

Facebook Business Manager verification

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How to create Facebook Business Manager

How to create Facebook Business Manager

1. Log into your personal Facebook account and create a Business Manager account, follow the link <https://business.facebook.com/overview> and click the "CREATE ACCOUNT" button, a window for entering company data will open.

822eb93749ef468703312ce7a3e76c84.png

Enter the company name, first and last name, e-mail, using the hints above the fields, and click the "Submit" button.

0be79ec91132da182be89d98b1a6c2c3.png

Manual: WhatsApp Business API without verification

0) Press "**Continue with Facebook**" button

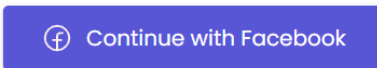
Sergey Polyakov has requested you to set up your WhatsApp Business Account

Create your Whatsapp Business Account

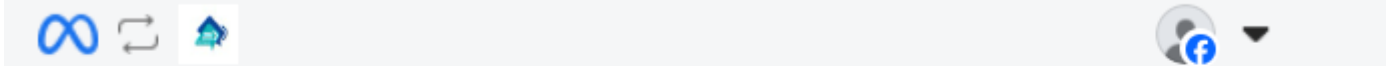
You will need the following information for your WhatsApp Business channel, be sure to have them on hand:

1. Your brand's display name, shown to customers you chat with
2. Your company's legal business name
3. Your company's official address

Login with the FB account, with which you have your Business ID configured





1) Then "**Continue**"

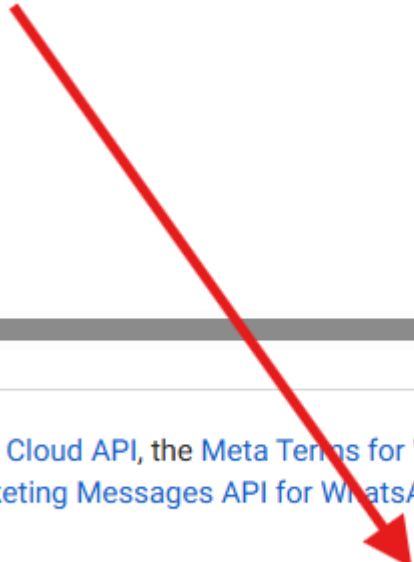


Seamlessly connect your account to Text Wave Technologies Private Limited

This onboarding process will walk you through registering and connecting your business account to your partner.

You'll be able to:

-  Communicate with customers at scale ▼
-  Send optimized marketing messages ▼



By continuing, you agree to the [Meta Hosting Terms for Cloud API](#), the [Meta Terms for WhatsApp Business](#), the [Meta Business Tools Terms](#) and the [Marketing Messages API for WhatsApp Terms of Service](#).

[Text Wave App's Privacy Policy](#)

Cancel **Continue**

2) Choose Business portfolio and choose "**Create a WhatsApp Business account**"



Select the business assets to share with Text Wave App

You can use existing assets or create new ones.

Business portfolio



Id Exper



WhatsApp Business account

Create a WhatsApp Business account



By creating a new WhatsApp Business account, you agree to the [Meta Terms for WhatsApp Business](#).

[Text Wave App's Privacy Policy](#)

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Next

3) Fill in all information and press "**Next**"



Enter business information for new assets

Any changes will only affect new assets.



Name

Name your new assets. This name is only visible to you.

Category

Select the category that best describes your business.

Country

Website

 17/512

Time zone

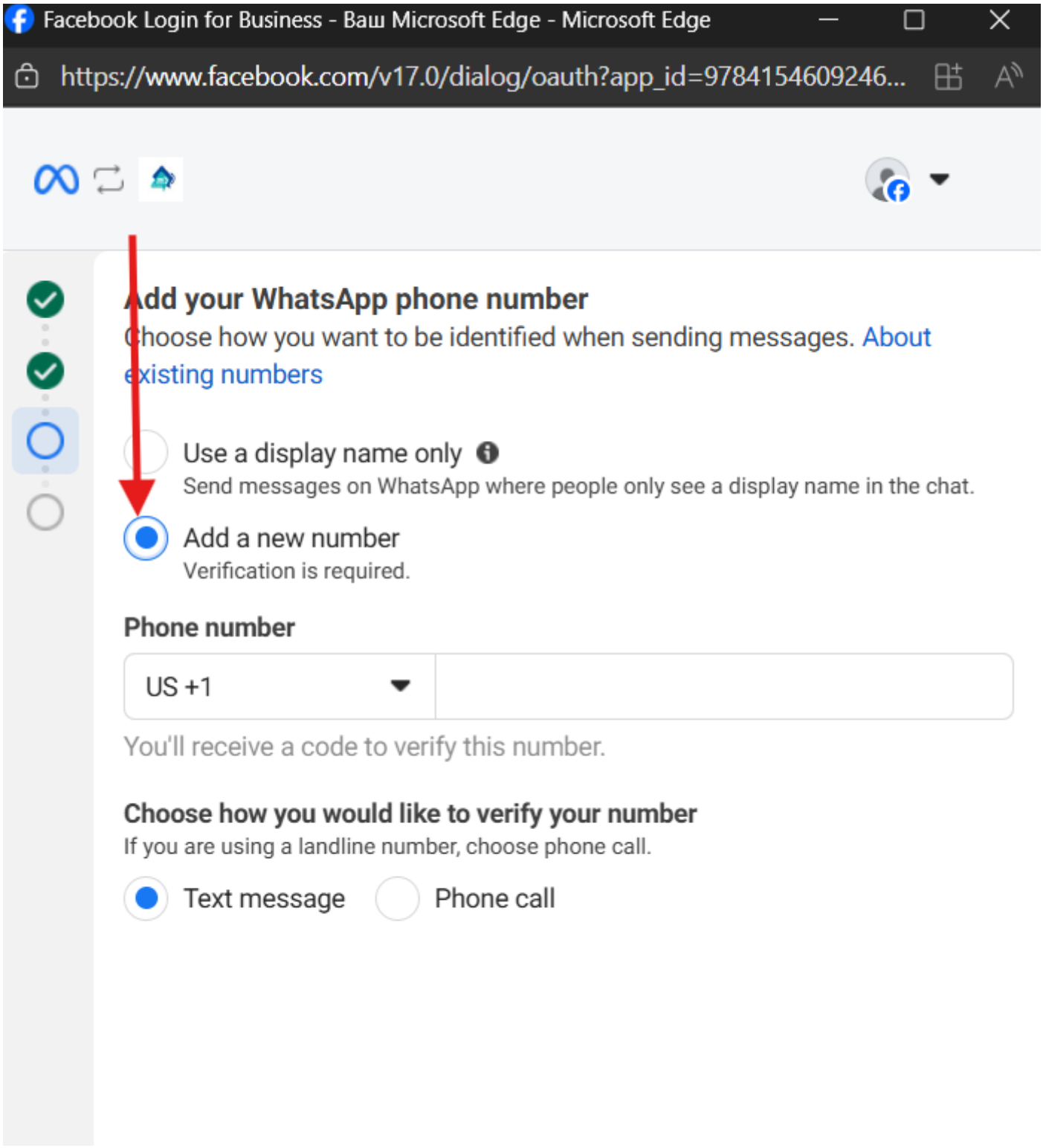
[Show more options](#)

[Text Wave App's Privacy Policy](#)

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Next

4) Choose "Add a new number" and fill in number that you want to connect



5. Verify number by using **SMS\Voice call**

Documents Required for Verification in Facebook Business Manager

Documents Required for Verification in Facebook Business Manager

1. Company Registration Documents

https://images.openai.com/static-rsc-4/6mG2byemkeSMPd21qFyUeZDwwFFepmRj_M2O_iKYARlhHM
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https://images.openai.com/static-rsc-4/NGak1jRVTeYboCxoPrSif_arcFTBtNXI3ClmKguHUinijJABj7YAr

Official documents proving your business is legally registered:

- Certificate of Incorporation / Registration
- Articles of Association
- Extract from Trade Register (e.g., Companies House, Handelsregister, KRS, etc.)

2. Proof of Business Address

<https://images.openai.com/static-rsc-4/gnT0oGY8-KVXH8ddEHFKIXdzehC84f2mlo964rPnMYouPC>
<https://images.openai.com/static-rsc-4/qxeqpN6mMgCyBiPPlve-vYmXps4tQv2vSYrfjjuoG0gHC9k>
https://images.openai.com/static-rsc-4/J5jyY99OwUBmO8HKnyebvfS_5fKgvzYUbl95UaB94jqbdEI

The address must match exactly what is listed in Business Manager:

- Utility bill (electricity, water, internet)
- Bank statement
- Tax document
- Official government letter

3. Phone Number Verification

<https://images.openai.com/static-rsc-4/5X58Amlxd2SyHm2dEmJT319ux679vllW1h5kMfLuKTv>
<https://images.openai.com/static-rsc-4/o07Sld93wrTOeWq7a5-tycU3fIOmcyW-ROkKANemT4n>
<https://images.openai.com/static-rsc-4/gSWffPJJclaWrlZW-71RXxm6twDCtDcjzMD0oPNXcUrx->
Typically completed via:

- SMS or automated call with a verification code from Meta
- In rare cases: phone bill

4. Tax Information / VAT

https://images.openai.com/static-rsc-4/lKY0aHbIFeSCuGIUTI-FUXCR_yK_UsH0-paQ0VRqvtn
https://images.openai.com/static-rsc-4/q10FxoDlwZfRL_w8j-hR2vfNPncHV8S6EdQfsFbrqgn
https://images.openai.com/static-rsc-4/Sdl-KGi1gLQGyZWblp5z3F0cQbNXLju_t98kXJgh5rvf

- VAT Certificate (if applicable)
- Company tax number
- Tax registration documents

Important Meta Requirements

- Company name must **match exactly** across all documents
- Address must be **identical** (no spelling differences)
- Documents must be in **Latin alphabet or officially translated**
- Documents should be **recent** (usually not older than 3 months for bills)
- High-quality scans or PDFs only (no blurry or cropped images)

Country-Specific Notes (Europe)

Different countries use different registries, for example:

- UK — Companies House
- Germany — Handelsregister
- Poland — KRS
- France — INSEE / SIREN

However, Meta applies the **same verification standards regardless of country**.

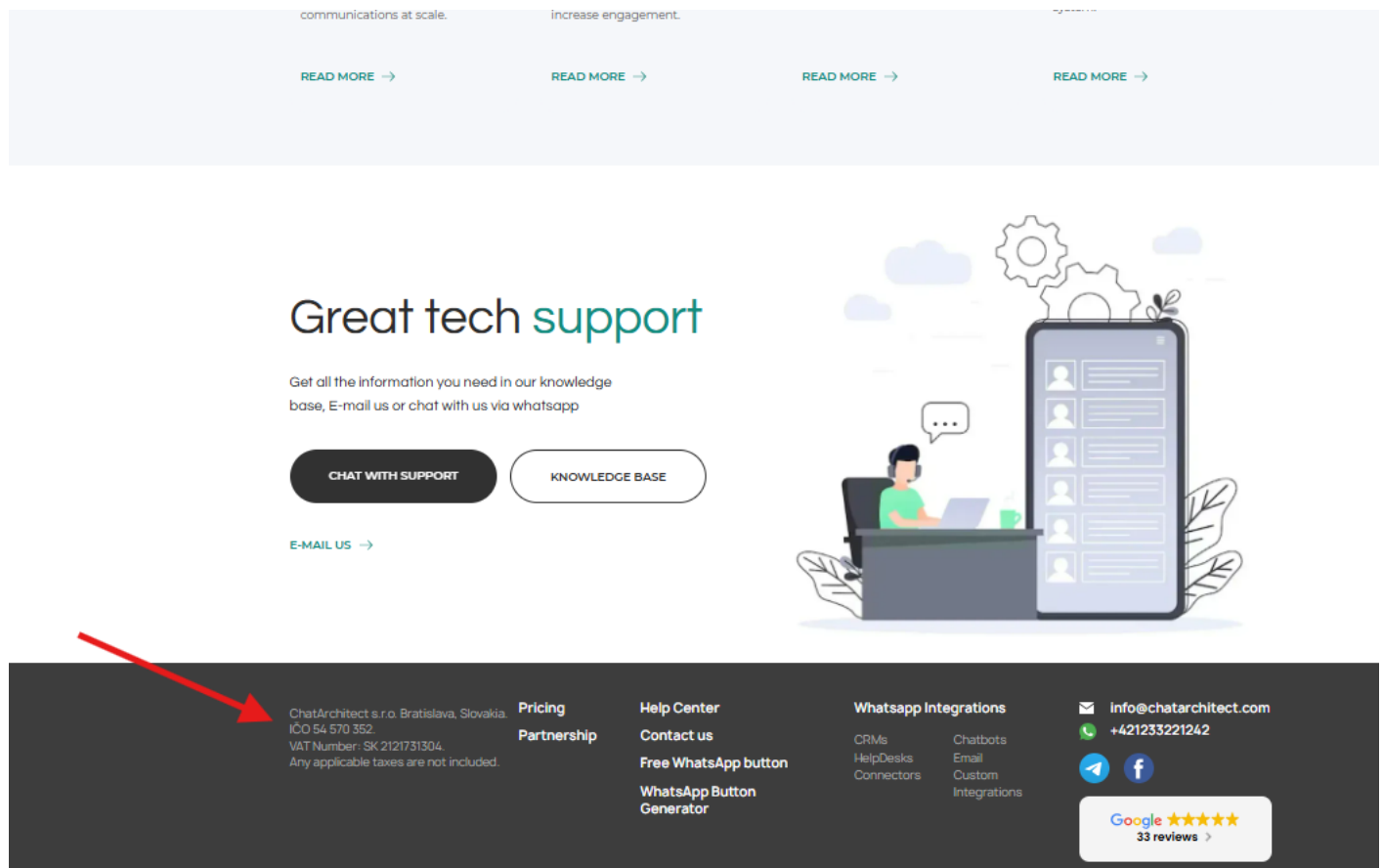
Summary

To successfully pass verification, you typically need:

- ✓ Company registration document
- ✓ Proof of address
- ✓ Phone verification
- ✓ (Optional) VAT / tax document

Checklist for Connecting WhatsApp Business API

1. You must have a website. At minimum, a one-page landing page that clearly shows what your company does. The website footer must include the legal entity name and registration number (check example).



2. Your Business Manager must have all company information fully completed.

Business details

Edit

Legal business name

Sport Shop LTD

Address

9 Philip Club Lake Lizzie BH11 9NE
London, London 115172
United Kingdom

Business phone

+390697635310

Website

<https://www.kwiksim.co.uk/>

Tax ID

16598413

3. Not required, but it is recommended to verify your website domain.

Brand safety and suitability => Domains => Add

The screenshot shows the 'Domains' section of the WhatsApp Business API interface. On the left is a navigation menu with 'Domains' highlighted. The main area shows a table with one domain: 'www.kwiksim.co.uk', which is marked as 'Verified'. Below the table, there are buttons for 'Assign partner' and 'Connect assets'. A 'Partners' tab is active, showing '0 partners are assigned to this www.kwiksim.co.uk domain'. A search bar is present for finding partners by name or ID. An 'Add' button is in the top right corner.

These simple steps will help you connect your number to the WhatsApp Business API without encountering any difficulties during the setup process.

Common Reasons for Facebook Business Manager Verification Rejection

Common Reasons for Facebook Business Manager Verification Rejection

Verifying your business in **Meta Platforms Business Manager** is a crucial step for accessing tools like advertising, WhatsApp Business API, and other advanced features. However, many companies face rejection during the verification process due to avoidable mistakes.

Below are the most common reasons why verification gets denied — and what you should pay attention to before submitting your application.

1. Mismatch in Business Information

One of the most frequent issues is inconsistency between the information provided in Business Manager and the official documents.

Even small differences can cause rejection, such as:

- Missing “LLC” or “Ltd.” in the company name
- Different spelling or formatting
- Address written differently

☐ Make sure all details match **exactly** across every document and platform.

2. Incomplete Business Profile

If your Business Manager account does not contain full and accurate company information, verification is likely to fail.

Ensure that you have filled in:

- Legal business name
- Registered address
- Phone number
- Website

Incomplete profiles are often automatically rejected.

3. Missing or Weak Website

A website is not always strictly required, but in practice, it plays a major role in approval.

Common issues include:

- No website at all
- A website with little or no information
- No clear explanation of what the company does

Your website should look like a real business presence, not a placeholder.

4. No Legal Information on the Website

Meta expects transparency. If your website does not include legal details, it raises trust issues.

Make sure your website footer includes:

- Legal entity name
 - Registration number (e.g., VAT, OGRN, EIN)
 - Address
-

5. Outdated Documents

Some documents (such as utility bills or bank statements) must be recent.

☐ If your documents are older than **3-6 months**, they may be rejected.

6. Poor Quality Documents

Blurry, cropped, or low-resolution files are a common reason for failure.

Avoid:

- Photos with glare or shadows
- Cut-off edges
- Illegible text

☐ Always upload clear, high-quality scans.

7. Using Personal Instead of Business Documents

Verification is strictly for businesses, not individuals.

Submitting:

- Personal bank statements
- Personal IDs instead of company registration

can lead to immediate rejection.

8. Unsupported or Unclear Business Type

Some business categories may be restricted or require additional checks.

If your business activity is unclear or falls into a high-risk category, Meta may deny verification.

9. Domain Not Verified

While not always mandatory, failing to verify your domain can sometimes delay or negatively impact the verification process.

☐ Verifying your domain adds credibility and improves your chances of approval.

10. Inconsistent Language or Naming

Using different languages or transliterations across documents can create inconsistencies.

For example:

- Company name in Russian on documents
- Slightly different English version in Business Manager

☐ Stick to one consistent format, preferably matching your official registration.

Final Thoughts

Most verification rejections happen due to small but critical inconsistencies. Before submitting your application, double-check that all your data is aligned, your documents are clear, and your online presence reflects a legitimate business.

Taking a little extra time to prepare can save you days — or even weeks — of delays in getting verified.

WhatsApp Business API + Facebook Business Manager Checklist

☐ 1. Prepare Your Business

Before starting, your company must be officially registered and properly documented.

<https://images.openai.com/static-rsc-4/Sk0QP6vz4fmbna4ozlldXXBKvc3E2Zj2FJTNGqFE7vd2p8XmfR>

Make sure you have:

- A registered legal entity (LLC, Ltd., etc.)
- A valid registration number (EIN, VAT, OGRN, etc.)
- A consistent official company name used across all platforms

Consistency is critical — even small mismatches can lead to verification failure.

☐ 2. Create a Website

A website is a key trust signal for Meta and is strongly recommended (often required in practice).

https://images.openai.com/static-rsc-4/xjrzVC1UI7buR9hBI8eRExCCi8v0yWCSOt8jvKfiNY-fdWTF_Zqul

<https://images.openai.com/static-rsc-4/aon20v65OeLI9mjxGMRJnlBqejz706zWQ7-hkEj8mJIYCMNU0>

At minimum, your website should include:

- A clear description of your business
- Contact details (email, phone number)
- A footer with:
 - Legal company name
 - Registration number

- Business address

Even a simple one-page landing page is sufficient if it looks professional and complete.

3. Set Up Facebook Business Manager

Next, create and configure your Business Manager account under **Meta**.

https://images.openai.com/static-rsc-4/MpKXcAEers7jCWDEx1V7eRMREBIO_04wPFZwCDTydE69Tpi6
https://images.openai.com/static-rsc-4/ioBbsE2-pzj9QW-fygO5i8B3IXxth00LQYwJ9d_GBN8b_8ZGiYEa
https://images.openai.com/static-rsc-4/ekaQlfjbuiiS7Rq_wfeoa-VUuWSW9U6Lnm2amoXk6oeSiD-teO

You must fully complete:

- Legal company name
- Registered address
- Phone number
- Website

Incomplete or inaccurate information is one of the most common reasons for rejection.

4. Verify Your Business

Business verification is a required step to access WhatsApp Business API.

https://images.openai.com/static-rsc-4/pCvinr6z79Rd4Fapht33m_qfMAFhxeMC5ajb21UPTC6m84Trj_
https://images.openai.com/static-rsc-4/WIx9RmSh12zZLWZMGL9DgzYN4FeRD6p8TccFRp3wLw_vnXl
<https://images.openai.com/static-rsc-4/JMDZSqr3F67rqaEjsXNz5JQpzXtKZ7VjKZe-oS8EauwSd13otq1l>

Prepare the following documents:

- Business registration certificate
- Tax ID (if applicable)
- Proof of address (utility bill, bank statement, or lease agreement)

Requirements:

- Documents must be clear and readable
- Information must match your Business Manager exactly
- Some documents must be issued within the last 3-6 months

☐☐ 5. Verify Your Domain (Recommended)

While not always mandatory, domain verification significantly improves your chances of approval.

https://images.openai.com/static-rsc-4/ZxM-RMLYurI0U8RBcarACvXkzXj3wPX_hvcpMDCeJkLA_ing2w
https://images.openai.com/static-rsc-4/R9fffKM1JUUQfqXcyRxEpbq50CBUKEuVU0v0qYJ80q5_I3efXCF
https://images.openai.com/static-rsc-4/G_w-sCvNCbjuiqRjECap1WVHbWdkX6SC-LbFbwDbwgTNvaKx

Steps:

- Add your domain in Business Manager
- Verify it via DNS, HTML file upload, or meta tag

This step increases trust and strengthens your business profile.

☐☐ 6. Prepare a Phone Number

You'll need a dedicated phone number to connect to WhatsApp Business API.

Requirements:

- Not actively used in a regular WhatsApp account (or ready for migration)
 - Able to receive SMS or voice calls
 - Dedicated for business communication
-

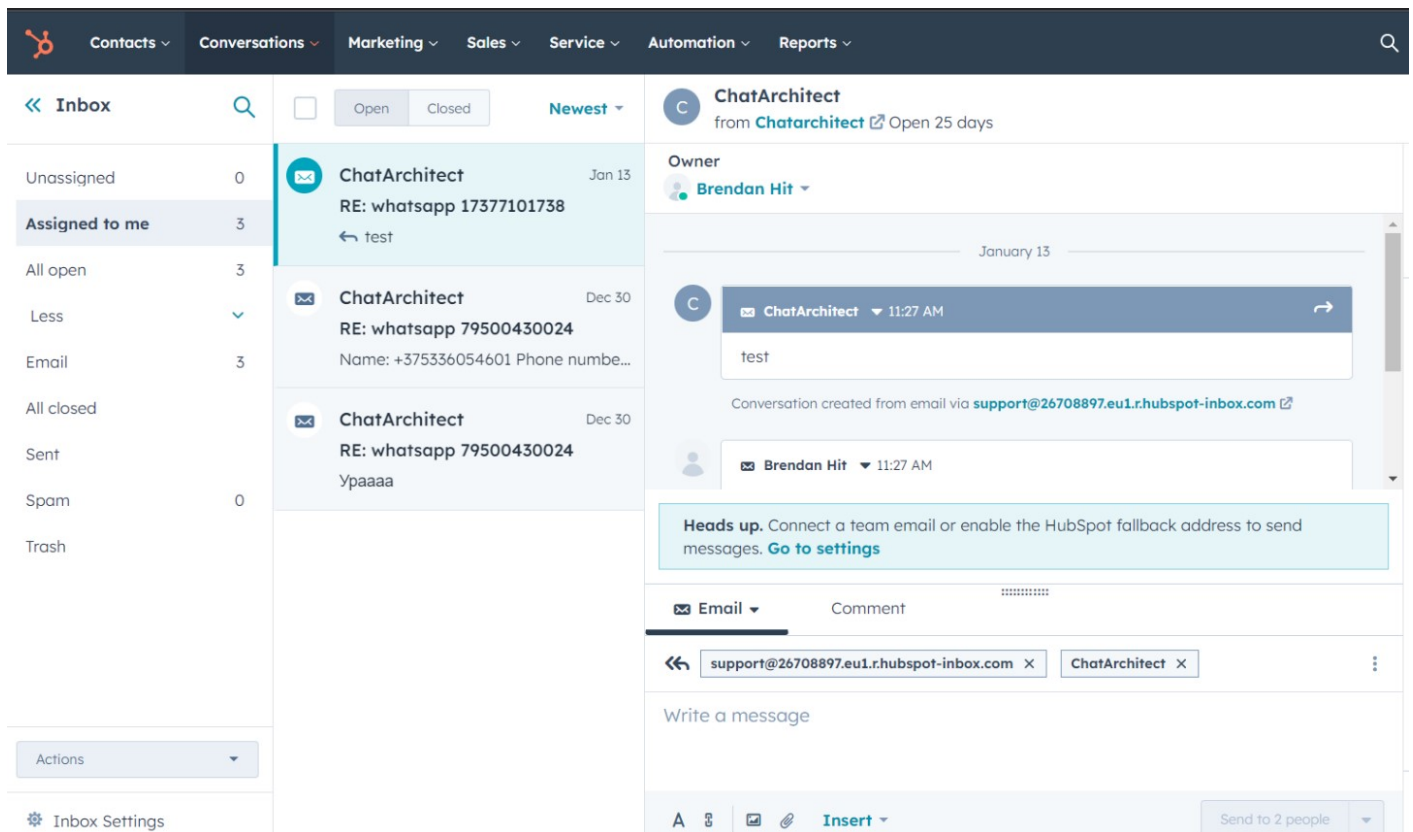
☐☐ 7. Connect WhatsApp Business API

You will:

- Connect your phone number
- Complete SMS or voice verification
- Link your number to your Business Manager account

8. Set Up Messaging and Automation

After connection, you can configure how you communicate with customers.



The screenshot displays the HubSpot interface for a messaging conversation. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The left sidebar shows the 'Inbox' with filters for 'Unassigned', 'Assigned to me', 'All open', 'Less', 'Email', 'All closed', 'Sent', 'Spam', and 'Trash'. The main content area shows a conversation with 'ChatArchitect' from 'Chatarchitect' (Open 25 days). The conversation history includes a message from ChatArchitect on Jan 13 with the subject 'RE: whatsapp 17377101738' and content 'test'. A message from ChatArchitect on Dec 30 with the subject 'RE: whatsapp 79500430024' and content 'Name: +375336054601 Phone numbe...' is also visible. A message from ChatArchitect on Dec 30 with the subject 'RE: whatsapp 79500430024' and content 'Ypaaaa' is also present. The right sidebar shows the 'Owner' as 'Brendan Hit'. A notification banner states: 'Heads up. Connect a team email or enable the HubSpot fallback address to send messages. Go to settings'. The bottom of the interface shows a message composition area with a 'Write a message' field, a 'Send to 2 people' dropdown, and an 'Insert' button.

Set up:

- Message templates (required for outbound messages)
- CRM or messaging inbox
- Auto-replies or chatbots (optional)

This is where you unlock the full power of WhatsApp automation.

⚠ Final Checklist Before Submission

Before starting verification, double-check everything:

- All company data matches across documents and Business Manager
 - Website is live and complete
 - Documents are high quality and up to date
 - Business Manager profile is fully
 - Phone number is ready for connection
-

☑ Final Result

Once everything is properly set up, you'll be able to:

- Send and receive messages via WhatsApp API
 - Automate customer communication
 - Integrate WhatsApp with your CRM (Kommo, HubSpot, etc.)
-

☑ Conclusion

Connecting WhatsApp Business API is not complicated — but it requires attention to detail. Most issues arise from inconsistencies, missing information, or weak business presence.

By following this checklist step by step, you can complete the setup quickly and avoid unnecessary delays.