

WhatsApp Cloud API - Marketing Messages Lite API | Developer Documentation

WhatsApp Cloud API - Marketing Messages Lite API

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Version

Send marketing template messages with automatic delivery optimization.

Delivers relevant, timely messages to customers most likely to engage, with enhanced deliverability and down-funnel conversion insights.

Endpoints

POST	/{Version}/{Phone-Number-ID}/marketing_messages
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POST [/{Version}/{Phone-Number-ID}/marketing_messages](#)

Send marketing template messages using pre-approved templates. Supports optional product policy controls and message activity sharing settings.

Request Syntax

Try it

Select language

Select status code

Header Parameters

User-Agentstring

The user agent string identifying the client software making the request.

Authorizationstring·required

Bearer token for API authentication. This should be a valid access token obtained through the appropriate OAuth flow or system user token.

Content-TypeOne of "application/json", "application/x-www-form-urlencoded", "multipart/form-data"·required

Path Parameters

Versionstring·required

WhatsApp API version (e.g., v20.0)

Phone-Number-IDstring·required

WhatsApp Business Phone Number ID

Required

Content Type: application/json

Schema: MarketingMessageRequestPayload

Show child attributes

MarketingMessageRequestPayload

messaging_product"whatsapp"·required

Messaging service used. Must be "whatsapp"

recipient_type"individual"·required

Type of recipient. Must be "individual"

tostring·required

WhatsApp ID or phone number of the message recipient

type"template"·required

Type of message. Must be "template" for marketing messages

templateobject·required

Show child attributes

namestring·required

Name of the template.

languageLanguageObject·required

Contains a `Language` object. Specifies the language the template may be rendered in

componentsarray of TemplateComponent

Array of `components` objects containing the parameters of the message.

Show child attributes

components[]TemplateComponent

product_policyOne of "CLOUD_API_FALLBACK", "STRICT"

Optional product policy setting

message_activity_sharingboolean

Optional flag to control message activity sharing

Responses

Send marketing template messages using pre-approved templates. Supports optional product policy controls and message activity sharing settings.

200

Marketing message sent successfully

Content Type: application/json

Schema: MarketingMessageResponsePayload

Show child attributes

MarketingMessageResponsePayload

contactsarray of object

Show child attributes

contacts[]object

Show child attributes

inputstring

wa_idstring

messagesarray of object

Show child attributes

messages[]object
Show child attributes

idstring

message_statusOne of "accepted", "held_for_quality_assessment", "paused"

The status of a WhatsApp message:

`accepted`: The message has been accepted by WhatsApp and is being processed

`held_for_quality_assessment`: The message is being held for quality assessment before delivery

`paused`: The message delivery has been paused

messaging_productstring

400

Bad Request - Invalid request parameters

Content Type: application/json

401

Unauthorized - Invalid or missing access token

Content Type: application/json

403

Forbidden - Template not approved or insufficient permissions

Content Type: application/json

Select language

Select status code

Authentication

Scheme	Type	Location
bearerAuth	HTTP Bearer	Header: <code>Authorization</code>

Usage Examples

bearerAuth:

Include `Authorization: Bearer your-token-here` in request headers

Global Authentication Requirements

All endpoints require:

bearerAuth

Revision #5
Created 2026-04-01 15:38:21 UTC by New Admin
Updated 2026-04-06 17:52:32 UTC by New Admin