

WhatsApp Business on Sozuri

Connect your own WhatsApp Business number once. Then answer every customer from one team inbox, and send order updates, reminders and offers to thousands of people — personalised, scheduled and tracked to the last reply.

Last updated 28 September 2026

For business owners and administrators

Setup takes about 30 minutes

Always up to date at automation.sozuri.net/docs/whatsapp.html · Help: 0722 117 850 · david@sozuri.net

How it works

Sozuri connects to WhatsApp through **Meta's official WhatsApp Business Platform** (the Cloud API). You keep your WhatsApp Business account in your own Meta Business portfolio, and you connect it to Sozuri by pasting four values, the way you would paste a key from any other provider. Sozuri never takes the number away from you.

What Sozuri gives you

The team inbox, contacts and tags, templates, Quick Send, campaigns, flows, delivery reports and an API — for one monthly plan.

What Meta charges

Meta bills *your* WhatsApp Business account for each message it delivers. From 1 October 2026 that includes your replies inside the 24-hour window. Messages customers send you are free.

What your customers see

Your business name and number on WhatsApp, with Meta's verified badge if your business has one. Nothing about Sozuri.

The whole setup is six steps. The first four are done once; after that you only write templates and send.

- ☒ Choose the WhatsApp plan on Sozuri.
- ☒ Prepare WhatsApp in Meta and copy four values.
- ☒ Connect your number on Sozuri: paste the four values.
- ☒ Receive replies: one button, so customers' messages reach your inbox.
- ☒ Get a template approved by Meta.
- ☒ Send your first message — to yourself.

Before you begin

Gather these first. Missing any one of them stops the setup halfway.

- **A Meta Business portfolio.** Free, at business.facebook.com (<https://business.facebook.com>). Most businesses already have one behind their Facebook or Instagram page.
- **A phone number for WhatsApp Business** that can receive an SMS or a call, and that is *not* registered on the WhatsApp or WhatsApp Business app on a phone. If it is, delete that WhatsApp account first, or use a different number. A landline works if it can receive a voice call.
- **A payment card** for Meta, which bills your account for template messages (see [What it costs](#)).
- **Your Sozuri login**, as the account owner or a team member with WhatsApp access.
- **About 30 minutes**, plus however long Meta takes to review your first template — usually minutes, occasionally up to a day.

COMING FROM AISENSY OR ANOTHER PROVIDER?

If your number is on another WhatsApp platform today, it usually lives in *their* WhatsApp Business account. Ask them to release it, or to migrate it to your own Meta Business, before you connect it here. Your number keeps its name, quality rating and verified badge when it is migrated. We can help: call [0722 117 850](tel:0722117850) or email david@sozuri.net.

TRYING IT OUT FIRST

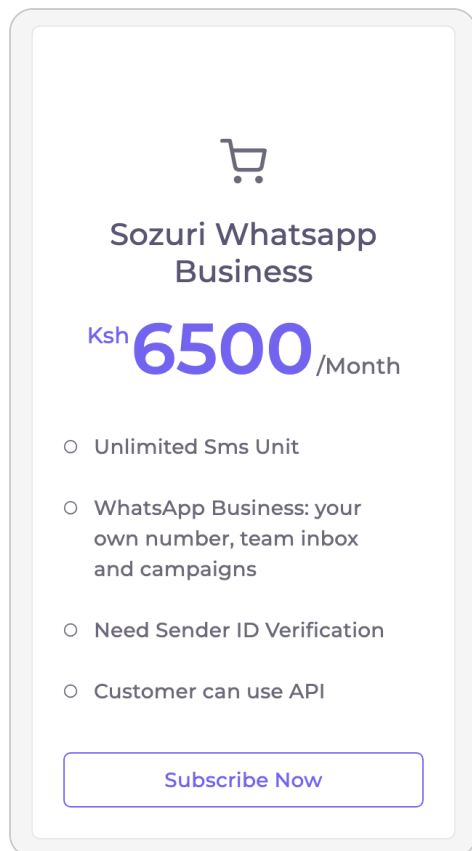
Meta gives every new app a free test number that can message up to five phone numbers you verify yourself. It is a good way to see the whole flow working before you connect your real business number.

STEP 1 Choose the WhatsApp plan

WhatsApp is part of the **Sozuri Whatsapp Business** plan. As soon as you are on it, the **WhatsApp** menu appears on the left of your dashboard — there is nothing else to switch on.

- **No plan yet:** open **Subscriptions**. The plans are listed there.
- **Already on a plan:** open **Subscriptions** and press **Upgrade Plan**. An account has one plan at a time, so the WhatsApp plan takes the place of your current one.

[➤ Subscriptions](#) → [Upgrade Plan](#) → [Sozuri Whatsapp Business](#) → [Subscribe Now](#)



The plan card lists **WhatsApp Business**. Press **Subscribe Now** and pay with any payment method shown at checkout.

SUBSCRIBE NOW IS GREY?

Your account is not yet allowed to change plans by itself. Call [0722 117 850](tel:0722117850) or email david@sozuri.net and we will move you to the plan.

If your plan ever lapses, WhatsApp sending pauses — including campaigns that are running — until you renew. Nothing is deleted: your conversations, contacts and campaign results are all still there when you come back.

STEP 2 Prepare WhatsApp in Meta

You are collecting four values from Meta. Keep a notepad open and paste each one there as you go.

WHAT YOU NEED	WHERE IT COMES FROM
Phone number ID a long number — not the phone number itself	Your Meta app → WhatsApp → API Setup

WHAT YOU NEED	WHERE IT COMES FROM
WhatsApp Business Account ID often shortened to WABA ID	Your Meta app → WhatsApp → API Setup
Permanent access token starts with EA...	Meta Business Settings → Users → System users
App secret 32 letters and digits	Your Meta app → App settings → Basic

1 Create a Meta app

[➤ developers.facebook.com/apps](https://developers.facebook.com/apps) → Create App

Choose the use case **Connect with customers through WhatsApp**, then pick your business portfolio (or create one). Meta adds the WhatsApp product to the app for you.

2 Add your business phone number

[➤ Your app → WhatsApp → API Setup → Add phone number](#)

Enter the display name customers will see (normally your business name), the number, and confirm it with the code Meta sends by SMS or call.

3 Add a payment method

[➤ WhatsApp Manager → Payment methods](#)

Meta needs a card on the WhatsApp Business account before it delivers template messages beyond the free test allowance.

4

Copy the two IDs

➤ Your app → WhatsApp → API Setup

Pick your number in the **From** list. The page then shows its **Phone number ID** and the **WhatsApp Business Account ID**. Copy both.

THE COMMONEST MISTAKE

Your *business portfolio ID* looks just like the WhatsApp Business Account ID and sits a few lines away in Meta's pages. They are different things. If Sozuri says *"That phone number is not in that WhatsApp Business Account"*, this is almost always why — copy both IDs again from the API Setup page.

5

Create a permanent access token

➤ Business Settings → Users → System users → Add

Create a system user with the **Admin** role. Choose **Assign assets** and give it your app (full control) and your WhatsApp Business account (full control). Then choose **Generate new token**, pick your app, set the expiry to **Never**, and tick these permissions:

```
whatsapp_business_messaging
whatsapp_business_management
business_management
```

Copy the token straight away — Meta shows it only once. Use this system user token, not the 24-hour one on the API Setup page: a temporary token stops working after a day and sending stops with it.

6

Copy the app secret

➤ Your app → App settings → Basic → App secret → Show

Meta signs every message it sends to Sozuri with this secret, and Sozuri checks the signature before trusting anything. Without it you can still send, but make sure it is the secret of *this* app — see [Receive replies](#).

Meta renames its menus from time to time. If a label here differs from what you see, look for the nearest match on the same page.

STEP 3 Connect your number

➤ Sozuri → WhatsApp → Setup

Open **WhatsApp → Setup**. Until a number is connected, the page shows **Connect your WhatsApp Business account**.

Paste the four values from Meta. **Where to find these** under the button repeats the Meta steps above.

1 Paste the four values

Phone number ID, WhatsApp Business Account ID, Permanent access token and App secret. Leave **Country code** at for Kenya: it is used for numbers typed without one, such as .

2 Press Connect

Sozuri asks Meta first: does the token work, and is that phone number in that WhatsApp Business account? Nothing is saved until Meta says yes. If something is wrong you see Meta's own reason under the form — the most common ones are in [When something is wrong](#).

Once connected, Setup becomes a checklist that shows what is done and what is next. The token is never shown again, only its last four characters. When you issue a new token in Meta, open **Update**

the connection on the right and paste it — fields you leave empty keep their saved value.

STEP 4 Receive replies

Sending is one direction. For customers' replies, delivery ticks and read receipts to reach Sozuri, Meta has to know where to send them. This is the step people skip — and without it nobody can reply to you.

WhatsApp Setup

Dashboard > WhatsApp Setup

Getting WhatsApp Business — Duka Bora Traders sending

3 of 6 done

✓ Connect the number

Phone number ID, WhatsApp Business Account ID and access token are all set.
These come from Meta Business → WhatsApp → API Setup. The access token must be a permanent System User token — a temporary one expires in 24 hours and sending stops without warning.

✓ Your own WhatsApp Business account

Connected by hello@dukabora.co.ke. Meta bills this WhatsApp Business account for its messages directly.
The number stays in your Meta Business. Update the connection here when you issue a new token.

✓ Check the number with Meta

+254 711 000 200 — Duka Bora Traders, quality Green
Confirms the token works and shows the name customers will see.

! Receive replies

Needs attention

Configured, but Meta has never delivered to it. Until it does, nobody can reply to you.
Connect replies sets it up for you: Meta checks this platform with the verify token and starts sending the number's messages and receipts here. Or paste the callback URL and verify token into Meta Business → WhatsApp → Configuration → Webhooks, then subscribe to the "messages" field. A refused delivery almost always means the app secret does not match.

Connect replies

Your WhatsApp Business account

Phone number ID 109876543210987
Business account ID 104567890123456
Token ...b7Qe · app secret saved
▶ Update the connection

Webhook

In Meta Business → WhatsApp → Configuration → Webhooks, paste these two and subscribe to the **messages** field.

Callback URL
https://automation.sozuri.net/webhook Copy

Verify token
4qRwOrdWjSF587UGFAvXVVSuUvBVe Copy

AI

100,000 AI tokens left 0 used
Worth KES 300.00 at KES 3.00 per 1,000 tokens. KES 0.00 used so far.

After connecting: steps 1–3 are done. **Receive replies** shows **Connect replies**; the **Webhook** card holds the two values for the manual way.

The quick way: Connect replies

1 Press Connect replies

On the **Receive replies** step. Sozuri asks Meta to send this number's messages and receipts here; Meta first checks Sozuri with the verify token, so a success means the connection works.

2 Prove it

From your own phone, send a WhatsApp message to your business number. It appears in **WhatsApp → Team Inbox** within seconds, and the step turns green with *Last delivery ... ago*.

The manual way

If Meta refuses the quick way, do it in Meta's dashboard instead:

1 Copy the two values from Sozuri

➤ WhatsApp → Setup → Webhook card

Callback URL and **Verify token** each have a **Copy** button.

2 Paste them into Meta

➤ Your app → WhatsApp → Configuration → Webhook → Edit

Paste both and choose **Verify and save**. If it will not save, the two values do not match — copy them again.

3 Subscribe to messages

On the same page, choose **Manage** and tick the **messages** field. Without it, Meta accepts the webhook but sends nothing to it.

A WRONG APP SECRET IS SILENT

If the app secret belongs to a different Meta app, sending still works but every reply is refused, because its signature does not match. The Setup checklist then says *"Meta has called the webhook but it was refused: signature mismatch — check the app secret"*. Copy the secret again from **App settings → Basic** and paste it under **Update the connection**.

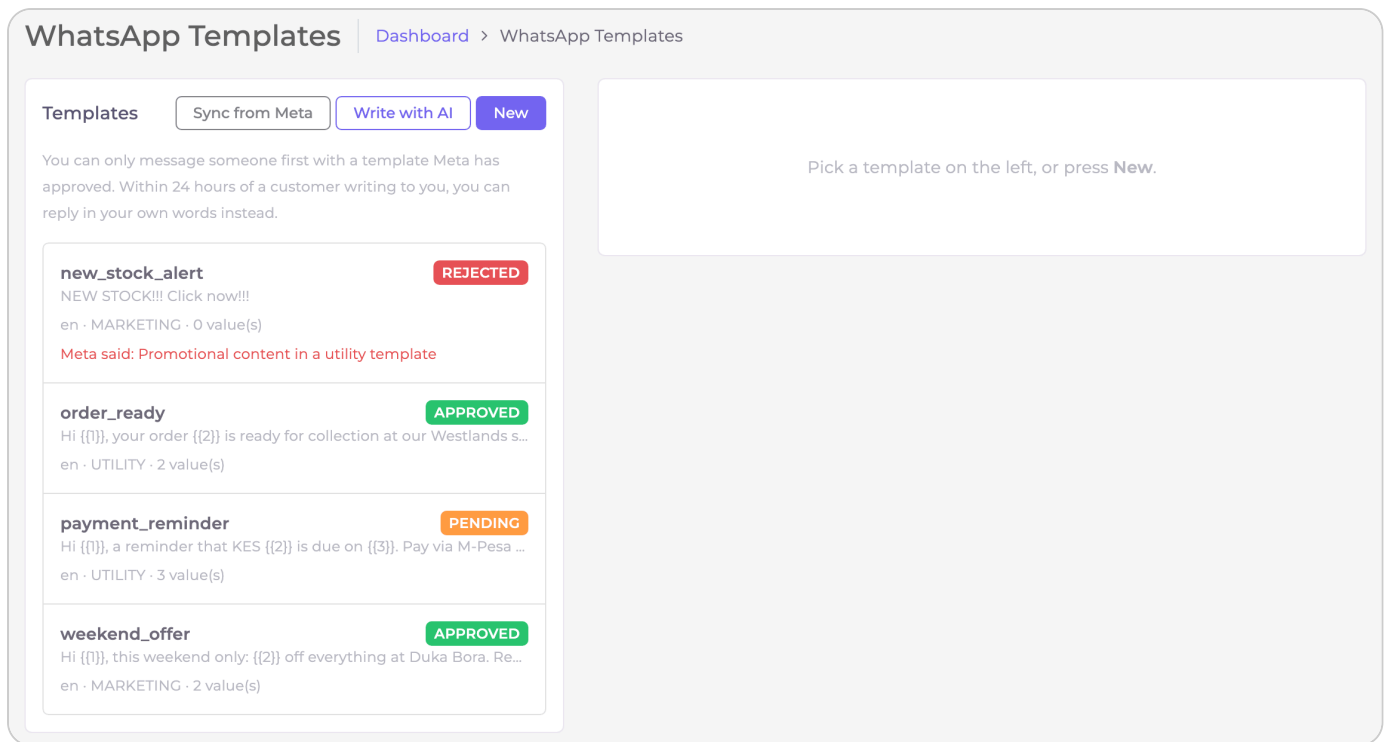
ONE DESTINATION PER NUMBER

A WhatsApp number can send its replies to one place at a time. If it is also connected to another chatbot or CRM, connecting replies here moves them to Sozuri.

STEP 5 Get a template approved

WhatsApp protects people from spam: a business can only start a conversation with a **template** Meta has approved. Once a customer writes to you, you can answer in your own words for the next 24 hours — no template needed.

➤ WhatsApp → Templates → New



Each template shows Meta's answer: **APPROVED**, **PENDING** or **REJECTED** with Meta's reason.

- **New** writes a template from scratch; **Write with AI** drafts one from a sentence about what you want to say. On Setup, **Write the starter drafts** adds ready-made drafts for orders, deliveries, bookings and payments.
- Use `{{1}}`, `{{2}}` ... where each person's details go — a name, an order number, an amount. You fill them when you send. Put words before the first one and after the last: Meta refuses ... *due on* `{{2}}`, even with the full stop.
- The **heading** can be words, a **photo**, a **video**, a **PDF** or a **map**. For a photo, video or PDF, upload a sample: Meta reviews the template with it, and each campaign or message can carry a different one. A map heading takes its place — the pin, name and address — when it is sent.
- **Buttons**, up to 10: *quick replies* (the tap comes to the Team Inbox and your flows), a *website* (its link can end with a value for each customer, like an order number), a *phone number* to call, and for marketing templates a *code to copy*, such as an offer code. Keep the quick replies together.
- Pick the right **category**: *Utility* for updates about something the customer did (an order, a payment, a booking), *Marketing* for offers and news, *Authentication* for one-time codes. A greeting or offer filed as Utility is rejected or moved to Marketing.
- Submit it. Meta usually answers within minutes. **Sync from Meta** brings in templates you made directly in Meta's WhatsApp Manager.

IF A TEMPLATE IS REJECTED

A rejected template cannot be edited, and Meta holds its name for about 30 days. Read the reason under it (*Meta said: ...*), then write a new one under a different name.

STEP 6 Send your first message

Send one to your own number first: it proves the token, the template and the replies in one go.

WhatsApp → Quick Send

WhatsApp Quick Send

Dashboard > WhatsApp Quick Send

This is not SMS. WhatsApp does not allow a free-typed message to somebody who has not written to you — Meta accepts only an approved template. Once a customer replies, you can answer them in your own words for 24 hours, in the Team Inbox.

Template *

order_ready · en · UTILITY (2 values)

Only approved templates appear here.

Values

Message value {{1}}

Amina

Message value {{2}}

ORD-1043

Recipients *

0711000301

Commas, semicolons, spaces or new lines. Kenyan numbers may start 07... 1 recipient

Send

Check the numbers

Preview

Hi Amina, your order ORD-1043 is ready for collection at our Westlands shop.

This is the message as it will arrive. Anything still showing `{{1}}` means a value has not been filled in.

Pick an approved template, fill its values, type a number. The preview shows the message exactly as it will arrive.

1 Choose the template and fill its values

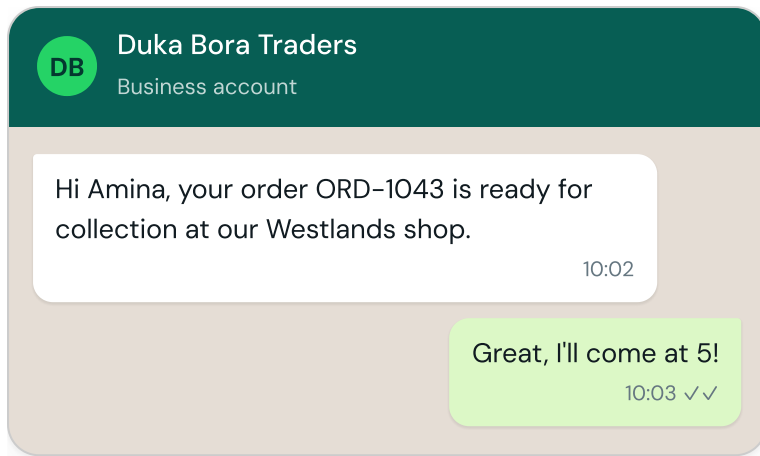
Anything still showing `{{1}}` in the preview has not been filled in.

2 Type your own number and press Send

Kenyan numbers can start with `07...` or `01...`. Separate several numbers with commas or new lines.

3 Reply from your phone

Your reply lands in the **Team Inbox**. That is the whole round trip working.

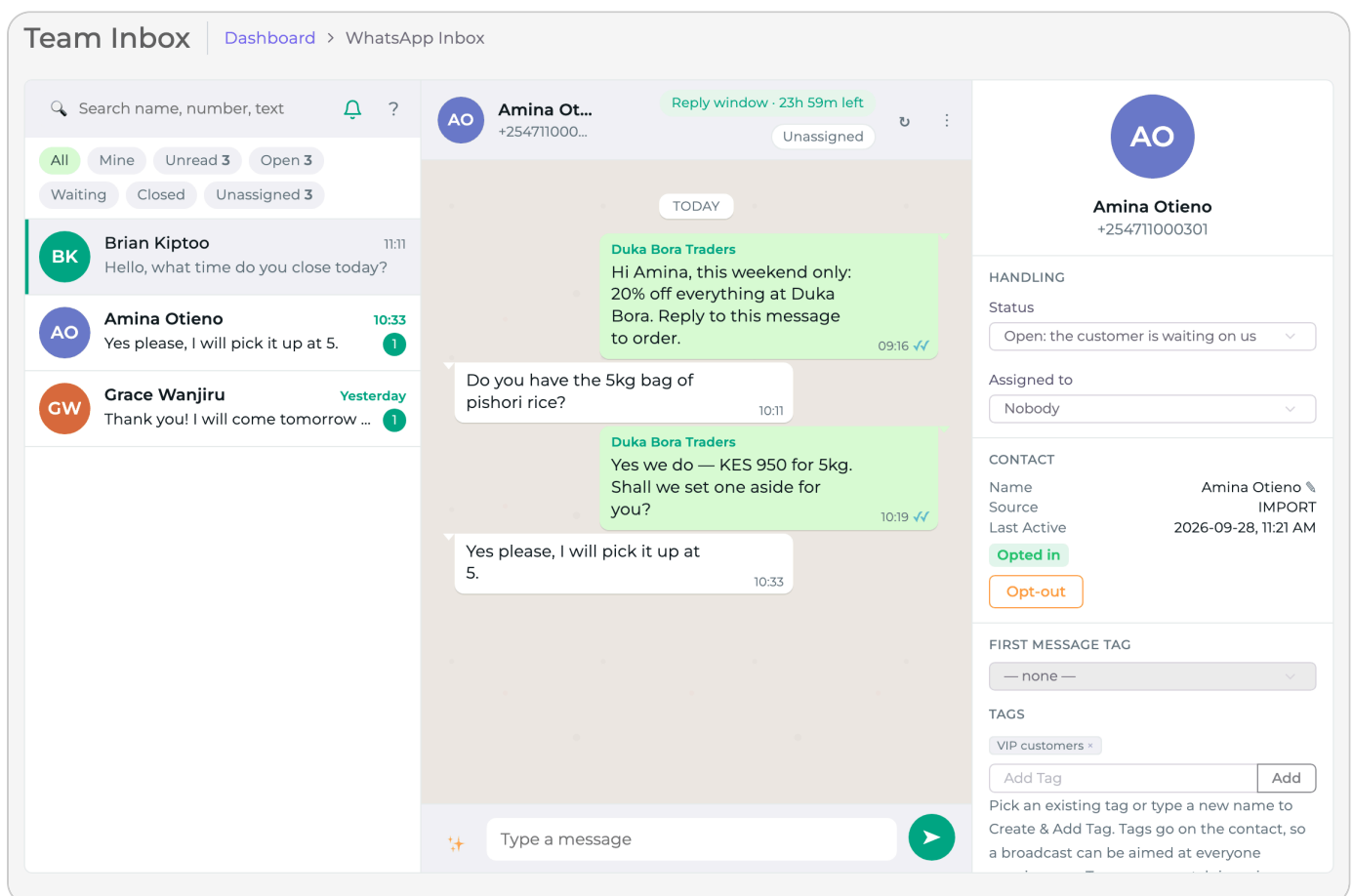


What your customer sees. The examples in this guide use a made-up shop, Duka Bora Traders.

The Team Inbox

Every WhatsApp conversation with your business, in one place, for your whole team.

[WhatsApp](#) → Team Inbox



Conversations on the left, the chat in the middle, the customer's details, tags and opt-out on the right.

- **Filters** — All, Mine, Unread, Open, Waiting, Closed, Unassigned — and search by name, number or text.
- **Reply window.** The countdown at the top (*Reply window · 23h 59m left*) is how long you may answer in your own words. After it closes, only a template can restart the conversation.
- **Assign** a conversation to a teammate, set its **status**, add a **note** only your team sees, and **tag** the customer — tags are how you aim a campaign later.
- **Opt-out** removes the customer from every future campaign until they opt in again.
- Until 30 September 2026 your replies inside the 24-hour window are free. From 1 October 2026 Meta charges each one at its utility rate (see [What it costs](#)).

Contacts and tags

Everyone who messages you, and everyone you import, is kept in **Contacts** → **All Contacts** with their tags, source and when they were last active. Each person is listed once there; **Contacts** → **Contact Groups** shows the same people by the groups they are filed in, the lists SMS campaigns and group broadcasts use.

[↗](#) [Contacts](#) → [All Contacts](#) → [Import](#)

Contacts

Dashboard > Contacts

Contacts

Filter

Actions

Broadcast

Import

View History

25

Search

Search name or mot

	NAME	MOBILE	TAGS	SOURCE	LAST ACTIVE	CREATED AT	STATE	FIRST MESSAGE TAG	ACTIONS
	Joy Wambui	+254711000310	Wholesale	IMPORT	2026-09-28, 8:21 AM	2026-09-28, 11:21 AM		—	
	Ian Kamau	+254711000309	Wholesale	IMPORT	2026-09-28, 8:21 AM	2026-09-28, 11:21 AM		—	
	Hellen Mutua	+254711000308	Nairobi Wholesale	IMPORT	2026-09-28, 8:21 AM	2026-09-28, 11:21 AM		—	

Filter by tags, last seen, source and more; tick contacts and press **Broadcast** to start a campaign to exactly them.

- **Import** a CSV: upload the file, match its columns to name, mobile and tags, and import. **View History** shows every import and any rows that failed.
- **Tags** — like *VIP customers* or *Nairobi* — are managed under **Contacts** → **Tags**. Add them from the inbox, an import or **Actions**.
- New customers who message you are added automatically.

Campaigns

A campaign sends one approved template to many people — now or at a time you choose — and tracks each person: sent, delivered, read, replied or failed. It can also send **your own message** — words, a photo, buttons, a list, a link or a place — to the people who wrote to you in the last 24 hours.

[WhatsApp](#) → [Campaigns](#) → [New broadcast](#)

Campaigns

Dashboard > Campaigns

Campaigns

Send an approved template to an audience from your contacts, now or on a schedule, and see who received, read and replied.

New broadcast

25

Search campaigns

CAMPAIGN	STATUS	AUDIENCE	SENT	DELIVERED	READ	REPLIED	FAILED	ACTIONS
Weekend offer — VIP customers weekend_offer · marketing · Tagged VIP custo... Finished 2026-09-26, 11:21 AM	Completed	6	6 100%	6 100%	4 67%	1 17%	0	
Saturday collections order_ready · utility · "orders-saturday.csv", 8 r... Finished 2026-09-28, 10:21 AM	Completed	8	7 88%	7 100%	5 71%	2 29%	0	

1-2 of 2

< 1 >

Meta charges each template message to the WhatsApp Business Account that owns the number. Opted-out contacts and numbers on your blacklist are always left out.

All your campaigns, with their results. The list refreshes by itself while a campaign is sending.

New broadcast, step by step

New broadcast

Dashboard > Campaigns > New broadcast

1 Campaign name

Saturday collections

Only your team sees this.

2 Template

order_ready (en)

utility 2 values to fill

3 Audience

All opted-in contacts 10

Contacts with tags

Upload a file CSV or Excel, up to 100,000 rows

orders-saturday.csv 8 rows

Use another file

Mobile number column

Mobile

Name column (optional)

Customer

MOBILE	CUSTOMER	ORDER
0711000301	Amina Otieno	ORD-1043
0711000302	Brian Kiptoo	ORD-1044
0711000304	David Mwangi	ORD-1045

New numbers are saved as contacts; a name in the file only fills a contact that has none.

Paste numbers

7 people will receive it

1 row has no valid mobile number and is skipped

Preview

as Amina Otieno will see it

Hi Amina, your order ORD-1043 is ready for collection at our Westlands shop.

now ✓

Send a test to 0722...

Send test

A test is a real message to that number, filled from their contact if you have one — and, for file columns, from that number's row (or the file's first row).

Send now to 7 people

Meta charges each template message to the WhatsApp Business Account that owns the number.

A campaign from an uploaded file. The preview on the right shows the first person's message; **Send test** sends it to you first.

- 1

Name it

Only your team sees the name.

2

Choose what to send

- **A template** reaches anyone on your list. Marketing templates carry a note: Meta limits how many marketing messages one person receives, so a few may fail with a *per-user limit* reason.
- **Your own message** needs no template and no review: words only, a photo, a video, a PDF, up to 3 reply buttons, a list of up to 10 choices, a link button, or a place on the map. WhatsApp only lets a business send it to someone who wrote in the **last 24 hours**, so the count shows how many can get it now; everyone else is skipped, listed as *Outside the 24-hour window*. Inside that window it costs nothing. Personalise it with `{{first_name}}` (or *there*), `{{contact_name}}` or `{{business}}`.

3

Choose who receives it

- **All opted-in contacts.**
- **Contacts with tags** — any of some tags, but not others (for example *VIP customers* but not *Wholesale*).
- **Upload a file** — a CSV or Excel sheet of up to 100,000 rows. Sozuri finds the mobile and name columns by their headings; every other column (an order number, an amount, a due date) can fill a value in the next step. New numbers are saved as contacts.
- **Paste numbers** — up to 10,000, one per line, optionally with a name.
- From the Contacts page: tick people and press **Broadcast**. From a finished campaign: **Retarget** (below).

The count under the audience says how many will receive it, and why anyone is left out — opted out, on your blacklist, or not a valid number.

4

Personalise

Each `{{n}}` comes from fixed text, a contact field (such as first name) or a column of your file. A contact field or file column needs a **fallback**, used when that value is empty — for example *there*, so a contact without a name reads *Hi there*.

A template that starts with a **photo, video or document** needs the file: paste its link, or **Upload** it and it gets one (one made on the Templates page offers its sample). One that starts with a **map** needs the place: its pin (or paste its Google Maps link), its name and its address. A coupon button takes the code; a website button the end of its link.

The screenshot shows two sections of a campaign setup interface. The top section, titled '4 Personalise', contains two rows of input fields. The first row has a placeholder `{{1}}` on the left, a dropdown menu labeled 'First name' in the middle, and a text input field containing 'there' on the right. The second row has a placeholder `{{2}}` on the left, a dropdown menu labeled 'Order' in the middle, and a text input field containing 'your order' on the right. Below these fields is a note: 'A contact field or a file column needs a fallback: it is used when that value is empty.' The bottom section, titled '5 When', contains three radio buttons: 'Send now' (which is selected), 'Schedule', and 'Save as draft'. Below the radio buttons is a note: 'Times are Africa/Nairobi. A scheduled campaign goes to whoever matches the audience at that time.'

`{{1}}` is the first name (fallback *there*); `{{2}}` is the file's **Order** column.

5

Send now, schedule or save a draft

A scheduled campaign goes to whoever matches the audience at that time. Messages start within a minute of **Send now**.

Results

Saturday collections

Dashboard > Campaigns > Campaign

Saturday collections

Completed

Duplicate

Delete

Template `order_ready` (en) · utility

Audience: "orders-saturday.csv", 8 rows

Created 2026-09-28, 9:14 AM · Started 2026-09-28, 9:21 AM · Finished 2026-09-28, 10:21 AM

Audience

8

1 skipped

Sent

7

88% of audience

Delivered

7

100% of sent

Read

5

71% of sent

Replied

2

29% of sent

Failed

0

0% of audience

Recipients

Everyone

Export CSV

25

Search name or num

MOBILE	NAME	STATUS	LATEST
+254711000301	Amina Otieno	Read Replied	Replied 2026-09-28, 11:21 AM
+254711000302	Brian Kiptoo	Read Replied	Replied 2026-09-28, 11:21 AM
+254711000304	David Mwangi	Read	Read 2026-09-28, 11:21 AM
+254711000305	Esther Achieng	Read	Read 2026-09-28, 11:21 AM
+254711000306	Faith Njeri	Read	Read 2026-09-28, 11:21 AM
+254711000308	Hellen Mutua	Delivered	Delivered 2026-09-28, 11:21 AM
+254711000309	Ian Kamau	Delivered	Delivered 2026-09-28, 11:21 AM
07110003	—	Skipped Not a Kenyan mobile number: it should have 10...	—

1-8 of 8

Message

as the first recipient read it

Hi Amina, your order ORD-1043 is ready for collection at our Westlands shop.

Retarget

Send a new broadcast to one group of this campaign's recipients. Opted-out contacts are left out again.

Failed · 0

Sent, not delivered · 0

Delivered, not read · 2

Read, not replied · 3

Replied · 2

Everyone it was sent to · 7

New broadcast

New broadcast

New broadcast

New broadcast

The funnel, every recipient, and why a row was skipped. Click a tile to list only those people.

- **Pause, Resume** or **Cancel** a campaign while it sends; **Duplicate** it to send again.
- **Export CSV** downloads every recipient and what happened to them.
- **Retarget** starts a new broadcast to one group of this campaign — for example everyone who read it but did not reply.
- **Why messages did not go** lists each reason and how many people it affected.

PREPARING A FILE

Put the numbers in one column with a heading such as *Mobile*. Kenyan numbers need 10 digits, like `0712 345 678` (or `254712345678`). If Excel shows `2.54712E+11` , it has shortened the number: format the column as **Text** and save the file again. A number that appears twice gets one message, from its first row.

The WhatsApp Shop

Sell from your WooCommerce store inside WhatsApp. Customers browse your real products as swipeable cards, fill a cart, choose delivery — or just name their town — and pay with a Paystack link or cash on delivery. Every order lands in your store like a website order, and the confirmation arrives on WhatsApp.

Set it up under **WhatsApp → Shop**. It has its own step-by-step guide, with screenshots: **The WhatsApp Shop**.

What it costs

WHO CHARGES	FOR WHAT	HOW MUCH
Sozuri	The platform: team inbox, contacts, templates, Quick Send, campaigns, flows, reports, API	KES 6,500 per month Sozuri Whatsapp Business plan
Meta	Each <i>marketing</i> template message delivered (offers, news)	about US\$0.0225 per message to a Kenyan number
Meta	Each <i>utility</i> template message delivered (orders, payments, bookings)	about US\$0.004 per message to a Kenyan number
Meta	Your replies within 24 hours of a customer's message	about US\$0.004 from 1 October 2026 free until 30 September 2026

Meta bills your WhatsApp Business account directly, in US dollars, to the card you added. Its rates depend on the category and the country of the person receiving the message, and Meta changes them from time to time. The figures above are what Meta charged for Kenyan numbers in September 2026; Kenya is in Meta's *Rest of Africa* price group. See Meta's current rates (<https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing>).

From 1 October 2026 Meta charges your replies inside the 24-hour window at the same rate as utility messages, and utility templates sent inside that window are charged too. Meta charges only for messages it delivers, and messages customers send you are never charged.

When something is wrong

Sozuri shows Meta's own reason wherever something fails. The common ones:

YOU SEE	WHAT IT MEANS AND WHAT TO DO
Meta did not accept these details: <i>Invalid OAuth access token</i>	The token is wrong, expired or missing a permission. Generate a new system user token with the three permissions and expiry Never .
That phone number is not in that WhatsApp Business Account	The two IDs come from different places — usually the business portfolio ID was pasted instead of the WhatsApp Business Account ID. Copy both from API Setup.
This WhatsApp number is already connected to an account on this platform	Each number can be connected to one Sozuri account. Call <u>0722 117 850</u> to have it moved.
Receive replies: <i>Configured, but Meta has never delivered to it</i>	Meta is not sending this number's messages to Sozuri yet. Press Connect replies , or follow the manual way in <u>Step 4</u> .
...refused: <i>signature mismatch — check the app secret</i>	The app secret belongs to another Meta app. Copy it again from App settings → Basic and paste it under Update the connection .
A template is REJECTED	Read the reason under it (<i>Meta said: ...</i>), then write a new template under a different name.
A campaign is Paused : <i>WhatsApp refused the campaign: ...</i>	A problem with the whole account — for example the template was deleted in Meta, or the token stopped working. Fix it, then press Resume : it carries on with whoever has not been sent to.
WhatsApp sending is paused. <i>Your subscription...</i>	Your Sozuri plan has lapsed. Renew it and sending continues; paused campaigns can be resumed.
Failed 131049 <i>per-user marketing limit</i>	Meta limits how many marketing messages one person receives. The message is not charged; try again later, and use Utility templates for order and payment updates.
Failed 131026 <i>Message undeliverable</i>	The number is not on WhatsApp, or its WhatsApp is too old. Nothing to fix on your side.
Skipped: <i>Not a Kenyan mobile number or Excel shortened this number</i>	Fix the number in your file (10 digits, like 0712 345 678; format the column as Text in Excel) and send again with Duplicate .

STILL STUCK?

Call or WhatsApp [0722 117 850](tel:0722117850) (chat on WhatsApp (<https://wa.me/254722117850>)), or email david@sozuri.net. Say which step you are on and what the page shows — a screenshot of the Setup checklist is the fastest way to help.

For developers: the WhatsApp API

Send WhatsApp messages from your own system — a shop, a CRM, a booking tool, Zapier — hear about messages the moment they arrive, and keep your contacts, Team Inbox, broadcasts and templates in step with it. The API sends from the number you connected in [Step 3](#), with the templates Meta approved in [Step 5](#). Every message it sends appears in the Team Inbox and in your reports like any other.

Your API token

[↗ Sozuri](#) → [Developers](#) → [API Token](#) → [Regenerate Token](#)

- One token works for both ways of calling the API below. Keep it secret: anyone who has it can send from your number.
- **Regenerate Token** replaces the old token at once, so update every system that uses it.
- Your plan must include API access. The API takes up to 60 requests a minute.

Two ways to call it

STYLE	ADDRESS	HOW TO SEND THE TOKEN
REST (recommended)	<code>https://automation.sozuri.net/api/v3/whatsapp</code>	The header <code>Authorization: Bearer YOUR_API_TOKEN</code> , with a JSON body
HTTP	<code>https://automation.sozuri.net/api/http/whatsapp</code>	The header <code>X-API-TOKEN: YOUR_API_TOKEN</code> , or <code>api_token</code> in the body or in the address of a GET request

Both styles have the same endpoints and give the same answers. Send `Accept: application/json`. Every answer carries `status` (`success` or `error`) and `message`, and a successful one carries `data`. Times are ISO 8601 with the time zone, such as `2026-10-02T09:14:05+03:00`.

Every list has the same shape — `"data": {"templates": [ ... ], "has_more": false, "next_cursor": null}`, named for what it holds — and a single thing comes as `"data": {"contact": { ... }}`. Only the answers of `/send` and `/status` are flat, as they have always been.

Postman collections

Every call on this page, ready to run in [Postman](https://www.postman.com/downloads/) (<https://www.postman.com/downloads/>). Download the one for the style you use:

↓ DOWNLOAD

REST collection

Bearer token · 56 requests

(https://automation.sozuri.net/docs/postman/sozuri-whatsapp-rest.postman_collection.json?v=4)

↓ DOWNLOAD

HTTP collection

api_token in the request · 57 requests

(https://automation.sozuri.net/docs/postman/sozuri-whatsapp-http.postman_collection.json?v=4)

1. In Postman, choose **Import** and drop the file in.
2. Open the collection's **Variables** tab. Set `api_token` to your token, and `to` to **your own** WhatsApp number, with no spaces. Save.
3. Set the template variables to approved templates in your account. **List templates** shows their names and, in `fields`, how many values each needs.
4. Press **Send** on **Send a template**. It keeps the message ID, so **Check delivery** works straight after.
5. To try photos, buttons and the other free-form kinds, message your business number from your phone first: they work only inside the 24 hours. Set `webhook_url` to try webhooks (a test address from webhook.site (<https://webhook.site>) will do).

The collections come with no phone number and no token, so nothing is sent until you put in your own.

The broadcast request goes only to your own number, and the **Clean up** folder at the end deletes the test webhook and your test contact.

Send a template

```
curl -X POST "https://automation.sozuri.net/api/v3/whatsapp/send" \  
-H "Authorization: Bearer YOUR_API_TOKEN" \  
-H "Accept: application/json" \  
-H "Content-Type: application/json" \  
-H "Idempotency-Key: order-1043-ready" \  
-d '{"to": "YOUR_NUMBER", "template": "order_ready", "params": ["Amina", "ORD-1043"]}'
```

Put in your token and, while you test, your own number in place of `YOUR_NUMBER`. The answer:

```
{
  "status": "success",
  "message": "Message accepted by WhatsApp",
  "data": {
    "message_id": "wamid.HBgMMjU0NzExMDAwMzAxFQIAERgSNkY5OTU4Q0EwQUJDRTQyRjKA",
    "to": "254711000301",
    "mode": "template",
    "type": "template",
    "template": "order_ready",
    "conversation_id": 1132,
    "body": "Hi Amina, your order ORD-1043 is ready for collection at our Westlands shop.",
    "warnings": []
  }
}
```

`message_id` is Meta's own ID for the message (the *wamid*). Keep it to check delivery later. `body` is the message exactly as it was sent, and `conversation_id` is its conversation in the Team Inbox.

FIELD	NEEDED	WHAT IT IS
<code>to</code>	Always	The recipient: <code>0711000301</code> , <code>254711000301</code> or <code>+254 711 000 301</code> . A number without a country code gets your account's (254).
<code>template</code>	Unless you send <code>message</code> or a <code>type</code>	The name of an approved template.
<code>params</code>	When <code>fields.params</code> is above 0	The message values <code>{{1}}</code> , <code>{{2}}</code> ... in order. The count must match the template.
<code>headerParams</code>	When <code>fields.headerParams</code> is above 0	A text heading's value, as a list: <code>["ORD-1044"]</code> .
<code>media</code>	When <code>fields.media</code> is <code>true</code>	<code>{"url": "https://...", "filename": "invoice.pdf"}</code> . The link must be public, because Meta downloads it. <code>filename</code> is for documents.
<code>buttonParams</code>	When <code>fields.buttonParams</code> is above 0	The value for a button's link, as a list: <code>["ORD-1045"]</code> .

FIELD	NEEDED	WHAT IT IS
<code>language</code>	No	The template's language, like <code>en</code> . Without it, your connection's default language is used.
<code>message</code>	Instead of <code>template</code>	Your own words. Delivered only if the person wrote to you in the last 24 hours. For photos, buttons, lists and more, see Inside the 24 hours .
<code>reply_to</code>	No	The <code>id</code> of a message they sent you: yours shows with theirs quoted above it.
<code>userName</code>	No	The contact's name. It fills a blank name only, so a name your team typed is never replaced.
<code>tags</code>	No	Up to 20 tag names to put on the contact. A new name creates the tag.
<code>source</code> , <code>attributes</code>	No	Where the conversation came from, and simple values to keep with it. Both show in the Team Inbox.

Every number you send to is saved in **Contacts → All Contacts** with the source *API*, carrying the tags you sent. A number on your blacklist still gets the message but is not saved.

Which value goes where

Every template in the [template list](#) carries `fields`: how many values go in `params`, `headerParams` and `buttonParams`, and whether it needs `media`. `header_type` says what the heading is.

THE TEMPLATE LIST SAYS	SEND
<code>"header_type": "TEXT"</code> and <code>fields.headerParams 1</code>	the heading's value in <code>headerParams</code>
<code>"header_type": "IMAGE"</code> , <code>"VIDEO"</code> or <code>"DOCUMENT"</code> , with <code>"media": true</code>	a public link in <code>media.url</code> (and <code>media.filename</code> for a document)
<code>fields.params 2</code>	two message values in <code>params</code> , for <code>{{1}}</code> and <code>{{2}}</code>
<code>"header_type": "LOCATION"</code> , with <code>"location": true</code>	the place in <code>header_location</code> : <code>{"latitude", "longitude", "name", "address"}</code>

THE TEMPLATE LIST SAYS	SEND
<code>fields.buttonParams</code> 1	the button's value in <code>buttonParams</code> — <code>buttons</code> says which button and what it is: the end of a link, or a code to copy

```
{
  "to": "YOUR_NUMBER",
  "template": "delivery_update",
  "headerParams": ["ORD-1044"],
  "params": ["Brian", "ORD-1044"]}

{
  "to": "YOUR_NUMBER",
  "template": "new_stock",
  "media": {
    "url": "https://example.co.ke/stock.jpg",
    "params": ["Esther"]}

{
  "to": "YOUR_NUMBER",
  "template": "payment_link",
  "params": ["David"],
  "buttonParams": ["ORD-1045"]}

{
  "to": "YOUR_NUMBER",
  "template": "new_branch",
  "header_location": {
    "latitude": -1.2610,
    "longitude": 36.8024,
    "name": "Sarit Centre shop",
    "address": "1st floor, Karuna Road",
    "params": ["Amina"]}
```

`header_type` is `null` for a template with no heading. `params` in the template list is the total number of values across all the fields, and `param_order` names them in the order the app shows them.

Sending safely when you retry

If your system — or Zapier — retries a request whose answer it never got, the message could go twice. Give each message its own `Idempotency-Key` header (or an `idempotency_key` field): send the same key again and Sozuri answers with the first answer, marked `Idempotent-Replayed: true`, without sending anything. Use something that identifies the message, such as the order number and step.

- A key is remembered for 24 hours, up to 190 characters. It works on `/send`, on starting a broadcast and on submitting a template.
- The same key with a different request is refused: `422`, `"error_code": "IDEMPOTENCY_KEY_REUSED"`.
- A repeat while the first is still being sent gets `409` `IDEMPOTENCY_IN_PROGRESS` with a `Retry-After` header. Wait and send it again.

Inside the 24 hours: your own words, photos, buttons and more

Once someone writes to you, for 24 hours you can send them anything, not just templates. Outside that window the answer is `409` with `"code": "window_closed"` and nothing is sent: send an approved template instead.

```
{"to": "YOUR_NUMBER", "message": "Your rider is five minutes away."}
```

Add `type` for the other kinds:

TYPE	SEND WITH IT
<code>image</code> , <code>video</code> , <code>document</code>	<code>media.url</code> (a public link) or <code>media.id</code> , and a <code>caption</code> of up to 1,024 characters. A document takes a <code>filename</code> .
<code>audio</code> , <code>sticker</code>	<code>media.url</code> or <code>media.id</code> , with no caption.
<code>buttons</code>	<code>text</code> and up to 3 <code>buttons</code> of 20 characters: <code>["Yes", "No"]</code> , or <code>[{"id": "yes", "title": "Yes"}]</code> to choose the ids. Optional <code>header</code> and <code>footer</code> (60 characters).
<code>list</code>	<code>text</code> , the <code>button</code> that opens the menu, and up to 10 <code>rows</code> (title 24 characters, description 72). For groups of rows, send <code>sections</code> .
<code>cta_url</code>	<code>text</code> , a <code>button</code> label and the <code>url</code> it opens.
<code>location</code>	<code>latitude</code> , <code>longitude</code> , and optionally <code>name</code> and <code>address</code> .
<code>reaction</code>	<code>message_id</code> (theirs) and an <code>emoji</code> ; <code>""</code> takes it off.

```
{"to": "YOUR_NUMBER", "type": "image",  
  "media": {"url": "https://example.co.ke/serum.jpg"}, "caption": "Vitamin C serum, 30 ml: KES  
1,800"}
```

```
{"to": "YOUR_NUMBER", "type": "buttons", "text": "Shall we deliver tomorrow morning?",  
  "buttons": ["Yes, please", "Another day"]}
```

```
{"to": "YOUR_NUMBER", "type": "list", "text": "Where should we deliver?", "button": "Choose an  
area",  
  "rows": [{"id": "westlands", "title": "Westlands", "description": "KES 300, same day"},  
            {"id": "pickup", "title": "Pick up at the shop", "description": "Free"}]}
```

```
{"to": "YOUR_NUMBER", "type": "location", "latitude": -1.2648, "longitude": 36.8045,  
  "name": "Our Westlands shop", "address": "Sarit Centre, Westlands"}
```

When they tap a button or a row, you hear of it as `message.received` (and `message.button_reply`) with the id you gave it — `btn_1`, `btn_2` ... or `row_1` ... when you gave none. Anything too long is refused with the limit, never cut short.

List your templates

```
curl "https://automation.sozuri.net/api/v3/whatsapp/templates" \
-H "Authorization: Bearer YOUR_API_TOKEN" -H "Accept: application/json"
```

Only approved templates are listed. Add `?all=1` to include pending and rejected ones, with Meta's reason.

```
{
  "status": "success",
  "message": "2 templates",
  "data": {
    "templates": [
      {
        "name": "delivery_update",
        "language": "en",
        "category": "UTILITY",
        "status": "APPROVED",
        "body": "Hi {{1}}, your rider is on the way with order {{2}}.",
        "params": 3,
        "param_order": ["Heading value", "Message value {{1}}", "Message value {{2}}"],
        "header_type": "TEXT",
        "fields": {"params": 2, "headerParams": 1, "media": false, "location": false,
"buttonParams": 0},
        "buttons": [],
        "rejected_reason": null
      },
      {
        "name": "new_stock",
        "language": "en",
        "category": "MARKETING",
        "status": "APPROVED",
        "body": "Hi {{1}}, new stock has arrived. Reply to order.",
        "params": 2,
        "param_order": ["Heading photo link (https://...)", "Message value {{1}}"],
        "header_type": "IMAGE",
        "fields": {"params": 1, "headerParams": 0, "media": true, "location": false,
"buttonParams": 0},
        "buttons": [],
        "rejected_reason": null
      }
    ],
    "has_more": false,
    "next_cursor": null
  }
}
```

Create a template

Write a template and submit it to Meta in one call. It goes through the same checks as the Templates page, so what Meta usually rejects is refused here first, with the reason.

```
curl -X POST "https://automation.sozuri.net/api/v3/whatsapp/templates" \
-H "Authorization: Bearer YOUR_API_TOKEN" \
-H "Accept: application/json" -H "Content-Type: application/json" \
-d '{"name": "order_ready_v2", "category": "UTILITY", "language": "en",
  "body": "Hi {{1}}, your order {{2}} is ready for collection.",
  "examples": ["Amina", "ORD-1043"],
  "header": "Order update", "footer": "Reply to this message with any questions.",
  "buttons": [{"type": "url", "text": "Track order", "url":
    "https://example.co.ke/t/{{1}}", "example": "1043"}]}'
```

- `name`: lowercase letters, digits and `_`. `category`: `UTILITY`, `MARKETING` or `AUTHENTICATION`.
- `examples`: one sample for each `{{n}}` in the body — Meta reviews with them. A body may not start or end with a placeholder.
- `header` is text (60 characters, at most one `{{1}}` with a `header_example`), or `{"type": "image" | "video" | "document", "url": ...}` — a public https link to a sample, which Sozuri fetches and hands to Meta for review — or `{"type": "location"}` for a map heading.
- `buttons`: up to 10 — quick replies as plain text; `{"type": "url", "text", "url"}` with an optional `{{1}}` at the end of the address (and its `example`); `{"type": "phone", "text", "phone": "+254..."}`; or, for marketing, `{"type": "copy_code", "example": "SAVE20"}`. Keep quick replies together.
- The answer is `201` with `"status": "PENDING"`. Meta decides within minutes, at most 24 hours: `template.approved` or `template.rejected` reaches your webhook, and `GET /templates/{name}` shows the state (`?language=` for another language; `languages` lists the ones it has).
- A name you already use is refused with `409` `TEMPLATE_NAME_TAKEN`. `"draft": true` saves it on the Templates page without submitting it.
- With the HTTP style, the address is `/templates/create`: a POST to `/templates` there lists your templates, as it always has.

Check delivery

```
curl "https://automation.sozuri.net/api/v3/whatsapp/status/MESSAGE_ID" \
-H "Authorization: Bearer YOUR_API_TOKEN" -H "Accept: application/json"
```

```
{
  "status": "success",
  "message": null,
  "data": {
    "message_id": "wamid.HBgMMjU0NzExMDAwMzAxFAQIAERgSNkY5OTU4Q0EwQUJDRTQyRjka",
    "to": "254711000301",
    "state": "read",
    "status": "Delivered",
    "sent_at": "2026-10-02T09:12:41+03:00",
    "updated_at": "2026-10-02T09:13:20+03:00",
    "read_at": "2026-10-02T09:13:20+03:00"
  }
}
```

`state` is Meta's own word: `sent`, `delivered`, `read` or `failed`. It moves forward as Meta reports back, once replies are connected ([Step 4](#)). `status` is the same news in the words of Sozuri's reports. Rather than asking again and again, let Sozuri tell you: subscribe a [webhook](#) to `message.status`.

Webhooks: events sent to your system

Give Sozuri an https address of yours and it POSTs each event there as it happens: a message in, a delivery receipt, a new contact, a template approved. This is what Zapier's instant triggers use.

```
curl -X POST "https://automation.sozuri.net/api/v3/whatsapp/webhooks" \
-H "Authorization: Bearer YOUR_API_TOKEN" \
-H "Accept: application/json" -H "Content-Type: application/json" \
-d '{"url": "https://example.co.ke/sozuri-events", "events": ["message.received",
"message.failed"]}'
```

```
{
  "status": "success",
  "message": "Webhook created. Keep the secret: it signs every delivery and is not shown again.",
  "data": {
    "webhook": {
      "id": "wh_01k6m2v9d3xq7c8r5t4b2n1m0p",
      "url": "https://example.co.ke/sozuri-events",
      "events": ["message.received", "message.failed"],
      "status": "active",
      "secret": "whsec_3f9a...",
      "created_at": "2026-10-02T09:00:00+03:00",
      "failures": 0
    }
  }
}
```

`"events": "*"` subscribes to all of them. Subscribing the same address to the same events again returns the webhook you have; an account can have 25. The address must be public https — not a

private network or this server.

EVENT	WHEN
<code>message.received</code>	A customer sent a message: text, photo, video, voice note, document, location, contact card, reaction, or a tap on a button or list row.
<code>message.button_reply</code>	A customer tapped a reply button, a list row or a template button.
<code>message.status</code>	Every receipt for a message you sent. Or subscribe to just <code>message.sent</code> , <code>message.delivered</code> , <code>message.read</code> or <code>message.failed</code> (with WhatsApp's error code and reason).
<code>contact.created</code> , <code>contact.deleted</code>	A person was added to, or deleted from, the contact book.
<code>contact.opted_out</code> , <code>contact.opted_in</code>	A contact opted out, or back in.
<code>contact.tagged</code> , <code>contact.untagged</code>	A tag was put on, or taken off, a contact. The <code>tag</code> carries its <code>id</code> (the one <code>GET /tags</code> gives), <code>name</code> and <code>category</code> .
<code>template.status_changed</code>	Meta approved, rejected, paused or disabled a template. Or just <code>template.approved</code> / <code>template.rejected</code> .
<code>conversation.assigned</code> , <code>conversation.closed</code>	A Team Inbox conversation was assigned, unassigned or closed.
<code>campaign.completed</code>	A broadcast finished sending. Receipts are still arriving then, so <code>delivered</code> and <code>read</code> are often 0 — <code>GET /campaigns/{id}</code> has them as they come in.
<code>order.placed</code> , <code>order.paid</code> , <code>order.cancelled</code>	An order in your WhatsApp shop was placed (cash on delivery, or waiting for payment), paid, or cancelled — <code>reason</code> says <code>expired</code> , <code>replaced</code> or <code>cancelled</code> .
<code>flow.event</code>	A customer reached a <i>Tell your integrations</i> step in one of your flows — for example after answering your lead questions. It hands over what the flow collected: the name you gave that step (say <code>lead_captured</code>), which flow it was, the contact, and their answers in <code>vars</code> . Use it to put each new lead, booking or application into a sheet or a CRM by itself.

A webhook gets each event once, under the narrowest name it asked for: subscribed to both `message.status` and `message.failed`, a failure arrives as `message.failed`. With `"*"`, receipts arrive as `message.status` and taps as `message.received`. `GET /webhooks/events` lists them all.

`GET /webhooks/events/{event}/samples` gives the latest of one event as your webhooks received it, newest first (3, or up to 10 with `?limit=`). Until one has been sent it gives an example in exactly the same shape, with `"source": "example"` instead of `"deliveries"`. Use it for a Zap's test step, or to see what an event carries before you build on it.

What arrives

```
POST https://example.co.ke/sozuri-events
Content-Type: application/json
X-Sozuri-Event: message.received
X-Sozuri-Event-Id: evt_01k6m3x0q8f2r7c9d4b5a6e7f8
X-Sozuri-Timestamp: 1791008045
X-Sozuri-Signature: v1=6f1c0e...

{
  "id": "evt_01k6m3x0q8f2r7c9d4b5a6e7f8",
  "event": "message.received",
  "created_at": "2026-10-02T09:14:05+03:00",
  "data": {
    "id": "wamid.HBgMMjU0NzExMDAwMzAxFAQIAEhggQTFCMkMzRDRFNUY2QTdCOEM5RDBFMUYyQTNCNEM1RDYA",
    "message_id":
"wamid.HBgMMjU0NzExMDAwMzAxFAQIAEhggQTFCMkMzRDRFNUY2QTdCOEM5RDBFMUYyQTNCNEM1RDYA",
    "direction": "inbound",
    "conversation_id": 1132,
    "from": "254711000301",
    "to": "254700123456",
    "contact_name": "Amina Otieno",
    "type": "text",
    "text": "Do you deliver to Kilimani?",
    "reply": null, "location": null, "media": null, "reaction": null, "context": null,
    "received_at": "2026-10-02T09:14:04+03:00",
    "created_at": "2026-10-02T09:14:04+03:00"
  }
}
```

- A tap on a button: `"type": "button_reply"` and `"reply": {"kind": "button", "id": "btn_1", "title": "Yes, please"}` (`list_reply` for a list row).
- A photo, voice note or document: `media` has its `id`, `mime_type`, `caption`, `filename`, and a `download_url` that gives the file without a token for 7 days.
- A location: `location` has `latitude`, `longitude`, `name`, `address` and a `map_url`.
- A receipt (`message.status` and the others) has `message_id`, `status`, `to`, `campaign_id` when it came from a broadcast, `timestamp`, and for a failure, `error` with WhatsApp's `code`, `title` and `message`.

- Contact events carry the `contact` as `GET /contacts/{phone}` gives it, and the tag events the `tag`: its `id`, `name` and `category`.
- `flow.event` carries `name` (what you called the step), `flow`, the `contact`, `conversation_id`, `vars` — every answer the flow saved, under the names the flow gave them, such as `{"full_name": "Wanjiru Kamau", "course": "Nursing"}` — the step's `note` and the customer's `last_message`. `GET /webhooks/events/flow.event/samples` shows a whole one.

Check the signature

Every delivery is signed with your webhook's secret: `X-Sozuri-Signature` is `v1=` and the hex HMAC-SHA256 of the timestamp, a dot and the raw body. Check it before you trust the request, and refuse old timestamps so a recorded request cannot be replayed.

```
// PHP
$body = file_get_contents('php://input');
$ts = $_SERVER['HTTP_X_SOZURI_TIMESTAMP'] ?? '';
$want = 'v1=' . hash_hmac('sha256', $ts . '.' . $body, 'whsec_YOUR_SECRET');
if (! hash_equals($want, $_SERVER['HTTP_X_SOZURI_SIGNATURE'] ?? '') || abs(time() - (int) $ts) > 300) {
    http_response_code(401);
    exit;
}
$event = json_decode($body, true); // $event['event'], $event['data']
http_response_code(200);
```

```
// Node.js (Express): read the body raw, before any JSON parser
app.post('/sozuri-events', express.raw({ type: 'application/json' })), (req, res) => {
    const ts = req.get('X-Sozuri-Timestamp') || '';
    const want = 'v1=' + crypto.createHmac('sha256', process.env.SOZURI_SECRET).update(ts + '.' + req.body).digest('hex');
    const got = req.get('X-Sozuri-Signature') || '';
    const ok = want.length === got.length && crypto.timingSafeEqual(Buffer.from(want), Buffer.from(got));
    if (!ok || Math.abs(Date.now() / 1000 - Number(ts)) > 300) return res.sendStatus(401);
    const event = JSON.parse(req.body);
    res.sendStatus(200);
});
```

Answering, retries and switching off

- Answer with any `2xx` within 10 seconds. Do slow work after you answer.
- Anything else is tried again after 1 minute, 5 minutes, 30 minutes, 2, 6 and 12 hours, then given up. A retry carries the same `X-Sozuri-Event-Id`, so you can drop repeats.
- Answer `410 Gone` and the webhook is switched off at once (Zapier does this when a Zap is turned off). 25 deliveries given up on in a row switch it off too: subscribe again to switch it back on.

- `POST /webhooks/{id}/test` sends a signed `ping` now, once, and tells you what your address answered. A test is never retried and never counts toward switching the webhook off. `GET /webhooks/{id}/deliveries` shows the last deliveries, their tries and the answers.
- `GET /webhooks` lists yours. `DELETE /webhooks/{id}` removes one (with the HTTP style, `POST /webhooks/{id}/delete`).

Lists: messages, contacts and conversations

For filling a system you are connecting, and for tools that check for new things every few minutes. Every list is newest first, with stable ids.

CALL	FILTERS
<code>GET /messages</code>	<code>direction</code> (<code>inbound</code> or <code>outbound</code>), <code>since</code> , <code>updated_since</code> , <code>phone</code> , <code>conversation_id</code> , <code>type</code> (<code>text</code> , <code>button_reply</code> , <code>media</code> , <code>location</code> ...), <code>status</code>
<code>GET /messages/{id}</code>	One message, sent or received
<code>GET /contacts</code>	<code>updated_since</code> , <code>created_since</code> , <code>tag</code> (names, between them), <code>opted_out</code> , <code>sort=created</code>
<code>GET /conversations</code>	<code>status</code> (<code>open</code> , <code>pending</code> , <code>closed</code>), <code>assigned_to</code> (a user id or <code>none</code>), <code>phone</code> , <code>since</code>
<code>GET /orders</code>	Orders from your WhatsApp shop: <code>status</code> (<code>placed</code> , <code>awaiting_payment</code> , <code>paid</code> , <code>cancelled</code> , <code>expired</code>), <code>phone</code> , <code>since</code> , <code>updated_since</code> . Each has its items, delivery (with a Maps link for a pin), payment (with its link while unpaid) and total. <code>GET /orders/{id}</code> takes the order's id or its store order number.

```
curl "https://automation.sozuri.net/api/v3/whatsapp/messages?direction=inbound&since=2026-10-02T08:00:00Z&limit=50" \
-H "Authorization: Bearer YOUR_API_TOKEN" -H "Accept: application/json"
```

```
{
  "status": "success",
  "message": "50 messages",
  "data": {
    "messages": [ ... ],
    "has_more": true,
    "next_cursor": "i48211"
  }
}
```

`limit` is 25 unless you ask, at most 100. When `has_more` is true, send `cursor` with the `next_cursor` you got for the next page. Times can be ISO 8601 (`Z` for UTC, or an offset such as `+03:00` — in an address, write the `+` as `%2B`) or unix seconds.

Messages you received: read receipts and files

- `POST /messages/{id}/read` puts blue ticks on their phone and marks it read in the Team Inbox. Send `{"typing": true}` to show “typing...” too, until you reply or for 25 seconds.
- `GET /media/{media_id}` gives the file a customer sent — a photo, voice note or document — with your token. Or use the message's `media.download_url`, which needs no token for 7 days. Fetch files soon: WhatsApp keeps them for a limited time only.

Contacts and tags

The same contact book as **Contacts → All Contacts**. These calls need the *Developers* permission on your account.

CALL	WHAT IT DOES
<code>POST /contacts</code>	Save a contact, or update the one with this number
<code>GET /contacts/{phone}</code>	Read one contact
<code>POST /contacts/{phone}</code>	Change their name and attributes (<code>PATCH</code> works too)
<code>DELETE /contacts/{phone}</code>	Delete them from every group; their chats stay in the Team Inbox. Needs the Delete contact permission. (HTTP: <code>POST /contacts/{phone}/delete</code>)
<code>POST /contacts/{phone}/tags</code>	Add tags; a new name creates the tag
<code>POST /contacts/{phone}/tags/remove</code>	Remove tags
<code>POST /contacts/{phone}/groups</code>	Add them to groups: <code>{"groups": ["VIP customers"]}</code>
<code>POST /contacts/{phone}/groups/remove</code>	Take them out of groups (never their only group, and never <i>WhatsApp Contacts</i>)
<code>POST /contacts/{phone}/opt-out</code>	Opt the person out of every campaign
<code>POST /contacts/{phone}/opt-in</code>	Opt them back in (refused for a number on your blacklist)

CALL	WHAT IT DOES
GET /attributes	The fields a contact can carry, such as Company and Email, with their keys
GET /groups	Your contact groups, with how many people each holds
GET /tags	Every tag, with its <code>id</code> and how many people carry it
POST /tags	Create a tag: <code>{"name": "Nairobi", "category": "manual"}</code>
POST /tags/{name}/rename	Rename it: <code>{"name": "Nairobi CBD"}</code> . Everyone keeps it. A name another tag has is refused with <code>409</code> .
DELETE /tags/{name}	Delete it and take it off everyone; the contacts stay. (HTTP: <code>POST /tags/{name}/delete</code>)

Addresses are relative to the REST or HTTP address above. A contact is named by its phone number, in any form (`0712...`, `+254 712...`), or by its `id`; a tag by its name or its `id`. Save a contact:

```
curl -X POST "https://automation.sozuri.net/api/v3/whatsapp/contacts" \
-H "Authorization: Bearer YOUR_API_TOKEN" \
-H "Accept: application/json" \
-H "Content-Type: application/json" \
-d '{"phone": "YOUR_NUMBER", "name": "Joy Wambui", "tags": ["lead", "website"], "attributes": {"COMPANY": "Wambui Salon"}}'
```

```
{
  "status": "success",
  "message": "Contact created",
  "data": {
    "created": true,
    "contact": {
      "id": "01m3wzt2a4ch2ggz6yty7xk8e3",
      "phone": "254711000310",
      "name": "Joy Wambui",
      "opted_in": true,
      "status": "subscribe",
      "source": "API",
      "last_active": null,
      "first_message_tag": null,
      "tags": [
        {"id": "6f1c2a9e-3b7d-4e58-9a21-7c4d0e8b5f13", "name": "lead", "category": "api"},
        {"id": "b0d7e3c1-5a48-4f92-8e6b-2c9a1f7d4e05", "name": "website", "category": "api"}
      ],
    },
  },
}
```

```

    "groups": ["WhatsApp Contacts"],
    "attributes": {"EMAIL": null, "COMPANY": "Wambui Salon", "ADDRESS": null, "BIRTH_DATE":
null, "WEBSITE": null},
    "created_at": "2026-10-02T09:20:11+03:00",
    "updated_at": "2026-10-02T09:20:11+03:00"
  }
}
}

```

- A new contact answers `201` with `"created": true`. An existing one answers `200` with `"created": false`. `id` never changes.
- On `POST /contacts`, `name` fills a blank name only; send `"overwrite_name": true` to replace it. On `POST /contacts/{phone}`, `name` replaces it.
- `attributes` are named by key (`COMPANY`) or label (`"Company"`); `""` empties one. One the book does not have yet is listed back in `ignored_attributes`, unless you send `"create_attributes": true`, which adds it. Broadcasts can fill template values from them.
- Numbers are accepted in any form; answers always use `254...`. Tag names ignore case. Send at most 20 tags at a time; a contact carries at most 100.
- `source` is `API`, `IMPORT` or `ORGANIC` (they wrote to you first). `last_active` is when they last wrote to you.

Team Inbox

What an agent does by hand, from your system. `{id}` is a conversation's id — from a webhook, a list or a send — or the customer's phone number. Each action shows in the conversation's activity as the person whose token made the call.

CALL	WHAT IT DOES
<code>GET /team</code>	The people a conversation can be given to
<code>GET /conversations/{id}</code>	One conversation: status, who has it, unread count, last message
<code>POST /conversations/{id}/assign</code>	<code>{"assigned_to": "joy@example.co.ke"}</code> — an email or user id, or <code>"none"</code> to unassign. Fires <code>conversation.assigned</code> .
<code>POST /conversations/{id}/notes</code>	<code>{"note": "Called back: delivery moved to Friday."}</code> An internal note; the customer never sees it. <code>GET</code> lists them, each with its <code>author</code> — a person, "Joy Wambui (API)" when written through the API, "Shop", "Flow" or "Automation" — and <code>via</code> .

CALL	WHAT IT DOES
<code>POST /conversations/{id}/close</code>	Close it (fires <code>conversation.closed</code>). <code>.../reopen</code> and <code>.../pending</code> , or <code>.../status</code> with <code>{"status": "pending"}</code> .

Broadcasts

Start a campaign — the same as **WhatsApp → Campaigns** — and follow it. Needs the campaign builder permission.

```
curl -X POST "https://automation.sozuri.net/api/v3/whatsapp/campaigns" \
  -H "Authorization: Bearer YOUR_API_TOKEN" \
  -H "Accept: application/json" -H "Content-Type: application/json" \
  -H "Idempotency-Key: october-vip-offer" \
  -d '{"name": "October VIP offer", "template": "vip_offer", "tags": ["vip"],
    "params": [{"attribute": "first_name", "fallback": "there"}, {"attribute": "last_name", "fallback": "there"}]}'
```

- Who: `tags` (and `not_tags`), `groups`, `numbers` (up to 10,000), or `"audience": "all"` — one of them. Opted-out and blacklisted numbers are left out.
- Each value in `params`, `header_params` and `button_params` is text, or `{"attribute": ..., "fallback": ...}` to take it from each contact: `name`, `first_name`, `last_name`, `phone`, or any attribute such as `COMPANY`. A media heading takes `header_media_url`; a map heading `header_location` `{"latitude", "longitude", "name", "address"}`.
- Your own message instead of a template: leave out `template` and give `type` — `text`, `image`, `video`, `document`, `buttons`, `list`, `cta_url` or `location` — with the same fields as `/send`, for example `{"type": "buttons", "text": "Hi {{first_name}}, shall we keep one for you?", "buttons": [{"text": "Yes please", "type": "button"}, {"text": "Not now", "type": "button"}], "tags": ["vip"]}`. It goes only to those who wrote in the last 24 hours (`in_window` in the answer says how many, now); the rest are skipped. The campaign shows `"kind": "message"` and its `message`.
- It starts within a minute. `schedule_at` (ISO 8601) sends it later; `"draft": true` saves it on the Broadcasts page instead — with `schedule_at` as well, the draft keeps that time, and launching it (`/resume`) sends it then, or at once if the time has passed.
- `GET /campaigns/{id}` shows where it is — audience, pending, sent, delivered, read, replied, failed — and `campaign.completed` fires when it is done. `GET /campaigns` lists them. `POST /campaigns/{id}/pause`, `/resume` and `/cancel` do what they say.
- Always send an `Idempotency-Key`: a retried request then never starts a second broadcast.

Connecting Zapier, Make or n8n

- **Instant triggers:** subscribe the tool's hook address with `POST /webhooks` when a Zap is switched on, and remove it with `DELETE /webhooks/{id}` when it is switched off. Sozuri also accepts the fields `target_url`, `hookUrl` and `event`. A hook that answers `410` is switched off by itself.

- **Sample data and polling triggers:** the `lists` — newest first, with stable ids and `since`.
- **From the shop and the flows:** `order.placed` and `order.paid` for a “New order” trigger, and `flow.event` for anything a flow collects — a lead, a booking, an application — sent by its *Tell your integrations* step.
- **Actions:** send a template, your own words, a photo, buttons or a list; update a contact or its tags; assign, note or close a conversation; start a broadcast.
- **Retries:** give every action an `Idempotency-Key` built from the triggering record, so a retried step never sends twice. On `429`, wait the seconds in `Retry-After`.
- With the HTTP style, put the token in an `X-API-TOKEN` header rather than in the address.

The HTTP style

The same calls under `https://automation.sozuri.net/api/http/whatsapp`, with the token in an `X-API-TOKEN` header or as `api_token` in the body. In a GET request, everything can go in the address, each value encoded:

```
curl -G "https://automation.sozuri.net/api/http/whatsapp/send" \
  --data-urlencode "api_token=YOUR_API_TOKEN" \
  --data-urlencode "to=YOUR_NUMBER" \
  --data-urlencode "template=order_ready" \
  --data-urlencode "params[]=Amina" \
  --data-urlencode "params[]=ORD-1043"
```

A token in an address can end up in logs along the way, so use the header or a POST body where you can.

Moving from AiSensy or another provider

The send call also accepts the field names of the reseller API many businesses are moving from: `destination` for `to`, `campaignName` for `template` and `templateParams` for `params`, as well as `userName`, `source`, `media`, `tags` and `attributes`. An existing integration usually needs only the new address and token. Anything that could not be used is listed in `warnings`, and the message still goes:

```
"warnings": ["no saved campaign called 'order_ready'; treated it as a template name"]
```

When a call fails

HTTP	WHAT IT MEANS
401	The token is missing or wrong (<i>Unauthenticated.</i> or <i>That api_token is not valid</i>). Check it; do not retry until you have.

HTTP	WHAT IT MEANS
402	<code>"error_code": "SUBSCRIPTION_API_BLOCKED"</code> : your plan does not include API access, or it has lapsed. Renew or change the plan.
403	The account lacks a permission: <i>Developers</i> for the API itself, <i>Delete contact</i> to delete contacts, the campaign builder for broadcasts. Ask us to switch it on.
404	<i>No WhatsApp Business number is assigned to this account</i> (connect one on Setup), or no message, contact, conversation, webhook, campaign or template with that id on your account.
409	<code>window_closed</code> : a free-form message to someone outside the 24-hour window — send a template. Also: a template name you already use (<code>TEMPLATE_NAME_TAKEN</code>), a request with this <code>Idempotency-Key</code> still being sent (wait for <code>Retry-After</code>), or a broadcast that cannot be paused, resumed or cancelled from where it is.
422	The request needs fixing, and <code>message</code> says how: <i>needs 2 body parameter(s), 1 supplied, is pending, not approved by Meta, is not in the catalogue</i> (sync your templates), <i>is not a usable phone number</i> , <i>WhatsApp allows 3 reply buttons at most</i> . With <code>"code": "meta_error"</code> , Meta refused it: <code>meta_code</code> is Meta's number and <code>message</code> its reason, including <i>WhatsApp sending is paused</i> when your plan has lapsed. <code>IDEMPOTENCY_KEY_REUSED</code> : the same key for a different request.
429	More than 60 requests in a minute. The <code>Retry-After</code> header (and <code>retry_after</code> in the answer) says how many seconds to wait.

Words used in this guide

WhatsApp Business account (WABA)

Meta's container for your WhatsApp numbers, templates and billing. It lives in your Meta Business portfolio.

Template

A message Meta has approved in advance. The only kind of message that can start a conversation.

Reply window

The 24 hours after a customer's last message, during which you may answer in your own words. From 1 October 2026 Meta charges these replies at its utility rate.

Webhook

An address that is sent events as they happen. Meta sends your replies and delivery receipts to Sozuri's (**Connect replies** sets it for you); Sozuri can send the same news on to yours (Webhooks).

Opt-out

A contact who asked not to receive campaigns. Sozuri always leaves them out until they opt in again.