

WhatsApp Business Profile Node API | Developer Documentation

WhatsApp Business Profile Node API

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Version

This endpoint allows applications to retrieve comprehensive information about WhatsApp Business Profiles, including profile details, contact information, and business metadata. This is essential for managing business profile lifecycle and understanding current configuration state.

GET `/{Version}/{WhatsApp-Business-Profile-ID}`

Retrieve comprehensive details about a WhatsApp Business Profile, including business information, contact details, and profile configuration.

Use Cases:

Retrieve business profile information and metadata

Verify profile configuration and contact details

Check profile status and business information

Validate profile state before business operations

Rate Limiting:

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

Caching:

Profile details can be cached for moderate periods, but business information may change occasionally. Implement appropriate cache invalidation strategies.

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.

WhatsApp-Business-Profile-IDstring·required

Your WhatsApp Business Profile ID. This ID is provided when the profile is created and can be found in your WhatsApp Business Manager or through business management APIs.

Query Parameters

fieldsstring

Comma-separated list of fields to include in the response. If not specified, default fields will be returned (id and any available profile fields).

Available fields: id, account_name, description, email, about, address, vertical, websites, profile_picture_url, messaging_product

Responses

Retrieve comprehensive details about a WhatsApp Business Profile, including business information, contact details, and profile configuration.

Use Cases:

Retrieve business profile information and metadata

Verify profile configuration and contact details

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Validate profile state before business operations

Rate Limiting:

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

Caching:

Profile details can be cached for moderate periods, but business information may change

occasionally. Implement appropriate cache invalidation strategies.

200

Successfully retrieved WhatsApp Business Profile details

Content Type: application/json

Schema: WhatsAppBusinessProfileNode

Show child attributes

WhatsAppBusinessProfileNode

idstring·required

Unique identifier for the WhatsApp Business Profile

account_namestring

Name of the business account

descriptionstring

Business description text

emailstring (email)

Contact email address of the business

aboutstring

About section text for the business profile

addressstring

Physical address of the business

verticalWhatsAppBusinessVertical

Industry vertical classification for the business

websitesarray of string (uri)

List of website URLs associated with the business

Show child attributes

websites[]string (uri)

profile_picture_urlstring (uri)

URL of the business profile picture

profile_picture_handlestring

Handle of the profile picture for upload operations

messaging_product"whatsapp"

The messaging service used

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

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Human-readable error message

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403

Forbidden - Insufficient permissions or access denied

Content Type: application/json

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Not Found - WhatsApp Business Profile ID does not exist or is not accessible
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422
Unprocessable Entity - Request parameters are valid but cannot be processed
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429

Too Many Requests - Rate limit exceeded

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500

Internal Server Error - Unexpected server error

Content Type: application/json

Schema: GraphAPIError

Show child attributes

GraphAPIError

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Show child attributes

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Human-readable error message

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Select language

Select status code

POST /{Version}/{WhatsApp-Business-Profile-ID}

Update the WhatsApp Business Profile information such as business description, email, address, and other profile details. This operation corresponds to the GraphWhatsAppBusinessProfilePost functionality.

Use Cases:

Update business profile information and metadata

Modify contact details and business description

Change business vertical classification

Update website URLs and profile picture

Maintain current business profile information

Profile Picture Upload:

It is recommended to use the Resumable Upload API to obtain an upload ID, then use this upload ID to obtain the picture handle for the `profile_picture_handle` field.

Rate Limiting:

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

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Select language

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Header Parameters

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

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Your WhatsApp Business Profile ID. This ID is provided when the profile is created and can be found in your WhatsApp Business Manager or through business management APIs.

Required

Content Type: application/json

Schema: WhatsAppBusinessProfileUpdateRequest

Show child attributes

WhatsAppBusinessProfileUpdateRequest

messaging_product"whatsapp"·required

The messaging service used for the request

account_namestring

Name of the business account

descriptionstring

Business description text

emailstring (email)

Contact email address of the business

aboutstring

About section text for the business profile

addressstring

Physical address of the business

verticalWhatsAppBusinessVertical

Industry vertical classification for the business

websitesarray of string (uri)

List of website URLs associated with the business

Show child attributes

websites[]string (uri)

profile_picture_handlestring

Handle of the profile picture generated from Resumable Upload API

Responses

Update the WhatsApp Business Profile information such as business description, email, address, and other profile details. This operation corresponds to the GraphWhatsAppBusinessProfilePost functionality.

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200

Successfully updated WhatsApp Business Profile

Content Type: application/json

Schema: WhatsAppBusinessProfileUpdateResponse

Show child attributes

WhatsAppBusinessProfileUpdateResponse

idstring

WhatsApp Business Profile ID that was updated

successboolean

Indicates if the update was successful

400

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Select status code

Authentication

Scheme	Type	Location
bearerAuth	HTTP Bearer	Header: <code>Authorization</code>

Usage Examples

bearerAuth:

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

Global Authentication Requirements

All endpoints require:

bearerAuth

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