

Basics

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About WhatsApp Business Platform account

About WhatsApp Business Platform account



This article is intended for businesses that use [WhatsApp Business Platform](#).



Explore our [help content library](#) to find answers and troubleshoot issues.

The [WhatsApp Business Platform](#) gives businesses the ability to engage and communicate with customers. To access the platform, you need a WhatsApp Business account:

- If you're developing for yourself or your organization, not on behalf of a client, visit the [WhatsApp developer documentation](#) to create your WhatsApp Business account.
- If you're a Solution Partner, [create your WhatsApp Business account](#) with a business portfolio.
- If a Solution Partner is supporting your business with the technical integration of the WhatsApp Business Platform, [use the embedded signup](#) flow to create your WhatsApp Business account.

If your business uses the [WhatsApp Business app](#), go to [this article](#) for more details.

Learn more

- [Tips for using the WhatsApp Business Platform](#)
- [Connect your Facebook Page to WhatsApp](#)
- [How to connect your phone number to your WhatsApp Business Account](#)

- [Create message templates for your WhatsApp Business Account](#)
- [Understand the differences between WhatsApp Business solutions](#)



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How to connect your phone number to your WhatsApp Business account

How to connect your phone number to your WhatsApp Business account



This article is intended for businesses and Solution Partners that use the [WhatsApp Business Platform](#). If your business uses the WhatsApp Business App, don't follow the steps in this article.



Explore our [help content library](#) to find answers and troubleshoot issues.

To send and respond to messages, you need to connect a phone number to your WhatsApp Business account. Remember that you'll need a developer to connect your phone number after completing the steps in this article. Once your phone number is connected, it can't be deleted.

Note:

- If you sign up through a Solution Partner using the [embedded signup](#), you'll be asked to set up and verify your phone number as part of the signup flow. In that case, don't follow the steps in this article.
- If your business uses the WhatsApp Business app, go to [this article](#) instead.

Before you begin

1. [Create a business portfolio.](#)
2. Depending on how you'll get started with the WhatsApp Business Platform:
 1. [Create your WhatsApp Business account with your Solution Partner](#)
 2. [Create a WhatsApp Business account as a Solution Partner](#)
3. Your business must have a [valid phone number](#) to connect with your WhatsApp Business account.

Connect your phone number to your account

To connect a phone number to your WhatsApp Business account:

1. Go to [Meta Business Suite](#) and select your business portfolio.
2. Click **All tools** .
3. Go to the **Engage customers** section.
4. Click **WhatsApp Manager**.
5. Select the WhatsApp Business account that you want to set up a phone number for.
6. Navigate to the left menu and click **Phone numbers**.
7. Click **Add phone number**.
8. In the **Business profile** section, enter your WhatsApp Business display name and the category of your business. Your customers will see the display name when they receive messages from you. Then, click **Next**.
9. Enter the phone number for your business and choose how you'd like to verify your number. Then, click **Next**.
10. Enter the verification code.
11. Add the new phone number to your phone number list. The certificate for this phone number will be provided based on your current account status:
 1. If your business is verified, your display name is ready and the certificate is available for download immediately.
 2. If your business isn't verified, your phone number will be pending in review. Once it's approved, you'll see a **View** button. You can click it to see the available certificate for the phone number.

If you no longer need the phone number, you can [delete the phone number](#) from your WhatsApp Business account.

Note: Display name review will no longer be needed to get started on the WhatsApp Business Platform. However, if you look to [increase messaging limits](#), you have to complete your [business verification](#). Display name review will be initiated after the business verification is completed. Businesses should still follow the [display name best practices](#) when adding a new phone number.

A developer can complete the connection process by following the instructions in the [WhatsApp Business Platform reference page](#).

How phone number type affects one-time password delivery

Different kinds of phone numbers can affect how feasible it is to receive one-time passwords via text message, international phone calls, and flash calls. Refer to our [business phone number types table](#) to see assessments for successful delivery based on number type and carrier characteristics.

Learn more

- [Request to connect your Facebook Page to a WhatsApp Business Platform phone number](#)
- [View conversation insights for Your WhatsApp Business account](#)
- [Create message templates for your WhatsApp Business account](#)
- [Change your WhatsApp Business display name](#)
- [Differences between the WhatsApp Business Platform and WhatsApp Business app](#)



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