

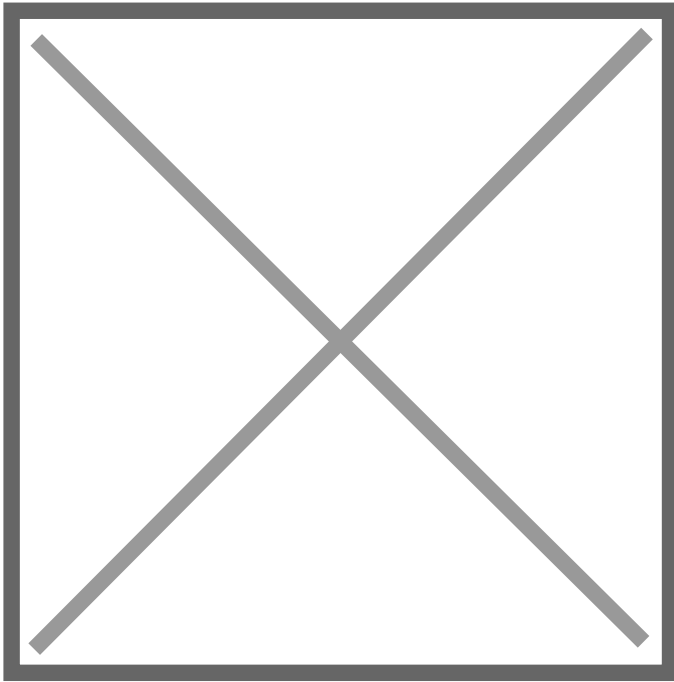
Deep links | Developer Documentation

Deep links

Updated: Feb 10, 2026

Marketing Messages API for WhatsApp (formerly known as Marketing Messages Lite API) is now generally available.

You can map an [Android deep link?](#) to a marketing template URL button that, when tapped, loads a particular location or content within your app.



If you have not onboarded to the Marketing Messages API for WhatsApp (MM API for WhatsApp), your marketing templates will not display any conversion metrics. Learn more about how to [measure conversion](#).

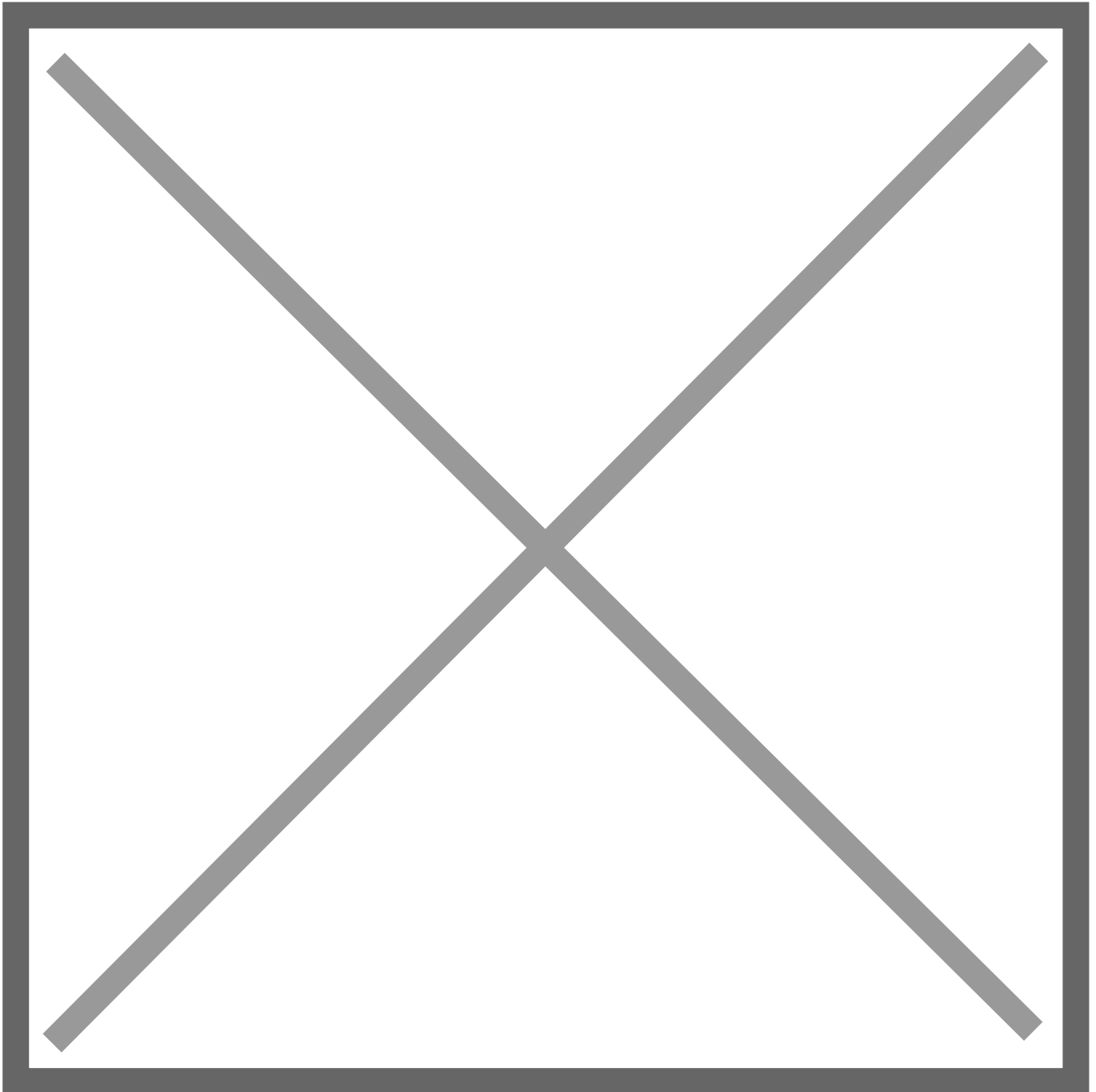
Template creation via WhatsApp Manager

To create a template with a button mapped to an Android deep link:

Access [WhatsApp Manager?](#). Navigate to the **Message templates** > **Manage templates** panel and click the **Create template** button. Select **Marketing** (tab) > **Custom** (radio button) and click the **Next** button. In the **Buttons** section, click the **+ Add buttons** dropdown menu and select **Visit**

website. Check the **Track app conversions** checkbox to reveal the deep link fields (pictured below). Complete each field using their tooltips or [form field](#) descriptions below as guidance. Add any additional components you'd like your template to use, name your template, and submit it for approval.

Note that you can also use the **Manage templates** panel to edit an existing template and add a deep link-mapped button, but the template will have to undergo template review again.



Form fields

Field label	Description	Example value
Android deep link	Required. Android deep link URI.	luckyshrub://deals/summer_solstice

Field label	Description	Example value
Android fallback URL	Optional. Fallback URL. If the WhatsApp client cannot load the deep link URI, the client will load this URL in the device's default web browser. If omitted, the client will attempt to load the URL specified in the Website URL field instead.	https://www.luckyshrub.com/deals/summer_solstice
Button Text	Required. Button label text. Maximum 25 characters.	View deal
Meta app ID	Required. This is a list of the Meta app(s) associated with your business portfolio. Select the app whose access token you will use to send the template.	Lucky Shrub (634974688087057)
Type of Action	Required. Must be set to Visit website .	Visit website
URL Type	Required. Set to Static if your Android deep link or Android fallback URL has no dynamic values, otherwise set to Dynamic .	Static
Website URL	Required. URL of a website to load if the WhatsApp user views the message on a non-Android device, or if the WhatsApp client cannot load your Android deep link URI and no Android fallback URL is specified.	https://www.luckyshrub.com/

Viewing metrics

See our [Viewing metrics](#) document.

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