

# 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

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