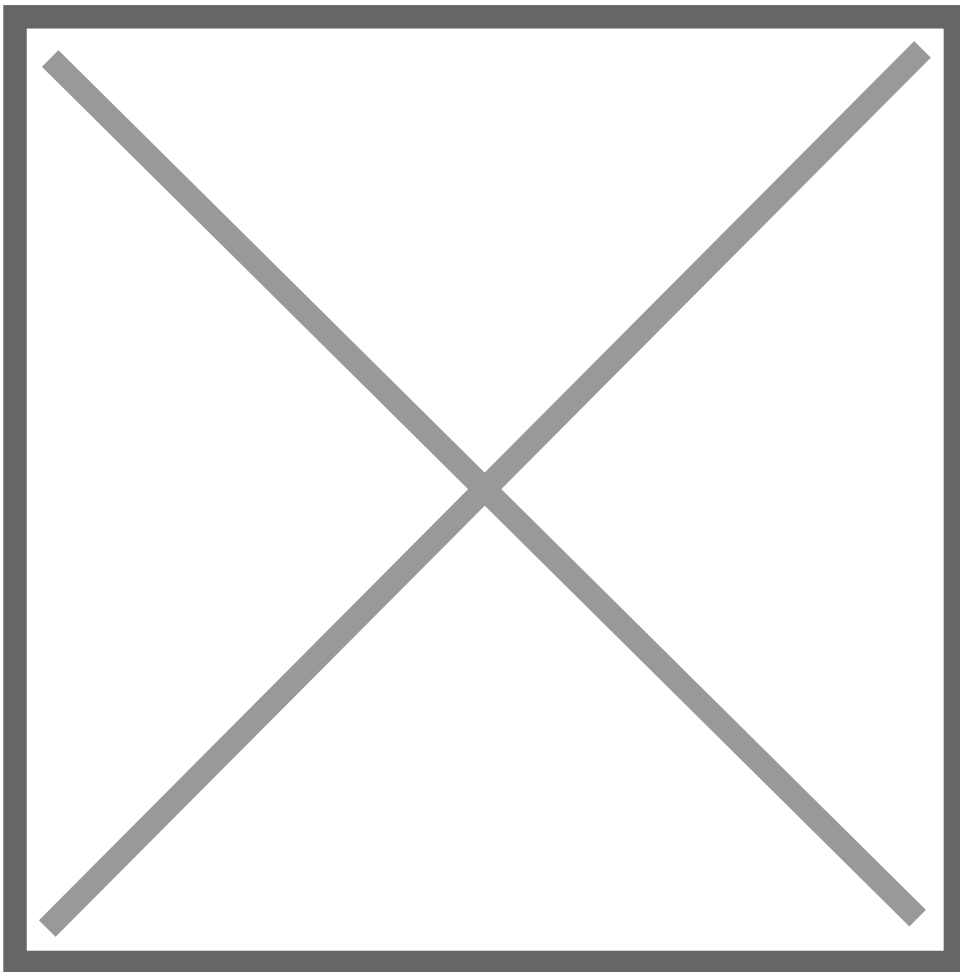


# Contacts messages | Developer Documentation

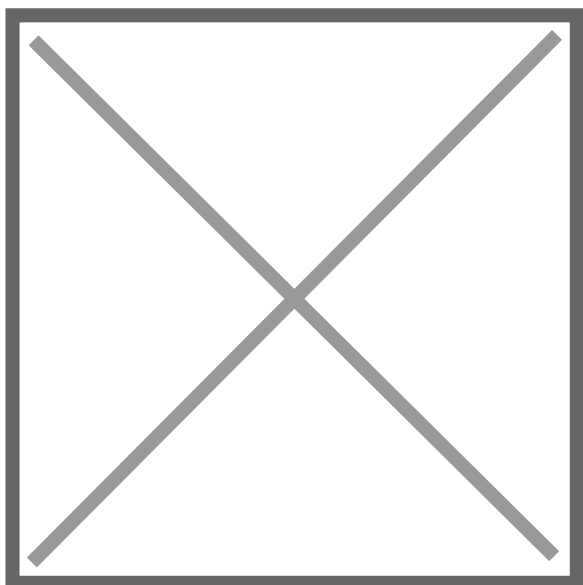
## Contacts messages

Updated: Nov 3, 2025

Contacts messages allow you to send rich contact information directly to WhatsApp users, such as names, phone numbers, physical addresses, and email addresses.



When a WhatsApp user taps the message's profile arrow, it displays the contact's information in a profile view:



Each message can include information for up to 257 contacts, although it is recommended to send fewer for usability and negative feedback reasons.

Please be aware that a contact's metadata (e.g., addresses, birthdays, emails) may not be supported by the recipient, especially on their primary device. Please refer to this [documentation?](#) for the definitions of primary and linked devices.

## Request parameters

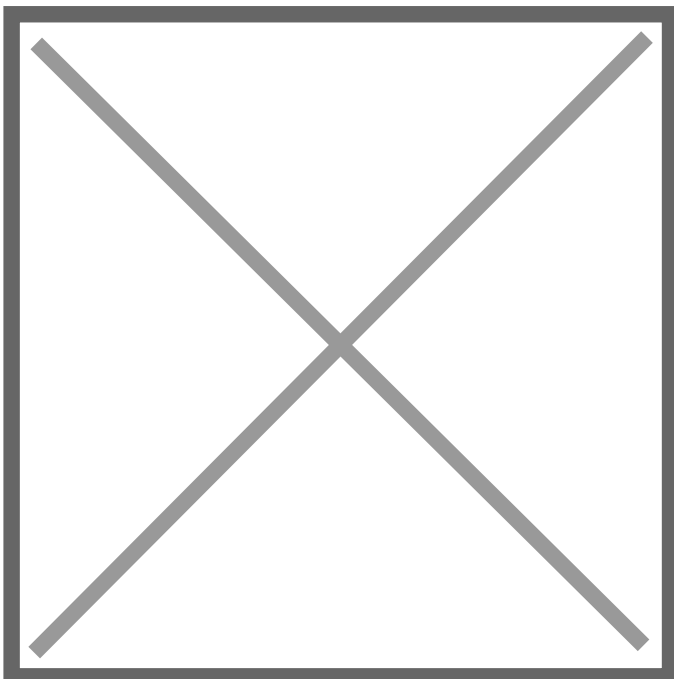
Placeholder	Description	Example Value
<code>&lt;ACCESS_TOKEN&gt;</code> <i>String</i>	<b>Required.</b> <a href="#">System token</a> or <a href="#">business token</a> .	EAAAN6tcBzAUB0ZC82CW7iR2Lia ZBwUHS4Y7FDtQxRUPy1PHZC1DGZ BZCgWdrTisgMjpFKiZAI1FBBQNO 2IqZBAzdZAA16lmUs0XgRcCf6z1 LLxQCgLXDEpg80d41UZBt1FKJZC qJFcTYXJvSMELv0dZwFyZBrV9Z PHZASSqxZBUZASyFdzjiy2A1si ppEsF4DvV5W2I1k0Sr2LrMLuYoN MYBy8xQczz0KD0MccqHEZD
<code>&lt;ADDRESS_TYPE&gt;</code> <i>String</i>	<b>Optional.</b> Type of address, such as home or work.	Home
<code>&lt;API_VERSION&gt;</code> <i>String</i>	<b>Optional.</b> Graph API version.	v25.0
<code>&lt;BIRTHDAY&gt;</code> <i>String</i>	<b>Optional.</b> Contact's birthday. Must be in <code>YYYY-MM-DD</code> format.	1999-01-23

Placeholder	Description	Example Value
<CITY> String	<b>Optional.</b> City where the contact resides.	Menlo Park
<COMPANY_OR_ORG_NAME> String	<b>Optional.</b> Name of the company where the contact works.	Lucky Shrub
<COUNTRY_CODE> String	<b>Optional.</b> ISO two-letter country code.	US
<COUNTRY_NAME> String	<b>Optional.</b> Country name.	United States
<DEPARTMENT_NAME> String	<b>Optional.</b> Department within the company.	Legal
<EMAIL_ADDRESS> String	<b>Optional.</b> Email address of the contact.	bjohnson@luckyshrub.com
<EMAIL_TYPE> String	<b>Optional.</b> Type of email, such as personal or work.	Work
<FIRST_NAME> String	<b>Optional.</b> Contact's first name.	Barbara
<FORMATTED_NAME> String	<b>Required.</b> Contact's formatted name. This will appear in the message alongside the profile arrow button.	Barbara J. Johnson
<JOB_TITLE> String	<b>Optional.</b> Contact's job title.	Lead Counsel
<LAST_NAME> String	<b>Optional.</b> Contact's last name.	Johnson
<MIDDLE_NAME> String	<b>Optional.</b> Contact's middle name.	Joana
<PHONE_NUMBER> String	<b>Optional.</b> WhatsApp user phone number.	+16505559999
<PHONE_NUMBER_TYPE> String	<b>Optional.</b> Type of phone number. For example, cell, mobile, main, iPhone, home, work, etc.	Home
<PREFIX> String	<b>Optional.</b> Prefix for the contact's name, such as Mr., Ms., Dr., etc.	Dr.
<STATE_CODE> String	<b>Optional.</b> Two-letter state code.	CA
<STREET_NUMBER_AND_NAME> String	<b>Optional.</b> Street address of the contact.	1 Lucky Shrub Way

Placeholder	Description	Example Value
<SUFFIX> String	<b>Optional.</b> Suffix for the contact's name, if applicable.	Esq.
<WEBSITE_TYPE> String	<b>Optional.</b> Type of website. For example, company, work, personal, Facebook Page, Instagram, etc.	Company
<WEBSITE_URL> String	<b>Optional.</b> Website URL associated with the contact or their company.	https://www.luckyshrub.com
<WHATSAPP_USER_ID> String	<b>Optional.</b> WhatsApp user ID. If omitted, the message will display an Invite to WhatsApp button instead of the standard buttons. See <a href="#">Button Behavior</a> below.	19175559999
<WHATSAPP_BUSINESS_PHONE_NUMBER_ID> String	<b>Required.</b> WhatsApp business phone number ID.	106540352242922
<WHATSAPP_USER_PHONE_NUMBER> String	<b>Required.</b> WhatsApp user phone number.	+16505551234
<ZIP_CODE> String	<b>Optional.</b> Postal or ZIP code.	94025

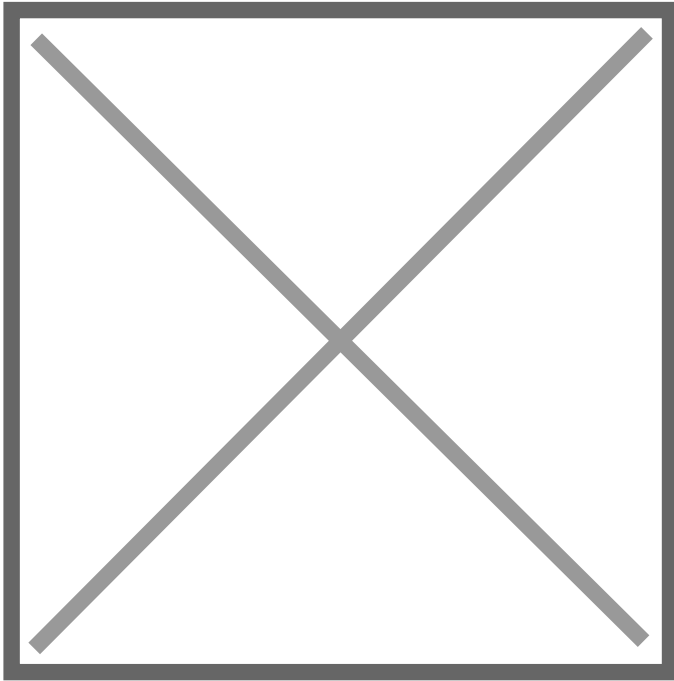
## Button behavior

If you include the contact's WhatsApp ID in the message (via the `wa_id` property), the message will include a **Message** and a **Save contact** button:



If the WhatsApp user taps the **Message** button, it will open a new message with the contact. If the user taps the **Save contact** button, they will be given the option to save the contact as a new contact, or to update an existing contact.

If you omit the `wa_id` property, both buttons will be replaced with an **Invite to WhatsApp** button:



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