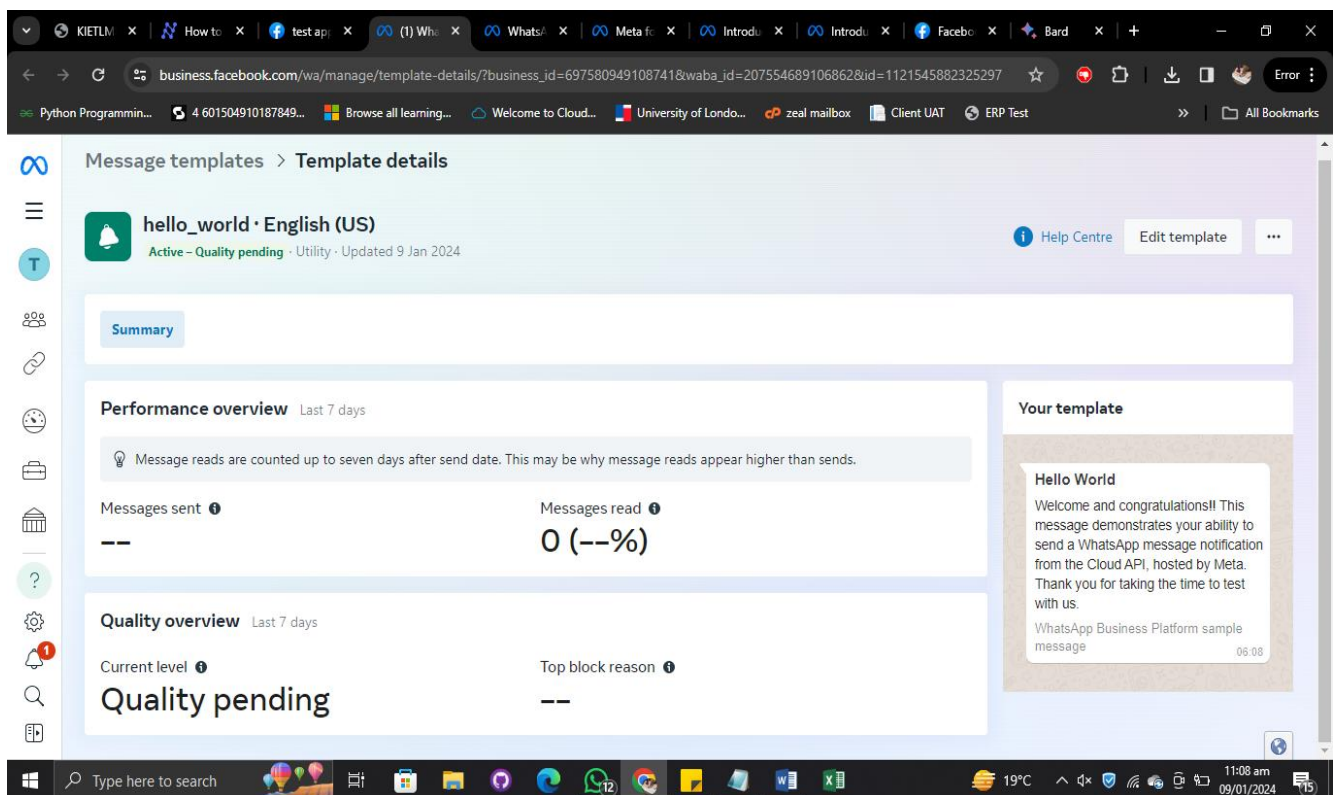# WhatsApp Business API

Data Endpoints:

- Tokens
- Phone Numbers List
- Message templates
- User Information
- Message content: Text, media, interactive buttons, location, etc.
- Metadata: Sender and recipient information, message ID, timestamp, delivery status, etc.
- Conversation data: Thread ID, participant list, message timeline, unread message count, etc.
- Analytics: Metrics on message delivery, response rate, engagement, etc.

Vendors That Uses WhatsApp API:

- Twilio:

    Sending and receiving media messages in WhatsApp

    Send WhatsApp Notification Messages with Templates

    Using WhatsApp Business Accounts with Twilio

    Formatting, location, and other rich messaging features in WhatsApp messaging

- **Infobip:**

  Send and receive simple messages, preset buttons, or rich media message

- **DoubleTick:**

  Offer secure interactions, always-on customer support User-friendly automation capabilities

  Announce new product updates

  Re-engage and stay on top of mind

  Send targeted communication

  Bulk broadcast

  Send personalized messages directly to all your customers

  Customer segmentation

  Create groups and run personalized campaigns

  Send custom catalogues to your customers

- **360Dialogue:**

  Fast & Intuitive account activation

  Open API for easy integration with CRM, Team Inbox, Chabot, Help Desk, etc.

  WhatsApp Sandbox API for developers

  Free WhatsApp team inbox

  Marketing Automation

  WhatsApp Analytics & Tracking

- **MessengerPeople:**

  Automation capabilities

  Multilingual support

  24/7 customer support