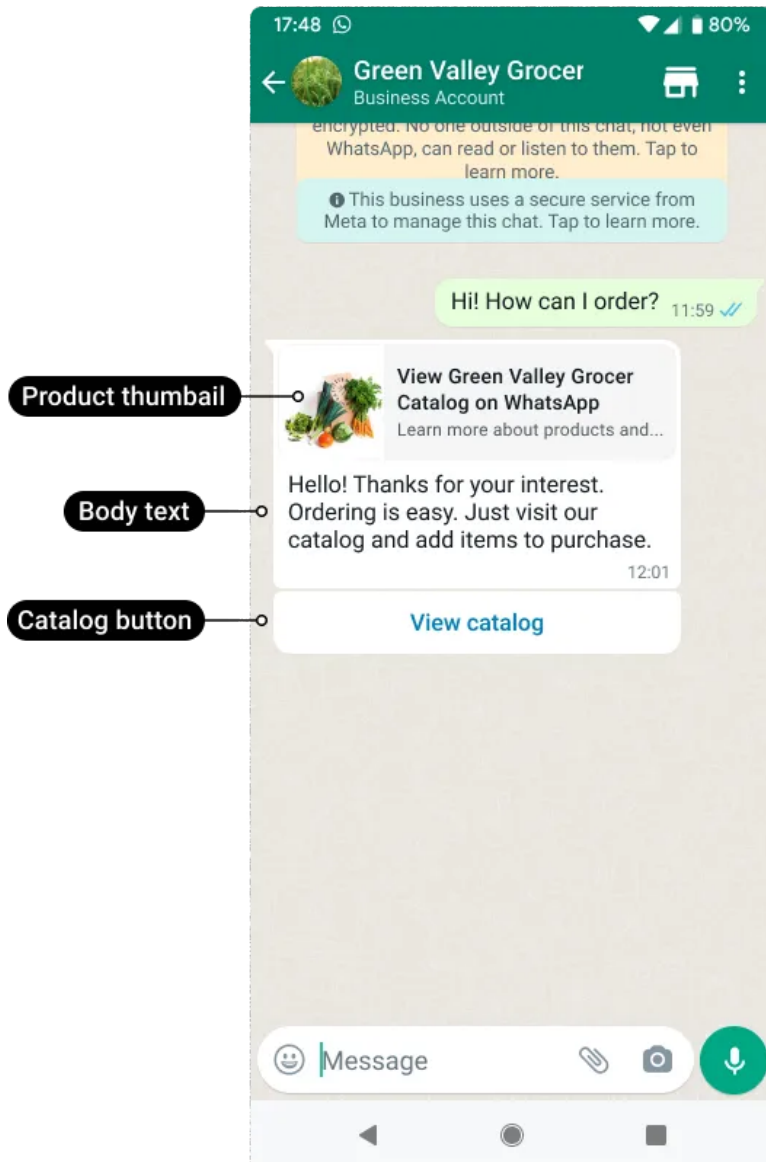
Catalog messages | Developer Documentation

Catalog messages

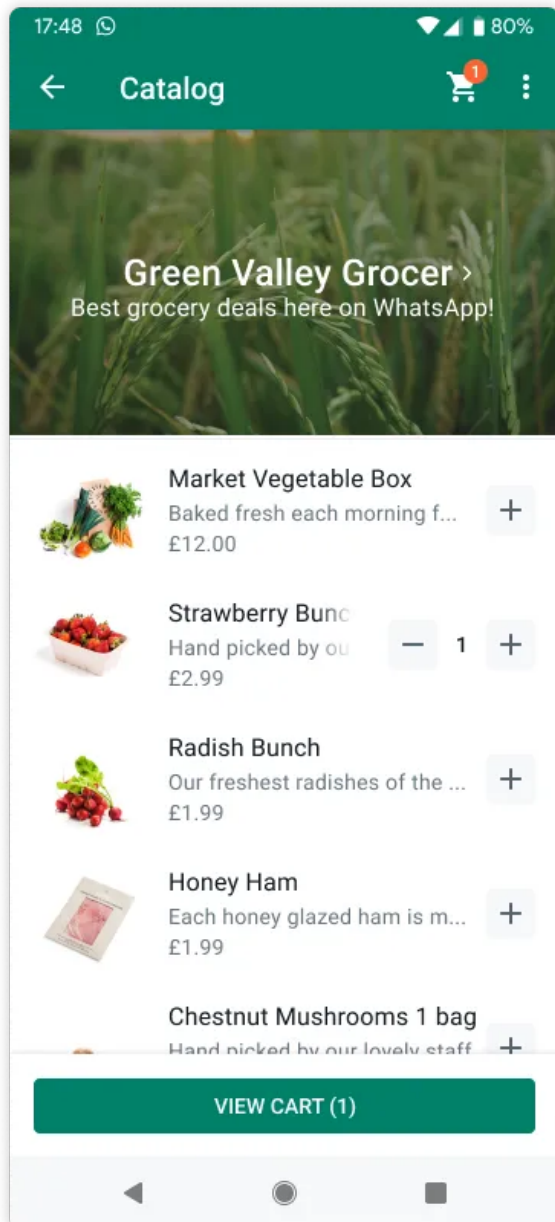
Updated: Mar 3, 2026

Catalog messages let you showcase your product catalog entirely within WhatsApp.

Catalog messages display a product thumbnail header image of your choice, custom body text, a fixed text header, a fixed text sub-header, and a **View catalog** button.



When a customer taps the **View catalog** button, your product catalog appears within WhatsApp.



Requirements

You must have [inventory uploaded to Meta](#) in an ecommerce catalog [connected to your WhatsApp Business Account?](#).

Post body

Properties

Placeholder	Description	Sample Value
<BODY_TEXT> String	Required. Text to appear in the message body. Maximum 1024 characters.	Hello! Thanks for your interest. Ordering is easy. Just visit our catalog and add items to purchase.
<FOOTER_TEXT> String	Optional. Text to appear in the message footer. Maximum 60 characters.	Best grocery deals on WhatsApp!
<THUMBNAIL_PRODUCT_RETAILER_ID> String	Optional. 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. If the parameters object is omitted, the product image of the first item in your catalog will be used.	2lc20305pt
<T0> String	Customer phone number.	+16505551234