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About billing for your WhatsApp Business account

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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 uses a per-message pricing model. When your business messages customers through the WhatsApp Business Platform, you'll be charged per message we deliver.

Available payment methods depend on your account type:

- If you're a developer who is developing for yourself or your organization, not on behalf of a client, you may [add a credit card to your WhatsApp Business account](#). Credit card payment method is available if you're located in one of [the supported countries](#).
- If you're a WhatsApp Solution Partner, you may [apply for a credit line for your WhatsApp Business account](#).

Note: If you're [working with a Solution Partner](#), you'll need to connect with them directly to coordinate the payment.

How you're charged

We charge on a per-message basis for each message a business sends to a customer. We charge only when a message is delivered. We charge based on:

- Who the message is sent to, determined by the country calling code of the recipient's phone number.
- The category of the message (marketing, utility, authentication).

Our rates vary by market-category pair. See our [rate cards](#).

We also offer free messages and tiered pricing on the WhatsApp Business Platform:

- We do not charge when businesses send service or utility messages in response to users (within the 24-hour customer service window).
- Our volume tiers allow you to unlock better pricing as your monthly message volume increases.
- Your business won't be charged for 72-hours when a user messages from an ad that clicks to WhatsApp or a Facebook Page action button.

Volume tiers

Businesses can unlock lower pricing for utility and authentication messages (in a given market) as they reach higher volume tiers.

- Rates are tier-specific: When a business sends enough messages to reach the next tier, they unlock the lower rate of that tier for the messages in that tier.
- Tiers are market and category specific: They differ by market (see our [rate card](#)) and category (utility or authentication).
- Tiers reset monthly: At the start of the next month, message count resets to 0 and tiers apply based on messages of that month.
- Messages are aggregated across all WhatsApp Business Accounts owned by a business portfolio: To determine tiers, we aggregate messages across all of a business portfolio's WhatsApp Business Accounts for each market-category pair.

Free message types

We offer multiple free message types:

- **Service messages:** Service messages are any message type that is not a template message. Businesses can respond with service messages within the 24-hour customer service window at no charge. The [24-hour customer service window](#) resets with each customer message.
- **Utility messages** (in response to customers): All utility messages sent in response to customers—and within the [24-hour customer service window](#)—are free.

- **Messages sent during a free entry point window:** When a customer messages a business from an [ad that clicks to WhatsApp](#) or a [Facebook Page](#) action button on an Android or iOS device, it opens a 72-hour period where your business can send any category of message without being charged.

Note: Standard pricing will apply for all Ads that click to WhatsApp. The messages that initiate from the ad are free, but the ad itself isn't free.

You can view the [real-time monitoring of messaging and spending](#) for your WhatsApp Business account in the Insights tab of your WhatsApp Manager.

For more detailed pricing information, please view our per-message [pricing rate card](#) or our [pricing explainer pdf](#).

Learn more

- [Pricing documentation](#) (WhatsApp developer documentation)
- [Add a credit card to your WhatsApp Business Platform account](#)
- [About credit line for WhatsApp Business account](#)
- [View message insights for your WhatsApp Business account](#)
- [Create a report for the invoice breakdown of your WhatsApp Business account](#)



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This article is intended for businesses that use [WhatsApp Business Platform](#). Currently, the API is only available to selected partners.

Once you start paying your WhatsApp Business Platform using your line of credit, you can view your payment activity and download your invoices in Billing & payments.

Before you begin

- [Apply for a line of credit](#).
- You must have full control of the business portfolio and access to manage finance.

View your invoices

To view your invoices:

1. Go to **Invoices** in [Billing & payments](#).
2. Select the invoice that you want to view.

To view a [detailed breakdown of your invoices](#) for your WhatsApp Business account, you can run a statement of accounts report. This report will show the invoice breakdown, invoice amount, due

date and more information based on what you've chosen to include.

Learn more

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