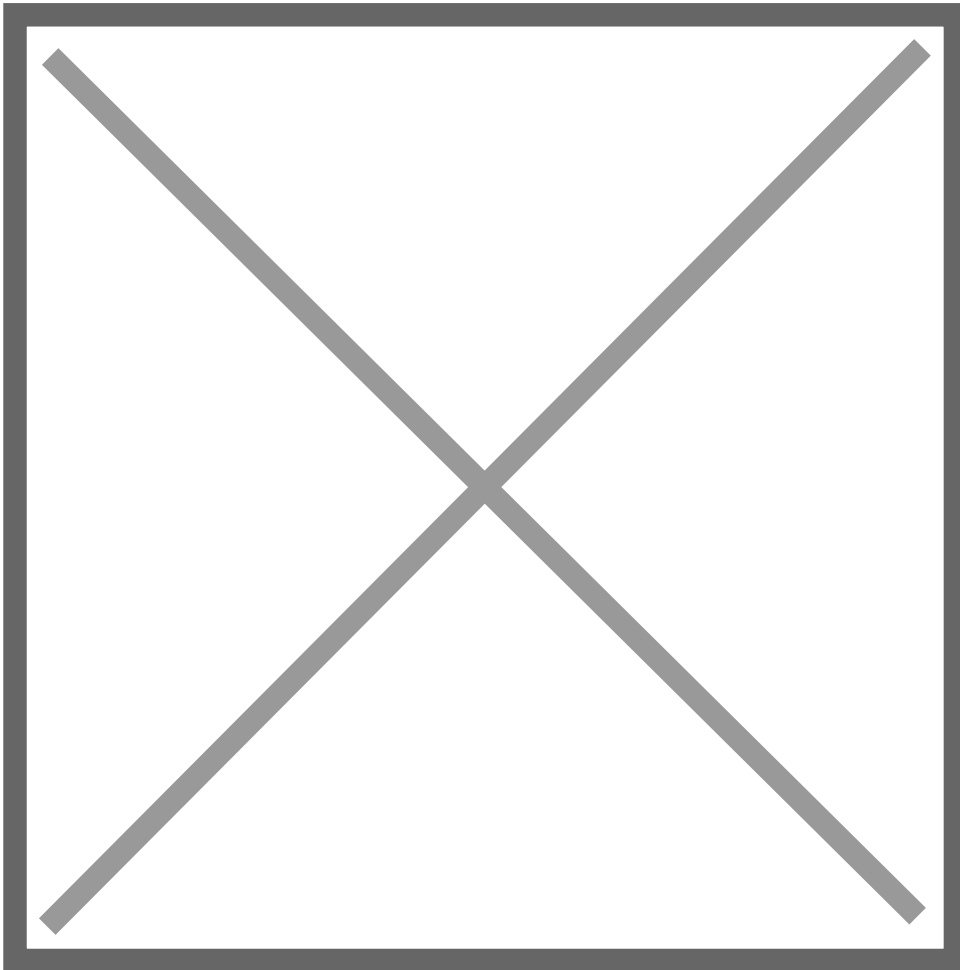


Contacts messages | Developer Documentation

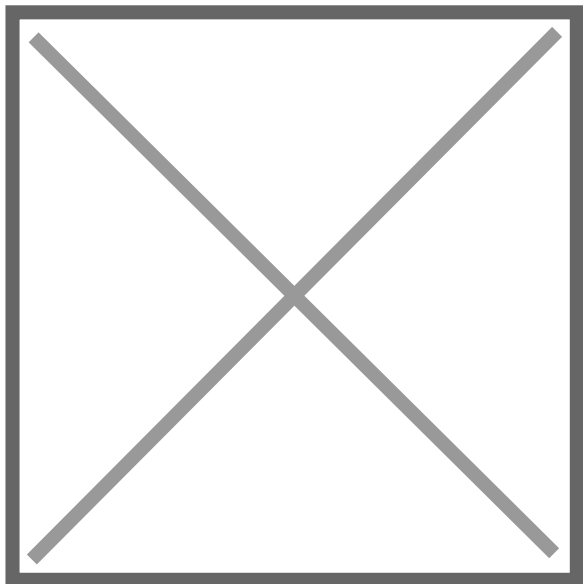
Contacts messages

Updated: Nov 3, 2025

Contacts messages allow you to send rich contact information directly to WhatsApp users, such as names, phone numbers, physical addresses, and email addresses.



When a WhatsApp user taps the message's profile arrow, it displays the contact's information in a profile view:



Each message can include information for up to 257 contacts, although it is recommended to send fewer for usability and negative feedback reasons.

Please be aware that a contact's metadata (e.g., addresses, birthdays, emails) may not be supported by the recipient, especially on their primary device. Please refer to this [documentation?](#) for the definitions of primary and linked devices.

Request parameters

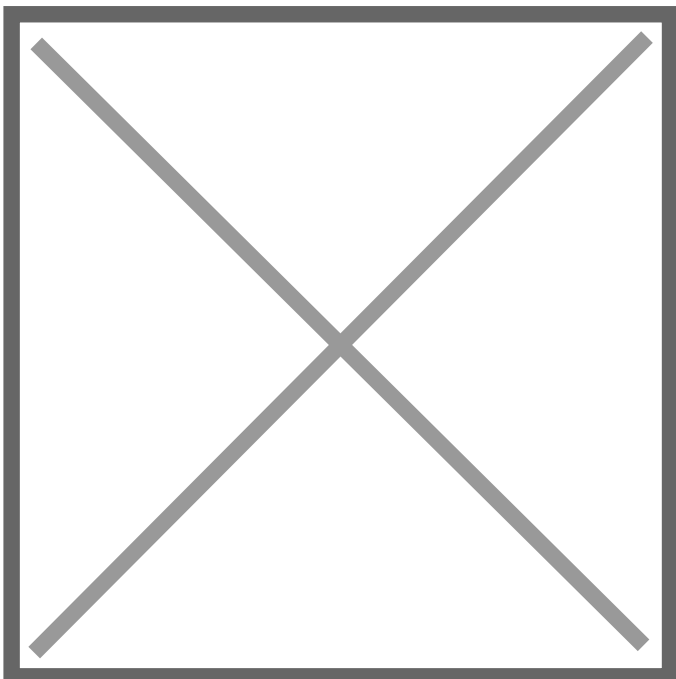
Placeholder	Description	Example Value
<ACCESS_TOKEN> String	Required. System token or business token .	EAAAN6tcBzAUB0ZC82CW7iR2Lia ZBwUHS4Y7FDtQxRUPy1PHZCldGZ BZCgWdrTisgMjpFKiZAI1FBBQNO 2IqZBAzdZAA16lmUs0XgRcCf6z1 LLxQCgLXDEpg80d41UZBt1FKJZC qJFcTYXJvSMeHLv0dZwFyZBrV9Z PHZASSqxDZBUZASyFdzjiy2A1si ppEsF4DVV5W2I1k0Sr2LrMLuYoN MYBy8xQczz0KD0MccqHEZD
<ADDRESS_TYPE> String	Optional. Type of address, such as home or work.	Home
<API_VERSION> String	Optional. Graph API version.	v25.0
<BIRTHDAY> String	Optional. Contact's birthday. Must be in YYYY-MM-DD format.	1999-01-23

Placeholder	Description	Example Value
<CITY> String	Optional. City where the contact resides.	Menlo Park
<COMPANY_OR_ORG_NAME> String	Optional. Name of the company where the contact works.	Lucky Shrub
<COUNTRY_CODE> String	Optional. ISO two-letter country code.	US
<COUNTRY_NAME> String	Optional. Country name.	United States
<DEPARTMENT_NAME> String	Optional. Department within the company.	Legal
<EMAIL_ADDRESS> String	Optional. Email address of the contact.	bjohnson@luckyshrub.com
<EMAIL_TYPE> String	Optional. Type of email, such as personal or work.	Work
<FIRST_NAME> String	Optional. Contact's first name.	Barbara
<FORMATTED_NAME> String	Required. Contact's formatted name. This will appear in the message alongside the profile arrow button.	Barbara J. Johnson
<JOB_TITLE> String	Optional. Contact's job title.	Lead Counsel
<LAST_NAME> String	Optional. Contact's last name.	Johnson
<MIDDLE_NAME> String	Optional. Contact's middle name.	Joana
<PHONE_NUMBER> String	Optional. WhatsApp user phone number.	+16505559999
<PHONE_NUMBER_TYPE> String	Optional. Type of phone number. For example, cell, mobile, main, iPhone, home, work, etc.	Home
<PREFIX> String	Optional. Prefix for the contact's name, such as Mr., Ms., Dr., etc.	Dr.
<STATE_CODE> String	Optional. Two-letter state code.	CA
<STREET_NUMBER_AND_NAME> String	Optional. Street address of the contact.	1 Lucky Shrub Way

Placeholder	Description	Example Value
<SUFFIX> String	Optional. Suffix for the contact's name, if applicable.	Esq.
<WEBSITE_TYPE> String	Optional. Type of website. For example, company, work, personal, Facebook Page, Instagram, etc.	Company
<WEBSITE_URL> String	Optional. Website URL associated with the contact or their company.	https://www.luckyshrub.com
<WHATSAPP_USER_ID> String	Optional. WhatsApp user ID. If omitted, the message will display an Invite to WhatsApp button instead of the standard buttons. See Button Behavior below.	19175559999
<WHATSAPP_BUSINESS_PHONE_NUMBER_ID> String	Required. WhatsApp business phone number ID.	106540352242922
<WHATSAPP_USER_PHONE_NUMBER> String	Required. WhatsApp user phone number.	+16505551234
<ZIP_CODE> String	Optional. Postal or ZIP code.	94025

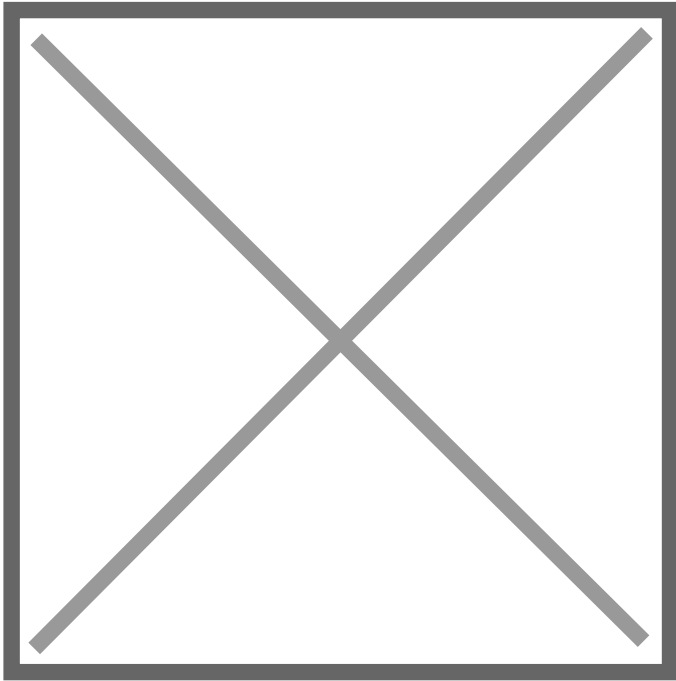
Button behavior

If you include the contact's WhatsApp ID in the message (via the `wa_id` property), the message will include a **Message** and a **Save contact** button:



If the WhatsApp user taps the **Message** button, it will open a new message with the contact. If the user taps the **Save contact** button, they will be given the option to save the contact as a new contact, or to update an existing contact.

If you omit the `wa_id` property, both buttons will be replaced with an **Invite to WhatsApp** button:



Revision #3

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