

Contacts 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 messages containing one or more contacts.

Triggers

A WhatsApp user sends one or more contacts to a business. A WhatsApp user sends one or more contacts to a 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>ctwaclid</code> property is omitted entirely for messages originating from an ad in WhatsApp Status (WhatsApp Status ad placements?).	Aff-n8ZT0DiE79d22KtAwQKj9e_mIE00j27vDVwFjN80dp4_0NiNhEgpGo0AHemvuSoifXaytfTzcchptiErTKCqTrJ5nW1h7IHYeYymGb5K5J5iTR0pBhWAGaIAeUzHL50

Placeholder	Description	Example value
<AD_GREETING_TEXT> String	Click to WhatsApp ad greeting text.	Hi there! Let us know how we can help!
<AD_HEADLINE> String	Click to WhatsApp ad headline.	Chat with us
<AD_ID> String	Click to WhatsApp ad ID.	120226305854810726
<AD_IMAGE_URL> String	Click to WhatsApp ad image URL. Only included if the ad is an image ad.	https://scontent.xx.fbcdn.net/v/t45.1.1..
<AD_MEDIA_TYPE> String	Click to WhatsApp ad media type. Values can be: image - Indicates an image ad. video - Indicates a video ad.	image
<AD_PRIMARY_TEXT> String	Click to WhatsApp ad primary text.	Summer succulents are here!
<AD_URL> String	Click to WhatsApp ad URL.	https://fb.me/3cr4Wqqkv
<AD_VIDEO_THUMBNAIL> String	Click to WhatsApp ad video thumbnail URL. Only included if ad is a video ad.	https://scontent.xx.fbcdn.net/v/t45.3.1..
<AD_VIDEO_URL> String	Click to WhatsApp ad video URL. Only included if ad is a video ad.	https://scontent.xx.fbcdn.net/v/t45.2.1..
<BUSINESS_DISPLAY_PHONE_NUMBER> String	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> String	Business phone number ID.	106540352242922
<CONTACT_ADDRESS_TYPE> String	Type of address, such as home or work.	Home
<CONTACT_BIRTHDAY> String	Contact birthday.	1999-01-23
<CONTACT_CITY> String	City mentioned in the contact address.	Menlo Park
<CONTACT_COUNTRY_CODE> String	ISO country code on the contact address.	US
<CONTACT_COUNTRY> String	Country mentioned in the contact address.	United States
<CONTACT_EMAIL_TYPE> String	Type of email, such as personal or work.	Personal
<CONTACT_EMAIL> String	Email address of the contact.	bjohson@socialtsunami.com
<CONTACT_FIRST_NAME> String	Contact's first name.	Barbara
<CONTACT_FORMATTED_NAME> String	Contact's formatted name.	Barbara J. Johnson

Placeholder	Description	Example value
<CONTACT_LAST_NAME> String	Contact's last name.	Johnson
<CONTACT_MIDDLE_NAME> String	Contact's middle name.	Joana
<CONTACT_NAME_PREFIX> String	Contact's name prefix.	Dr.
<CONTACT_NAME_SUFFIX> String	Contact's name suffix.	Esq.
<CONTACT_ORG_COMPANY> String	Name of the company where the contact works.	Social Tsunami
<CONTACT_ORG_DEPARTMENT> String	Name of the department where the contact works.	Engineering
<CONTACT_ORG_TITLE> String	Contact's job title.	Software Engineer
<CONTACT_PHONE_TYPE> String	Type of phone number. For example, cell, mobile, main, iPhone, home, work, etc.	CELL
<CONTACT_PHONE> String	Contact's phone number.	+14125550829
<CONTACT_STATE> String	State mentioned in the contact address.	CA
<CONTACT_STREET> String	Street mentioned in the contact address.	1 Hacker Way
<CONTACT_URL_TYPE> String	Type of website. For example, company, work, personal, Facebook Page, Instagram, etc.	Company
<CONTACT_URL> String	Website URL associated with the contact or their company.	socialtsunami.com
<CONTACT_WHATSAPP_PHONE_NUMBER> String	Contact's WhatsApp number.	14125550829
<CONTACT_ZIP> String	Zip code in the contact address.	94025
<IDENTITY_KEY_HASH> String	Identity key hash. Only included if you have enabled the identity change check feature.	DF21S5v2W6x=
<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.HBgLMTY1MDM4Nzk0MzkvAgASGBQzQUFE Rjg0NDEzNDdFODU3MUMxMAA=

Placeholder	Description	Example value
<WHATSAPP_USER_ID> <i>String</i>	WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.	16505551234
<WHATSAPP_USER_PHONE_NUMBER> <i>String</i>	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> <i>String</i>	WhatsApp user's name as it appears in their profile in the WhatsApp client.	Sheena Nelson

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