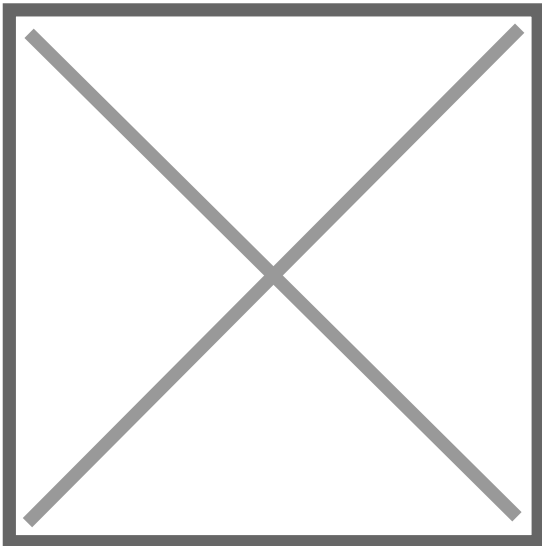


# Product card carousel templates | Developer Documentation

## Product card carousel templates

Updated: Mar 3, 2026

Product card carousel templates allow you to send a single text message accompanied by a set of up to 10 product cards in a horizontally scrollable view:



When a WhatsApp user taps the **View** button, they can view more information about the product, add the product to a shopping cart, and place an order, all without leaving the WhatsApp client experience. If instead you prefer to send the user to your website when they click the button, see [Media Card Carousel Templates](#).

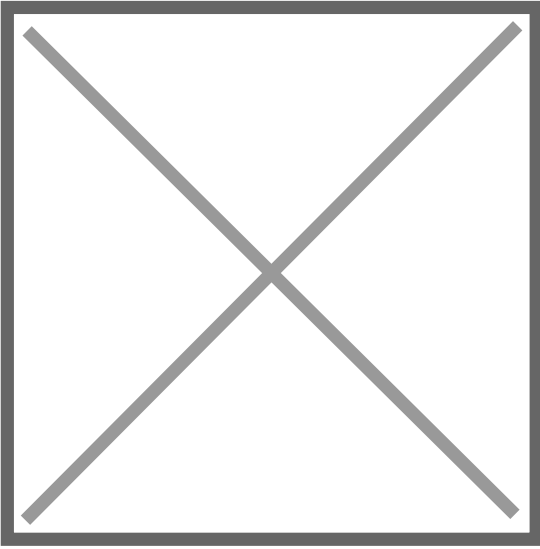
## Product cards

Carousel templates support up to 10 product cards, composed of message body text, a product image, product title, product price, and a single View button or URL button. All cards defined on a template must have the same components.

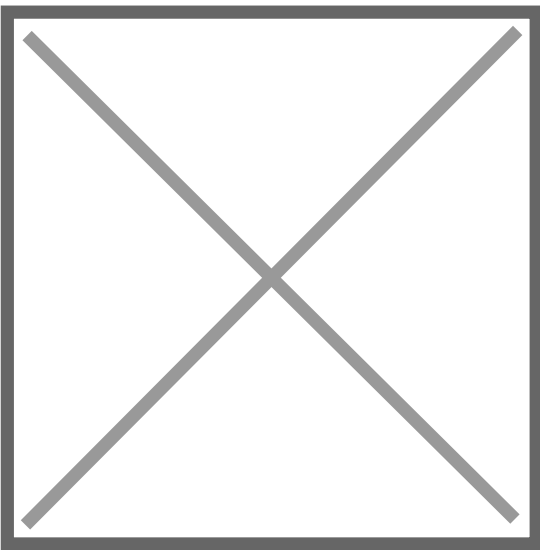


## View buttons

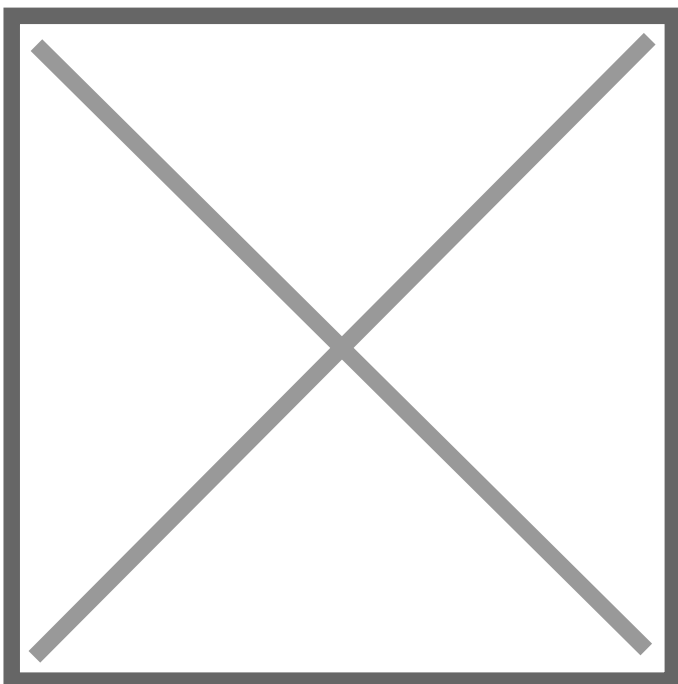
When a WhatsApp user taps the button, the product details view appears, displaying product information pulled from your product catalog.



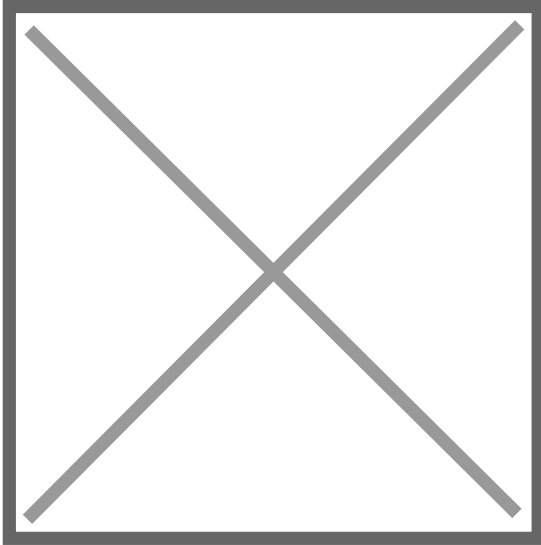
Users can then add the product to a cart and place an order.



When a user submits the cart, a [webhook](#) will be triggered describing the order, and an order confirmation message will appear in the message thread.



Users who have placed an order can see the contents of the order by tapping the **View details** button.



## URL buttons

Instead of **View** buttons you may wish to use **URL** buttons. When a WhatsApp user taps a URL button to buy a product, the URL mapped to the button is loaded in the device's default web browser, which takes the user out of the WhatsApp client experience. This can be useful if, for example, you wish to load the product in your mobile checkout page where users can add promo codes and find related products.

With URL button flows, since order placement happens outside of the WhatsApp client, webhooks describing the order are not triggered.

## Catalogs

To use product card carousel templates, you must have an ecommerce product catalog, with inventory, connected to your WhatsApp Business Account. See the Cloud API [Commerce](#) guide to learn more about connecting a catalog to your account.

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