

WhatsApp Business Account - Conversational Automation API | Developer Documentation

WhatsApp Business Account - Conversational Automation API

Copy for LLM

[View as Markdown](#)

Version

API for managing conversational automation settings for WhatsApp Business Account phone numbers.

This endpoint allows businesses to configure automated conversation features including welcome messages, conversation prompts (ice breakers), and bot commands for their WhatsApp Business phone numbers.

POST `/v{Version}/w{Phone-Number-ID}/conversational_automation`

Configure conversational automation settings for a WhatsApp Business Account phone number, including welcome messages, conversation prompts (ice breakers), and bot commands.

Use Cases:

Set up automated welcome messages for new customer conversations

Configure conversation prompts to guide customer interactions

Define bot commands for common customer service scenarios

Update existing automation settings

Enable or disable specific automation features

Rate Limiting:

Standard Graph API rate limits apply. Use appropriate retry logic with exponential backoff.

Validation:

Command names must be unique within the same phone number

Prompts and command descriptions must comply with WhatsApp Business policies

Maximum limits are enforced for prompts and commands

Request Syntax

Try it

Select language

Select status code

Header Parameters

User-Agentstring

The user agent string identifying the client software making the request.

Authorizationstring·required

Bearer token for API authentication. This should be a valid access token obtained through the appropriate OAuth flow or system user token.

Path Parameters

Versionstring·required

Graph API version to use for this request. Determines the API behavior and available features.

Phone-Number-IDstring·required

Your WhatsApp Business phone number ID. This ID represents the phone number entity and can be obtained from your WhatsApp Business Account phone numbers list.

Required

Content Type: application/json

Schema: ConversationalAutomationRequest

Show child attributes

ConversationalAutomationRequest

enable_welcome_messageboolean

Whether to enable welcome messages for new conversations

promptsarray of string

List of conversation prompts (ice breakers) to help guide customer interactions

Show child attributes

prompts[]string

Individual conversation prompt text

commandsarray of BotCommand

List of bot commands for automated responses

Show child attributes

commands[]BotCommand

Bot command configuration for automated responses

Show child attributes

command_namestring·required

Name of the bot command (without leading slash)

command_descriptionstring·required

Description of what the command does

Responses

Configure conversational automation settings for a WhatsApp Business Account phone number, including welcome messages, conversation prompts (ice breakers), and bot commands.

Use Cases:

Set up automated welcome messages for new customer conversations

Configure conversation prompts to guide customer interactions

Define bot commands for common customer service scenarios

Update existing automation settings

Enable or disable specific automation features

Rate Limiting:

Standard Graph API rate limits apply. Use appropriate retry logic with exponential backoff.

Validation:

Command names must be unique within the same phone number

Prompts and command descriptions must comply with WhatsApp Business policies

Maximum limits are enforced for prompts and commands

200

Successfully configured conversational automation settings

Content Type: application/json

Schema: ConversationalAutomationResponse

Show child attributes

ConversationalAutomationResponse

successboolean·required

Indicates whether the automation configuration was successful

400

Bad Request - Invalid parameters or malformed request

Content Type: application/json

Schema: GraphAPIError

Show child attributes

GraphAPIError

errorobject·required

Show child attributes

messagestring·required

Human-readable error message

typestring·required

Error category type

codeinteger·required

Numeric error code

error_subcodeinteger

More specific error subcode when available

fbtrace_idstring

Unique identifier for debugging and support requests with Meta

is_transientboolean

Indicates whether this error is temporary and the request should be retried

error_user_titlestring

User-friendly error title for display purposes

error_user_msgstring

User-friendly error message for display purposes

401

Unauthorized - Invalid or missing access token

Content Type: application/json

Schema: GraphAPIError

Show child attributes

GraphAPIError

errorobject·required
Show child attributes

messagestring·required
Human-readable error message

typestring·required
Error category type

codeinteger·required
Numeric error code

error_subcodeinteger
More specific error subcode when available

fbtrace_idstring
Unique identifier for debugging and support requests with Meta

is_transientboolean
Indicates whether this error is temporary and the request should be retried

error_user_titlestring
User-friendly error title for display purposes

error_user_msgstring
User-friendly error message for display purposes
403
Forbidden - Insufficient permissions or access denied
Content Type: application/json
Schema: GraphAPIError
Show child attributes

GraphAPIError

errorobject·required
Show child attributes

messagestring·required
Human-readable error message

typestring·required
Error category type

codeinteger·required
Numeric error code

error_subcodeinteger
More specific error subcode when available

fbtrace_idstring
Unique identifier for debugging and support requests with Meta

is_transientboolean
Indicates whether this error is temporary and the request should be retried

error_user_titlestring
User-friendly error title for display purposes

error_user_msgstring
User-friendly error message for display purposes
404
Not Found - Phone number ID does not exist or is not accessible
Content Type: application/json
Schema: GraphAPIError
Show child attributes

GraphAPIError

errorobject·required
Show child attributes

messagestring·required
Human-readable error message

typestring·required
Error category type

codeinteger·required
Numeric error code

error_subcodeinteger
More specific error subcode when available

fbtrace_idstring
Unique identifier for debugging and support requests with Meta

is_transientboolean
Indicates whether this error is temporary and the request should be retried

error_user_titlestring
User-friendly error title for display purposes

error_user_msgstring
User-friendly error message for display purposes
422
Unprocessable Entity - Request parameters are valid but cannot be processed
Content Type: application/json
Schema: GraphAPIError
Show child attributes

GraphAPIError

errorobject·required
Show child attributes

messagestring·required
Human-readable error message

typestring·required
Error category type

codeinteger·required
Numeric error code

error_subcodeinteger
More specific error subcode when available

fbtrace_idstring

Unique identifier for debugging and support requests with Meta

is_transientboolean

Indicates whether this error is temporary and the request should be retried

error_user_titlestring

User-friendly error title for display purposes

error_user_msgstring

User-friendly error message for display purposes

429

Too Many Requests - Rate limit exceeded

Content Type: application/json

Schema: GraphAPIError

Show child attributes

GraphAPIError

errorobject.required

Show child attributes

messagestring.required

Human-readable error message

typestring.required

Error category type

codeinteger.required

Numeric error code

error_subcodeinteger

More specific error subcode when available

fbtrace_idstring

Unique identifier for debugging and support requests with Meta

is_transientboolean

Indicates whether this error is temporary and the request should be retried

error_user_titlestring
User-friendly error title for display purposes

error_user_msgstring
User-friendly error message for display purposes
500
Internal Server Error - Unexpected server error
Content Type: application/json
Schema: GraphAPIError
Show child attributes

GraphAPIError

errorobject.required
Show child attributes

messagestring.required
Human-readable error message

typestring.required
Error category type

codeinteger.required
Numeric error code

error_subcodeinteger
More specific error subcode when available

fbtrace_idstring
Unique identifier for debugging and support requests with Meta

is_transientboolean
Indicates whether this error is temporary and the request should be retried

error_user_titlestring
User-friendly error title for display purposes

error_user_msgstring
User-friendly error message for display purposes

Select language

Select status code

Authentication

Scheme	Type	Location
bearerAuth	HTTP Bearer	Header: Authorization

Usage Examples

bearerAuth:

Include `Authorization: Bearer your-token-here` in request headers

Global Authentication Requirements

All endpoints require:

bearerAuth

Revision #5

Created 2026-04-01 15:37:03 UTC by New Admin

Updated 2026-04-06 17:52:21 UTC by New Admin