

Parte 1 da Aula de Trackeamento no WhatsApp

Obs: A parte de criação de Pixel tem o link na descrição para o post na Dolphins explicando o passo a passo bem simples.

Lembrando, que precisa utilizar a api oficial, é um dos critérios, não faça com a Evolution, porque o seu cliente a qualquer momento pode perder o whatsapp dele e não tem volta.

1- Mostrar Funcionando com o Bot Manual e no Bot Automático para gerar o Ctwa_clid no Chatbot e mostrar a api de conversões funcionando.

2- Mostrar como Funciona o Chatbot na Umbler com os {{Contexto.}} e como criar o token e como pegar o organizationID - ctWaCLId

3- Mostrar o Chatbot na Umbler para pegar a estrutura do 1º webhook que será o primeiro json e colocar como obrigatório os parâmetros.

```
{
  "PhoneNumber": "{{Contato.Numero}}",
  "organizationId": "aqui_vai_o_seu_organization_id",
  "UmblerToken": "aqui_vai_o_seu_token"
}
```

Obs: precisa estar entre as aspas duplas simples. Cuidado se o seu computador for macbook, porque se você editar, pode ser que fique assim “ ”, isso vai dar error

4-Importar o Blueprint do Json do Primeiro Template

3- Colocar essa estrutura do Json no webhook no Make.

4-Olhar a api da umbler, onde a gente vai pegar uma estrutura da umbler para colocar no parse json e gerar a nossa estrutura para pegar o ctwa_clid.

<https://app-utalk.umbler.com/api/docs/index.html>

```
{
  "page": {
    "totalItems": 0,
    "skipped": 0,
    "took": 0,
    "maxTake": 0,
    "searchEngine": "Unspecified"
  },
  "items": [
    {
      "_t": "string",
      "id": "AB_12-xyzEXAMPLE",
      "createdAtUTC": "2025-05-30T19:38:17.932Z",
      "organization": {
        "_t": "string",
        "id": "AB_12-xyzEXAMPLE"
      },
      "contact": {
        "_t": "string",
        "id": "AB_12-xyzEXAMPLE",
        "name": "string",
        "lastActiveUTC": "2025-05-30T19:38:17.932Z",
        "phoneNumber": "string",
        "profilePictureUrl": "https://example.com",
        "isBlocked": true,
        "scheduledMessages": [
          {
            "_t": "string",
            "id": "AB_12-xyzEXAMPLE",
            "status": "Pending",
            "deleted": true,
            "channelReference": {
              "_t": "string",
              "id": "AB_12-xyzEXAMPLE",
              "name": "string"
            }
          }
        ]
      },
      "groupIdentifier": "string",
      "contactType": "DirectMessage",
      "tags": [
        {
          "_t": "string",
          "id": "AB_12-xyzEXAMPLE",
          "name": "string"
        }
      ],
    }
  ]
}
```

```
{
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "name": "string",
  "emoji": "string",
  "color": "Blue",
  "description": "string",
  "order": 0,
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "groupIds": [
    "AB_12-xyzEXAMPLE"
  ]
}
],
"channel": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "name": "string"
},
"sector": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "name": "string",
  "default": true,
  "order": 0,
  "groupIds": [
    "AB_12-xyzEXAMPLE"
  ]
},
"organizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "muted": true
},
"organizationMembers": [
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "muted": true
  }
],
"tags": [
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string"
  },
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string",
  }
]
```

```
    "emoji": "string",
    "color": "Blue",
    "description": "string",
    "order": 0,
    "createdAtUTC": "2025-05-30T19:38:17.932Z",
    "groupIds": [
      "AB_12-xyzEXAMPLE"
    ]
  },
],
"lastMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "prefix": "string",
  "headerContent": "string",
  "content": "string",
  "footer": "string",
  "file": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "thumbnail": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "quotedStatusUpdate": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "contacts": [
    {
      "name": "string",
      "addresses": [
        {
          "addressLine1": "string",
          "addressLine2": "string",
```

```
    "city": "string",
    "state": "string",
    "zipCode": "string",
    "country": "string"
  }
],
"phoneNumbers": [
  "string"
],
"company": "string",
"emails": [
  "string"
],
"profilePictureBlob": "string"
}
],
"messageType": "Text",
"sentByOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"isPrivate": true,
"location": {
  "latitude": "string",
  "longitude": "string",
  "name": "string",
  "address": "string"
},
"question": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "key": "string"
},
"source": "Contact",
"inReplyTo": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "chatId": "AB_12-xyzEXAMPLE"
},
"messageState": "Processing",
"eventAtUTC": "2025-05-30T19:38:17.932Z",
"chat": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"fromContact": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"templateId": "AB_12-xyzEXAMPLE",
"buttons": [
  {
```

```
    "_t": "string",
    "text": "string",
    "type": "string",
    "phoneNumber": "string",
    "url": "string",
    "variable": {
      "name": "string",
      "example": "string"
    },
    "selected": true,
    "copyCode": "string"
  }
],
"latestEdit": {
  "content": "string",
  "senderAtUTC": "2025-05-30T19:38:17.932Z",
  "msgKey": "string"
},
"botInstance": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "botName": "string"
},
"forwardedFrom": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"scheduledMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"elements": "string",
"mentions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "source": "Contact"
  }
],
"ad": {
  "conversionSource": "string",
  "sourceUrl": "string",
  "description": "string",
  "title": "string",
  "thumbnailUrl": "string",
  "mediaUrl": "string",
  "sourceType": "string",
  "sourceId": "string",
```

```
    "fileId": "string",
    "ctWaCLId": "string"
  },
  "fileId": "AB_12-xyzEXAMPLE",
  "reactions": [
    {
      "id": "AB_12-xyzEXAMPLE",
      "emoji": "string",
      "source": "Contact",
      "eventAtUTC": "2025-05-30T19:38:17.932Z",
      "messageId": "AB_12-xyzEXAMPLE"
    }
  ],
  "deductedAiCredits": 0,
  "carousel": [
    {
      "headerType": "Image",
      "body": "string",
      "buttons": [
        {
          "_t": "string",
          "text": "string",
          "type": "string",
          "phoneNumber": "string",
          "url": "string",
          "variable": {
            "name": "string",
            "example": "string"
          },
          "selected": true,
          "copyCode": "string"
        }
      ],
      "fileUrl": "string"
    }
  ],
  "lastMessageReaction": {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  },
  "redactReason": "PrivatedBySomeoneElse",
  "usingInactivityFlow": true,
  "usingWaitingFlow": true,
  "inactivityFlowAt": "2025-05-30T19:38:17.932Z",
  "waitingFlowAt": "2025-05-30T19:38:17.932Z",
  "open": true,
  "private": true,
  "waiting": true,
```

```
"waitingSinceUTC": "2025-05-30T19:38:17.932Z",
"totalUnread": 0,
"totalAIResponses": 0,
"closedAtUTC": "2025-05-30T19:38:17.932Z",
"eventAtUTC": "2025-05-30T19:38:17.932Z",
"firstMemberReplyMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"firstContactMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"bots": [
  {
    "status": "Waiting",
    "botId": "AB_12-xyzEXAMPLE",
    "botInstanceId": "AB_12-xyzEXAMPLE",
    "triggerName": "string"
  }
],
"lastOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"message": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "prefix": "string",
  "headerContent": "string",
  "content": "string",
  "footer": "string",
  "file": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "thumbnail": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  }
}
```

```
},
"quotedStatusUpdate": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"contacts": [
  {
    "name": "string",
    "addresses": [
      {
        "addressLine1": "string",
        "addressLine2": "string",
        "city": "string",
        "state": "string",
        "zipCode": "string",
        "country": "string"
      }
    ],
    "phoneNumbers": [
      "string"
    ],
    "company": "string",
    "emails": [
      "string"
    ],
    "profilePictureBlob": "string"
  }
],
"messageType": "Text",
"sentByOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"isPrivate": true,
"location": {
  "latitude": "string",
  "longitude": "string",
  "name": "string",
  "address": "string"
},
"question": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "key": "string"
},
"source": "Contact",
"inReplyTo": {
```

```
"_t": "string",
"id": "AB_12-xyzEXAMPLE",
"chatId": "AB_12-xyzEXAMPLE"
},
"messageState": "Processing",
"eventAtUTC": "2025-05-30T19:38:17.932Z",
"chat": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"fromContact": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"templateId": "AB_12-xyzEXAMPLE",
"buttons": [
  {
    "_t": "string",
    "text": "string",
    "type": "string",
    "phoneNumber": "string",
    "url": "string",
    "variable": {
      "name": "string",
      "example": "string"
    },
    "selected": true,
    "copyCode": "string"
  }
],
"latestEdit": {
  "content": "string",
  "senderAtUTC": "2025-05-30T19:38:17.932Z",
  "msgKey": "string"
},
"botInstance": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "botName": "string"
},
"forwardedFrom": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"scheduledMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
}
```

```
},
"elements": "string",
"mentions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "source": "Contact"
  }
],
"ad": {
  "conversionSource": "string",
  "sourceUrl": "string",
  "description": "string",
  "title": "string",
  "thumbnailUrl": "string",
  "mediaUrl": "string",
  "sourceType": "string",
  "sourceId": "string",
  "fileId": "string",
  "ctWaCLId": "string"
},
"fileId": "AB_12-xyzEXAMPLE",
"reactions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  }
],
"deductedAiCredits": 0,
"carousel": [
  {
    "headerType": "Image",
    "body": "string",
    "buttons": [
      {
        "_t": "string",
        "text": "string",
        "type": "string",
        "phoneNumber": "string",
        "url": "string",
        "variable": {
          "name": "string",
          "example": "string"
        },
        "selected": true,
        "copyCode": "string"
      }
    ],
    "fileUrl": "string"
  }
]
```

```
]
},
"visibility": "Show"
},
{
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "organization": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE"
  },
  "contact": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string",
    "lastActiveUTC": "2025-05-30T19:38:17.932Z",
    "phoneNumber": "string",
    "profilePictureUrl": "https://example.com",
    "isBlocked": true,
    "scheduledMessages": [
      {
        "_t": "string",
        "id": "AB_12-xyzEXAMPLE",
        "status": "Pending",
        "deleted": true,
        "channelReference": {
          "_t": "string",
          "id": "AB_12-xyzEXAMPLE",
          "name": "string"
        }
      }
    ]
  },
  "groupIdentifier": "string",
  "contactType": "DirectMessage",
  "tags": [
    {
      "_t": "string",
      "id": "AB_12-xyzEXAMPLE",
      "name": "string"
    }
  ],
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string",
    "emoji": "string",
    "color": "Blue",
    "description": "string",
    "order": 0,
    "createdAtUTC": "2025-05-30T19:38:17.932Z",
    "groupIds": [
      "AB_12-xyzEXAMPLE"
    ]
  }
}
```

```
    ]
  }
]
},
"channel": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "name": "string"
},
"sector": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "name": "string",
  "default": true,
  "order": 0,
  "groupIds": [
    "AB_12-xyzEXAMPLE"
  ]
},
"organizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "muted": true
},
"organizationMembers": [
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "muted": true
  }
],
"tags": [
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string"
  },
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "name": "string",
    "emoji": "string",
    "color": "Blue",
    "description": "string",
    "order": 0,
    "createdAtUTC": "2025-05-30T19:38:17.932Z",
    "groupIds": [
      "AB_12-xyzEXAMPLE"
    ]
  }
],
"lastMessage": {
```

```
"_t": "string",
"id": "AB_12-xyzEXAMPLE",
"createdAtUTC": "2025-05-30T19:38:17.932Z",
"prefix": "string",
"headerContent": "string",
"content": "string",
"footer": "string",
"file": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"thumbnail": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"quotedStatusUpdate": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"contacts": [
  {
    "name": "string",
    "addresses": [
      {
        "addressLine1": "string",
        "addressLine2": "string",
        "city": "string",
        "state": "string",
        "zipCode": "string",
        "country": "string"
      }
    ],
    "phoneNumbers": [
      "string"
    ],
    "company": "string",
    "emails": [
```

```
        "string"
      ],
      "profilePictureBlob": "string"
    }
  ],
  "messageType": "Text",
  "sentByOrganizationMember": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE"
  },
  "isPrivate": true,
  "location": {
    "latitude": "string",
    "longitude": "string",
    "name": "string",
    "address": "string"
  },
  "question": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "key": "string"
  },
  "source": "Contact",
  "inReplyTo": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "chatId": "AB_12-xyzEXAMPLE"
  },
  "messageState": "Processing",
  "eventAtUTC": "2025-05-30T19:38:17.932Z",
  "chat": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE"
  },
  "fromContact": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE"
  },
  "templateId": "AB_12-xyzEXAMPLE",
  "buttons": [
    {
      "_t": "string",
      "text": "string",
      "type": "string",
      "phoneNumber": "string",
      "url": "string",
      "variable": {
        "name": "string",
        "example": "string"
      }
    },
    "selected": true,
    "copyCode": "string"
  ]
}
```

```
}
],
"latestEdit": {
  "content": "string",
  "senderAtUTC": "2025-05-30T19:38:17.932Z",
  "msgKey": "string"
},
"botInstance": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "botName": "string"
},
"forwardedFrom": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"scheduledMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"elements": "string",
"mentions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "source": "Contact"
  }
],
"ad": {
  "conversionSource": "string",
  "sourceUrl": "string",
  "description": "string",
  "title": "string",
  "thumbnailUrl": "string",
  "mediaUrl": "string",
  "sourceType": "string",
  "sourceId": "string",
  "fileId": "string",
  "ctWaCLId": "string"
},
"fileId": "AB_12-xyzEXAMPLE",
"reactions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  }
]
```

```

    }
  ],
  "deductedAiCredits": 0,
  "carousel": [
    {
      "headerType": "Image",
      "body": "string",
      "buttons": [
        {
          "_t": "string",
          "text": "string",
          "type": "string",
          "phoneNumber": "string",
          "url": "string",
          "variable": {
            "name": "string",
            "example": "string"
          },
          "selected": true,
          "copyCode": "string"
        }
      ],
      "fileUrl": "string"
    }
  ],
  "lastMessageReaction": {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  },
  "redactReason": "PrivatedBySomeoneElse",
  "usingInactivityFlow": true,
  "usingWaitingFlow": true,
  "inactivityFlowAt": "2025-05-30T19:38:17.932Z",
  "waitingFlowAt": "2025-05-30T19:38:17.932Z",
  "open": true,
  "private": true,
  "waiting": true,
  "waitingSinceUTC": "2025-05-30T19:38:17.932Z",
  "totalUnread": 0,
  "totalAIResponses": 0,
  "closedAtUTC": "2025-05-30T19:38:17.932Z",
  "eventAtUTC": "2025-05-30T19:38:17.932Z",
  "firstMemberReplyMessage": {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "eventAtUTC": "2025-05-30T19:38:17.932Z"
  },
  "firstContactMessage": {

```

```
"_t": "string",
"id": "AB_12-xyzEXAMPLE",
"eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"bots": [
{
  "status": "Waiting",
  "botId": "AB_12-xyzEXAMPLE",
  "botInstanceId": "AB_12-xyzEXAMPLE",
  "triggerName": "string"
}
],
"lastOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"message": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "prefix": "string",
  "headerContent": "string",
  "content": "string",
  "footer": "string",
  "file": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "thumbnail": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "quotedStatusUpdate": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "contacts": [
```

```
{
  "name": "string",
  "addresses": [
    {
      "addressLine1": "string",
      "addressLine2": "string",
      "city": "string",
      "state": "string",
      "zipCode": "string",
      "country": "string"
    }
  ],
  "phoneNumbers": [
    "string"
  ],
  "company": "string",
  "emails": [
    "string"
  ],
  "profilePictureBlob": "string"
},
"messageType": "Text",
"sentByOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"isPrivate": true,
"location": {
  "latitude": "string",
  "longitude": "string",
  "name": "string",
  "address": "string"
},
"question": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "key": "string"
},
"source": "Contact",
"inReplyTo": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "chatId": "AB_12-xyzEXAMPLE"
},
"messageState": "Processing",
"eventAtUTC": "2025-05-30T19:38:17.932Z",
"chat": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"fromContact": {
```

```
"_t": "string",
"id": "AB_12-xyzEXAMPLE"
},
"templateId": "AB_12-xyzEXAMPLE",
"buttons": [
{
"_t": "string",
"text": "string",
"type": "string",
"phoneNumber": "string",
"url": "string",
"variable": {
"name": "string",
"example": "string"
},
"selected": true,
"copyCode": "string"
}
],
"latestEdit": {
"content": "string",
"senderAtUTC": "2025-05-30T19:38:17.932Z",
"msgKey": "string"
},
"botInstance": {
"_t": "string",
"id": "AB_12-xyzEXAMPLE",
"botName": "string"
},
"forwardedFrom": {
"_t": "string",
"id": "AB_12-xyzEXAMPLE",
"eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"scheduledMessage": {
"_t": "string",
"id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
"_t": "string",
"id": "AB_12-xyzEXAMPLE"
},
"elements": "string",
"mentions": [
{
"id": "AB_12-xyzEXAMPLE",
"source": "Contact"
}
],
"ad": {
"conversionSource": "string",
"sourceUrl": "string",
```

```
"description": "string",
"title": "string",
"thumbnailUrl": "string",
"mediaUrl": "string",
"sourceType": "string",
"sourceId": "string",
"fileId": "string",
"ctWaCLId": "string"
},
"fileId": "AB_12-xyzEXAMPLE",
"reactions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  }
],
"deductedAiCredits": 0,
"carousel": [
  {
    "headerType": "Image",
    "body": "string",
    "buttons": [
      {
        "_t": "string",
        "text": "string",
        "type": "string",
        "phoneNumber": "string",
        "url": "string",
        "variable": {
          "name": "string",
          "example": "string"
        },
        "selected": true,
        "copyCode": "string"
      }
    ]
  },
  {
    "fileUrl": "string"
  }
],
"visibility": "Show",
"hasMessagesBeforeAllowedHistory": true,
"latestMessages": [
  {
    "_t": "string",
    "id": "AB_12-xyzEXAMPLE",
    "createdAtUTC": "2025-05-30T19:38:17.932Z",
    "prefix": "string",
    "headerContent": "string",
```

```
"content": "string",
"footer": "string",
"file": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"thumbnail": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"quotedStatusUpdate": {
  "url": "https://example.com",
  "contentType": "string",
  "originalName": "string",
  "originalSizeBytes": 0,
  "data": "string",
  "failDownload": true,
  "caption": "string"
},
"contacts": [
  {
    "name": "string",
    "addresses": [
      {
        "addressLine1": "string",
        "addressLine2": "string",
        "city": "string",
        "state": "string",
        "zipCode": "string",
        "country": "string"
      }
    ],
    "phoneNumbers": [
      "string"
    ],
    "company": "string",
    "emails": [
      "string"
    ],
    "profilePictureBlob": "string"
  }
],
```

```
"messageType": "Text",
"sentByOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"isPrivate": true,
"location": {
  "latitude": "string",
  "longitude": "string",
  "name": "string",
  "address": "string"
},
"question": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "key": "string"
},
"source": "Contact",
"inReplyTo": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "chatId": "AB_12-xyzEXAMPLE"
},
"messageState": "Processing",
"eventAtUTC": "2025-05-30T19:38:17.932Z",
"chat": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"fromContact": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"templateId": "AB_12-xyzEXAMPLE",
"buttons": [
  {
    "_t": "string",
    "text": "string",
    "type": "string",
    "phoneNumber": "string",
    "url": "string",
    "variable": {
      "name": "string",
      "example": "string"
    },
    "selected": true,
    "copyCode": "string"
  }
],
"latestEdit": {
  "content": "string",
  "senderAtUTC": "2025-05-30T19:38:17.932Z",
```

```
"msgKey": "string",
},
"botInstance": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "botName": "string"
},
"forwardedFrom": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.932Z"
},
"scheduledMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"elements": "string",
"mentions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "source": "Contact"
  }
],
"ad": {
  "conversionSource": "string",
  "sourceUrl": "string",
  "description": "string",
  "title": "string",
  "thumbnailUrl": "string",
  "mediaUrl": "string",
  "sourceType": "string",
  "sourceId": "string",
  "fileId": "string",
  "ctWaCLId": "string"
},
"fileId": "AB_12-xyzEXAMPLE",
"reactions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "emoji": "string",
    "source": "Contact",
    "eventAtUTC": "2025-05-30T19:38:17.932Z",
    "messageId": "AB_12-xyzEXAMPLE"
  }
],
"deductedAiCredits": 0,
"carousel": [
  {
```

```
"headerType": "Image",
"body": "string",
"buttons": [
  {
    "_t": "string",
    "text": "string",
    "type": "string",
    "phoneNumber": "string",
    "url": "string",
    "variable": {
      "name": "string",
      "example": "string"
    },
    "selected": true,
    "copyCode": "string"
  }
],
"fileUrl": "string"
}
],
{
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "createdAtUTC": "2025-05-30T19:38:17.932Z",
  "prefix": "string",
  "headerContent": "string",
  "content": "string",
  "footer": "string",
  "file": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "thumbnail": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
    "data": "string",
    "failDownload": true,
    "caption": "string"
  },
  "quotedStatusUpdate": {
    "url": "https://example.com",
    "contentType": "string",
    "originalName": "string",
    "originalSizeBytes": 0,
```

```
"data": "string",
"failDownload": true,
"caption": "string"
},
"contacts": [
  {
    "name": "string",
    "addresses": [
      {
        "addressLine1": "string",
        "addressLine2": "string",
        "city": "string",
        "state": "string",
        "zipCode": "string",
        "country": "string"
      }
    ],
    "phoneNumbers": [
      "string"
    ],
    "company": "string",
    "emails": [
      "string"
    ],
    "profilePictureBlob": "string"
  }
],
"messageType": "Text",
"sentByOrganizationMember": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"isPrivate": true,
"location": {
  "latitude": "string",
  "longitude": "string",
  "name": "string",
  "address": "string"
},
"question": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "key": "string"
},
"source": "Contact",
"inReplyTo": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "chatId": "AB_12-xyzEXAMPLE"
},
"messageState": "Processing",
"eventAtUTC": "2025-05-30T19:38:17.933Z",
```

```
"chat": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"fromContact": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"templateId": "AB_12-xyzEXAMPLE",
"buttons": [
  {
    "_t": "string",
    "text": "string",
    "type": "string",
    "phoneNumber": "string",
    "url": "string",
    "variable": {
      "name": "string",
      "example": "string"
    },
    "selected": true,
    "copyCode": "string"
  }
],
"latestEdit": {
  "content": "string",
  "senderAtUTC": "2025-05-30T19:38:17.933Z",
  "msgKey": "string"
},
"botInstance": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "botName": "string"
},
"forwardedFrom": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE",
  "eventAtUTC": "2025-05-30T19:38:17.933Z"
},
"scheduledMessage": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"bulkSendSession": {
  "_t": "string",
  "id": "AB_12-xyzEXAMPLE"
},
"elements": "string",
"mentions": [
  {
    "id": "AB_12-xyzEXAMPLE",
    "source": "Contact"
  }
]
```

```
    }
  ],
  "ad": {
    "conversionSource": "string",
    "sourceUrl": "string",
    "description": "string",
    "title": "string",
    "thumbnailUrl": "string",
    "mediaUrl": "string",
    "sourceType": "string",
    "sourceId": "string",
    "fileId": "string",
    "ctWaCLId": "string"
  },
  "fileId": "AB_12-xyzEXAMPLE",
  "reactions": [
    {
      "id": "AB_12-xyzEXAMPLE",
      "emoji": "string",
      "source": "Contact",
      "eventAtUTC": "2025-05-30T19:38:17.933Z",
      "messageId": "AB_12-xyzEXAMPLE"
    }
  ],
  "deductedAiCredits": 0,
  "carousel": [
    {
      "headerType": "Image",
      "body": "string",
      "buttons": [
        {
          "_t": "string",
          "text": "string",
          "type": "string",
          "phoneNumber": "string",
          "url": "string",
          "variable": {
            "name": "string",
            "example": "string"
          },
          "selected": true,
          "copyCode": "string"
        }
      ],
      "fileUrl": "string"
    }
  ],
  "contactId": "AB_12-xyzEXAMPLE"
}
]
```

}

5-Realizar o teste do primeiro template.

Parte 2 da Aula de Trackeamento

1- Importar o Blueprint do Json do Segundo Template

2- Criar um novo webhook que será na parte do segundo json na automação do Bot. Lembrando que a pessoa pode usar esse segundo json através de um bot automático ou encaminhar um bot manualmente, que seria considerado o evento que ela deseja. Lembrar de mostrar os eventos padrão disponíveis e o dashboard do cliente de hotel como exemplo.

3-Mostrar como é o webhook que vamos montar na umbler para encaminhar para o make com a api de conversões e como é a parte de variável de contato na umbler.

4- Pegar o json do segundo webhook na umbler, para gerar a estrutura de dados que vamos utilizar neste webhook do make (primeiro nome, ctwaclid, telefone, email e todos os dados que a pessoa decidir encaminhar para a api de conversões).

```
{
  "PrimeiroNome": "{{Contato.PrimeiroNome}}",
  "Email": "{{Contato.Email}}",
  "Celular": "{{Contato.Numero}}",
  "CtwaClid": "{{Contexto.ocontextodoseuwebhookanterior:ctWaCLId}} "
}
```

5-Pegar a url do webhook da make e colocar no webhook da Umbler.

6-Mudar o dado de ID do Pixel, access token e whatsapp_business_account_id (umbler em canais de atendimento > mais detalhes > partner_added > wa_id

Parte 3 da Aula - Mostrando como trackear as pessoas no orgânico do Instagram, facebook e até do WhatsApp se quiser, com Other.

Você precisa criar uma planilha no Sheets, com as colunas de primeiro nome, sobrenome, email, telefone... Tudo o que você vai mandar de dados de usuário e conectar essa planilha no final da automação no manychat (exemplo).

Mostrar a automação no instagram e depois o disparo tudo ok e lembrar de comentar que a pessoa quando cria um evento personalizado, ele precisa confirmar esse evento no gerenciador de eventos.

Depois de 30min ele vai aparecer no gerenciador e nos públicos depois da criação do mesmo.

Parte 4 da Aula - Mostrar o link de cadastro para assistir a gravação + templates utilizados na aula + esse documento

Problemas ao realizar o trackeamento com o Make

A Umblar pode mudar o endereço da API a qualquer momento, note que eles estão na V1 ainda (geralmente tem aviso, mas sempre é um email difícil de entender rs), pode mostrar o exemplo da meta que tem várias versões:

<https://developers.facebook.com/docs/graph-api/changelog/versions/>

As coisas evoluem a Umblar pode agregar novas funcionalidades e o ctwacldid pode ir para uma outra estrutura de retorno na API, pode mudar o nome para minúsculo do ctwacldid, mas o mais normal é mudar o endpoint ou ele ir para uma outra estrutura de json, por exemplo, de {"ctwacldid":1} para [{"ctwacldid":1}], pensando que eles fizeram uma melhoria para retornar as mensagens em um array, é apenas 1 colchete mas quebra tudo

Imagine que você recebeu 400 requests de leads da umblar para o Make, e foi o dia que a umblar alterou a api. Você terá 400 chamadas com erro no Make e 400 falhas de chatbot na umblar. Nesse ponto você não tem opção de corrigir no make e só reprocessar tudo automaticamente. Será um baita trabalho de entrar em cada chamada de requisição no make para entrar no log di fluxo para recuperar cada ctwacldid, e montar um fluxo de chamada manual via Make talvez por uma planilha como fonte, mas seria uma dor de cabeça, e perderia talvez a semana ou mais

Se o e-mail chegar vazio, precisa tratar para não mandar para o facebook o sha256

O make é muito bom para usuário que tem conhecimento básico, mas e você vai fazer algo avançado, você precisa ser um bom desenvolvedor, porque as caixinhas do make é bem chata. Mas, o make escala sim, tem empresas grandes que utilizam, tem os cases de sucesso lá.

Mas, para fazer para o seu cliente, que não pode dar erro, você precisa monitorar, pode dar error e precisa fazer essa chamada de api de novo para validar e etc, começa a ficar chatinho para quem não entende de programação