

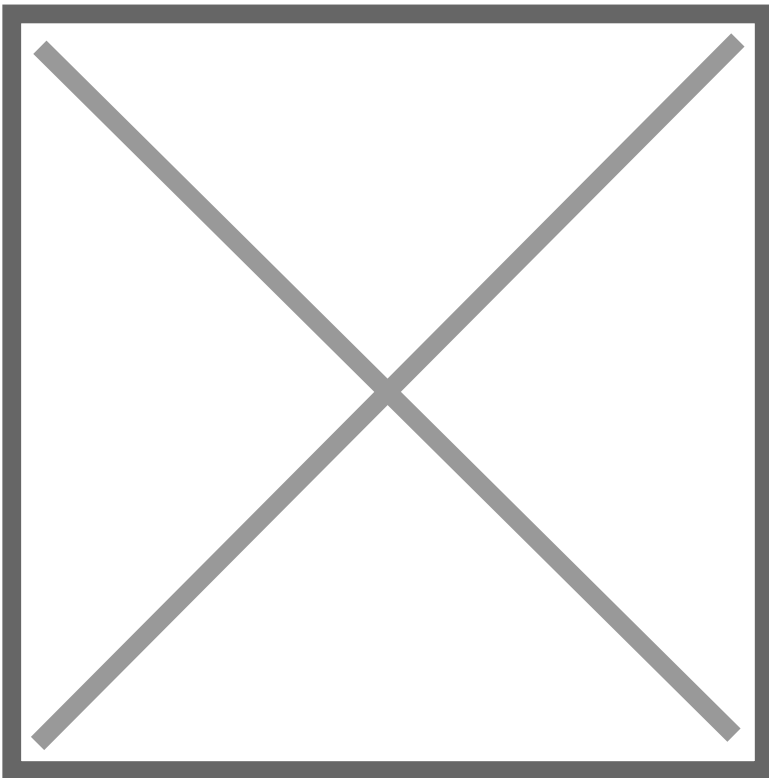
# Catalog templates | Developer Documentation

## Catalog templates

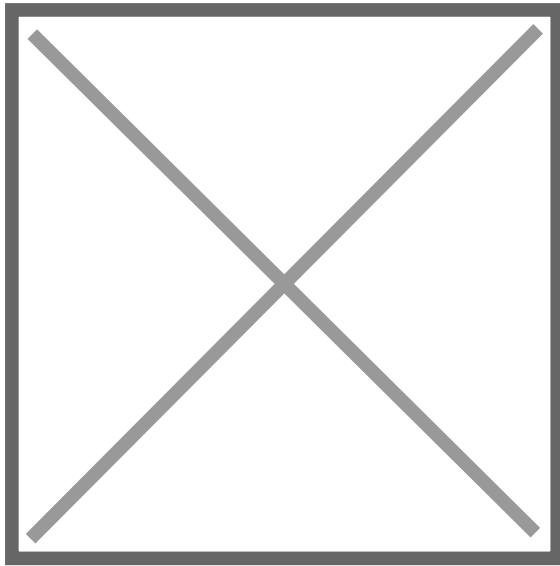
Updated: Mar 3, 2026

This document explains how to create catalog templates. See [Sell Products & Services](#) to learn more about product catalogs and ways to showcase your products.

Catalog templates are marketing templates that allow you to showcase your product catalog entirely within WhatsApp. Catalog templates display a product thumbnail header image of your choice and custom body text, along with a fixed text header and fixed text sub-header.



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



# Creating catalog templates

## Requirements

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

## Request parameters

Placeholder	Description	Sample Value
<code>&lt;BODY_TEXT&gt;</code> <i>String</i>	<b>Required.</b>  Template body text. Variables are supported.  Maximum 1024 characters.	Now shop for your favorite products right here on WhatsApp! Get Rs <code>{{1}}</code> off on all orders above <code>{{2}}</code> Rs! Valid for your first <code>{{3}}</code> orders placed on WhatsApp!
<code>&lt;EXAMPLE_BODY_TEXT&gt;</code> <i>String (of an array of strings)</i>	<b>Required if body text uses variables.</b>  Sample strings to replace variable placeholders in <code>&lt;BODY_TEXT&gt;</code> string.  Maximum 1024 characters.	<code>100</code>

Placeholder	Description	Sample Value
<FOOTER_TEXT> <i>String</i>	<b>Optional.</b>  Template footer text. Variables are supported.  Maximum 60 characters.	Best grocery deals on WhatsApp!
<LANGUAGE> <i>String</i>	<b>Required.</b>  Template <a href="#">language and locale code</a> .	en_US
<NAME> <i>String</i>	<b>Required.</b>  Template name.  Maximum 512 characters.	intro_catalog_offer

## Sending catalog template messages

You can send approved [catalog templates](#) in a template message. See [Sell Products & Services](#) to learn more about product catalogs and ways to showcase your products.

### Requirements

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

### Request parameters

Placeholder	Description	Sample Value
<CODE> <i>String</i>	<b>Required.</b>  Template <a href="#">language and locale code</a> .	en_US
<NAME> <i>String</i>	<b>Required.</b>  Template name.	intro_catalog_offer

Placeholder	Description	Sample Value
<p>&lt;THUMBNAIL_PRODUCT_RETAILER_ID&gt; String</p>	<p><b>Optional.</b></p> <p>Item SKU number. Labeled as Content ID in the Commerce Manager.</p> <p>The thumbnail of this item will be used as the message's header image.</p> <p>If the <code>parameters</code> object is omitted, the product image of the first item in your catalog will be used.</p>	<p>2lc20305pt</p>
<p>&lt;TEXT&gt; String</p>	<p><b>Required if template uses variables.</b></p> <p>Template variable.</p>	<p>100</p>
<p>&lt;T0&gt; String</p>	<p><b>Required.</b></p> <p>Customer phone number.</p>	<p>+16505551234</p>
<p>&lt;TYPE&gt; String</p>	<p><b>Required if template uses variables.</b></p> <p>Template variable type.</p>	<p>text</p>

## See also

[Sell Products & ServicesCatalog Messages](#)

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