

Pricing

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WhatsApp Mailing

- "Customer service window" - 24 hours from the moment of receiving the last message from the client.
- If a client starts a WhatsApp conversation, no consent or templates are required within the "Customer service window".
- Messages that you send to the client outside of the "Customer service window", including if you want to write first in WhatsApp, must follow a template (HSM - Highly Structured Message) and the client must provide the consent of such messages in advance.
- Message templates for sending outside of the "Customer service window" are pre-agreed with WhatsApp. Templates approval is free at any tariff. Templates can be with buttons.
- If a customer responds to a template message, a "Customer service window" opens, which does not require templates.

WhatsApp FAQ

- The client is active if he sent you a message in this calendar month or you sent them;
- The number of received or sent messages is not counted in the tariff;
- The number of your operators is not counted in the tariff;
- The total number of subscribers per number is not taken into account in the tariff, only active in a calendar month;
- Plans 100 & 1000 are added up, you can use, e.g., a tariff for 2300 users;
- All prices are fully indicated on the site, there are no additional payments on Facebook or WhatsApp.

Conversations update - WhatsApp Business API - February 1, 2022

Customer relationships are built through conversations

Relationships are about more than a single message. That's why our rates are per 24-hour conversation session to enable businesses to provide the fast and conversational experiences customers want.

Effective February 1, 2022 for all businesses on the WhatsApp Business API

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Here's what you need to know

There are two types of conversations on the WhatsApp Business API, each with different rates:

- **User-initiated:** A conversation that initiates in response to a user message. Any time a business replies to a user within the 24 hour customer service window, that message will be associated with a user-initiated conversation.
- **Business-Initiated:** A conversation that initiates from a business sending a user a message outside the 24 hour customer service window. Messages that initiate a business-initiated conversation will require a message template.
- All conversations are measured in 24-hour increments or "sessions," as we'll refer to them here. These 24-hour conversation sessions start whenever the first message is delivered by a business, either in response to a user inquiry, or if a business-initiated message template is delivered.

So, how are conversations charged in user-initiated versus business-initiated scenarios?

To get a better understanding of how WhatsApp charges for these conversations, let's take a look at some real world examples of both user-initiated and business-initiated conversations.

Example conversational flows and related charges

For the examples that follow, we'll use a hypothetical user, Anne Bodelac, a customer of Commercial Air, a hypothetical airline, and Uptown Cosmetics, a fictional online beauty retailer. Anne prefers to use WhatsApp to message businesses because it's the fastest way to get the support and information she needs. Commercial Air and Uptown Cosmetics know many of their customers prefer to connect via WhatsApp, so they're ready to respond to inquiries or send important updates via messaging.

User-initiated conversations

Scenario 1: Customer care or general support inquiries in a single 24-hour conversation session

1. Our user, Anne Bodelac, messages Commercial Air with a question about an upcoming reservation. When Commercial Air's reply message is delivered, it starts a user-initiated conversation.
2. There is no charge for individual messages within a 24-hour conversation, and no limit on the number of messages that can be exchanged in a single conversation. This encourages Commercial Air to follow-up with support inquiries in a timely manner, while providing users the ability to exchange as many messages as needed to resolve concerns within the 24-hour session.
3. If Commercial Air continues to exchange messages with Anne after the initial 24-hour conversation session has ended, they'll incur costs related to a new conversation. They'll also be required to send a message template to start a new conversation if it's been more than 24 hours since Anne's last message, which will be charged as a business-initiated conversation.

In this scenario, Anne gets the info she needs about her reservation and Commercial Air pays for one user-initiated conversation

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Scenario 2: Customer care or general support inquiries that require multiple 24-hour conversation sessions

1. Anne has a delivery that was supposed to arrive today. She doesn't receive it and checks in with the company she purchased from, Uptown Cosmetics. When Uptown Cosmetics' reply message is delivered, it starts a user-initiated conversation.
2. When the original 24-hour conversation session expires, Anne's inquiry has not yet been resolved. After the initial conversation session expires, Uptown Cosmetics can continue a second conversation with Anne at the user-initiated rate as long as it has not been 24 hours since Anne's last message.

In this scenario, Uptown Cosmetics pays for two user-initiated conversations.

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Scenario 3: User-initiated conversation leads to two conversations with a message template required

1. Anne wants to check on an order she placed with Uptown Cosmetics.
2. Uptown Cosmetics has a bot set up to reply to basic order inquiries, and responds to Anne with delivery details. This begins a user-initiated conversation.
3. As a follow up the next day, more than 24 hours since Anne's last message, Uptown Cosmetics sends a message template to let Anne know that her order has been delivered. This begins a business-initiated conversation.

When the Uptown Cosmetics bot replies to Anne more than 24 hours after Anne's last message, it results in a new, business-initiated conversation charge. Uptown Cosmetics also needs to use a message template as is standard when it's been more than 24 hours since the last user message.

In this scenario, Uptown Cosmetics pays for one user-initiated and one business-initiated conversation

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Business-initiated conversations

Scenario 4: Business initiates the delivery of a message template

1. When a flight is delayed or its status changes, Commercial Air alerts customers who have opted in to receive notifications using a message template. This starts a business-initiated conversation.
2. Commercial Air can send as many messages as needed during this single 24-hour conversation session and it will result in only one business-initiated conversation charge.
3. After that 24-hour conversation session expires, Commercial Air will incur another business-initiated conversation charge if they want to send Anne another update.

In this scenario, Commercial Air wants to let Anne know that her flight is delayed by 30 minutes. Commercial Air will be charged for one business-initiated conversation for the delivery of these two message templates as they were both delivered to Anne within one 24-hour conversation session.

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Scenario 5: Business-initiated with user reply leading to single conversation

1. When a customer places a new order from Uptown Cosmetics, the online retailer sends a text message to confirm the order has been received, and asks the customer if they'd like to receive notification when it ships. When this message is delivered, it begins a business-initiated conversation.
2. The customer selects Yes and opts into receiving additional order notifications.

In this scenario, Uptown Cosmetics pays for a single business-initiated conversation. If the user replies more than 24 hours after the initial business message delivery and that is followed by a business reply, that will result in a new, user-initiated conversation

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Questions and Answers

What is a conversation on WhatsApp?

Conversations on the WhatsApp Business API fall into two categories that are priced differently: user-initiated (think customer care and general support inquiries) and business-initiated (think post purchase notifications). All conversations are measured in 24-hour increments or "sessions," as we'll refer to them here. These 24-hour conversation sessions start whenever the first message is delivered by a business, either in response to a user inquiry, or if a business-initiated message template is delivered.

When can a business send a free-form message?

A business can send free-form messages within 24 hours of the last user message in a conversation. If it's been more than 24 hours since the last user message, a business must send a message template. Delivery of a message template opens a new conversation. Are all conversations paid? The first 1,000 conversations per month for each WhatsApp Business Account (WABA) are free. In addition, conversations will not be charged when a user messages a business using a call-to-action button on Ads that click to WhatsApp or a Facebook Page CTA. How are conversations charged? Charges for conversations are based on the end user's phone number. Rates for business-initiated conversations and user-initiated conversations vary by market (country or region).

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Template Payment Update

July 1, 2025

WhatsApp Business Platform: Current Rates

Effective July 1, 2025

We charge for all messages that a company sends to its customers.

Fees are only charged for messages that are successfully delivered. Fees are charged based on the following factors:

- Message recipients. The [country code](#) determines this in the user's phone number.
- Message [category](#). These can be authentication, service, or marketing messages.

Our company's rates vary depending on the market-category combination.

We offer several options for businesses to get the most benefit at affordable prices.

- We will not charge for messages sent by companies in free form or service message templates in response to their users.
- As their presence on the platform grows, companies will be able to switch to more favorable rates. To do this, use volume levels.
- Companies will have access to “free entry points.” This provides more benefits when users send messages through ads that [link to WhatsApp](#) or the [Facebook page action button](#).

Current rates and volume tiers are available on our official [website](#) and in our [documentation](#).

The prices listed in this document are current when purchasing from Meta.

Prices between the company (end user) and partners are determined solely between the partner and that company by agreement.

Effective July 1, 2025

Payment is charged for each message when using the WhatsApp Business platform.

How it works

We charge for all template messages sent by a company to users.

For example, when a company sends a user one service message and one marketing message, in this case, a fee is charged for each of the categories represented.

What does this mean?

Prices on the WhatsApp Business platform are similar to those of alternative channels, which also charge for all messages.

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More information [here](#).

Effective November 1, 2024

Companies can respond to users for free using a free form.

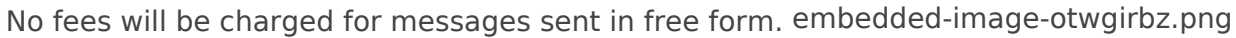
How does it work?

Companies respond to their users for free. A free form is used for this purpose. It is available for a 24-hour period for customer service.

The 24-hour period for customer service will be reset after each user message.

What does this mean?

Companies can use WhatsApp to communicate with customers for free. This is possible through AI-based dialogue systems.

No fees will be charged for messages sent in free form. 

The [customer service window](#) is a built-in 24-hour timer. It starts when the user sends a message. The timer is reset after each new message is sent. Companies can respond to customers for free while the service window is open. This is done using service messages or free-form messages.

[Free-form messages](#) are any type of message other than ready-made templates.

More information [here](#).

Effective July 1, 2025

Companies can respond to users for free using free-form messages and service message templates.

How does it work?

When the customer service window remains open, companies can also send service messages free of charge.

What does this mean?

Companies become more flexible and can choose how to respond to users. And this option remains free of charge.



The [customer service window](#) is a special 24-hour timer. It starts when the user sends a message. The timer is reset after each new message is sent. Companies can respond to customers for free while the service window is open. They can use service messages or a free form to do this.

More information [here](#).

Effective July 1, 2025

Companies have access to more attractive rates for service messages and authentication messages. This opportunity becomes available as they grow on our platform.

How does it work?

As companies reach higher volume levels (for the current market category), they will automatically gain access to more favorable prices for messages within that level.

What does this mean?

Companies start to save more as they post more service messages and authentication messages using our platform.

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A -5% discount is available for second-tier messages and a -10% discount for third-tier messages.

These values are approximate. Detailed information about the published tiers can be found in our documentation.

Volume levels are linked to specific markets and message categories (e.g., Brazil - service messages). The relevant data is published on the [website](#) and available in the [documentation](#).

More information [here](#).

Effective June 1, 2023

Companies have access to free entry points to get even more benefits from WhatsApp.

How does it work?

When users send messages to companies from [ads that click to WhatsApp](#) or an [action button on Facebook](#), and a company responds within a 24-hour period, it opens access to a 3-day (72-hour) “free access point” window. In this case, message templates will not be charged.

What does this mean?

Companies can take advantage of the access points provided. This will increase the effectiveness of communication with customers via WhatsApp.

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This message is in free form. It opens a “free entry point” window for free.

All templates provided in the “free access point” window are also free of charge.

During the 72-hour [“free access point” window](#), companies can send free messages to users using a free form. This is valid while the 24-hour [customer support service](#) is open.

More information [here](#).

Effective July 1, 2025

Illustrative example of our rates

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If it started with an [ad that clicks to WhatsApp](#) and took place during the 72-hour “free entry point window,” then none of the company's messages would have to be paid for.

For reference

- Current [prices](#) on the WhatsApp Business platform

[Rules for selecting template categories](#) on the WhatsApp Business platform