

WCI: WhatsApp Conversion Import

(through a Business Service Provider)

Site Access: <https://github.com/google/wci> Video guide: <youtu.be/OVXIO5RMHX8>

[WCI](#) is an open source solution that enables advertisers who offer a WhatsApp channel to measure, attribute, target and optimize their campaigns through signals received in-chat messages. The solution offers a way to integrate and track conversions that happen in business-account WhatsApp chats by linking clicked leads (click to chat) to final conversions (scheduled events, purchased through chat app, etc). As a result, WCI allows advertisers to bring visibility to the WhatsApp journey; measure in-WhatsApp chat interactions; attribute in-WhatsApp chat conversions and target audience-lists with Customer Match.

This is not an officially supported Google product.

Content

[Requirements](#)

[\[BETA\] Connect with Message Ads](#)

[Site setup](#)

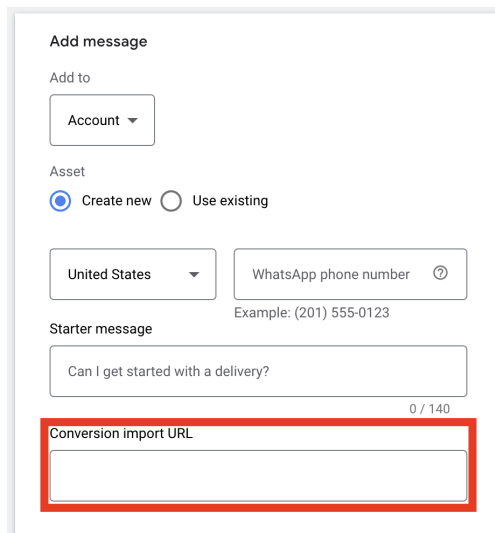
[Resources](#)

Requirements

- WhatsApp Business Account
 - Supported Bot Setup
 - Take (Blip)
 - Smarters
- Site setup
 - Google Tag Manager; or
 - Modifying the website's javascript

[BETA] Connect with Message Ads

1. WCI can be leveraged with Message Ads. To get started, use the your BSPs webhook in your Message Assets on Google Ads:



Add message

Add to

Account ▼

Asset

☒ Create new ☐ Use existing

United States ▼

WhatsApp phone number ?

Example: (201) 555-0123

Starter message

Can I get started with a delivery?

0 / 140

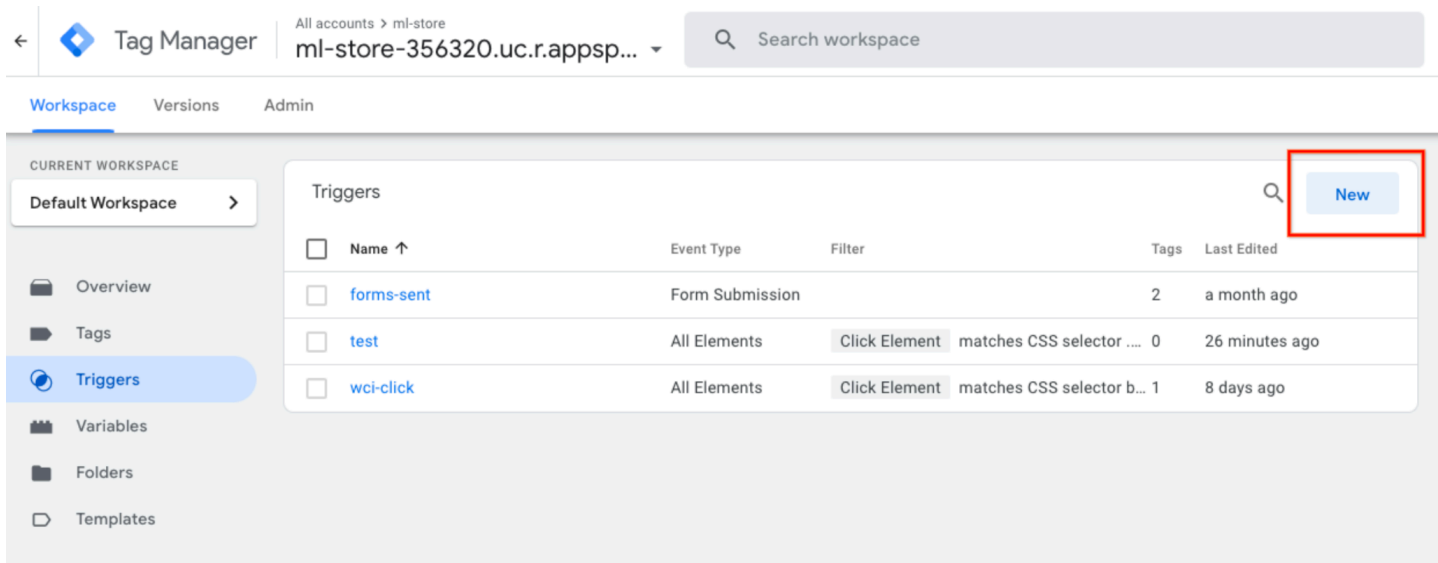
Conversion import URL

- a. Once set up, the Conversion Import URL will submit the passing chat_id and gclid for every single click on the Message Ads extension to your BSP. As a result, they'll be able to track the origin of every single conversation.

Site setup

To capture leads on WhatsApp, a script must be executed before redirecting users to the platform. This can be achieved in two ways: editing the landing page's JavaScript or using Google Tag Manager (GTM). The script used in both methods is the same, as described below::

- Using GTM:
 1. Creating the trigger
 1. In the triggers' section, click at *New* to create a new trigger





The screenshot shows the Google Tag Manager interface. The top navigation bar includes a back arrow, the 'Tag Manager' logo, and the account name 'ml-store-356320.uc.r.appsp...'. Below this, there are tabs for 'Workspace', 'Versions', and 'Admin'. The left sidebar shows a list of workspace items: 'Default Workspace', 'Overview', 'Tags', 'Triggers' (selected), 'Variables', 'Folders', and 'Templates'. The main content area displays the 'Triggers' section with a table of existing triggers. A red box highlights the 'New' button in the top right corner of the Triggers table.

Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/> forms-sent	Form Submission		2	a month ago
<input type="checkbox"/> test	All Elements	<input type="button" value="Click Element"/> matches CSS selector	0	26 minutes ago
<input type="checkbox"/> wci-click	All Elements	<input type="button" value="Click Element"/> matches CSS selector b...	1	8 days ago

2. Next, select the type "Click - All Elements" to limit for a few elements by entering the CSS selector of choice. The element needs to be the action that takes the user to WhatsApp. For example, a button.

Trigger Configuration

Trigger Type

 Click - All Elements 

This trigger fires on

☐ All Clicks ☒ Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click Element matches CSS selector body > nav > div > div.navbar-start : - +

3. Click Save

2. Adding the Tag

1. In the Tag's section, click at *New* to create a new tag

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers


Variables

Folders

Templates

Tags

fire- X **New**

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> fire-wci	Custom HTML	 wci-click	2 hours ago

2. Next, select "Custom HTML"



Modified in this workspace View changes Abandon changes

Tag Configuration

Tag Type

<>

Custom HTML
Custom HTML Tag

HTML ⓘ

1

☐ Support document.write ⓘ

> Advanced Settings

3. Snippet | Script

1. Include the snippet below in the HTML tag area

JavaScript

```
<script>
/** FILL THE VALUES BELOW */
var CONVERSION_IMPORT_URL = ""; // fill with your bsp webhook URL
var WHATSAPP_NUMBER = "";      // fill with your whatsapp number account. E.g.
+15550801213
var STARTER_MESSAGE = "";      // fill with your initial message. E.g. Hi there

/** DO NOT CHANGE BELOW */
function encodeMessage(message) {
```



```
    return encodeURIComponent(message);
}
function getMessageWithProtocol(protocol_number) {
    return "[Chat ID: " + protocol_number + "] " + STARTER_MESSAGE;
}
function getURL(message) {
    return "https://wa.me/" + WHATSAPP_NUMBER + "?text=" + message;
}
function getProtocolNumber() {
    return crypto.randomUUID()
        .split("")
        .filter(function (value, index, self) {
            return self.indexOf(value) === index;
        })
        .join("")
        .slice(-6);
}
function getGclid() {
    var params = new URLSearchParams(location.search);
    var gclid = params.get("gclid");

    if (!gclid) {
        // Checks for a cookie
        var gcookie = document.cookie.split(";").map(function (cookie) {
            return cookie.split("=");
        });
        gcookie = gcookie.find(function (cookie) {
            return cookie[0].trim() == "_gcl_aw";
        });

        if (gcookie) gclid = gcookie[1].split(".")[2];
    }
    return gclid;
}
function sendToConversionImportUrl(protocol_number, gclid){
    var payload = {};
    var url = new URL(CONVERSION_IMPORT_URL);
    var params = new URLSearchParams(url);
    params.set("chatid", protocol_number);
    params.set("gclid", getGclid());

    navigator.sendBeacon(CONVERSION_IMPORT_URL + "?" + params.toString(),
JSON.stringify(payload));
    location.replace(getURL(message));
}

var protocol_number = getProtocolNumber();
```



```
var message = encodeMessage(getMessageWithProtocol(protocol_number));
var gclid = getGclid()

// Uncomment the following lines if you'd like to have the protocol number
// in the datalayer
// dataLayer.push({
//   'protocol_number': protocol_number,
//   'event': 'click_on_wci'
// });

// If there isn't a gclid, skip the step of passing gclid
// to the webhook
if(!gclid)
  location.replace(getURL(message));
else
  sendToConversionImportUrl(protocol_number, gclid);

</script>
```

2. Add the trigger created above to trigger the tag being created



Modified in this workspace

View changes Abandon changes

Tag Configuration

Tag Type

<>

Custom HTML
Custom HTML Tag

HTML ?

```
1 var params = new URLSearchParams(location.search);
2 var gclid = params.get('gclid');
3
4
5 if(!gclid){
6   // Checks for a cookie
7   var gcookie = document.cookie.split(';')
8     .map( function(cookie){
9       return cookie.split("=");
10     });
11   gcookie = gcookie.find( function(cookie){
12     return cookie[0].trim() == "_gcl_aw";
13   });
14
15   if(gcookie)
16     gclid = gcookie[1].split('.')[2];
17 }
18
19 location.replace("https://[REDACTED].uc.r.appspot.com/webhook?type=gclid&gclid="+gclid);
20 </script>
```

Triggering

Firing Triggers

wci-click
All Elements

3. Click Save

4. Publishing the changes

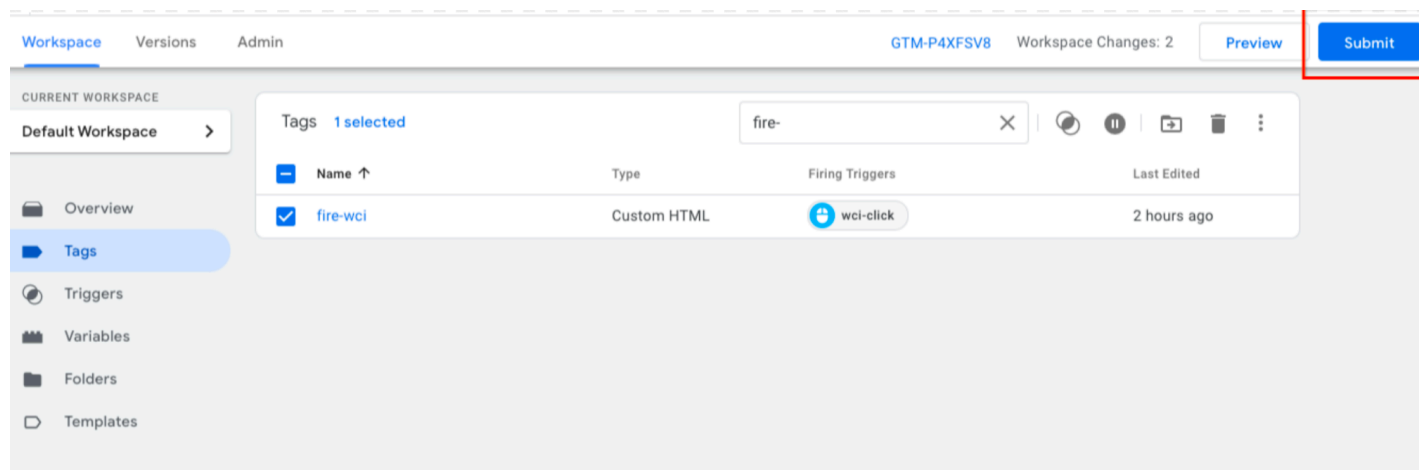
1. Lastly, submit the changes to apply the workspace changes into production and, consequently, capture WhatsApp leads



gTech

<professional services/>

Last update: 8/25/23



Resources

Deployment video-guide

<https://youtu.be/OVXIO5RMHX8>

WCI's source code

<https://github.com/google/wci>

WhatsApp Business Platform Cloud API

<https://developers.facebook.com/docs/whatsapp/cloud-api/guides/set-up-webhooks>

Google Cloud's Artifacts Registry

<https://cloud.google.com/artifact-registry/docs>

Google Cloud's Run

<https://cloud.google.com/run/docs>

Google Cloud's BigQuery

<https://cloud.google.com/bigquery/docs>

Google Ads' Conversion API

<https://developers.google.com/google-ads/api/docs/conversions/overview>

Google Ads' Customer Match API

<https://developers.google.com/google-ads/api/docs/remarketing/audience-types/customer-match>

Google Ads' Enhanced Conversion for Leads API



gTech

◀professional services/▶

Last update: 8/25/23

<https://developers.google.com/google-ads/api/docs/conversions/upload-identifiers>