



CUNNEKT

Whatsapp API powered Communication Platform



Client Onboarding Guide



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Requirements for WhatsApp Business API Onboarding

You should have:

1 Active Phone Number

Phone number with no active WhatsApp account.
Should be able to receive OTP/Call

2 Personal Facebook ID

You will be prompted to login to facebook to create WhatsApp Business Account

3 Verified Facebook Business Manager

Unverified FB Business Accounts can be onboarded, but will have limitation of 250 message/day

4 Business Website (optional)

Only required if you want a WhatsApp display name other than your legal business name.

How to Verify Facebook Business

- ◆ **Step 1** Goto FB Business Manager: [Link](#)
- ◆ **Step 2** Choose/Create your Facebook Business Manager Account
- ◆ **Step 3** Go to Security Center
- ◆ **Step 4** Click 'Start Verification' Button

If 'Start Verification' Button is not available:

- ◆ **Step 1** Go to Facebook Developer Apps: [Link](#)
- ◆ **Step 2** Click on "Create App" button and Create a "Business" type App
"Start Verification" button should now be visible in Security Center

Information/Documents Required for Facebook Business Verification

Legal Details of your Business

- Organization Name
- Full Address
- Mobile Number
- Website

Documents to prove above information

- Certificate of incorporation or formation
 - Business license
 - Tax or VAT reg certificate
- [Check full list](#)

Note: If you do not have a website, business can be verified using phone number. But you will need to upload number verification document.

Get Started with Cunnekt



3 EASY STEPS

- Create your Account on Cunnekt
Link: [Click Me](#)
- Make Payment for the Plan as per
your requirement. [Click me](#)
- Onboard to WhatsApp business
API. [Click Me](#)

Contact us for Free Video
Conference for Onboarding Help

After WABA Onboarding



After a new Whatsapp Account is onboarded:

- You will start with a messaging limit of 1000 Business initiated conversation/24 hour (if business is verified)
- You can instantly start receiving user-initiated conversations and reply to them
- Configure WhatsApp Business profile Display Image, About me, Description, and more. [Click here](#)

What is Messaging Limit

Messaging limits determine the maximum number of business-initiated conversations you can initiate in a rolling 24-hour period.

Unverified businesses: 250 BIC/24 hour period.

All Verified Facebook Businesses start with Message Limit: 1000 unique customers

- If daily messaging exceeds 600: Limit increase to 10,000 unique customers (tier 2)
- If daily messaging exceeds 12000: Limit increase to 100,000 unique customers (tier 3)
- If daily messaging exceeds 1,20,000: Limit increase to Unlimited unique customers

Limit increase is subject to meta. Limit increase can take 2-7 days

[Read More](#)

GREEN TICK (OBA)



Cunnekt will help you submit a Green Tick application to Facebook. Providing the Green Badge to a business is entirely the decision of Facebook.

Qualifications for OBA verification:

- An Approved WhatsApp Business API account (via Cunnekt)
- Notability of Brand by at least 3 Press Coverages (not Paid PR) or Social Following
- Enable 2FA in Business Managers

We recommended Tier 2 or above Messaging limit before applying for Green Tick.

1-month wait period if application rejected by FB

For queries or Onboarding Support

Feel free to reach out!



+91-8527795844



sales@cunnekt.com



by

cunnekt.com

brainpulse.com