

# Viewing metrics | Developer Documentation

## Viewing metrics

Updated: Feb 10, 2026

Marketing Messages API for WhatsApp (formerly known as Marketing Messages Lite API) is now generally available.

Conversion metrics will be solely available in the WhatsApp Manager UI and WhatsApp Business Management API that businesses use with Cloud API in October 2025.

As a result, the following conversion metrics will be depreciated:

Viewing conversion metrics via Ads Manager UI (**September 8th, 2025**). Viewing conversion metrics via Ads Insights API (**Q1 2026**).

Businesses that use Marketing Messages API for WhatsApp can view metrics from 4 surfaces:

Via WhatsApp Business Platform surfaces

WhatsApp Manager UI [WhatsApp Business Management API](#) Via Ads surfaces (optional)

Ads Manager UI “Marketing Messages” tab Marketing API “[Insights API](#)”

ROI Reporting	WhatsApp Business Management surfaces	Ads surfaces
Messages sent, delivered, read	Y	Y
Total amount spent	Y	Y
Cost per delivery	Y	Y
CTA URL link clicks	Y	Y
Cost per click	Y	Y
CTA URL link click rate	N	Y
Add to cart (Web + App)	Y	Y*
Checkout initiated (Web + App)	Y	Y*

ROI Reporting	WhatsApp Business Management surfaces	Ads surfaces
Purchase, purchase value (Web + App)	Y	Y*
App Activations	Y	Y*
Quick Replies	Y	Y

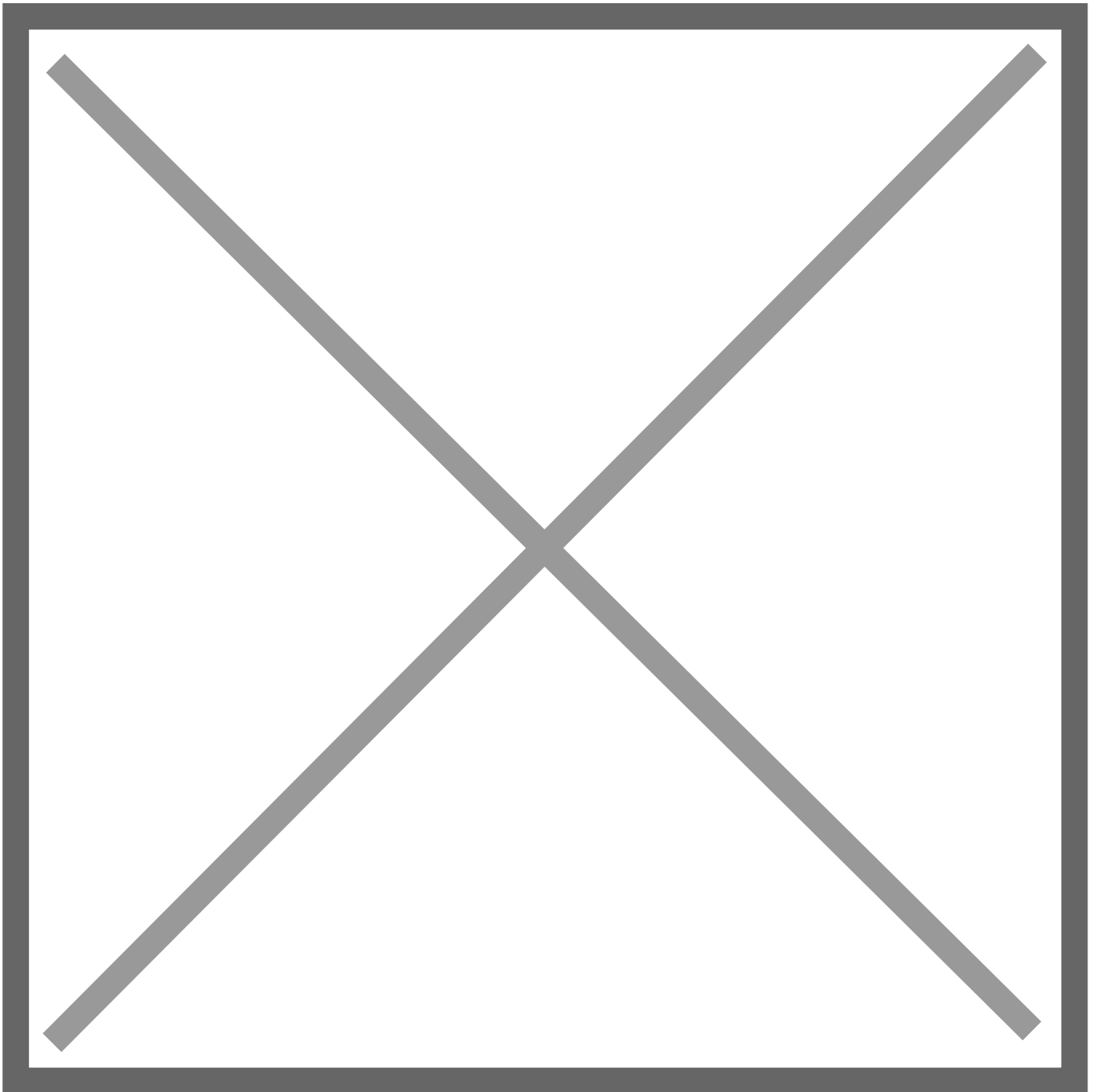
\* Requires a business to report this conversion event via Meta Pixel or Conversions API for App Events [see Get started with the Meta Pixel and Conversions API](#).

## View metrics via UIs

After sending Marketing Messages via Marketing Messages API for WhatsApp, view read-only metrics on sends, clicks, and conversions from two UIs:

WhatsApp Manager Ads Manager “Marketing Messages” tab

Marketing Messages API for WhatsApp metrics, can be viewed in WhatsApp Manager on both Phone Number and Template screens:



## Benchmarks and recommendations metrics

Benchmark metrics provide insights into how your business is performing compared to similar businesses in your industry. These metrics are based on data from the past 30 days and take into account various factors that define similar businesses. Based on the benchmark metrics, we provide personalized recommendations to help you improve your template's performance. If your template's read rate or click rate falls below the benchmark, we provide suggestions to boost engagement.

## Calculating benchmarks

To calculate benchmark metrics, we consider the following characteristics:

**Business Country or Region:** We use the business country as the default cohort, but if the cohort size is too small, we switch to the business region.**Business Industry:** We compare your business with others in the same industry or vertical to provide relevant benchmarks.**Template Categories:** We only compare templates within the same category (e.g., marketing templates with other marketing templates) to ensure accurate and relevant benchmarks. We then calculate two key benchmark metrics:

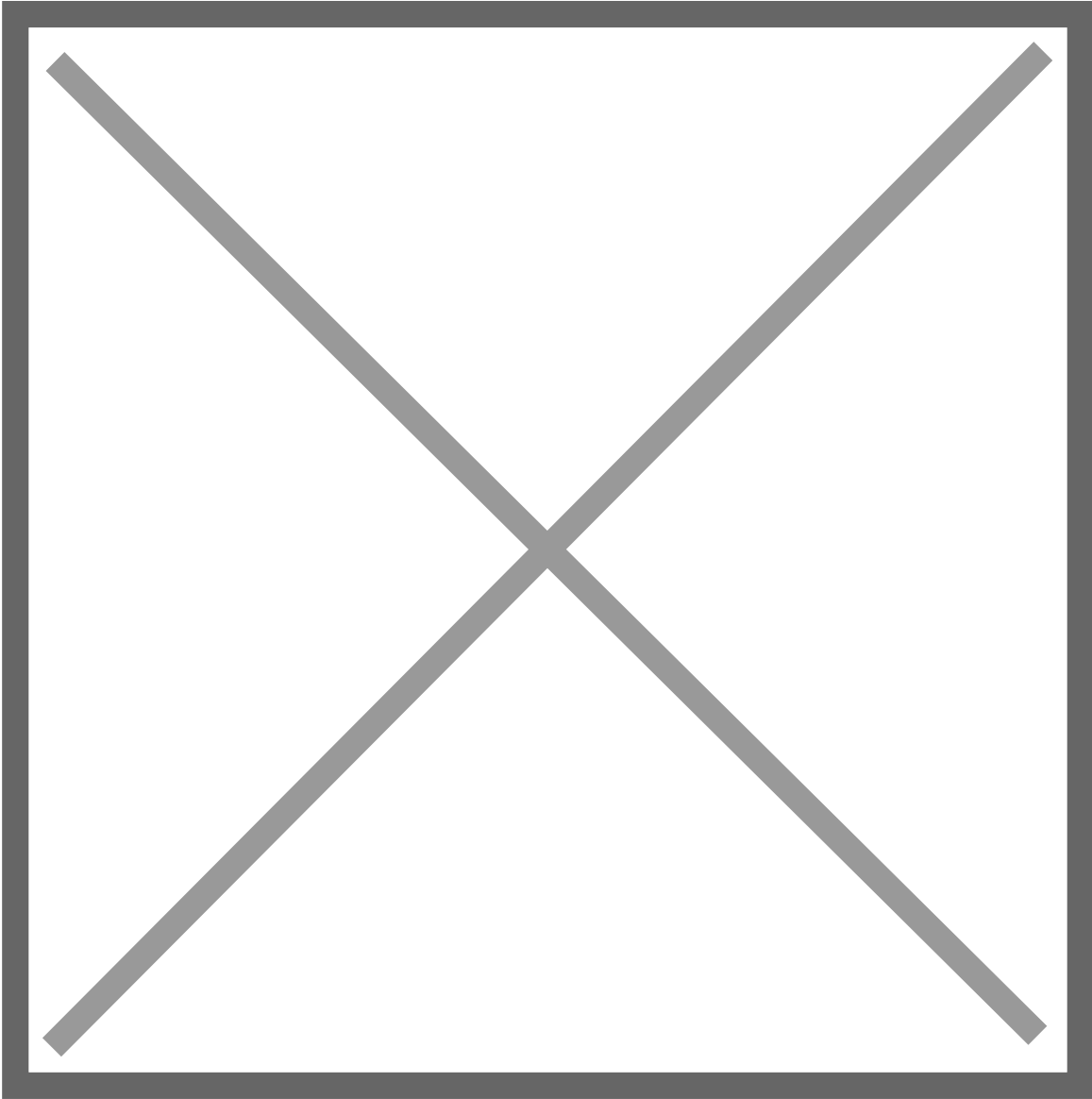
**Read Rate Benchmark:** We calculate this metric as the 75th percentile of read rates across similar businesses, representing the percentage of messages read out of total messages delivered.  
**Click Rate Benchmark:** We calculate this metric as the 75th percentile of click rates across similar businesses, representing the percentage of link clicks out of total messages delivered.

## Understanding your ranking and how to use benchmark metrics

When you view your benchmark metrics, you will see a ranking that indicates how your template performs compared to templates in the same category. This ranking is calculated by comparing your template's performance with the read rate or click rate performance of peer templates with high engagement over the past 30 days.

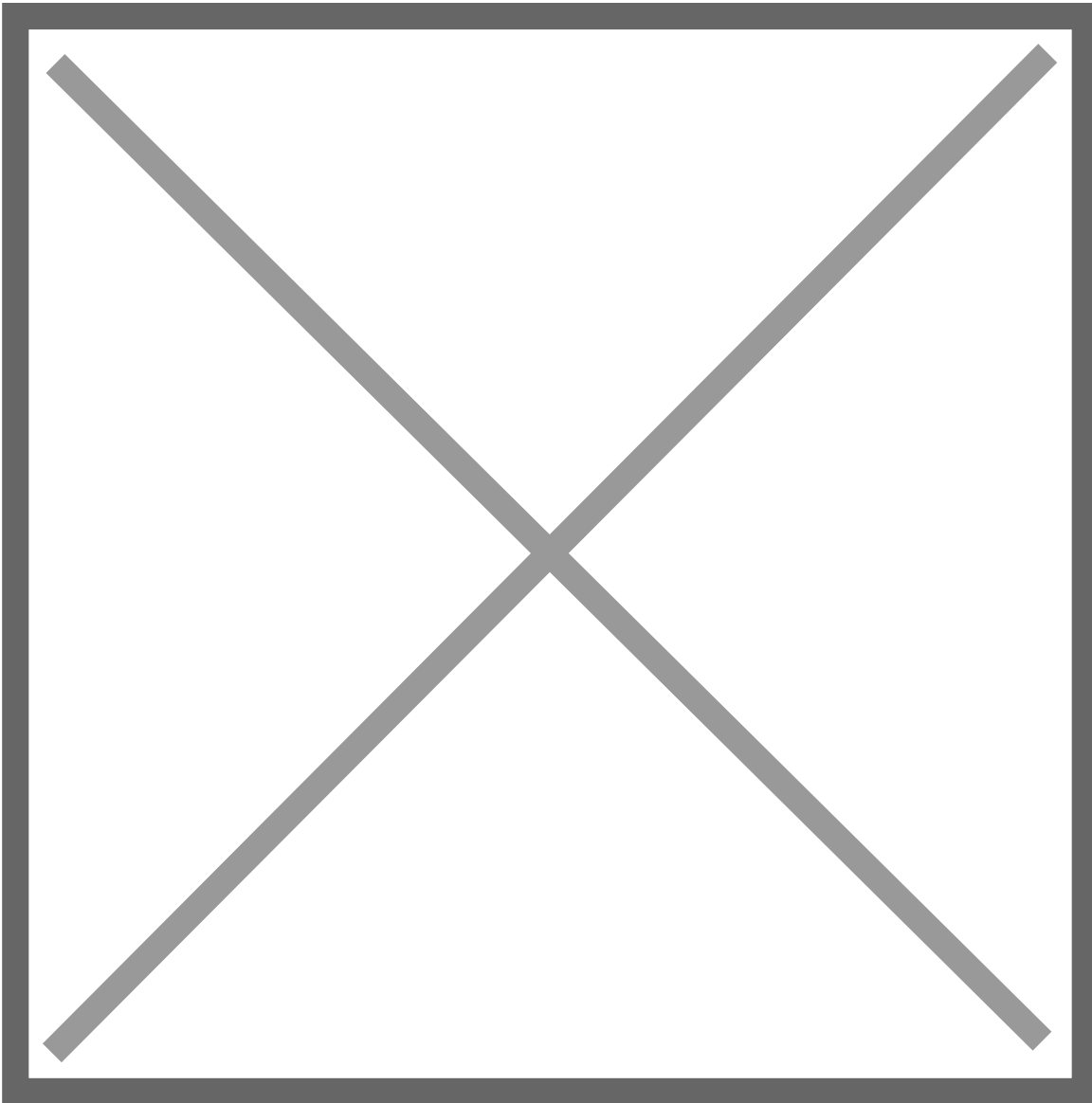
Use the benchmark metrics to compare your template's performance to templates from similar businesses over the past 30 days. Benchmarks are calculated daily, with a delay of up to 2 days. This ensures that you have access to updated and relevant data to inform your business decisions. To access the benchmark and recommendations metrics:

Go to the WhatsApp Manager and select "Manage templates". Choose the template you want to view. Select the "Marketing Messages API for WhatsApp" option from the dropdown menu highlighted in red. The benchmark metrics and recommendation cards will be displayed below the preview card in the left panel.



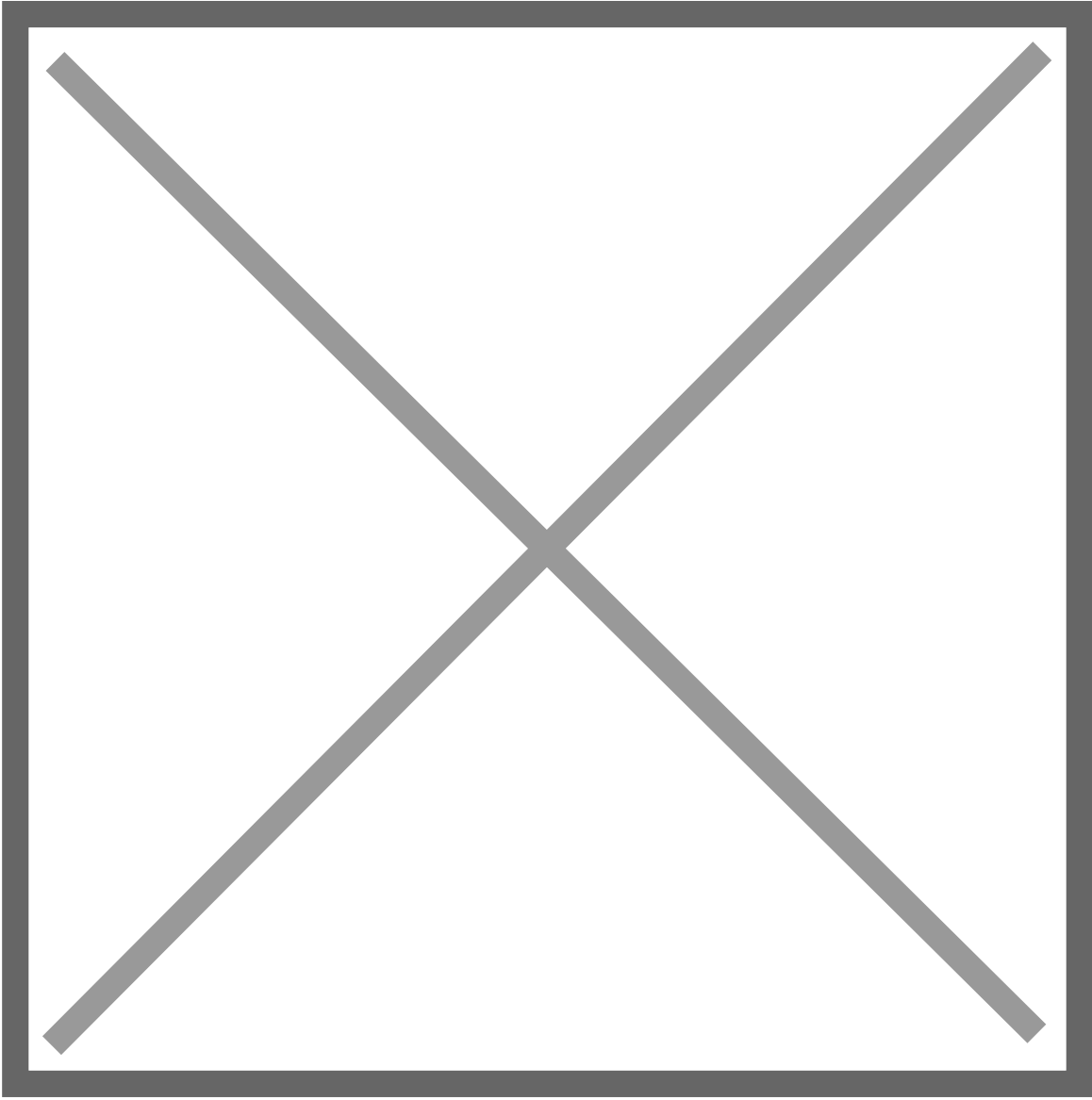
## Error metrics

You can see a summary of error messages your template encountered within a given period of time by navigating to the [WhatsApp Manager](#) > **Message templates** > **Manage templates** panel and clicking on the template. Errors are displayed in the **Error messages** section.

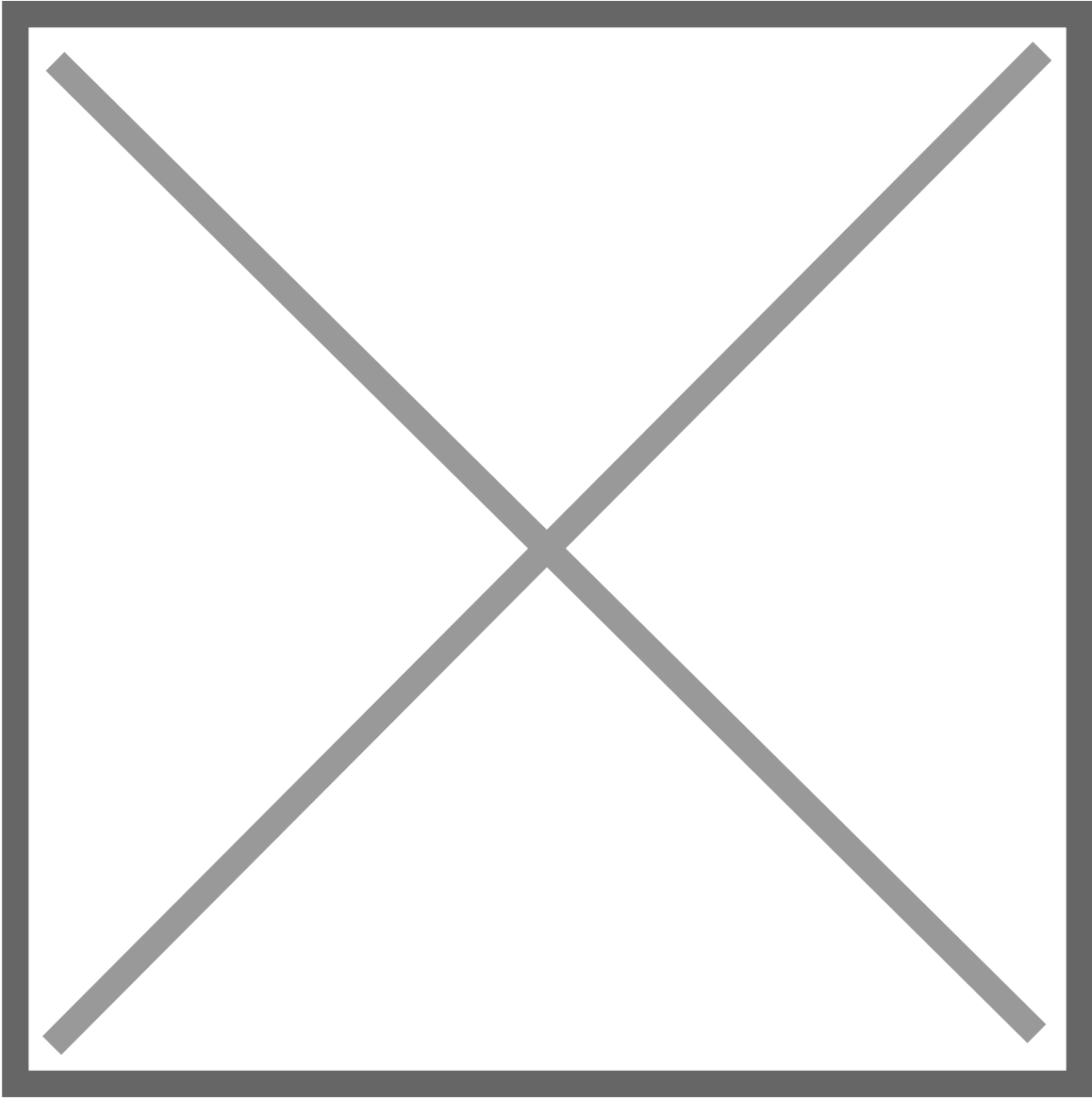


The period of time can be defined using the date selector dropdown at the top of the page. See [Cloud API error codes](#) for a list of error codes and their descriptions.

The most frequently encountered message delivery errors are displayed in the **Summary** tab:



This information is also displayed as trend lines in the **Trend** tab:



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