

# user\_preferences webhook reference | Developer Documentation

## user\_preferences webhook reference

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

The **user\_preferences** webhook notifies you of changes to a WhatsApp user's [marketing message preferences](#).

### Triggers

A WhatsApp user stops marketing messages. A WhatsApp user resumes marketing messages.

### Parameters

Placeholder	Description	Example value
<code>&lt;BUSINESS_DISPLAY_PHONE_NUMBER&gt;</code> <i>String</i>	Business display phone number.	15550783881
<code>&lt;BUSINESS_PHONE_NUMBER_ID&gt;</code> <i>String</i>	Business phone number ID.	106540352242922
<code>&lt;PREFERENCE&gt;</code> <i>String</i>	<a href="#">Marketing message preference</a> . Values can be: <code>stop</code> - Indicates the WhatsApp user has opted to stop receiving marketing messages from you. <code>resume</code> - Indicates the WhatsApp user has opted to resume receiving marketing messages from you.	stop

Placeholder	Description	Example value
<p>&lt;PREFERENCE_DESCRIPTION&gt; String</p>	<p>Description of <a href="#">marketing message preference</a>. Values can be: User requested to stop marketing messages User requested to resume marketing messages</p>	<p>User requested to stop marketing messages</p>
<p>&lt;WEBHOOK_TRIGGER_TIMESTAMP&gt; Integer</p>	<p>Unix timestamp indicating when the webhook was triggered.</p>	<p>1739321024</p>
<p>&lt;WHATSAPP_BUSINESS_ACCOUNT_ID&gt; String</p>	<p>WhatsApp Business Account ID.</p>	<p>102290129340398</p>
<p>&lt;WHATSAPP_USER_ID&gt; String</p>	<p>WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.</p>	<p>16505551234</p>
<p>&lt;WHATSAPP_USER_PROFILE_NAME&gt; String</p>	<p>WhatsApp user's name as it appears in their profile in the WhatsApp client.</p>	<p>Sheena Nelson</p>

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