

user_preferences webhook reference | Developer Documentation

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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
<BUSINESS_DISPLAY_PHONE_NUMBER> <i>String</i>	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> <i>String</i>	Business phone number ID.	106540352242922

Placeholder	Description	Example value
<p><PREFERENCE> String</p>	<p>Marketing message preference.</p> <p>Values can be:</p> <p><code>stop</code> - Indicates the WhatsApp user has opted to stop receiving marketing messages from you.</p> <p><code>resume</code> - Indicates the WhatsApp user has opted to resume receiving marketing messages from you.</p>	<p><code>stop</code></p>
<p><PREFERENCE_DESCRIPTION> String</p>	<p>Description of marketing message preference.</p> <p>Values can be:</p> <p><code>User requested to stop marketing messages</code> <code>User requested to resume marketing messages</code></p>	<p><code>User requested to stop marketing messages</code></p>
<p><WEBHOOK_TRIGGER_TIMESTAMP> Integer</p>	<p>Unix timestamp indicating when the webhook was triggered.</p>	<p><code>1739321024</code></p>
<p><WHATSAPP_BUSINESS_ACCOUNT_ID> String</p>	<p>WhatsApp Business Account ID.</p>	<p><code>102290129340398</code></p>
<p><WHATSAPP_USER_ID> String</p>	<p>WhatsApp user ID. Note that a WhatsApp user's ID and phone number may not always match.</p>	<p><code>16505551234</code></p>
<p><WHATSAPP_USER_PROFILE_NAME> String</p>	<p>WhatsApp user's name as it appears in their profile in the WhatsApp client.</p>	<p><code>Sheena Nelson</code></p>

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