

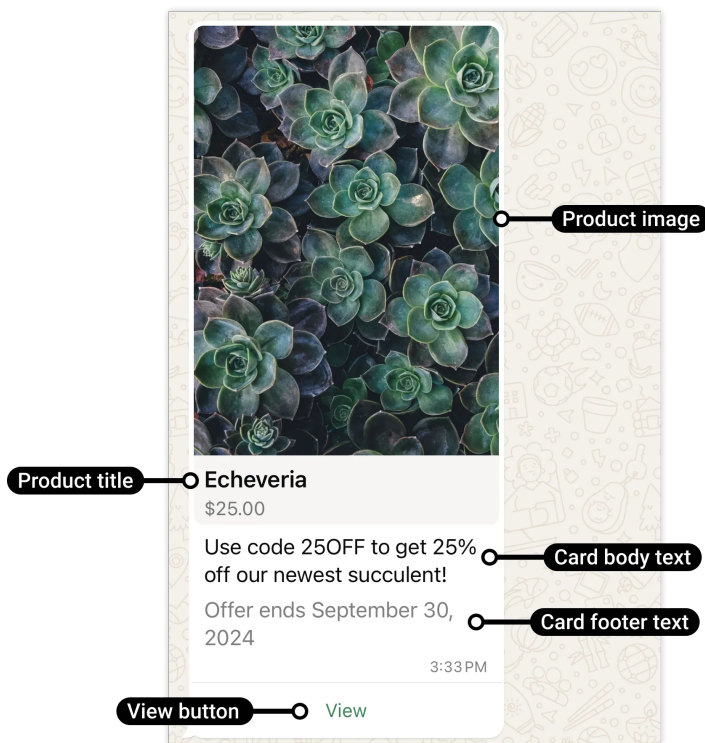
Single-product message templates | Developer Documentation

Single-product message templates

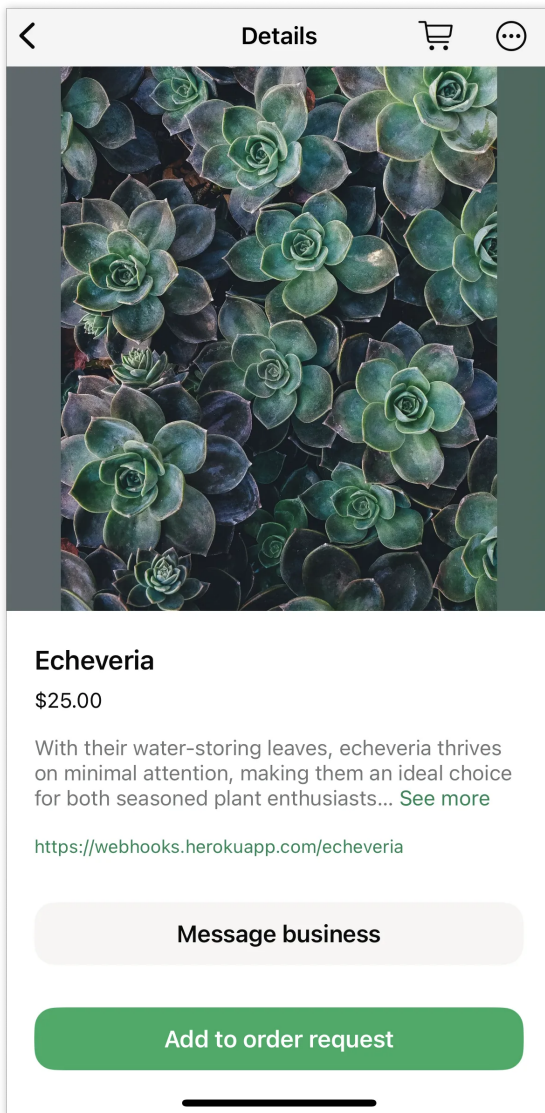
Updated: Mar 3, 2026

This document describes single-product message (SPM) templates, their uses, and how to use them.

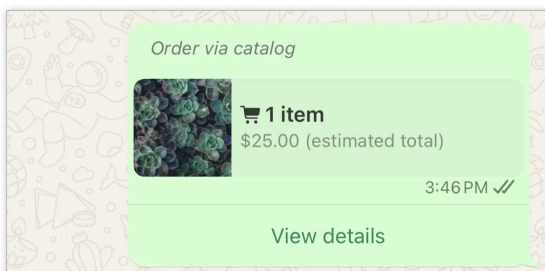
SPM templates are marketing templates that allow you to present a single product from your ecommerce catalog, accompanied by a product image, product title, and product price (all pulled from your product within your catalog), along with customizable body text, optional footer text, and an interactive **View** button.



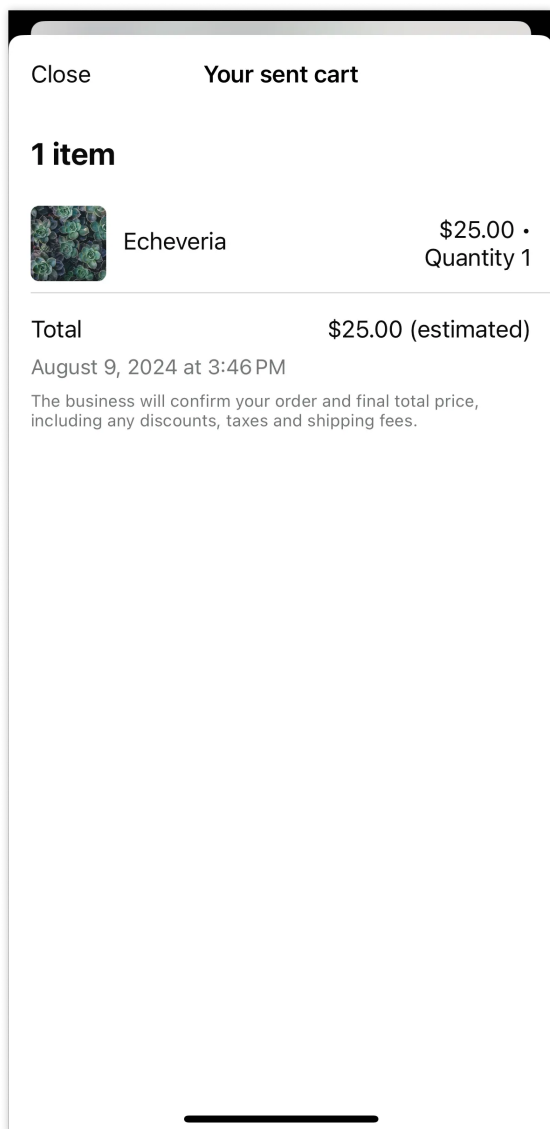
WhatsApp users can tap the button to see details about the product, and can add or remove the product from the WhatsApp shopping cart:



If the WhatsApp user adds the product to the cart and submits an order, you will be notified via webhook and the user will see that an order has been placed:



Users who place an order are also able to use the View details button to see information about the order:



Limitations

Customers must be using WhatsApp v2.22.24 or greater. Message forwarding is disabled for SPM templates.

Catalogs

You must have an ecommerce product catalog, with inventory, connected to your WhatsApp Business Account. See the Cloud API [Commerce](#) guide to learn more about connecting a catalog to your account.