

Location 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 location information.

Triggers

A WhatsApp user sends a location message to a business. A WhatsApp user sends a location to a business via a Click to WhatsApp ad.

Parameters

Placeholder	Description	Example value
<code><AD_CLICK_ID></code> String	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
<code><AD_GREETING_TEXT></code> String	Click to WhatsApp ad greeting text.	Hi there! Let us know how we can help!
<code><AD_HEADLINE></code> String	Click to WhatsApp ad headline.	Chat with us
<code><AD_ID></code> String	Click to WhatsApp ad ID.	120226305854810726

Placeholder	Description	Example value
<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. ..
<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. ..
<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. ..
<BUSINESS_DISPLAY_PHONE_NUMBER> String	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> String	Business phone number ID.	106540352242922
<IDENTITY_KEY_HASH> String	Identity key hash. Only included if you have enabled the identity change check feature.	DF21S5v2W6x=
<LOCATION_ADDRESS> String	Location address.	101 Forest Ave, Palo Alto, CA 94301
<LOCATION_LATITUDE> Float	Location latitude in decimal degrees.	37.44221496582
<LOCATION_LONGITUDE> Float	Location longitude in decimal degrees.	-122.16165924072
<LOCATION_NAME> String	Location name.	Philz Coffee
<LOCATION_URL> String	Location URL. Usually only included for business locations.	https://philzcoffee.com/
<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=
<WHATSAPP_USER_ID> String	WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.	16505551234

Placeholder	Description	Example value
<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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