

Measurement Partners | Developer Documentation

Measurement Partners

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A Measurement Partner is a third-party company that helps businesses measure the effectiveness of their marketing campaigns on our platform.

Measurement Partners gain read-only access to WhatsApp Business Account (WABA) analytics data and webhooks. Specifically, they can view phone numbers, message templates, and incoming messages, and can access WABA analytics data.

For a business to share their analytics data with a Measurement Partner, they must already have a WABA. Measurement Partners cannot create WABAs or send messages on behalf of their clients.

Onboarding flow overview

Follow these steps to onboard as a Measurement Partner:

[Complete Tech Provider onboarding](#). Create your Facebook Login Button using the Measurement Partner ES template instructions below. Embed the Facebook Login Button on your website.

How to create Facebook Login button using the Measurement Partner ES template

Follow the steps below to create your Facebook Login button that will show the Measurement Partner ES flow to your customers.

Step 1: Load the Facebook JavaScript SDK

See [Basic Setup](#) for instructions on loading the basic version of the Facebook JavaScript SDK with the options set to their most common defaults.

The `fbAsyncInit` function must be attached to the `window` object before the line of code loading the JavaScript SDK as the SDK calls this function to set up the Facebook Login information.

This setup uses the following parameters:

`appId` - The Meta app ID `cookie` - Enables cookies to allow the server to access this session `xfbml` - Parses social plugins on the page `version` - The Graph API version to use

Step 2: Create Facebook Login for Business Configuration

Prerequisites

You should have created an app in the App Dashboard on <https://developers.facebook.com/>Add the [Facebook Login for Business](#) product to your appFollow [best practices](#) on how to set up **Client OAuth settings**, specifically settings like *Valid OAuth Redirect URIs* and *Allowed Domains for the JavaScript SDK*

Process

In the **App Dashboard**, under **Facebook Login for Business**, click **Templates**Click the **Use template** button for the **WhatsApp Measurement Partner** template.Since all the template configuration details have been set, simply click **Create from template**Copy and retain the **Configuration ID** and set this value in the Facebook Login Button script in the next step.

Step 4: Create a login button

Create a button or link on your website to launch the Embedded Signup flow. Use the `onClick` function to call the `launchWhatsAppSignup()` function set up in Step 3 above.

Embed your new Facebook Login button

Copy the button code to the desired location on your site.

Testing the Embedded Signup flow for Measurement Partners

On the sidebar under **WhatsApp**, click **ES Integrations** and then scroll down to **Embedded sign-up launch**. Under **Embedded sign-up dialog**, choose your Measurement Partner config and click **Login with Facebook**. Follow the prompts to test the sign-up flow.

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