

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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