

Send Marketing Messages | Developer Documentation

Send Marketing Messages

Updated: Mar 20, 2026

Marketing Messages API for WhatsApp (formerly known as Marketing Messages Lite API) is now generally available.

Marketing Messages API for WhatsApp allows you to send marketing template messages only. To send other message types or receive messages, use Cloud API in parallel with Marketing Messages API for WhatsApp on the same business phone number.

If you use a partner's UI portals or APIs to configure and send marketing messages, you can continue to do so, and do not need to use any of the capabilities described in this document - your partner will take care of integrating with MM API for WhatsApp's message sending functions on your behalf.

Create marketing templates

Marketing templates can be created in several ways:

Via WhatsApp Business Manager UI
Via the Business Management API "Message Templates" endpoint
If you work with a partner, your partner may offer their own API or user interfaces for template creation, which leverage the "Message Templates" endpoint

See documentation on how to [Create and manage templates](#).

When you create a new marketing template, it takes up to 10 minutes to sync with the corresponding Ad account. This sync allows messages to be optimized and enables measurement of clicks and downstream conversions. Templates inactive for longer than 7 days also require 10 minutes to sync after first use. Wait 10 minutes after creating new marketing templates before sending marketing traffic. The same applies after sending the first marketing message on a dormant template.

Marketing Messages API for WhatsApp supports all marketing templates. In addition, Marketing Messages API for WhatsApp provides the following features that are not available to marketing templates on Cloud API:

Time-To-Live (TTL) for Marketing template messages: If Meta is unable to deliver a message to a WhatsApp user, Meta will retry the delivery for a period of time known as a time-to-live, TTL, or the message validity period. TTL is available for Authentication and Utility template messages on Cloud API, but TTL for Marketing template messages is exclusively available on MM API for WhatsApp. See documentation on how to [Create and Manage Templates via API](#) or [How to set a custom message validity period via UI](#) for details on how to set TTLs for Marketing template

messages.

Other optimizations

Text truncation

Meta truncates text to a specific line-count to increase performance. No text content is changed, the original text is still accessible through the “Read more” button. The exact line count truncation rules are as follows:

Messages without any CTA, but with a link in the message body (overrides the below rules):

truncated to 5 lines

Messages with a media header ([Image](#), [Video](#), [Document](#), [Location](#), and [GIF](#)): truncated to 3 lines

Send marketing template messages

Sending messages follows the same API payload syntax as Sending Messages on Cloud API, and requires the same permissions.

The `/marketing_messages` endpoint supports **only** marketing template messages for MM API for WhatsApp and Cloud API. All other message types (freeform, Authentication, Service, Utility) are not supported, and will produce an error.

Marketing messages will only be sent via MM API for WhatsApp when the business customer has met all [onboarding requirements](#). If onboarding requirements are not met, the marketing messages will still be routed via Cloud API. You may disable the ability to route to Cloud API by setting the optional field `product_policy` to `STRICT`.

Note: You may still use the `/messages` endpoint to send marketing messages through the Cloud API.

Request syntax

MM API for WhatsApp provides the following additional features that are not available to Marketing template messages on Cloud API:

Product fallback policy: Set `product_policy` to `CLOUD_API_FALLBACK` to have the API send the outgoing message via Cloud API, if [onboarding requirements](#) have not been met. Set to `STRICT` if you do not want the API to fallback to sending the message via Cloud API.

Message activity sharing: `message_activity_sharing` is an optional parameter at the message level that enables or disables sharing message activities (for example, message read) for that specific marketing message to Meta to help optimize marketing messages. If this parameter is not provided, the default WABA-level setting will be applied. You can always edit your default setting in Business Settings (see Changelog for a screenshot of this).

For details on message types, reference the Cloud API [Message Types documentation](#), as MM API for WhatsApp uses the same message send formatting.

Receiving message status webhooks

MM API for WhatsApp triggers status [messages](#) webhooks (sent, delivered, read). In addition, status messages webhooks that describe a message sent via MM API for WhatsApp, and that include pricing information, will have `pricing.category` and `conversation.type` set to `marketing_lite`. If the message is routed via Cloud API, `pricing.category` will be set to `marketing`.

Maintain logs of each outgoing message ID, and whether that ID was sent via Cloud API or MM API for WhatsApp, in order to use the unique message ID returned in message status webhooks to identify the origin of the sent message.

Receiving incoming messages

MM API for WhatsApp is a send-only API. It does not receive incoming messages from consumers. To receive incoming messages on a business phone number, use Cloud API in parallel with MM API for WhatsApp on the same phone number.

Revision #5

Created 2026-04-01 14:28:12 UTC by New Admin

Updated 2026-04-06 17:49:33 UTC by New Admin