

Reaction messages webhook reference | Developer Documentation

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This reference describes trigger events and payload contents for the WhatsApp Business Account **messages** webhook for messages containing a reaction to a previous message sent by a business.

Note: when an end user removes a reaction emoji, a webhook without the “emoji” field will be sent as shown in the sample webhooks below

Triggers

A WhatsApp user reacts to a previous message sent by a business within the last 30 days.A WhatsApp user removes a previously sent reaction to a previous message sent by a business within the last 30 days

Parameters

Placeholder	Description	Example value
<BUSINESS_DISPLAY_PHONE_NUMBER> String	Business display phone number.	15550783881
<BUSINESS_PHONE_NUMBER_ID> String	Business phone number ID.	106540352242922
<CONTEXTUAL_WHATSAPP_MESSAGE_ID> String	WhatsApp message ID of the message the WhatsApp user reacted to.	wamid.HBgLMTQxMjU1NTA4MjkvAASGBQzQUUNCNjk5RDUwNUZGMUZEM0VBRAA=
<EMOJI_UNICODE> String	Unicode of emoji sent by the WhatsApp user as a reaction. If the user removes their initial reaction, another webhook is triggered, but the emoji property will be omitted from the payload.	U+1F44D

Placeholder	Description	Example value
<IDENTITY_KEY_HASH> String	Identity key hash. Only included if you have enabled the identity change check feature.	DF2lS5v2W6x=
<REACTION_TIMESTAMP> String	Unix timestamp indicating when the customer sent the reaction.	1739321024
<WHATSAPP_BUSINESS_ACCOUNT_ID> String	WhatsApp Business Account ID.	102290129340398
<WHATSAPP_MESSAGE_ID> String	WhatsApp message ID.	wamid.HBgLMTY1MDM4Nzk0MzkVAgASGBQzQUFERjg0NDEzNDdFODU3MUMxMAA=
<WHATSAPP_USER_ID> String	WhatsApp user ID. Note that a WhatsApp user’s ID and phone number may not always match.	16505551234
<WHATSAPP_USER_PHONE_NUMBER> String	WhatsApp user phone number. This is the same value returned by the API as the <code>input</code> value when sending a message to a WhatsApp user. Note that a WhatsApp user’s phone number and ID may not always match.	+16505551234
<WHATSAPP_USER_PROFILE_NAME> String	WhatsApp user’s name as it appears in their profile in the WhatsApp client.	Sheena Nelson

Sample Webhooks

Receiving a reaction
Reaction Removed by end user

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