

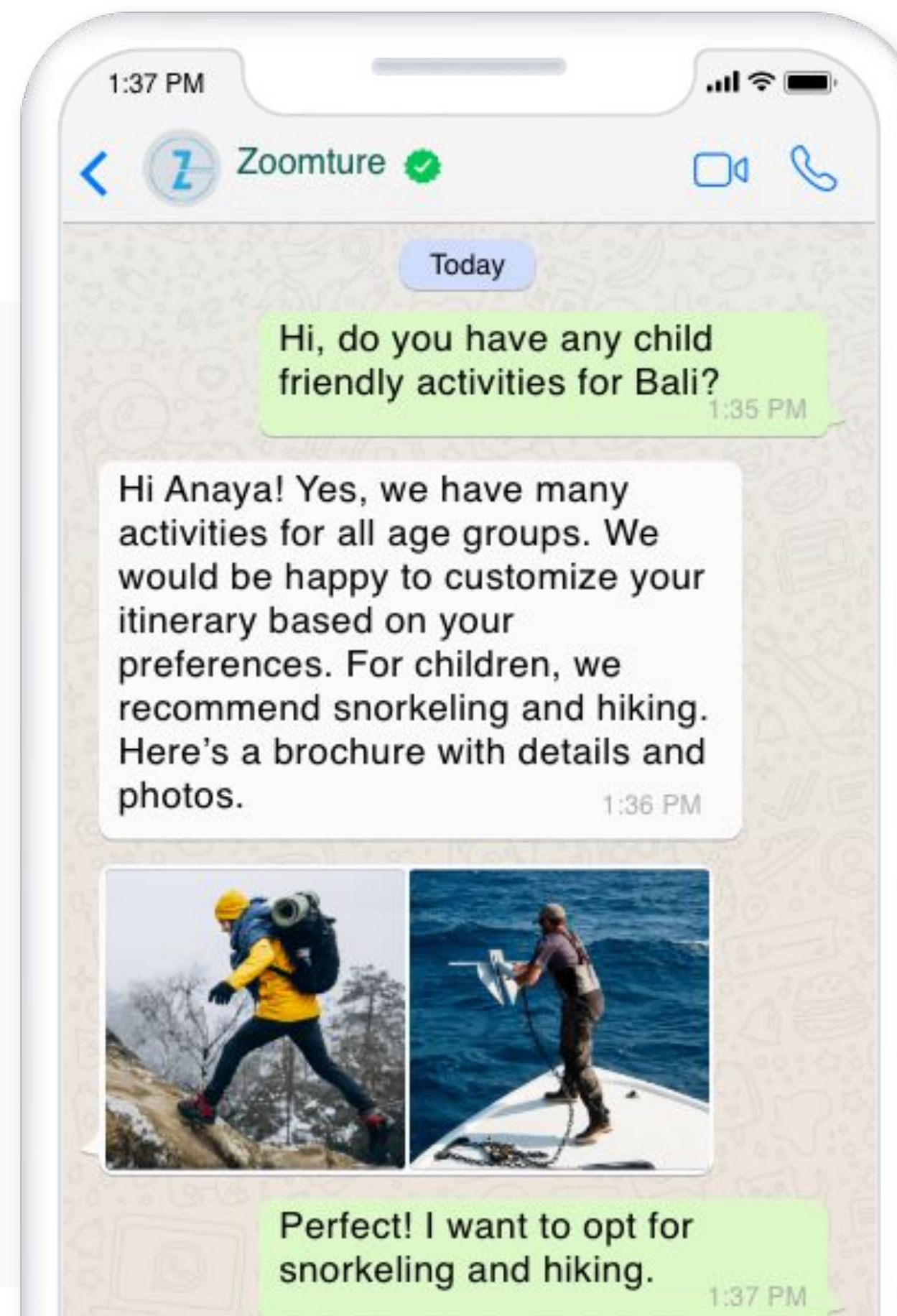
WhatsApp Business Platform Detailed Product Guide



Welcome to WhatsApp Business Platform

Purpose of this document

This document is intended to give you an overview of the key features available in WhatsApp Business Platform to help your business achieve its customer communication goals including higher conversion rates, better customer experience, lower costs and higher customer satisfaction.





What you'll learn

For each feature, this document will give you:



A description of the feature and how it fits into the WhatsApp Business Platform toolkit



The benefits to the user and to the business



Best practices and use cases, including any relevant constraints



Basic instructions to begin implementing the feature



Links to additional implementation details in the [developer documentation](#)



Table of Contents

→ WhatsApp Product Overview	5
→ Setting up the WhatsApp Business Platform Client	11
→ Understanding Messages	14
→ Notification Templates	18
→ Creating a Message Template	22
→ Sending a Notification	29
→ Buttons	32
→ Lists (coming soon)	49
→ Buttons and Lists: A Comparison	58
→ Media Messages	62
→ Authentication and Payments	68
→ Entry Points	75
→ QR Codes and Short Links	80

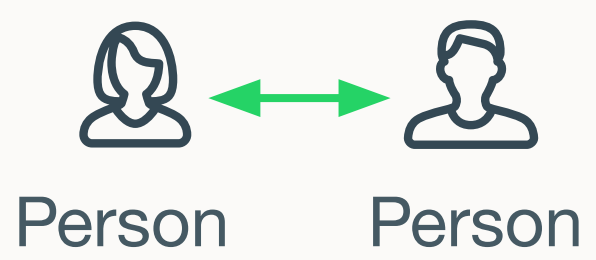
WhatsApp Product Overview



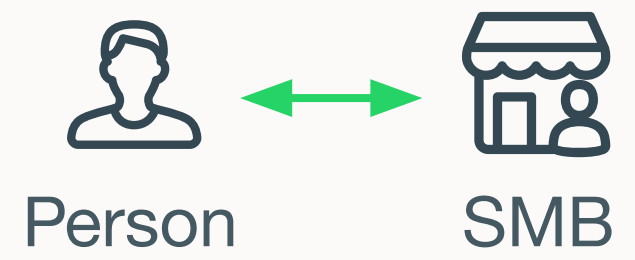


The **WhatsApp ecosystem**

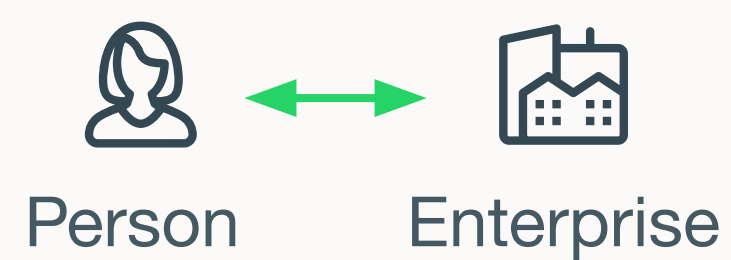
Consumer App



Small Business App



Business Platform



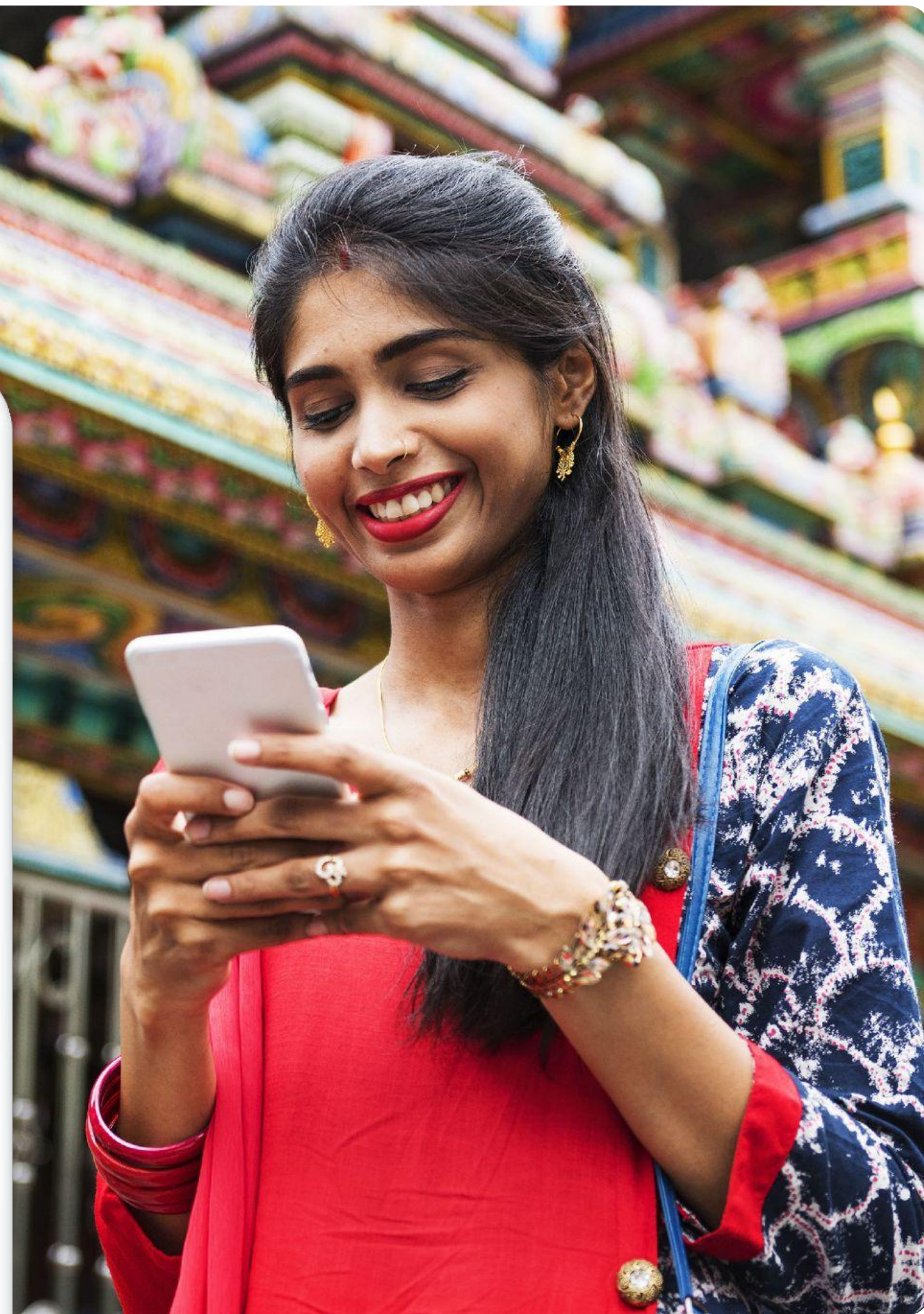
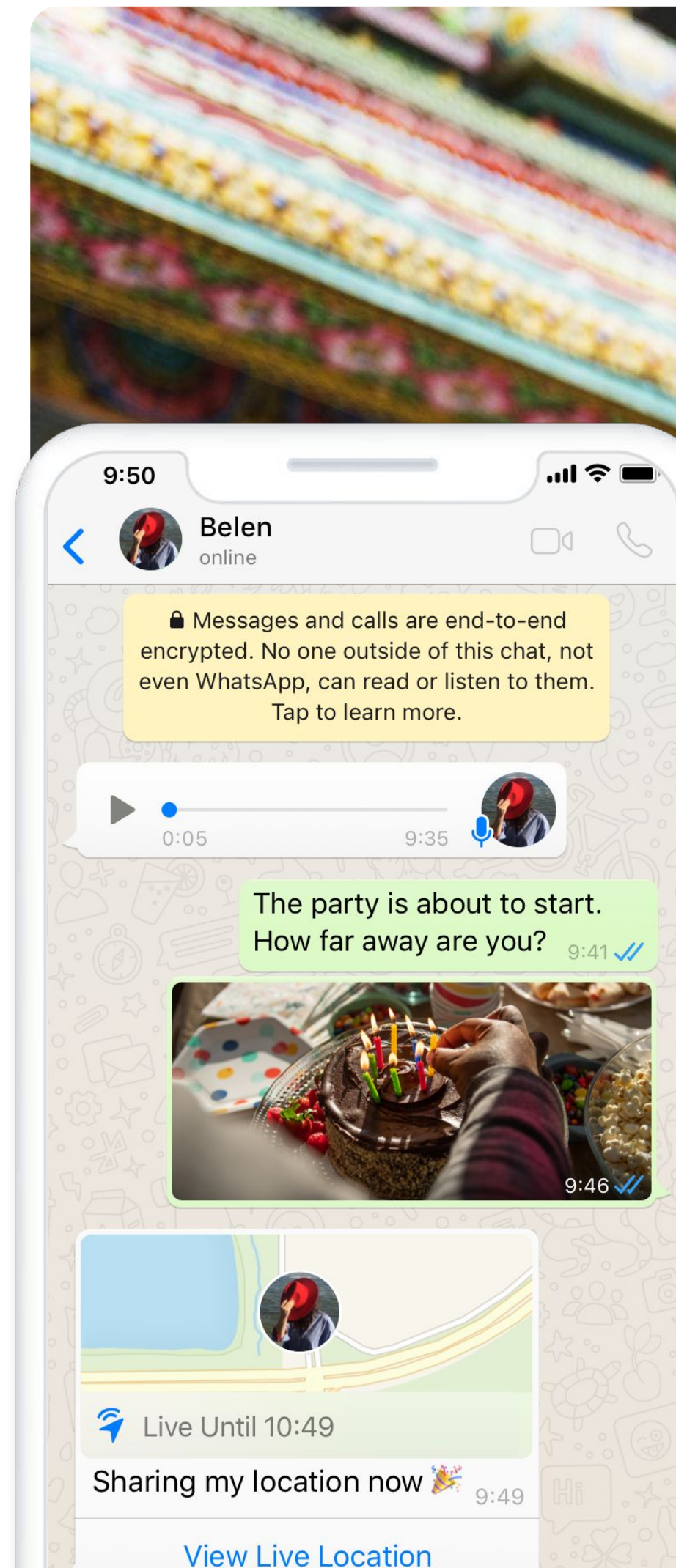
Consumer app

Free app downloaded onto an individual phone.

Provides one-to-one manual communication.

Does not provide verification (green check mark).

No back-end integrations.



Small business app

Free app downloaded onto an individual phone.

Provides one-to-one manual communication allowing up to four people to each respond to customer messages on a phone or in a browser.

Does not provide verification (green check mark).

No back-end integrations.

Manual only - no bot integration.



WhatsApp feature comparison

		Consumer App Friend to friend	SMB App Customer to small business	Business Platform Customer to enterprise
Infrastructure	Infrastructure	Phone locally	Phone locally	Company Server
	Cost	Free app	Free app	Commercial contract with BSP, different models
	BSP	No Business Service Provider implementation available	No Business Service Provider implementation available	Business Service Provider implementation required and beneficial
	Back end	No back-end integrations	No back-end integrations	Back-end integrations possible, e.g. CRM
	Multi agent	No agents	Up to 4 agents	Thousands
	Bot	No bot	No bot	Bot yes
Policy	Verified account	No verification	No verification	Account verification (green check mark) possible
	Infringer	Infringer risk	Infringer risk	No infringer risk
	Notifications	No policy	Marketing messages OK (manually)	Most marketing messages not permitted
Features	Calling	Voice and video calls	Voice and video calls	No video or voice calls
	Shops	No integration with FB shops	Yes, button to FB shops available	No integration with FB shops (WA native mini shopping experience launching in 2021)
	Payments	No native payments available	Payments pilots in Brazil and India	No native payments available
	Groups	Groups available	Groups available	No groups
	Catalogue	No catalogue	Catalogue available	No catalogue (limited catalogue experience launching in 2021)
	Storefront	No storefront	Storefront available	Storefront available
	Auto response	No auto responses deployable	Auto response deployable	Customized auto responses deployable
	Office hours	No office hours in profile available	Office hours in profile available	Office hours in profile available
	Status	Set a WA status possible	Set a WA status possible	Set a WA status possible
	Buttons	No buttons	No buttons	Various types of buttons

Business Platform

Paid service operated through your company's infrastructure and accessed via custom UI or third-party interface, e.g. CRM.

Can connect thousands of agents as well as bots to interact with customers programmatically and manually.

Option to verify account (green check mark).

Can integrate with numerous back-end systems such as CRM and marketing automation platforms.



Message Templates

Search by template name or preview Filter Namespace [Create Message Template](#)

⚠️ Your Templates are Missing Translations
Your message templates have not been translated in all the languages you support. This can cause "structure unavailable" errors when sending template messages using "fallback" language policy. [Learn More](#)

Template Name ↑	Category ↑	Quality... ↑	Preview ↑	Languages	Last Updated ↑
ckpt_captcha_code	Account Update	● High	{{1}} is your Facebook security code...	English ● Hungarian ● English (US) ● Portuguese (BR) ● French ● Marathi ● Slovene	09/14/2018
help_response_link	Account Update	● Unavailable	If you're looking for help with your F...	English (US) ● Swahili ● Polish ● Turkish ● Urdu ● Uzbek ● Croatian ● Spanish	06/08/2018
pw_reset_code	Account Update	● High	{{1}} is your {{2}} password reset co...	English (US) ● Estonian ● Portuguese (POR) ● Punjabi ● Urdu ● Finnish ● Croatian	06/08/2018
pw_reset_code_url	Account Update	● Unavailable	{{1}} is your {{2}} password reset co...	English (US) ● Telugu ● Urdu ● Afrikaans ● Hebrew ● Macedonian ● Bulgarian	06/08/2018
pw_reset_login_code	Account Update	● Unavailable	{{1}} is your {{2}} login code.	English ● Spanish (SPA) ● Estonian ● Polish ● English (UK) ● Bengali ● English (U...	06/08/2018
pw_reset_otp	Account Update	● Unavailable	{{1}} is your {{2}} one-off password.	English ● Danish ● Polish ● Arabic ● Marathi ● Ukrainian ● Persian ● Vietnamese	06/08/2018
pw_reset_url	Account Update	● Unavailable	Get back on Facebook by clicking: {{1}}	English (US) ● Serbian ● Chinese (CHN) ● Portuguese (BR) ● French ● Norwegian	06/08/2018
reg	Account Update	● Unavailable	{{1}} is your Facebook confirmation ...	English (US) ● Estonian ● Croatian ● Irish ● Spanish (SPA) ● Malay ● English (UK)	06/08/2018
reg_2	Account Update	● High	{{1}} is your Facebook confirmation ...	English (US) ● Czech ● Tamil ● Norwegian ● Azerbaijani ● Dutch ● French ● Hi...	06/08/2018
reg_retry	Account Update	● Unavailable	Your code is: {{1}}. Go to Facebook ...	English ● Bulgarian ● Spanish (SPA) ● Vietnamese ● Gujarati ● Korean ● Greek	06/08/2018
reg_retry_2	Account Update	● Unavailable	Your code is: {{1}}. Go to Facebook ...	English (US) ● Romanian ● Ukrainian ● Chinese (CHN) ● Telugu ● French ● Polish	06/08/2018

Setting up the WhatsApp Business Platform Client



Considerations

01

Testing

The WhatsApp Business Platform client can be installed as a developer setup for testing using either Docker Compose or Minikube.

02

Production

You can also use Amazon Web Services (AWS) on production systems. You can migrate from a developer setup to a production setup when ready to send messages to customers.

03

Certification

Make sure you have approval for your business's phone number and an ownership certificate before attempting installation. For testing and integration you may want to use a non-production phone number.

04

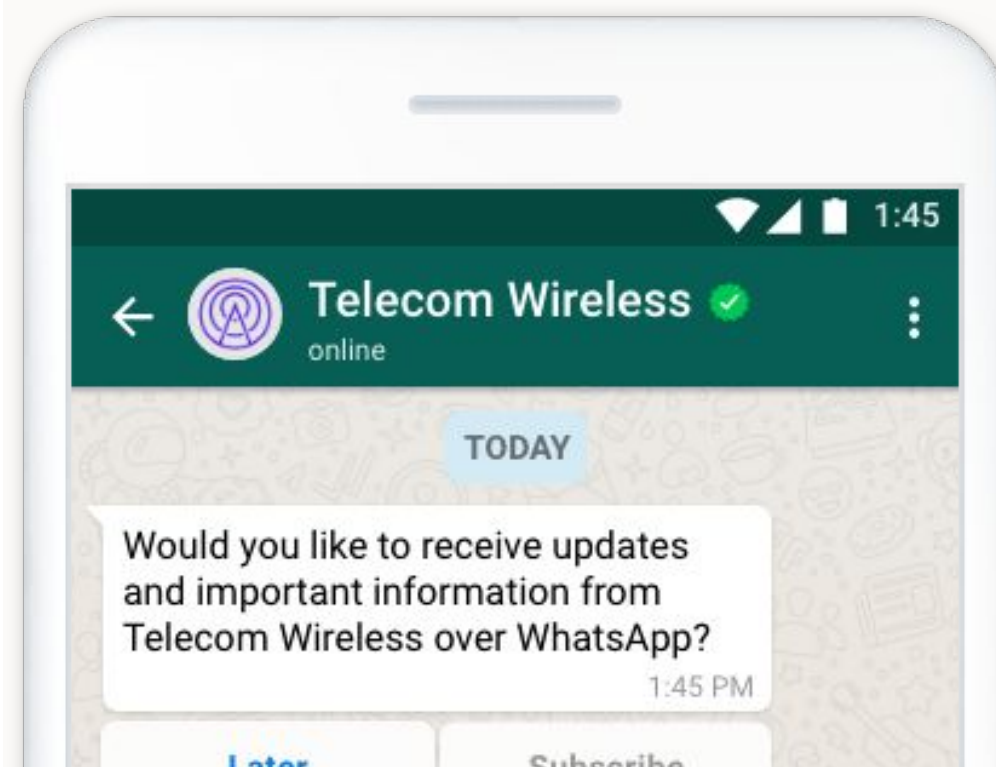
Instructions

Visit [Get Started](#) in the developer documentation for complete installation instructions.

[Get Started](#)

Set up the test device

You will need WhatsApp on the Android or iOS consumer app, as interactive templates are only supported on these platforms today. It is not available on WhatsApp web, KaiOS and other platforms.



Android

Android versions 2.19.223 and above support this feature. You can download the latest Android version from whatsapp.com/android/ or from the Google Play Store.



iOS

iOS versions 2.19.70 and above support this feature. You can download the latest iOS version from the App Store.

Understanding Messages



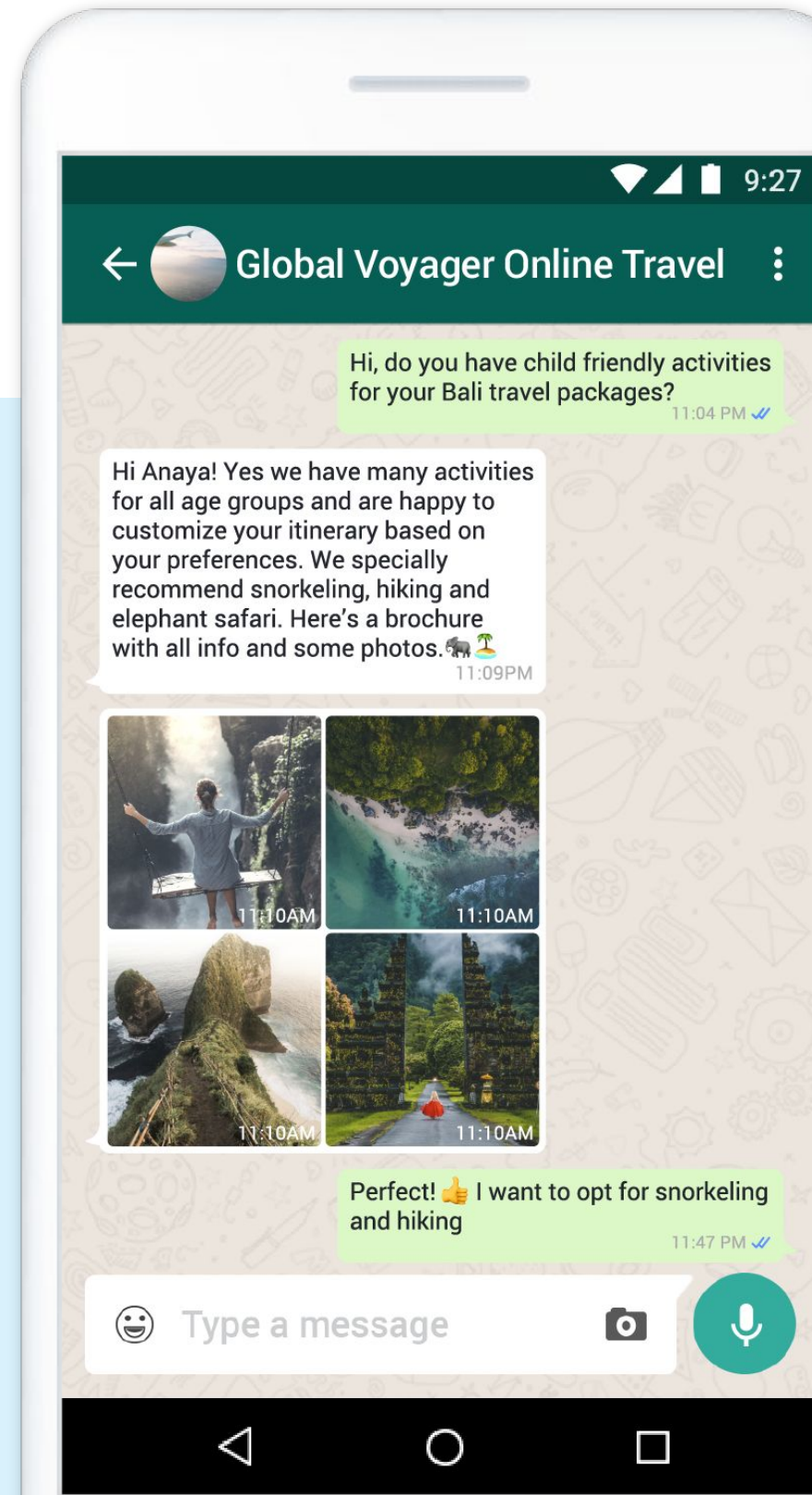
Two types of messages



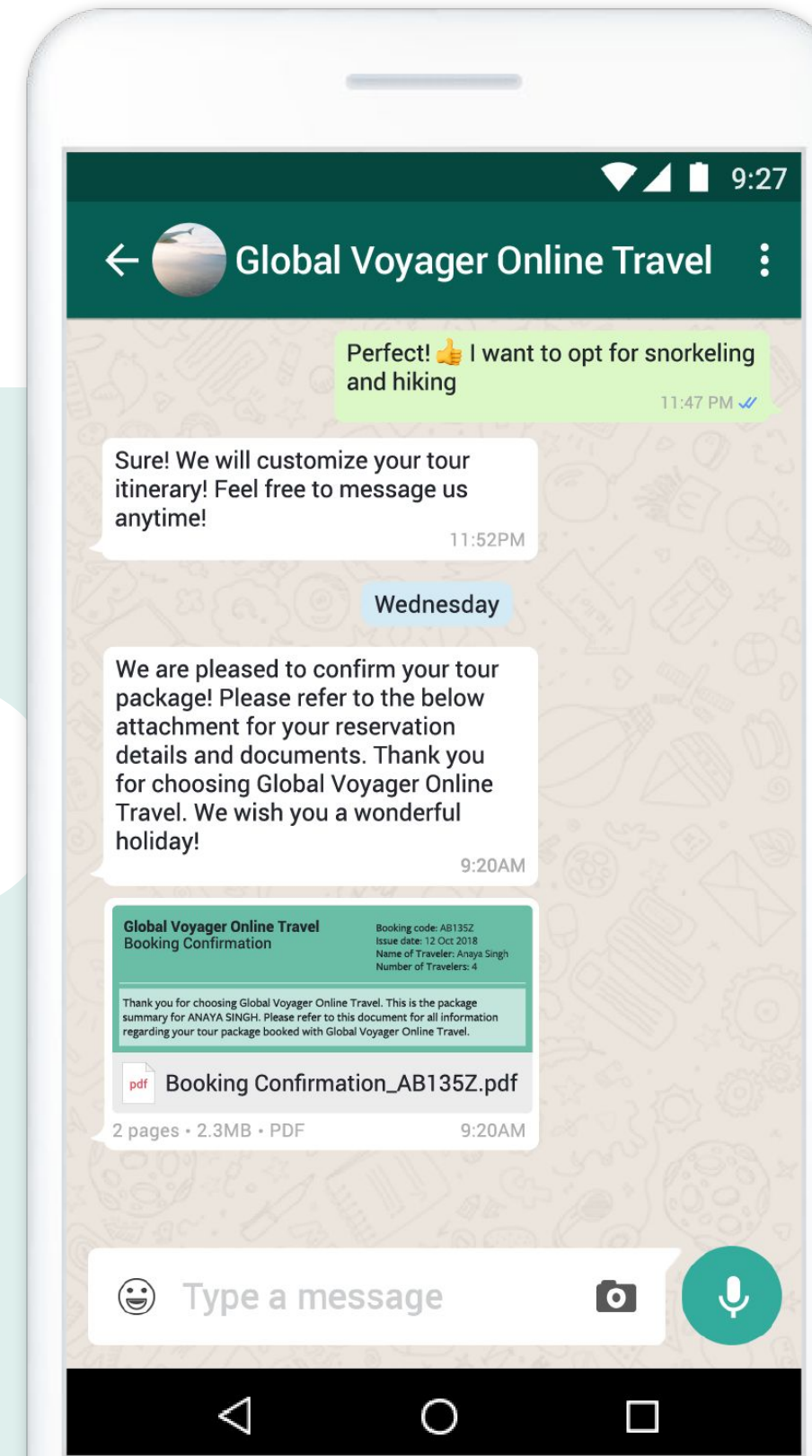
User-Initiated messages

The user/customer starts a message thread by messaging the business

- No prior opt-in required
- Responses are free of charge within 24 hours



VS



Business-Initiated messages

The business starts a message thread by messaging the user/customer

- Requires a pre-approved template
- Requires prior opt-in
- Priced per message

Customer care responses to user-initiated message

You may respond to a user message with any type of message within 24 hours of message receipt. This is known as the response window. There is no charge for these messages.



Types of messages include:

Text messages: Simple text messages with no additional parameters or attachments

Media messages: You can attach media including images, audio, videos and documents

Message templates: a programmatic response populated with user-specific data, e.g. name, account number, etc.

Contacts messages: which include user-specific information (name, address, birthday, etc.)

Location messages: which specify a location based on longitude and latitude

[Learn more about different message types](#)

Notifications (business-initiated)

Messages sent outside the response window are considered notifications.

Notifications must use a pre-approved template.



Notification Templates



Business-initiated messages require a pre-approved template

If the enterprise contacts a user before the user sends a message or after the 24-hour response window, the enterprise can only send a message template. **This is a paid notification.**

Free-form text messages and media messages do not work outside the response window. They result in a failure callback with error 470.

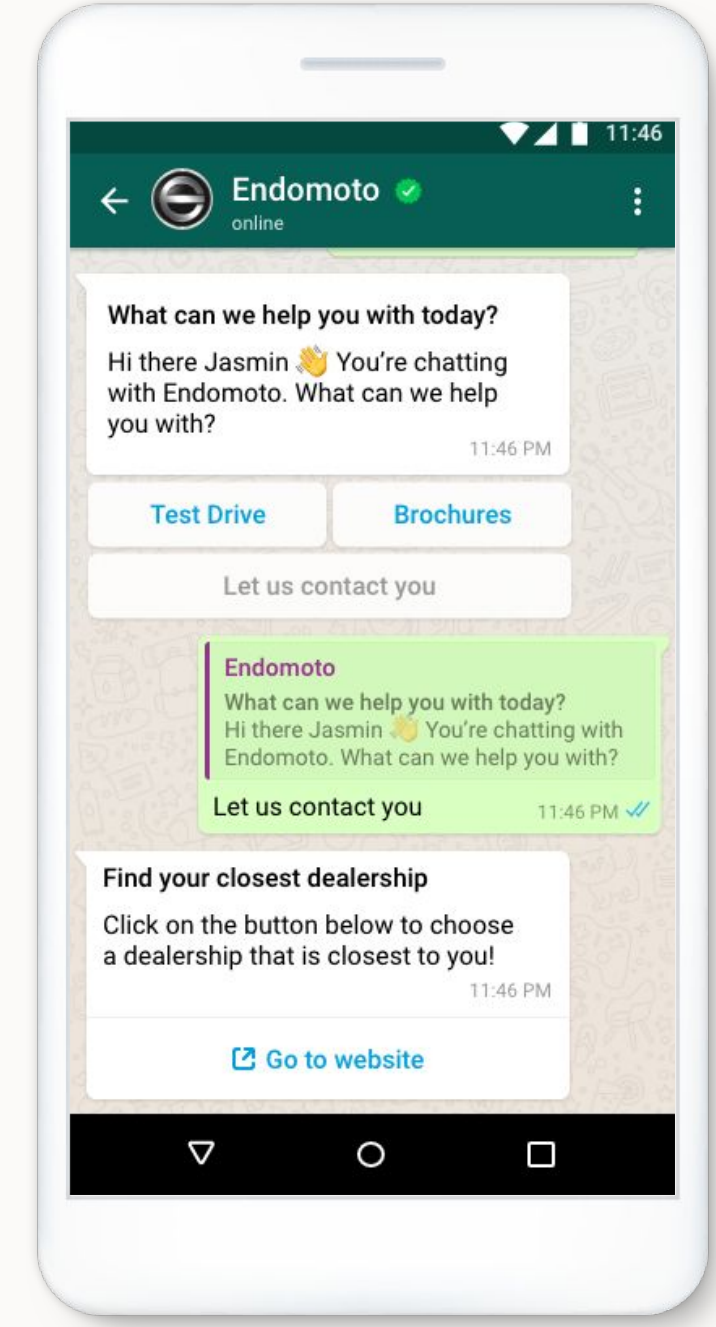
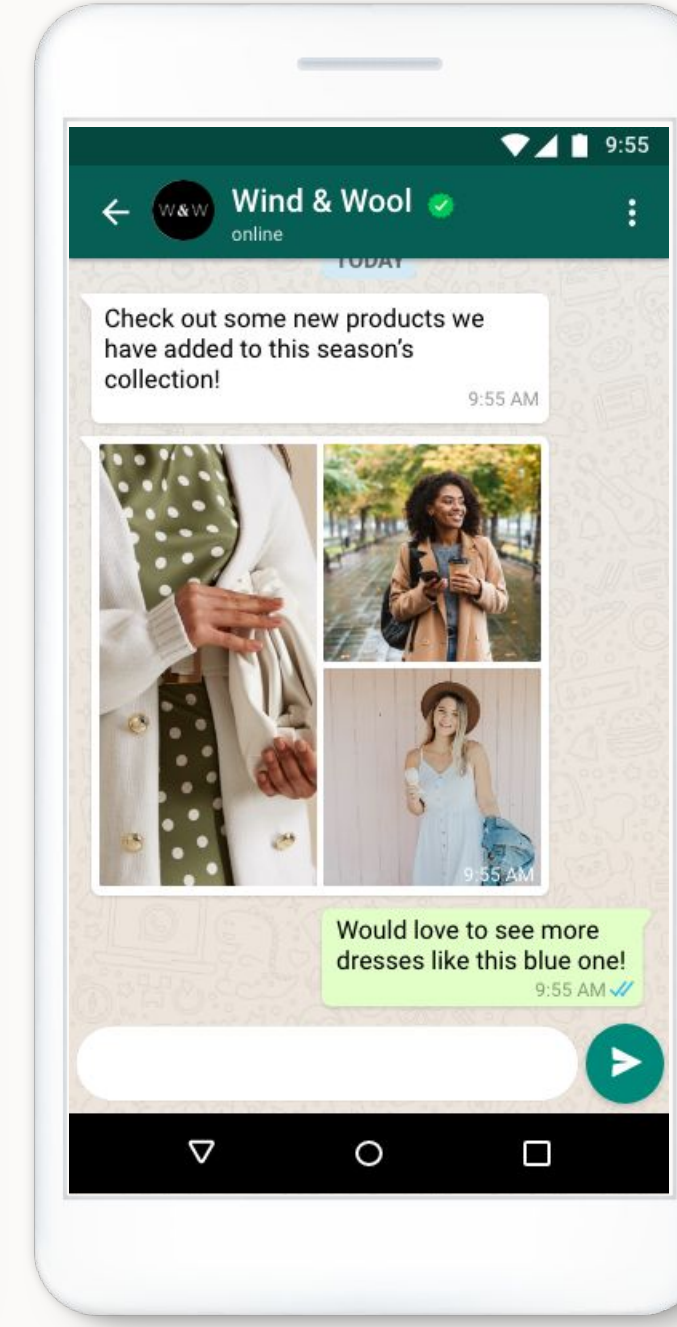
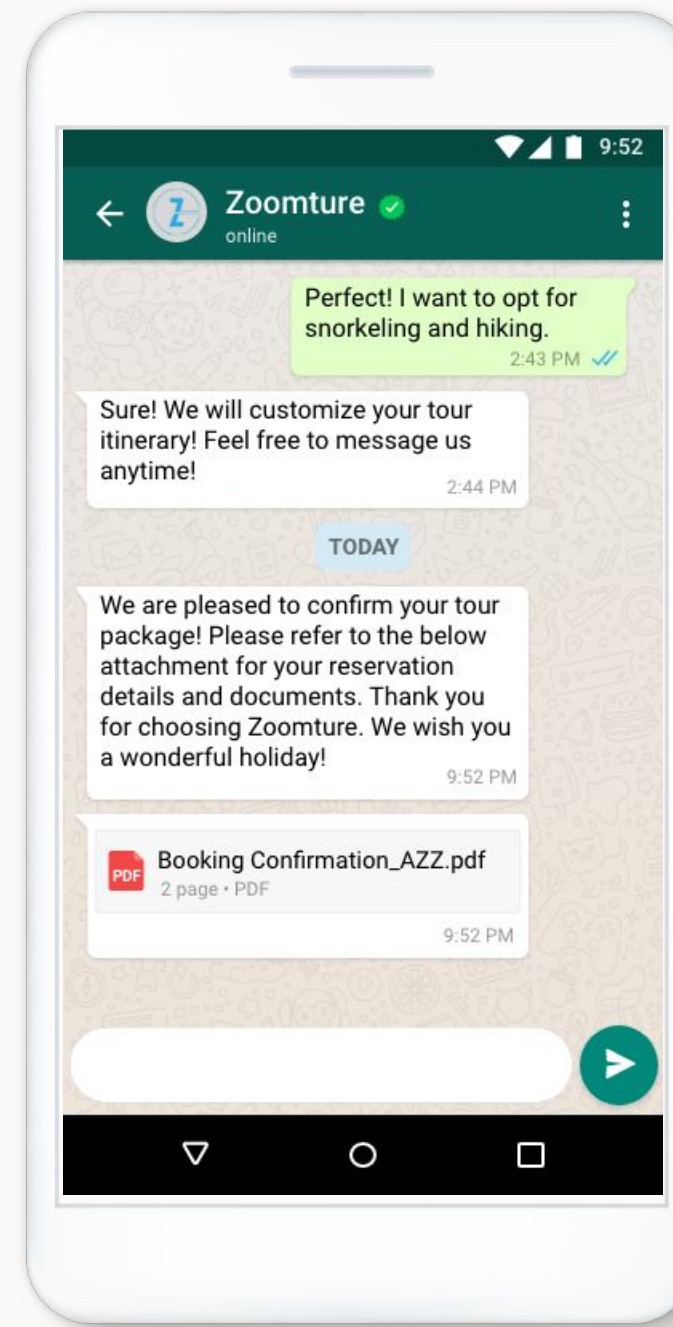
NOTE: Notifications were previously referred to as Highly Structured Messages (HSMs) so you may come across this nomenclature occasionally in documentation.



Three types of message templates

A message template may be text-based, media-based or interactive. Interactive templates include buttons that facilitate a user response.

See [Buttons](#) to learn more about interactive templates and buttons.





Message template categories

Notifications must be based on templates that fall under one of the following categories



Issue resolution



Reservation update



Ticket update



Alert update



Appointment update



Personal finance update



Shipping update



Account update



Payment update



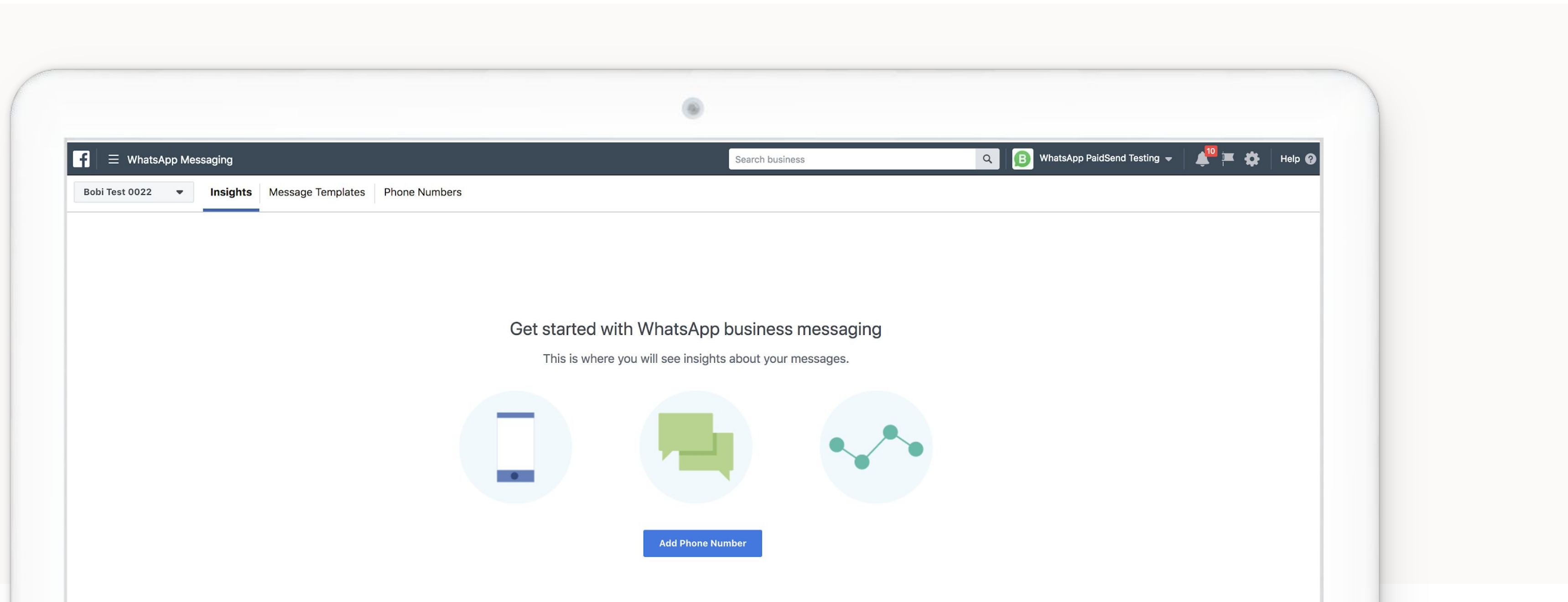
Transportation update

Creating a Message Template



Creating a message template

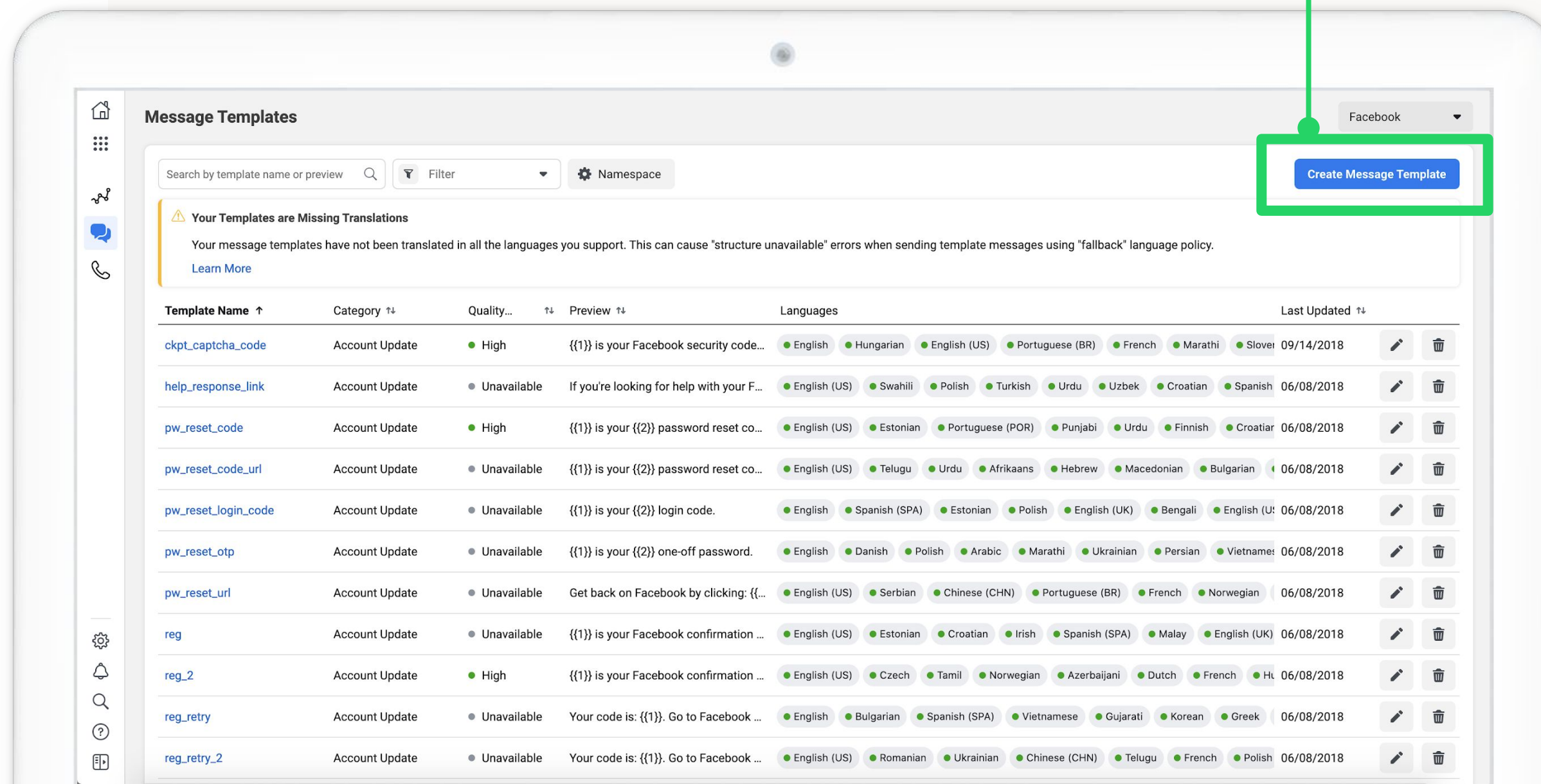
Go to your WhatsApp account on Facebook Business Manager



Click Message Templates tab

If you have multiple WhatsApp business accounts, use the drop down menu to select the account where you want to create a message template.

Click here to create text-based, media-based and interactive message templates.



The screenshot displays the 'Message Templates' interface for a Facebook account. At the top right, a dropdown menu is set to 'Facebook'. A blue button labeled 'Create Message Template' is highlighted with a green box and a green line pointing to it from the text above. Below the button, a warning message states: 'Your Templates are Missing Translations. Your message templates have not been translated in all the languages you support. This can cause "structure unavailable" errors when sending template messages using "fallback" language policy. Learn More'. The main content is a table of message templates.

Template Name ↑	Category ↑↓	Quality... ↑↓	Preview ↑↓	Languages	Last Updated ↑↓
ckpt_captcha_code	Account Update	● High	{{1}} is your Facebook security code...	● English ● Hungarian ● English (US) ● Portuguese (BR) ● French ● Marathi ● Slovene	09/14/2018
help_response_link	Account Update	● Unavailable	If you're looking for help with your F...	● English (US) ● Swahili ● Polish ● Turkish ● Urdu ● Uzbek ● Croatian ● Spanish	06/08/2018
pw_reset_code	Account Update	● High	{{1}} is your {{2}} password reset co...	● English (US) ● Estonian ● Portuguese (POR) ● Punjabi ● Urdu ● Finnish ● Croatian	06/08/2018
pw_reset_code_url	Account Update	● Unavailable	{{1}} is your {{2}} password reset co...	● English (US) ● Telugu ● Urdu ● Afrikaans ● Hebrew ● Macedonian ● Bulgarian	06/08/2018
pw_reset_login_code	Account Update	● Unavailable	{{1}} is your {{2}} login code.	● English ● Spanish (SPA) ● Estonian ● Polish ● English (UK) ● Bengali ● English (U...	06/08/2018
pw_reset_otp	Account Update	● Unavailable	{{1}} is your {{2}} one-off password.	● English ● Danish ● Polish ● Arabic ● Marathi ● Ukrainian ● Persian ● Vietnamese	06/08/2018
pw_reset_url	Account Update	● Unavailable	Get back on Facebook by clicking: {{...	● English (US) ● Serbian ● Chinese (CHN) ● Portuguese (BR) ● French ● Norwegian	06/08/2018
reg	Account Update	● Unavailable	{{1}} is your Facebook confirmation ...	● English (US) ● Estonian ● Croatian ● Irish ● Spanish (SPA) ● Malay ● English (UK)	06/08/2018
reg_2	Account Update	● High	{{1}} is your Facebook confirmation ...	● English (US) ● Czech ● Tamil ● Norwegian ● Azerbaijani ● Dutch ● French ● Hi...	06/08/2018
reg_retry	Account Update	● Unavailable	Your code is: {{1}}. Go to Facebook ...	● English ● Bulgarian ● Spanish (SPA) ● Vietnamese ● Gujarati ● Korean ● Greek	06/08/2018
reg_retry_2	Account Update	● Unavailable	Your code is: {{1}}. Go to Facebook ...	● English (US) ● Romanian ● Ukrainian ● Chinese (CHN) ● Telugu ● French ● Polish	06/08/2018

Choose your category, name and language

Category: Choose which type of template you'd like to create. You can hover over the template types to view details for each template.

Name: Enter name of the template in lowercase letters, numbers, and underscores only.

Language: Choose which languages your message template will include. You can delete or add more languages in the next step.

The screenshot shows the 'New Message Template' creation interface. At the top, there is a title bar with 'New Message Template' on the left, a 'Help Center' link in the middle, and 'Cancel' and 'Continue' buttons on the right. The main content area is divided into three sections: 'Category', 'Name', and 'Language(s)'. The 'Category' section has a heading and a sub-heading 'Choose what type of message template you want to create.' Below this is a grid of nine template categories, each with an icon and a label: 'Account Update' (gear icon), 'Alert Update' (bell icon), 'Appointment Update' (calendar icon), 'Issue Resolution' (globe icon), 'Payment Update' (credit card icon), 'Personal Finance Update' (dollar sign icon), 'Reservation Update' (checkbox icon), 'Shipping Update' (truck icon), and 'Ticket Update' (ticket icon). The 'Name' section has a heading and a sub-heading 'Give your message template a name.' Below this is a text input field with the placeholder text 'Enter message template name...'. A note below the input field states 'Template names can only contain lowercase letters, numbers, and underscores.' The 'Language(s)' section has a heading and a sub-heading 'Choose which languages your message template will be sent in. You can delete or add more languages later.' Below this is a 'Select Languages' dropdown menu.

Category		
Account Update	Alert Update	Appointment Update
Issue Resolution	Payment Update	Personal Finance Update
Reservation Update	Shipping Update	Ticket Update
Transportation Update		

Name
Give your message template a name.

Template names can only contain lowercase letters, numbers, and underscores.

Language(s)
Choose which languages your message template will be sent in. You can delete or add more languages later.

Select Languages

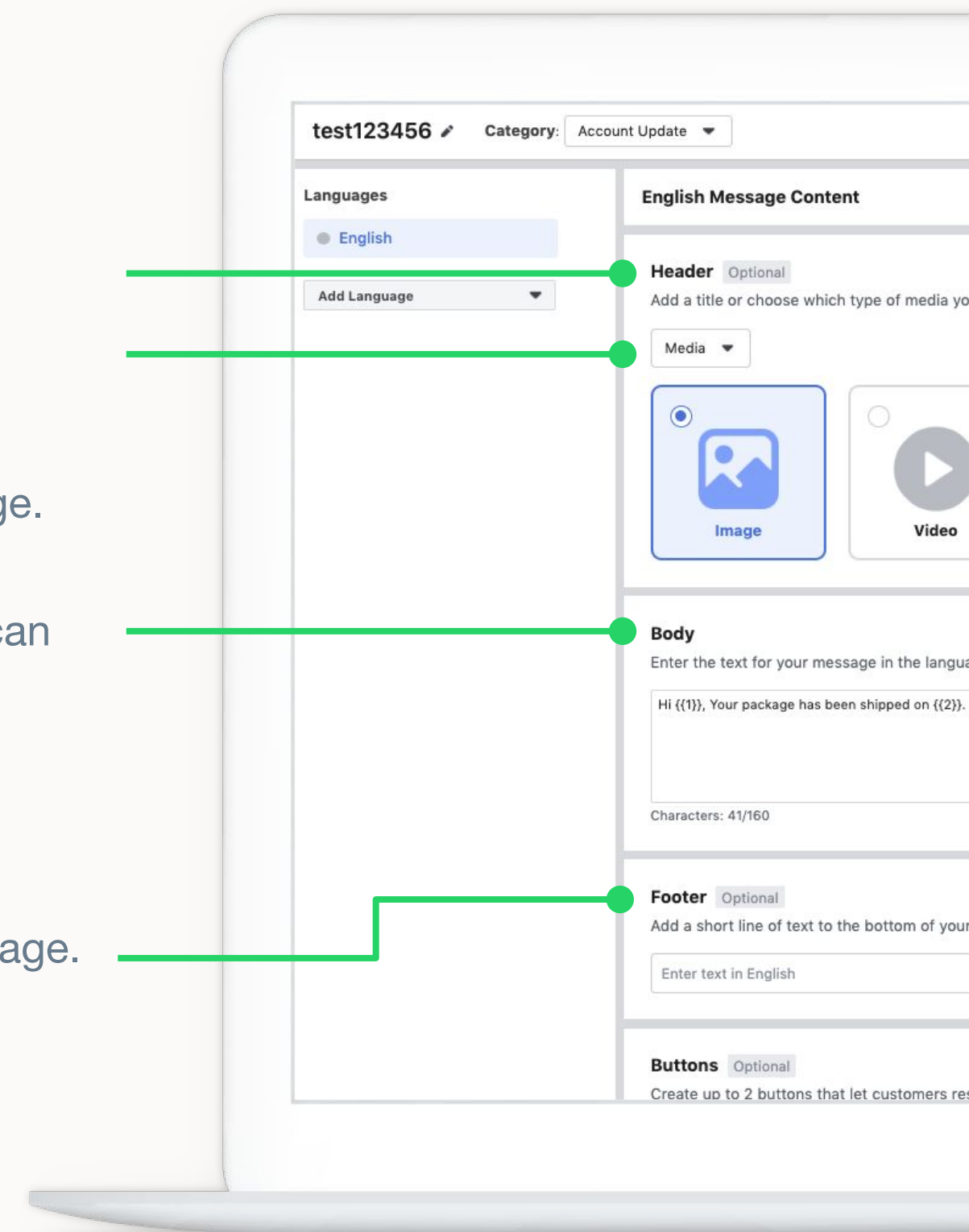
Add your content

You can add a sample template by clicking the Add Sample button. This helps streamline the review process by making it clear what content fills in the variables for the messages you plan to send.

Make sure these are examples and do not include any private or personal information.

[Creating Message Templates](#)

- 1 Header:** Use text or media for an optional header.
- 2 Media (Optional):** You can include media (image, pdfs, videos, location) in the template. You do not need the media during message template creation. Specific media is added when you send the message.
- 3 Body:** Add the content of your message here. You can edit text formats, add emojis, or include variables, which allow a developer to add unique information such as specific names, locations, or tracking numbers when inputting the templates into the Business Platform.
- 4 Footer:** Add a short line at the bottom of your message.





Adding buttons to the template (optional)

You can *either* add call-to-action buttons or quick-reply buttons to make your template interactive, but not both.

See [Buttons](#) for a more detailed description of button types.

Call-to-action buttons

Add buttons that dial a single phone number and/or click through to a single url.

Quick-reply buttons

Add buttons to allow users to send one of up to three predetermined replies (e.g. “yes,” “no,” “don’t know”)

Body
Enter the text for your message in the language you've selected.

Hi {{(1)}, Your package has been shipped on {{(2)}}.

Characters: 41/160

Footer Optional
Add a short line of text to the bottom of your message template.

Enter text in English

Buttons Optional
Create up to 2 buttons that let customers respond to your message or take action.

Call To Action ▾

Type of Action	Button Text	URL Type	Website URL
Visit Website ▾	Track your Package	Dynamic ▾	http://www.mypackagede...{{(1)}} ⓘ

+ Add Another Button

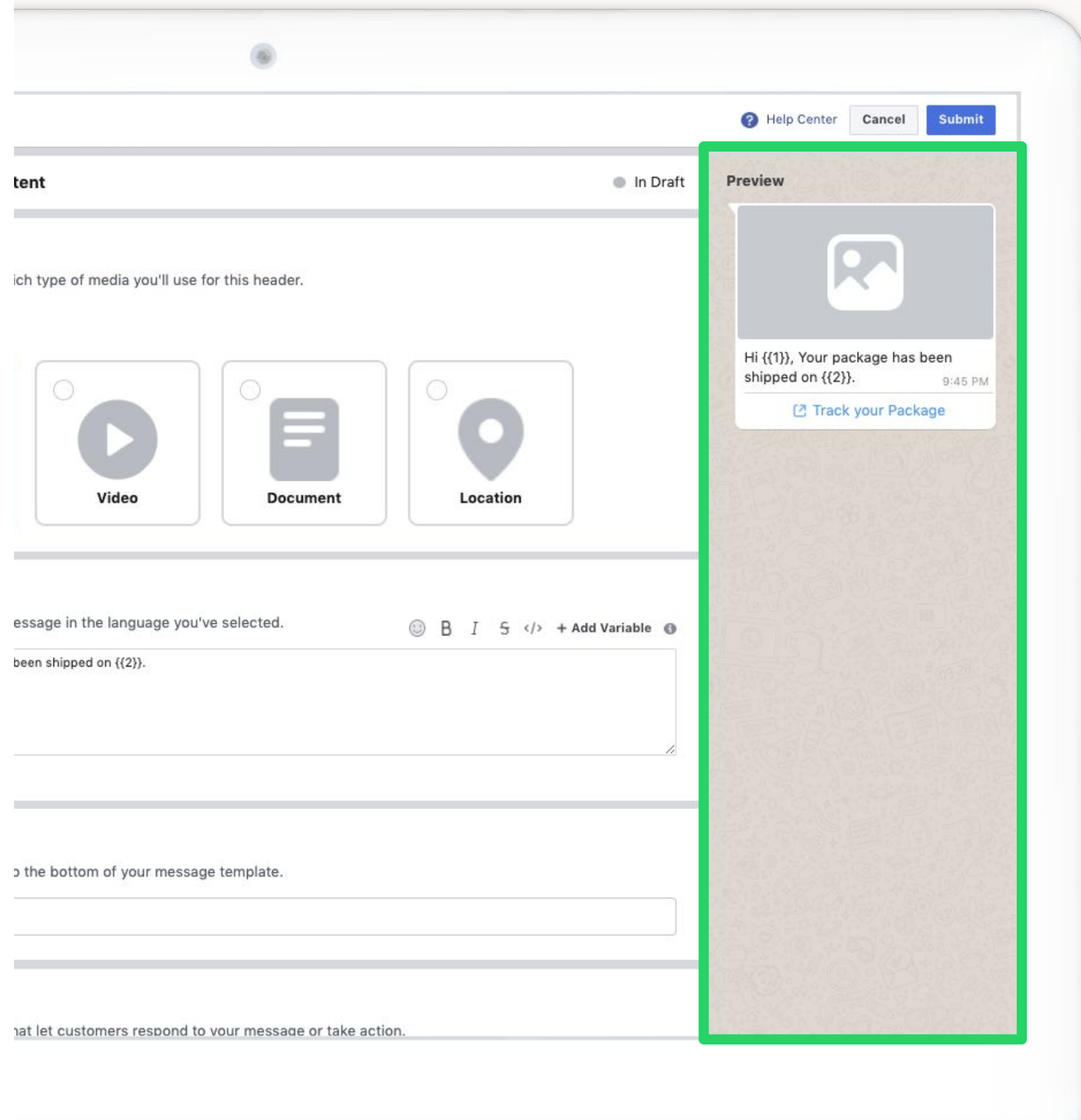


Preview your template and submit

The preview gives you an idea of what the message template will look like on a phone.

When completed, click Submit.

Your template will now be sent for review. The status of your template is viewable under Message templates in the WhatsApp Business Platform client. After your message has been approved, you can work with your developer to input your message templates into the Business Platform.



Sending a Notification



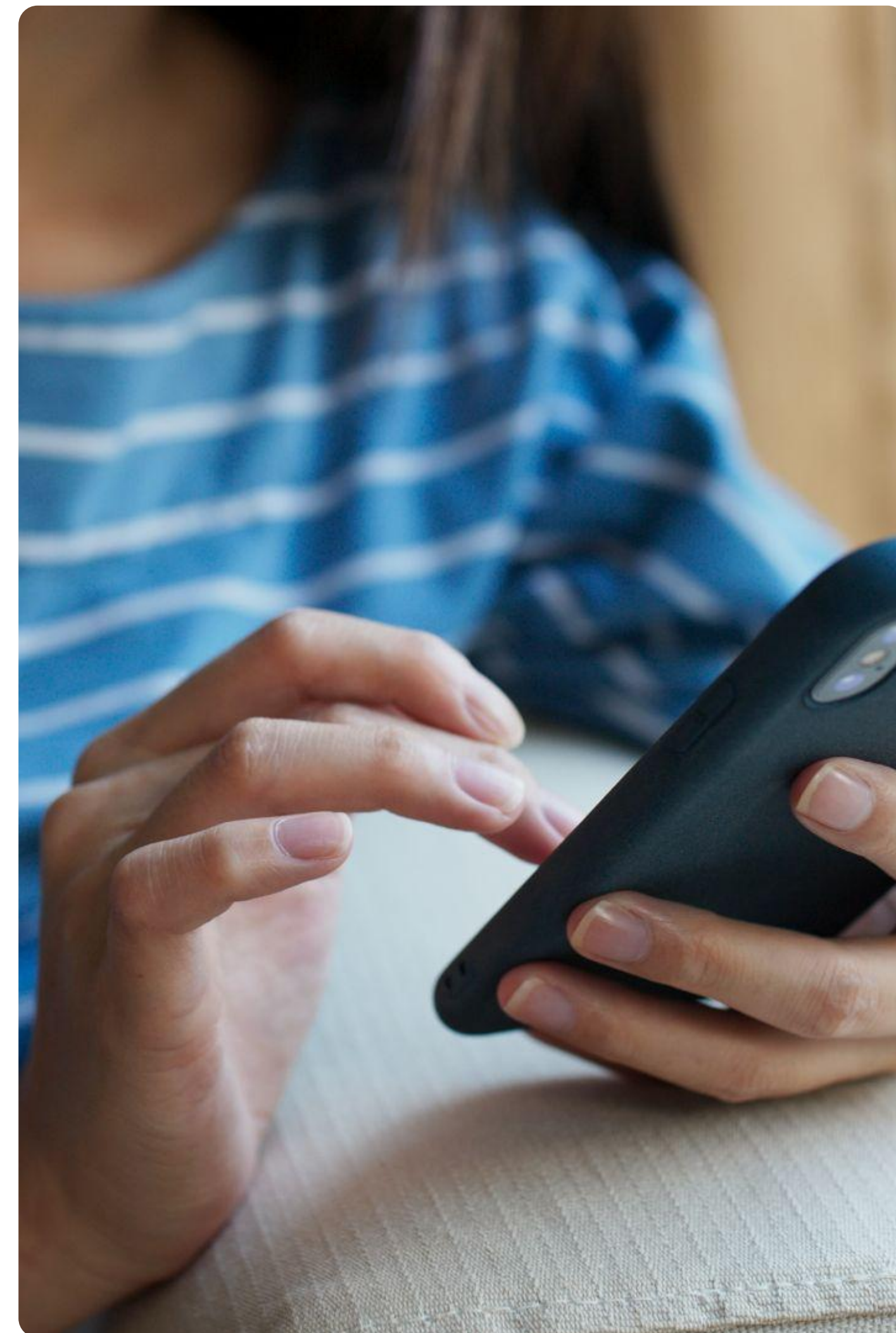
Verify that the test device is **able to receive the message**

Once the message template has been approved, use the WhatsApp Business Platform client to send a message using the template to the test device you set up by referring to the developer documentation.

If you send the interactive message to a phone number which is not on the right platform (for example, KaiOS) or you're using a consumer app version not compatible with interactive message templates, the Business Platform client will receive a 1026 error code.

[Sending Message Templates](#)

[WhatsApp Business Platform Error Codes](#)



Handling user action (quick-reply buttons)

When a user clicks a quick-reply button, a response is sent back to the business. The business can use this to know which button the user has clicked.

[More details here](#)

NOTE: A user may choose to reply to the interactive message or just send you a message rather than clicking a button. Make sure that you have processes in place to support these actions.



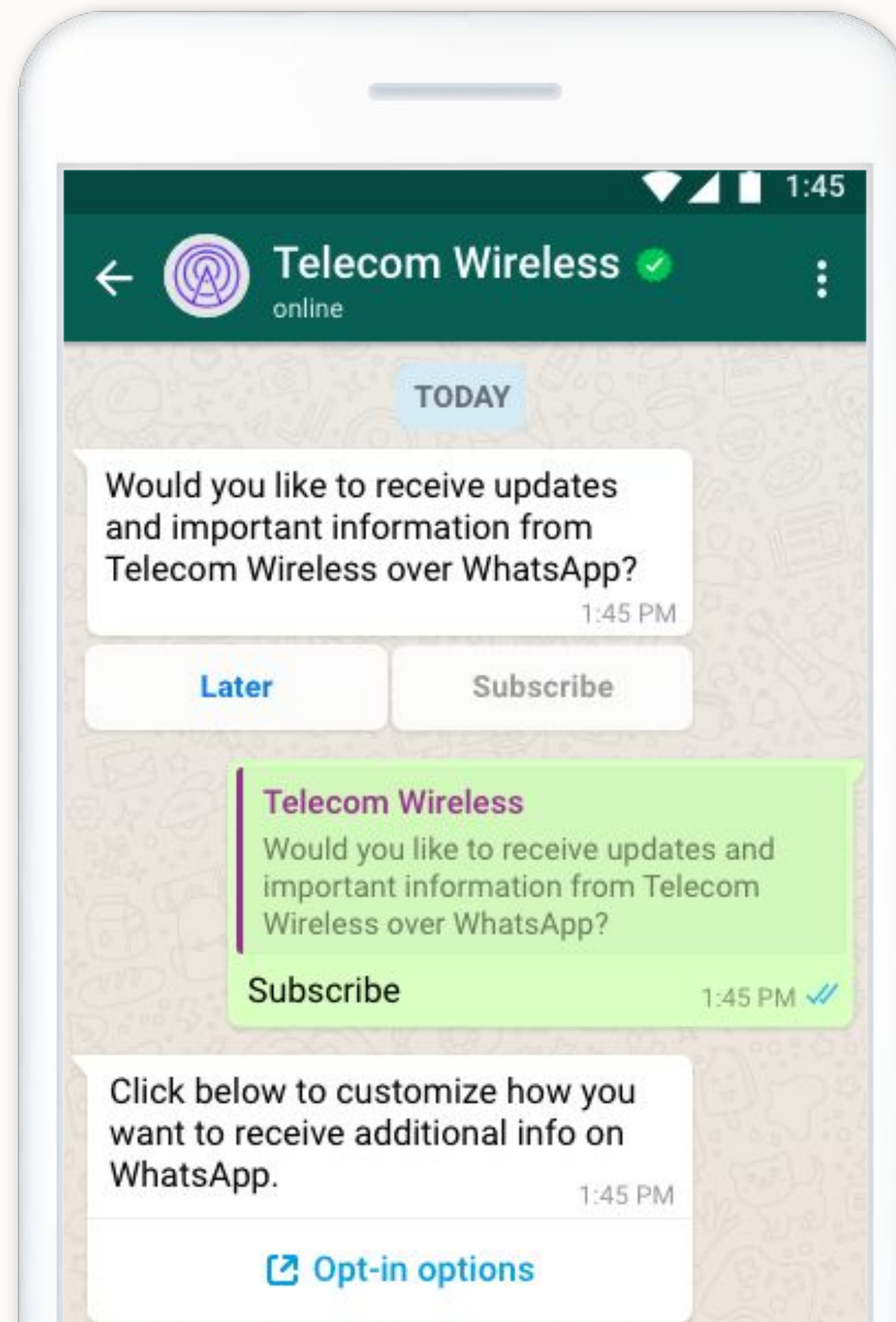
Buttons



Use buttons to streamline user experience

Buttons are a quick way for people to select what they want from a business without having to type anything.

Their format is simple and intuitive to use and they enhance the conversational flow.



Types of buttons

There are three types of buttons:



Call-to-action

Allows your customer to call a phone number or visit a website at the touch of a button.

Call-to-action buttons can only be used within a [message template](#).



Quick-reply

Allows your customer to make a quick selection from up to three options, returning a text message to the business.

Quick-reply buttons can only be used within a [message template](#).



Reply buttons

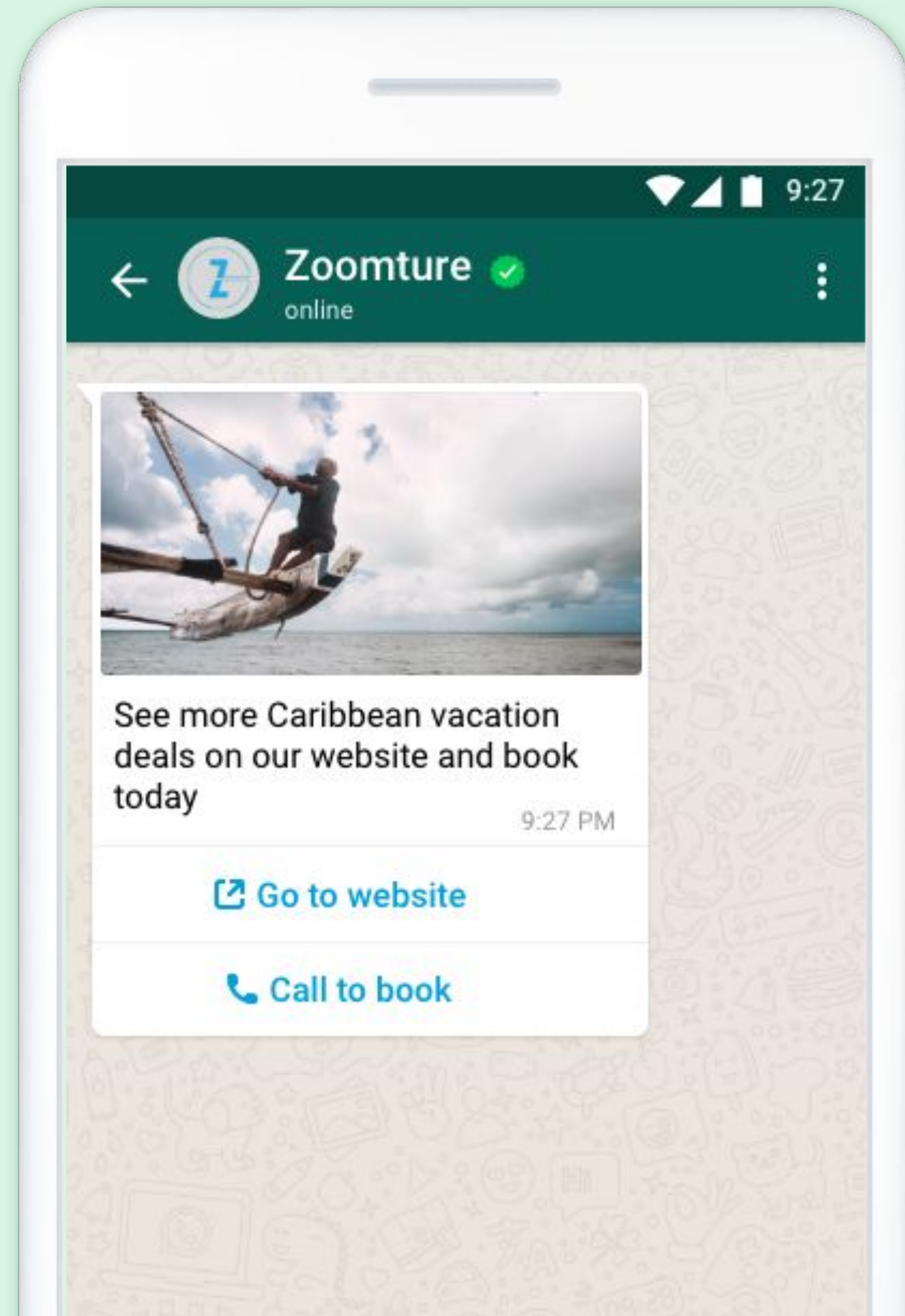
Unlike quick-reply buttons, reply buttons do not require a template, so they can be dynamically populated — for example with a delivery address.

Call-to-action buttons

- Call-to-action buttons allow your customer to call a phone number or visit a website at the touch of a button.
- A template can have a maximum of two call-to-action buttons and maximum of one of each type (“call phone number” and “visit website”).

Benefits & use cases

Implementation



Call-to-action buttons

- Call-to-action buttons allow your customer to call a phone number or visit a website at the touch of a button.
- A template can have a maximum of two call-to-action buttons and maximum of one of each type (“call phone number” and “visit website”).

Benefits & use cases →

Implementation

Call-to-action buttons offer an easy next step in a number of situations:

01 Escalation

If a case cannot be resolved within the WhatsApp thread, you can direct the user to call a human service agent.

02 Online process assistance

If the customer needs to access a specific web page, for example an incident form, a button can get them to exactly where they need to be to continue their case.

03 Online shopping assistance

Direct a customer to the product in question to view options and/or complete a purchase.

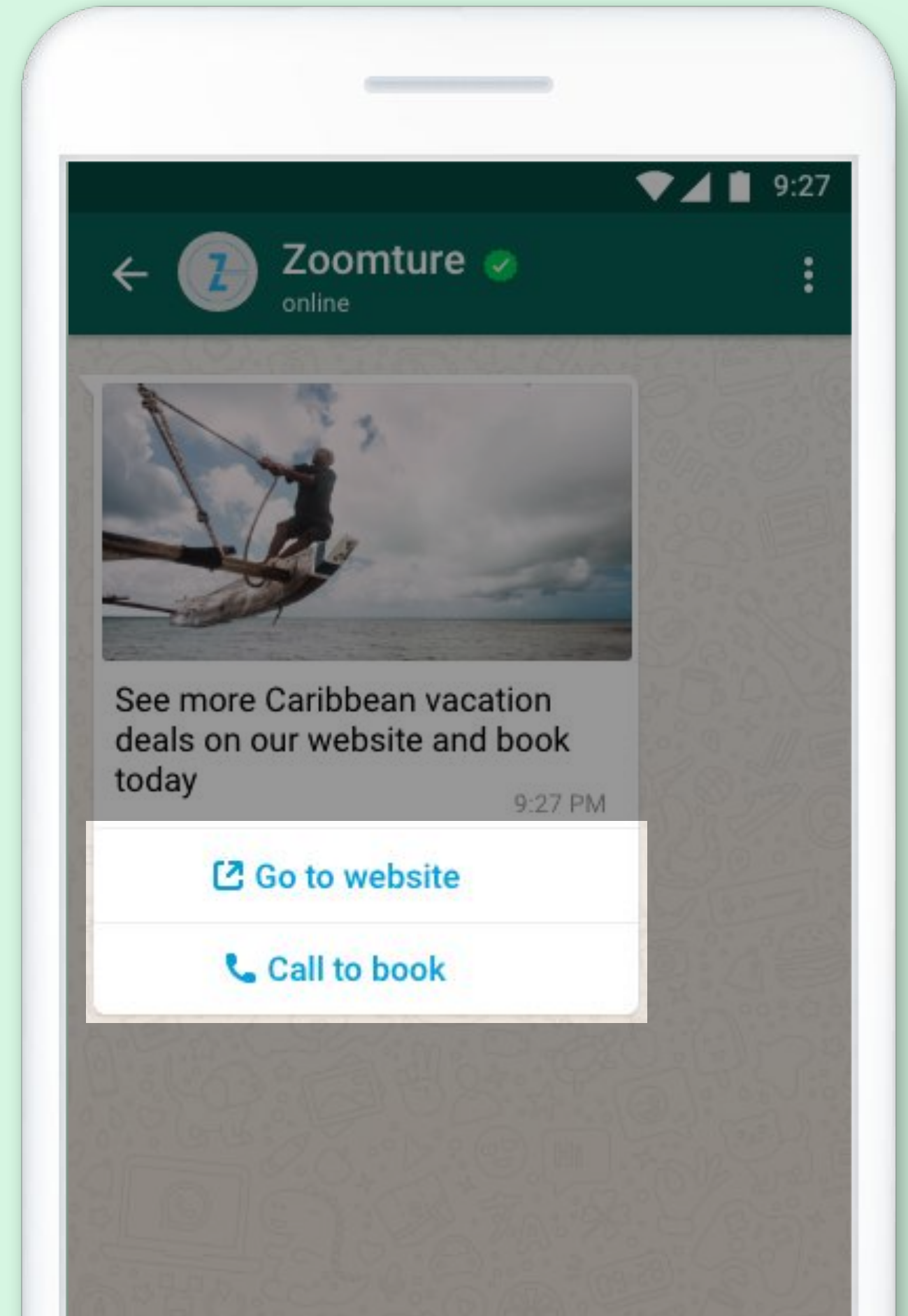
Call-to-action buttons

- Call-to-action buttons allow your customer to call a phone number or visit a website at the touch of a button.
- A template can have a maximum of two call-to-action buttons and maximum of one of each type (“call phone number” and “visit website”).

Benefits & use cases

Implementation →

You can add one call-to-action button of each type to your template during the template creation process.

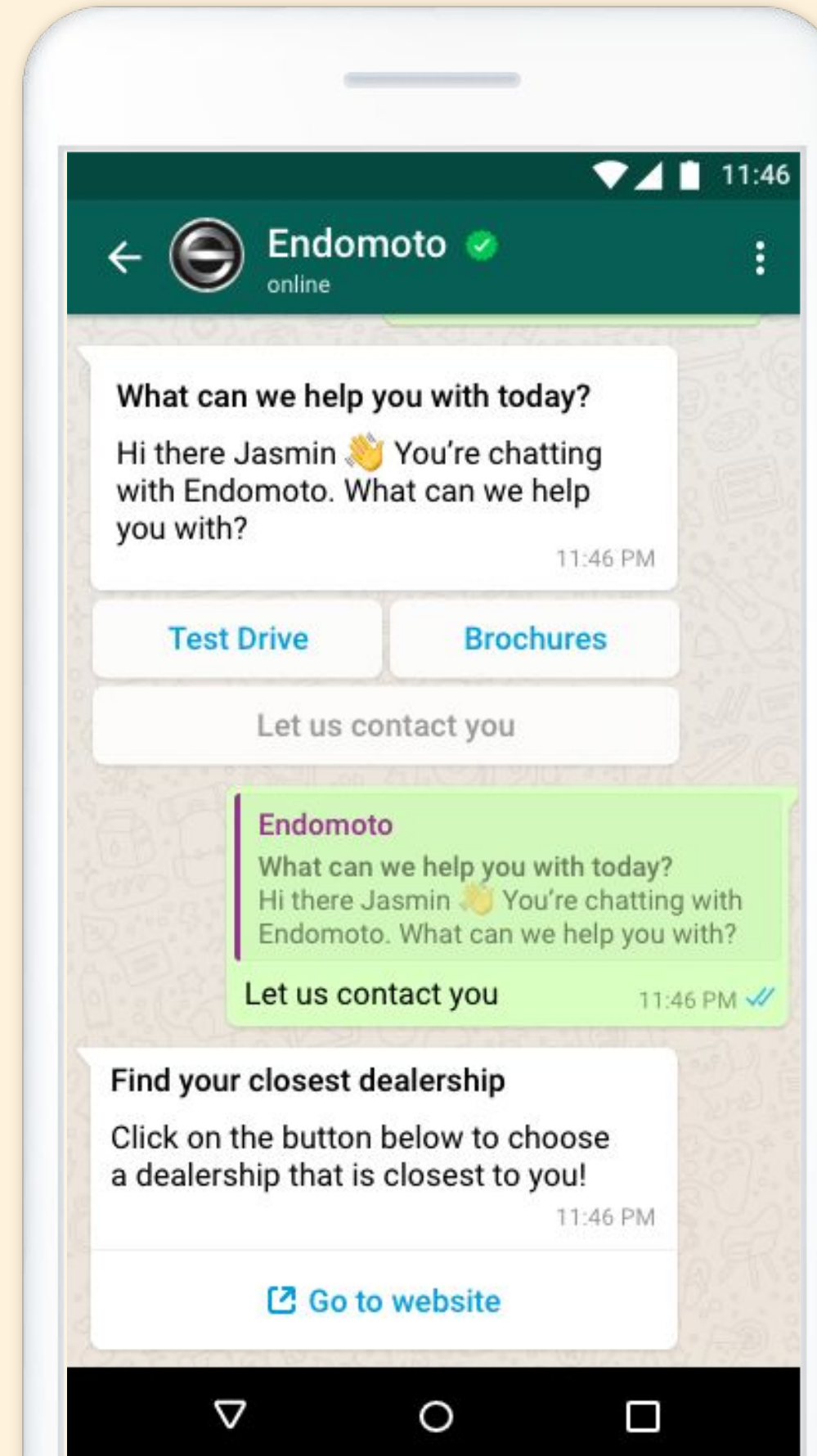


Quick-reply buttons

- Quick-reply buttons offer a simple and consistent format for menus with up to three options where no additional context is required (e.g. Yes/No answers).
- They are easier and more accurate than requiring a user to type a response.
- Standardized responses can trigger additional action by bot or human agent.

Benefits & use cases

Implementation

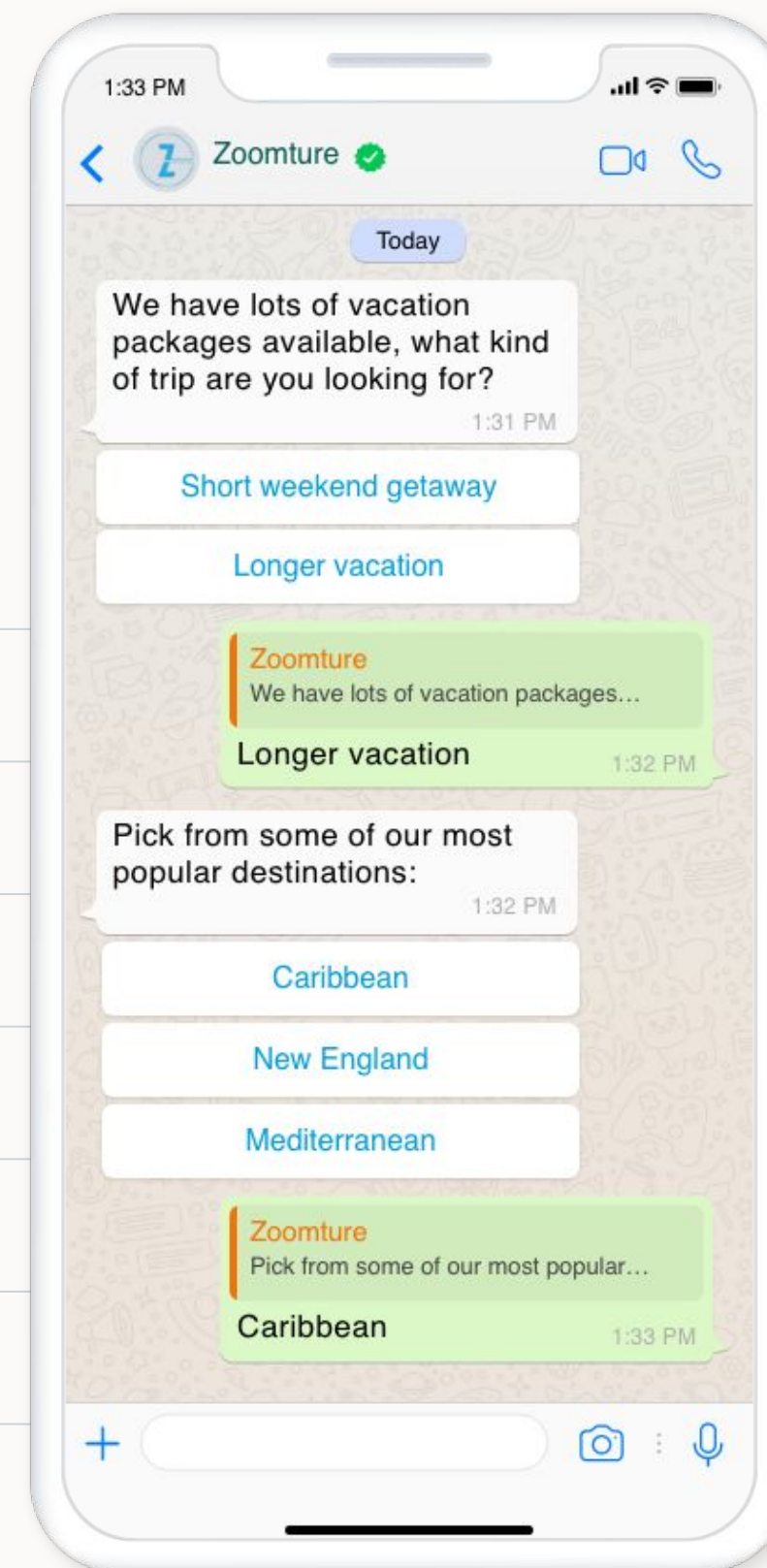


Interactive templates

The user experience for reply buttons and Interactive templates is identical

Interactive templates

Message can be sent	As a notification (outside the 24-hour response window)
Message content	Pre-approved template required
User experience	Quick-reply or call-to-action buttons
Number of options	Up to 3
Should be used for	Notifications
Use cases	Generic



Quick-reply buttons

- Quick-reply buttons offer a simple and consistent format for menus with up to three options, where no additional context is required (e.g. Yes/No answers).
- They are easier and more accurate than requiring a user to type a response.
- Standardized responses can trigger additional action by bot or human agent.

Benefits & use cases →

Implementation

Quick-reply buttons allow a user to select from up to three options to move quickly through a decision tree to get to the right solution.

If you want to offer users more than three options, choose List message. Use cases include:

01 Product selection

for example, choosing between subscription packages

02 Customer satisfaction prompt

for example, “Did this answer your question?” with “Yes” / “No” / “Need more help” response buttons

03 Next Action prompt

for example, “Your flight departs in 24 hours” with “Get boarding pass” / “Change seat” / “See other flight options” response buttons

Note: Quick-reply buttons cannot be personalized to the user (e.g. listing the user’s last order). They can only generate generic responses.

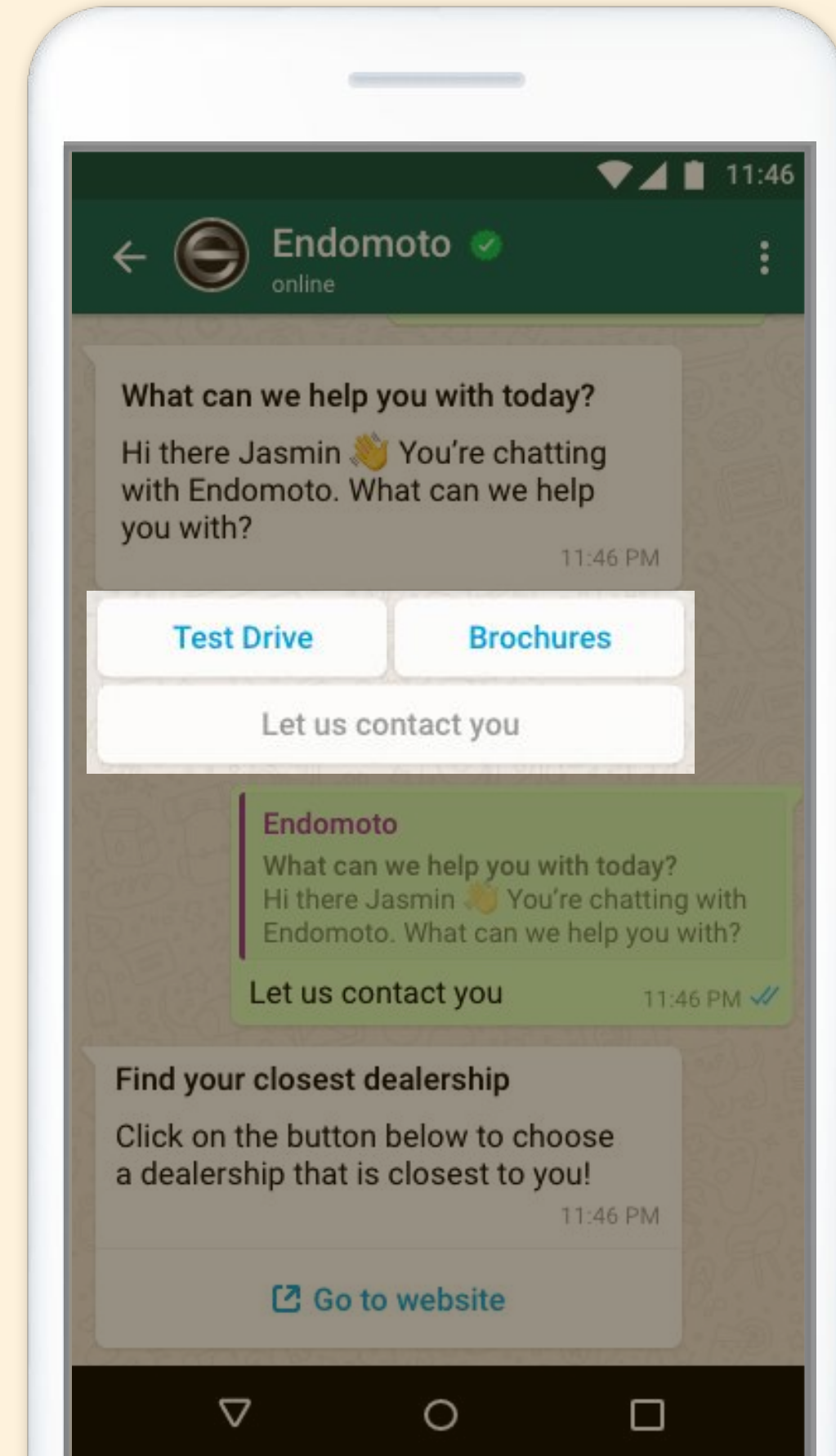
Quick-reply buttons

- Quick-reply buttons offer a simple and consistent format for menus with up to three options, where no additional context is required (e.g. Yes/No answers)
- They are easier and more accurate than requiring a user to type a response.
- Standardized responses can trigger additional action by bot or human agent.

Benefits & use cases

Implementation →

You can add up to three quick-reply buttons to your template during the template creation process.

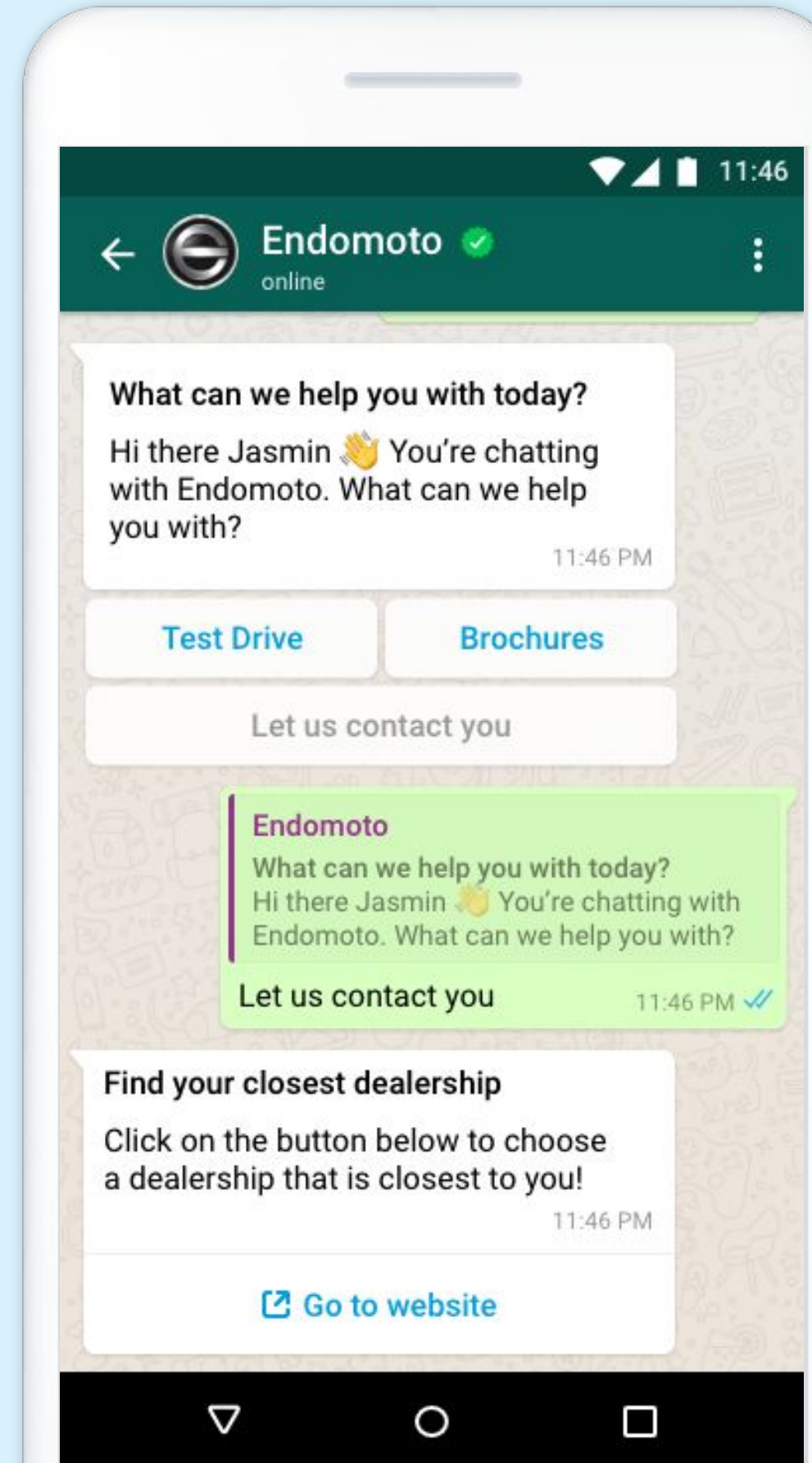


Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

Benefits
Use cases
Implementation
Additional Considerations





Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

Benefits →

Use cases

Implementation

Additional considerations

While they offer a similar user experience to quick-reply buttons, reply buttons have these additional benefits:

01

They can be populated dynamically, based on a customer's responses, so can be used for personalized bot use cases.

02

Reply buttons are freeform and don't require a template, so there are no approvals required.

03

Reply buttons decrease dropout rates and increase conversions for automated bots.



Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

- Benefits
- Use cases** →
- Implementation
- Additional considerations

Reply buttons are particularly valuable for ‘personalized’ use cases where a generic response is not adequate.

Examples of actions that can be completed with reply buttons (where there are up to three options):

Telco

Airtime recharge, bill payments

Financial Services

Money transfer, change personal details, debit card blocking/unblocking

Travel

Purchasing flights, getting boarding pass, amending travel plans

Retail / e-commerce

Adding optional extras to an order, reordering a previous order, checking order status, requesting returns, scheduling a delivery, making a payment using a method on file

Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

Benefits

Use cases

Implementation →

Additional considerations

Each message is comprised of:

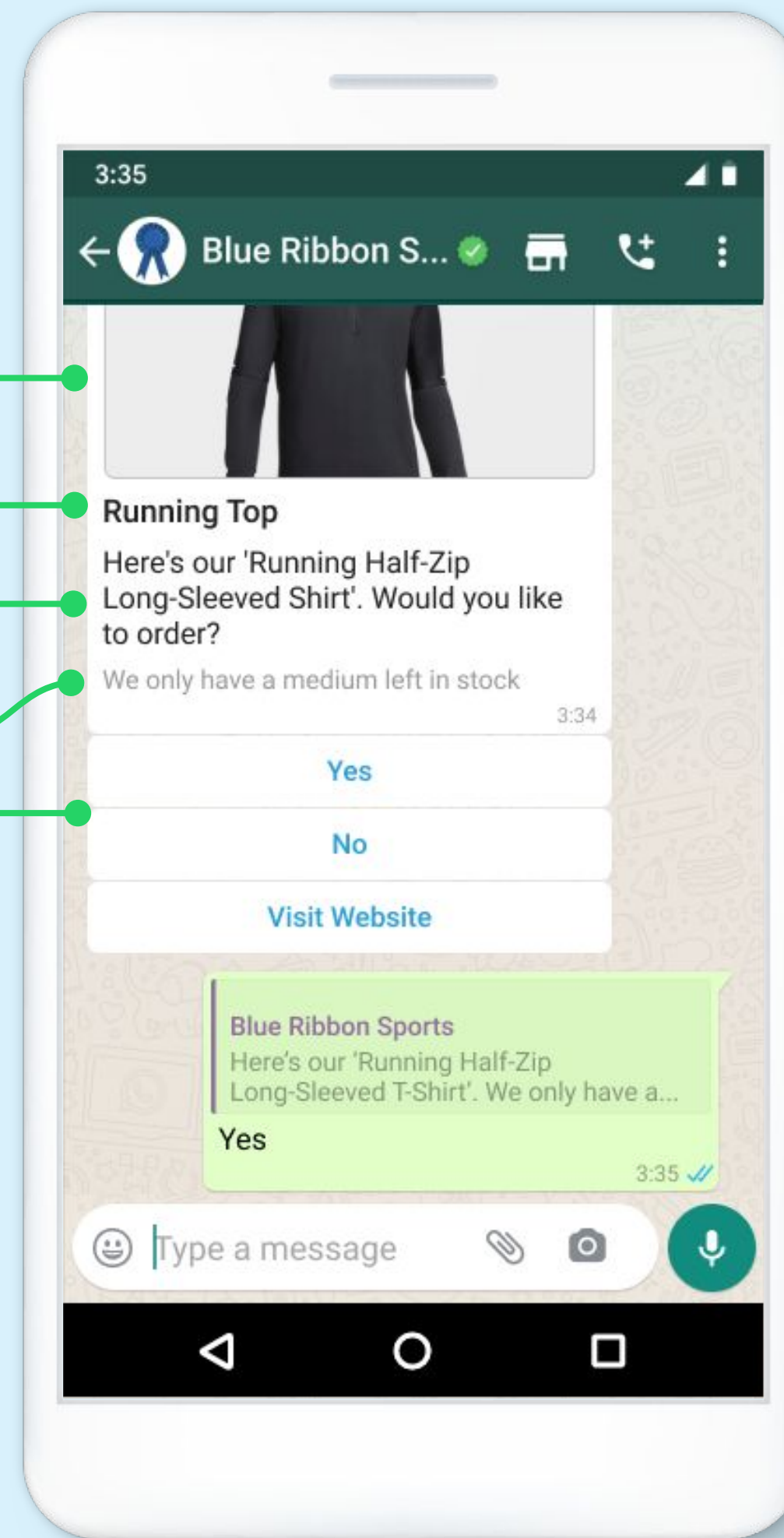
1 Media link (optional and can include image/video/GIF/doc/location)

Header (optional, text only, 20 chars)

Body (mandatory, supports media, 1024 chars)

Footer (optional, text only, 60 chars)

Buttons (max. 3; text only, 20 chars)





Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

Benefits


Use cases

Implementation →

Additional considerations

Sending a reply button message

- The business should have structured conversation hierarchies that can be converted to button messages.
- All integrations with a business's backend system (e.g. inventory, store locations) should be handled by you.

 [Learn more about creating and sending a button message and handling a button message reply](#)

Reply buttons

(COMING SOON)

- Similar to quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

Benefits

Use cases

Implementation

Additional considerations →

- A message cannot contain more than three reply buttons. Choose a list message instead.
- Reply buttons do not offer additional context for each option. Choose a list message instead.
- Users can only select one button from the menu at a time, although they can go back and reuse a previous menu.
- Reply buttons can in theory be constructed by a human agent. Consult with your business solution provider (BSP) to implement.

Note: Because they are not part of a template, the WhatsApp Business Platform will not track performance of reply buttons. Your team may be able to add additional tracking through internal tools.



Example use

case:

Mobile carrier airtime recharge

Buttons and lists simplify the experience for the user. Using a chatbot can reduce business overhead by automating common customer inquiries

CUSTOMER ACTION

BUSINESS ACTION



Mary clicks on the WhatsApp button on her carriers website to get more information, triggering the support window.

Reply Buttons



Bot/Agent sends a welcome message and asks what she'd like to do today, with 3 reply buttons: Check airtime, Recharge, or Other Options



Mary selects Recharge

Reply Buttons



Bot/agent asks how much to recharge with 3 reply buttons: \$5 (your most common amount), \$10, Different amount



Mary selects \$5

Reply Buttons



Bot/agent asks how how she'd like to pay, with 3 button option: Visit website, Card on file, Other



Mary selects visit website and is redirected to the business website to complete her transaction

Text Message



Bot/agent sends confirmation message. "Thank you, your airtime recharge has been successful and should appear in your account shortly"

(COMING SOON)

Reply buttons: **Frequently asked questions**

Can a user select more than one button option?

- No. Currently only one button can be selected by a user from the message.

Can reply buttons be used in notifications?

- No. Currently a reply button message can only be sent within 24 hours of the last message sent by the user. If a business tries to send a message outside the 24-hour window they will receive an error code.

What platforms will reply buttons be available on?

- iOS, Android and web.

What happens if a user has an unsupported version - KaiOS, web, out of date iOS or Android?

- Reply button support will be available starting with the following WhatsApp consumer client versions:
 - iOS: version 2.20.121
 - Android: version 2.20.205.13
 - Web: version N/A, since web is always current.
 - Desktop: from 2.2047.10
- If the recipient app version does not support reply buttons, the business will receive a webhook notification throwing an error that describes why the message was unable to be received. The business will be responsible for handling this error elegantly. Best practice would be to convert the message to a numbered text message to allow the user to complete the workflow.

List Messages

(COMING SOON)





(COMING SOON)

Use List messages to **provide multiple options**

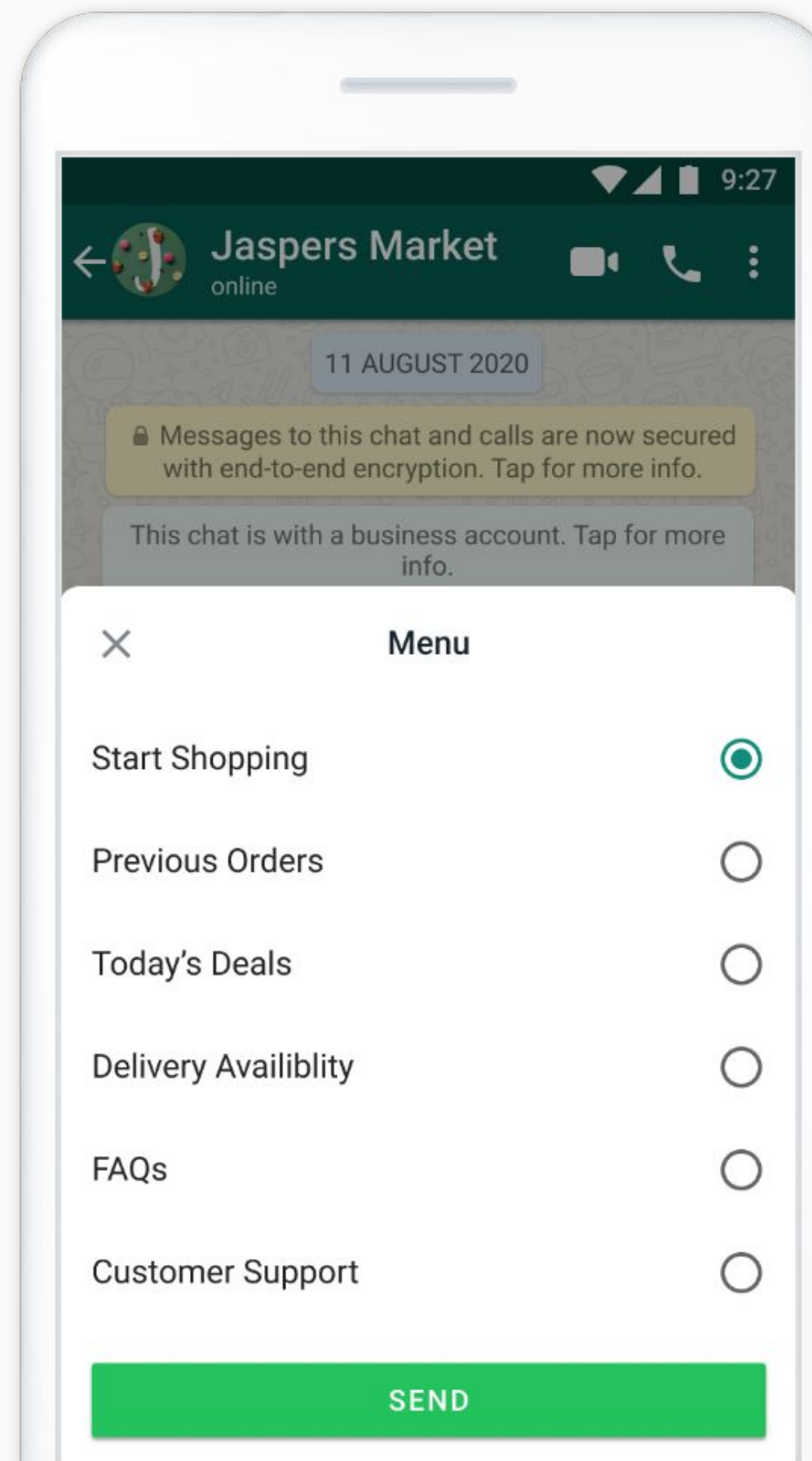
List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

Benefits

Use cases

Implementation

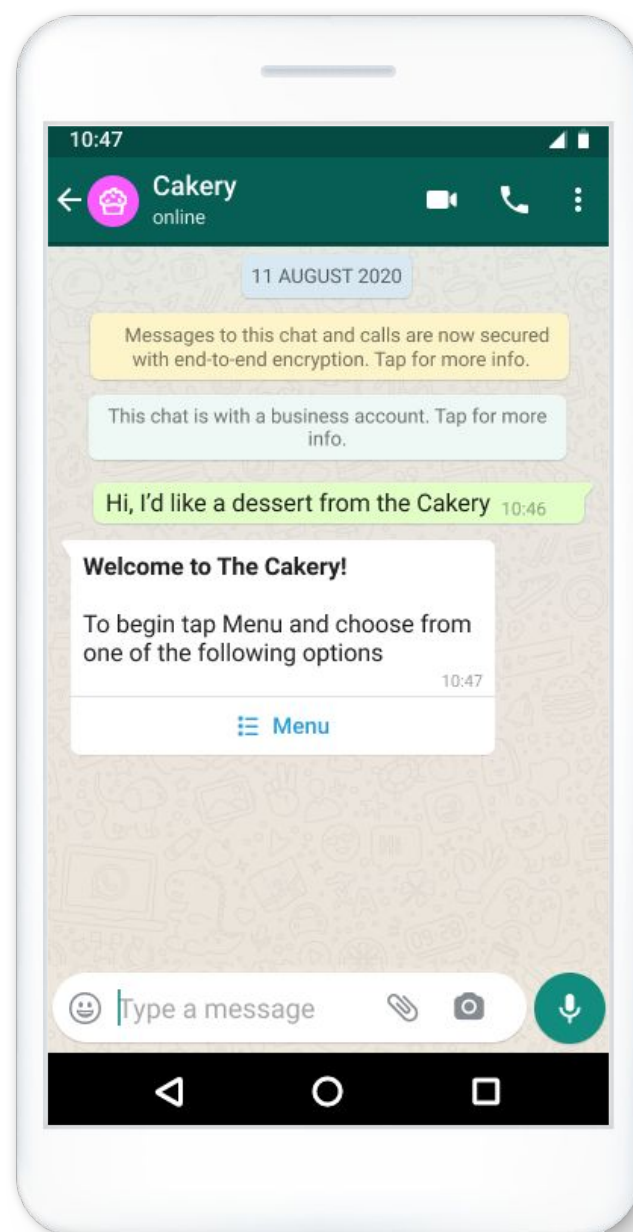
Additional Considerations



(COMING SOON)

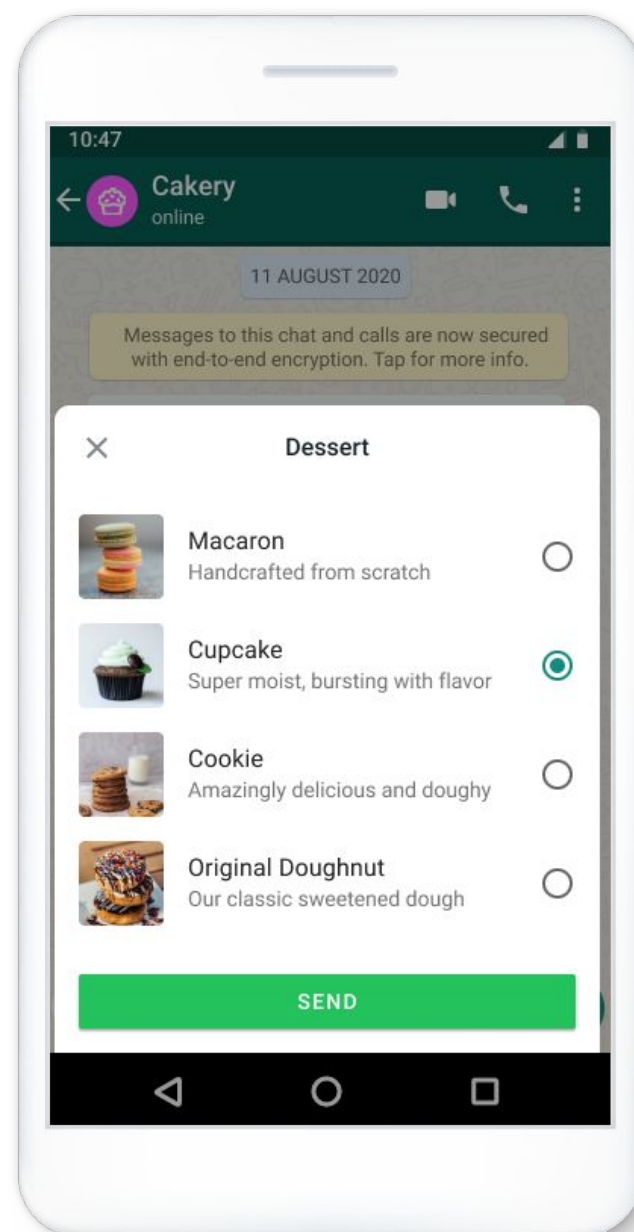
List message user experience

User is greeted with a list message prompt. Tapping the button pulls up a bottom sheet with the list items.

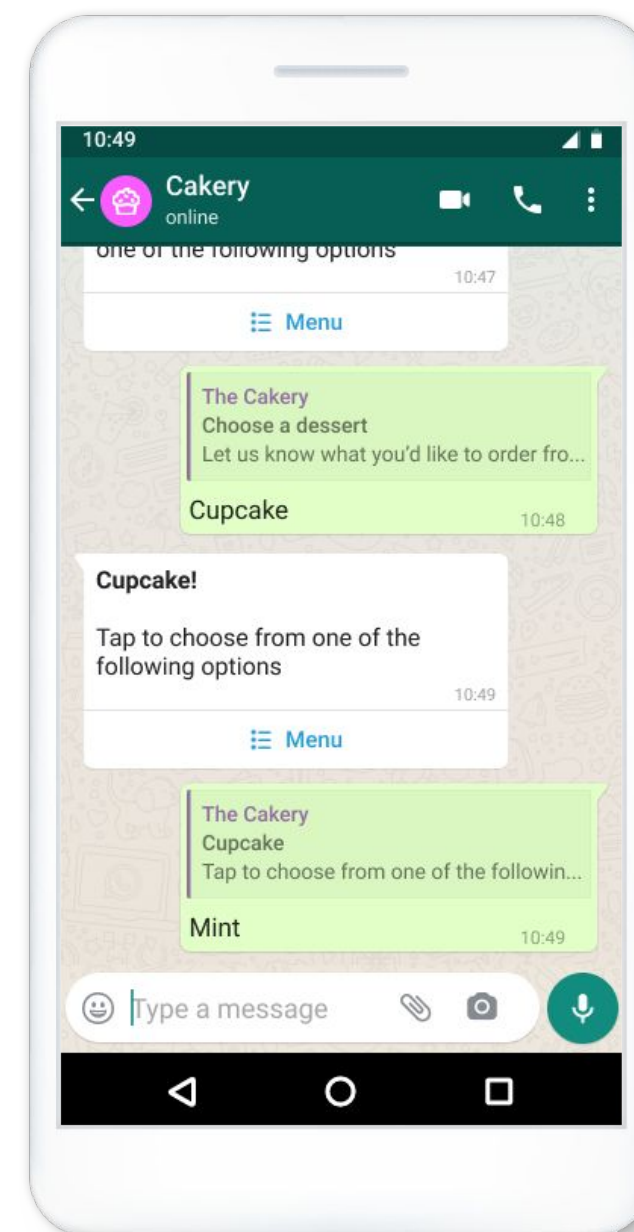


A user can select one item from the list using radio buttons and tap the "send" button.

This action sends a text message back to the business containing a string representing the selection.

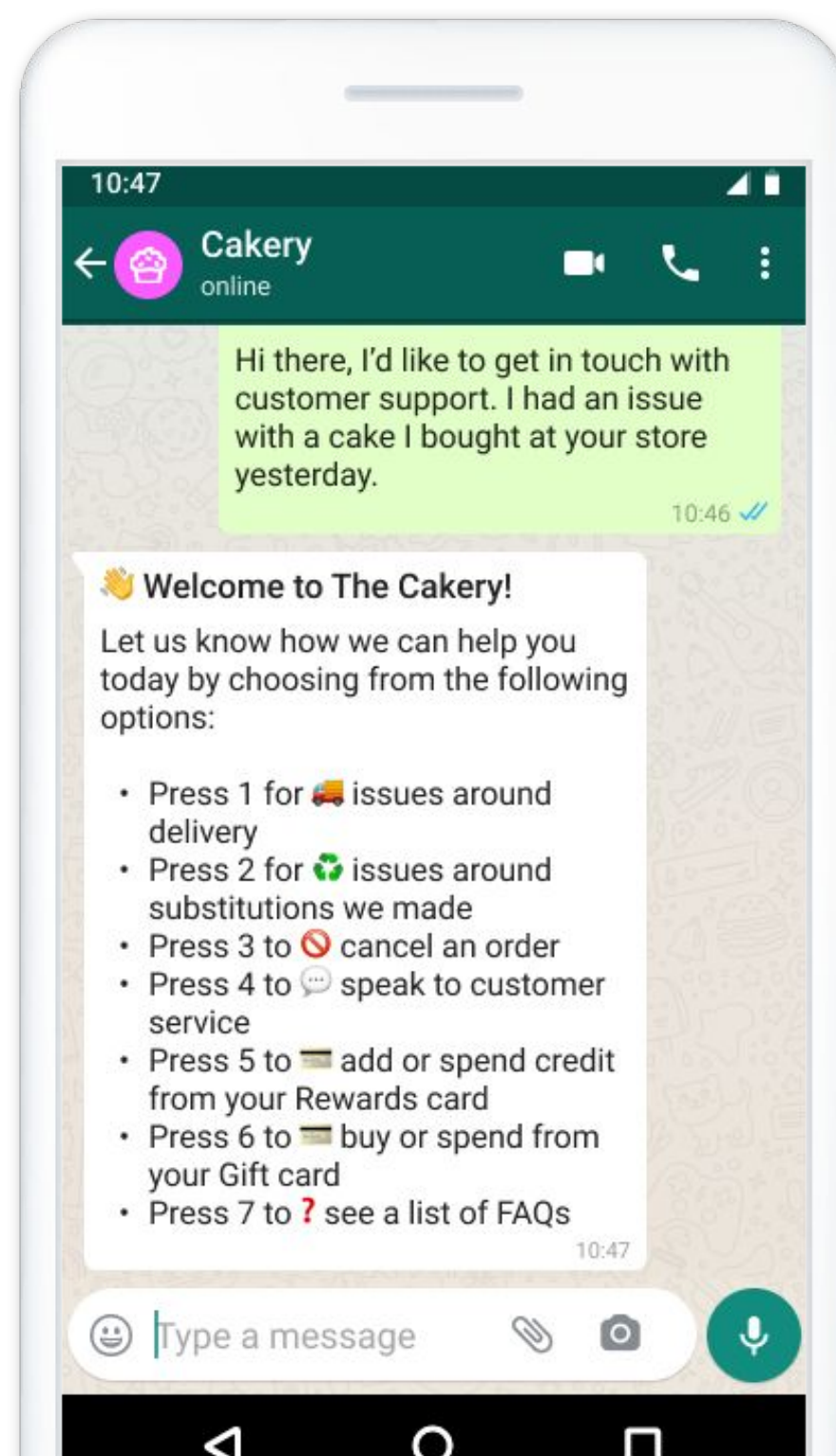


The user will see a text message bubble with reply context to the list message sent by the business.



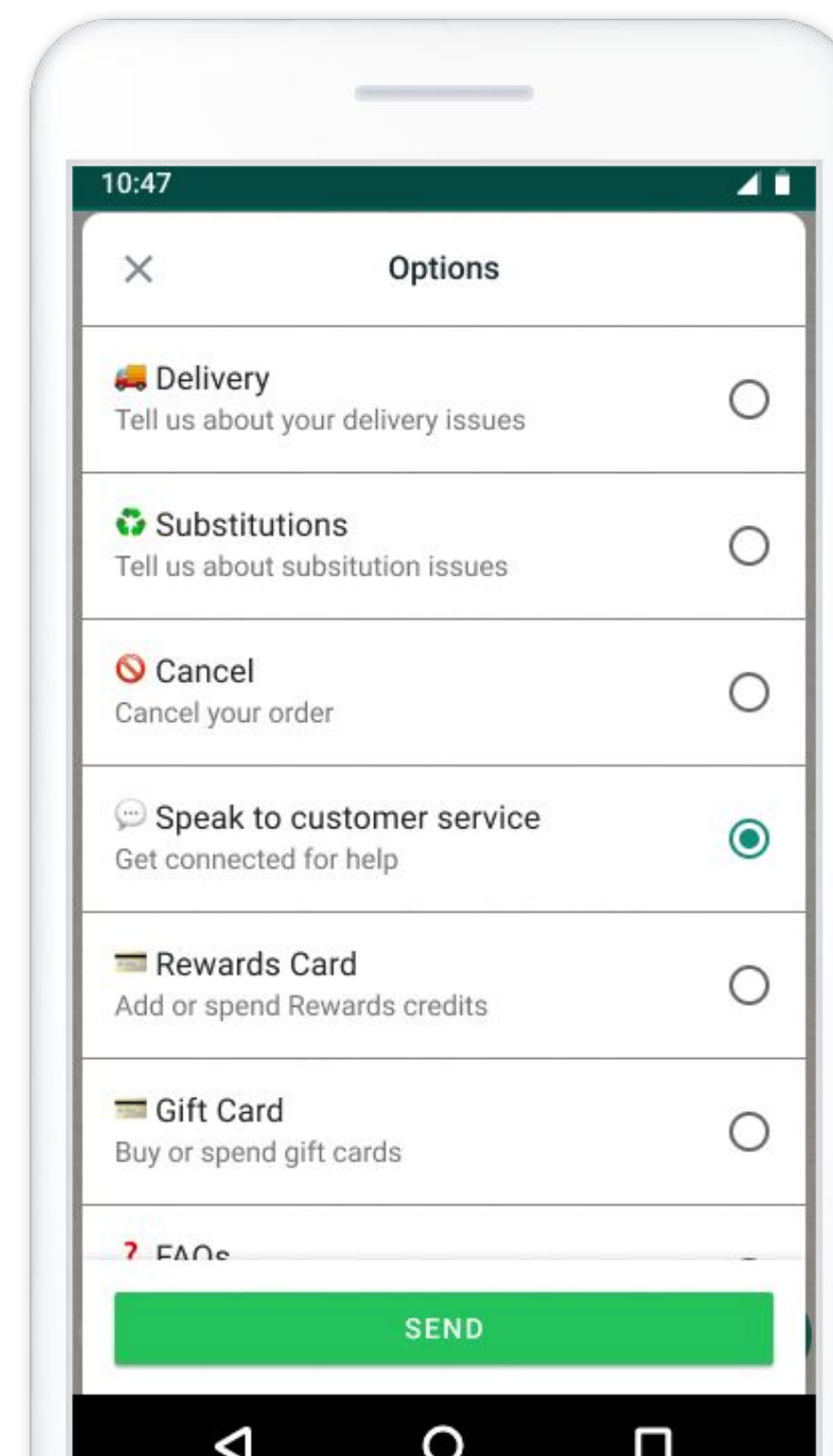
(COMING SOON)

User experience



Text message vs List message

List messages offer customers a cleaner and easier user experience than text messages as well as more contextual information with each option.





(COMING SOON)

List messages

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

Benefits →

Use cases

Implementation

Additional considerations

List messages are a way to allow users to easily choose from up to 10 options. In addition, they offer these benefits:

01

They can be populated dynamically, based on a customer's responses, so can be used for personalized bot use cases.

02

Dedicated description lines for each option to provide additional context.

03

List messages do not require a template or pre-approval.



(COMING SOON)

List messages

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

Benefits

Use cases →

Implementation

Additional considerations

Examples of actions that can be completed with list messages:

Telco

Airtime recharge, bill payments, appointment booking, account unblocking

Financial Services

Account creation, money transfer, appointment booking, change personal details, account unblocking

Travel

Purchasing flights, getting boarding pass, amending travel plans

Retail / e-commerce

Reordering a previous order, checking order status, requesting returns, scheduling a delivery, choosing a delivery address, making a payment using a method on file

(COMING SOON)

List messages

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

Benefits

Use cases

Implementation →

Additional considerations

Each list is comprised of:

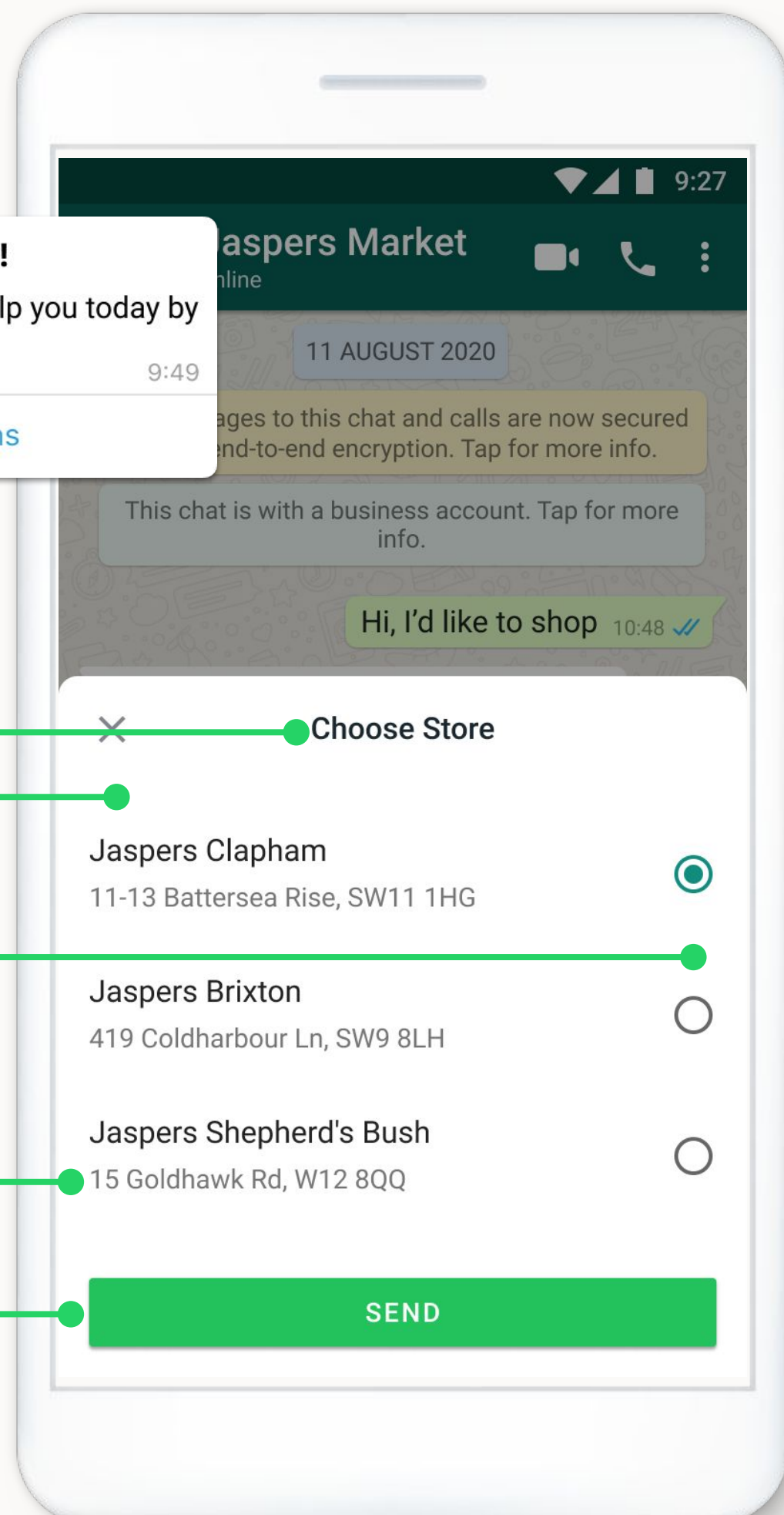
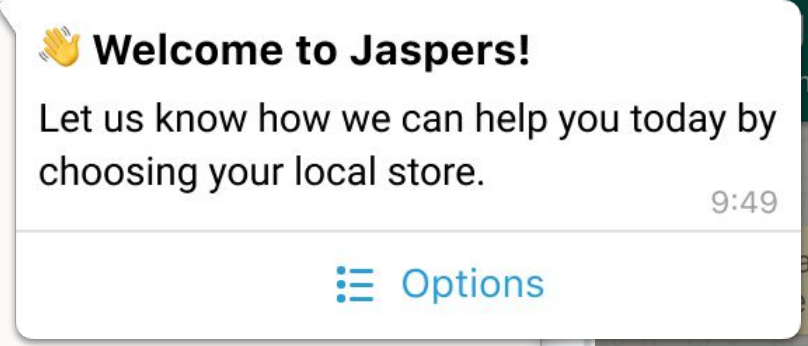
List header — Choose Store

Section titles (optional, not shown)

Row title: a single selection choice accompanied by a radio button.

Row description (optional): provides additional context for the selection choice.

Single send button — SEND



(COMING SOON)

Implementation considerations

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

Benefits

Use cases

Implementation

Additional considerations →

- List messages are most effective for menus with up to 10 options or where additional context is required to make the decision.
- List messages can provide an initial response to a customer message before transitioning to a human agent, or they can be ‘chained’ with other list or reply buttons to complete an action.
- List messages should not be used for:
 - A list of products: List messages cannot contain images. (We are currently developing Product lists to add this capability).
 - Messages with fewer than four options that require no context (e.g. Yes/No). Use reply buttons or interactive notifications for these cases.
 - See [Buttons and Lists: A Comparison](#) for additional guidance on deciding among interactive templates, list messages and reply buttons.

🔗 For complete instructions on creating and sending a list message and handling replies, visit the developer documentation

(COMING SOON)

List messages: **Frequently asked questions**

Can a user select more than one option from the list?

- No. Currently only one option can be selected by a user from the list message.

Can list messages be used to send notifications?

- No. Currently a list message can only be sent within 24 hours of the last message sent by the user. If a business tries to send a message outside the 24-hour window they will receive an error code.

What platforms will list messages be available on?

- iOS, Android and web.

What happens if a user has an unsupported version - KaiOS, web, out of date iOS or Android?

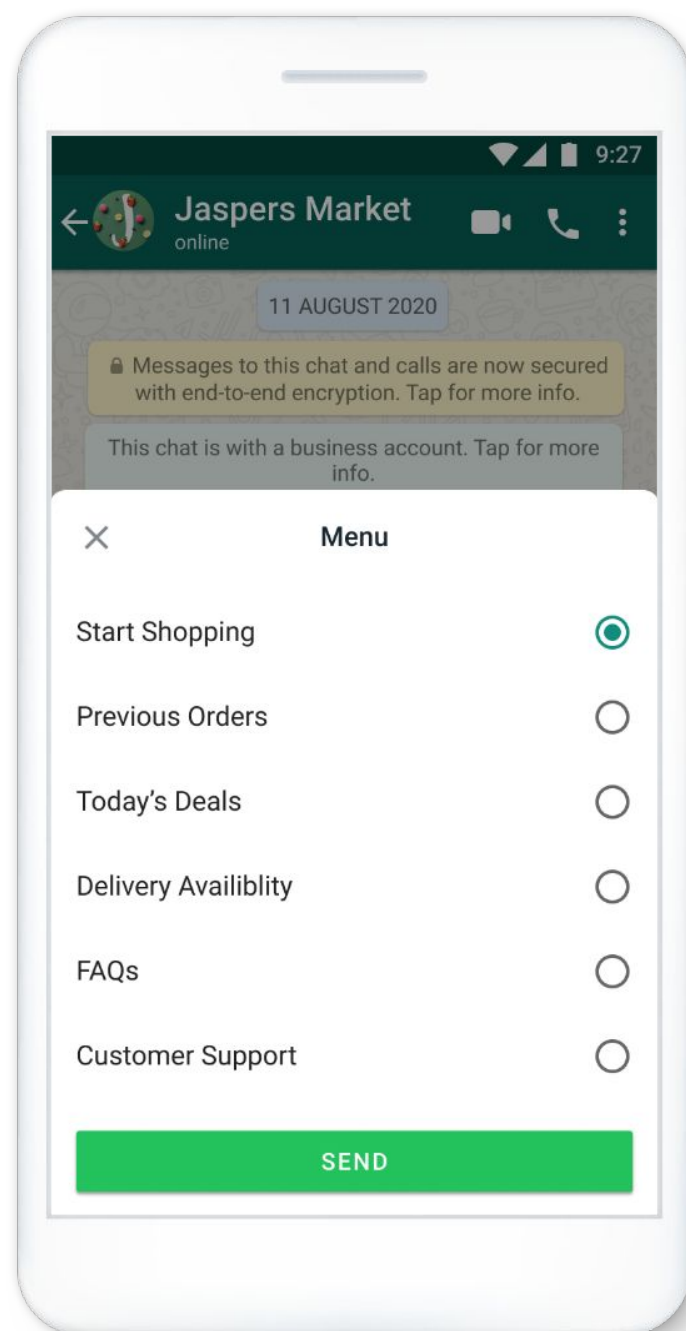
- List message support will be available starting with the following WhatsApp consumer client versions:
 - iOS: version 2.20.121
 - Android: version 2.20.205.13
 - Web: version N/A, since web is always current.
 - Desktop: from 2.2047.10
- If the recipient app version does not support List messages, the business will receive a webhook notification throwing an error that describes why the message was unable to be received. The business will be responsible for handling this error elegantly. Best practice would be to convert the list message to a numbered text message to allow the user to complete the workflow.

Buttons and Lists: A Comparison





Comparing List messages and Reply buttons



List messages

In the 24-hour response window (24hr after customer reaches out)

No template required; can be built in real time based on customer responses

List slides up from bottom of screen

Up to 10 (Each option includes a dedicated description line)

Longer lists or where more context is required

Generic or personalized

Message can be sent

Message content

User experience

Number of options

Should be used for

Use cases

Reply buttons

In the 24-hour response window

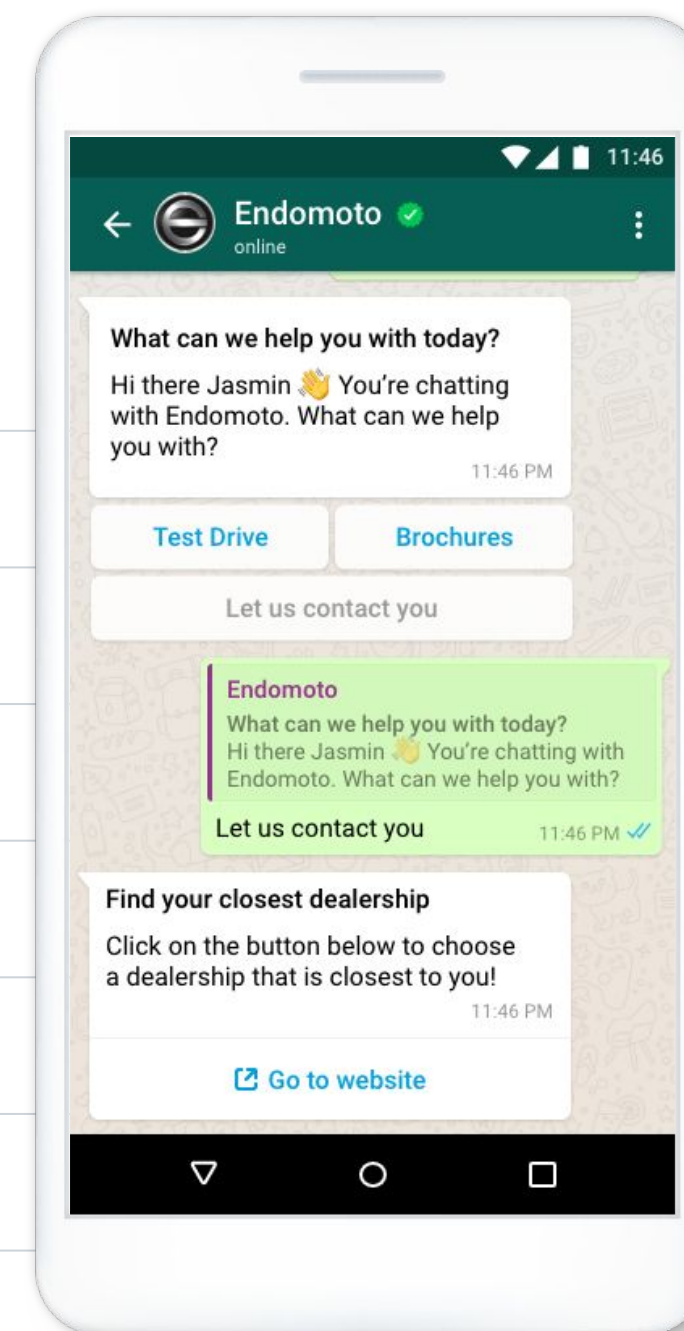
No template required; can be built in real time based on customer responses

In-thread buttons

Up to three

Quick responses and dynamic bot flows

Generic or personalized



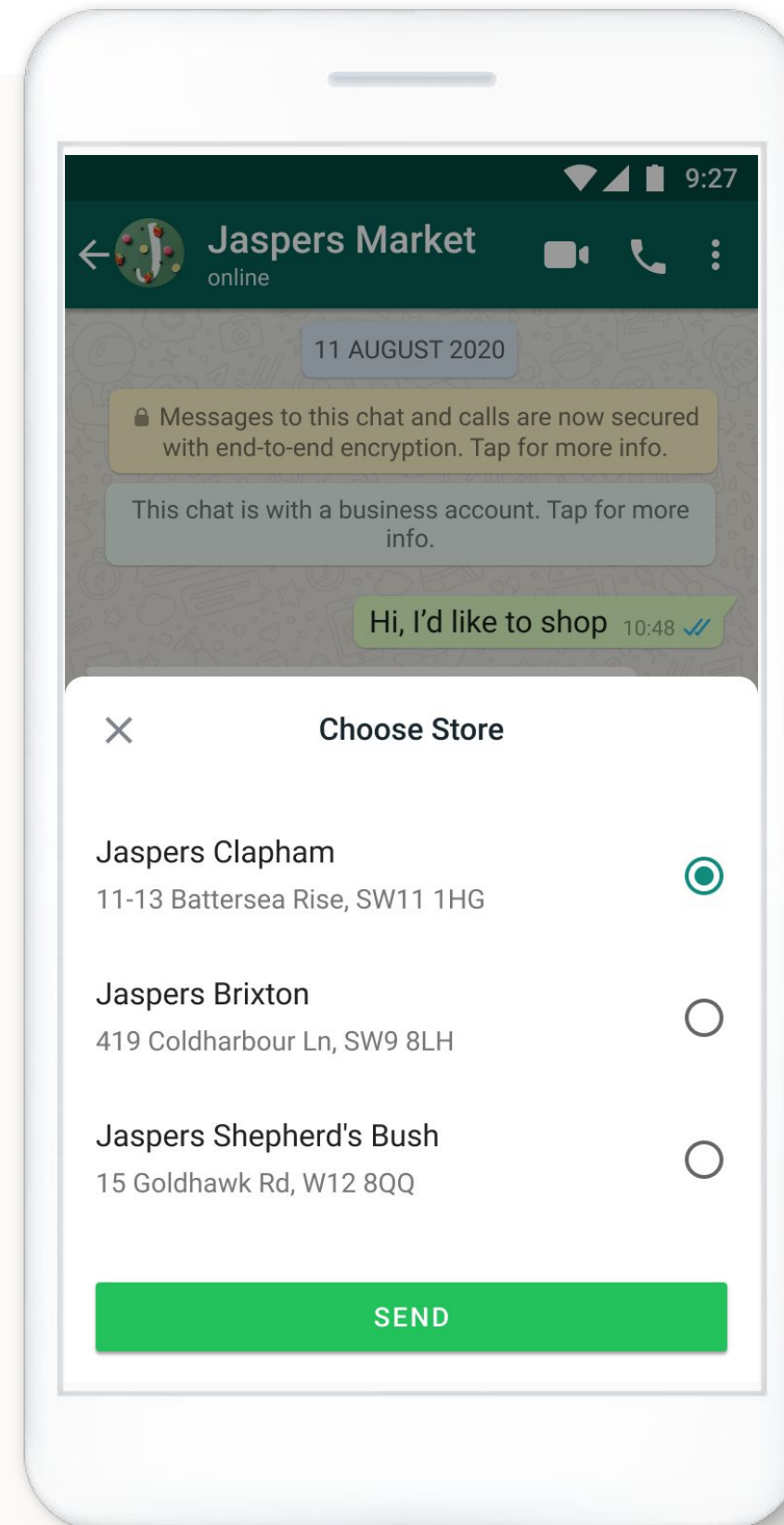
Use cases: List message vs. Reply button

01

List messages

Best for presenting several options, such as...

- A take-out menu
- Selection of nearby stores or locations
- Available reservation times
- Seating choices
- Choosing a recent order to repeat

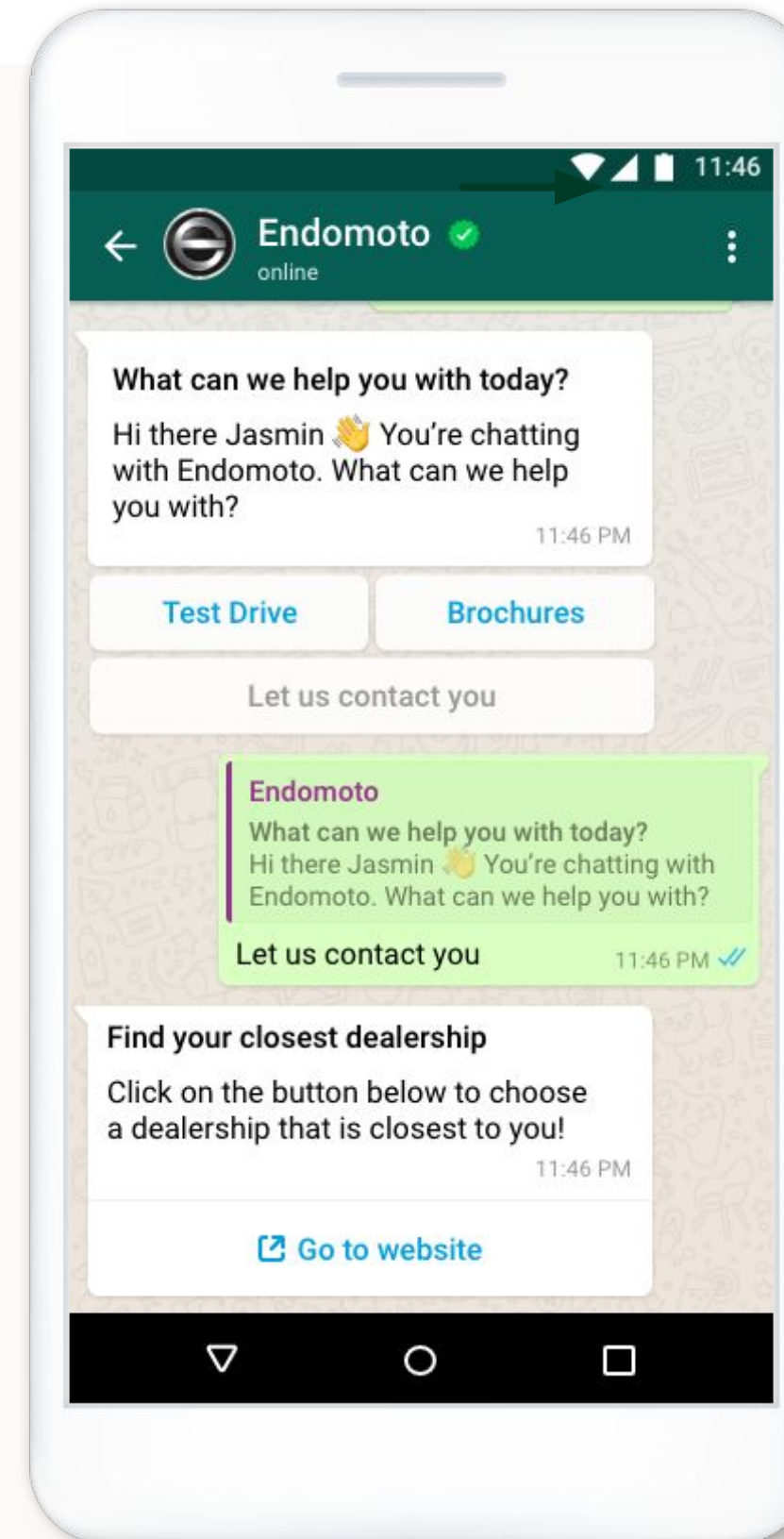


02

Reply buttons

Best for offering limited options such as...

- Airtime recharge
- Changing personal details
- Reordering a previous order
- Requesting a return
- Adding optional extras to a food order
- Choosing a payment method

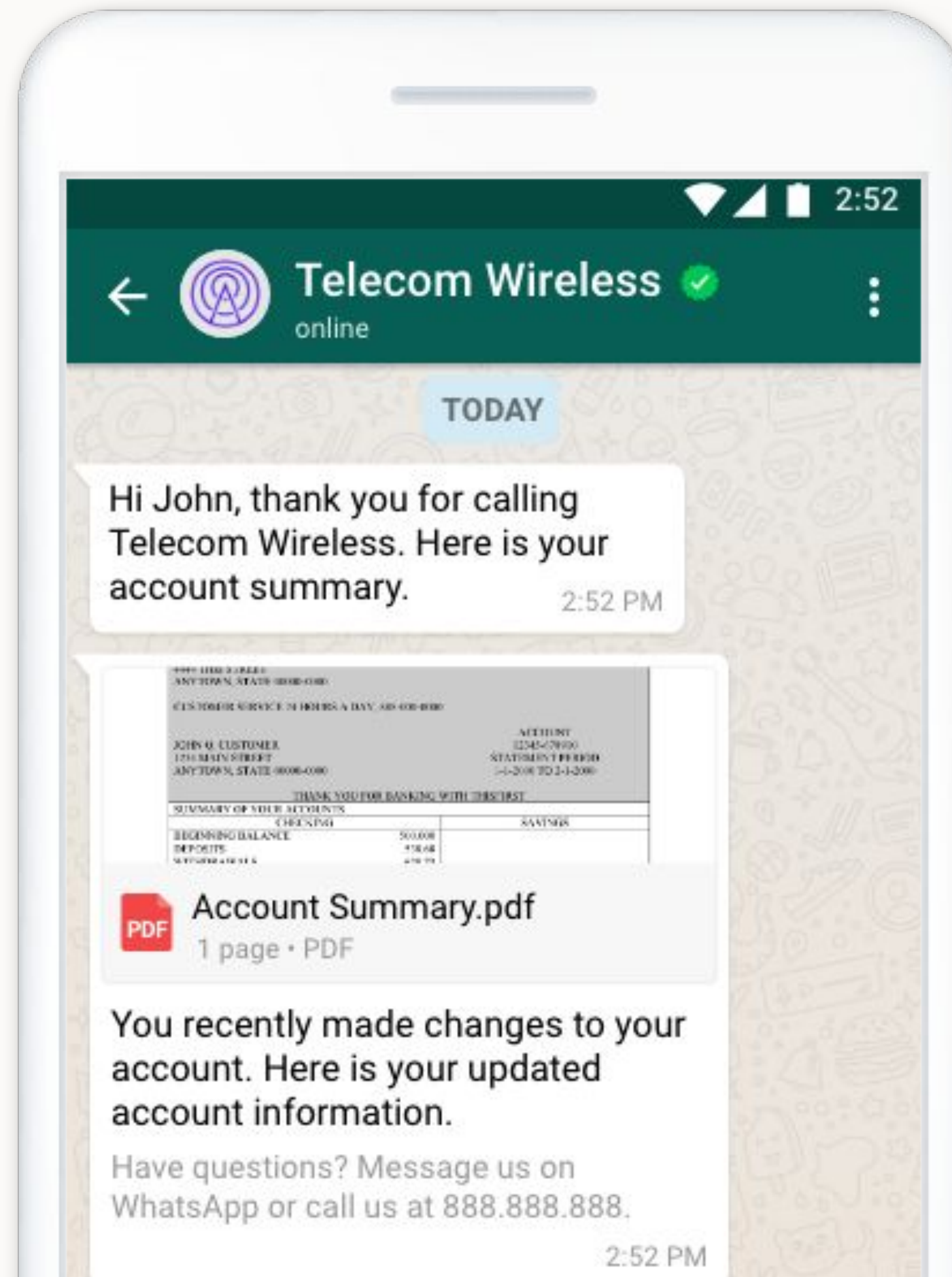


Media Messages



Use attachments to enrich messages

Attach photos, documents and voice memos to enrich your messages, provide more information and entertainment, and increase customer engagement.





Types of attachments

There are four types of attachments:



Photos



Videos



Voice memos



Documents

Photos and videos

Adding photos and videos to your message to display a product or provide tutorials.

- Photo and video attachments require BSP support. Contact your BSP for more information.
- Both the business and consumer can attach photos and videos to a message
- Note: voice and video calls are not supported on WhatsApp Business Platform.

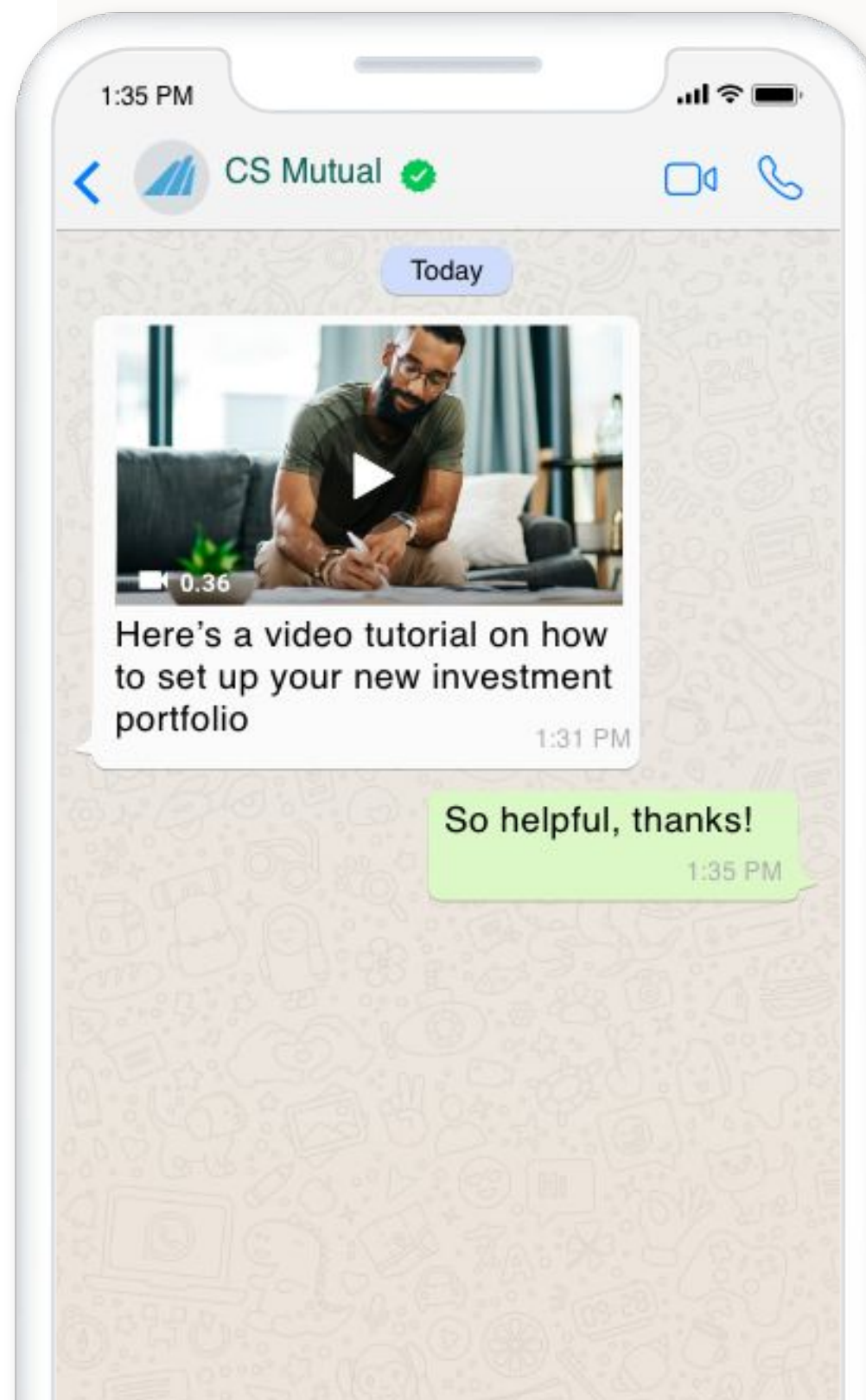


Photo and video use cases

Photos and videos can serve as visual aids during a conversation. A customer can send a photo or screenshot to help identify an issue. The business could send a self-service tutorial for simple tasks.

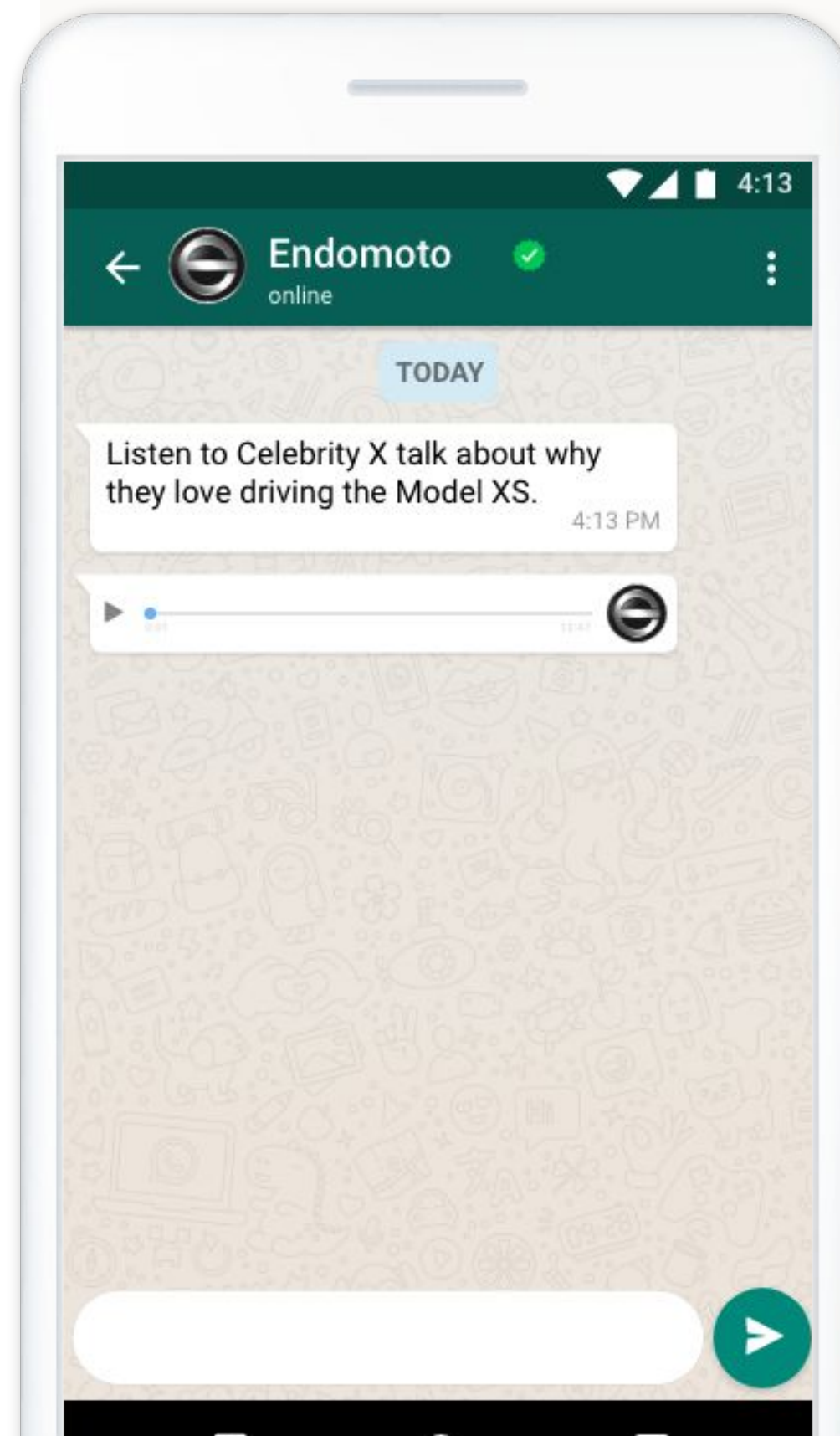
- **Telco retail:** Display phone models and phone accessories (covers, battery pack, chargers) available for sale at Telco retail.
- **Clothing retail:** Show colors, styles and other options
- **Internet service provider:** Show how to reset a router; offer a step-by-step tutorial for logging into the service
- **Financial services:** Customers can snap and send a personal ID or credit card that can the BSP's Optical Character Recognition (OCR), if available, can translate.

Voice Memos

Voice memos can reduce error and improve user experience.

- Voice memo attachments require BSP support. Contact your Arino for more information.
- Some BSPs support speech-to-text transcripts, while others pass on the actual voice memo.
- Both the business and consumer can attach voice memos to a message

Note: voice and video calls are not supported on WhatsApp Business Platform.



Voice memo use cases

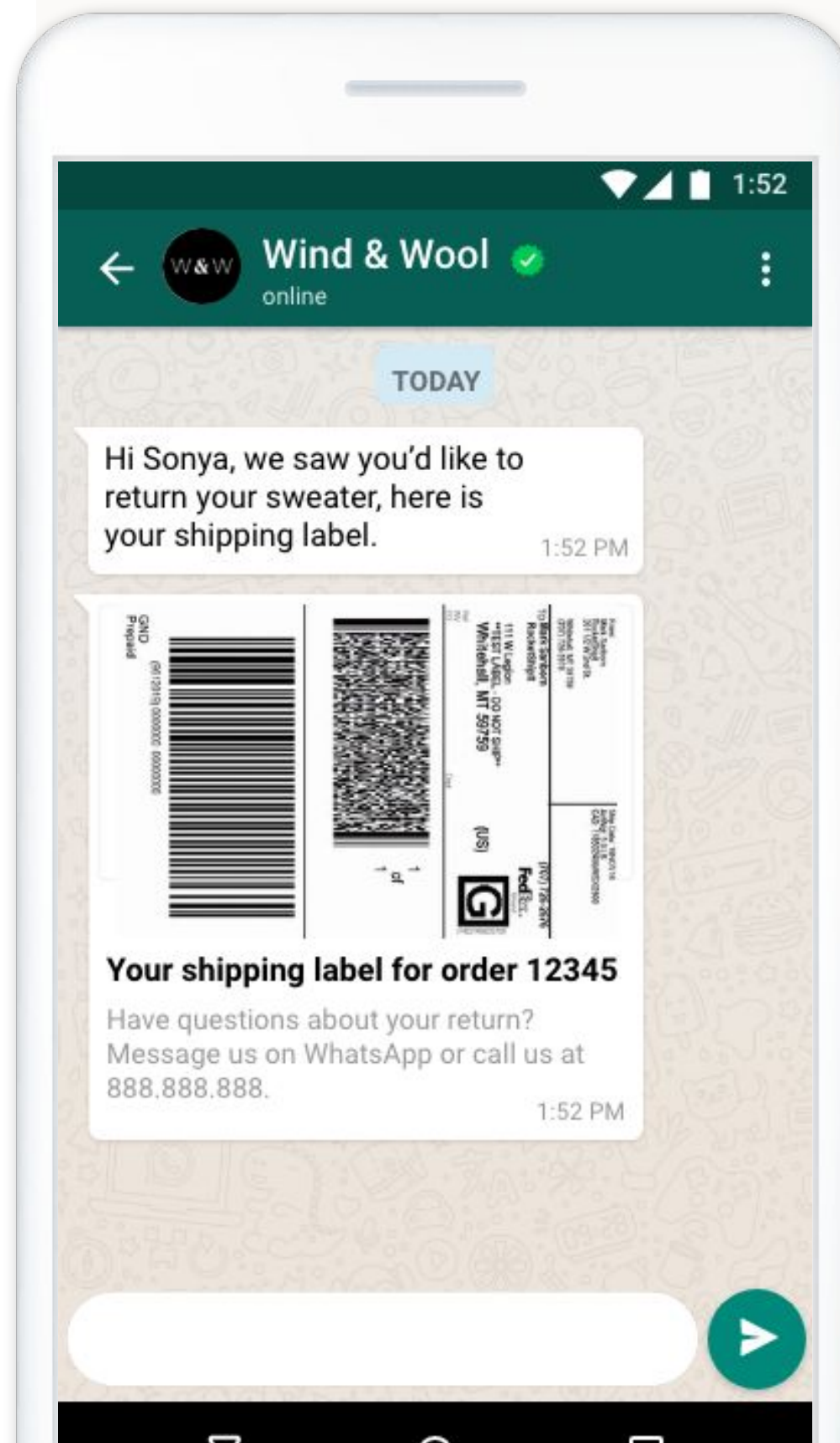
Attaching a voice memo can be faster and more accurate than typing and can be especially helpful for vision-impaired customers or in regions where voice communication is preferred over written.

- **Marketing:** Pre-recorded messages by a celebrity or brand ambassador.
- **Accessibility:** Voice messages are ideal for visually impaired users or those with difficulty reading.
- **Convenience:** Users can speak their questions or responses instead of writing them during asynchronous communication with a human agent.

Documents

Attach documents to provide detailed information.

- Formats include PDFs, Microsoft Office files and more.
- Document attachments require BSP support. Contact Arino for more information.
- Both the business and consumer can attach documents to a message.



Document use cases

Attaching a document allows businesses to exchange detailed information with customers.

- Sales receipts
- Shipping labels
- Utilities bills
- Account statements
- User agreements

Payments Options



Payments can **power transactions for commerce**

While payments are not directly enabled within the WhatsApp Business Platform today, here are a few ways you can facilitate commerce transactions and collect payment information in compliance with our policies.

We look forward to introducing a streamlined native payment experience in the future.

[🔗 To learn more about payment policies visit our commerce policy page](#)



Payments

Situation:

A user discusses a product with a bot or agent on WhatsApp and decides to purchase. There are several ways in which a user can make a payment, for example:

01

Redirect to external site

The business sends the user a link in WhatsApp to an external page - for example to a payment gateway, a checkout page on the company's website, a third party e-commerce website or (India only) to UPI. On the external page, a cart is pre-populated with the user's purchase, ready to check out. In some cases a user needs to log in on that page before proceeding with checkout

02

Card on file

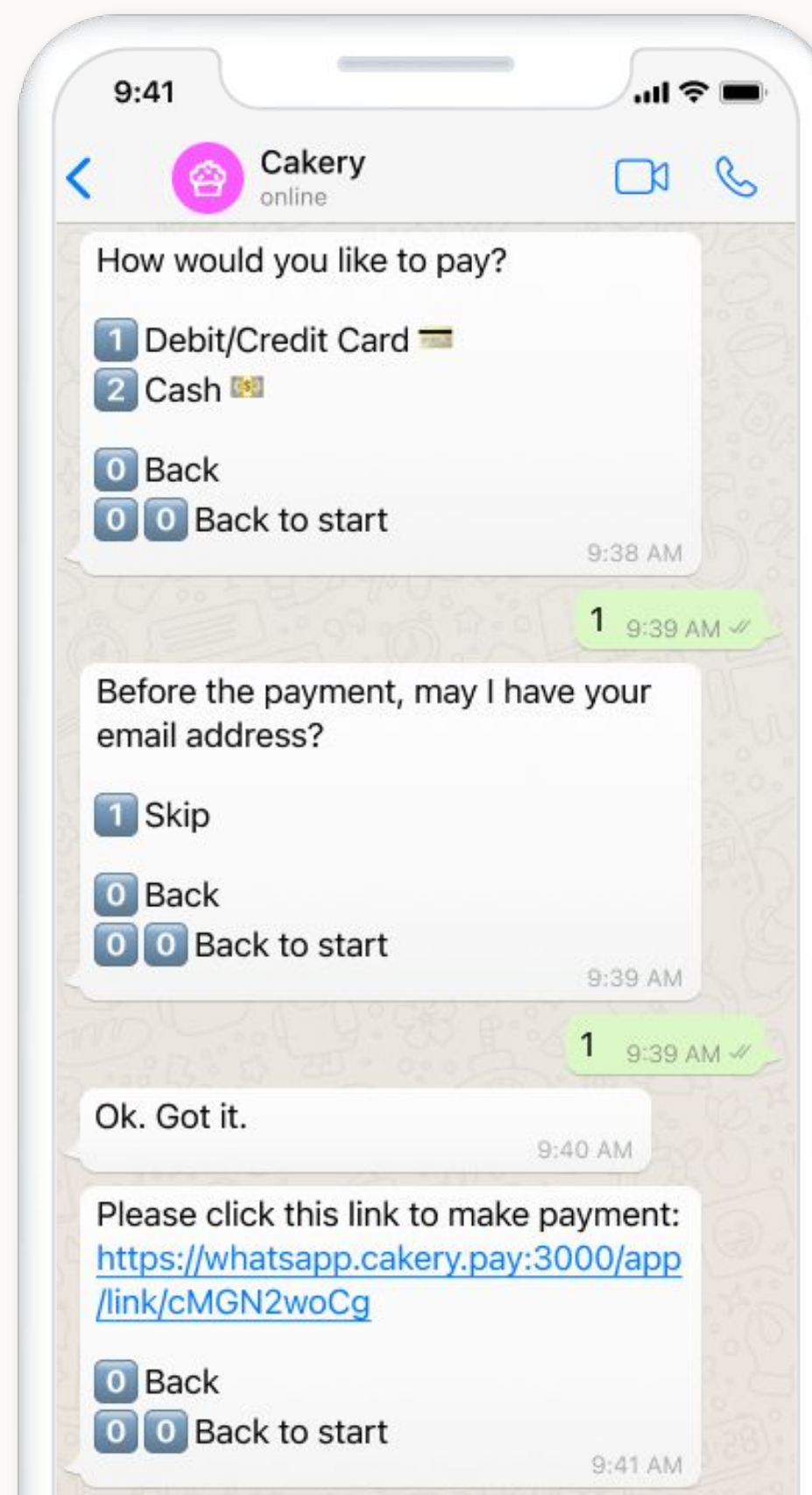
If the business already has up to date payment information stored on file from previous transactions, the bot or agent would prompt the user for permission to charge this payment method again as the card on file by prompting, "Would you like to pay with your card ending in 1234?"

Payment example:

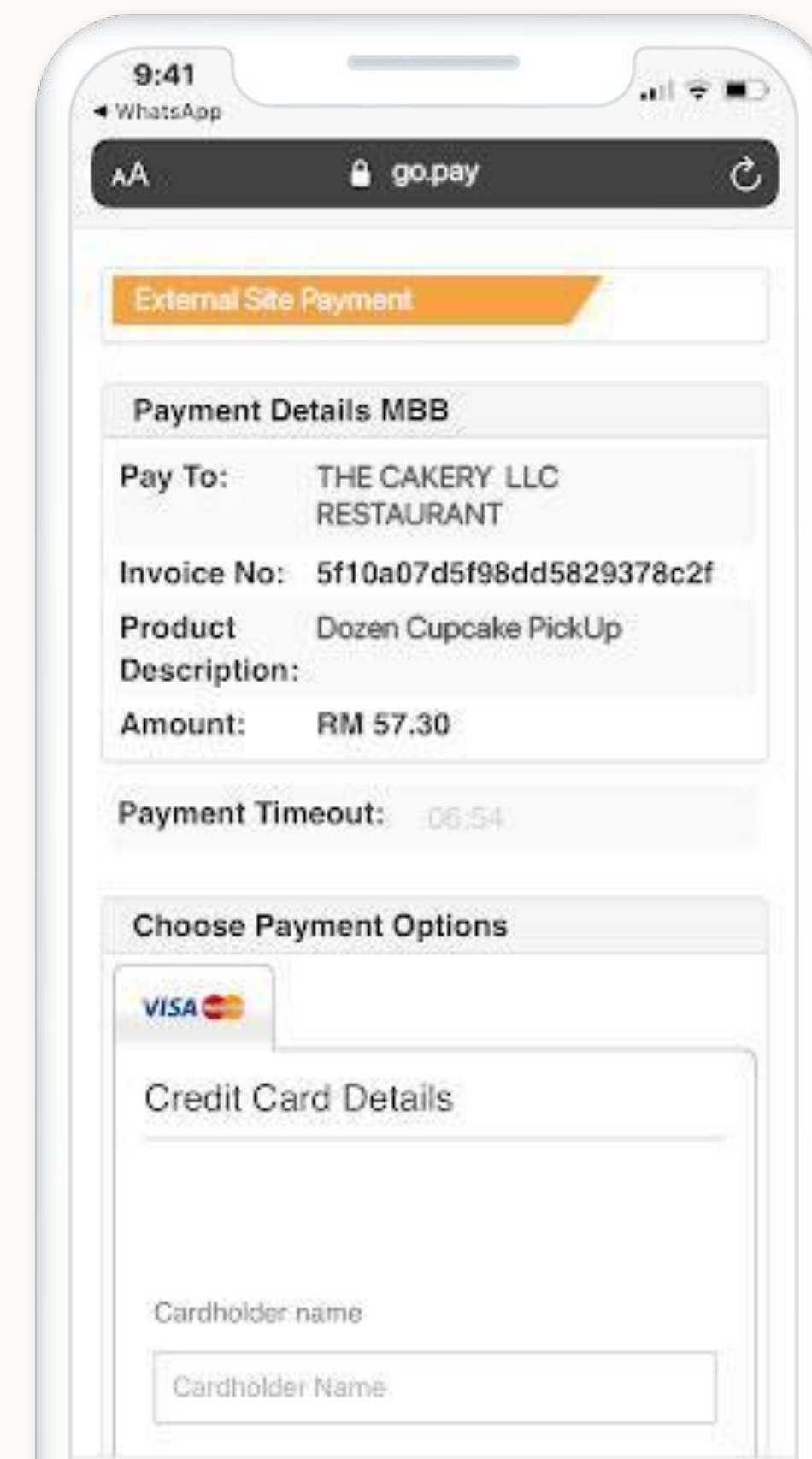
Redirect to external site

1. The business sends the user a link in WhatsApp to the merchant's checkout page on the store's website.
2. On the checkout page, a cart is pre-populated with the user's purchase, ready to check out.

STEP 1



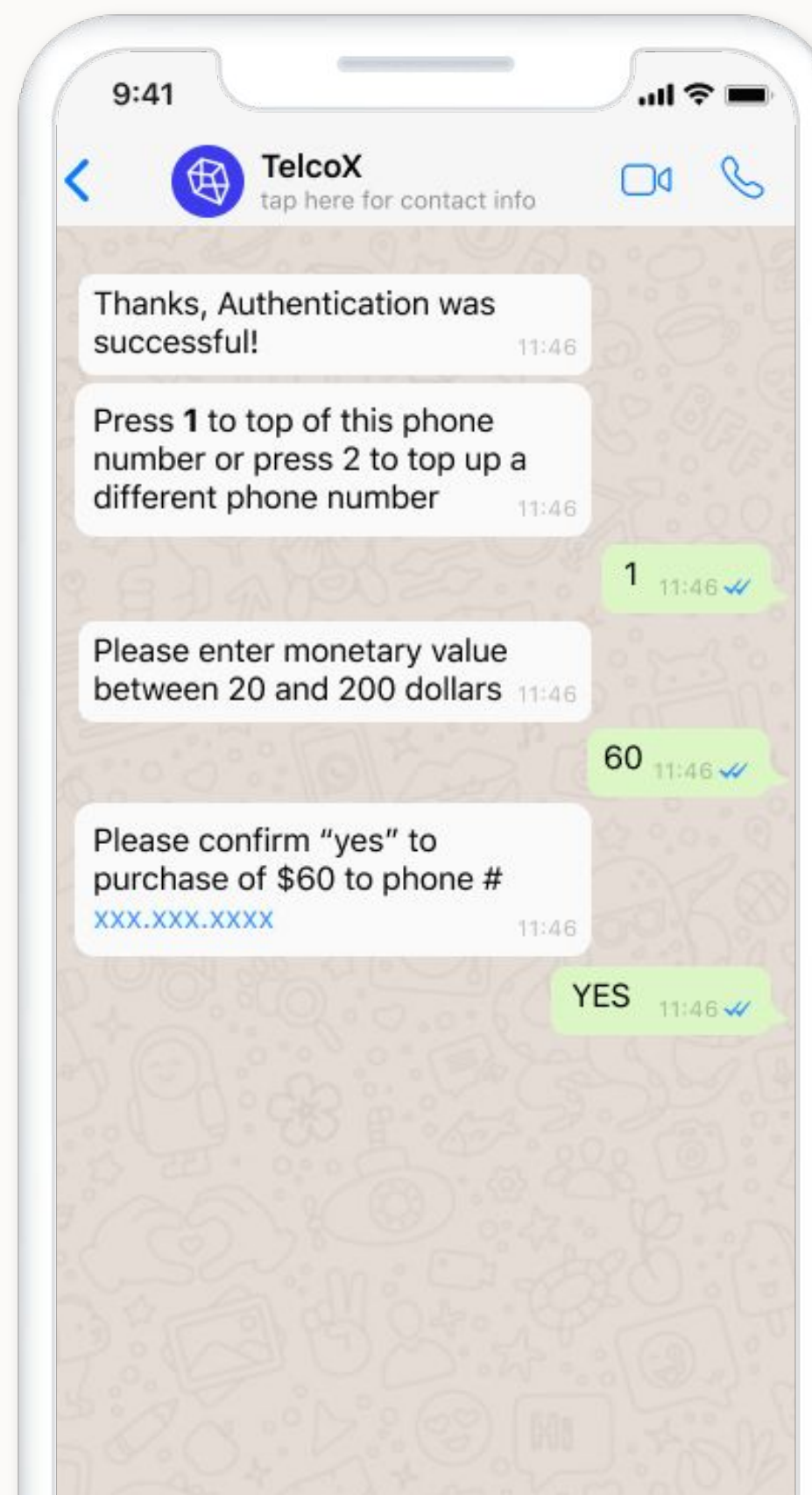
STEP 2



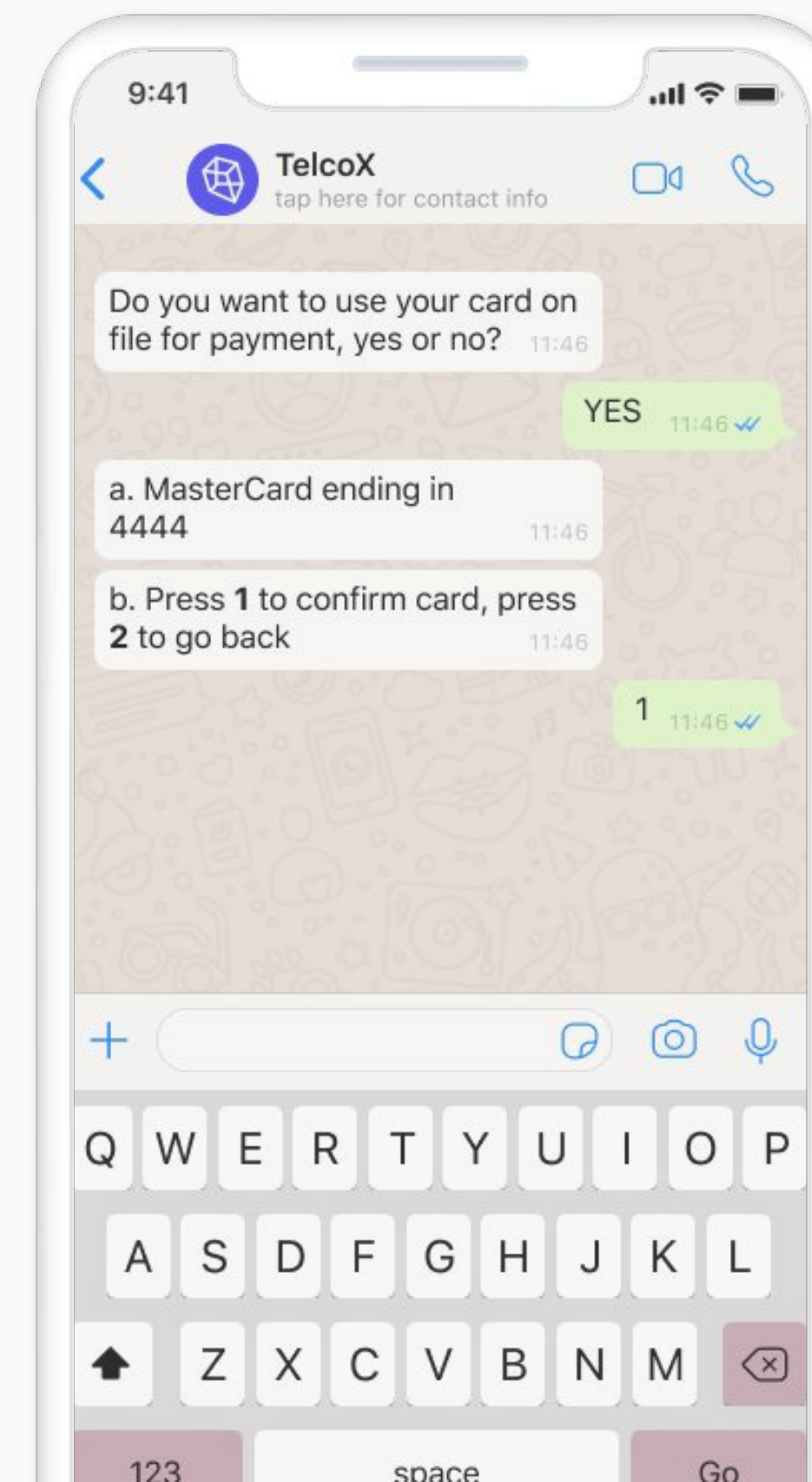
Payment example: Card on file

For customers with existing and up to date card account information saved with your business, you can ask for confirmation to use a card on file to authorize the charge. This approach works well for returning customers and/or recurring transactions.

STEP 1



STEP 2



Entry Points



Entry points are **gateways to WhatsApp conversations**

Every conversation begins somewhere. Entry points give businesses a number of ways to bring customers into WhatsApp from other environments online, on the phone and in the offline world.

[To learn more about entry points, view the Entry Point guide](#)



Organic Entry Points

You can place a persistent “click to chat” link or QR code anywhere online you’d place a normal url.

Social media

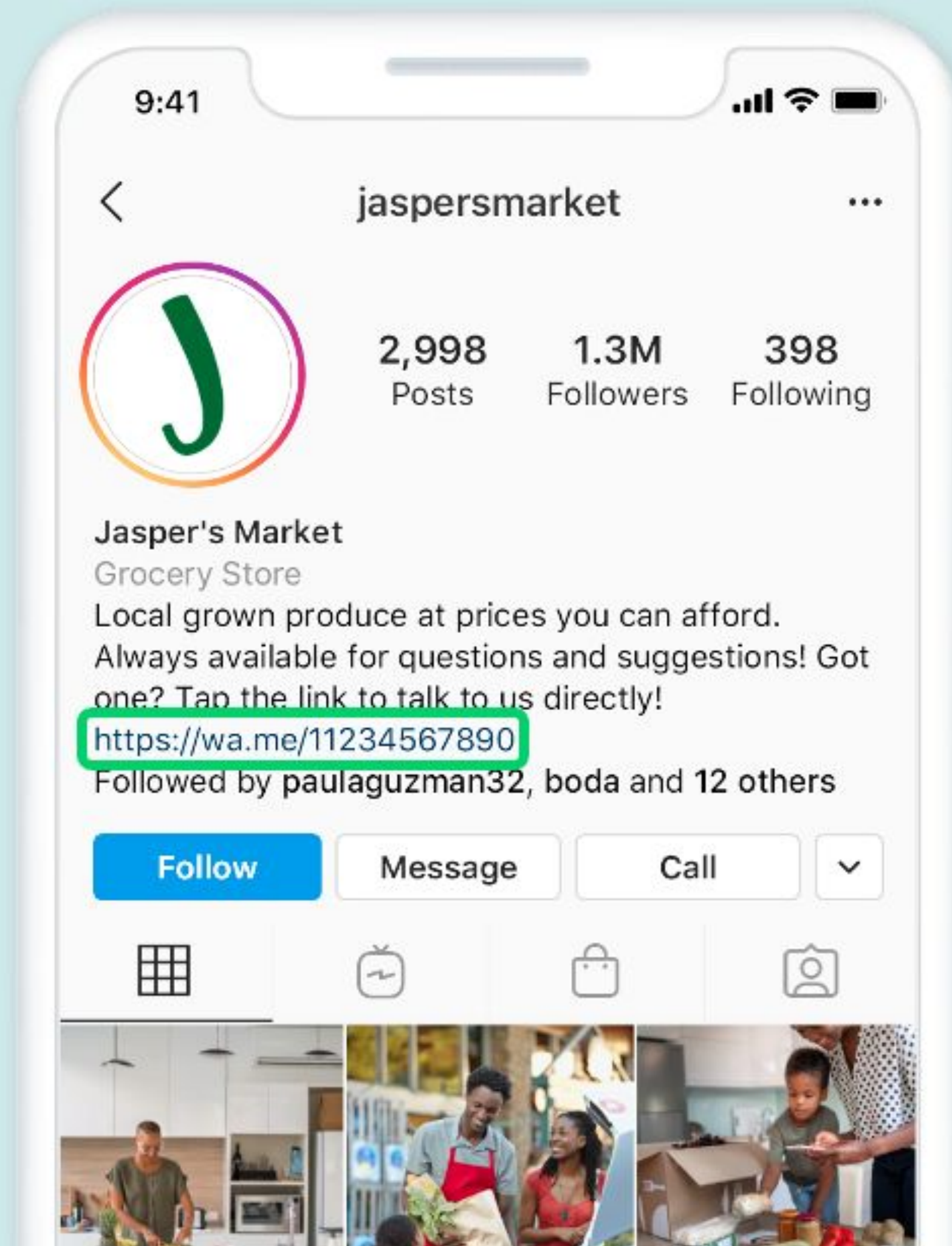
- Instagram post
- Facebook post
- Twitter post
- Instagram profile description
- Instagram profile page story highlight
- Facebook page link

Company website

- Home page
- Contact Us page
- Conversation starter button
- Header, footer or floating element

IVR deflection

Missed call



Paid Entry Points

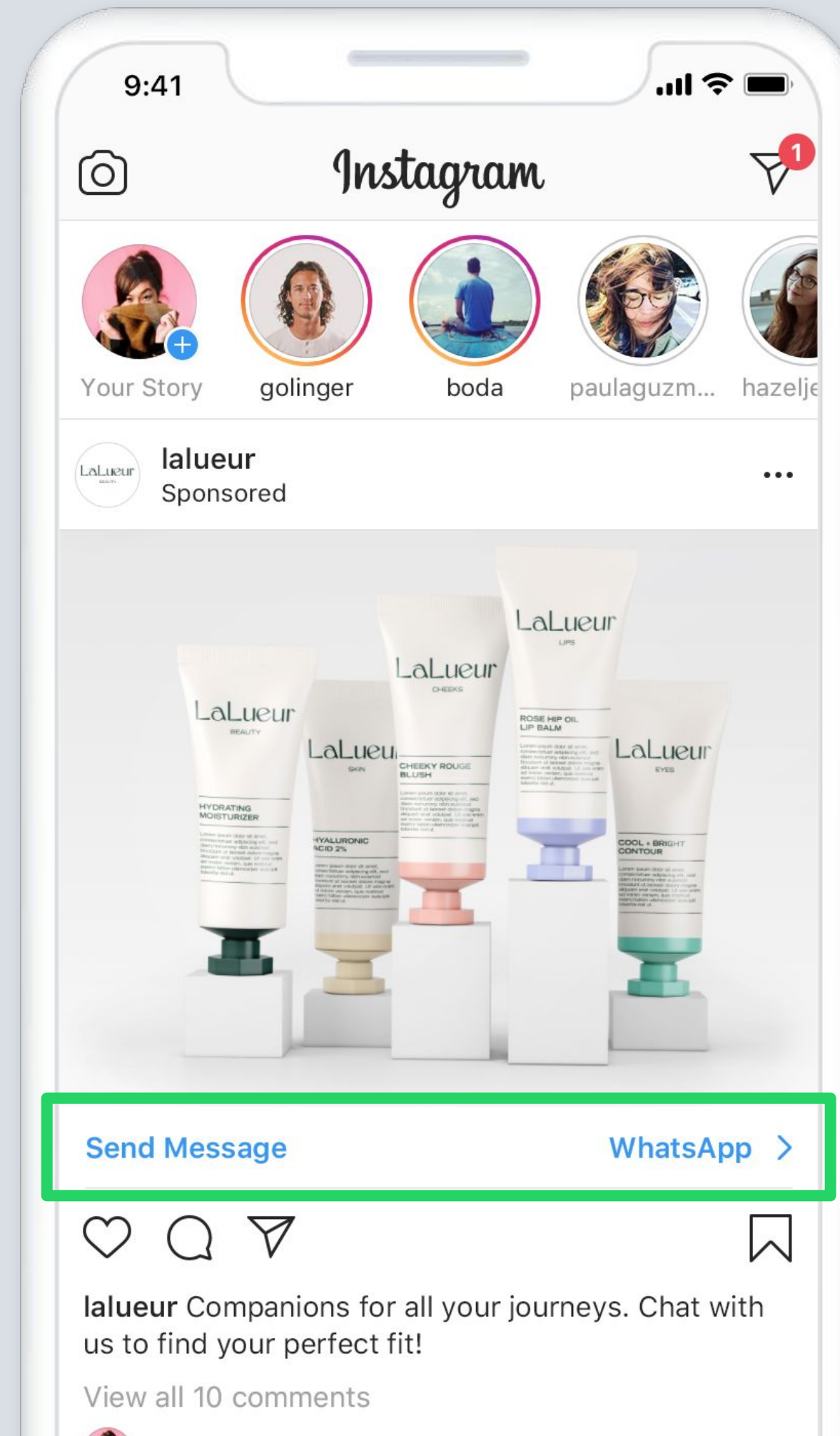
Online

- Facebook ads that click to WhatsApp
- Instagram ads that click to WhatsApp
- Influencer social media posts
- Search engine ads

Mobile

- In-app promotions
- Unstructured supplementary service data (USSD)

[Learn more about using webhooks so ad context pulls through to chat](#)



Offline Entry Points

Product packaging

Out-of-the-house (OOH) advertising

PR/media news article



Jasper's
MARKET

Got questions?
Chat with us on
WhatsApp!



Nutrition Facts
1 serving per container
Serving size 16 fl oz (473mL)
Amount Per Serving
Calories

		% Daily Value*
Total Fat 10g		300
Saturated Fat 1.5g		13%
Trans Fat 0g		0%
Cholesterol 10mg		20%
Sodium 100mg		2%
Total Carbohydrate 30g		6%
Dietary Fiber 0g		0%
Total Sugars 25g		50%
Includes 0g Added Sugars		0%
Protein 5g		10%
Vitamin D 2.5mcg		50%
Calcium 400mg		40%
Potassium 600mg		12%
Vitamin A 1.2mcg		24%
Vitamin C 70mg		140%
Vitamin E 10mcg		20%
Vitamin K 15mcg		30%
Vitamin B6 0.4mcg		80%
Vitamin B12 3mcg		70%
Vitamin B9 25mcg		50%
Vitamin B5 2.5mcg		50%
Vitamin B3 10mcg		20%
Vitamin B2 1.5mcg		30%
Vitamin B1 1.5mcg		30%

INGREDIENTS: MILK, CASHEW MILK, STRAWBERRIES, BANANA, CASHEW BUTTER, CATES, DRAGON FRUIT, ORGANIC

CONTAINS CASHEW

QR Codes and Short Links





QR codes and short links

WhatsApp QR codes and short links (example: “wa.me/xx”) create a digital doorstep for businesses, enabling them to stay connected with their existing customers and connect with new ones.

Benefits →

Use cases

Implementation

Additional considerations

01 Simplicity

Customers simply scan QR codes with their mobile device camera or type in a short link to begin a conversation without needing to input a phone number.

02 Convenience

QR codes and short links can be programmed to populate a pre-filled message to provide context for conversations.

03 No contact

Avoid restrictions on connecting in the physical world by quickly migrating customer relationships to WhatsApp.



QR codes and short links

WhatsApp QR codes and short links (example: “wa.me/xx”) create a digital doorstep for businesses, enabling them to stay connected with their existing customers and connect with new ones.

- Benefits
- Use cases** →
- Implementation
- Additional considerations

QR codes and short links serve as an entry point from the physical environment into a “context-aware” conversation on WhatsApp, since they can generate pre-filled messages. For example:

On a receipt:

“How can I help you with this receipt?”

On product packaging

“What would you like to know about Wheat Flakes?”

In the store

“Welcome top the Anytown store! We offer the following services here:”

In advertising

“What would you like to know about Fancy Jewelry?”



QR codes and short links

WhatsApp QR codes and short links (example: “wa.me/xx”) create a digital doorstep for businesses, enabling them to stay connected with their existing customers and connect with new ones.

Benefits

Use cases

Implementation →

Additional considerations

- View, create, edit and delete QR codes and short links in the Business Platform or in the Business Manager (BM) UI. Visit the links below for more information.
- A single WABA phone number on the Business Platform cannot be associated with more than 2,000 QR codes and short links.
- We recommend outputting the QR code as a scalable vector graphic (.svg) file. Visit [Manage your WhatsApp Business Platform QR Code](#) (link below) for more details.
- A QR code scan can initiate a pre-filled message containing up to 140 characters of text. This message is fully customizable and can be updated or deleted at any time.
- To preserve readability, we do not recommend changing look and feel of the code (including color). However, you can edit the QR code using third-party software. Visit [WhatsApp Brand Guidelines](#) (link below) for more information.
- Take care to use the appropriate QR code based on expected location and language of users.

[Business Management API](#)

[Manage your Business Platform QR code](#)

[WhatsApp Brand Guidelines](#)

QR codes and short links

WhatsApp QR codes and short links (example: “wa.me/xx”) create a digital doorstep for businesses, enabling them to stay connected with their existing customers and connect with new ones.

Benefits

Use cases

Implementation

Additional considerations →

- If a user scans the QR code or types in the short link of a business they previously blocked, they receive a prompt if they would like to unblock the business to continue messaging them.
- If a user scans using an older version of the app they are prompted to update to the latest release.
- If a user tries to access a code or link that has been deleted, they will see an error message saying “This QR code [short link] has expired”.
- If a user clicks a short link on a desktop browser, it will launch a conversation within the desktop client. If there is no client installed, the user will be prompted to install it.

Note: To ensure user privacy, QR code scans are not tracked.

Using QR codes or short links for **opt-in**

QR codes and short links can streamline user opt-ins.

When a person scans a QR code or clicks on a short link, the pre-filled message can be customized to indicate that the person is opting in to receive messages from the business on WhatsApp.

When a person sends this message to the business, it can serve as opt-in.

Opt-ins via QR codes or short links must comply with our policies including:

- Clearly stating that a person is opting in to receive messages from the business over WhatsApp
- Clearly stating the business name that a person is opting in to receive messages from
- Complying with applicable law

[WhatsApp Business Policy](#)





arino

