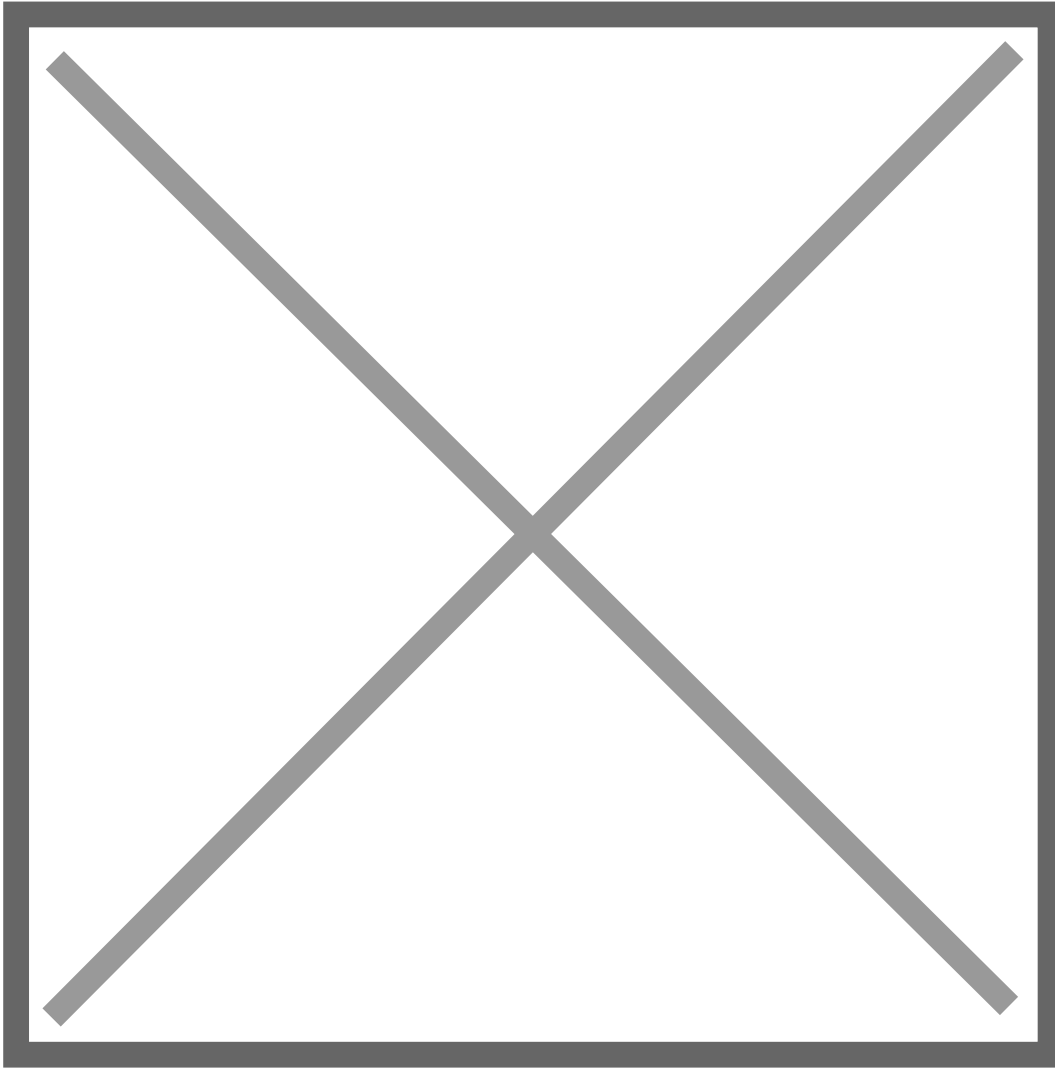


# Interactive Call-to-Action URL Button Messages | Developer Documentation

## Interactive Call-to-Action URL Button Messages

Updated: Nov 3, 2025

WhatsApp users may be hesitant to tap raw URLs containing lengthy or obscure strings in text messages. In these situations, you may wish to send an interactive call-to-action (CTA) URL button message instead. CTA URL button messages allow you to map any URL to a button so you don't have to include the raw URL in the message body.



## 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 qJFcTYXJvSMeHLv0dZwFyZBrV9Z PHZASSqxZBUZASyFdzjiy2A1si ppEsF4DVV5W2I1k0Sr2LrMLuYoN MYBy8xQczz0KDOMccqHEZD
<code>&lt;API_VERSION&gt;</code> <i>String</i>	<b>Optional.</b> Graph API version.	v25.0

Placeholder	Description	Example Value
<ASSET_URL> String	<b>Required if using a header with a media asset.</b> Asset URL on a public server.	<a href="https://www.luckyshrub.com/assets/lucky-shrub-banner-logo-v1.png">https://www.luckyshrub.com/assets/lucky-shrub-banner-logo-v1.png</a>
<BODY_TEXT> String	<b>Required.</b> Body text. URLs are automatically hyperlinked. Maximum 1024 characters.	Tap the button below to see available dates.
<BUTTON_LABEL_TEXT> String	<b>Required.</b> Button label text. Must be unique if using multiple buttons. Maximum 20 characters.	See Dates
<BUTTON_URL>	<b>Required.</b> URL to load in the device's default web browser when tapped by the WhatsApp user.	<a href="https://www.luckyshrub.com?clickID=kqDGWd24Q5TRwoEQTICY7W1JKoXvaZ0XWAS7h1P76s0R7Paec4">https://www.luckyshrub.com?clickID=kqDGWd24Q5TRwoEQTICY7W1JKoXvaZ0XWAS7h1P76s0R7Paec4</a>
<FOOTER_TEXT> String	<b>Required if using a footer.</b> Footer text. URLs are automatically hyperlinked. Maximum 60 characters.	Dates subject to change.
<HEADER_TEXT> String	<b>Required if using a text header.</b> Header text. Maximum 60 characters.	New workshop dates announced!
<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

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