

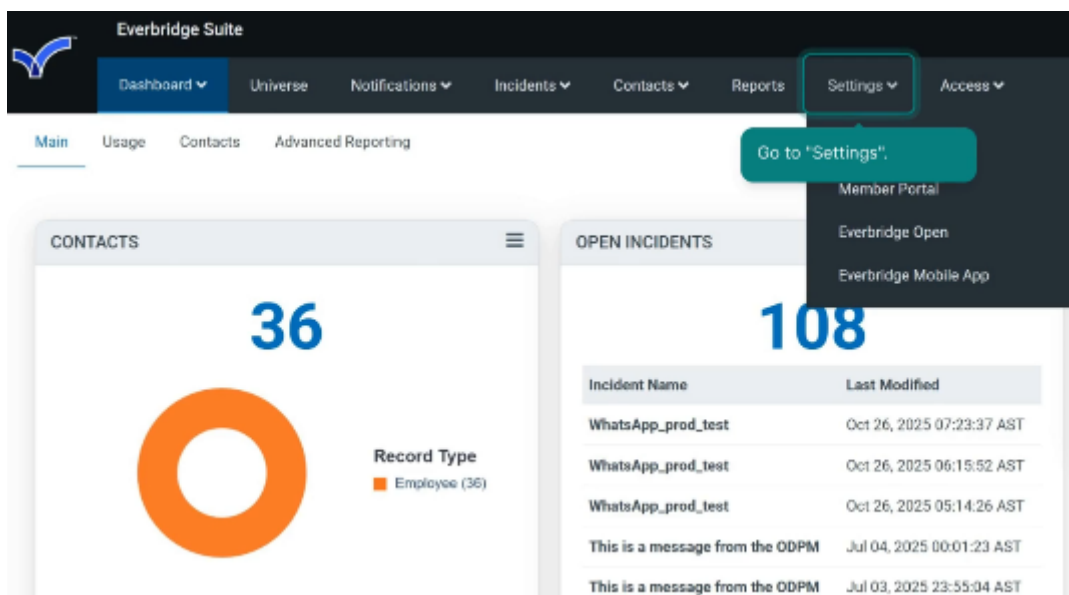
# WhatsApp for Everbridge

- [WhatsApp for Everbridge installation manual](#)
- [How to create a template for WhatsApp Business API](#)
- [How to improve your mailing](#)

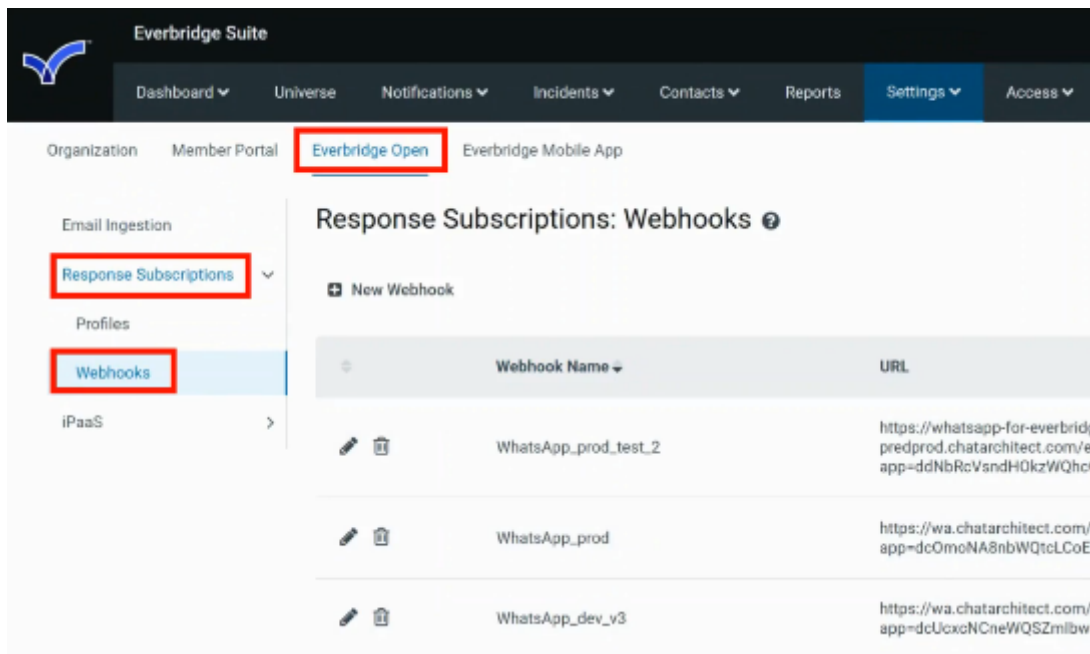
# WhatsApp for Everbridge installation manual

## Step by step instruction

1. Open Settings.



2. Select "Everbridge Open" section, then "Response Subscriptions", and then "Webhooks".



3. To create a new webhook, click “New Webhook”.

1) Fill in “Name”;

2) Fill in “Callback URL”:

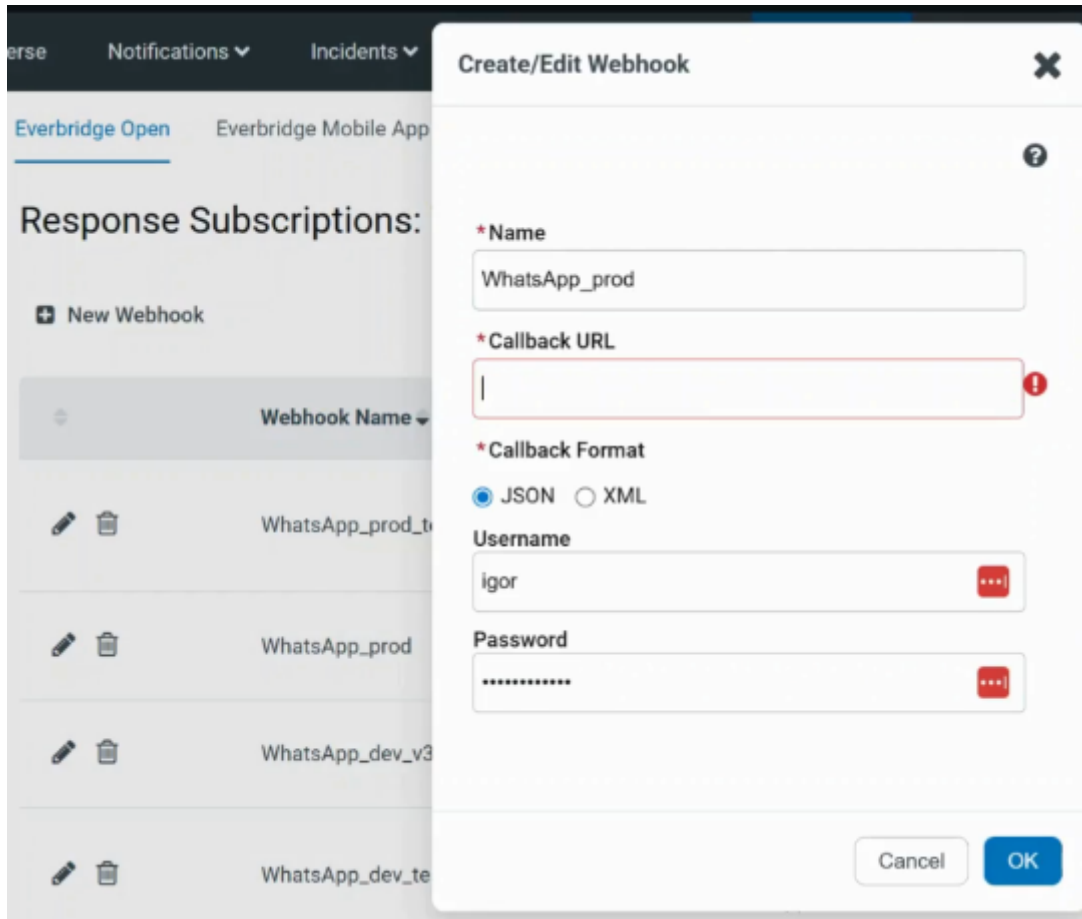
`https://whatsapp-for-everbridge.chatarchitect.com/everbridge_v3/?app={app}&secret={secret}&access_key_id={access_key_id}&secret_key={secret_key}`

WhatsApp APP key **{app}** and WhatsApp Secret key **{secret}**: you need to get from our support.

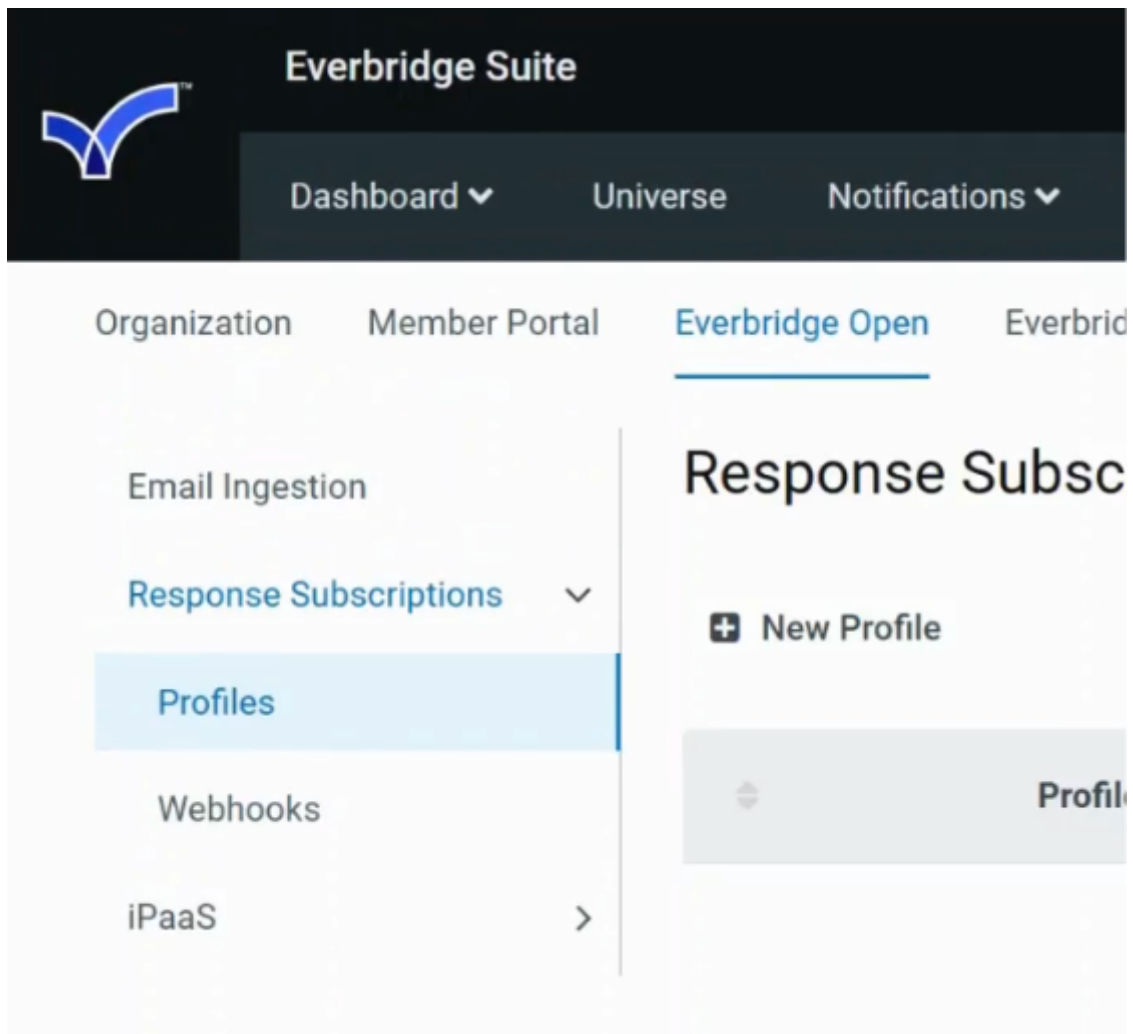
Everbridge Access key **{access\_key\_id}** & Everbridge Secret key **{secret\_key}**: you need to get from Everbridge admins.

3)

Choose “Callback Format”, fill in “Username” and “Password”. Click OK.



4. Select “Everbridge Open” section, then “Response Subscriptions”, then “Profiles”, and click “New Profile”.



5. Fill in "Profile Name". Select the necessary webhook. Click "Save".

## Response Subscriptions: Create/Edit Profile

\* Profile Name:

\* Select the Webhook(s) to use for update delivery

WhatsApp\_dev

Test1

WhatsApp\_prod

WhatsApp\_dev\_test

WhatsApp\_dev\_v3

WhatsApp\_dev\_loom

WhatsApp Dev June 2025 - Initial Alert

WhatsApp Dev June 2025 - Update Alert

WhatsApp\_prod\_test\_2

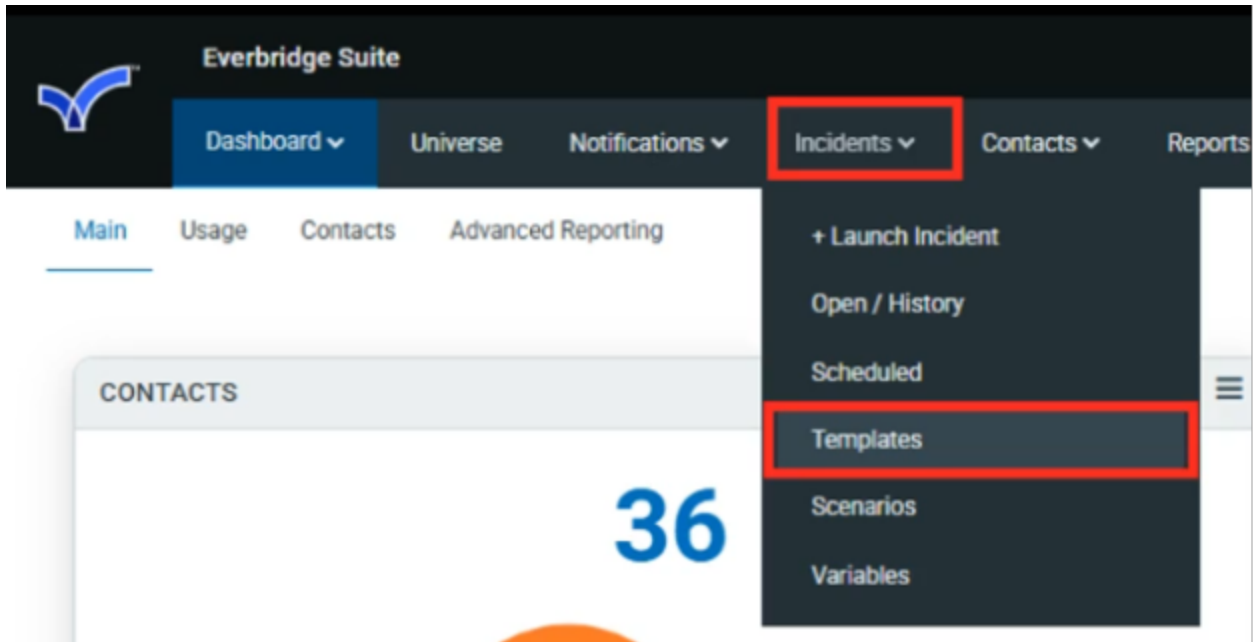
WhatsApp\_prod\_tutorial

 Add

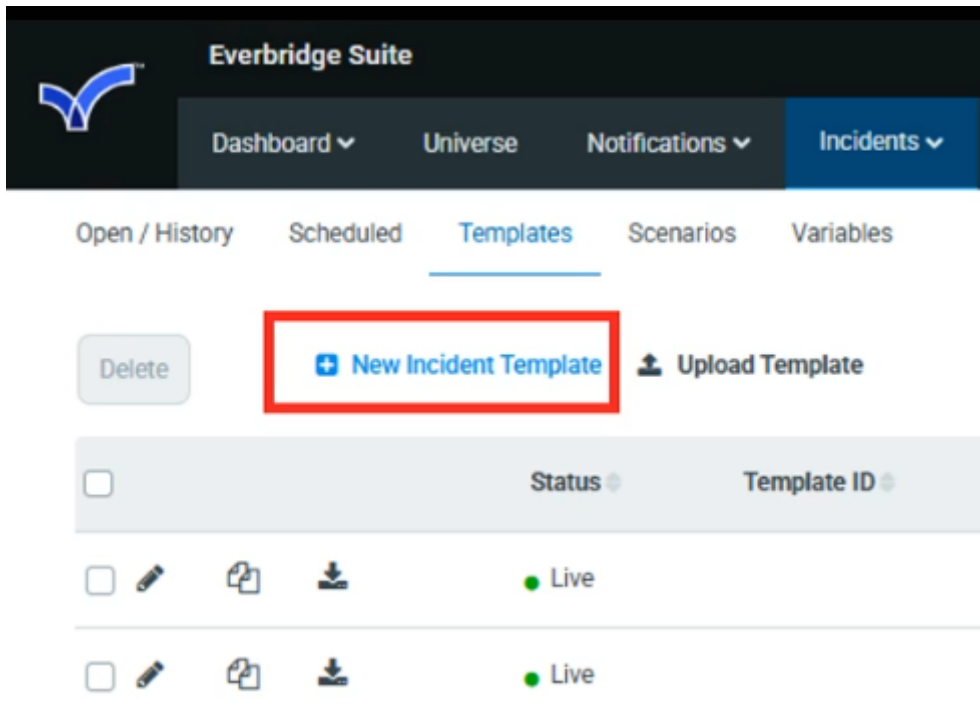
Save

Cancel

6. Go to "Incidents". Select "Templates".



7. Click “New Incident Template”.



8. Fill in “Name” and choose “Category”.

Draft  Live

## New Incident Template

[Return to Template List](#)

\* Name   Draft  Live

Category  Template ID  ⓘ

9. Select all the necessary variables. Their order can be rearranged in the “PREVIEW & EDIT” section.

\* Name   Draft  Live

Category  Template ID  ⓘ

[New](#) | [Updated](#) | [Closed](#) **MANAGE**

**Form & Message**

- Publishing Options
- Contacts
- Settings
- Permissions

SELECT THE INFORMATION YOU WANT TO COLLECT:

<input type="checkbox"/>	Req	Variable Name	
<input checked="" type="checkbox"/>		+ Current Time	HH:MM - 12 ho... ▾
<input checked="" type="checkbox"/>		+ IncidentID	
<input type="checkbox"/>		+ Message Sender	

10. In the Chatarchitect app (<https://wtargeted.com/settings>), find the necessary template and copy its ID (including the brackets).

796-486-4864 ▾ **Add** **Remove** **Show** ↻

Current Plan:	100	<b>Sender</b> 📧
Active clients:	2	<b>Reports</b> 📄
Balance:	265,487	<b>Add balance</b> 💰
Paid till:	2030-12-31	<a href="#">Your ideas</a> 💡
Free entry point:	0	
User-initiated:	5	
Marketing:	0	
Authentication:	0	
Utility:	0	
Conversations cost:	0.00	
Plan price:	1000	

Approved templates ▾ **Submit template** **Show Failed** 😞

📧 📄 🗑️ Category: MARKETING rqwnyuf6nhyxyrkwudccq

**{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}**

Hello, {{1}}. We inform you that your trial version expires on {{2}}. Please consider subscribing to a paid plan.

11. In Everbridge, in the “PREVIEW & EDIT” section, paste the copied template’s ID into the WhatsApp Code.

### PREVIEW & EDIT:

To add form fields, select variables at left. Drag them up or down to rearrange.

View: Operator's Form Outgoing Message

#### 1 Current Time

{time}

Time Format: HH:MM AM/PM

#### 2 IncidentID

{IncidentID}

#### 3 WhatsApp Code

**{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}**

12. Fill in the input fields of the template's variables with values.

**4 Incident Location**

Alex



96 characters remaining

**5 Incident Details & ACTIONS** ⓘ

10 Jan 2026

13. In the Chatarchitct app, copy the necessary template by clicking the Copy button.

Approved templates ▾ **Submit template** **Show Failed** 😞

  Category: MARKETING rqwnyuf6nhyxrwkwudccq  
{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}  
Hello, {{1}}. We inform you that your trial version expires on  
{{2}}. Please consider subscribing to a paid plan.

14. In Everbridge, select "Outgoing Message" and paste the copied template into "All delivery methods".

## PREVIEW & EDIT:

View: Operator's Form

[Outgoing Message](#)

Imminent Threat to Life **i**

High priority **i**

### \* TITLE

test\_template\_2025\_12\_23

### TEXT

Use custom SMS message **i**

Hide list of variables

### All delivery methods

{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}  
Hello, {{1}}. We inform you that your trial version expires on {{2}}. Please consider  
subscribing to a paid plan.

15. Select the "Contacts" section. Click "Preview contacts".

New | Updated | Closed **i** MANAGE

Form & Message

Publishing Options

**Contacts **i****

Settings

Permissions

### CONTACTS

Response Quota: **None**

**\* ALWAYS SEND TO THESE CONTACTS **i****

**⚠** In the event that none of your conditions are met and no publishing option or incident subscription (i) Select default contacts here and/or (ii) allow operators to edit contact selections (use the perm

**0** Individuals | **0** Groups | **0** Rules | **0** Map

[Preview contacts](#)

### INCIDENT RULE

Select contact whose individual/group attribute meets the incident variable value

Individuals: **+** New Groups: **+** New

16. Click "Select" and choose contacts who will receive the message. Click OK.

Contacts ✕

**Select** Preview

Individuals Groups Rules Manage Contacts

> Select Individuals Using Upload List

First Name  Last Name   | [Advanced](#) [Reset](#)

<input type="checkbox"/> First Name	M.I.	Last Name	Suffix	External ID
<input type="checkbox"/> Critchlow		Lord		CCMER004
<input type="checkbox"/> Dennis		Marcelle		CCMER002
<input type="checkbox"/> Fareed		Mohammed		CCMER006
<input type="checkbox"/> Navindra		Persad		CCMER0010
<input checked="" type="checkbox"/> Sergey		Polyakov		395043
<input type="checkbox"/> Faith		Popan		CCMER0019
<input type="checkbox"/> Cassie		Roopnarine		CCMER005

<< < Page 3 of 4 > >> 10

**Individuals** [Remove](#)

Igor Kurochkin(1)

Sergey Polyakov(395043)

---

**Groups** [Remove](#)

---

**Rules** [Remove](#)

17. Go to "Settings" section. Click "Edit".

**Form & Message**

**Publishing Options**

**Contacts**

**Settings**

**Permissions**

## SETTINGS

View: **Default** | Condition 0

View: **Read-only** Edit

- \* Sender E-Mail Display:
- \* Sender caller ID:
- \* Sender SMS ID:
- \* Request Confirmation:
- \* Delivery methods:

---

> **More options**

18. Select the necessary Delivery Order. In Delivery methods, select WhatsApp.

\* Sender SMS ID: All countries Everbridge Numeric SMS ID

\* Request Confirmation:  Yes  No

\* Delivery methods:

Please select... ▾

- Phone
- SMS
- WhatsApp\_old
- Email
- SMS Test 1
- WhatsApp3
- Phone 2
- wa
- Teams
- Pager
- TAP
- WhatsApp

▼ More options

Delivery Order: Organization Default ▾ ⓘ

There are multiple options for delivery order modes:

**Organization Default** - Uses order specified for the Member's Organization

**Contact Preferred** - If you have enabled it, Members can customize the delivery order in the Member Portal. If they make no changes, the Organization's default order will be used.

**One Time Custom** - You can make changes here for this one notification. Overrides all other preferences.

19. Select the necessary Profile and set all the necessary options.

More options  
 Delivery Order: Organization Default ⓘ  
 Interval between delivery methods: 5 min(s)  
 Broadcast duration: 4 Minute(s)  
 Contact cycles: 1  
 Interval between cycles: 2 Minute(s)  
 Reply-to E-Mail: Organization ... x |  
 Apply voice delivery throttling rules for this notification:  Yes  No  
 Voice mail preference:  Message Only  Message with Confirmation  No Message  
 Everbridge Mobile App Settings:  
 Request location  
 Request image  
 Request additional information  
 Enable Sharing Options  
 Response Subscriptions:  Enabled  
 Profile: WhatsApp\_prod\_test  
 Display:  First confirmation only  Every confirmation

20. In the “Permissions” section, select all the necessary operator permissions.

Form & Message  
 Publishing Options  
 Contacts  
 Settings  
**Permissions**

### OPERATOR PERMISSIONS

Specify what an operator can do before sending a notification

	View	Edit	Add/Remove ⓘ
Message	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Contacts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Settings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Publishing Options (All)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Everbridge Network	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

21. Click “Save” to save the template.

New Incident Template [Return to Template List](#)

\* Name   Draft  Live Save

Category  Template ID

[New](#) | [Updated](#) | [Closed](#) **MANAGE**

Form & Message  
Publishing Options  
Contacts  
Settings

OPERATOR PERMISSIONS  
Specify what an operator can do before sending a notification

i

Message

22. Select "Incidents" - "Launch Incident".

Everbridge Suite

Dashboard ▾ Universe Notifications ▾ Incidents ▾ Contacts ▾

Incidents > Incident Templates

New Incident Template [Return to Template List](#)

\* Name

Category  Template ID

- + Launch Incident
- Open / History
- Scheduled
- Templates
- Scenarios
- Variables

23. Select the necessary template from the list.

Ad-Hoc Notification  
Everbridge WhatsApp Integration  
Everbridge WhatsApp Integration-Copy  
HURRICANE WATCH  
LANDSLIDES (MAJOR ROAD WAY)  
Travis Test - Working  
WhatsApp - Test Travis  
WhatsApp\_dev  
WhatsApp\_dev no code  
WhatsApp\_dev\_3  
WhatsApp\_dev\_loom  
WhatsApp\_dev\_test  
WhatsApp\_prod\_test  
test2

24. Set the values of the template's variables.

Enter / update incident details below

**1 Current Time**

02:56 PM

Time Format: HH:MM AM/PM

**2 IncidentID**

{IncidentID}

**3 WhatsApp Code**

{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}

360 characters remaining

**4 Incident Location**

Alex

96 characters remaining

**5 Incident Details & ACTIONS **

10 Jan 2025

25. Specify the sending options and click "Review".

Everbridge Mobile App Settings:

[View](#)

Response Subscriptions:

WhatsApp\_prod\_test

Display: Every confirmation

Invite these contacts to the incident chat:

No

Language:

English (US)

## Send

Send:  Now  Schedule

CLOSE incident after successful send

Review

26. To send the message, click "Send".

## DISTRIBUTION

Messages will be sent to:

**2** Total Organization  
Contacts\*

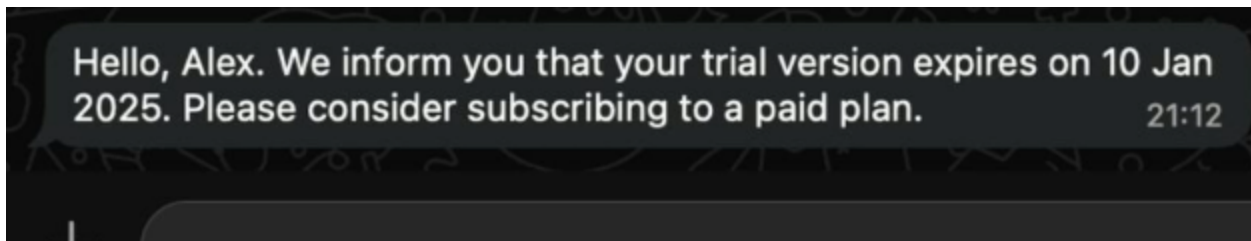
Via the following Delivery Methods:

WhatsApp

*\*Does not include Escalation contacts*

Send

27. The message will be sent to the contacts you had selected in the 16th step.



# How to create a template for WhatsApp Business API

## Step-by-step instructions how to create a template in our app

1. First of all, you need to open [wtargeted.com/](https://wtargeted.com/) and click on the "Facebook Login" button or "Google Login" button

embedded-image-culnv9iq.png

2. After you have logged in to your google \ facebook account, you must enter your PERSONAL phone number on which there is a WhatsApp application, a verification code will be sent to it (not to be confused with the number that you connected with us)

embedded-image-dmfx86db.png

3. Put your App key and Secret and press "Yes, continue".

embedded-image-hpxvqxku.png

4. After this, an app menu will be opened. Click on the "Submit template" button.

embedded-image-a3rguoxb.png

5. Select the desired language and template type.

Write your message with variables in the first column. For example, "Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created." Variables should be in braces {{}}.

Write a sample message replacing the variables with meaningful information in the second column. For example, "Hello, our employee will answer you as soon as possible. Ticket [999TTT] has been created.". The placeholder is square brackets [].

Then click "Submit Template".

embedded-image-yowrxxbc.png

6. After review, your template will appear in "Approved templates".

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Don't forget to click on the "refresh" button.

# How to improve your mailing

# How to improve your Template

When preparing a mailing campaign, one of the most common questions is: *How can I create an effective newsletter without risking being blocked?* In this article, we'll share practical recommendations to help you achieve that.

a4bd7642d9536283a560e6e1bff26211.png

## Text Length

Meta recommends keeping marketing templates under 500 characters to maximize customer engagement. The optimal range is 300–500 characters. In practice, this means keeping your message concise and focused: present the essence of your offer in just a few sentences instead of overwhelming readers with a wall of text.

## Personalization with Variables

Personalization significantly improves the effectiveness of your campaigns. Using variables such as the customer's name is a simple but powerful way to make your messages feel more personal. After all, everyone appreciates being addressed directly.

## Use of Media

Adding visuals such as bright images or short videos is a proven way to increase click-through rates. High-quality media design not only attracts attention but also serves as an important driver of conversions.

# Action Buttons

Quick-reply buttons are an excellent tool for faster customer interaction. A single click is always easier than typing a response.

5a4be485f54164179e0fd91d6accd817.png

In addition, action buttons can redirect users directly to your website or phone number, making the communication process seamless and convenient.

1b0d31226b3c37c0f87f2036155a83a5.png

# Unsubscribe Button

Meta recommends including an “Unsubscribe” button in mass-mailing templates, and we strongly support this practice. It’s much better to give customers an easy, native way to opt out than to risk complaints or negative feedback.

7441895cdfc1ce3e73dda9ab51969a43.png

# Conclusion

If you want your newsletter to deliver high engagement and strong conversion rates, make sure your template includes all of the elements listed above: concise copy, personalization, engaging visuals, action buttons, and an unsubscribe option.

**Important Note:** Templates containing images or call-to-action buttons (such as a website link or phone number) can only be approved via chat with our support team: [wa.me/421233221242](https://wa.me/421233221242)  
[wa.me/17377101702](https://wa.me/17377101702)