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# LINK Mobility WhatsApp Business API

WhatsApp Message API

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The most up-to-date version of this document is available at  
<https://www.linkmobility.com/developer/>

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## Legal Information

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## Before you begin

This is the API used to send and receive messages from WhatsApp through Link Mobility's Common Layer interface.

All users must first receive an account from WhatsApp prior to connecting to this API. The Link Mobility delivery team will manage the process.

### Base URL: s

You will get one of these URL: s assigned to you when your account is created:

**`https://n-eu.linkmobility.io/whatsapp-message`**

**`https://c-eu.linkmobility.io/whatsapp-message`**

## Scope of this document

This document will describe the Application Programming Interface (API) to receive and send messages through the Link Mobility Multi Channel platform. WhatsApp Message API is a REST API.

A familiarity with REST APIs is assumed. Messages will be delivered in JSON format. A basic familiarity with JSON is assumed.

## Capabilities of the platform

The platform is a high-capacity, high-availability messaging gateway designed to let you send and receive messages in various formats to a selection of providers like WhatsApp. Message types can be Template, Text, Image, Location, Audio, Video, Document, Interactive or Contacts as specified below.

## Terms and glossary

### Date

String that contains a date formatted according to RFC3339.

#### Example:

```
2010-03-30T12:59:40+02:00  
or  
2010-03-30T10:59:40Z (UTC)
```

### KeyValuePair.

Contains key value pairs of type string.

#### Example:

```
{  
  "key1": "value1", "key2": "value2", "key3": "value3"  
}
```

### MSISDN

It is a standard string type containing a mobile number in local or international format.

#### Example:

```
+46735555555  
+47925555555
```

### Template message

A predefined message used to initiate conversations. The templates are registered and approved in the Facebook Business Manager.

### Text message

Standard text message. If containing a URL the URL should start with http:// or https://.

### Image message

Supported image format:

- .jpeg

- .png

#### Location message

Contains a location in longitude and latitude format.

#### Audio message

Supported audio format:

- .aac
- .mp4
- .amr
- .mpeg
- .ogg (codex=opus)

Note: The base .ogg type is not supported

#### Video message

Supported video format:

- .mp4
- .3gpp

#### Document message

Supports any MIME-type document.

#### Interactive message

Message containing items that can be selected. Selected item will be communicated back in the message callback.

#### 24 hour customer care window

When a WhatsApp user sends a message to a business's phone number a 24 hour customer care window opens. When this care window is open all message types are made available to be sent to this number. Outside of the 24 hour customer care window a template message is the only type of message that can be used.

#### Event report gate

An event report gate specifies where callbacks should be sent. A business's callback URL is referenced by an event report gate id that can be used within the request.

#### Facebook Business Manager

Administration tool to manage WhatsApp business accounts. Handled by LINK.

## Authentication

Authentication is performed via Basic Authentication with provided username and password.

In basic HTTP authentication, a request contains a header field in the form of `Authorization: Basic <credentials>`, where credentials is the Base64 encoding of username and password joined by a single colon `:`.

## Resource

### POST /messages

#### MessageRequest

The request used to send message(s).

| Name                  | Data type                 | Required | Description  |
|-----------------------|---------------------------|----------|--|
| platformId            | String                    | Yes      | Platform id used for this transaction.   |
| platformPartnerId     | String                    | Yes      | Platform partner id used for this transaction.   |
| platformServiceId     | String                    | No       | Id of the service instance defined in the service platform.  |
| platformServiceType   | String                    | No       | Platform service type used for this transaction.   |
| platformTransactionId | String                    | No       | Service platform transaction id.   |
| priority              | Enum<br><LOW,NORMAL,HIGH> | Yes      | Priority used for this transaction.  |
| relativeValidityTime  | Long                      | No       | Time specified in milliseconds of how long the message is supposed to live.  |
| absoluteValidityTime  | Date                      | No       | Absolut time specified of when this message should expire. If no value is supplied it defaults to 48h ahead. Has precedence over |

|                  |                    |     |  |
|------------------|--------------------|-----|--|
|                  |                    |     | relativeValidityTime.<br><a href="#">Date</a> .  |
| eventReportGates | List<String>       | No  | List of gates to send event reports to. See <a href="#">Callbacks</a> .  |
| refId            | String             | Yes | Reference id used within this transaction.   |
| customParameters | KeyValueTypes      | No  | Custom parameters specified in the transaction.<br><a href="#">KeyValueTypes</a> .   |
| source           | String             | Yes | The source number. This should be a phone number registered to a WhatsApp Business API client. This is the client which will be used when sending the message. |
| destinations     | List<MsisdnString> | Yes | Destination numbers.<br><a href="#">MsisdnString</a> .   |
| messages         | List<Message>      | Yes | Message(s) to be sent.<br><a href="#">Message</a> .  |

## JSON

```
{
  "platformId": "your platformId",
  "platformPartnerId": "yourPlatformPartnerId",
  "platformServiceId": "yourPlatformServiceId",
  "platformServiceType": "yourPlatformServiceType",
  "platformTransactionId": "yourPlatformTransactionId",
  "priority": "NORMAL",
  "relativeValidityTime": 1584543059442,
  "absoluteValidityTime": "2020-03-18T16:49:21Z",
  "eventReportGates": [
    "v08kM29P",
    "jk98GtdP"
  ],
  "refId": "yourRefId",
  "customParameters": {
    "yourCustomKey1": "yourCustomValue1",
    "yourCustomKey2": "yourCustomValue2"
  },
  "source": "+460000000000",
  "destinations": [
    "+460000000001",
    "+460000000002"
  ],
  "messages": [
    {
      "type": "template",
      "template": {
        "namespace": "yourNamespace",
        "name": "yourTemplate",
        "language": {
          "code": "en"
        }
      },
      "components": [
        {
          "type": "body",
          "parameters": [
            {
              "type": "text",
              "text": "Your text"
            }
          ]
        }
      ]
    }
  ]
}
```



## Recognized Custom Parameters

| Name                           | Type    | Description   |
|--------------------------------|---------|---|
| ott.whatsapp.logMessageContent | Boolean | Default: <code>false</code><br>Set to <code>true</code> to enable logging the message content internally in the WhatsApp service.<br><br>One reason to enable this is to make LINK Support able to find your message(s) based on message content, if you ask them to do so. |

## HTTP status codes and response body

| HTTP status code          | Response body   |
|---------------------------|-----------------|
| 200 OK                    | MessageResponse |
| 400 Bad Request           | ErrorResponse   |
| 401 Unauthorized          | ErrorResponse   |
| 403 Forbidden             | ErrorResponse   |
| 500 Internal Server Error | ErrorResponse   |

### MessageResponse

The response body received when sending a successful message request.

| Name        | Type         | Description  |
|-------------|--------------|--|
| resultCode  | Integer      | Result code. See list of <a href="#">possible result codes</a> .   |
| description | String       | Descriptive text.  |
| messageIds  | List<String> | List of message ids that have been queued. The ordering of the ids mirror the order of the destination numbers in the request. |

### JSON

```
{
  "resultCode":112001,
  "description":"queued",
  "messageIds":[
    "1aU6cwxAKE9NzMLrS6M82C"
  ]
}
```

### Possible resultCodes in MessageResponse

| Code   | Description | Explained                           |
|--------|-------------|-------------------------------------|
| 112001 | Queued.     | The messages are queued to be sent. |

### ErrorResponse

The response body received when sending an unsuccessful message request.

| Name | Type | Description |
|------|------|-------------|
|------|------|-------------|

|                       |         |  |
|-----------------------|---------|--|
| resultCode            | Integer | Result code. See list of <a href="#">possible result codes</a> . |
| description           | String  | Descriptive text.  |
| translatedDescription | String  | Textual description of the problem based on Accept-Language      |

### JSON

```
{
  "resultCode": 112400,
  "description": "Unauthorized",
  "translatedDescription": null
}
```

### Possible resultCodes in ErrorResponse

| Code   | Description  | Explained                        |
|--------|--------------|----------------------------------|
| 112400 | Unauthorized | Not authorized. Contact support. |
| 112401 | No access    | Missing access. Contact support. |
| 112402 | Bad request  | Bad formatted request.           |
| 112500 | Server error | Server error. Contact support.   |

## Messages

### Message type

There are several types of messages that can be used in the message request. Any type of message cannot be sent at any time. For messages that are not of type template a 24-hour customer care window needs to be opened.

### Template

A template message. This message is used to initialize a conversation. The *text*, *media* and *interactive* templates used must be registered and approved in the Facebook Business Manager. Custom *carousel*, *catalog* and *limited\_time\_offer* templates are created by Link Mobility upon request.

Templates:

*text* - A simple template with a text message.

*media* - A template with supported media (image, video, document).

*interactive (buttons)* - A template with reply or url buttons.

*carousel* – Template with one or more carousel product cards.

*limited\_time\_offer (LTO)* – Template with a temporary product offer.

*catalog* – Template with catalog product items.

| Name       | Type                | Required | Description  |
|------------|---------------------|----------|--|
| type       | String              | Yes      | Type of message. Should be <i>template</i> for media template messages.  |
| template   | Template            | Yes      | Template.  |
| namespace  | String              | Yes      | Namespace where the template is located. The namespace will be provided. |
| name       | String              | Yes      | Name of a predefined template. The name will be provided                 |
| language   | Language            | Yes      | Language.  |
| components | List<Component<br>> | Yes      | List of components.  |

## Text template – JSON example

```
{
  "type": "template",
  "template": {
    "namespace": "yourNamespace",
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "Your text"
          }
        ]
      }
    ]
  }
}
```

## Media template - JSON example

```
{
  "type": "template",
  "template": {
    "namespace": "yourNamespace",
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "header",
        "parameters": [
          {
            "type": "document",
            "document": {
              "link": "https://www.example.com/file.pdf",
              "filename": "filename"
            }
          }
        ]
      },
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "Your text"
          },
          {
            "type": "currency",
            "currency": {
              "fallbackValue": "$100.99",
              "code": "USD",
              "amount1000": "100990"
            }
          },
          {
            "type": "dateTime",
            "dateTime": {
              "fallbackValue": "February 25, 1977 03:33PM",
              "dayOfWeek": 5,
              "dayOfMonth": 25,
              "year": 1977,
              "month": 2,
              "hour": 15,
              "minute": 33
            }
          }
        ]
      }
    ]
  }
}
```

## Interactive template - JSON example

```

{
  "type": "template",
  "template": {
    "namespace": "yourNamespace",
    "name": "yourTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "header",
        "parameters": [
          {
            "type": "text",
            "text": "'Your header text here'"
          }
        ]
      },
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "'Your body text here'"
          }
        ]
      },
      {
        "type": "button",
        "subType": "quickReply" or "url",
        "index": 0,
        "parameters": [
          {
            "type": "payload" or "text",
            "text": "Your text here" //used for url button
            "payload": "Your payload here" //used for quick reply
button
          }
        ]
      },
      {
        "type": "button",
        "subType": "quickReply" or "url",
        "index": 1,
        "parameters": [
          {
            "type": "payload" or "text",
            "text": "Your text here" //used for url button
            "payload": "Your payload here" //used for quick reply
button
          }
        ]
      }
    ]
  }
}

```

```
}  
}
```

### Carousel template - JSON example

```
{  
  "type": "template",  
  "template": {  
    "namespace": "yourNamespace",  
    "name": "yourCarouselTemplate",  
    "language": {  
      "code": "en"  
    },  
    "components": [  
      {  
        "type": "body",  
        "parameters": [  
          {  
            "type": "text",  
            "text": "Your body text here"  
          }  
        ]  
      },  
      {  
        "type": "carousel",  
        "cards": [  
          {  
            "card_index": 0,  
            "components": [  
              {  
                "type": "header",  
                "parameters": [  
                  {  
                    "type": "image",  
                    "image": {  
                      "id": "1234567"  
                    }  
                  }  
                ]  
              },  
              {  
                "type": "body",  
                "parameters": [  
                  {  
                    "type": "text",  
                    "text": "100FF"  
                  },  
                  {  
                    "type": "text",  
                    "text": "10%"  
                  }  
                ]  
              },  
              {  
                "type": "button",  
                "sub_type": "quick_reply",  
                "text": "100FF"  
              }  
            ]  
          }  
        ]  
      }  
    ]  
  }  
}
```



```
    "index": "0",
    "parameters": [
      {
        "type": "payload",
        "payload": "59NqSd"
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "url",
    "index": "1",
    "parameters": [
      {
        "type": "payload",
        "payload": "url-button-payload"
      }
    ]
  }
]
}
]
```

\* Please contact your local support if you want us to create custom carousel templates for you.

#### Limited-time Offer (LTO) template - JSON example

```
{
  "type": "template",
  "template": {
    "namespace": "yourNamespace",
    "name": "yourLtoTemplate",
    "language": {
      "code": "en"
    },
    "components": [
      {
        "type": "body",
        "parameters": [
          {
            "type": "text",
            "text": "parameter-text"
          }
        ]
      },
      {
        "type": "limited_time_offer",
        "parameters": [
          {
            "type": "limited_time_offer",
            "limited_time_offer": {
```

```

        "expiration_time_ms": 1707232588000
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "copy_code",
    "index": 0,
    "parameters": [
      {
        "type": "coupon_code",
        "coupon_code": "example-coupon-code"
      }
    ]
  },
  {
    "type": "button",
    "sub_type": "url",
    "index": 1,
    "parameters": [
      {
        "type": "text",
        "text": "example-url-button-text"
      }
    ]
  }
]
}
}

```

*\* Please contact your local support if you want us to create custom LTO templates for you.*

### Catalog template - JSON example

```

{
  "type": "template",
  "template": {
    "name": "<NAME>",
    "language": {
      "code": "<CODE>"
    }
  },
  "components": [
    /* Body component required if template uses variables,
    otherwise omit */
    {
      "type": "body",
      "parameters": [
        {
          "type": "<TYPE>",
          "text": "<TEXT>"
        }
      ]
    },
    {

```

```
"type": "button",
  "sub_type": "CATALOG",
  "index": 0,
  "parameters": [
    {
      "type": "action",
      "action": {
        "thumbnail_product_retailer_id":
"<THUMBNAIL_PRODUCT_RETAILER_ID>"
      }
    }
  ]
}
```

### Text message

A simple text message.

| Name       | Type    | Required | Description  |
|------------|---------|----------|--|
| type       | String  | Yes      | Type of message. Should be <i>text</i> for text messages.                      |
| previewUrl | Boolean | No       | Set to true if the text message contains a URL that is to be previewed.        |
| text       | Text    | Yes      | Text.  |
| body       | String  | Yes      | Text message. If contains a URL the URL should start with http:// or https://. |

### JSON

```
{
  "type": "text",
  "previewUrl": false,
  "text": {
    "body": "Your text here!"
  }
}
```

### Image message

A message with an image.

| Name    | Type   | Required | Description   |
|---------|--------|----------|---|
| type    | String | Yes      | Type of message. Should be <i>image</i> for image messages. |
| image   | Image  | Yes      | Image.  |
| link    | String | Yes      | Link to an image. Starts with http:// or https://.          |
| caption | String | No       | Caption of the image.                                       |

### JSON

```
{
  "type": "image",
  "image": {
    "link": "https://example.com/image.jpg",
    "caption": "Your image caption!"
  }
}
```

## Location message

A message with a location.

| Name      | Type     | Required | Description   |
|-----------|----------|----------|---|
| type      | String   | Yes      | Type of message. Should be <i>location</i> for location messages. |
| location  | Location | Yes      | Location.   |
| longitude | Double   | Yes      | Longitude.  |
| latitude  | Double   | Yes      | Latitude.   |
| name      | String   | No       | Name.   |
| address   | String   | No       | Address. Only displayed if name is present.                       |

## JSON

```
{
  "type": "location",
  "location": {
    "longitude": 18.0739497,
    "latitude": 59.3120499,
    "name": "Linkmobility Stockholm, Sweden",
    "address": "Götgatan 78, Stockholm, Sverige"
  }
}
```

### Audio message

A message with audio.

| Name  | Type   | Required | Description   |
|-------|--------|----------|---|
| type  | String | Yes      | Type of message. Should be <i>audio</i> for audio messages. |
| audio | Audio  | Yes      | Audio.  |
| link  | String | Yes      | Link to the audio. Begins with http://or https://.          |

### JSON

```
{
  "type": "audio",
  "audio": {
    "link": "https://example.com/audio.mp4"
  }
}
```

### Video message

A message with a video.

| Name    | Type   | Required | Description   |
|---------|--------|----------|---|
| type    | String | Yes      | Type of message. Should be <i>video</i> for video messages. |
| video   | Video  | Yes      | Video.  |
| link    | String | Yes      | Link to a video. Begins with http:// or https://.           |
| caption | String | No       | Caption of the video.                                       |

### JSON

```
{
  "type": "video",
  "video": {
    "link": "https://example.com/video.mp4",
    "caption": "Your video caption"
  }
}
```

## Document message

A message with a document.

| Name     | Type     | Required | Description   |
|----------|----------|----------|---|
| type     | String   | Yes      | Type of message. Should be <i>document</i> for document messages.               |
| document | Document | Yes      | Document.   |
| link     | String   | Yes      | Link to a document. Begins with <code>http://</code> or <code>https://</code> . |
| caption  | String   | No       | Caption of the document.  |
| filename | String   | No       | Name of the document file.  |

## JSON

```
{
  "type": "document",
  "document": {
    "link": "https://example.com/document.pdf",
    "caption": "Your document caption",
    "filename": "Your document filename"
  }
}
```

**Note :** The document Type in “template” message and document message Type are different.

For e.g : you can send caption field with message "type": "document", however for message "type": "template" , the caption under `components.type` document is not allowed.

,

Contacts message

A message with contact(s).

| Name      | Type           | Required | Description   |
|-----------|----------------|----------|---|
| type      | String         | Yes      | Type of message. Should be <i>contacts</i> for contacts messages. |
| contacts  | List<Contact>  | Yes      | List of contacts.   |
| addresses | List<Address > | No       | List of addresses.  |
| birthday  | String         | No       | Birthday.   |
| emails    | List<Email>    | No       | List of emails.   |
| name      | Name           | No       | Name.   |
| org       | Org            | No       | Org.  |
| phones    | List<Phone>    | No       | List of phones.   |
| urls      | List<Url>      | No       | List of urls.   |



## JSON

```
{
  "type": "contacts",
  "contacts": [
    {
      "addresses": [
        {
          "city": "Menlo Park",
          "country": "United States",
          "countryCode": "us",
          "state": "CA",
          "street": "1 Hacker Way",
          "type": "HOME",
          "zip": "94025"
        },
        {
          "city": "Menlo Park",
          "country": "United States",
          "countryCode": "us",
          "state": "CA",
          "street": "200 Jefferson Dr",
          "type": "WORK",
          "zip": "94025"
        }
      ],
      "birthday": "2012-08-18",
      "emails": [
        {
          "email": "test@fb.com",
          "type": "WORK"
        },
        {
          "email": "test@whatsapp.com",
          "type": "WORK"
        }
      ],
      "name": {
        "firstName": "John",
        "formattedName": "John Smith",
        "lastName": "Smith"
      },
      "org": {
        "company": "WhatsApp",
        "department": "Design",
        "title": "Manager"
      },
      "phones": [
        {
          "phone": "+1 (940) 555-1234",
          "type": "HOME"
        },
        {
          "phone": "+1 (650) 555-1234",
          "type": "WORK",
          "waId": "16505551234"
        }
      ]
    }
  ]
}
```

```
    }  
  ],  
  "urls": [  
    {  
      "url": "https://www.facebook.com",  
      "type": "WORK"  
    }  
  ]  
}  
]
```

Interactive message

A message with interactive element.

There are seven versions of the interactive messages:

- *Flow Messages*: Flows provide a way to develop and deliver interactive experiences for your users, enabling a variety of interactions, engagements, and monetization opportunities for your business. With Flows, you can:
  - Present simple input forms (in order to schedule an appointment, for example)
  - Create workflows that guide users through multiple screens (for ordering products, for example)
  - Create endpoints that exchange data across screens to enable more complex interactions (such as guiding a user through a process with multiple potential outcomes)
- *Catalog Messages* : Free-form messages containing a button that, when tapped, displays your product catalog within WhatsApp.
- *List Messages*: Messages including a menu of up to 10 options. This type of message offers a simpler and more consistent way for users to make a selection when interacting with a business.
- *Reply Buttons*: Messages including up to 3 options —each option is a button. This type of message offers a quicker way for users to make a selection from a menu when interacting with a business. Reply buttons have the same user experience as interactive templates with buttons.
- *CTA URL Buttons*: Message with a single button that points to a URL.
- *Single Product Message*: Message with a single product item from a business' inventory.
- *Multi-Product Message*: Message containing a selection of up to 30 items from a business' inventory.

Selected option will be communicated back in a message callback (See [Callbacks / Webhooks](#) below).

#### *Interactive Message Specifications*

- Interactive messages can be combined together in the same flow.
- Users cannot select more than one option at the same time from a list or button message, but they can go back and re-open a previous message.
- List or reply button messages cannot be used as notifications. Currently, they can only be sent within 24 hours of the last message sent by the user. If you try to send a message outside the 24-hour window, you get an error message.
- Supported platforms: iOS, Android, and web.

For more information about the interactive format please see the WhatsApp developer page<sup>1</sup>.

1 <https://developers.facebook.com/docs/whatsapp/guides/interactive-messages/>

| Name                    | Type                   | Required                           | Description   |
|-------------------------|------------------------|------------------------------------|---|
| type                    | String                 | Yes                                | Type of message. Should be <i>interactive</i> for interactive messages.   |
| interactive             | interactive            | Yes                                | Interactive.  |
| interactive.type        | String                 | Yes                                | Either <i>list</i> , <i>button</i> , <i>product</i> , <i>product_list</i> , <a href="#">catalog message</a> or <a href="#">flow</a> |
| interactive.header      | <a href="#">header</a> | Yes if type is <i>product_list</i> | Header of the interactive message.  |
| interactive.body.text   | String                 | Yes                                | Body of the interactive message. Maximum length: 1024 characters.   |
| interactive.footer.text | String                 | No                                 | Footer of the interactive message.<br><br>Maximum length: 60 characters.  |
| interactive.action      | <a href="#">action</a> | Yes                                | Action of the interactive message   |

#### JSON simple outline (list type)

```

{
  "type": "interactive",
  "interactive": {
    "type": "list",
    "header": {...},
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {...}
  }
}
    
```

For complete examples see “[Interactive message full examples](#)” below.

### Interactive header

The header can be either normal text, or one of the other supported media formats.

| Name     | Type                  | Required                       | Description  |
|----------|-----------------------|--------------------------------|--|
| type     | String                | Yes                            | The header type you would like to use.<br><br>List messages only support <i>text</i> . Button messages support either <i>text</i> , <i>video</i> , <i>image</i> or <i>document</i> . |
| text     | String                | Yes if type is <i>text</i>     | Text for the header. Formatting allows emojis, but not markdown.<br><br>Maximum length: 60 characters.   |
| video    | <a href="#">media</a> | Yes if type is <i>video</i>    | Video media object   |
| image    | <a href="#">media</a> | Yes if type is <i>image</i>    | Image media object   |
| document | <a href="#">media</a> | Yes if type is <i>document</i> | Document media object  |

### Interactive media

The media can either use a link to point directly to a media resource, or an ID of an already uploaded media object.

| Name          | Type   | Required  | Description  |
|---------------|--------|---|--|
| id            | String | Required when type is <i>document, image or video</i> and you are <b>not using a link</b> .               | <p>The media object ID. This is returned when the media is successfully uploaded to the WhatsApp Business API client via the media endpoint<sup>2</sup>.</p> <p>Do not use this field when message type is set to <i>text</i>.</p>   |
| link          | String | Required when type is <i>document, image or video</i> and you are <b>not using an uploaded media ID</b> . | <p>The protocol and URL of the media to be sent. Use only with HTTP/HTTPS URLs.</p> <p>Do not use this field when message type is set to <i>text</i>.</p>  |
| caption       | String | No  | Describes the media  |
| filename      | String | No  | Describes the filename for the specific document. Use only with <i>document</i> media.   |
| provider.name | String | No  | <p>This provider is optionally used with a <i>link</i> when the HTTP/HTTPS link is not directly accessible and requires additional configurations like a bearer token.</p> <p>For information on configuring providers, see the Media Providers documentation<sup>3</sup>.</p> |

<sup>2</sup> <https://developers.facebook.com/docs/whatsapp/api/media>

<sup>3</sup> <https://developers.facebook.com/docs/whatsapp/api/settings/media-providers>

## JSON (header and media outline)

```
{
  "header": {
    "type": "text" | "image" | "video" | "document",
    "text": "your text"
    # OR
    "document": {
      "id": "your-media-id",
      "filename": "some-file-name"
    }
    # OR
    "document": {
      "link": "the-provider-name/protocol://the-url",
      "provider": {
        "name": "provider-name",
      },
      "filename": "some-file-name"
    },
    # OR
    "video": {
      "id": "your-media-id"
    }
    # OR
    "video": {
      "link": "the-provider-name/protocol://the-url",
      "provider": {
        "name": "provider-name"
      }
    }
    # OR
    "image": {
      "id": "your-media-id"
    }
    # OR
    "image": {
      "link": "http(s)://the-url",
      "provider": {
        "name": "provider-name"
      }
    }
  }
}
```

### Interactive action

Action you want the user to perform after reading the message.

| Name                          | Type                                | Required   | Description   |
|-------------------------------|-------------------------------------|--|---|
| name                          | String                              | Required for Flow messages, Location Request messages or CTA URL messages. | Value <ul style="list-style-type: none"> <li>- must be <i>"flow"</i> when sending <a href="#">flow messages</a></li> <li>- must be <i>"send_location"</i> when <a href="#">requesting user's location</a></li> <li>- must be <i>"cta_url"</i> for CTA URL messages</li> </ul> |
| parameters                    | <a href="#">parameters</a>          | Required if name is equal to flow or cta_url.                              | <a href="#">parameters</a> object type containing Interactive action parameters   |
| button                        | String                              | Required for List messages   | Button content. It cannot be an empty string and must be unique within the message Does not allow emojis or markdown.<br><br>Maximum length: 20 characters.   |
| sections                      | List<br>< <a href="#">section</a> > | Required for List and Multi-Product Messages                               | List and Multi-product type only  |
| buttons                       | List<br>< <a href="#">button</a> >  | Required for Button messages   | Button type only  |
| catalog_id                    | String                              | Required for Single Product and Multi-Product Messages                     | Unique identifier of the Facebook catalog linked to your WhatsApp Business Account. This ID can be retrieved via Commerce Manager.  |
| thumbnail_product_retailer_id | String                              | Required for Single Product and Multi-Product Messages                     | Unique identifier of the product in a catalog.<br><br>Shown as <i>"Content Id"</i> under the item in the Commerce Manager.  |



|           |        |                                       |   |
|-----------|--------|---------------------------------------|---|
| flowToken | String | Optional while sending Flow templates | Flow token to be used when sending Flow Templates |
|-----------|--------|---------------------------------------|---|

### Interactive section

Specifies the rows/options in a list message.

| Name                                  | Type           | Required                     | Description  |
|---------------------------------------|----------------|------------------------------|--|
| title                                 | String         | Yes                          | Title of the section.<br>Maximum length: 24 characters.  |
| rows                                  | List<br><rows> | Yes if list message          | Contains a list of rows.   |
| rows.id                               | String         | Yes                          | Unique row id.<br>Maximum length: 200 characters   |
| rows.title                            | String         | Yes                          | Row title, what the user sees in the message.<br>Maximum length: 24 characters   |
| rows.description                      | String         | No                           | Row description, visible under the title in the message.<br>Maximum length: 72 characters  |
| product_items                         | List<product>  | Yes if multi-product message | Array of product objects.<br>There is a minimum of 1 product per section. There is a maximum of 30 products across all sections. |
| product_items.<br>product_retailer_id | String         | Yes if multi-product message | Unique identifier of the product in a catalog.<br>Shown as “Content Id” under the item in the Commerce Manager.                  |

### Interactive button

Specifies the buttons in a button message.

| Name        | Type   | Required | Description   |
|-------------|--------|----------|---|
| type        | String | Yes      | Always <i>reply</i> for button messages.  |
| reply       | reply  | Yes      | Reply button.   |
| reply.id    | String | Yes      | <p>Unique identifier for your button. This ID is returned in the webhook when the button is clicked by the user.</p> <p>Maximum length: 256 characters.</p>       |
| reply.title | String | Yes      | <p>Button title. It cannot be an empty string and must be unique within the message. Does not allow emojis or markdown.</p> <p>Maximum length: 20 characters.</p> |

### Interactive action parameters

Specifies the action parameters in an interactive message.

| Name                          | Used in interactive Type | Type   | Required | Description  |
|-------------------------------|--------------------------|--------|----------|--|
| thumbnail_product_retailer_id | catalog_message          | String | No       | The field is used only <ul style="list-style-type: none"> <li>a) when interactive type = <i>catalog_message</i>. Value should be Item SKU number. Labeled as <b>Content ID</b> in the Commerce Manager. The thumbnail of this item will be used as the message's header image.</li> <li>b) Or while sending <a href="#">Catalog Templates</a></li> </ul> |
| display_text                  | cta_url                  | String | Yes      | Text to display on button  |
| url                           | cta_url                  | String | Yes      | URL to redirect to when clicking on button   |
| mode                          | flow                     | String | No       | The Flow can be in either draft or published mode. <b>(Default value: published)</b>   |
| flow_message_version          | flow                     | String | Yes      | value must be "3".   |
| flow_token                    | flow                     | String | Yes      | Flow token that is generated by the business to serve as an identifier.  |
| flow_id                       | flow                     | String | Yes      | Unique ID of the Flow provided by WhatsApp.  |
| flow_cta                      | flow                     | String | Yes      | Text on the CTA button. For example: "Signup" Character limit - 20 characters (no emoji).  |
| flow_action                   | flow                     | String | No       | navigate or data_exchange. <b>(Default value: navigate)</b>  |
| flow_action_payload           | flow                     | object | No       | Required if flow_action field is equal to value "navigate". Should be omitted otherwise.   |

|  |      |                          |    |   |
|--|------|--------------------------|----|---|
| flow_action_payload.screen                   | flow | String                   | No | The ID of the screen displayed first. It needs to be an entry screen.                               |
| flow_action_payload.data                     | flow | flow_action_payload.data | No | Optional input data for the first Screen of the Flow. If provided, this must be a non-empty object. |
| flow_action_payload.Data.product_name        | flow | String                   | No | Product Name  |
| flow_action_payload.Data.product_description | flow | String                   | No | Product Description   |
| flow_action_payload.Data.product_price       | flow | Integer                  | No | Product price   |

*Interactive message full examples***JSON (Flow type)**

```
{
  "type": "interactive",
  "interactive": {
    "type": "flow",
    "header": {
      "type": "text",
      "text": "Flow message header"
    },
    "body": {
      "text": "Flow message body"
    },
    "footer": {
      "text": "Flow message footer"
    },
    "action": {
      "name": "flow",
      "parameters": {
        "flow_message_version": "3",
        "flow_token": "<FLOW_TOKEN>",
        "flow_id": "<FLOW_ID>",
        "flow_cta": "Book",
        "flow_action": "navigate",
        "flow_action_payload": {
          "screen": "<SCREEN_NAME>",
          "data": {
            "product_name": "name",
            "product_description": "description",
            "product_price": 100
          }
        }
      }
    }
  }
}
```

## JSON (Catalog Message type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "catalog_message",
    "body": {
      "text": "Hello! Thanks for your interest. Ordering is easy.
Just visit our catalog and add items to purchase."
    },
    "action": {
      "name": "catalog_message",
      /* Parameters object is optional */
      "parameters": { //Optional
        "thumbnail_product_retailer_id": "SKU000"
      }
    },
    "footer": {
      "text": "Best grocery deals on WhatsApp!"
    }
  }
}
```

## JSON (List type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "list",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "button": "sample button text",
      "sections": [
        {
          "title": "sample section title",
          "rows": [
            {
              "id": "row-identifier-1",
              "title": "row-title-1",
              "description": "row-description-content"
            }, { ... }
          ]
        }, { ... }
      ]
    }
  }
}
```

## JSON (Button type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "button",
    "header": {
      "type": "image",
      "image": {
        "link": "http(s)://the-url"
      }
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "buttons": [
        {
          "type": "reply",
          "reply": {
            "id": "unique-button-id-1",
            "title": "button title",
          }
        },
        {...}
      ]
    }
  }
}
```

## JSON (Product type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "product",
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "catalog_id": "12345678",
      "product_retailer_id": "SKU-01"
    }
  }
}
```

### JSON (Multi-product type)

```
{
  "type": "interactive",
  "interactive": {
    "type": "product_list",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "catalog_id": "12345678",
      "sections": [
        {
          "title": "section-1",
          "product_items": [
            { "product_retailer_id": "SKU-01" },
            { "product_retailer_id": "SKU-02" },
            {...}
          ]
        }, {...}
      ]
    }
  }
}
```

### [Interactive Location Request Messages type](#)

```
"type": "interactive",
"to": "<WHATSAPP_USER_PHONE_NUMBER>",
"interactive": {
  "type": "location_request_message",
  "body": {
    "text": "<BODY_TEXT>"
  },
  "action": {
    "name": "send_location"
  }
}
```



## CTA URL

```
{
  "type": "interactive",
  "interactive": {
    "type": "cta_url",
    "header": {
      "type": "text",
      "text": "sample header text"
    },
    "body": {
      "text": "sample body text"
    },
    "footer": {
      "text": "sample footer text"
    },
    "action": {
      "name": "cta_url",
      "parameters": {
        "display_text": "sample display text",
        "url": "https://www.sample-url.com"
      }
    }
  }
}
```

## Message content property

Properties of the content.

### Address

The address of the contact.

- Used with contacts message.

| Name        | Type   | Required | Description           |
|-------------|--------|----------|-----------------------|
| city        | String | No       | City.                 |
| country     | String | No       | Country.              |
| countryCode | String | No       | Country code.         |
| state       | String | No       | State.                |
| street      | String | No       | Street.               |
| type        | String | No       | Type. Eg. HOME, WORK. |
| zip         | String | No       | Zip.                  |

### Email

The e-mail address of the contact.

- Used with contacts message.

| Name  | Type   | Required | Description           |
|-------|--------|----------|-----------------------|
| email | Email  | No       | Email.                |
| type  | String | No       | Type. Eg. HOME, WORK. |

## Name

The name of the contact.

- Used with contacts message.

| Name          | Type   | Required  | Description     |
|---------------|--------|-----------|-----------------|
| firstName     | String | Optional* | First name.     |
| formattedName | String | Yes       | Formatted name. |
| lastName      | String | Optional* | Last name.      |
| middleName    | String | Optional* | Middle name.    |
| suffix        | String | Optional* | Name suffix.    |
| prefix        | String | Optional* | Name prefix.    |

\* At least one of the optional parameters needs to be included along with the formattedName parameter.

## Org

The organization of the contact.

- Used with contacts message.

| Name       | Type   | Required | Description |
|------------|--------|----------|-------------|
| company    | String | No       | Company.    |
| department | String | No       | Department. |
| title      | String | No       | Title.      |

## Phone

The phone number of the contact.

- Used with contacts message.

| Name  | Type   | Required | Description           |
|-------|--------|----------|-----------------------|
| phone | String | No       | Phone number.         |
| type  | String | No       | Type. Eg. HOME, WORK. |
| waId  | String | No       | WhatsApp id.          |

### Url

The url of the contact.

- Used with contacts message.

| Name | Type   | Required | Description             |
|------|--------|----------|-------------------------|
| url  | String | No       | Url.                    |
| type | String | No       | Type of url. HOME, WORK |

### Language

The language of the template.

- Used with template message.

| Name | Type   | Required | Description   |
|------|--------|----------|---|
| code | String | Yes      | Code of the language or locale to use. Must match the language code in the predefined template. |

### Currency

| Name          | Type   | Required | Description  |
|---------------|--------|----------|--|
| fallbackValue | String | Yes      | Fallback value. Eg. "\$100.99".                        |
| code          | String | Yes      | Currency code.   |
| amount1000    | String | Yes      | Amount in minor units. Eg. \$100,99 is sent as 100990. |

## DateTime

| Name          | Type   | Required  | Description                                      |
|---------------|--------|-----------|--|
| fallbackValue | String | Yes       | Fallback value. Eg. "February 25, 1977 03:33PM". |
| dayOfWeek     | String | Optional* | Day of week.                                     |
| dayOfMonth    | String | Optional* | Day of month.                                    |
| year          | String | Optional* | Year.  |
| month         | String | Optional* | Month  |
| hour          | String | Optional* | Hour.  |
| minute        | String | Optional* | Minute.  |
| timestamp     | String | Optional* | Timestamp in milliseconds.                       |

\* Must contain dayOfWeek, dayOfMonth, year, month,hour,minute together or timestamp alone.

## Component

Components to construct the template message.

| Name       | Type            | Required             | Description   |
|------------|-----------------|----------------------|---|
| type       | String          | Yes                  | <p>Describes the component type<br/>Values: <i>header</i>, <i>body</i>, <i>button</i>, <i>carousel</i>, <i>limited_time_offer</i>.</p> <p>In the <i>header</i> you can have one or none of the media parameters (<i>image</i>, <i>document</i> or <i>video</i>). The media must match the media in the predefined template.</p> <p>In the <i>body</i> you can have <i>text</i>, <i>currency</i> and <i>dateTime</i> parameters. The number of parameters in the body must match the number of parameters defined in the predefined template.</p> <p>A <i>button</i> can have a <i>text</i> parameter (for button sub type <i>url</i>) or a <i>payload</i> parameter (for button sub type <i>quickReply</i>).</p> <p>The <i>carousel</i> component will have a array of <i>cards</i>. Each of these cards will have an <i>index</i> and a <i>components</i> array with <i>header</i>, optional <i>body</i> and one or more <i>buttons</i>.</p> |
| subType    | String          | Yes for type button. | <p>The sub type.</p> <p>Sub types:<br/><i>quickReply</i>- Used for quick reply buttons.<br/><i>url</i> - Used for url buttons.<br/><i>flow</i> – Used for flow templates.<br/><i>catalog</i> – Used for catalog templates</p>   |
| index      | String          | Yes for type button. | The index of the button(s). First index = 0.  |
| parameters | List<Parameter> | Yes                  | Parameters containing the content of the message.   |

## Parameter

Parameters allowed in the components of the template message.

### Image parameter

Follows the same format as Image message\*.

\* Caption is not supported.

- Used in the header component.

### Document parameter

Follows the same format as Document message\*.

\* Caption is not supported.

\* PDF is the only supported format.

- Used in the header component.

### Video parameter

Follows the same format as Video message\*.

\* Caption is not supported.

- Used in the header component.

### Text parameter

A simple text parameter.

- Used in body and url button component.

| Name | Type   | Required | Description  |
|------|--------|----------|--|
| type | String | Yes      | Type of parameter. Should be <i>text</i> for text parameter. |
| text | String | Yes      | Text of the message or url button.                           |

### Payload parameter

A payload parameter.

- Used in quick reply button component.

| Name    | Type   | Required | Description  |
|---------|--------|----------|--|
| type    | String | Yes      | Type of parameter. Should be <i>payload</i> for payload parameter. |
| payload | String | Yes      | Payload of the quick reply button.                                 |

### Currency parameter

A parameter with currency.

- Used in the body component.

| Name     | Type     | Required | Description  |
|----------|----------|----------|--|
| type     | String   | Yes      | Type of parameter. Should be <i>currency</i> for currency parameter. |
| currency | Currency | Yes      | Currency.  |

### DateTime parameter

A parameter with date time.

- Used in the body component.

| Name     | Type     | Required | Description  |
|----------|----------|----------|--|
| type     | String   | Yes      | Type of parameter. Should be <i>dateTime</i> for dateTime parameter. |
| dateTime | DateTime | Yes      | DateTime.  |

### Action parameter

A parameter with date time.

- Used in the body component.

| Name   | Type   | Required | Description   |
|--------|--------|----------|---|
| type   | String | Yes      | Type of parameter. Should be <i>action</i> for action parameter.      |
| action | Action | Yes      | Action parameters (Refer Interactive <a href="#">Action</a> for type) |

### Coupon parameter

A parameter for coupon code values.

- Used in the button component in LTO-messages.

| Name        | Type   | Required | Description   |
|-------------|--------|----------|---|
| type        | String | Yes      | Type of parameter. Should be <i>coupon_code</i> for coupon parameter. |
| coupon_code | String | Yes      | Coupon code value   |



### Limited Time Offer parameter

A parameter for limited time offer settings.

- Used in the limited time offer component.

| Name               | Type   | Required | Description  |
|--------------------|--------|----------|--|
| type               | String | Yes      | Type of parameter. Should be <i>limited_time_offer</i> for limited time offer parameter. |
| expiration_time_ms | Long   | Yes      | Offer code expiration time as a UNIX timestamp in milliseconds.                          |

## Callbacks / Webhooks

### Message Status Notifications

Message Status Notifications are related to messages that you have previously sent, and gives information on events that happen when LINK and WhatsApp attempt to deliver a message to the mobile device of the recipient.

One callback relates to one message.

Each message that is queued by our API, will generate one or more callbacks.

To enable callbacks, you must ask LINK's customer support to register your callback endpoint URL. You will then receive the ID of the eventReportGates they have created. This ID you must add in the [eventReportGates](#) field in your requests when sending messages.

| Name        | Type   | Description  |
|-------------|--------|--|
| messageId   | String | This is the unique message id (messageId returned by the MessageRequest) and should be referred to when sending questions to support.  |
| refId       | String | This is the unique refId set by the client when sending the MessageRequest ) and may be referred to when sending questions to support. |
| messageType | String | Type of message. In case of failed message request (no messages sent) the type will be "request".                                      |

|                      |          |  |
|----------------------|----------|--|
| messageIndex         | Integer  | Index of the message. Starts at index 0. In case of failed message request with multiple messages (no messages sent) -1 will be the index. |
| timestamp            | Date     | Can be time for final status such as delivered; formatted according to RFC3339, e.g. 2010-03-30T12:59:40+02:00.                            |
| resultCode           | Integer  | The result code. Result codes.   |
| resultDescription    | String   | Descriptive result text.   |
| gateCustomParameters | KeyValue | Gate resource:customParameters.  |
| customParameters     | KeyValue | Custom parameters sent in the MessageRequest.  |

## JSON

```
{
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "refId": "76439283",
  "messageType": "text",
  "messageIndex": 0,
  "timestamp": "2020-03-30T12:59:41+02:00",
  "resultCode": 112003,
  "resultDescription": "delivered",
  "gateCustomParameters": {
    "gateCustomKey1": "gateCustomValue1",
    "gateCustomKey2": "gateCustomValue2"
  },
  "customParameters": {
    "customKey1": "customValue1",
    "customKey2": "customValue2"
  }
}
```

### Possible resultCode in Message Status Notifications

| Code   | Description        | Explained   |
|--------|--------------------|---|
| 112000 | Unknown error.     | An unexpected error occurred. Contact support.  |
| 112006 | Sent by WA         | The message is by WhatsApp forwarded from the Business API proxy to their internal server infrastructure. |
| 112007 | Read               | The message is read by the recipient.   |
| 112008 | Deleted            | The message was deleted by the recipient.   |
| 112002 | Sent to WA         | The message is sent to WhatsApp. WhatsApp will try to deliver the message to the recipients phone.        |
| 112003 | Delivered.         | The message is delivered to the recipient's phone.  |
| 112403 | Not delivered.     | The message was not delivered. See <a href="#">resultDescription</a> for additional information.          |
| 112404 | Invalid contact.   | The recipient is not a valid WhatsApp user.   |
| 112406 | Failed WA request. | Failed request from WhatsApp proxy. Contact support.  |
| 112408 | System error       | An unexpected error occurred when contacting the WhatsApp proxy. Contact support.                         |
| 12409  | Redis error        | Error communicating with internal Redis database. No more message status notifications                    |

|  |  |  |
|--|--|--|
|  |  | will be delivered related to this message. |
|--|--|--|

### Incoming Messages Sent from Mobile Phones

For messages received an event report is returned to a preconfigured event report gate.

| Parameter                      | Type                | Description   |
|--------------------------------|---------------------|---|
| destination                    | String              | The number the message is sent to.  |
| source                         | MsisdnString        | The number of the user sending the message. MsisdnString  |
| content                        | Content             | The content of the message.   |
| content.type                   | String              | The type of content: <i>WHATSAPP</i> .  |
| content.message                | Message             | The message of the content.   |
| content.message.contentType    | String              | The type of message: <i>TEXT</i> , <i>BUTTON</i> , <i>MEDIA</i> , <i>INTERACTIVE</i> , <i>ORDER</i> . |
| content.message.text           | String<br>Optional  | The text of the message.  |
| content.message.button         | Button<br>Optional  | The button of the message.  |
| content.message.button.text    | String              | The text of the button.   |
| content.message.button.payload | String              | The payload of the button.  |
| content.message.media          | Media               | The media of the message  |
| content.message.media.type     | String              | The mime type of the data content within the media source   |
| content.message.media.source   | String              | The URL that gives the data given in the message  |
| content.message.media.caption  | String              | The text within the media message   |
| content.message.context        | Context<br>Optional | The context of the message. Only in reply messages.   |
| content.message.context.source | String              | The source of the original  |

|  |                          |  |
|--|--------------------------|--|
|  |                          | message.   |
| content.message.context.messageId                            | String                   | The message id of the original message.  |
| content.message.context.referred_product.catalog_id          | String                   | Commerce Manager id of the catalog for the referred product                                  |
| content.message.context.referred_product.product_retailer_id | String                   | Unique item id of the referred product. This is called “Content Id” in the Commerce Manager. |
| content.message.interactive                                  | Interactive<br>Optional  | The interactive reply of the message. Only set in interactive reply messages.                |
| content.message.interactive.type                             | String                   | Type message reply: <i>list_reply</i> , <i>button_reply</i> or <i>cta_url</i>                |
| content.message.interactive.list_reply                       | list_reply<br>Optional   | Only populated for interactive list replies  |
| content.message.interactive.list_reply.id                    | String                   | Id of interactive list choice  |
| content.message.interactive.list_reply.title                 | String                   | Title of interactive list choice   |
| content.message.interactive.list_reply.description           | String                   | Description of interactive list choice   |
| content.message.interactive.button_reply                     | button_reply<br>Optional | Only populated for interactive button replies  |
| content.message.interactive.button_reply.id                  | String                   | Id of interactive button choice  |
| content.message.interactive.button_reply.title               | String                   | Title of interactive button choice   |
| content.message.order  | Order<br>Optional        | Order part of message. Only set in multi or single product message replies.                  |
| content.message.order.catalog_id                             | String                   | Catalog id of selected products  |
| content.message.order.text                                   | String                   | Text sent along with the order   |
| content.message.order.products                               | List                     | List of products in customers  |

|   |          |  |
|---|----------|--|
| product_items   |          | order  |
| content.message.order.<br>product_items.product_retailer_id | String   | Unique id of item  |
| content.message.order.<br>product_items.quantity            | String   | Quantity of item(s)  |
| content.message.order.<br>product_items.item_price          | String   | Price of item  |
| content.message.order.<br>product_items.currency            | String   | Name of currency   |
| provider  | String   | The provider: <i>whatsapp</i> .  |
| timestamp   | Date     | The time of message is generated when the message was received.  |
| messageId   | String   | The unique message id.   |
| providerTimestamp   | Date     | The time of message provided by the provider.  |
| providerMessageId   | String   | Id that is generated by the provider.  |
| route   | Route    | Route details (Either MsisdnSession, SubNumber or Keyword).  |
| gateCustomParameters  | KeyValue | Gate resource:customParameters.  |
| customParameters  | KeyValue | Optional, all additional parameters may be specified if needed. Note that only one level with key-value data is allowed. |

## JSON for the text message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "TEXT",
      "text": "This is an example"
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route": {
    "id": "keywordId",
    "refId": "yourRouteRefId",
    "platformId": "yourRoutePlatformId",
    "platformPartnerId": "yourRoutePartnerId",
    "platformServiceType": "yourRoutePlatformServiceType",
    "platformServiceId": "yourRoutePlatformServiceId",
    "number": "+46000000001",
    "gateIds": [
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters": {
      "customRouteKey1": "customRouteValue1"
    },
    "type": "KEYWORD_ROUTE",
    "keyword": "",
    "keywordType": "DEFAULT",
    "active": true,
    "start": "2020-03-21T17:41:58Z",
    "end": "2030-03-21T17:41:58Z",
    "shared": false,
    "description": "Example description"
  },
  "gateCustomParameters": {},
  "customParameters": null
}
```

## JSON for the media message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "MEDIA",
      "media": {
        "type": "image/jpg",
        "source": "http://images.com/myimage.jpg",
        "caption": "MEDIA"
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route": {
    "id": "keywordId",
    "refId": "yourRouteRefId",
    "platformId": "yourRoutePlatformId",
    "platformPartnerId": "yourRoutePartnerId",
    "platformServiceType": "yourRoutePlatformServiceType",
    "platformServiceId": "yourRoutePlatformServiceId",
    "number": "+46000000001",
    "gateIds": [
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters": {
      "customRouteKey1": "customRouteValue1"
    },
    "type": "KEYWORD_ROUTE",
    "keyword": "",
    "keywordType": "DEFAULT",
    "active": true,
    "start": "2020-03-21T17:41:58Z",
    "end": "2030-03-21T17:41:58Z",
    "shared": false,
    "description": "Example description"
  },
  "gateCustomParameters": {},
  "customParameters": null
}
```



## JSON for the interactive button reply message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "INTERACTIVE",
      "interactive": {
        "type": "button_reply",
        "button_reply": {
          "id": "example-id",
          "title": "example-title"
        }
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route": {
    "id": "keywordId",
    "refId": "yourRouteRefId",
    "platformId": "yourRoutePlatformId",
    "platformPartnerId": "yourRoutePartnerId",
    "platformServiceType": "yourRoutePlatformServiceType",
    "platformServiceId": "yourRoutePlatformServiceId",
    "number": "+46000000001",
    "gateIds": [
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters": {
      "customRouteKey1": "customRouteValue1"
    },
    "type": "KEYWORD_ROUTE",
    "keyword": "",
    "keywordType": "DEFAULT",
    "active": true,
    "start": "2020-03-21T17:41:58Z",
    "end": "2030-03-21T17:41:58Z",
    "shared": false,
    "description": "Example description"
  },
  "gateCustomParameters": {},
  "customParameters": null
}
```

## JSON for the interactive list reply message

```
{
  "destination": "+46000000000",
  "source": "+46000000001",
  "content": {
    "type": "WHATSAPP",
    "message": {
      "contentType": "INTERACTIVE",
      "interactive": {
        "type": "list_reply",
        "list_reply": {
          "id": "example-id",
          "title": "example-title",
          "description": "example-description"
        }
      }
    }
  },
  "provider": "whatsapp",
  "timestamp": "2020-03-21T17:41:58Z",
  "messageId": "8aU6cwxAKE9NzMLrS6M82Y",
  "providerTimestamp": "2020-03-21T17:41:58Z",
  "providerMessageId": "123456abcd",
  "route": {
    "id": "keywordId",
    "refId": "yourRouteRefId",
    "platformId": "yourRoutePlatformId",
    "platformPartnerId": "yourRoutePartnerId",
    "platformServiceType": "yourRoutePlatformServiceType",
    "platformServiceId": "yourRoutePlatformServiceId",
    "number": "+46000000001",
    "gateIds": [
      "yourGateId1",
      "yourGateId2"
    ],
    "customParameters": {
      "customRouteKey1": "customRouteValue1"
    },
    "type": "KEYWORD_ROUTE",
    "keyword": "",
    "keywordType": "DEFAULT",
    "active": true,
    "start": "2020-03-21T17:41:58Z",
    "end": "2030-03-21T17:41:58Z",
    "shared": false,
    "description": "Example description"
  },
  "gateCustomParameters": {},
  "customParameters": null
}
```

## Create Templates / Manage Templates

Some templates(e.g carousel, LTO etc) cannot be created by Facebook Business Manager. So we have following CRUD operations to create and manage templates via message api.

### Create Template

Resource : PUT

`/platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{platformId}` , `{platformPartnerId}` and `{source}` are path variable and should part of URL.  
JSON : Ref <https://developers.facebook.com/docs/whatsapp/business-management-api/message-templates> for request body json to send.

### Update Template

Resource : POST

`/platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}`  
`{platformId}` , `{platformPartnerId}` , `{source}` and `{templateId}` are path variable and should part of URL.  
JSON : Ref <https://developers.facebook.com/docs/whatsapp/business-management-api/message-templates> for request body json to send.  
Also refer below the limitations for edit template from meta.

- Only templates with an **APPROVED**, **REJECTED**, or **PAUSED** status can be edited.
- You can only edit a template's **category** or **components**.
- You cannot edit the **category** of an approved template.
- Approved templates can be edited up to 10 times in a 30 day window, or paused templates can be edited an unlimited number of times.
- After editing an approved or paused template, it will automatically be approved.

### Get Template

Resource : GET

`/platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}`  
`{platformId}` , `{platformPartnerId}` , `{source}` and `{templateId}` are path variable and should part of URL.

## Delete Template

**Resource :** DELETE

/platformId/{platformId}/platformPartnerId/{platformPartnerId}/source/{source}/templates/{templateId}/{templateName}

{platformId} , {platformPartnerId} , {source} , {templateId} and {templateName} are path variable and should part of URL.

## Supported languages

Supported languages in templates.

| Value         | Description |
|---------------|-------------|
| Afrikaans     | af          |
| Albanian      | sq          |
| Arabic        | ar          |
| Azerbaijani   | az          |
| Bengali       | bn          |
| Bulgarian     | bg          |
| Catalan       | ca          |
| Chinese (CHN) | zh_CN       |
| Chinese (HKG) | zh_HK       |
| Chinese (TAI) | zh_TW       |
| Croatian      | hr          |
| Czech         | cs          |
| Danish        | da          |
| Dutch         | nl          |
| English       | en          |
| English (UK)  | en_GB       |
| English (US)  | en_US       |

|            |     |
|------------|-----|
| Estonian   | et  |
| Filipino   | fil |
| Finnish    | fi  |
| French     | fr  |
| German     | de  |
| Greek      | el  |
| Gujarati   | gu  |
| Hausa      | ha  |
| Hebrew     | he  |
| Hindi      | hi  |
| Hungarian  | hu  |
| Indonesian | id  |
| Irish      | ga  |
| Italian    | it  |
| Japanese   | ja  |
| Kannada    | kn  |
| Kazakh     | kk  |
| Korean     | ko  |
| Lao        | lo  |
| Latvian    | lv  |
| Lithuanian | lt  |
| Macedonian | mk  |
| Malay      | ms  |
| Malayalam  | ml  |
| Marathi    | mr  |
| Norwegian  | nb  |
| Persian    | fa  |
| Polish     | pl  |

|                  |       |
|------------------|-------|
| Portuguese (BR)  | pt_BR |
| Portuguese (POR) | pt_PT |
| Punjabi          | pa    |
| Romanian         | ro    |
| Russian          | ru    |
| Serbian          | sr    |
| Slovak           | sk    |
| Slovenian        | sl    |
| Spanish          | es    |
| Spanish (ARG)    | es_AR |
| Spanish (SPA)    | es_ES |
| Spanish (MEX)    | es_MX |
| Swahili          | sw    |
| Swedish          | sv    |
| Tamil            | ta    |
| Telugu           | te    |
| Thai             | th    |
| Turkish          | tr    |
| Ukrainian        | uk    |
| Urdu             | ur    |
| Uzbek            | uz    |
| Vietnamese       | vi    |
| Zulu             | zu    |

## Appendix 1

Information about hosts/IP-addresses.

### Hosts for outgoing traffic

| Hostname(s)             | IP address(es) |
|-------------------------|----------------|
| socks1.sp247.net        | 195.84.162.34  |
| socks2.sp247.net        | 194.71.165.71  |
| socks3.sp247.net        | 195.84.162.16  |
| socks4.sp247.net        | 194.71.165.98  |
| socks5.sp247.net        | 195.84.162.3   |
| socks6.sp247.net        | 194.71.165.122 |
| s1.n-eu.linkmobility.io | 213.242.87.36  |
| s2.n-eu.linkmobility.io | 213.242.87.37  |
| s3.n-eu.linkmobility.io | 213.242.87.38  |
| s4.n-eu.linkmobility.io | 213.242.87.39  |
| s5.n-eu.linkmobility.io | 213.242.87.40  |
| s6.n-eu.linkmobility.io | 213.242.87.41  |
| s1.c-eu.linkmobility.io | 62.67.62.101   |
| s2.c-eu.linkmobility.io | 62.67.62.102   |
| s3.c-eu.linkmobility.io | 62.67.62.103   |
| s4.c-eu.linkmobility.io | 62.67.62.104   |
| s5.c-eu.linkmobility.io | 62.67.62.105   |
| s6.c-eu.linkmobility.io | 62.67.62.106   |
| s1.s-eu.linkmobility.io | 217.163.95.196 |
| s2.s-eu.linkmobility.io | 217.163.95.197 |
| s3.s-eu.linkmobility.io | 217.163.95.198 |
| s4.s-eu.linkmobility.io | 217.163.95.199 |
| s5.s-eu.linkmobility.io | 217.163.95.200 |
| s6.s-eu.linkmobility.io | 217.163.95.201 |
| s1.no.linkmobility.io   | 213.242.87.68  |
| s2.no.linkmobility.io   | 213.242.87.69  |
| s3.no.linkmobility.io   | 213.242.87.70  |
| s4.no.linkmobility.io   | 213.242.87.71  |
| s5.no.linkmobility.io   | 213.242.87.72  |
| s6.no.linkmobility.io   | 213.242.87.73  |
| s1.deb.linkmobility.io  | 62.67.62.68    |
| s2.deb.linkmobility.io  | 62.67.62.69    |
| s3.deb.linkmobility.io  | 62.67.62.70    |
| s4.deb.linkmobility.io  | 62.67.62.71    |
| s5.deb.linkmobility.io  | 62.67.62.72    |
| s6.deb.linkmobility.io  | 62.67.62.73    |

## Appendix 2

Information about TLS-versions.

### Supported TLS-versions

From 2020-11-15 will TLS 1.2 or higher be required for all HTTPS connections.

Support for TLS 1.0 and 1.1 will be discontinued. Versions 1.0 and 1.1 of TLS are older protocols that have been deprecated and are considered as security risks in the Internet community.

LINK strongly recommend to use HTTPS if HTTP is being used today. HTTP is deprecated as of 2020-09-01 by LINK, and will be removed in the future. Date for HTTP removal is not yet decided.



## Changelog of this document

| Date       | Version | Author | Changes   |
|------------|---------|--------|---|
| 2020-04-22 | 1.0     | PN     | Initial version   |
| 2020-04-28 | 1.1     | PN     | Updates after peer review   |
| 2020-05-11 | 1.2     | TR     | Added source to MT request  |
| 2020-06-05 | 1.3     | TR     | MO receive format updated   |
| 2020-06-24 | 1.4     | TR     | MO context<br>Interactive templates   |
| 2020-08-28 | 1.4.1   | TR     | Added Appendix 1 (hosts) and Appendix 2 (TLS).  |
| 2020-10-15 | 1.4.2   | EP     | Support for media in the MO and alternative MO objects to forward.  |
| 2021-05-06 | 1.4.3   | ES     | ResultCodes added and updated<br>Added customParameter ott.whatsapp.logMessageContent<br>Updated Appendix 1 (hosts) |
| 2021-06-08 | 1.4.4   | SH     | Removed the “Alternative receive message” section.  |
| 2021-08-19 | 1.4.5   | EH     | Support for Interactive message.  |
| 2021-08-27 | 1.4.6   | EH     | Corrected syntax mistake in interactive message example.  |
| 2021-12-16 | 1.4.7   | EH     | Support for interactive product messages.   |
| 2024-01-24 | 1.4.8   | EH     | Support for carousel template messages, Flow Messages and Location request messages                                 |
| 2024-02-07 | 1.4.9   | AK     | Support for Catalog Messages.   |
| 2024-02-08 | 1.4.10  | EH     | Support for Limited Time Offer messages. Various formatting changes.  |
| 2024-02-21 | 1.4.11  | EH     | Support for cta_url interactive type  |
| 2024-02-23 | 1.4.12  | SJ     | Update cta_url example  |
| 2024-02-29 | 1.4.13  | AK     | Updated Catalog Template Messages example   |
| 2024-05-10 | 1.4.14  | AK     | Create Templates / Manage Templates<br>Added note for message type document   |
| 2024-07-05 | 1.4.15  | AK     | Note for Edit Templates rules at Meta   |