

Pricing on the WhatsApp Business Platform

Effective July 1, 2025



from  Meta



Pricing on the WhatsApp Business Platform

We charge on a **per-message basis** for each message a business sends to a user.

- We charge only when a message is **delivered**.
- We charge based on:
 - Who the message is sent to, determined by the [country calling code](#) of the **recipient's** phone number.
 - The [category](#) of the message (**marketing**, **utility**, **authentication**).
- Our rates vary by **market – category** pair.

We provide several ways for business to **get value with rewarding pricing**:

- We do not charge when businesses send *free-form messages or utility template messages* in response to users. [Learn more on pages 4-5.](#)
- Businesses can unlock *more attractive prices* as they grow on our platform, via volume tiers. [Learn more on page 6.](#)
- Businesses can use ‘*free entry points*’ to get more value when a user messages from an [ad that clicks to WhatsApp](#) or a [Facebook Page action button](#). [Learn more on page 7.](#)

We **publish our rates and volume tiers** on our [website](#) and [documentation](#).

Pricing outlined in this document is applicable when purchasing from Meta.

Pricing between an end-customer (“business”) and a Solution Partner is determined solely between such business and the Solution Partner.

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We charge on a **per-message** basis on the WhatsApp Business Platform.

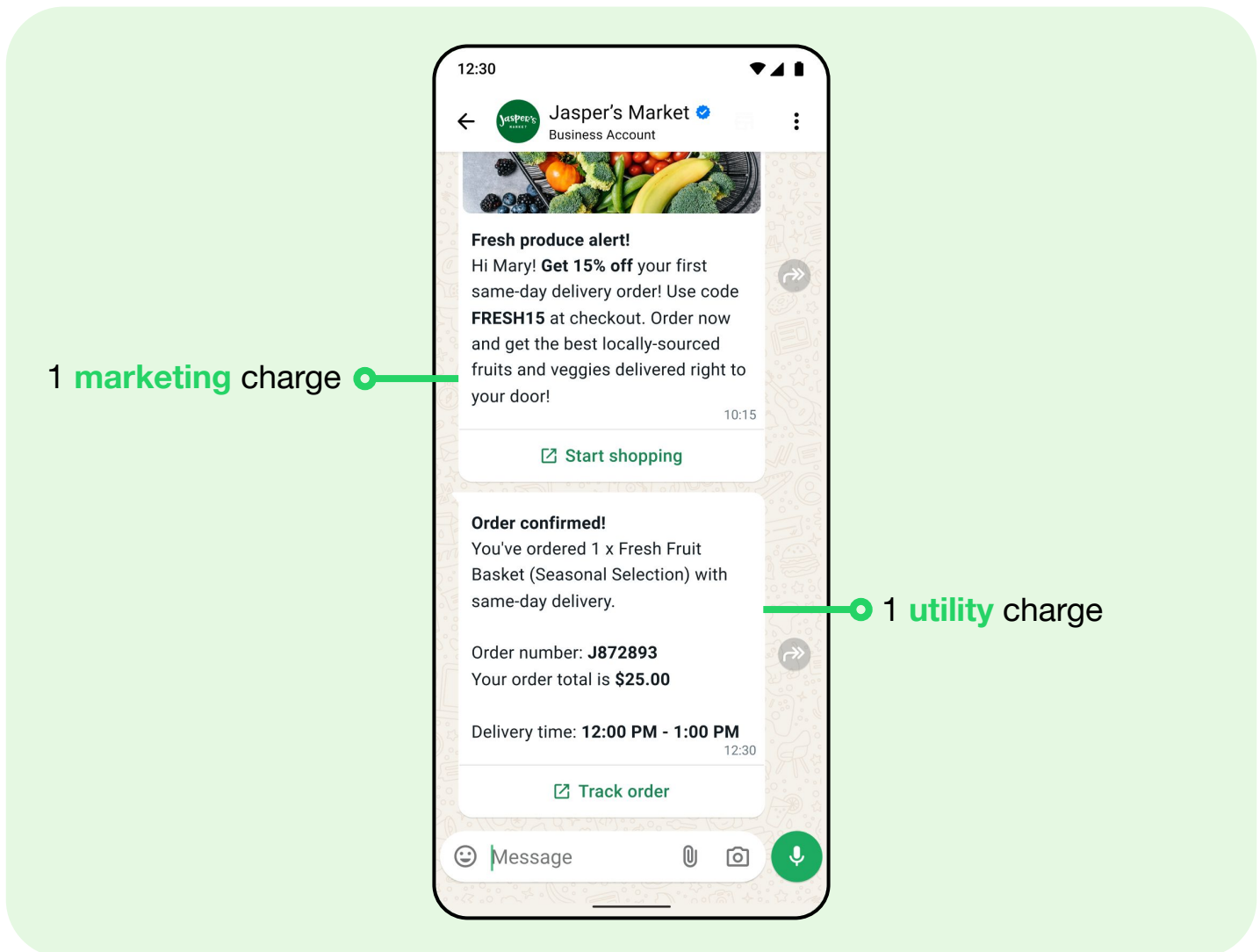
How it works

We charge for each **template message** a business sends to a user.

For example, if a business sends 1 marketing message and 1 utility message, that incurs 1 charge for each category.

What this means

Pricing on the WhatsApp Business Platform is consistent with alternate channels, which also charge for each message.



Learn more [here](#).

Effective November 1, 2024

Businesses can respond to users **at no charge** with free-form messages.

How it works

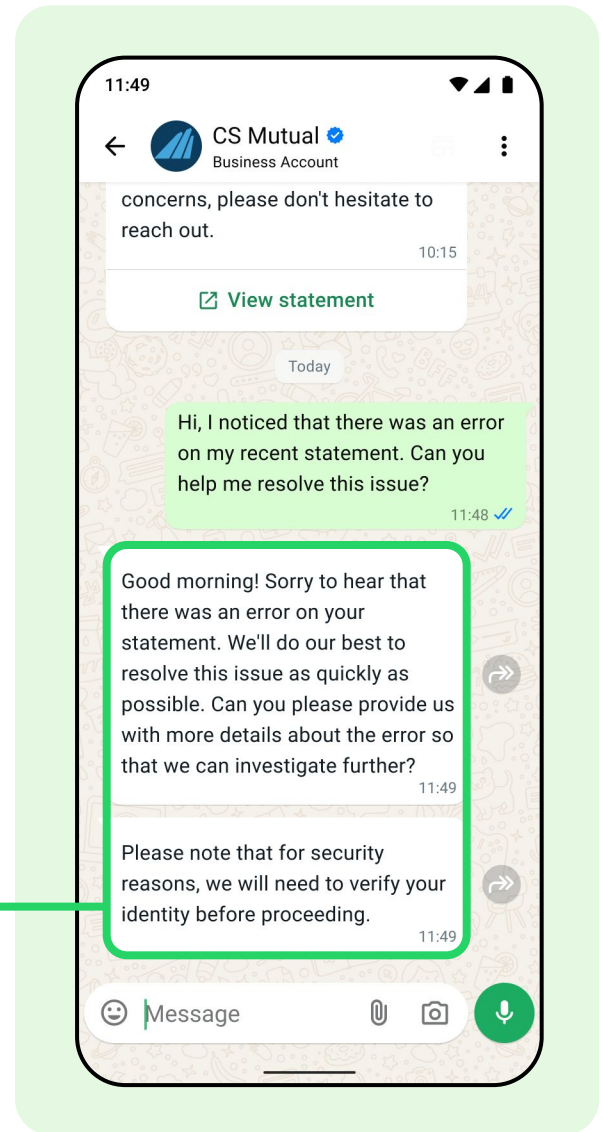
Businesses can respond *via free-form messages* to users within the 24-hour customer service window **at no charge**.

The 24-hour customer service window resets with each user message.

What this means

Businesses can be available for and engage with their customers on WhatsApp, including via AI-enabled conversational experiences, at no charge.

No charge for these free-form messages.



The customer service window is a 24-hour timer that starts with a user message and resets with each new user message. As long as the customer service window is open, businesses can respond to users via free-form messages or utility messages, at no charge.

Free-form messages are any message type that is *not* a template message.

Learn more [here](#).

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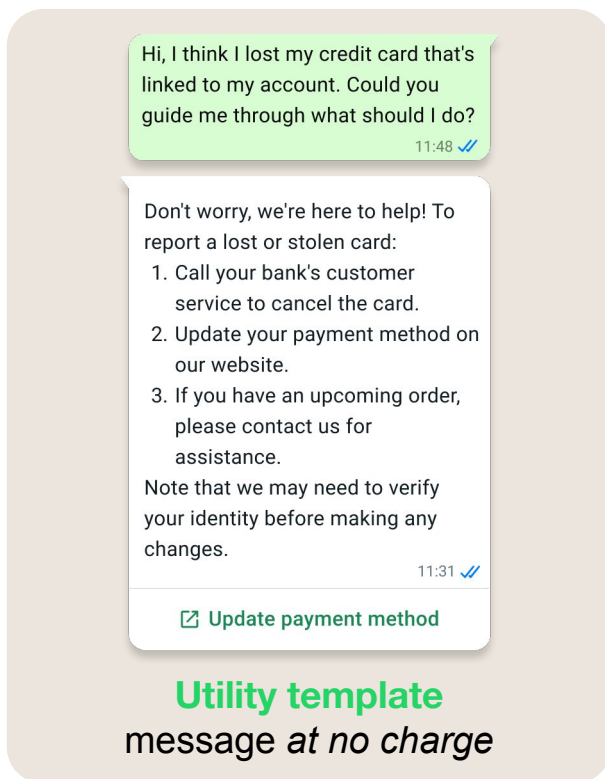
Businesses can respond to users at no charge with free-form messages and utility template messages.

How it works

When the customer service window is open, businesses can also send utility messages, at no charge.

What this means

Businesses have more flexibility and choice in how to respond to users, at no charge.



Hi, I think I lost my credit card that's linked to my account. Could you guide me through what should I do?

11:48 ✓

Don't worry, we're here to help! To report a lost or stolen card:

1. Call your bank's customer service to cancel the card.
2. Update your payment method on our website.
3. If you have an upcoming order, please contact us for assistance.

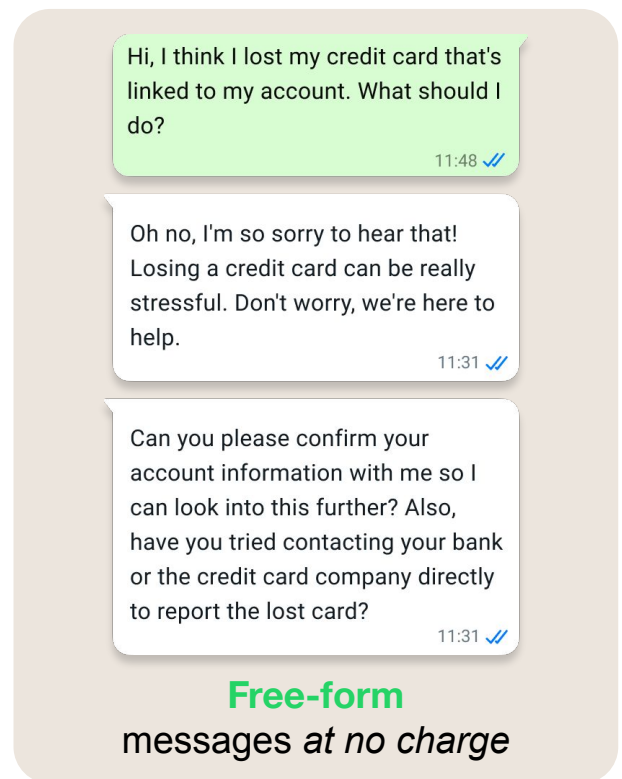
Note that we may need to verify your identity before making any changes.

11:31 ✓

[Update payment method](#)

Utility template
message *at no charge*

OR



Hi, I think I lost my credit card that's linked to my account. What should I do?

11:48 ✓

Oh no, I'm so sorry to hear that! Losing a credit card can be really stressful. Don't worry, we're here to help.

11:31 ✓

Can you please confirm your account information with me so I can look into this further? Also, have you tried contacting your bank or the credit card company directly to report the lost card?

11:31 ✓

Free-form
messages *at no charge*

The [customer service window](#) is a 24-hour timer that starts with a user message and resets with each new user message. As long as the customer service window is open, businesses can respond to users via free-form messages or utility messages, at no charge.

Learn more [here](#).

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Businesses can unlock **more attractive pricing** for utility and authentication messages as they scale and grow on our platform.

How it works

As businesses reach a higher volume tier (for that market–category), they automatically unlock more attractive pricing for the messages in that tier.

What this means

Businesses can save more as they bring more utility and authentication messages to our platform.

	Utility messages		Authentication messages		
	# messages	What we charge	# messages	What we charge	
Market	Tier 1	Rate	Tier 1	Rate	–5% only applies for messages in Tier 2, and –10% applies to messages in Tier 3
	Tier 2	– 5%	Tier 2	– 5%	
	Tier 3	– 10%	Tier 3	– 10%	
	Tier 4	– 15%	Tier 4	– 15%	
	Tier 5	– 20%	Tier 5	– 20%	

These are indicative; refer to our documentation for our published tiers.

Volume tiers are specific to a market – message category (e.g., Brazil – utility).
These are published on our [website](#) and [documentation](#).

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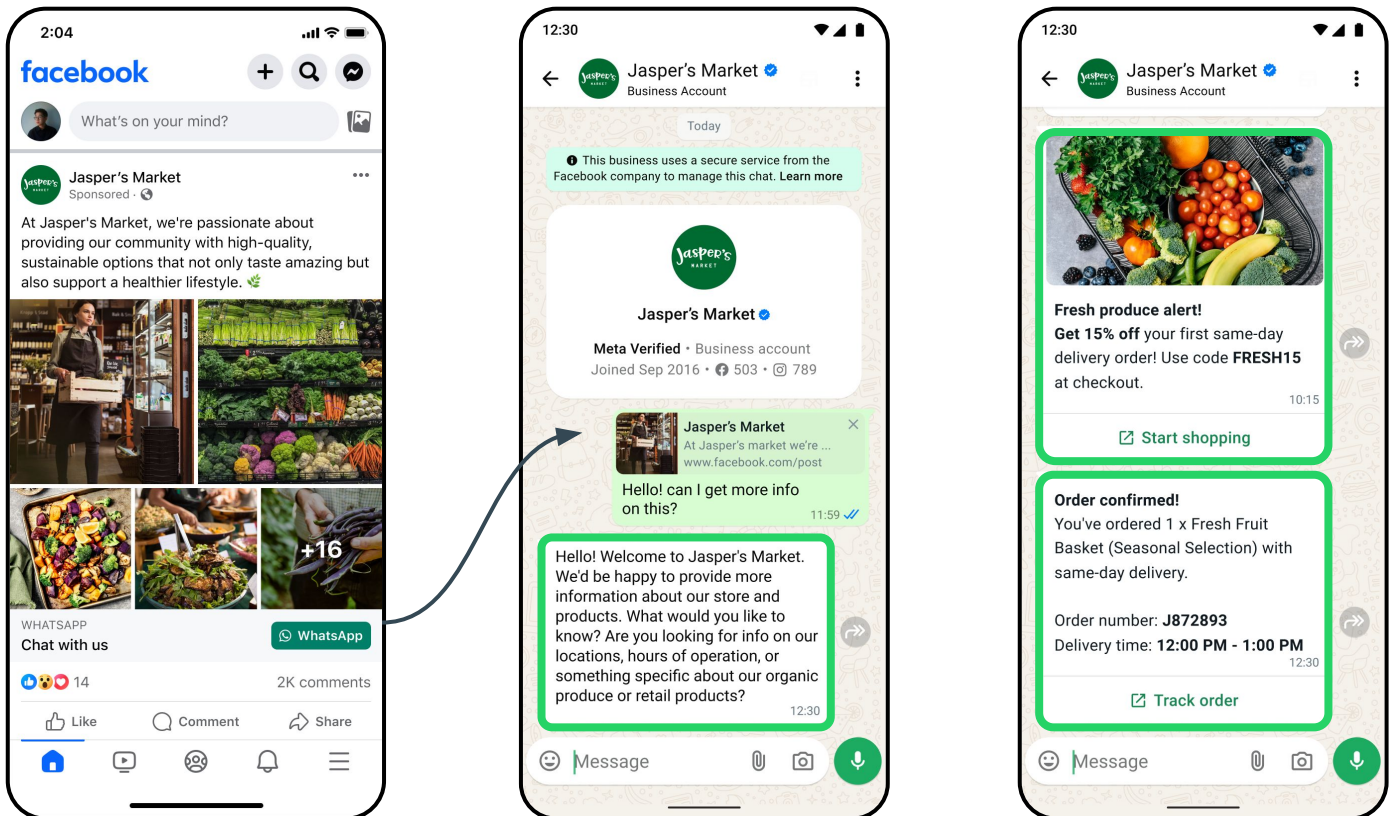
Businesses can use **free entry points** to get more value on WhatsApp.

How it works

When a user messages a business from an [ad that clicks to WhatsApp](#) or a [Facebook Page action button](#), and the business responds within 24 hours, that response opens a 72-hour (3-day) ‘free entry point’ window where **template messages are not charged**.

What this means

Businesses can use these entry points to get more value when messaging users on WhatsApp.



No charge for this free-form message, which opens the ‘free entry point’ window

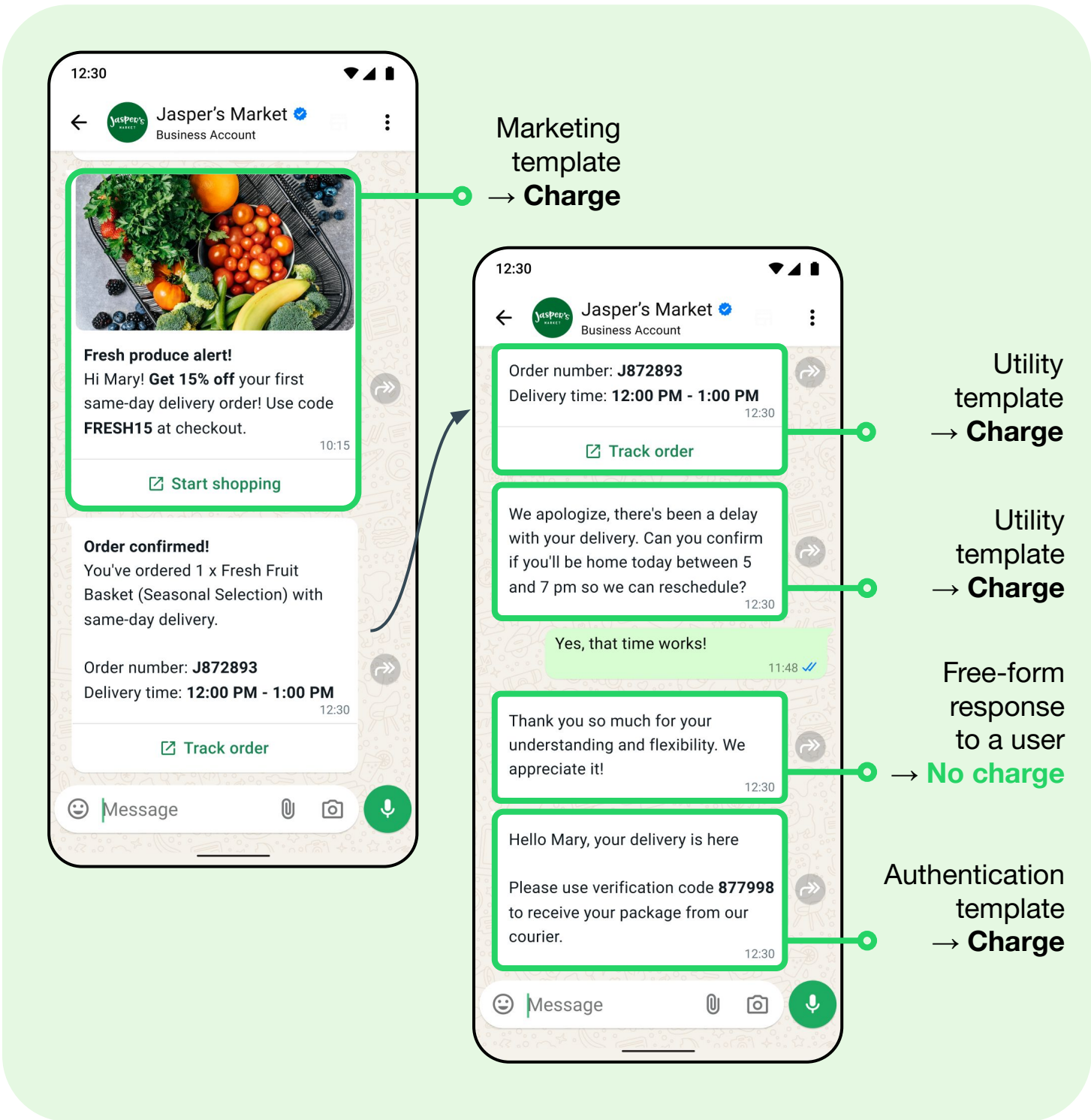
No charge for template messages in the ‘free entry point’ window

In the 72-hour ‘[free entry point](#)’ window, businesses can message users with free-form messages *at no charge* within as long as the 24-hour [customer service window](#) is open.

Learn more [here](#).

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Illustrative example of our pricing



If this started from an [ad that clicks to WhatsApp](#), and occurred in the 72-hour 'free entry point' window, **none** of these messages would have been charged.

For Reference



[Pricing](#) on the WhatsApp Business Platform



[Template category guidelines](#) on the WhatsApp Business Platform



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