

Meta WhatsApp Business Platform

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Basics

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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Create

Create a WhatsApp Business account on the WhatsApp Business Platform as a Solution Partner

Create a WhatsApp Business account on the WhatsApp Business Platform as a Solution Partner



This article is intended for Solution Partner that use the WhatsApp Business Platform. Understand the [differences between the WhatsApp Business Platform and WhatsApp Business App](#).



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

You can create a WhatsApp Business account as a Solution Partner and then [take extra steps](#) to offer the WhatsApp Business Platform Cloud API, hosted by Meta, to your clients. Follow the steps below to learn how to create a WhatsApp Business account on the WhatsApp Business Platform as a Solution Partner.

Before you begin

- The steps in this article are intended for you if you're a Solution Partner and want to create a WhatsApp Business account for yourself or you want to send messages on behalf of an end client
- You'll need to [sign up for a business portfolio](#).
- You'll need full control of the business portfolio.

- If you're creating an account on behalf of a business, the business needs to accept your request and ensure that their business portfolio business profile is complete.
- 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 you're developing for yourself or your organization and not on behalf of a client, visit the [WhatsApp developer documentation](#) to create your WhatsApp Business account.
- If your business uses the WhatsApp Business App, create your WhatsApp Business account on the [WhatsApp Business app](#).

Create a WhatsApp Business account

Start by going to [Settings](#) in Meta Business Suite.

1. Select the business portfolio that you want to create a WhatsApp Business account for from the dropdown in the top left.
2. Click on WhatsApp Accounts under the **Accounts** section.
3. Click **Add WhatsApp account** if this is the first WhatsApp Business account you want to create or connect to this business portfolio. Otherwise, click **Add**.
4. Enter the phone number associated
5. In the **Create WhatsApp account** section:
 1. **Account name:** Enter a name for your WhatsApp Business account.
 2. **Messaging for:** Select whether you're creating the account for yourself or a client from the drop down menu:
 - Your own business portfolio.
 - Your client's account to create an account on behalf of a business. If you need to enter the client's business portfolio ID, you can find it in the **Business info** tab in **Settings**.
 3. **Time zone:** Select the time zone where your business is located.
 4. **Currency:** Select the local currency of your business. The currency you select must match the currency you plan to pay your invoice in.
 5. **Payment method (optional):** Select a method of payment for your ads. If you don't have a current line of credit for payment, you can [set up one](#).
 6. **P.O. number (optional):** Enter the purchase order (P.O.) number that will appear on your invoices.
 7. Click **Done**.
6. In the **Add people and set permissions** section:
 1. Search for people who you want to add to the account and choose them from the list.
 2. Select the permission level to assign to each person. You can select:
 - **Partial access** to allow people to manage phone numbers and message templates.
 - **Full control** to allow people to manage the WhatsApp account

7. Click **Assign**.

Once your WhatsApp Business account is created, our team will review it. We will notify you if there is an issue. You can check your account status on your [settings page](#) at any time.

Note: You need to [take extra steps](#) to offer the WhatsApp Business Platform cloud API to your clients.

When you're messaging on behalf of a business, make sure that the business's profile is complete in order to onboard immediately.

You can still access the WhatsApp Manager to manage your account while your account status is pending. Once your account status is approved, you can start adding phone numbers to start sending messages immediately. Your account status must be approved before you can download the certificate to send or receive messages.

If your client wants to transfer ownership of this WhatsApp Business account to their own business portfolio, you can send them [these instructions](#). Note this feature is only available to select businesses at this time.

Learn more

- [Start messaging customers on WhatsApp Business Platform](#)
- [About business verification](#)
- [Create message templates for your WhatsApp Business account](#)
- [About billing for your WhatsApp Business Platform account](#)
- [View conversation insights for your WhatsApp Business account](#)

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Create your WhatsApp Business account with WhatsApp Solution Partners

Create your WhatsApp Business account with WhatsApp Solution Partners



We are phasing out “On behalf of” (OBO) onboarding in September. Partner-initiated onboarding will replace OBO onboarding. Learn more about Partner-initiated onboarding.



This article is intended for businesses that use [WhatsApp Business Platform](#). If your business uses only the WhatsApp Business app, go to [this article](#) instead.



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

If a Solution Partner is supporting your business with the technical integration of the WhatsApp Business Platform, they'll manage your WhatsApp Business account. You can find and contact official Solution Partners for the WhatsApp Business Platform in the [partner directory](#).

When working with a Solution Partner, you can create your WhatsApp Business account using the **Embedded signup** (recommended) or **On behalf of (OBO)** onboarding.

Note:

- If you're a Solution Partner, create the WhatsApp Business account [in Meta Business Suite](#) and then [take extra steps](#) to offer the WhatsApp Business Platform Cloud API hosted by Meta technologies to your clients.

- 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 your business uses the WhatsApp Business app, create your WhatsApp Business account on the [WhatsApp Business app](#).

Beginning May 2, 2022, your businesses can [start messaging customers](#) after you complete the **Embedded signup** or **On behalf of (OBO)** onboarding processes. [Business verification](#) and display name review will no longer be needed to get started onto the WhatsApp Business Platform.

Embedded signup

[Create your WhatsApp Business account using embedded signup](#)

A Solution Partner may have an embedded signup flow that lets you sign up for the WhatsApp Business Platform directly from their website.

Create a WhatsApp Business account using embedded signup

Here's how to complete the embedded signup:

1. Click **Login with Facebook**.
2. Log in to your existing personal Facebook account. New personal accounts may not be approved.
3. Link to an existing Facebook business account or create a new business account. This account will be associated with your WhatsApp Business account.
4. Provide your legal business information.
5. Create or link a WhatsApp Business profile with your display name, category and business description to share with your customers.
6. Create a new WhatsApp Business number that hasn't been used on the WhatsApp or WhatsApp Business apps. You'll then receive a code via text message to verify the phone number.

Note: If your partner's Embedded Signup experience allows the website field to be optional and you choose not to provide one, you can start messaging customers on WhatsApp Business Platform as soon as your partner completes your business verification.

After completing the embedded signup, you can [start messaging customers on the WhatsApp Business Platform](#) immediately. Your businesses can respond to unlimited customer-initiated

conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how you can [scale the capabilities of your account](#).

If you can't send messages to your customers, confirm with your Solution Partner to ensure that they've completed your account set up.

Manual signup

Create your WhatsApp business account with Partner-initiated onboarding



The onboarding method in this article is new and will replace “On behalf of (OBO)” onboarding. OBO onboarding gives your Solution Partner control of your WhatsApp business account. This onboarding method creates a WhatsApp Business Account that you own and operate. This allows you to easily change to different partners without going through account creation again.



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

A Solution Partner can use Meta Business Suite to initiate WhatsApp Business Account creation for you. Once the Solution Partner has [initiated account creation](#), here's what you need to do:

1. Log into [Meta Business Suite](#).
2. If you have multiple business portfolios, select the desired portfolio in the dropdown menu at the top-left of the page.
3. Click **Settings** then select **Requests**.
4. Open the **Other Requests** panel and click the **Received** tab.
5. Locate the invitation and review its contents.
6. Accept or decline the invitation.
7. Add and verify a business phone number (optional).
8. Confirm the invitation.
9. Click **Accounts** and select the **WhatsApp account** panel and confirm that your WhatsApp Business Account has been created and shared with your Solution Partner.

Note: If you stop working with your Solution Partner, you will retain control of your account and they will no longer have access.

After completing signup, you can [start messaging customers on the WhatsApp Business Platform](#) immediately. You can respond to unlimited customer-initiated conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how

you can [scale the capabilities of your account](#).

If you can't send messages to your customers, reach out to your Solution Partner to understand more about your account setup. You can also refer to Business Support Home to understand if there are any restrictions on your account.

Learn more

- [Start messaging customers on WhatsApp Business Platform](#)
- [About business verification](#)
- [Create message templates for your WhatsApp Business account](#)
- [About billing for your WhatsApp Business Platform account](#)
- [View conversation insights for your WhatsApp Business account](#)

[Create your WhatsApp Business account using "On behalf of \(OBO\)" onboarding](#)



We are phasing out "On behalf of" (OBO) onboarding in September. Partner-initiated onboarding will replace OBO onboarding. Learn more about Partner-initiated onboarding.

If you partner with a Solution Partner that doesn't offer the embedded signup, you'll need to approve a messaging on behalf of request.

Before you begin

1. Log into [Meta Business Suite](#). If your business doesn't have a business portfolio, [sign up for one](#). **Note:** To access the APIs, your business portfolio must belong to your end business, not to an agency or third-party.
 - Complete the business profile in Meta Business Suite, the Solution Partner can proceed to create your WhatsApp Business account and the certificate will be available for download.
 - Your Solution Partner will request your business portfolio ID via email to create your WhatsApp Business account. To find your ID in Meta Business Suite you can:
 1. Click **Settings**.

2. Click **Business info**. Your business portfolio ID can be found below your business portfolio name. Remember that your business portfolio ID isn't the same as your Facebook Page ID.

Approve messaging on behalf of your business

You need to approve your Solution Partner to send messages from your WhatsApp Business account on behalf of your business. When your Solution Partner sends you a message on behalf of request, you'll receive a notification in Meta Business Suite and by email.

Here's how to approve this request:

1. Go to the [Requests](#) section in Settings.
2. Click **Requests**.
3. In the **Received** tab, find the request from your Solution Partner and click **Approve**.

You can [start messaging customers on the WhatsApp Business Platform](#) immediately. Your businesses can respond to unlimited customer-initiated conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how you can [scale the capabilities of your account](#).

Learn more

- [Capacity, quality rating, and messaging limits](#) (Meta for Developers)
- [About your WhatsApp Business phone number's quality rating](#)
- [Change your WhatsApp Business display name](#)
- [Differences between the WhatsApp Business Platform and WhatsApp Business App](#)
- [Create a WhatsApp Business account on the WhatsApp Business Platform Solution Partner](#)

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- [Capacity, quality rating, and messaging limits](#) (Meta for Developers)
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Create message templates for your WhatsApp Business account

Create message templates for your WhatsApp Business account



This article is intended for businesses that use [WhatsApp Business Platform](#). Understand the [differences between the WhatsApp Business Platform and WhatsApp Business app](#).



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

WhatsApp message templates allow businesses to use existing and pre-approved templates to send structured messages to customers who have opted to receive notifications. Messages can include appointment reminders, shipping information, issue resolution or payment updates. You can create multiple templates in different categories.

When you create a message template or edit one to add a new language, you can format the text inside your messages and preview your edits in the **Preview** section. Remember that you can't do a formatting check in the **Preview** section. It's possible that your template will be rejected due to formatting concerns such as excessive line breaks.

If you have a catalog set up on Facebook, you can use [Multi-product message \(MPM\) templates](#) which let you send a subset of up to 30 products from your catalog to your customers or you can use a catalog template message that includes a **View catalog** button that enables customers to view your whole product offering in just one message.

Note: If your business uses only the WhatsApp Business app, don't follow the steps in this article.


Go to [this article](#) instead.

Before you begin

- [Create a business portfolio.](#)
- [Create a WhatsApp Business Platform account.](#)
- You'll need a developer to implement the message templates into WhatsApp Business Platform after completing the following steps.

Create message templates

To create message templates for your WhatsApp Business account:

1. Go to [Meta Business Suite](#) and select your business portfolio.
2. Click 
3. Click **WhatsApp Manager**.
4. Click the account that you want to create the message template for.
5. Click the 3-dot icon.
6. Click **Manage message templates**.
7. (Optional) If you have multiple WhatsApp Business accounts, use the dropdown menu to select the account where you want to create a message template.
8. Click **Create message template**.
9. Choose your category, name and languages:
 - **Category:** Choose which type of template you'd like to create: marketing, utility or authentication. You can hover over the template types to view details for each [template](#).
 - **Name:** Enter name of the template in lowercase letters, numbers, and underscores only.
 - **Language:** Choose which languages your message template will include. You can delete or add more languages in the next step.
10. Click **Continue**.
 1. **For utility and marketing templates follow these steps:**
 1. **Add sample:** If you want to include variables or media (optional), you must add a content example for your template by clicking the **Add sample** button. This helps us during the review and approval process, so we can understand what kind of message you plan to send. Make sure these are representative examples and do not include any actual customer information.
 2. **Header:** (Optional) Add a title or choose which type of media you'll use for this header.
 3. **Body:** Enter the text for your message in the language you've selected. You can edit text formats, add emojis or include variables. These allow a developer to add unique information such as specific names, locations or tracking

numbers when inputting the templates into WhatsApp Business Platform.

4. **Footer:** (Optional) Add a short line of text to the bottom of your message template.
5. **Buttons:** (Optional) We offer a variety of buttons for marketing and utility messages that can help you drive engagement. You can select from the dropdown menu to create buttons that let customers respond to your message or take action. If you don't want to add any buttons, select **None**.
6. **Call to action:** You can combine up to 10 buttons in a button list that lets your customers take action. The types of action include **Call phone number** and **Visit website**. This lets you add a phone number or website URL to your message. If you choose **Visit website**, you can include up to 2 URLs which can be either a **Static** (fixed) website URL or a **Dynamic** website URL, which creates a personalized link for the customer to view their specific information on your website by adding a variable at the end of the link. **Note:** You can combine a call-to-action and a quick reply as one button.
7. **Quick reply:** Create up to 3 buttons that let your customers respond to your message.
2. **For authentication templates follow these steps:**
 1. **Code delivery:** You can choose between **Autofill** and **Copy** code for how your customers input the code into your app. **Note:** Learn about [authentication templates with one time password buttons](#).
 2. **Message content:** The message content for authentication templates is fixed as shown in the preview. You can optionally add a security recommendation statement and/or code expiration time in your message content.
11. When completed, click **Submit**.

Your template will now be sent for review. The status of your template is viewable under **Message templates**. After your template has been approved, you can begin sending messages with that template. Learn more about [sending message templates](#).

Learn more

- [Sample message templates for your WhatsApp Business account](#)
- [Creating message templates](#) (Meta for Developers)
- [Edit message templates for your WhatsApp Business account](#)
- [Delete message templates from your WhatsApp Business account](#)
- [About your WhatsApp Business message template's quality rating](#)

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Delete message templates for your WhatsApp Business account

Delete message templates for your WhatsApp Business account



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



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


WhatsApp message templates allow businesses to use pre-created and pre-approved templates to send structured messages to customers who have opted in to receive notifications.


If you use a [Solution Partner](#) to manage your account and have signed up through the Solution Partner's embedded signup flow, the pre-approved templates will be available in Meta Business Suite. These templates can't be deleted.

Note: If your business uses only the WhatsApp Business app, don't follow the steps in this article. Go to [this article](#) instead.

Delete message templates

To delete message templates from your WhatsApp business account:

1. Go to [Meta Business Suite](#) and select your business portfolio.
2. Click 
3. Click **WhatsApp Manager**.
4. Click the account that you want to delete the message template from.

5. Click the 3-dot icon.
6. Click **Manage message templates**.
7. Find the message template that you want to delete and click .
8. Click **Delete** to delete the message template permanently.

The message template is being deleted. Remember that the name of this template can't be used again for 30 days. You'll need to use a different name to create new message templates.

If a sent message isn't delivered to the customer after the template deletion, it'll attempt to be delivered for 30 days.

If a sent message is delivered 30 days after the template deletion, the business will receive the **Structure unavailable** error receipt and the customer won't receive the message.

Learn more

- [Create message templates for your WhatsApp Business account](#)
- [Edit message templates for your WhatsApp Business account](#)
- [Sample message templates for your WhatsApp Business account](#)
- [About your WhatsApp Business message template's quality rating](#)
- [Start messaging customers on WhatsApp Business Platform](#)

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Connect your Facebook Page to WhatsApp

Connect your Facebook Page to WhatsApp



This article is intended for business owners using WhatsApp Business app. Understand the [differences between the WhatsApp Business Platform and WhatsApp Business app](#).



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



We are rolling out a new **recommended setup** experience to the **Traffic, Awareness** and **Engagement** objectives which is similar to the [Advantage+ campaign setup](#) for the **Sales, App promotion** and **Leads** objectives.

You may see a [campaign score](#) of 100 and **Advantage+ on** for some options. Manual options are still available.

This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.

You can connect your Facebook Page to your WhatsApp to run ads that click to WhatsApp. These ads let you connect with customers when they click on a **Send message** button on your Facebook, Instagram or WhatsApp ads to start a conversation in WhatsApp.

You can [connect multiple WhatsApp numbers to your Facebook Page](#) to manage communications and run ads using different numbers for better customer engagement.

This article also covers how to disconnect your Facebook Page from WhatsApp.

Before you begin

- [Download the WhatsApp Business app](#).
- You have to [create a Facebook Page for your business](#). You can't find **WhatsApp** in your personal Facebook profile and proceed with the steps in this article.

Note: If you use the WhatsApp Business Platform, don't follow the steps in this article. Learn how to [request to connect your Facebook Page to a WhatsApp Business Platform phone number](#) instead.

Connect a Facebook Page to your WhatsApp

You can connect a Facebook Page to your WhatsApp from your Page settings, from Ads Manager, or from the WhatsApp Business app.

To connect your Facebook Page to WhatsApp from the WhatsApp Business app, visit this [WhatsApp help center article](#).

To connect from your Facebook Page settings:

1. Go to your Facebook Page.
2. Click on your profile picture in the top right.
3. Click on **See all profiles** and choose your desired Page.
4. Click on the Facebook Page profile picture in the top right.
5. Click **Settings**.
6. Under **Permissions**, click **Linked accounts**.
7. Click **WhatsApp**.
8. Choose your country code and enter your WhatsApp Business phone number.
9. Click **Send Whatsapp code**.
10. Input the confirmation code that you receive.
11. Click **Confirm**.

To connect from Ads Manager:

1. Go to Ads Manager.
2. Click **Create** and select an objective that supports WhatsApp (such as Messages, Conversions or Traffic).
3. Choose the business Page you want to use.
4. Go to the Ad set level and find **WhatsApp** under **Message destinations**.
5. Click **Connect account**.
6. Enter your WhatsApp Business phone number and follow the verification steps.

You've connected your Facebook Page to your WhatsApp.

If you receive a “WhatsApp number is linked to another Facebook business” error message, this may be because your WhatsApp phone number is already linked to another Facebook business. In this case, you'll have to [remove your WhatsApp phone number](#) as a business asset.

Disconnect your Page and WhatsApp account

To disconnect your Page and WhatsApp account:

1. Go to Facebook.
2. Click your profile photo in the top right.
3. Click **See all profiles**, then select the Page you want to switch into.
4. Click your Page's profile picture in the top right of Facebook.
5. Click **Settings & privacy**, then click **Settings**.
6. In the left menu under **Permissions**, click **Linked accounts**.
7. Click **WhatsApp**.
8. Click **Remove**, then click **Remove** to confirm.

Learn more

- [Troubleshoot connecting your WhatsApp Business account With your Facebook Page](#)
- [Differences between the WhatsApp Business Platform and WhatsApp Business app](#)
- [Create ads that click to WhatsApp in Meta Ads Manager](#)
- [Create ads that click to WhatsApp with your Page](#)
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Apply for a credit line for your WhatsApp Business account

Apply for a credit line for your WhatsApp Business account



This article is intended for businesses that use [WhatsApp Business Platform](#). Learn more about [credit lines for WhatsApp Business accounts](#).



Only Service partners are eligible to apply for a new credit line for WhatsApp Business accounts. To secure a payment method, you must set up a credit line for your WhatsApp Business account. If your business is approved for the credit line, you can [attach the credit line to your WhatsApp Business account](#) and start using it as a payment method.

Note: You can't apply for a credit line for your WhatsApp Business account if you have a credit line ([monthly invoicing](#)) for ads on Facebook, Instagram and other Meta technologies currently. If you already have a credit line for ads, you can't apply for a separate credit line for your WhatsApp Business account(s). You'll need to [add your WhatsApp Business account\(s\) to your existing credit line](#) and use this credit line to pay for your WhatsApp usage. If you receive a message or notification in Meta Business Suite that you have exceeded your credit limit, your [Meta ads will be paused](#).

If a WhatsApp Business Platform account is created using embedded signup, the Solution Partner must [share its credit line with end clients using API](#). The end clients can't use their own credit line to pay for their WhatsApp usage.

Before you begin

- [Sign up for a business portfolio](#).
- [Create a WhatsApp Business Platform account](#).

- You have to be assigned to manage finances of your business portfolio.

Set up a credit line

To set up a credit line for your WhatsApp Business account:

1. Go to **Credit lines** in [Billing & payments](#).
2. Click **Apply**.
3. In the **Apply for monthly invoicing** section, fill out your business information. If prompted, click **Select file** to upload your license, registration or a recent tax document.
4. View **Terms & conditions**.
5. Click **Submit**.

You'll get a notification that your application is now pending approval. You'll need to wait for your credit line to be approved. Once approved, [attach the credit line to your WhatsApp Business account](#).

Learn more

- [Attach a credit line to your WhatsApp Business account](#)
- [About credit lines for WhatsApp Business account](#)
- [Add WhatsApp Business account to your credit line for Meta ads](#)
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Create Ads that Click to WhatsApp in Ads Manager

Create Ads that Click to WhatsApp in Ads Manager



We are rolling out a new **recommended setup** experience to the **Traffic, Awareness** and **Engagement** objectives which is similar to the [Advantage+ campaign setup](#) for the **Sales, App promotion** and **Leads** objectives.

You may see a [campaign score](#) of 100 and **Advantage+ on** for some options. Manual options are still available.

This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.



Certain messaging-related [metrics](#), [ad campaigns](#) and [organic messaging features](#) for businesses and ads delivered to and from Europe, Japan and South Korea will be unavailable.

Ads that click to WhatsApp send people that click on your ads directly into conversations with your business on WhatsApp. If you have a WhatsApp number that's either connected to your Facebook Page or your business portfolio, you can create ads that click to WhatsApp from Meta Ads Manager.

With click to WhatsApp campaigns, you can build awareness, drive traffic or engagement or generate leads and sales. The steps may vary, depending on which ad objective you select. Learn how to [choose the right ad objective in Ads Manager](#).

Before you begin

- Create a business account by [downloading the WhatsApp Business app](#) or integrate with the [WhatsApp Business API](#).
- [Connect your WhatsApp account to your Facebook Page for your business](#) and make yourself the admin of your Page or connect your WhatsApp number to your business portfolio.
- When eligible, you can get experimentally proven recommendations in opportunity score. Go to [Account Overview](#) to see your opportunity score and review and apply recommendations to help improve performance. Learn [about opportunity score](#).
- **Note:** Opportunity score (including a high score) itself does not reflect your actual or future performance. Actual performance depends on many factors and your opportunity score does not guarantee performance.

Create an ad that clicks to WhatsApp using the traffic or engagement objective

1. Go to [Ads Manager](#).
2. Click **+ Create**.
3. Select either **Traffic** or **Engagement** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **Message destinations** as your conversion location.
3. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
4. Under **Message destinations**, check the box next to **WhatsApp**.
 - **Note:** If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again.
5. Under **Performance goal**, depending on the ad objective you selected in step 2, a performance goal will be selected by default. You may not be able to change your performance goal. If you selected **Engagement**, use the dropdown menu to select your performance goal.
6. Review the remaining ad set details, like your budget, schedule and audience. Click **Next**.

7. Complete the ad creation steps until you reach the **Message template** section.
8. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:
 - **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
 - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
9. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
10. Complete the rest of your ad and click **Publish** when you're ready.

Create an ad that clicks to WhatsApp using the leads objective

1. Go to [Ads Manager](#).
2. Click + **Create**.
3. Select **Leads** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **WhatsApp**.
3. Under **Performance goal**, **Maximize number of conversations** is selected by default.
4. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
5. Review the remaining ad set details, then click **Next**.

Note: Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

1. Complete the ad creation steps until you reach the **Message template** section at the ad level.
2. In the **Message template** section, select either **Create new** to create a new template or **Use existing** to use, edit or duplicate an existing template.
3. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
4. Complete the rest of your ad and click **Publish** when you're ready.

Create an ad that clicks to WhatsApp using the sales objective

1. Go to [Ads Manager](#).
2. Click **+ Create**.
3. Select **Sales** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **Message destinations** as your conversion location.
3. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
4. Under **Message destinations**, check the box next to **WhatsApp**.
 - **Note:** If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again.
5. Under **Performance goal**, depending on the ad objective you selected in step 2, a performance goal will be selected by default. You may not be able to change your performance goal. If you selected **Engagement**, use the dropdown menu to select your performance goal.
6. Review the remaining ad set details, then click **Next**.

Note: Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

1. Complete the ad creation steps until you reach the **Message template** section.
2. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:
 - **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
 - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
3. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
4. Complete the rest of your ad and click **Publish** when you're ready.

Create an ad that clicks to WhatsApp using the awareness objective

1. Go to [Ads Manager](#).
2. Click **+ Create**
3. Select **Awareness** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. Review ad set details, like your performance goal, budget, schedule and audience. Click **Next**.
3. Complete the ad creation steps until you reach the **Destination** section at the ad level.
4. In the **Destination** section, select **Messaging apps** and then choose **WhatsApp**.
 - If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again. **Note:** The WhatsApp number will be the one connected to the selected Facebook page for the campaign. If not, you can connect it to another WhatsApp business number.
5. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:
 - **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
 - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
6. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
7. Complete the rest of your ad and click **Publish** when you're ready.

Learn more

- [About lead generation in Instagram Direct, Messenger and WhatsApp](#)
- [Add WhatsApp numbers to your business portfolio](#)
- [About click to WhatsApp ads and Flows](#)
- [Create ads in WhatsApp Status in Meta Ads Manager](#)

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Create a new template for ads that click to message

Create a new template for ads that click to message



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[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.

Before you begin

[Create a new ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).

Create your message template

To create a message with a custom template for ads that click to Messenger, Instagram, or WhatsApp:

1. Create a new campaign in Ads Manager with the Messages objective and click **Next**.
2. Add your campaign details, budget, and audience and click **Next**.
3. In the **Ad creative** section, select or upload the media you want to use for your ad. Then crop or apply enhancements, if needed. When you're ready, click **Done**.
4. Under **Call to Action**, use the dropdown menu to choose **Send Message**.
5. In the **Message Template** section, choose **Create New**. You can also [Generate Leads](#) to collect information from customers in a Messenger conversation.
6. Click **+ Create**.
7. Complete your Greeting and Questions.
8. Click **Save and Finish**.

Once reviewed, your ad will start appearing in selected placements.

Learn more

- [Create questions for your leads campaign in Messenger Ad](#)
- [Select an Existing Template for Ads That Click to Message](#)
- [Best Practices for Ads That Click to Message](#)

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Select an existing template for ads that click to message



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This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.

You can set up a message with a template you've already created for ads that click to Messenger, Instagram or WhatsApp.

Before you begin

- Create a new [ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).
- When eligible, you can get experimentally proven recommendations in opportunity score. Go to [Account Overview](#) to see your opportunity score and review and apply recommendations to help improve performance. Learn [about opportunity score](#).
- **Note:** Opportunity score (including a high score) itself does not reflect your actual or future performance. Actual performance depends on many factors and your opportunity

score does not guarantee performance.

To use an existing template

To set up a message with a template you've already created for ads that click to Messenger, Instagram, or WhatsApp:

1. Go to [Ads Manager](#) and click + **Create**.
2. Choose the **engagement**, **sales**, **traffic** or **leads** objective and click **Next**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

Review the campaign details, then click **Next**. Review the ad set details, then click **Next**.

Note: Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

In the **Ad creative** section, select or upload the media you want to use for your ad. Then crop or apply enhancements, if needed. When you're ready, click Done. Under **Call to action**, use the dropdown menu to choose **Send message**. In the **Message template** section, choose **Use existing** in the dropdown. Select the template you want to use from the dropdown.

Learn more

- [Create a New Template for Ads That Click to Message](#)
- [Best Practices for Ads That Click to Message](#)

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About billing for your WhatsApp Business account

About billing for your WhatsApp Business 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 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](#)
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View your WhatsApp Business invoices

View your WhatsApp Business invoices



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



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

- [About billing for your WhatsApp Business account](#)
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Insights

View message insights for your WhatsApp Business account

View message insights for your WhatsApp Business account



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



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

You can run real-time monitoring of messaging and spending analytics for your WhatsApp business account in the Insights tab of Meta WhatsApp Manager. You can view the metrics of all messages. The real-time graphs allow you to look into how each metric is performing across time.

Note: All insights data is approximate and may differ from what's on your invoice due to variations in data processing.

Before you begin

- [Sign up for a business portfolio.](#)
- [Create a WhatsApp Business account for the WhatsApp Business Platform.](#)
- You must be assigned access to manage finance in your business portfolio.

View message metrics

To view the metrics of all messages:

1. Go to [Meta Business Suite](#).
2. Click



More options.

3. Click **WhatsApp Manager**.
4. You can view the metrics of messages in one of these ways:
 1. In the **Overview** tab, find the **Insights this month** section and click the type of conversation insight you want to view.
 2. In the left side menu, click **Insights**. Then, in the **Insights** tab, click **All conversations** for a more detailed view.

You can view the metrics of messages, including:

- **All messages:** The number of messages on WhatsApp between your business and customers. The types of messages include:
 - **Service messages:** Messages that initiate in response to a customer message within the 24 hour [customer service window](#) are considered service messages.
 - Businesses must use an approved [message template](#) to send a message to a customer when the 24-hour customer service window is not open. These templates include:
 - **Marketing messages:** Messages that enable businesses to achieve a wide range of goals, from generating awareness to driving sales or retargeting customers. Any template message that does not qualify as utility or authentication is a marketing message.
 - **Utility messages:** Messages that are not promotional and specific to or requested by customers (like order confirmations and fraud alerts). Messages that are essential or critical to customers (like a tornado warning or a fraud awareness alert) are also utility.
 - **Authentication messages:** Messages that enable businesses to verify a customer's identity with one-time passcodes (OTPs), potentially at various steps in the customer journey (like new account creation, account access and recovery or securing new orders).
- **Free messages:** The number of messages on WhatsApp between your business and customers that are free of charge. The types of messages include:
 - **Service messages:** Service messages are any message type that is not a template message. Businesses can respond to customers with service messages within the 24-hour customer service window at no charge.
 - **Utility messages** (in response to customers): All utility messages sent 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.

- **Paid Messages:** The number of messages on WhatsApp between your business and customers that are charged. Paid messages can be marketing, utility, or authentication.
- **Approximate charges:** The approximate total charges for messages on WhatsApp. The charge for each paid message is determined by the rate assigned to the country or region of the customer's phone number and the message category (marketing, utility, or authentication). See our [rates by message category](#) for more information.

Note: Beginning July 1, 2023, we will no longer show approximate charges in WhatsApp Manager for businesses who bill through a partner (i.e., BSP). To understand your charges, please reach out to your partner.

Note: Savings on utility or authentication messages from volume tiers will not be displayed in your metrics. Learn more about [volume tiers](#).

View metrics for all messages

To view the metrics of all messages:

1. Follow the steps in the last section to go to the **Insights** tab.
2. In the **Insights** tab, click **All messages**.

You can view the metrics of messages, including:

- **Messages received:** The number of messages your business received from users on WhatsApp.
- **Messages delivered:** The number of messages that were delivered to users on WhatsApp. This only counts messages that have been confirmed as being delivered to the recipient.
- **Messages sent:** The number of messages your business sent to users on WhatsApp. This is different from the messages delivered as not all messages sent will be delivered.

You can export these metrics by phone number, country or date. Remember that the message delivery may be delayed if a customer's phone is off. The number of messages delivered may be different from the number of messages sent in the exported report.

Learn more

- [Pricing documentation](#) (WhatsApp developer documentation)
- [About billing for your WhatsApp Business account](#)
- [About credit line for WhatsApp Business account](#)

- [View your WhatsApp Business invoices](#)
- [Create a report for the invoice breakdown of your WhatsApp Business account](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center

Basics

[About WhatsApp business accounts](#)[Connect your phone number](#)

Create

[Create a WhatsApp business account](#)[Create a WhatsApp account with Business Solution Providers](#)

[Create message templates](#)

Manage

[Delete message templates](#)[Connect your Facebook Page](#)[Set up a line of credit](#)

Advertise

[Create ads that click to WhatsApp](#)[Create a new template for ads](#)[Select an existing template for ads](#)

Results

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