

Business Phone Numbers

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Business phone numbers | Developer Documentation

Business phone numbers

Updated: Feb 27, 2026

This document describes WhatsApp business phone numbers, their requirements, management information, and unique features.

Registering business phone numbers

A valid business phone number must be registered before it can be used to send and receive messages via Cloud API. Registered numbers can still be used for everyday purposes, such as calling and text messages, but cannot be used with WhatsApp Messenger (“WhatsApp”).

Numbers already in use with WhatsApp cannot be registered unless they are [deleted](#) first. If your number is banned on WhatsApp and you wish to register it, it must be unbanned via the [appeal process](#) first.

Note that when you complete the steps in our [Get Started](#) document, a **test** business phone number will be generated and registered for you automatically.

Eligibility requirements

Eligible phone numbers must be:

owned by you
have a country and area code (short codes are not supported)
able to receive voice calls or SMS
number should have [scaled capabilities](#)

If you are registering a 1-800 number, see [1-800 and toll free numbers](#) for additional information.

Registration methods

App Dashboard: Complete the steps in our [Get Started](#) document if you haven’t already, then use the [App Dashboard](#) > **WhatsApp** > **API Setup** panel to add a phone number.

Meta Business Suite: You can register a business phone number when [using Meta Business Suite to create a](#)

[WhatsApp Business Account](#).

WhatsApp Manager: See our [How to connect your phone number to your WhatsApp Business Account](#) help center article.

Embedded Signup: If you are working with a

solution partner, they will provide you with a link to Embedded Signup, which you can use to register a number.

Note: The methods above add a phone number to your WhatsApp Business Account and verify your ownership, but they do not register the number for Cloud API use. To complete registration, call the [register endpoint](#). If you are a Solution Partner or Tech Provider using Embedded Signup, see [Registering business phone numbers](#).

Business phone number types

This table categorizes phone number types and evaluates their suitability for receiving OTPs via SMS, international phone calls, and flash calls. It provides likelihood assessments for successful delivery based on number type and carrier characteristics. Additionally, it offers actionable recommendations for users to improve delivery success without changing their phone number type.

Phone type	Description	SMS OTP	Voice OTP	Actions
Mobile (recommended)	Assigned to mobile devices/SIMs	Standard	Standard	Enable International reception of SMS/Calls, ensure device is connected to Cellular Network, Grant App permissions
Fixed line	Assigned to physical locations (landline)	Not Recommended	Standard	Enable International reception of SMS/Calls, ensure line is ready for incoming calls and disable call forwarding or IVR features
Freephone	Toll-Free, recipient pays	Not Recommended	Standard	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features

Phone type	Description	SMS OTP	Voice OTP	Actions
Premium rate	Higher charges for special services	Not Recommended	Standard	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features
Shared cost	Cost shared between caller and recipient	Not Recommended	Not Recommended	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features
Universal access	Reachable globally for customer service	Not Recommended	Standard	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features
Personal number	Assigned to individuals, not tied to device	Not Recommended	Not Recommended	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features
VoIP	Internet telephony, not tied to physical line	Not Recommended	Standard	Confirm that the VoIP provider supports international SMS/calls for OTPs; check provisioning and account settings; keep app/service running and notifications enabled; ensure device is online and permissions granted

Phone type	Description	SMS OTP	Voice OTP	Actions
Inbound only	Only accept incoming calls/messages	Not Recommended	Standard	Ensure with Phone provider that the number is able to receive International SMS/Calls, check that line is ready for incoming calls and disable call forwarding or IVR features
Pager	Assigned to pagers (rare)	Not supported	Not supported	Not supported
M2M/IoT	Machine-to-machine, smart devices	Not Recommended	Not Recommended	Ensure device and SIM are allowed for incoming International SMS/calls

Status

Business phone numbers have a status, which reflects their quality rating and current [messaging limit](#). Business phone numbers must have a status of “connected” in order to send and receive messages via the API.

Viewing status via WhatsApp Manager

Your business phone number’s current status appears in the **Status** column in the [WhatsApp Manager](#) > **Account tools** > **Phone numbers** panel.

See our [About your WhatsApp Business phone number’s quality rating](#) help center article to learn more about quality ratings and statuses as they appear in WhatsApp Manager.

Getting status via API

Display names

You must provide display name information when registering a business phone number. The display name appears in your business phone number’s WhatsApp profile, and can also appear at the top of **individual chat** threads and the **chat list** if certain conditions are met. See our [Display names](#) document to learn how display names work.

WhatsApp display name shown in chat thread

Business profiles

A business profile provides additional information about your business, such as its address, website, description, and so on. You can supply this information when registering your business phone number. See our [Business profiles](#) document to learn how business profiles work.

Business profile information in WhatsApp

Official Business Account status

Business phone numbers can gain Official Business Account (OBA) status. OBA numbers have a blue checkmark beside their name in the contacts view.

Official Business Account blue checkmark displayed in contacts view

See our [Official Business Account](#) document to learn how to request OBA status for a business phone number.

1-800 and toll free numbers

You may want to register a 1-800 or other toll free number on the platform. These numbers are usually behind an Interactive Voice Response (IVR) system. A WhatsApp registration call cannot navigate an IVR. Phone numbers behind an IVR system can be registered, but must be able to accept calls from international numbers and be able to redirect our SMS message or voice call to a real person.

To register a phone number that is behind an IVR system:

WhatsApp shares with you 1 or 2 phone numbers that the registration call will come from. Create an allow list for these numbers. If you are unable to create an allow list for these numbers, add the phone number to your WABA and open a Direct Support ticket asking for the registration call phone numbers and include the phone number you are trying to register in the ticket. Redirect the registration call to an employee or a mailbox to capture the registration code.

Phone numbers behind an IVR system that are unable to receive registration calls are not supported.

Registered number cap

New business portfolios are initially capped at 2 registered business phone numbers.

If your business becomes [verified](#), or if you have reached a [messaging limit](#) of 2,000, Meta will automatically increase your cap to 20. Upon increase, a Meta Business Suite notification will be sent, informing you of your new cap, and a [business capability update](#) webhook will be triggered with `max_phone_numbers_per_business` set to your new cap.

WhatsApp user phone number formats

Plus signs (+), hyphens (-), parenthesis ((,)), and spaces are supported in send message requests.

We highly recommend that you include both the plus sign and country calling code when sending a message to a customer. If the plus sign is omitted, your business phone number's country calling code is prepended to the customer's phone number. This can result in undelivered or misdelivered messages.

For example, if your business is in India (country calling code 91) and you send a message to the following customer phone number in various formats:

Number In Send Message Request	Number Message Delivered To	Outcome
+16315551234	+16315551234	Correct number
+1 (631) 555-1234	+16315551234	Correct number
(631) 555-1234	+916315551234	Potentially wrong number
1 (631) 555-1234	+9116315551234	Potentially wrong number

Note: For Brazil and Mexico, the extra added prefix of the phone number may be modified by the Cloud API. This is a standard behavior of the system and is not considered a bug.

Identity change check

You may want Meta to verify a customer's identity before delivering your message to them. You can have us do this by enabling the identity change check setting on your business phone number. If a customer performs an action in WhatsApp that is considered an identity change, Meta generates a new identity hash for the user. To get this hash when messaging a customer, enable the identity change check setting on your business phone number. Once enabled, anytime the customer messages you, or you message the customer without an identity hash, [any incoming messages webhooks](#) or [status messages webhooks](#) will include their hash. You can then capture and store this hash for future use.

To use the hash, include it in a send message request. Meta compares the hash in the request to the customer's current hash. If the hashes match, the message will be delivered. If there is a mismatch, it means the customer has changed their identity since you last messaged them and the message will not be delivered. Instead, you will receive a status messages webhook with error code 137000, notifying you of the failure and mismatch.

When you receive a mismatched hash webhook, assume the customer's phone number can no longer be trusted. To reestablish trust, verify the customer's identity again using other, non-WhatsApp channels. Once you have reestablished trust, resend the failed message to the new identity (if any), without a hash. Then store the customer's new hash included in the message status delivery webhook.

Post body

Set `<ENABLE_IDENTITY_KEY_CHECK>` to `true` to enable identity check, or `false` to disable it.

Get throughput level

Use the [WhatsApp Business Phone Number](#) endpoint to get a phone number's current [throughput level](#):

Get a single phone number

To get information about a phone number, send a GET request to the [WhatsApp Business Phone Number](#) endpoint:

Get display name status (beta)

Include `fields=name_status` as a query string parameter to get the status of a display name associated with a specific phone number. This field is currently in beta and not available to all developers.

Deleting business phone numbers

Only business portfolio admins can delete business phone numbers, and numbers can't be deleted if they have been used to send paid messages within the last 30 days.

Deleting business phone numbers via WhatsApp Manager

If your business phone number has a Connected status, you will need your two-step verification PIN to delete your number.

Load your business portfolio in the [WhatsApp Manager](#). If it doesn't automatically load the Phone numbers panel, navigate to **Account tools** (the toolbox icon) > **Phone numbers**. Click the phone number's trash can icon and complete the flow.

If the number has been used to send paid messages within the last 30 days, you will be redirected to the **Insights** panel, showing the date of the last paid message. You can delete the number 30 days from this date.

Deleting business phone numbers via API

You cannot delete a business phone number via API.

Migrating business phone numbers

You can [migrate phone numbers from one WABA to another](#).

Conversational components

You can enable helpful message UI components to make it easier for WhatsApp users to interact with your business. See [Conversational components](#).

Register a Business Phone Number | Developer Documentation

Register a Business Phone Number

Updated: Mar 31, 2026

To use your business phone number with Cloud API you must register it. Registration can only be done via API - you cannot register a number through [WhatsApp Manager?](#) (WAM) or the App Dashboard.

To get your number ready for Cloud API, complete the following steps:

Add your business phone number to your WhatsApp Business account using [WhatsApp Manager](#).

Verify ownership of the number using [WhatsApp Manager](#). **Register** your business phone number by making an API call to the [registration endpoint](#) below.

Register your business phone number in the following scenarios:

Account creation - When you implement this API, register the business phone number you want to use. Meta enforces two-step verification during account creation to add an extra layer of security to your accounts. **Name change** - If your phone is already registered and you want to change its

display name, you can update it via [WhatsApp Manager?](#) or [via API](#). Once the name change is approved (confirmed via the [phone number name update](#) webhook), re-register your phone number using the endpoint below. Wait for approval before re-registering, as re-registering before approval has no effect. See [Display names](#) for the complete workflow.

Migration exception

If you are migrating a phone number from the On-Premises API to the Cloud API, there are extra steps you need to perform before registering a phone number with the Cloud API. See [Migrate From On-Premises API to Cloud API](#) for the full process.

Register a business phone number

To register your verified business phone number, make a `POST` call to `PHONE_NUMBER_ID/register`. Include the parameters listed below.

Endpoint	Authentication
<code>PHONE_NUMBER_ID/register</code> (See Get Phone Number ID)	Solution Partners must authenticate themselves with an access token with the <code>whatsapp_business_management</code> and <code>whatsapp_business_messaging</code> permissions.

Limitations

Requests to the registration endpoint are limited to 10 requests per business number in a 72-hour moving window.

When you make a registration request, the API checks how many registration requests you have made to register that number in the last 72 hours. If you have already made 10 requests, the API will return error code `133016`, and the number will be prevented from being registered for the next 72 hours.

Parameters

Name	Description
<code>messaging_product</code>	Required. Messaging service used. Set this to <code>"whatsapp"</code> .
<code>pin</code>	Required. If your verified business phone number already has two-step verification enabled, set this value to your number's 6-digit two-step verification PIN. If you cannot recall your PIN, you can change it. See Two-step verification . If your verified business phone number does not have two-step verification enabled, set this value to a 6-digit number. This will be the newly verified business phone number's two-step verification PIN.

Name	Description
<p><code>data_localization_region</code></p>	<p>Optional.</p> <p>If included, enables local storage on the business phone number. Value must be a 2-letter ISO 3166 country code (for example, <code>IN</code>) indicating the country where you want data-at-rest to be stored.</p> <p>Supported values:</p> <p>APAC Australia: <code>AU</code> Indonesia: <code>ID</code> India: <code>IN</code> Japan: <code>JP</code> Singapore: <code>SG</code> South Korea: <code>KR</code></p> <p>Europe EU (Germany): <code>DE</code> Switzerland: <code>CH</code> United Kingdom: <code>GB</code></p> <p>LATAM Brazil: <code>BR</code></p> <p>MEA Bahrain: <code>BH</code> South Africa: <code>ZA</code> United Arab Emirates: <code>AE</code></p> <p>NORAM Canada: <code>CA</code></p> <p>Once you enable local storage, you cannot disable or change it directly. Instead, you must deregister the number and register it again without this parameter (to disable), or include the parameter with the new country code (to change).</p> <p>If the number is already registered, deregister it, then register it again with this parameter to enable local storage.</p>

Deregister a business phone number

Deregistering a business phone number makes it unusable with Cloud API and disables [local storage](#) on the number, if it had been enabled. To use the number again, you must re-register it. To deregister a business phone number, make a `POST` call to `PHONE_NUMBER_ID/deregister`:

Endpoint	Authentication
<p><code>PHONE_NUMBER_ID/deregister</code> (See Get Phone Number ID)</p>	<p>Solution Partners must authenticate themselves with an access token with the <code>whatsapp_business_management</code> and <code>whatsapp_business_messaging</code> permissions.</p>

Limitations

This endpoint cannot be used to deregister a business phone number that is in use with [both Cloud API and the WhatsApp Business app](#). Deregistration does not delete a number or its message history. To delete a number and its history, see [Delete Phone Number from a WABA](#). Requests to the deregistration endpoint are limited to 10 requests per business number in a 72-hour moving

window. If you exceed this amount, the API will return error code `133016`, and the business phone number will be prevented from being deregistered for the next 72 hours.

See also

[Resetting your PINCloud API Local Storage](#)

Two-Step Verification | Developer Documentation

Two-Step Verification

Updated: Nov 5, 2025

Set up two-step verification for your phone number to add an extra layer of security to your business accounts. To set it up, make a `POST` call to `/PHONE_NUMBER_ID` and attach the parameters below. There is no endpoint to disable two-step verification.

Endpoint	Authentication
<code>/PHONE_NUMBER_ID</code> (See Get Phone Number ID)	Solution Partners must authenticate themselves with an access token with the <code>whatsapp_business_management</code> and <code>whatsapp_business_messaging</code> permissions.

Parameters

Name	Description
<code>pin</code>	Required. A 6-digit PIN you wish to use for two-step verification.

Reset your PIN

If you forget or misplace your PIN, you can update it by following these steps in WhatsApp Manager:

Go to [settings?](#) and log into your Facebook Business. Click the business you use to manage your WABA (WhatsApp Business Account). In the settings screen, click **WhatsApp Accounts**. Find the WABA you want to update. Click the WABA. A panel with its info displays. In the WABA info panel, click **Settings**. In the new tab, click **WhatsApp Manager**. In WhatsApp Manager, find your phone number and click **Settings**. Click **Two-step verification**. In the Two-step verification tab, click **Change PIN**. Enter a new PIN and confirm it to complete the update.

Conversational Components | Developer Documentation

Conversational Components

Updated: Mar 27, 2026

Conversational components are in-chat features that you can enable on business phone numbers. They make it easier for WhatsApp users to interact with your business. You can configure easy-to-use commands and provide pre-written ice breakers that users can tap.

Limitations

If a WhatsApp user taps a [universal link?](#) (that is, **wa.me** link) configured with pre-filled text, the user interfaces for **ice breakers** are automatically dismissed.

Configure using WhatsApp Manager (WAM)

You can configure all of these features in WhatsApp Manager on the specific numbers you choose:

Navigate to the [My Apps dashboard in the Meta for Developers site](#). Select your app, then on the left panel select **Configuration** under **WhatsApp**. Under **Phone Numbers** select **Manage Phone Numbers**. On the far right of the phone number you want to configure, select the **Gear Icon** under **Settings**. Select **Automations**. Access and configure Conversational Components.

Solution Partners can configure these features for their customers as well if they have access to their customer's WhatsApp Business Account in WhatsApp Manager.

Testing

To test conversational components once they have been configured, open the WhatsApp client and open a chat with your business phone number.

For ice breakers, if you already have a chat thread going with the business phone number, you must first delete the chat thread:

Open the thread in the WhatsApp client. Tap the business phone number's profile. Tap **Clear Chat** > **Clear All Messages**. **Delete Chat**. Start a new chat thread with this business.

You can then send a message to the business phone number to test your ice breakers.

Media | Developer Documentation

Media

Updated: Dec 11, 2025

You use 4 different endpoints to manage your media:

See [Supported Media Types](#) for supported types and size limits.

Get media ID

Some of the API requests described in this document require a media ID. Media IDs are returned by the API when [uploading media](#), and are included in incoming media messages webhooks ([image messages](#), [video messages](#), etc.)

Media IDs returned by the API expire after 30 days. Media IDs in webhooks expire after 7 days.

Delete media

Download media

To download media, make a `GET` request on the media URL and include your access token. **If you omit your token, the request will fail.**

Note that when retrieving a media from a media ID received via webhook, the media ID will only be available to download for 7 days.

Supported media types

Audio

Audio Type	Extension	MIME Type	Max Size
AAC	.aac	audio/aac	16 MB
AMR	.amr	audio/amr	16 MB
MP3	.mp3	audio/mpeg	16 MB
MP4 Audio	.m4a	audio/mp4	16 MB
OGG Audio	.ogg	audio/ogg (OPUS codecs only; base audio/ogg not supported; mono input only)	16 MB

Document

Document Type	Extension	MIME Type	Max Size
Text	.txt	text/plain	100 MB
Microsoft Excel	.xls	application/vnd.ms-excel	100 MB
Microsoft Excel	.xlsx	application/vnd.openxmlformats-officedocument.spreadsheetml.sheet	100 MB
Microsoft Word	.doc	application/msword	100 MB
Microsoft Word	.docx	application/vnd.openxmlformats-officedocument.wordprocessingml.document	100 MB
Microsoft PowerPoint	.ppt	application/vnd.ms-powerpoint	100 MB
Microsoft PowerPoint	.pptx	application/vnd.openxmlformats-officedocument.presentationml.presentation	100 MB
PDF	.pdf	application/pdf	100 MB

Image

Images must be 8-bit, RGB or RGBA.

Image Type	Extension	MIME Type	Max Size
JPEG	.jpeg	image/jpeg	5 MB
PNG	.png	image/png	5 MB

Sticker

WebP images can only be sent in [sticker messages](#).

Sticker Type	Extension	MIME Type	Max Size
Animated sticker	.webp	image/webp	500 KB
Static sticker	.webp	image/webp	100 KB

Video

Only H.264 video codec and AAC audio codec supported. Single audio stream or no audio stream only.

Note that videos encoded with the H.264 “High” profile and B-frames are not supported by Android WhatsApp clients. We recommend that you use H.264 “Main” profile without B-frames, or the H.264 “Baseline” profile when encoding (or re-encoding with a tool like ffmpeg), and place moov boxes before mdat boxes, for broader compatibility. If you are using ffmpeg, you can use the -movflags faststart flag to place moov boxes before mdata boxes.

Video Type	Extension	MIME Type	Max Size
3GPP	.3gp	video/3gpp	16 MB
MP4 Video	.mp4	video/mp4	16 MB

Note that mismatched MIME type (`131053`) is a common error. Inspect your media files to verify their MIME type. Make sure that your file name extensions reflect their types. For example, if you are using UNIX, you can inspect a file via the command line to determine its MIME type:

```
file -I your-image-asset.png
```

Media message download constraints

The maximum supported file size for media messages on Cloud API is 100MB. In the event the customer sends a file that is greater than 100MB, you will receive a webhook with error code

`131052` and `title`:

“Media file size too big. Max file size we currently support: 100MB. Please communicate with your customer to send a media file that is smaller than 100MB”.

Send customers a warning message that their media file exceeds the maximum file size when this webhook event is triggered.

Learn more

WhatsApp Business Blog – [Sending WhatsApp media messages from an app](#)