

automatic_events webhook reference | Developer Documentation

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This reference describes trigger events and payload contents for the WhatsApp Business Account `automatic_events` webhook.

The **automatic_events** webhook notifies you when we detect a purchase or lead event in a chat thread between you and a WhatsApp user who has messaged you via your Click to WhatsApp ad, if you have opted-in to [Automatic Events](#) reporting.

Triggers

A lead event is detected in a chat thread between a business and user who has messaged the business via a Click to WhatsApp Ad. A purchase event is detected in a chat thread between a business and user who has messaged the business via a Click to WhatsApp Ad.

Parameters

Placeholder	Description	Example value
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<p><AD_CLICK_ID> String</p>	<p>Click to WhatsApp ad click ID. The <code>ctwaclid</code> property is omitted entirely for messages originating from an ad in WhatsApp Status (WhatsApp Status ad placements?).</p>	<p>Aff- n8ZTODiE79d22KtAwQKj9e_mIEO 0j27vDVwFjN80dp4_0NiNhEgpGo 0AHemvuSoifXaytfTzcchptiErT KCqTrJ5nW1h7IHYeYymGb5K5J5i TR0pBhWAGaIAeUzHL50</p>
<p><AMOUNT> String</p>	<p>Purchase amount, calculated as product price multiplied by 1000.</p>	<p>25000</p>
<p><BUSINESS_DISPLAY_PHONE_NUMBER> String</p>	<p>Business display phone number.</p>	<p>15550783881</p>
<p><BUSINESS_PHONE_NUMBER_ID> String</p>	<p>Business phone number ID.</p>	<p>106540352242922</p>
<p><CURRENCY_CODE> String</p>	<p>Currency code.</p>	<p>USD</p>
<p><EVENT_NAME> String</p>	<p>Event name. Values can be: <code>LeadSubmitted</code> - Indicates a lead event. <code>Purchase</code> - Indicates a purchase event.</p>	<p>Purchase</p>
<p><WEBHOOK_TRIGGER_TIMESTAMP> Integer</p>	<p>Unix timestamp indicating when the webhook was triggered.</p>	<p>1739321024</p>
<p><WHATSAPP_MESSAGE_ID> String</p>	<p>WhatsApp message ID.</p>	<p>wamid.HBgLMTY1MDM4Nzk0MzkVAgASGBQzQUFERjg0NDEzNDdFODU3MUMxMAA=</p>
<p><WHATSAPP_BUSINESS_ACCOUNT_ID> String</p>	<p>WhatsApp Business Account ID.</p>	<p>102290129340398</p>

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