

# Text messages webhook reference | Developer Documentation

## Text messages webhook reference

Updated: Oct 27, 2025

This reference describes trigger events and payload contents for the WhatsApp Business Account **messages** webhook for messages containing only text.

### Triggers

A WhatsApp user sends a text message to a WhatsApp business phone number. A WhatsApp user forwards a text message to a business phone number. A WhatsApp user uses the **Message business** button in a [catalog, single-, or multi-product message](#) to send a message to the business. A WhatsApp user sends a text message to a business via a [Click to WhatsApp ad?](#) (an ad with a WhatsApp **message destination**).

### Parameters

Placeholder	Description	Example value
<code>&lt;AD_CLICK_ID&gt;</code> <i>String</i>	Click to WhatsApp ad click ID. The <code>ctwaclid</code> property is omitted entirely for messages originating from an ad in WhatsApp Status ( <a href="#">WhatsApp Status ad placements?</a> ).	Aff-n8ZT0DiE79d22KtAwQKj9e_mIE00j27vDVwFjN80dp4_0NiNhEgpGo0AHemvuSoifXaytfTzcchptiErTKCqTrJ5nW1h7IHYeYymGb5K5J5iTR0pBhWAGaIAeUzHL50

Placeholder	Description	Example value
<AD_GREETING_TEXT> String	Click to WhatsApp ad greeting text.	Hi there! Let us know how we can help!
<AD_HEADLINE> String	Click to WhatsApp ad headline.	Chat with us
<AD_ID> String	Click to WhatsApp ad ID.	120226305854810726
<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
<CONTEXTUAL_WHATSAPP_MESSAGE_ID> String	WhatsApp message ID of the message the WhatsApp user used to access the Message business button.	wamid.HBG LMTY1MDM4Nzk0MzkVAgARGA9wcm9k dWN0X2lucXVpcnkA
<IDENTITY_KEY_HASH> String	Identity key hash. Only included if you have enabled the <a href="#">identity change check</a> feature.	DF21S5v2W6x=
<MESSAGE_TEXT_BODY> String	Text body of the message.	Is it available in another color?
<PRODUCT_CATALOG_ID> String	<a href="#">Product catalog ID</a> .	194836987003835
<PRODUCT_ID> String	<a href="#">Product ID</a> .	di9ozbzf14
<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.HBG LMTY1MDM4Nzk0MzkVAgASGBQzQUFE Rjg0NDEzNDdFODU3MUMxMAA=

Placeholder	Description	Example value
<WHATSAPP_USER_ID> <i>String</i>	WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.	16505551234
<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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