

smb_message_echoes webhook reference | Developer Documentation

smb_message_echoes webhook reference

Updated: Oct 22, 2025

This reference describes trigger events and payload contents for the WhatsApp Business Account **smb_message_echoes** webhook.

The **smb_message_echoes** webhook notifies you of messages sent via the WhatsApp Business app or a [companion \(“linked”\) device](#) by a business customer who has been [onboarded to Cloud API](#) via a solution provider.

Triggers

A business customer with a WhatsApp Business app phone number, who has been [onboarded by a solution provider](#), sends a message using the WhatsApp Business app or a [companion device](#) to a WhatsApp user or another business.

Parameters

Placeholder	Description	Example value
<code><BUSINESS_DISPLAY_PHONE_NUMBER></code> <i>String</i>	Business display phone number.	15550783881
<code><BUSINESS_PHONE_NUMBER_ID></code> <i>String</i>	Business phone number ID.	106540352242922

Placeholder	Description	Example value
<p><MESSAGE_CONTENTS> Object</p>	<p>An object describing the message's contents.</p> <p>This value will vary based on the message <code>type</code>, as well as the contents of the message.</p> <p>For example, if a business sends an <code>image</code> message without a caption, the object would not include the <code>caption</code> property.</p> <p>See Sending messages for examples of payloads for each message type.</p>	
<p><MESSAGE_TYPE> String</p>	<p>Message type. Note that this placeholder appears twice in the syntax above, as it serves as a placeholder for the <code>type</code> property's value and its matching property name.</p>	<p>text</p>
<p><WEBHOOK_TRIGGER_TIMESTAMP> Integer</p>	<p>Unix timestamp indicating when the webhook was triggered.</p>	<p>1739321024</p>
<p><WHATSAPP_BUSINESS_ACCOUNT_ID> String</p>	<p>The business customer's WhatsApp Business Account ID.</p>	<p>102290129340398</p>
<p><WHATSAPP_MESSAGE_ID> String</p>	<p>WhatsApp message ID.</p>	<p>wamid.HBgLMTY1MDM4Nzk0MzkVAgASGBQzQUFERjg0NDEzNDdFODU3MUMxMAA=</p>
<p><WHATSAPP_USER_PHONE_NUMBER> String</p>	<p>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.</p>	<p>+16505551234</p>

Revision #5

Created 2026-04-01 14:41:01 UTC by New Admin

Updated 2026-04-06 17:50:38 UTC by New Admin