

# WhatsApp Blue Tick Verification – Complete Business Guide

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## Introduction

WhatsApp introduced the blue tick verification badge in July 2024, replacing the green tick, which was only available to WhatsApp API users. With this update, even smaller businesses using the free WhatsApp Business App can now apply for verification.

This document provides a comprehensive guide on eligibility requirements, step-by-step processes for both Business App and Business API, associated costs, and common reasons for rejection.

## Why Should You Get The Blue Tick?

The WhatsApp blue tick signals to users that they're interacting with an Official Business Account (OBA), reviewed by Meta, and encourages them to open and engage with your messages.

Key Benefits:

- Display your business name in chats, even if unsaved.
- Protect your identity from impersonators.
- Stand out in a competitive market.
- Build stronger customer trust.
- Access advanced business features like business hours, location, and description.

## Get Verified on WhatsApp

There are two ways to get the WhatsApp blue tick depending on how your number is set up:

1. Number added on the free WhatsApp Business App.
2. Number setup with the WhatsApp Business API.

## 1. Get Blue Tick via WhatsApp Business App

### Eligibility Criteria

- Be over the age of 18.
- Have a phone number in a supported country.
- Follow Meta Verified for Business Terms of Service & WhatsApp Business Terms.
- Presence on WhatsApp Business app for a few days.
- Recently sent a message.

- Have profile name & profile picture.
- Not subscribed to WhatsApp Business Premium.
- Not subscribed to Meta Verified via Business Suite.

### Steps to Apply

1. Open WhatsApp Business App → Tools.
2. Tap 'Meta Verified' (join waitlist if not available).
3. Choose a verification plan.
4. Select WhatsApp account to verify.
5. Select payment method & make first payment.
6. Enter required details & submit.
7. Wait for Meta review (3 business days, longer during high demand).

## 2. Get Blue Tick via WhatsApp Business API

### Must-Have Requirements

- Completed WhatsApp API setup.
- Verified Meta Business Account.
- Approved display name.
- Two-step verification enabled.
- Strong online presence (at least 5 organic PR/media mentions).

### Steps to Apply

1. Go to WhatsApp Manager → Phone Numbers → Settings.
2. Navigate to Profile tab → Submit request.
3. Fill additional details:
  - Business website.
  - Country of operation.
  - Primary language.
  - Parent company name (if different).
  - 3–4 credible support links (media coverage, PR articles).
4. Submit request → Reviewed by WhatsApp.
5. Reapply after 30 days if rejected.

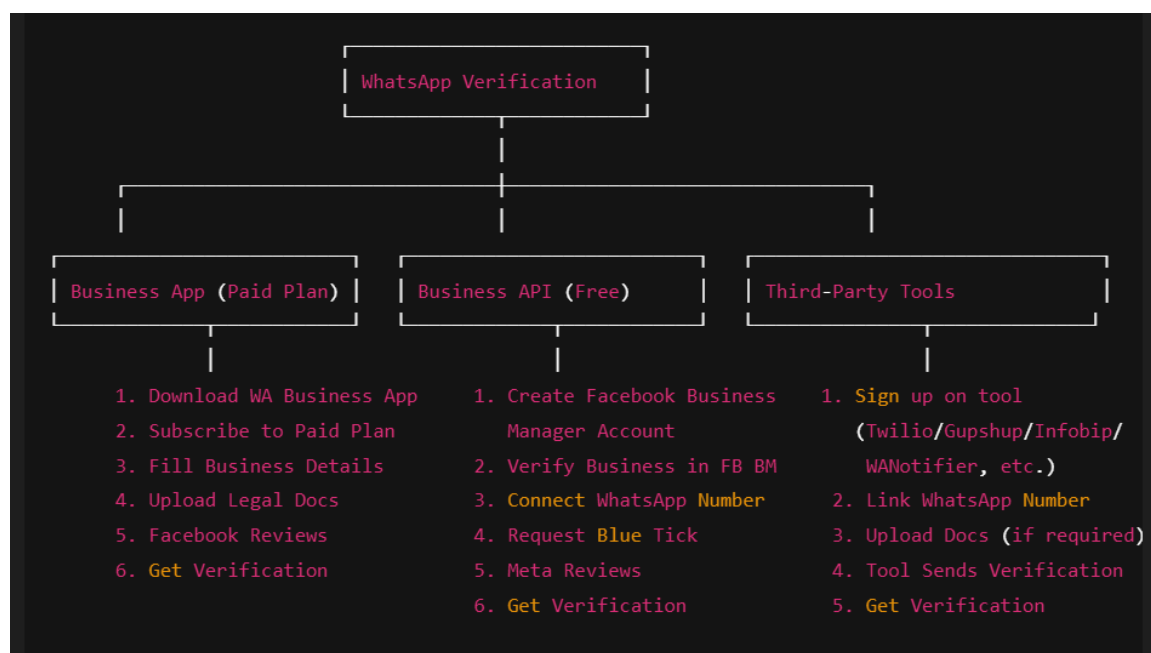


Figure1: Whatsapp verification Process

## How Much Does It Cost?

### WhatsApp Business App Plans

Meta offers subscription plans (₹639–₹18,900/month) for verified badge & support.

Plans Overview:

- Business Standard (₹639): Verified badge, support, 1 verified channel, 4 devices.
- Business Plus (₹1,399): 3 channels, 6 devices.
- Business Premium (₹4,199): 5 channels, 8 devices, 10 protected accounts.
- Business Max (₹18,900): 10 channels, 10 devices, 50 protected accounts.

### WhatsApp Business API

Verification is completely free for API users. However, API setup requires using your own tool or a third-party provider like WANotifier.

### Common Reasons for Blue Tick Rejection (API Users)

- Incorrect/inconsistent documents.
- Restricted business category (alcohol, gambling, etc.).
- Non-compliance with WhatsApp Commerce & Business Policies.
- Weak online presence or low credibility.

## Conclusion

Getting the WhatsApp Blue Tick increases trust, protects your brand, and boosts customer engagement.

Options:

- WhatsApp Business App: Suitable for small businesses, requires a paid subscription.
- WhatsApp Business API: Best for growing/large businesses, free verification, advanced automation & integrations.

## Using Third-Party Tools

Apart from WhatsApp's official Business App and API, businesses can also leverage third-party tools for WhatsApp broadcasting, automation, and CRM integration. Some popular tools include:

- Twilio
- MessageBird
- Gupshup
- Infobip
- WAMotifier

These tools simplify large-scale message broadcasting, provide additional APIs, and offer advanced features like chatbots, drip campaigns, and analytics.