

Interactive product carousel messages | Developer Documentation

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The interactive product carousel message enables businesses to send horizontally scrollable product cards within WhatsApp conversations, allowing users to browse and engage with products directly in-thread.

This format integrates with the Product Catalog and supports Single Product Message (SPM) actions on each card, providing a seamless and interactive shopping experience via the WhatsApp Business APIs and mobile clients.

How to build a product carousel message

The product carousel message contains a `card` object. You must add 2 card objects to your message, and can add a maximum of 10. Each card exists in a `cards[]` array and must be given a `"card_index"` value of `0` through `9`.

The type of each card must be set to `"product"`, and each card must reference the same `"catalog_id"`.

You must add a message body to the message, and no header, footer, or buttons are allowed.

Lastly, each card must specify the product and catalog identifiers `"product_retailer_id"` and `"catalog_id"`.

The `card` object

Request parameters

Placeholder	Description	Sample Value
<ACCESS_TOKEN> String	Required. System token or business token .	EAAAN6tcBzAUB0ZC82CW...DOMc cqHEZD
<API_VERSION> String	Optional. Graph API version.	v25.0
<MESSAGE_BODY_TEXT> String	Required. Maximum 1024 characters.	Which option do you prefer?
<WHATSAPP_BUSINESS_PHONE_NUMBER_ID> String	Required. WhatsApp business phone number ID.	106540352242922
<WHATSAPP_USER_PHONE_NUMBER> String	Required. WhatsApp user phone number.	+16505551234

Card object parameters

Placeholder	Description	Sample value
<INDEX> Integer	Required Unique index for each card (0-9). Must not repeat within the message.	2
<PRODUCT_RETAILER_ID> String	Required The unique retailer ID of the product in the catalog.	"0JkSUu4qizuXv"
<CATALOG_ID> String	Required The unique ID of the catalog containing the product.	"Lq1ZtoWL50kljTerAW"