

Core

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WhatsApp Business Platform | Developer Documentation

WhatsApp Business Platform

Drive revenue growth, boost efficiency, and deliver exceptional customer experiences with the WhatsApp Business Platform—our enterprise-grade APIs for messaging and calling.

[Get started](#)

About the WhatsApp Business Platform | Developer Documentation

About the WhatsApp Business Platform

Updated: Dec 5, 2025

The WhatsApp Business Platform enables businesses to communicate with customers at scale. This documentation is intended for developers using our APIs. If you are looking for information on other ways to use WhatsApp for your business see the [WhatsApp Business site](#).

Core APIs and capabilities

WhatsApp Cloud API

WhatsApp Cloud API enables you to programmatically message and call on WhatsApp. You can use Cloud API to send users a variety of messages, from simple text messages to rich media and interactive messages.

WhatsApp Cloud API includes:

Messaging: Send text messages, rich media, and interactive messages
Calling: Make and receive calls to customers
Groups: Create, manage, and message WhatsApp group conversations

WhatsApp messaging provides a powerful and private way to engage with customers. Use Cloud API to:

Send order confirmations and shipping updates
Share appointment availability and other reminders
Drive upsell and cross-sell opportunities
Facilitate end-to-end transactions, from product discovery to payment
Enable multi-factor authentication or one-time passwords to verify accounts and users
Deliver custom interactive conversational experiences

[Learn more about message types on WhatsApp Cloud API.](#)

Business Management API

The WhatsApp Business Management API enables you to programmatically manage a WhatsApp Business Account and its associated assets.

Manage account assets with Business Management API like:

Business phone numbers: Add and remove phone numbers associated with your business

Templates: Create and modify message templates for scalable messaging.

Business Management API also gives you access to account analytics like:

Messaging analytics: The number and type of messages sent and delivered.**Pricing analytics:** Granular pricing breakdowns for delivered messages.

Template analytics: Sent/read/delivered template metrics, alongside template message button clicks.

[Learn more about message templates.](#)[Learn more about managing business phone numbers.](#)[Learn more about account analytics.](#)

Marketing Messages API for WhatsApp

MM API for WhatsApp is an API for sending optimized marketing messages on WhatsApp.

When you send marketing messages through the MM API for WhatsApp, you can access new features not available on Cloud API and get automatic optimizations, so high engagement messages can reach more customers.

The MM API for WhatsApp includes:

Quality-based delivery: Up to 9% higher marketing message deliveries over Cloud API for high engagement content.**Automated creative optimizations:** Automatic enhancements to marketing creative to increase message performance.

Performance benchmarks and recommendations: Comparison of read and click rates versus similar templates from businesses in your region.**Conversion metrics:** Measure marketing messages that lead users to perform app events such as 'Add to Cart', 'Checkout Initiated', or 'Purchase'.

[Learn more about the Marketing Messages API for WhatsApp.](#)

Key resources

Business portfolios

A business portfolio allows organizations to bring all their Meta business assets together so they can be managed in one place. On the WhatsApp Business Platform, a business portfolio mainly serves as a container for WhatsApp Business Accounts (WABA). You must have a business portfolio to use the platform.

Business portfolios can be verified, and verification status factors into improved functionality, such as higher throughput and [Official Business Account](#) status.

[Learn more about business portfolios.](#)

WhatsApp business accounts (WABA)

A WhatsApp Business Account represents your business, storing metadata and linking to phone numbers, templates, and analytics.

[Learn more about WhatsApp Business Accounts.](#)

Business phone numbers

Business phone numbers, real or virtual, are used for sending and receiving WhatsApp messages. They can have display names and earn Official Business Account status.

[Learn more about business phone numbers.](#)

Message templates

Templates are customizable messages that you can construct in advance of sending them.

Template messages generally require approval before you can send them.

Templates are useful for messaging at scale. They are also the only type of message that can be sent to WhatsApp users outside of a [customer service window](#).

Templates have quality scores and are subject to various messaging limits.

[Learn more about message templates.](#)

Test resources

When you [get started with Cloud API](#), a test WABA and test business phone number are automatically created for you. Test WABAs and test phone numbers are useful for testing purposes, as they have relaxed messaging limits and don't require a payment method on file in order to send template messages.

You can delete your business portfolio and its test resources if:

You are an admin on the business portfolio associated with the app
No other apps are associated with the business portfolio
The business portfolio is not associated with any other WABAs
The WABA is not associated with any other business phone numbers.

To delete your business portfolio and its test resources:

Go to the **App Dashboard > WhatsApp > Configuration** panel. Locate the **Test Account** section. Click the **Delete** button.

We recommend using our API Playground when testing endpoints. You can find the playground in the "API Reference" section on the left sidebar of this page. In each reference, there is a "Try it" button which opens the playground.

Also helpful for testing is our [Postman collection](#).

Tools and integrations

WhatsApp Manager

WhatsApp Manager is a web app for managing WABAs, phone numbers, templates, and reviewing analytics.

[Access WhatsApp Manager](#)

Third-party SDKs

Some SDKs, like [PyWa](#) (Python wrapper), are available but are not maintained or endorsed by Meta.

Security and performance

Throughput

Business phone numbers can send up to 80 messages per second by default, with capacity upgrades available.

[Learn more about throughput.](#)

Encryption

With the Cloud API, every WhatsApp message continues to be protected by Signal protocol encryption that secures messages before they leave the device. This means messages with a WABA are securely delivered to the destination chosen by each business.

The Cloud API uses industry standard encryption techniques to protect data in transit and at rest. The API uses Graph API for sending messages and Webhooks for receiving events, and both operate over industry standard HTTPS, protected by TLS. See our [Encryption Overview](#) whitepaper for additional details.

See the [WhatsApp Encryption Overview whitepaper](#) for additional details.

Scaling

The Cloud API automatically scales usage within your rate limits.

Rate limits

Requests made by your app on your WhatsApp Business Account (WABA) are counted against your app's request count. An app's request count is the number of requests it can make during a rolling

one hour.

For the following endpoints, your app can make 200 requests per hour, per app, per WABA, by default. For active WABAs with at least one registered phone number, your app can make 5000 requests per hour, per app, per active WABA.

Type of request	Endpoint
GET	/<WHATSAPP_BUSINESS_ACCOUNT_ID>
GET, POST, and DELETE	/<WHATSAPP_BUSINESS_ACCOUNT_ID>/assigned_users
GET	/<WHATSAPP_BUSINESS_ACCOUNT_ID>/phone_numbers
GET, POST, and DELETE	/<WHATSAPP_BUSINESS_ACCOUNT_ID>/message_templates
GET, POST, and DELETE	/<WHATSAPP_BUSINESS_ACCOUNT_ID>/subscribed_apps
GET	/<WHATSAPP_BUSINESS_ACCOUNT_TO_NUMBER_CURRENT_STATUS_ID>

For the following [Credit Line API](#) requests, your app can make 5000 requests per hour.

Type of request	Endpoint
GET	/<BUSINESS_ID>/extendedcredits
POST	/<EXTENDED_CREDIT_ID>/whatsapp_credit_sharing_and_attach
GET and DELETE	/<ALLOCATION_CONFIG_ID>
GET	/<EXTENDED_CREDIT_ID>/owning_credit_allocation_configs

For more information on how to get your current rate usage, see [Headers](#).

In addition, the platform applies several message rate limits:

Test message rate limit (for unverified WABAs)
Quality rating and messaging limits (for verified WABAs)
Capacity rate limit (for all accounts)
Business phone rate limit (per phone number)

Pair rate limits

Business phone numbers can send 1 message every 6 seconds to the same WhatsApp user (0.17 messages/second), which equals about 10 messages per minute or 600 per hour. Exceeding this limit triggers [error code 131056](#) until you are back within the allowed rate.

You may send up to 45 messages in a 6-second burst, but this “borrows” from your future quota. After a burst, you must wait the equivalent time it would take to send those messages at the normal rate (e.g., a burst of 20 requires a ~2-minute wait before sending more to that user).

To manage post-burst throttling, if a send request fails, retry after 4^X seconds (starting with $X=0$ and increasing X by 1 after each failure) until successful.

Terms and policies

User opt-in

You must obtain user [opt-in](#) before sending message templates. Opt-in must clarify your business name and intent.

[Learn more about the WhatsApp Business Messaging Policy.](#)

Terms and policies

All platform use must comply with WhatsApp's terms and policies. Using unauthorized third-party tools is prohibited.

[Learn more about terms and policies.](#)

Next steps

[Get started with the WhatsApp Business Platform.](#)

Learn more

[Display names](#)[Phone numbers](#)[Pricing](#)[Webhooks](#)

Pricing on the WhatsApp Business Platform | Developer Documentation

Pricing on the WhatsApp Business Platform

Updated: Mar 30, 2026

This document explains how pricing works on the WhatsApp Business Platform.

Cloud API and Marketing Messages API for WhatsApp

To align with industry-standards, effective July 1, 2025, Meta now charges on a **per-message basis**:

You are only charged when a [template message](#) is delivered (). Rates vary based on the template's [category](#) and the recipient WhatsApp phone number's [country calling code](#).

Meta provides value to businesses in several ways:

All non-template messages are free (, , and so on). These can only be sent within an open [customer service window](#). See [Sending messages](#) for a list of message types. Utility templates delivered within an open customer service window are free. You can unlock [lower rates](#) for utility and authentication template messages, based on messaging volume. All messages are free for 72 hours, including template messages, if sent within an open [free entry point window](#).

Pricing explainer

Our pricing explainer PDF outlines how Meta charges and the various ways Meta provides value to businesses, in PDF form:

Message template categories

Unlike non-template messages, template messages are the only message type that can be sent outside of a customer service window. Templates can be categorized as:

MarketingUtilityAuthentication

See [Template categorization](#) to learn how template categorization works.

Template messages vs. non-template messages

Diagram showing template messages vs non-template messages pricing

CSW = [Customer service window](#)FEP = [Free entry point window](#)

Businesses are responsible for reviewing the category assigned to their approved templates.

Whenever a template is used, a business accepts the charges associated with the category applied to the template at time of use.

Charge example

In the example below, a business sends 4 messages to a WhatsApp user but is only charged for 2 (1 marketing charge, 1 utility charge).

Hour	Action	Rate	Reason
0	You send a marketing template message to a WhatsApp user, promoting your new product.	Marketing	All marketing template messages are charged.
2	The user messages you about the product. This opens a 24 hour customer service window ("CSW").	-	Messages sent from a WhatsApp user to a business are not charged.
3	You send a text message to the user (), describing the product in more detail.	None	All non-template messages are free within an open customer service window.
4	The user purchases the product and you send them a utility template confirming their order.	None	The CSW is still open, and utility templates sent within an open CSW are free.
26	The CSW closes, which means you can no longer send non-template messages.	-	24 hours have passed since the user last messaged you.

Hour	Action	Rate	Reason
30	You send a utility template message to the user, updating them on their order.	Utility	Utility template messages sent outside of a CSW are charged, and no open CSW exists between you and the user.

Pricing calendar

To better enable our customers to plan and prepare for pricing updates, the following pricing calendar applies for messaging and voice on the WhatsApp Business Platform:

Meta may update pricing only *on the 1st day of each quarter*, thus up to 4 times per year: January 1, April 1, July 1, and/or October 1. Meta will provide advanced notice that is better aligned to the effort required to implement different types of pricing updates, per below:

Type of pricing update	Examples	Minimum advance notice
Rate card update	Updating the rate for a given market-product Updating the volume tiers for a given market-product (utility and authentication only) Moving a market from one pricing region (e.g. "Other") to another or to be standalone on the rate card	1 month
Pricing model add-on	Our July 1, 2025, introduction of new volume tiers for utility and authentication messages	3 months
Pricing model change	Our July 1, 2025 update to our pricing model, from conversation-based pricing to per-message pricing	6 months

Rates

Rates vary based on [template category](#), [volume tier](#), and [country/region](#) rate.

Rate cards and volume tiers

These rate cards reflect our current rates and volume tiers, effective April 1, 2026, based on WhatsApp Business Account timezone. This information is also available interactively on our [WhatsApp Business website](#).

Currency	Rates(CSV)	Volume tiers(CSV)	Rates and Volume tiers(PDF)
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USD	USD rates	USD volume tiers	USD rates and volume tiers
AED	AED rates	AED volume tiers	AED rates and volume tiers
ARS	ARS rates	ARS volume tiers	ARS rates and volume tiers
AUD	AUD rates	AUD volume tiers	AUD rates and volume tiers
CLP	CLP rates	CLP volume tiers	CLP rates and volume tiers
COP	COP rates	COP volume tiers	COP rates and volume tiers
EUR	EUR rates	EUR volume tiers	EUR rates and volume tiers
GBP	GBP rates	GBP volume tiers	GBP rates and volume tiers
IDR	IDR rates	IDR volume tiers	IDR rates and volume tiers
INR	INR rates	INR volume tiers	INR rates and volume tiers
MXN	MXN rates	MXN volume tiers	MXN rates and volume tiers
MYR	MYR rates	MYR volume tiers	MYR rates and volume tiers
PEN	PEN rates	PEN volume tiers	PEN rates and volume tiers
SAR	SAR rates	SAR volume tiers	SAR rates and volume tiers
SGD	SGD rates	SGD volume tiers	SGD rates and volume tiers

Updates to rate cards

Below represents future updates to our rates. See our [rate cards](#) above for current rates.

Rate cards effective July 1, 2026

Effective July 1, 2026, as of 9am PT – Eligible customers can create new WhatsApp Business Accounts in BRL (Brazilian Reals). This is only available for Solution Partners and directly-integrated clients whose Sold-To country is Brazil in [Billing Hub](#). Per our [pricing calendar](#), Meta will publish per-message rates in BRL by June 1, 2026.

Billing localization for India and Brazil

Meta is introducing billing localization to help eligible customers to better manage costs of messaging amidst currency fluctuations. This will apply to the markets below, and specifically to Solution Partners and directly-integrated clients whose Sold-To country in Billing Hub is a market below:

[India](#) – As of January 1, 2026. [Brazil](#) – As of July 1, 2026.

Previous updates

Effective April 1, 2026 at 12am by WhatsApp Business Account timezone, the rate updates below applied: Saudi Arabia – Higher marketing message rate. India – Higher authentication-international rate. Pakistan – Higher utility and authentication rates. No change to the authentication-international rate. Turkey – Lower utility and authentication rates. 8 new billing currencies introduced: ARS (Argentina), CLP (Chile), COP (Colombia), MYR (Malaysia), PEN (Peru), SAR (Saudi

Arabia), SGD (Singapore), AED (United Arab Emirates). Effective January 1, 2026 at 12am by WhatsApp Business Account timezone, the rate updates below applied: India - Higher marketing rate. France, Egypt - Lower marketing rates. North America - Lower utility and authentication rates. Effective October 1, 2025 at 12am by WhatsApp Business Account timezone, the rate updates below applied: Colombia - Higher utility and authentication rates. Mexico - Lower marketing rates. United Arab Emirates - Higher marketing message rate. Argentina, Egypt, Saudi Arabia - Lower utility and authentication rates. Zimbabwe is mapped to our "Rest of Africa" region vs. "Other". Messages delivered to WhatsApp users with a +263 country calling code (Zimbabwe) will be charged "Rest of Africa" rates. Effective July 1, 2025 - Lower utility and authentication message rates across several markets, to ensure pricing is on-par to alternate channels for these use cases. Marketing conversation rates became marketing message rates. Effective April 1, 2025 - Lowered [authentication-international conversation rates](#) for Egypt, Nigeria, Pakistan, and South Africa. Effective February 1, 2025 - Lowered [authentication conversation rates](#) for Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South Africa, and the United Arab Emirates. Effective November 1, 2024 - [Service conversations](#) are now free for all businesses. Effective October 1, 2024 - Updated [marketing conversation rates](#) in India, Saudi Arabia, the United Arab Emirates, and the United Kingdom. Effective August 1, 2024 - Lowered [utility conversation rates](#).

Authentication-international rates

Specific countries have an authentication-international rate. Our rate cards reflect these rates. See [Authentication-International rates](#) to learn about these rates and if they apply to you.

Country calling codes

Charges for conversations are based on the country calling code of the recipient WhatsApp phone number. The table below shows how Meta maps country calling codes to countries or regions. If a country is not listed below, it maps to **Other**.

This information is also available in a CSV file:

[Country Calling Codes and Regional Rate Mapping CSV](#)

Markets	Calling Code (and network prefix if applicable)
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Countries	54	
Argentina	55	
Brazil	56	
Chile	57	
Colombia	20	
Egypt	33	
France	49	
Germany	91	
India	62	
Indonesia	972	
Israel	39	
Italy	60	
Malaysia	52	
Mexico	31	
Netherlands	234	
Nigeria	92	
Pakistan	51	
Peru	7	
Russia	966	
Saudi Arabia	27	
South Africa	34	
Spain	90	
Turkey	971	
United Arab Emirates	44	
United Kingdom		
North America	1	
Canada	1	
United States		

Rest of Africa	213
Algeria	244
Angola	229
Benin	267
Botswana	226
Burkina Faso	257
Burundi	237
Cameroon	235
Chad	242
Republic of the Congo (Brazzaville)	291
Eritrea	251
Ethiopia	241
Gabon	220
Gambia	233
Ghana	245
Guinea-Bissau	225
Ivory Coast	254
Kenya	266
Lesotho	231
Liberia	218
Libya	261
Madagascar	265
Malawi	223
Mali	222
Mauritania	212
Morocco	258
Mozambique	264
Namibia	227
Niger	250
Rwanda	221
Senegal	232
Sierra Leone	

Rest of Asia Pacific	93
Afghanistan	61
Australia	880
Bangladesh	855
Cambodia	86
China	852
Hong Kong	81
Japan	856
Laos	976
Mongolia	977
Nepal	64
New Zealand	675
Papua New Guinea	63
Philippines	65
Singapore	94
Sri Lanka	886
Taiwan	992
Tajikistan	66
Thailand	993
Turkmenistan	998
Uzbekistan	84
Vietnam	

Rest of Central and Eastern Europe	355
Albania	374
Armenia	994
Azerbaijan	375
Belarus	359
Bulgaria	385
Croatia	420
Czech Republic	995
Georgia	30
Greece	36
Hungary	371
Latvia	370
Lithuania	373
Moldova	389
North Macedonia	48
Poland	40
Romania	381
Serbia	421
Slovakia	386
Slovenia	380
Ukraine	

Rest of Western Europe	43
Austria	32
Belgium	45
Denmark	358
Finland	353
Ireland	47
Norway	351
Portugal	46
Sweden	41
Switzerland	
Rest of Latin America	591
Bolivia	506
Costa Rica	1 (809, 829, 849)
Dominican Republic	593
Ecuador	503
El Salvador	502
Guatemala	509
Haiti	504
Honduras	1 (658, 876)
Jamaica	505
Nicaragua	507
Panama	595
Paraguay	1 (787, 939)
Puerto Rico	598
Uruguay	58
Venezuela	

Rest of Middle East	973
Bahrain	964
Iraq	962
Jordan	965
Kuwait	961
Lebanon	968
Oman	974
Qatar	967
Yemen	
Other All other countries	Varies by country

Volume tiers

You can unlock lower utility and authentication rates based on the number of messages you send in a month.

Tiering accrual

Messages are aggregated at the business portfolio level, across all WhatsApp Business Accounts (WABAs) owned by the portfolio — To determine what tier rates may apply in a given month for a given market-category pair, Meta aggregates messages across all of a business portfolio's WABAs for each market-category pair (e.g., Brazil-authentication, Brazil-utility, India-authentication, and so on). **Only messages that are charged count toward the tiers** — Thus, the following messages do not count: Utility templates delivered to WhatsApp users within an open customer service window. Utility templates delivered within a [free entry point window](#).

Volume tiers will be determined solely by Meta — All insights data is approximate due to small variations in data processing. Undue reliance should not be placed on insights data.

Key dynamics

Tiers are market-category specific — Volume tiers are aligned to our rate cards and differ by market (e.g., Brazil or Rest of Latin America) and category (utility, authentication). **Rates are tier-specific** — When a business sends enough messages at a given market-category pair to reach the next tier, they unlock the rate of the next tier, specifically for messages in that tier. This rate applies across all of their WABAs. **Tiers reset monthly** — At the start of the next month (12am WABA timezone), message count resets to 0 and businesses begin to accrue messages toward that month.

Volume tiers examples

The table below is illustrative and only highlights the dynamics of volume tiers. Please refer to our [rate cards](#) to see the rates charged.

Table showing volume tier rate examples

Below are several examples to highlight how the tiers work and what is charged in a given month, for a given market-category. These examples refer to the illustrative table above:

Example 1: A business that sends a total of B authentication messages in a month to India is charged:

List rate for the first A messages. Tier rate 1 for messages A+1 to B. Total charges for that month = Rate per tier \times messages in each tier.

Example 2: A business that starts to be charged our authentication-international rates on the 15th day of the month:

Day 1 to 14 of that month: Volume tiers apply on the authentication rate. Day 15 onward of that month: Volume tiers apply on the authentication-international rate, with messages continuing to accrue in that month. For example, if a business has already reached the Tier 2, the business would be charged Tier 2's authentication-international rate:

Example 3: A business has 3 WABAs sending authentication messages to India. For WABA A, it is still July 31 based on their timezone. For WABAs B and C, it is already August 1 based on their timezone. For July, the business is already being charged Tier Rate 1.

The business portfolio will be accruing toward tiers for both July (via WABA A) and August (via WABAs B, C) for a period of time. The business can reach the next tier for July, via WABA A. If that happens, messages for the remainder of July for WABA A will be charged Tier Rate 2.

Example 4: A business has 3 WABAs, integrated across 2 solution providers. Provider 1 sends the first B messages in a given month, and provider 2 starts sending messages as of when the business is in the 3rd tier. The business does not send enough messages that month to reach the next tier. What we would charge each provider:

Provider 1: List rate for A messages, then Tier Rate 1 from A+1 to B, and Tier Rate 2 for B+1 to C.

Provider 2: Tier Rate 2 across all of their messages.

Tiering webhooks

Starting October 1, 2025, an [account update](#) webhook with `event` set to

`VOLUME_BASED_PRICING_TIER_UPDATE` will be triggered when your WhatsApp Business Account reaches a new volume tier, in any market, in a given month. This complements our [pricing analytics](#) endpoint, which will continue to provide intra-month tiering progress and tiering information for delivered messages.

Example webhook:

`tier_update_time` tells when your WABA reached a higher volume tier (Unix timestamp).

`pricing_category` tells you the template category for which your new volume tier rate applies. `tier` tells you the new volume tier's lower and upper bounds. `effective_month` tells you the month in which your new volume tier rate is in effect. `region` tells you the WhatsApp user country/region for which your new volume tier rate applies.

Note that it's possible for multiple [account update](#) webhooks to be triggered that describe the same tier switch event. In these cases, use the webhook with the smaller `tier_update_time` Unix timestamp as the official webhook.

Tiering analytics

You can get [volume tier information](#) via [template analytics](#).

Free non-template messages

Non-template messages, which can only be sent within an open [customer service window](#), are free. These messages will have `type` set to `free_customer_service` in the `pricing` object of status [messages](#) webhooks:

Free utility template messages

Utility template messages sent within an open [customer service window](#) are free. These messages will have `type` set to `free_customer_service` and `category` set to `utility` in the `pricing` object of status [messages](#) webhooks:

Edge case

If you send a message to a WhatsApp user prior to July 1, 2025 (which is when Meta switched from conversation-based pricing to per-message pricing), a utility conversation is opened between you and a user that spans the switch to per-message pricing (the conversation was opened before the switch but won't close until after the switch). In this case, utility templates sent to the user after the switch while the conversation is open will be free, but attributed to the open conversation. In status [messages](#) webhooks, these messages will have a `pricing_model` of `CBP` and the utility conversation ID will be assigned to `conversation.id`. Once the conversation closes, subsequent utility messages will use per-message pricing, which will be reflected in new webhooks.

Free Entry Point windows

If a WhatsApp user messages you via a Click to WhatsApp Ad or Facebook Page Call-to-Action button using a device running our Android or iOS app (our desktop and web apps are not supported):

A 24-hour [customer service window](#) is opened (as normal). If you respond within 24 hours using any type of message, the message will be free, and a Free Entry Point ("FEP") window will be opened, starting from the time when you responded.

FEP windows remain open for 72 hours. While open, you can send any type of message to the user at no charge. Note, however, that the customer service window is independent of the FEP window, so if the customer service window closes, you will only be able to send template messages.

New max-price feature for Marketing Messages API for WhatsApp

Starting in 2026, businesses integrated into Marketing Messages API for WhatsApp can choose to set a [max-price](#) per marketing message delivery; when a max-price is set, Meta will charge that max-price or lower for delivery.

New pricing policy for AI Providers leveraging WhatsApp Business Platform

Click [here](#) to learn more about our new pricing policy for “AI Providers” leveraging WhatsApp Business Platform, which is effective February 16, 2026 and updated as of March 4, 2026.

Analytics

Use the [pricing_analytics field](#) to get per-message pricing breakdowns and tiering information for delivered messages.

Webhooks

Billable messages have `type` set to `regular` in the `pricing` object of status [messages](#) webhooks: The `<PRICING_CATEGORY>` tells you what rate was applied (e.g. `marketing`). See the status messages webhook reference for a list of possible values.

Note that currently, tiering information is not included in any webhooks. Use the [pricing_analytics field](#) to get tiering information for delivered messages.

Billing

Billing and billing-related actions are handled through the Meta Business Suite. See [About Billing For Your WhatsApp Business Account](#) for more information.

WhatsApp Business Calling API pricing

The WhatsApp Business Calling API has different pricing. See our [Calling API pricing document](#) to learn more.

Conversation-based pricing

[Conversation-based pricing](#) is deprecated. It was replaced with per-message pricing on July 1, 2025.

Authentication-international rates | Developer Documentation

Authentication-international rates

Updated: Dec 12, 2025

Specific countries have an **authentication-international** rate in our [rate cards](#). If you send an authentication template message to a WhatsApp user whose country calling code is for a country that has an authentication-international rate, the delivered message will be billed the country's authentication-international rate if:

your business is [eligible](#) for authentication-international rates
your business is based in another country (see [Primary Business Location](#))
the message was delivered on or after your [start time](#) for that country

For example, if your business is based in Indonesia and you send an authentication template message to a WhatsApp user who has a +62 (Indonesia) country calling code, and the message is delivered, you will not be billed the authentication-international rate since you are based in the same country as the user. If your business is based in India, however, you will be billed the authentication-international rate, if you meet all of the criteria above.

See [Examples](#) for additional example scenarios.

Status [messages](#) webhooks that include pricing details and [pricing analytics](#) will indicate if a message or set of messages were billed the authentication-international rate.

Eligibility

If your business sends more than 750K messages outside of customer service windows in a moving 30-day period, across all of your WhatsApp Business Accounts, with unique WhatsApp users whose country calling codes are for a country that has an authentication-international rate, it will be deemed eligible for authentication-international rates.

Once deemed eligible, we will set your [start times](#) 30 days out for each country that has an authentication-international rate. In addition, we will attempt to determine your [primary business location](#) using publicly-available information.

We will then send you an [eligibility email](#) that includes these start times and the country that we set as your primary business location (if we were able to determine the country). This provides you with 30 days notice before authentication-international rates apply. [Webhooks](#) will also be triggered that include your start times and your primary business location (if we set it). Note that eligibility is permanent. Once your business is deemed eligible, all authentication template messages sent on or after your start time will be charged the authentication-international rate in markets where authorization-international rates apply.

Countries with authentication-international rates

The following countries have authentication-international rates:

EgyptIndiaIndonesiaMalaysiaNigeriaPakistanSaudi ArabiaSouth AfricaUnited Arab Emirates

Please see [Rate cards](#) for more details about the rates.

Start times

Start times are business- and country-specific timestamps. They indicate when newly-delivered authentication template messages are subject to authentication-international rates. Authentication template messages sent by your business and delivered to WhatsApp users in these countries **on or after these dates** only will be charged authentication-international rates.

Start times are set when your business is first deemed eligible for authentication-international rates, and are 30 days from your eligibility date, so you will always have 30-days notice before the authentication-international rate applies.

Start times are included in your [eligibility email](#) and [webhooks](#). You can also get these times by requesting the `auth_international_rate_eligibility` field on any of your business's WhatsApp Business Accounts:

Request parameters

Placeholder	Description	Example value
-------------	-------------	---------------

<p><ACCESS_TOKEN> String</p>	<p>Required. System token or business token.</p>	<pre> EAAAN6tcBzAUB0ZC82CW7iR2Lia ZBwUHS4Y7FDtQxRUPy1PHZC1DGZ BZCgWdrTisgMjpFKiZAi1FBBQNO 2IqZBAzdZAA16lmUs0XgRcCf6z1 LLxQCgLXDEpg80d41UZBt1FKJZC qJFcTYXJvSMeHLv0dZwFyZBrV9Z PHZASSqxZBUZASyFdzjiy2A1si ppEsF4DVV5W2I1k0Sr2LrMLuYoN MYBy8xQczz0KDOMccqHEZD </pre>
<p><API_VERSION> String</p>	<p>Optional. Graph API version.</p>	<p>v25.0</p>
<p><WABA_ID> String</p>	<p>Required. WhatsApp Business Account ID.</p>	<p>102290129340398</p>

Response parameters

Placeholder	Description	Example value
<WABA_ID>	WhatsApp Business Account (WABA) ID.	102290129340398
<START_TIME>	Unix timestamp indicating start time for all countries with authentication-international pricing for which you do not have an exception .	1732057507
<EXCEPTION_COUNTRY>	A unique object describing a country that has an exception start time. See exception country . For most WhatsApp Business Accounts, the <code>exception_countries</code> array will be empty.	

Primary business location

Your primary business location is the country where your business is based. It will appear in the Business Manager under the **Primary Business Location** field starting May 1, 2024, if we are able to determine where your business is based using publicly-available information.

The following publicly-available information is used to determine where your business is based:

Where your business may be publicly-traded and listed
Your business's corporate structure (where a parent or may be based or publicly-traded)

We will attempt to determine where your business is based when:

It is deemed [eligible](#) for authentication-international rates
You [edit your primary business location](#)

using the Business Manager.

This process can take up to 3 business days. The outcome of this determination can be:

Verified - We determined where your business is based and set your primary business location to this country (which also triggers a webhook).**Need more information** - We require more information in order to make a determination.**Rejected** - We disagreed with the country you designated in the Business Manager (if you used it to edit the **Primary Business Location** field)

You will be notified of the outcome in your initial [eligibility email](#), or in a separate email if you used the Business Manager to edit your location.

If rejected or if we need more information, or if you disagree with the country we determined to be the primary business location, you can use the Business Manager to edit your location.

Note that if your primary business location status is not verified but you are past your start time for a given country, any authentication messages that you send to a WhatsApp user in that country will be billed the authentication-international rate.

Set or edit your primary business location

To set or edit your primary business location:

[Navigate to Business Settings by clicking here?](#)Select the country of the business's primary location of operation from the dropdown, or enter it in the text field. Note that this is the location where your business has its headquarters and maintains its bookkeeping records.Click **Next**Answer the questions on the screen. These answers will help Meta verify your primary business location.Click **Next**Click **Submit for review**

Note: You won't be able to make any changes while your verification is under review.

Primary business location status

The **Primary Business Location** field in the Business Manager will also display a status:

Verified - We have verified your business's primary location.**Pending verification** - We are in the process of determining your business's primary location.**Rejected** - We disagreed with the country you designated, based on publicly available information and what you included when you edited your location. You can manually edit your location again and include different information as part of your submission.

Get your location via API

You can use the API to see if your business's primary business location is set by requesting the `primary_business_location` field on your WhatsApp Business Account (WABA):

Response:

Upon success:

`<WABA_ID>` - WhatsApp Business Account ID. `<COUNTRY_CODE>` - Two-character country code indicating the country where we have determined the business to be based.

Eligibility email

By sending authentication messages over WhatsApp, you acknowledge and agree that when your business is deemed eligible for authentication-international rates, an email will be sent to all of the email addresses associated with the admins of your accounts, and all third parties that your WhatsApp Business Accounts have been shared with (e.g. admins of Solution Partners that have access to your WhatsApp Business Accounts), to alert them that the threshold of eligibility has been reached.

The email will include:

Your exact [start times](#) for each country that has an authentication-international rate. The country that we set as your [primary business location](#).

Exception countries

Authentication-international rates for applicable countries will begin on the same date, unless otherwise specified in your eligibility email, the `exception_countries` array in [eligibility webhooks](#), or the `exception_countries` array returned when [requesting](#) the `auth_international_rate_eligibility` field on your WhatsApp Business Account (WABA).

You will always be charged the domestic rate for your primary business location, even if it appears in the either `exception_countries` array.

Example Scenario

In the following examples, assume this scenario:

there are three countries, identified by three fictitious country codes: A, B, and C. Countries A and B have authentication-international rates. Country C does not have an authentication-international rate. The business portfolio has a WABA with ID 12345.

Requesting the `auth_international_rate_eligibility` field on WABA 12345 returns:

Country C is not represented in the response because it does not have an authentication-international rate.

Scenario 1

The business's primary business location is country C.

The authentication-international rate applies for country A on June 1, 2024. The authentication-international rate applies for country B on July 1, 2024.

Scenario 2

The business's primary business location is country B.

The authentication-international rate applies for country A on June 1, 2024.

The authentication-international rate for country B does not apply because the business's primary business location is also country B.

Webhooks

Eligibility webhook

An `account_update` webhook will be triggered if your business is deemed eligible for international rates. The webhook will include start times for each country that has an authentication-international rate.

Please see [Rate cards](#) for the list of countries with authentication-international rates.

`<WABA_ID>` - WhatsApp Business Account ID. `<WEBHOOK_SENT_TIMESTAMP>` - Unix timestamp indicating when the webhook was sent. `<EXCEPTION_COUNTRY_CODE>` - Two-letter country code (e.g. `ID` for Indonesia) of the country with a start time exception. `<EXCEPTION_START_TIME>` - Unix timestamp indicating authentication-international rate start time for the exception country. `<START_TIME_INDIA>` - Unix timestamp indicating start time for all countries with authentication-international pricing **for which you do not have an exception.**

Primary business location update webhook

Subscribe to the `account_update` webhook to be notified when the business's [primary business location](#) is set. If we are able to determine the country where your business is based, we will set your location to that country and trigger an `account_update` webhook with the country's two-character country code assigned to the `BUSINESS_PRIMARY_LOCATION_COUNTRY_UPDATE` property. `<WABA_ID>` - WhatsApp Business Account ID. `<TIMESTAMP>` - Unix timestamp indicating when the webhook was sent. `<COUNTRY_CODE>` - ISO 3166-1 alpha-2 country code, indicating the country where we have determined the business to be based.

Pricing in messages webhook

If an authentication template message is billed the authentication-international rate, the `pricing` object in status [messages](#) webhooks will have `category` set to `authentication_international`.

Examples

A business with an **Indonesia** [primary business location](#) send an authentication template message to a WhatsApp user:

User location	Is business eligible?	Is on/after start time?	Rate billed
Indonesia	-	-	Authentication
India	No	-	Authentication
India	Yes	No	Authentication
India	Yes	Yes	Authentication-International

A business with an India primary business location sends an authentication template message to a WhatsApp user:

User location	Is business eligible?	Is on/after start time?	Rate billed
India	-	-	Authentication
Indonesia	No	-	Authentication
Indonesia	Yes	No	Authentication
Indonesia	Yes	Yes	Authentication-International

A business with a primary business location that does not have an authentication-international rate sends an authentication template message to a WhatsApp user:

User location	Is business eligible?	Is on/after start time?	Rate billed
Indonesia	No	-	Authentication
Indonesia	Yes	No	Authentication
Indonesia	Yes	Yes	Authentication-International
India	No	-	Authentication
India	Yes	No	Authentication
India	Yes	Yes	Authentication-International

Conversation-based pricing (DEPRECATED) | Developer Documentation

Conversation-based pricing (DEPRECATED)

Updated: Nov 14, 2025

Conversation-based pricing is deprecated. It was replaced on July 1, 2025, with [per-message pricing](#). The document below is for reference purposes only.

This document explains how conversation-based pricing works on the WhatsApp Business Platform. Charges are applied per conversation, not per individual message sent or received.

Conversations are 24-hour message threads between you and your customers. They are opened and charged when messages you send to customers are delivered. The criteria that determines when a conversation is opened and how it is categorized is explained below.

Businesses are responsible for reviewing the category assigned to their approved templates.

Whenever a template is used, a business accepts the charges associated with the category applied to the template at time of use.

Conversation categories

Conversations are categorized with one of the following categories:

Marketing — Enables you to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions/offers, and cart abandonment reminders.

Utility — Enables you to follow-up on user actions or requests. Examples include opt-in confirmation, order/delivery management (e.g., delivery update); account updates or alerts (for example., payment reminder); or feedback surveys.

Authentication — Enables you to authenticate users with one-time pass codes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).

Service — Enables you to resolve customer inquiries.

Marketing, utility, and authentication conversations can only be opened with template messages. Service conversations can be opened with any type of message other than a template message. See [Message Types](#) to learn more about the various types of messages you can send to customers.

Opening conversations

Conversations are opened when you send a message to a customer under the following conditions.

Marketing, Utility, and Authentication Conversations

When you send an approved marketing, utility, or authentication template to a customer, we check if an open conversation matching the template's **category** already exists between you and the customer. If one exists, no new conversation is opened. If one does not exist, a new **conversation of that category** is opened, lasting 24 hours.

For example:

Hour 0: You send a targeted promotion (marketing [template message](#)) to a customer. No open marketing conversation exists between you and the customer, so a marketing conversation lasting 24 hours is opened.**Hour 4:** The customer completes an order on your site, so you send them an order confirmation (utility template message). No open utility conversation exists between you and the customer, so a utility conversation lasting 24 hours is opened.**Hour 10:** You send a shipment confirmation (utility template message) to the customer. An open utility conversation already exists between you and the customer, so a new utility conversation is not opened.

To learn more about template categories and how to choose an appropriate category when creating templates, see [Template Categorization](#).

For additional examples, see our [pricing explainer PDF](#).

Service conversations

Service conversations are now free. This change does not affect how service conversations are opened.

A service conversation is opened when any message other than a template message is delivered to your customer and no open conversation of **any category** exists between you and the customer.

Note that a [customer service window](#) must exist between you and the customer before you can send them a non-template message.

For example:

Hour 0: You send a targeted promotion (marketing template) to a customer. No open marketing conversation exists between you and the customer, so a marketing conversation lasting 24 hours is opened.**Hour 4:** The customer messages you. This opens a customer service window between you and the customer, allowing you to send them any type of message for the next 24 hours.**Hour 5:** You send an interactive list message to the customer. An open conversation already exists between you and the customer (a marketing conversation in this case), so a service conversation is not opened.**Hour 24:** The marketing conversation expires.**Hour 25:** The 24-hour customer service

window is still open, so you send a second text message to the customer. No open conversation exists between you and the customer anymore, so a service conversation is opened, lasting 24 hours.**Hour 26:** The 24-hour customer service window is still open, so you send a third text message to the customer. An open service conversation already exists between you and the customer, so a new service conversation is not opened.

For additional examples, see our [pricing explainer PDF](#).

Customer Service Windows

See [Customer Service Windows](#).

Conversation duration

Marketing, utility, authentication, and service conversations last 24 hours unless closed by a newly opened [free-entry point conversation](#).

Free-entry point conversations last 72 hours.

Multiple conversations

It is possible to have multiple open conversations between you and a customer. This can happen in the following situations:

An open marketing, utility, or authentication conversation exists between you and a customer and you send them a template message of a different category within 24 hours. An open service conversation exists between you and a customer and you send them a template message within 24 hours.

Free Tier conversations

As of November 1, 2024, you can open an unlimited number of service conversations at no charge.

See [Free Service Conversations](#) to learn more.

Free Entry Point conversations

A free entry point conversation is opened if (1) a customer using a device running Android or iOS (the desktop and web clients are not supported) messages you via a [Click to WhatsApp Ad](#) or [Facebook Page Call-to-Action](#) button and (2) you respond within 24 hours. If you do not respond within 24 hours, a free entry point conversation is not opened and you must use a template to message the customer, which opens a marketing, utility, or authentication conversation, per the

category of the template.

The free entry point conversation is opened as soon as your message is delivered and lasts 72 hours. When a free entry point conversation is opened, it automatically closes all other open conversations between you and the customer, and no new conversations will be opened until the free entry point conversation expires.

Once the free entry point conversation is opened, you can send any type of message to the customer without incurring additional charges. However, you can only send non-templates messages if there is an open customer service window between you and the customer.

For example, if the customer messages you via a Click to WhatsApp Ad at 10am and you respond via a template message at 10pm the same day:

The free entry point conversation starts at 10pm and lasts 72 hours. You can send template messages at no charge in those 72 hours. You can send non-template messages until 10am the next day, at which point the [customer service window](#) closes, as it is independent of the free entry point conversation (if the customer messages you again, however, it opens another 24-hour customer service window in which you can send any type of message).

Rates

Rates vary based on conversation category and country/region rate. You can download the rate card below that corresponds to your WhatsApp Business Account's currency to see our rates by country/region for each conversation category.

These rates apply for any conversation opened on or after June 1, 2023 at 12:00 AM, based on WhatsApp Business Account time zone.

Rate Cards

These rate cards represent the current rates on our platform.

[Rates in USD](#)[Rates in INR](#)[Rates in IDR](#)[Rates in EUR](#)[Rates in GBP](#)[Rates in AUD](#)

Authentication-International rates

Starting June 1, 2024, we are introducing authentication-international rates. See [Authentication-International Rates](#) to learn about these rates and if they apply to you.

Effective April 1, 2025, we are lowering our authentication-international rates in Egypt, Nigeria, Pakistan and South Africa, as part of continued efforts to ensure our prices are on-par with alternate channels.

Marketing Messages API for WhatsApp pricing

Per-message pricing is coming to Marketing Messages API for WhatsApp. Starting July 1, 2025, Cloud API marketing rates will apply to messages sent via Marketing Messages API for WhatsApp.

Marketing Messages API for WhatsApp has different pricing. View the [Marketing Messages API for WhatsApp pricing document](#) for details.

WhatsApp Business Calling API pricing

The WhatsApp Business Calling API has different pricing. View the [Calling API pricing document](#) for details.

Updates to rate cards

As announced in June 2024, we may update rates up-to-quarterly. For marketing, updates are to reflect demand and the value these messages deliver. For utility and authentication, our objective is to price on-par with alternate channels.

To support these efforts, we have made the following updates:

Effective April 1, 2025

Lowered [authentication-international pricing rates](#) for Egypt, Nigeria, Pakistan, and South Africa.

Effective February 1, 2025

Lowered [authentication pricing rates](#) for Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South Africa, and the United Arab Emirates.

Added [authentication-international pricing rates](#) for Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South Africa, and the United Arab Emirates.

Effective November 1, 2024

[Service conversations](#) are now free for all businesses, including via AI-enabled conversational experiences.

Effective October 1, 2024

Updated [pricing rates](#) in India, Saudi Arabia, the United Arab Emirates, and the United Kingdom.

Effective August 1, 2024

Lowered utility conversation [pricing rates](#).

Country calling codes

Charges for conversations are based on the country of the user's phone number. We rely on your customer's country calling code and network prefix (area code) to determine their country. The table below shows how we map country codes to countries or regions. If a country is not listed below, it maps to Other.

Markets	Calling Code (and network prefix if applicable)
Countries	54
Argentina	
Brazil	55
Chile	56
Colombia	57
Egypt	20
France	33
Germany	49
India	91
Indonesia	62
Israel	972
Italy	39
Malaysia	60
Mexico	52
Netherlands	31
Nigeria	234
Pakistan	92
Peru	51
Russia	7
Saudi Arabia	966
South Africa	27
Spain	34
Turkey	90
United Arab Emirates	971
United Kingdom	44
North America	1
Canada	
United States	1

Markets	Calling Code (and network prefix if applicable)
Rest of Africa	213
Algeria	244
Angola	229
Benin	267
Botswana	226
Burkina Faso	257
Burundi	237
Cameroon	235
Chad	242
Republic of the Congo (Brazzaville)	291
Eritrea	251
Ethiopia	241
Gabon	220
Gambia	233
Ghana	245
Guinea-Bissau	225
Ivory Coast	254
Kenya	266
Lesotho	231
Liberia	218
Libya	261
Madagascar	265
Malawi	223
Mali	222
Mauritania	212
Morocco	258
Mozambique	264
Namibia	227
Niger	250
Rwanda	221
Senegal	221
Sierra Leone	232
Somalia	252
South Africa	27
South Sudan	249
Sudan	249
Tanzania	255
Togo	228
Tunisia	216
Zambia	260
Zimbabwe	263

Markets	Calling Code (and network prefix if applicable)
Rest of Asia Pacific	93
Afghanistan	61
Australia	880
Bangladesh	855
Cambodia	86
China	852
Hong Kong	81
Japan	856
Laos	976
Mongolia	977
Nepal	64
New Zealand	675
Papua New Guinea	63
Philippines	65
Singapore	94
Sri Lanka	886
Taiwan	992
Tajikistan	66
Thailand	993
Turkmenistan	998
Uzbekistan	84
Vietnam	

Markets	Calling Code (and network prefix if applicable)
Rest of Central & Eastern Europe	355
Albania	374
Armenia	994
Azerbaijan	375
Belarus	359
Bulgaria	385
Croatia	420
Czech Republic	995
Georgia	30
Greece	36
Hungary	371
Latvia	370
Lithuania	373
Moldova	389
North Macedonia	48
Poland	40
Romania	381
Serbia	421
Slovakia	386
Slovenia	380
Ukraine	

Markets	Calling Code (and network prefix if applicable)
Rest of Western Europe	43
Austria	32
Belgium	45
Denmark	358
Finland	353
Ireland	47
Norway	351
Portugal	46
Sweden	41
Switzerland	
Rest of Latin America	591
Bolivia	506
Costa Rica	1 (809, 829, 849)
Dominican Republic	593
Ecuador	503
El Salvador	502
Guatemala	509
Haiti	504
Honduras	1 (658, 876)
Jamaica	505
Nicaragua	507
Panama	595
Paraguay	1 (787, 939)
Puerto Rico	598
Uruguay	58
Venezuela	

Markets	Calling Code (and network prefix if applicable)
Rest of Middle East	973
Bahrain	964
Iraq	962
Jordan	965
Kuwait	961
Lebanon	968
Oman	974
Qatar	967
Yemen	
Other All other countries	Varies by country

The information in the table above is also available in a CSV file:

[Country Calling Codes and Regional Rate Mapping CSV](#)

Webhooks

Pricing information is included in all message webhooks. See:

Cloud API: [Message Status Updates](#) On-Premises API (deprecated): [Message Status Updates](#)

Billing

Billing and billing-related actions are handled through the Meta Business Suite. See [About Billing For Your WhatsApp Business Account](#) for more information.

Marketing Messages API for WhatsApp

If you are using the Marketing Messages API for WhatsApp, such usage is subject to Marketing Messages API for WhatsApp pricing. See the [Marketing Messages API for WhatsApp pricing](#) document for pricing information and rate cards.

See also

[ConversationsAbout Billing For Your WhatsApp Business AccountPricingTemplate Categorization](#)

[Sending messages with Cloud API](#)

New pricing policy for AI Providers leveraging the WhatsApp Business Platform | Developer Documentation

New pricing policy for AI Providers leveraging the WhatsApp Business Platform

Updated: Mar 4, 2026

This page is specific to “AI Providers” using the WhatsApp Business Platform. This does NOT change how Meta charges all other businesses using the WhatsApp Business Platform. Refer to the [pricing page](#).

Who this applies to

This is specific to “AI Providers” using the WhatsApp Business Platform, as defined in our [Terms of Service](#) updated on January 15, 2026: Providers and developers of artificial intelligence or machine learning technologies, such as large language models, generative artificial intelligence platforms, general-purpose artificial intelligence assistants, or similar technologies who provide certain services on WhatsApp Business Platform.

This does **NOT** change how or what Meta charges all other businesses using the WhatsApp Business Platform. They will continue to be charged as outlined in the [pricing explainer](#). This includes *not* being charged for non-template messages sent in an open customer service window. This also does not change the mechanics of the [customer service window](#).

Why Meta is charging

Specifically for third party AI Providers:

Effective January 15, 2026, WhatsApp's [Terms of Service update](#) "AI Providers" are only permitted to offer general purpose AI assistants on the WhatsApp Business Platform where Meta is legally required to permit this use case. Effective February 16, 2026, in countries where Meta is legally required to support AI Providers usage of the WhatsApp Business Platform, Meta will charge AI Providers for non-template messages sent to WhatsApp users in these countries.

What and where Meta will charge

Effective February 16, 2026 – Meta will charge for:

Each non-template message (, and so on) Delivered from an "AI Provider" To a user in a market where Meta is legally required to permit AI Providers to use the WhatsApp Business Platform Markets and effective dates (as of January 28, 2026):

Effective **February 16, 2026**, this applies to Italy (+39).

Effective **March 11, 2026**, this applies to the following countries:

Austria (+43) Belgium (+32) Brazil (+55) Bulgaria (+359) Croatia (+385) Cyprus (+357) Czech Republic (+420) Denmark (+45) Estonia (+372) Finland (+358) France (+33) Germany (+49) Greece (+30) Hungary (+36) Iceland (+354) Ireland (+353) Latvia (+371) Liechtenstein (+423) Lithuania (+370) Luxembourg (+352) Malta (+356) Netherlands (+31) Norway (+47) Poland (+48) Portugal (+351) Romania (+40) Slovakia (+421) Slovenia (+386) Spain (+34) Sweden (+46)

For example: If a user in Italy sends an AI Provider a prompt, and the AI Provider delivers three non-template message responses to the user over a span of 5 minutes, that will incur three charges.

Rates

[AI Provider rates for non-template messages CSV \(March 4, 2026\)](#). [AI Provider rates for non-template messages PDF \(March 4, 2026\)](#).

These rates are specific to AI Providers using the WhatsApp Business Platform. To see rates for marketing, utility, and authentication messages, please refer to [Pricing on the WhatsApp Business Platform](#).

Analytics

The Pricing Analytics API will include a new `<PRICING_CATEGORY>` value of `AI_BOT` to reflect AI Provider traffic.

Webhooks

The [webhooks](#) will reflect the `<PRICING_CATEGORY>` for these non-template messages from "AI Providers" as `general_purpose_ai`.

Billable messages have `type` set to `regular` in the pricing object of status [messages](#) webhooks:

WhatsApp Cloud API Get Started | Developer Documentation

WhatsApp Cloud API Get Started

Updated: Oct 1, 2025

This guide helps developers quickly get started with the WhatsApp Cloud API. It covers the basic setup steps, including registering as a developer, creating a Meta app, sending your first message, and setting up a test webhook endpoint. You'll also learn how to generate secure access tokens and send both template and non-template messages. Advanced features and further resources are introduced for deeper exploration.

Download the Sample App

The Jasper's Market sample app contains all of the messages and code used in the Jasper's Market demo. You can use this sample app to learn how to build an application that sends and handles WhatsApp Cloud API data.

[Download the Jasper's Market Sample App](#)

Prerequisites

You must have a Facebook account or a managed Meta account. You must be registered as a developer.

If you have not registered as a developer, navigate to

<https://developers.facebook.com/async/registration/> and follow the prompts. You need access to a device with WhatsApp on it so you can send and receive test messages during setup.

Step 1. Create a New Meta Developer App and Set Up with WhatsApp

You need to create a Meta developer app and set the app up with the WhatsApp use case. Click on “Go to App Dashboard” and follow the instructions below to get started.

[Go to App Dashboard](#)

If you **already have** a Meta app

Select your existing app in the App Dashboard. Click on **Add use cases**. Select **Connect with customers through WhatsApp** and follow the prompts to add the use case to your app.

Note: If you do not have a Meta Business Portfolio, you will create one during this process.

If you **do not have** a Meta app

Follow the prompts in the App Dashboard to create a new app.

Select the **Connect with customers through WhatsApp** use case. Select an existing Business Portfolio or follow the prompts to create a new one. Finish creating your app. Once your app has been created, select **Use cases** (pencil icon) from the sidebar.

Step 2. Connect Your Meta App to a WhatsApp Business Account

After creating your Meta app, you need to connect it to a WhatsApp Business Account. This connection allows your app to access the WhatsApp Cloud API and send messages on behalf of your business.

Navigate to the [App Dashboard](#) and select your app. Click on **Use cases** (pencil icon) in the sidebar. Under your **Connect with customers through WhatsApp** use case, click **Customize**. In the **API Setup** section, select an existing WhatsApp Business Account or create a new one:

To use an existing account: Select the WhatsApp Business Account from the dropdown menu. **To create a new account:** Click **Create a WhatsApp Business Account** and follow the prompts to

set up your business profile. Once connected, you will see your WhatsApp Business Account ID displayed in the API Setup panel.

Save this ID for use in API calls.

“ **Note:** If you created a new Meta Business Portfolio during app creation, a WhatsApp Business Account may have been automatically created for you. Verify the connection in the API Setup section before proceeding.

Step 3. Send Your First Template Message

With your new app set up, let's send your first message on WhatsApp.

Click on **Use cases** (pencil icon) on the sidebar. Under your **Connect with customers through WhatsApp** use case, click **Customize**. In Quickstart, click on the **Start using the API** button and follow the first 2 steps to send the `hello_world` template message to a phone number of your choosing.

Make sure to retain both your test phone number ID and WhatsApp Business Account ID for later use. Once you receive the message you sent, make sure to reply back to keep the conversation going.

Step 5. Create a System User and Generate a Permanent Access Token

The temporary access token you created to send the `hello_world` template message expires quickly and is not suitable for development purposes. So you should create a permanent token for use across the WhatsApp Business Platform.

Navigate to [Business Settings](#) and click **System users** in the sidebar. Click the **Add+** button in the upper-right corner and follow the prompts to create a new system user. Select the new system user you created, and click **Assign Assets**.

Select your app and toggle **Manage app** under **Full control**. Select your WhatsApp account and toggle **Manage WhatsApp Business Accounts** under **Full control**. Click the **Assign assets** button. Click **Generate token**.

Follow the prompts to generate your token. Add the following permissions to the token:

[business_managementwhatsapp_business_messagingwhatsapp_business_management](#)Copy the token and store it in a secure place to be used in the later steps.

Step 7. Finish

The WhatsApp Cloud API enables you to send messages and receive webhooks—these are the fundamental building blocks for messaging integration. Beyond these basics, the API offers additional features such as group creation and management, as well as support for calling. To explore these advanced capabilities, check out the “Learn more” section below.

Learn more

[Learn about the different types of non-template messages](#)[Learn how to create and send template messages](#)[Learn how to create and manage WhatsApp groups via API](#)[Learn how to send and receive calls on WhatsApp via API](#)[Learn how to add a business phone number](#)[Learn how to set up your own webhook server](#)[Become a Solution Provider](#)[View WhatsApp API OpenAPI Specification](#)