

WhatsApp for Everbridge

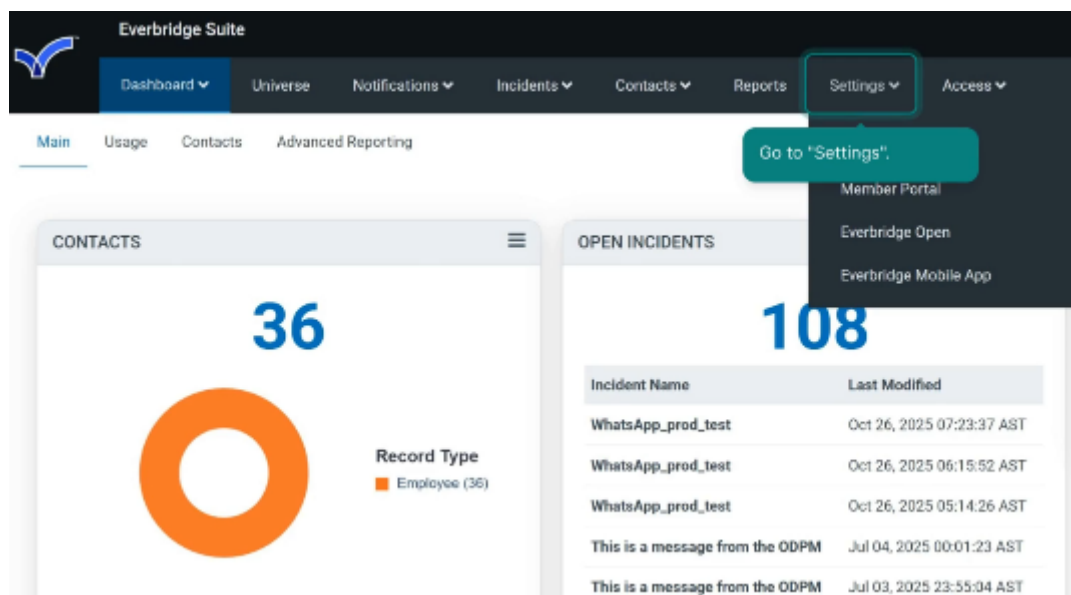
- [WhatsApp for Everbridge installation manual](#)
- [How to create a template for WhatsApp Business API](#)
- [How to improve your mailing](#)

WhatsApp for Everbridge

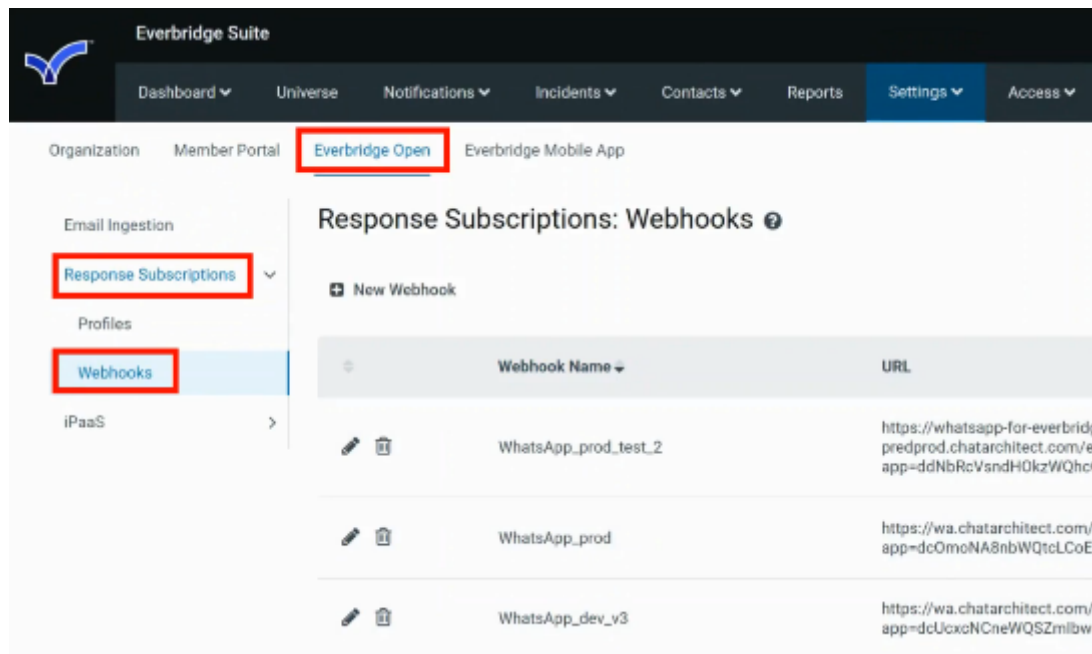
installation manual

Step by step instruction

1. Open Settings.



2. Select “Everbridge Open” section, then “Response Subscriptions”, and then “Webhooks”.



3. To create a new webhook, click “New Webhook”.

1) Fill in “Name”;

2) Fill in “Callback URL”:

`https://whatsapp-for-everbridge.chatarchitect.com/everbridge_v3/?app={app}&secret={secret}&access_key_id={access_key_id}&secret_key={secret_key}`

WhatsApp APP key **{app}** and WhatsApp Secret key **{secret}**: you need to get from our support.

Everbridge Access key **{access_key_id}** & Everbridge Secret key **{secret_key}**: you need to get from Everbridge admins.

3)

Choose “Callback Format”, fill in “Username” and “Password”. Click OK.

erse Notifications Incidents

Everbridge Open Everbridge Mobile App

Response Subscriptions:

New Webhook

	Webhook Name
 	WhatsApp_prod_t
 	WhatsApp_prod
 	WhatsApp_dev_v3
 	WhatsApp_dev_te

Create/Edit Webhook

*** Name**
WhatsApp_prod

*** Callback URL**

*** Callback Format**
☒ JSON ☐ XML

Username
igor

Password
.....

Cancel OK

4. Select “Everbridge Open” section, then “Response Subscriptions”, then “Profiles”, and click “New Profile”.

The screenshot displays the Everbridge Suite web application. At the top, a dark navigation bar contains the Everbridge logo and the text "Everbridge Suite". Below this, a secondary navigation bar includes links for "Dashboard", "Universe", and "Notifications". The main content area features a left-hand sidebar with a menu containing "Organization", "Member Portal", "Email Ingestion", "Response Subscriptions" (highlighted in blue), "Profiles" (highlighted in light blue), "Webhooks", and "iPaaS". The main panel on the right is titled "Response Subscriptions" and includes a "+ New Profile" button. Below this, a table with a grey header row is partially visible, showing a "Profile" column.

5. Fill in "Profile Name". Select the necessary webhook. Click "Save".

Response Subscriptions: Create/Edit Profile

* Profile Name:

* Select the Webhook(s) to use for update delivery

☐ WhatsApp_dev

☐ Test1

☐ WhatsApp_prod

☐ WhatsApp_dev_test

☐ WhatsApp_dev_v3

☐ WhatsApp_dev_loom

☐ WhatsApp Dev June 2025 - Initial Alert

☐ WhatsApp Dev June 2025 - Update Alert

☐ WhatsApp_prod_test_2

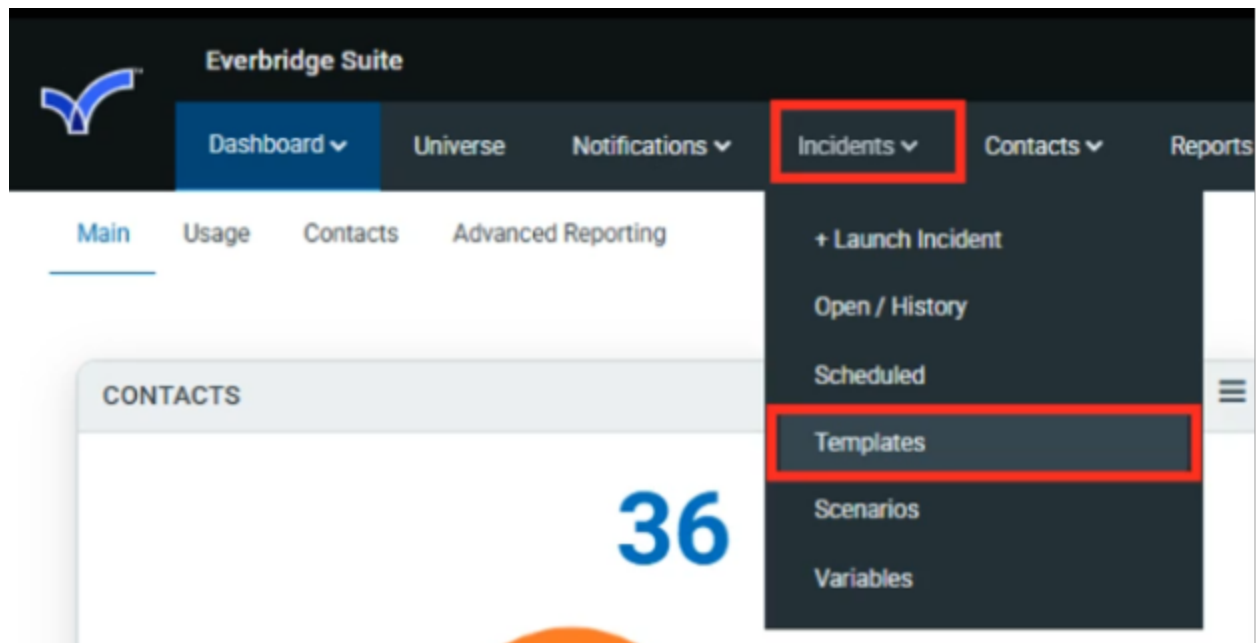
☐ WhatsApp_prod_tutorial

 Add

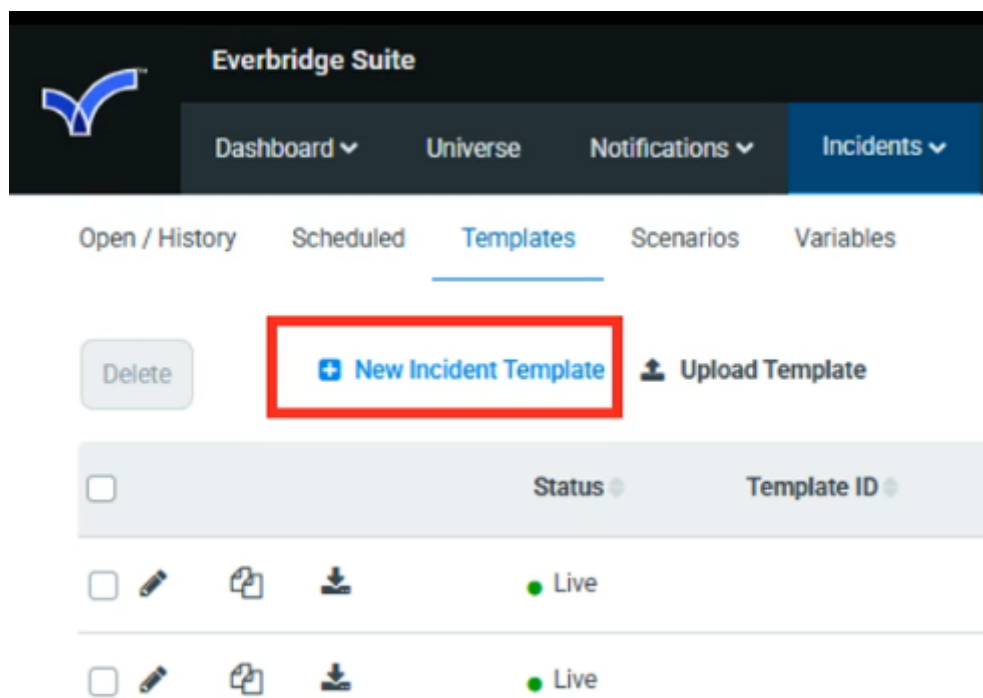
Save

Cancel

6. Go to "Incidents". Select "Templates".



7. Click “New Incident Template”.



8. Fill in “Name” and choose “Category”.

☐ Draft ☒ Live

New Incident Template

[Return to Template List](#)

* Name

test_template_2025_12_23

☐ Draft ☒ Live

Category

Test

▼

Template ID

i

9. Select all the necessary variables. Their order can be rearranged in the “PREVIEW & EDIT” section.

* Name

test_template_2025_12_23

☐ Draft ☒ Live

Category

Test

▼

Template ID

i

New | Updated | Closed

MANAGE

Form & Message

Publishing Options

Contacts

Settings

Permissions

SELECT THE INFORMATION YOU WANT TO COLLECT:

Search

Q

+ New Variable

☐	Req	Variable Name	
☒		Current Time	HH:MM - 12 ho... ▼
☒		IncidentID	
☐		Message Sender	

10. In the Chatarchitect app (<https://wtargeted.com/settings>), find the necessary template and copy its ID (including the brackets).

796-486-1864

Add

Remove

Show

Current Plan:

Active clients:

Balance:

Paid till:

Free entry point:

User-initiated:

Marketing:

Authentication:

Utility:

Conversations cost:

Plan price:

Sender

Reports

Add balance

Your ideas

Approved templates

Submit template

Show Failed

Category: MARKETING

rqwnyuf6nhyxrwkwudccq

[[1a0cd927-1196-4ec5-ad01-7d97624d7d93]]

Hello, {{1}}. We inform you that your trial version expires on {{2}}. Please consider subscribing to a paid plan.

11. In Everbridge, in the “PREVIEW & EDIT” section, paste the copied template’s ID into the WhatsApp Code.

PREVIEW & EDIT:

To add form fields, select variables at left. Drag them up or down to rearrange.

View: Operator's Form Outgoing Message

1 Current Time

{time}

Time Format: HH:MM AM/PM

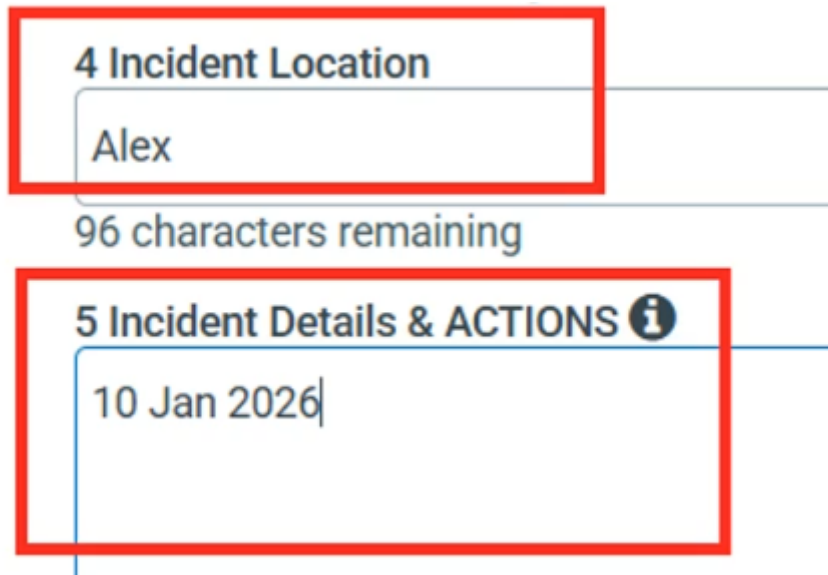
2 IncidentID

{IncidentID}

3 WhatsApp Code

{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}

12. Fill in the input fields of the template's variables with values.



4 Incident Location

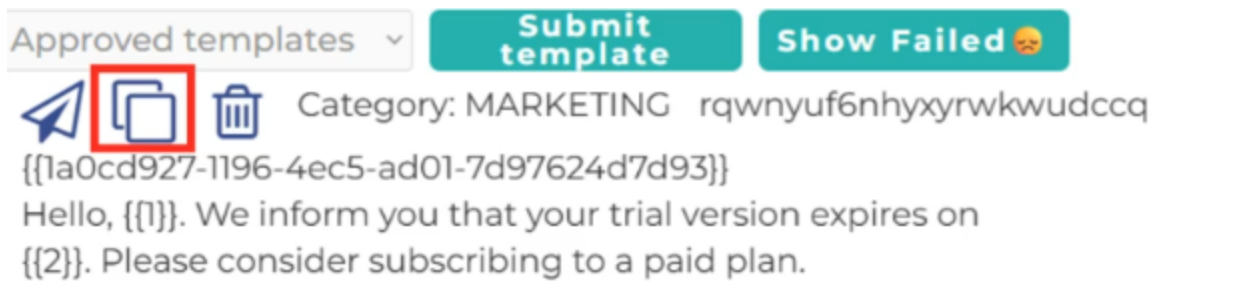
Alex

96 characters remaining

5 Incident Details & ACTIONS ⓘ

10 Jan 2026

13. In the Chatarchitect app, copy the necessary template by clicking the Copy button.



Approved templates ▾

Submit template **Show Failed** 😞

📧  🗑️ Category: MARKETING rqwnyuf6nhyxrwkwudccq
{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}
Hello, {{1}}. We inform you that your trial version expires on
{{2}}. Please consider subscribing to a paid plan.

14. In Everbridge, select “Outgoing Message” and paste the copied template into “All delivery methods”.

PREVIEW & EDIT:

View: Operator's Form

[Outgoing Message](#)

☐ Imminent Threat to Life ⓘ

☐ High priority ⓘ

* TITLE

test_template_2025_12_23

TEXT

☐ Use custom SMS message ⓘ

☒ Hide list of variables

All delivery methods

{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}
Hello, {{1}}. We inform you that your trial version expires on {{2}}. Please consider
subscribing to a paid plan.

15. Select the “Contacts” section. Click “Preview contacts”.

New | Updated | Closed ⓘ MANAGE

Form & Message

Publishing Options

Contacts ⓘ

Settings

Permissions

CONTACTS

Response Quota: ● None

*** ALWAYS SEND TO THESE CONTACTS ⓘ**

⚠ In the event that none of your conditions are met and no publishing option or incident subscription (i) Select default contacts here and/or (ii) allow operators to edit contact selections (use the perm

0
Individuals

0
Groups

0
Rules

0
Map

[Preview contacts](#)

INCIDENT RULE

Select contact whose individual/group attribute meets the incident variable value

Individuals: + New Groups: + New

16. Click “Select” and choose contacts who will receive the message. Click OK.

Contacts

Select

Preview

Individuals

Groups

Rules

Manage Contacts

> Select Individuals Using Upload List

First Name

Last Name

Q

Advanced

Reset

☐	First Name	M.I.	Last Name	Suffix	External ID
☐	Critchlow		Lord		CCMER004
☐	Dennis		Marcelle		CCMER002
☐	Fareed		Mohammed		CCMER006
☐	Navindra		Persad		CCMER0010
☒	Sergey		Polyakov		395043
☐	Faith		Popan		CCMER0019
☐	Cassie		Roopnarine		CCMER005

«

<

Page 3 of 4

>

»

10

▼

Cancel

OK

Individuals

Remove

☐ Igor Kurochkin(1)
 ☐ Sergey Polyakov(395043)

Groups

Remove

Rules

Remove

17. Go to “Settings” section. Click “Edit”.

Form & Message

Publishing Options

Contacts

Settings

Permissions

SETTINGS

View: Default | Condition 0

View: Read-only Edit

* Sender E-Mail Display:

* Sender caller ID:

* Sender SMS ID:

* Request Confirmation:

* Delivery methods:

> More options

18. Select the necessary Delivery Order. In Delivery methods, select WhatsApp.

* Sender SMS ID: All countries Everbridge Numeric SMS ID

* Request Confirmation: ☒ Yes ☐ No

* Delivery methods:

Please select... ▼

- ☐ Phone
- ☐ SMS
- ☐ WhatsApp_old
- ☐ Email
- ☐ SMS Test 1
- ☐ WhatsApp3
- ☐ Phone 2
- ☐ wa
- ☐ Teams
- ☐ Pager
- ☐ TAP
- ☒ WhatsApp

▼ More options

Delivery Order: Organization Default ▼ ⓘ

There are multiple options for delivery order modes:

Organization Default - Uses order specified for the Member's Organization

Contact Preferred - If you have enabled it, Members can customize the delivery order in the Member Portal. If they make no changes, the Organization's default order will be used.

One Time Custom - You can make changes here for this one notification. Overrides all other preferences.

19. Select the necessary Profile and set all the necessary options.

▼ More options

Delivery Order: Organization Default ⓘ

Interval between delivery methods: 5 min(s)

Broadcast duration: 4 Minute(s)

Contact cycles: 1

Interval between cycles: 2 Minute(s)

Reply-to E-Mail: Organization ... x | ▼

Apply voice delivery throttling rules for this notification: ☐ Yes ☒ No

Voice mail preference: ☒ Message Only ☐ Message with Confirmation ☐ No Message

Everbridge Mobile App Settings:

- ☐ Request location
- ☐ Request image
- ☐ Request additional information
- ☐ Enable Sharing Options

Response Subscriptions: ☒ Enabled

Profile: WhatsApp_prod_test ▼

Display: ☐ First confirmation only ☒ Every confirmation

20. In the “Permissions” section, select all the necessary operator permissions.

Form & Message

Publishing Options

Contacts

Settings

Permissions

OPERATOR PERMISSIONS

Specify what an operator can do before sending a notification

	View	Edit	Add/Remove ⓘ
Message	☒	☒	
Contacts	☒	☒	
Settings	☒	☒	
Publishing Options (All)	☒	☒	☐
Everbridge Network	☒	☒	☐
Social Media	☒	☒	☐

21. Click “Save” to save the template.

New Incident Template [Return to Template List](#)

* Name ☐ Draft ☒ Live Save

Category Template ID

[New](#) | [Updated](#) | [Closed](#) **MANAGE**

Form & Message
Publishing Options
Contacts
Settings

OPERATOR PERMISSIONS
Specify what an operator can do before sending a notification

?

Message ☒ ☒

22. Select "Incidents" - "Launch Incident".

Everbridge Suite

Dashboard ▾ Universe Notifications ▾ **Incidents ▾** Contacts ▾

Incidents > Incident Templates

New Incident Template [Return to Template List](#)

* Name

Category Template ID

+ Launch Incident
Open / History
Scheduled
Templates
Scenarios
Variables

23. Select the necessary template from the list.

Ad-Hoc Notification	
Everbridge WhatsApp Integration	
Everbridge WhatsApp Integration-Copy	
HURRICANE WATCH	
LANDSLIDES (MAJOR ROAD WAY)	
Travis Test - Working	
WhatsApp - Test Travis	
WhatsApp_dev	
WhatsApp_dev no code	
WhatsApp_dev_3	
WhatsApp_dev_loom	
WhatsApp_dev_test	
WhatsApp_prod_test	
test2	

24. Set the values of the template's variables.

Enter / update incident details below

1 Current Time

02:56 PM

Time Format: HH:MM AM/PM

2 IncidentID

{IncidentID}

3 WhatsApp Code

{{1a0cd927-1196-4ec5-ad01-7d97624d7d93}}

360 characters remaining

4 Incident Location

Alex

96 characters remaining

5 Incident Details & ACTIONS ⓘ

10 Jan 2025

25. Specify the sending options and click "Review".

Everbridge Mobile App Settings:

[View](#)

Response Subscriptions:

WhatsApp_prod_test

Display: Every confirmation

Invite these contacts to the incident chat:

No

Language:

English (US)

Send

Send: ☒ Now ☐ Schedule

☐ CLOSE incident after successful send

Review

26. To send the message, click "Send".

DISTRIBUTION

Messages will be sent to:

2 Total Organization
Contacts*

Via the following Delivery Methods:

WhatsApp

**Does not include Escalation contacts*

Send

27. The message will be sent to the contacts you had selected in the 16th step.

Hello, Alex. We inform you that your trial version expires on 10 Jan 2025. Please consider subscribing to a paid plan. 21:12

How to create a template for WhatsApp Business API

Step-by-step instructions how to create a template in our app

1. First of all, you need to open wtargeted.com/ and click on the "Facebook Login" button or "Google Login" button

embedded-image-culnv9iq.png

2. After you have logged in to your google \ facebook account, you must enter your PERSONAL phone number on which there is a WhatsApp application, a verification code will be sent to it (not to be confused with the number that you connected with us)

embedded-image-dmfx86db.png

3. Put your App key and Secret and press "Yes, continue".

embedded-image-hpxvqxku.png

4. After this, an app menu will be opened. Click on the "Submit template" button.

embedded-image-a3rguoxb.png

5. Select the desired language and template type.

Write your message with variables in the first column. For example, "Hello, our employee will answer you as soon as possible. Ticket {{1}} has been created." Variables should be in braces {{}}.

Write a sample message replacing the variables with meaningful information in the second column. For example, "Hello, our employee will answer you as soon as possible. Ticket [999TTT] has been created.". The placeholder is square brackets [].

Then click "Submit Template".

embedded-image-yowrxxbc.png

6. After review, your template will appear in "Approved templates".

embedded-image-zyby8hgo.png

Don't forget to click on the "refresh" button.

How to improve your mailling

How to improve your Template

When preparing a mailing campaign, one of the most common questions is: *How can I create an effective newsletter without risking being blocked?* In this article, we'll share practical recommendations to help you achieve that.

a4bd7642d9536283a560e6e1bff26211.png

Text Length

Meta recommends keeping marketing templates under 500 characters to maximize customer engagement. The optimal range is 300–500 characters. In practice, this means keeping your message concise and focused: present the essence of your offer in just a few sentences instead of overwhelming readers with a wall of text.

Personalization with Variables

Personalization significantly improves the effectiveness of your campaigns. Using variables such as the customer's name is a simple but powerful way to make your messages feel more personal. After all, everyone appreciates being addressed directly.

Use of Media

Adding visuals such as bright images or short videos is a proven way to increase click-through rates. High-quality media design not only attracts attention but also serves as an important driver of conversions.

Action Buttons

Quick-reply buttons are an excellent tool for faster customer interaction. A single click is always easier than typing a response.

5a4be485f54164179e0fd91d6accd817.png

In addition, action buttons can redirect users directly to your website or phone number, making the communication process seamless and convenient.

1b0d31226b3c37c0f87f2036155a83a5.png

Unsubscribe Button

Meta recommends including an “Unsubscribe” button in mass-mailing templates, and we strongly support this practice. It’s much better to give customers an easy, native way to opt out than to risk complaints or negative feedback.

7441895cdfc1ce3e73dda9ab51969a43.png

Conclusion

If you want your newsletter to deliver high engagement and strong conversion rates, make sure your template includes all of the elements listed above: concise copy, personalization, engaging visuals, action buttons, and an unsubscribe option.

Important Note: Templates containing images or call-to-action buttons (such as a website link or phone number) can only be approved via chat with our support team: wa.me/421233221242
wa.me/17377101702