

Vonage Guide: Getting Started with the WhatsApp Business API

This guide contains all of the steps needed for your company to get started using WhatsApp with Nexmo's Messages and Dispatch API. Note also the links provided for visual reference.

Prerequisites:

1. A Facebook Business Account and Business Manager
2. A Nexmo account and API Key
3. A Dedicated Phone # with International Reach from the USA
4. People: Facebook Administrator and Account Access
5. Facebook Account Verification

Action Items:

1. Complete the WhatsApp Customer Information Form
2. Accept Jewel Notification
3. Verify your Business with Facebook
4. Nexmo Setup on Post-Pay terms
5. OTP Phone # Verification Call
6. Users must accept invite to WhatsApp Business Account
7. Log in to WABA Dashboard & Create Message Templates
8. Complete Integration with Messages API
9. "Green Label" Application [Optional]

Post Server Creation:

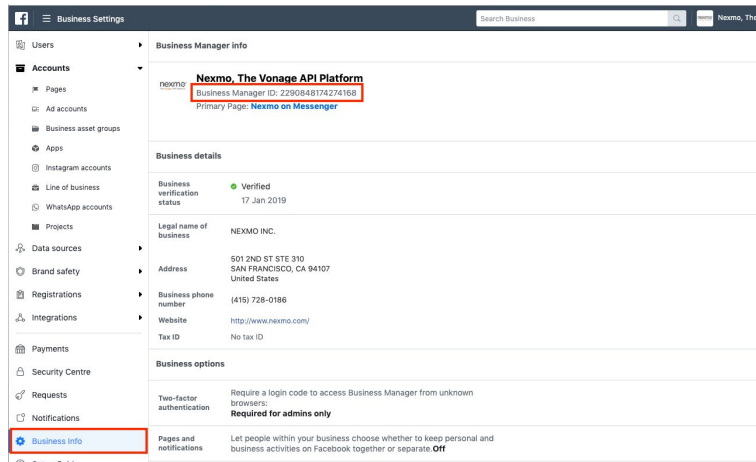
1. Create Messages and Dispatch APP
2. Configure Webhooks
3. Non-Nexmo # Configuration (Optional)
4. Start Development!
5. WhatsApp Analytics

Prerequisites:

1. A Facebook Business Account and Business Manager

First and foremost, since WhatsApp is a Facebook (FB) product, anyone wanting to use the platform needs to have a FB business page, and a Business Manager to support it. [Here is a link](#) on how to create a FB Business Manager; ensure that you have a Business page type.

Already have a FB Business Account? Great! Next, you'll need to know your FB Business Manager ID. This can be found on your [Business Manager settings](#) page, under "Business Info" tab. See the screenshot below for more help:



This ID number is used to create your WhatsApp Business Account (WABA) so it is crucial that you share the correct number with us.

2. A Nexmo account and API Key

You'll need a Nexmo developer account and API key. Registering an account is easy! Please visit [this link](#) to log in or create an account. WhatsApp production accounts will need their own dedicated API key. If you are already using your Nexmo API key for another service please [request a sub-account key here](#) or from your Nexmo contact.

3. A Dedicated Phone # with International Reach from the USA

Your chosen WhatsApp phone number can either be a Nexmo LVN or a number that you have acquired yourself. Nexmo numbers are preferred as this will reduce the amount of time it takes to secure your server.

In either case, the phone number must have international reach from US, in order for us to complete the 2FA phone call.

If you would like to use a Nexmo LVN;

- Please check [this link](#) to confirm the Nexmo number for your chosen country code has international reach; this can be seen in the second column.
- You can purchase a new number on your [Nexmo numbers dashboard](#) or you can speak to one of our Account Managers

If you would like to use your own number;

- Please ensure you select a carrier that supports voice calls with international reach from the US
- If the number is a Contact Centre phone number, IVR must be able to be disabled for the duration of the 2FA phone call
- This number cannot be already being used as a personal WhatsApp account. If it is, you need to go into the Settings page and delete the account

4. People: Facebook Administrator and Account Access

You will need to know who has administrative access to your Facebook Business account, as this person(s) will need to complete an action step at the beginning of the onboarding process.

Nexmo will also need to know who you would like to have access to the WhatsApp dashboard. This can be as many people as you would like, and will be the people required to create and manage your message templates and view numbers usage.

5. Facebook Account Verification

In order for your WABA to be completed, your Facebook Business account needs to be verified by Facebook. This is the process of Facebook confirming the legitimacy of your business. [This Facebook page](#) explains how you can complete this process.

We recommend you complete the business verification process as soon as possible, as it can take some time to gather the necessary information and documentation, and for the FB team to review your application.

Action Items:

1. Complete the WhatsApp Customer Information Form

If you have completed all the above steps and have all the required information available, please complete our application form below to share this information with the Nexmo team. This lets us properly start the WhatsApp onboarding process and track the implementation.

[Nexmo: WhatsApp Customer Application Form](#)

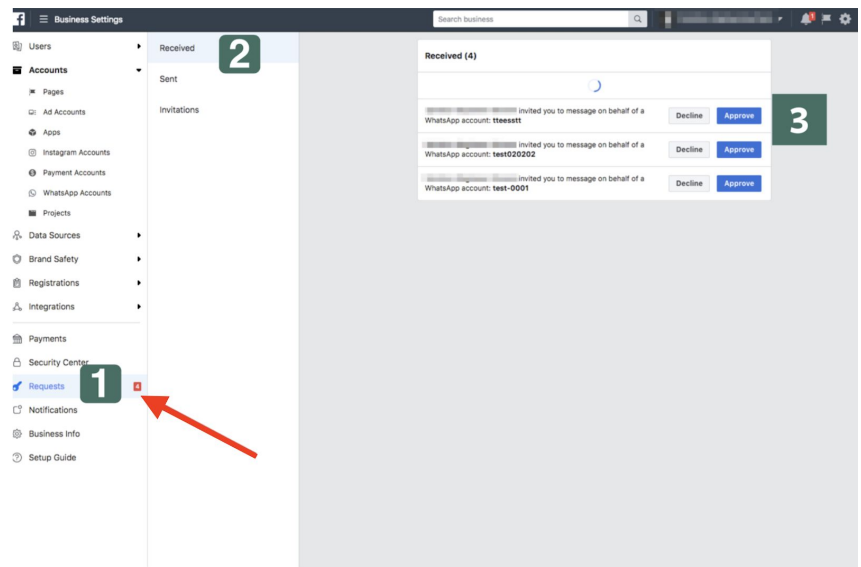
2. Accept Jewel Notification

Once you have completed the Form, we can then create your WABA.

You will receive an email from Nexmo explaining how you must approve the Jewel Notification request sent to the [FB Business Manager Dashboard](#).

You must follow these steps to accept the request, see screenshot for more help.

1. In the Business Settings page, navigate to the *Requests* sub-menu.
2. Select the *Received* tab.
3. Click the *Approve* button for the Nexmo Request.



PLEASE NOTE: Only your Facebook administrator(s) will be able to view and approve Jewel notification requests. If you cannot see the Request tab, then you are not an Administrator.

3. Verify your Business with Facebook

As explained above, you must ensure that your business is verified with Facebook. We cannot continue with the remaining onboarding process, until this step has been completed.

[This Facebook page](#) explains how you can complete this process.

4. Nexmo Setup on Post-Pay terms

In order to bill you accurately, we will need to move your current Nexmo account to be on a post-pay credit term, if not done so already. Your account is currently on a pre-pay basis, so you

just top up your account and pay-as-you-go. WhatsApp's complex billing processes cannot currently support this pay-as-you-go payment system. Therefore, we need to set you up on a post-pay service, where you will be invoiced monthly for your usage.

To do this, we may need to ask you for some legal and financial information about your business. We will be in contact with you if this is needed.

5. OTP Phone # Verification Call

Before we can provision your WhatsApp server, we will need to complete the OTP phone call. This step just confirms your ownership of the phone number.

If you have chosen to use a **Nexmo LVN**, then we can complete this step without you. The Nexmo team will provision your number, and will let you know once it is complete.

If you have elected for a **non-Nexmo** dedicated phone number, then we will need to schedule a conference call with Nexmo's respective technical teams. If everything is in place, this call should take about 5-10 minutes. We will trigger Facebook to generate an automated phone call to your chosen phone number, it will state a 6 digit text-to-speech (TTS) code, which you will just need to relay back to the Nexmo team to verify.

Nexmo will then have to complete some final internal steps to provision the phone number, and will be in contact with you as soon as your number is officially Live on WhatsApp!

6. Users must accept invite to WhatsApp Business Account

On the application Form, you will be asked for the email addresses of the users that you want added to the WABA. These users will be sent an email, inviting them to join Nexmo's Facebook. Please note that this email will come from Facebook.

They will need to follow the instructions on the email to activate their account. To do this, they will need to link it to their **personal Facebook account**. If you do not already have a Facebook account, you will need to create one.

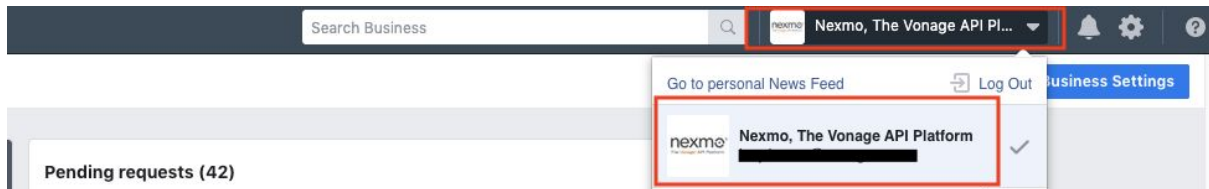
Once they have approved their account, please let your Nexmo contact know so that we can then add them to your WABA. We do not receive notifications of you activating your account, so we will not know if you have done this!

PLEASE NOTE: The above invitations do expire. If your desired WABA Account users have trouble finding the invitation, they can request an invitation url from the Nexmo team

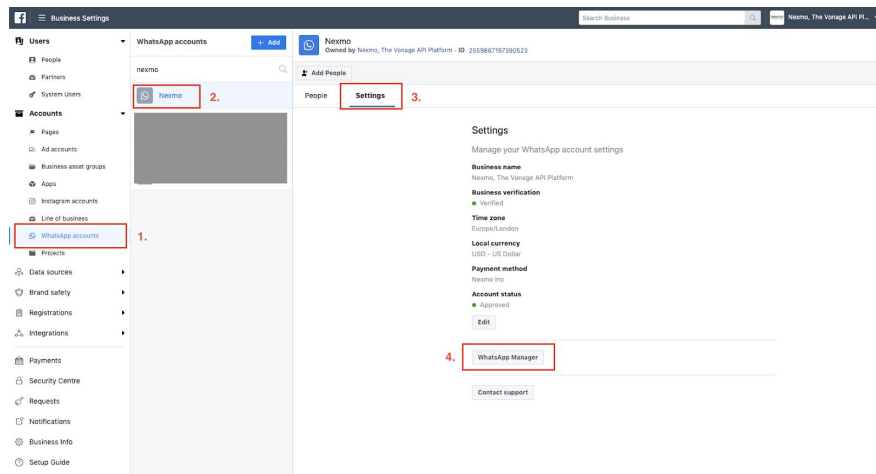
7. Log in to WABA Dashboard & Create Message Templates

After the above steps are completed, your users will now be able to log in to your **WhatsApp Business Account Dashboard** by following the steps below:

1. Log into your Facebook business and visit your [business settings page](#)
2. Make sure that you are in the Nexmo business page
 - a. In the top right corner, there is a drop down option, select Nexmo
 - b. See screenshot here for help



3. In the left hand column, click on "WhatsApp Accounts" under the Accounts section
4. Then click on your Company WABA, then under the Settings tab, you can click on "WhatsApp Manager"
 - a. See screenshot below



5. You should now see the **Insights**, **Messages Templates** and **Phone numbers** tabs.
6. Under the Templates tab, you can create the message templates you want to use
 - a. Please see the [Whats App Template Creation Guide](#) for additional details. Each template will need to be approved by Facebook, which normally takes between 24-48 hours, so we recommend creating these sooner rather than later.

8. Complete Integration with Messages API

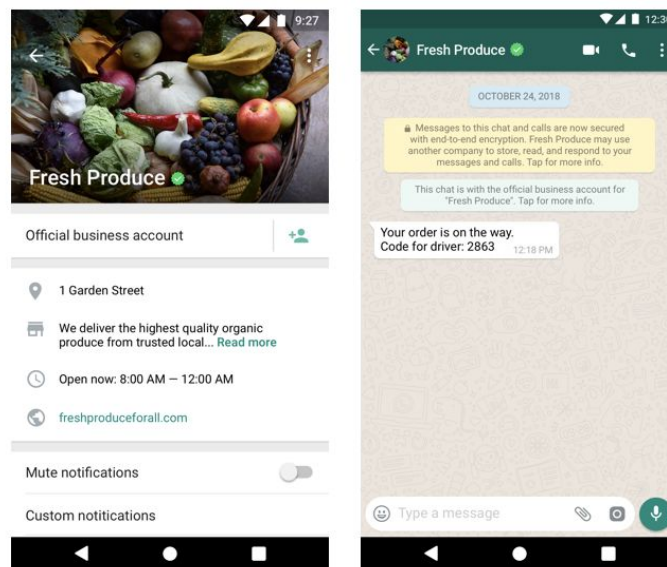
Using your new Live WhatsApp number and the designated API key, you will need to complete your webhook configurations on the Nexmo Dashboard.

Please see the next section “Post Server Creation” for more help on this.

9. “Green Label” Application [Optional]

Having a Green Label means you can send messages as "Your Brand Name" in the WhatsApp GUI, rather than appearing as just the phone number. See image below that has a green label.

Nexmo will have to apply on your behalf for your business to be granted with a Green Label/Official Business Account status. Please let the team know when you are ready to apply for this. This can only be completed once your number is live on the WhatsApp API.



PLEASE NOTE: This status is **NOT** guaranteed and is completely dependent on the Facebook team’s decision. Very few businesses will be an official business account & being verified on Facebook will not mean you automatically get this label.

Post Server Creation:

Great! Now that you've completed the Prerequisites and Action Items needed to get started, you are in the final stretch and will soon be using the WhatsApp API. Your server will have already been created; the instructions below will help you access and use it.

1. Create Messages and Dispatch APP

See the steps below for reference on how to create a Messages and Dispatch app. [Here Is our developer](#) documentation that walks through the process in more detail.

1. Navigate to your [Nexmo dashboard](#).
2. Messages and Dispatch.
3. Create an Application.
4. You'll see the WhatsApp as an **External Account** in the final step of the above process, where you'll be able to link it to your application.

2. Configure Webhooks

You'll need to enter a URL for your message status webhook as well as your inbound messages webhooks in the app creation process above.

Please make sure that your webhook server is running, to ensure you can test properly. [Here is some helpful documentation](#) to learn more about webhooks.

Create a Messages application

An application is a specific set of security and configuration information for connecting External Accounts, Numbers, and Webhooks with the Nexmo API.

1 Settings > 2 Numbers > 3 External accounts

Settings

Application name

Status URL 

HTTP POST 

http://example.com/status

Inbound URL 

HTTP POST 

http://example.com/inbound

Public key

Enter a RSA 256 public key

[Generate public/private key pair](#) 

[Cancel](#) [Create application](#)

3. Non-Nexmo # Configuration (Optional)

When using an external phone number you won't see the phone number available in [Step 1. Create Messages and Dispatch APP](#). Depending on what form of authentication you will be using, the configuration will be slightly different.

1. If Authenticating with JWT Token:

When creating your **Messages and Dispatch Application** you can *ignore* the Numbers section. You will simply need to refer to your WhatsApp phone # in your API requests.

Whats most important is that your Webhooks are configured in the **Settings Tab**, and that the WhatsApp app is linked in the **External Accounts Tab**.

2. If Authenticating with Nexmo API key and Secret:

In this scenario you will again create a Messages and Dispatch Application and ignore the number section.

You will also have to configure your Webhooks in the Settings Tab, and link the WhatsApp account in the External accounts tab.

What you'll then have to do is set the same webhooks in your [Account Settings](#) where is labelled **Default SMS Settings**. Please make sure the HTTP method selected is **POST**.

Default SMS Setting

Set default Webhook URLs to use with the SMS API

Delivery receipts 

Inbound messages 

HTTP Method



4. Start Development!

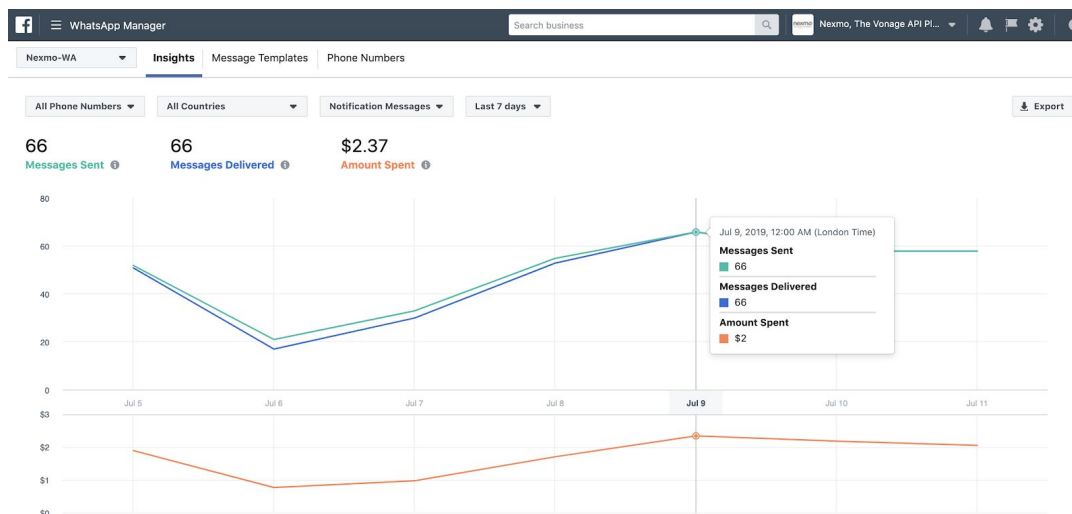
Congratulations! You are NOW ready to get started. Below are some great resources to help your team get started creating and exchanging messages with WhatsApp users.

- <https://developer.nexmo.com/messages/overview> - Messages API concept overview
- <https://developer.nexmo.com/api/messages-olympus#overview> - Messages API definitions and code snippets
- <https://developer.nexmo.com/messages/code-snippets/create-an-application> - How to create a Messages and Dispatch application in Nexmo dashboard.
- <https://developer.nexmo.com/messages/code-snippets/configure-webhooks> - How to configure the web hooks.
- <https://developers.facebook.com/docs/whatsapp/api/rate-limits/quality-limits> - Rate limit information

5. WhatsApp Analytics

To view your WhatsApp usage/analytics please follow the steps below:

1. Log in to your [Facebook Business Account](#).
2. Log in to your [Whatsapp Business Manager Dashboard](#).
3. Analytics can be viewed under the “Insights” tab.
4. Select the WhatsApp phone number you want to view.
5. Select the country and time period to get the information required.



Here you see Messages details: **Messages Accepted** and **Messages Delivered** as well as Spend. This information can also be exported.