

# Pricing on the WhatsApp Business Platform

Effective July 1, 2025



from  Meta



# Pricing on the WhatsApp Business Platform is **simple and consistent** with pricing for messaging on alternate channels.

We charge on a **per-message** basis for each message we deliver to a user.

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

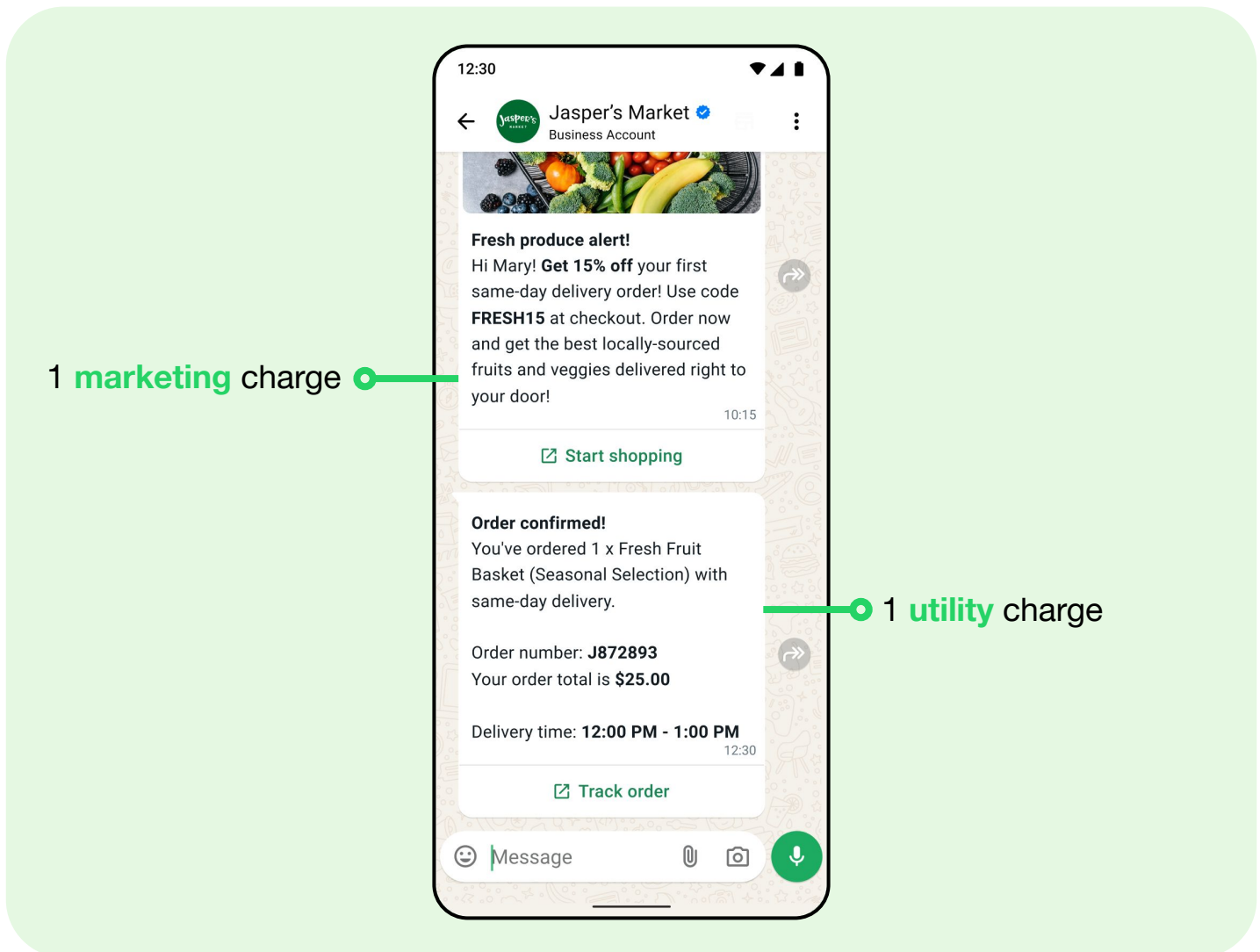
## How it works

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

If a business sends **1 marketing message** and **1 utility message**, that incurs 2 charges (1 of each category).

## What this means

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



## We provide several ways for businesses to **get value with rewarding pricing**.

We **do not charge** when businesses send *service OR utility messages* in response to users (within the **24-hour customer service window**).

This window resets with each user message.

Pages  
5-6

Businesses can unlock **more attractive prices** as they grow on our platform, via volume tiers.

Page 7

Businesses can use ‘**free entry points**’ when a user messages from an **ad that clicks to WhatsApp** or a **Facebook Page action button**.

Page 8

Effective November 1, 2024

# Businesses can respond to users at no charge with service messages.

## How it works

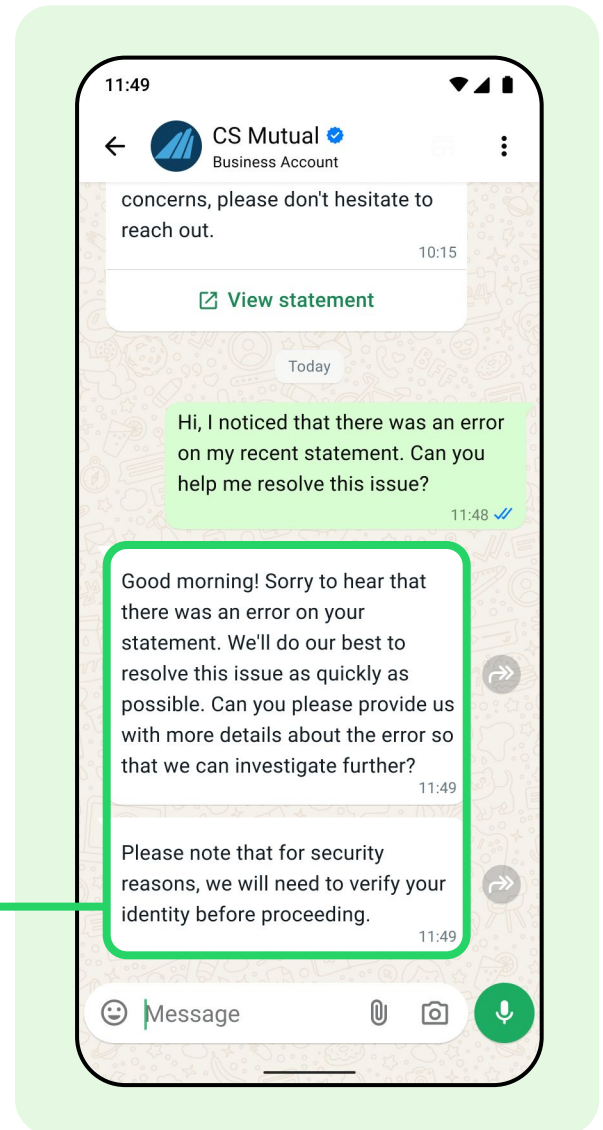
Businesses can respond *via service (free-form) messages* to users within the 24-hour customer service window **at no charge**.

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 service 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.

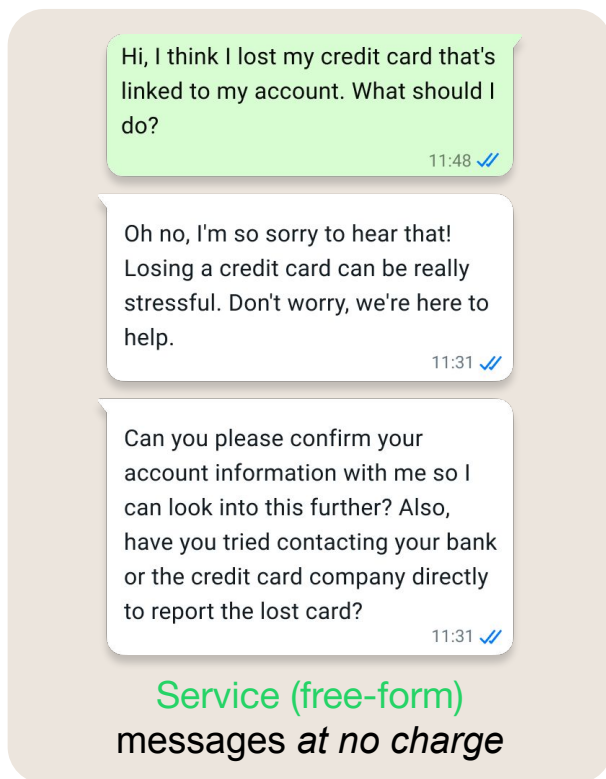
# Businesses can respond to users at no charge with free-form messages and utility template messages.

## 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. 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.

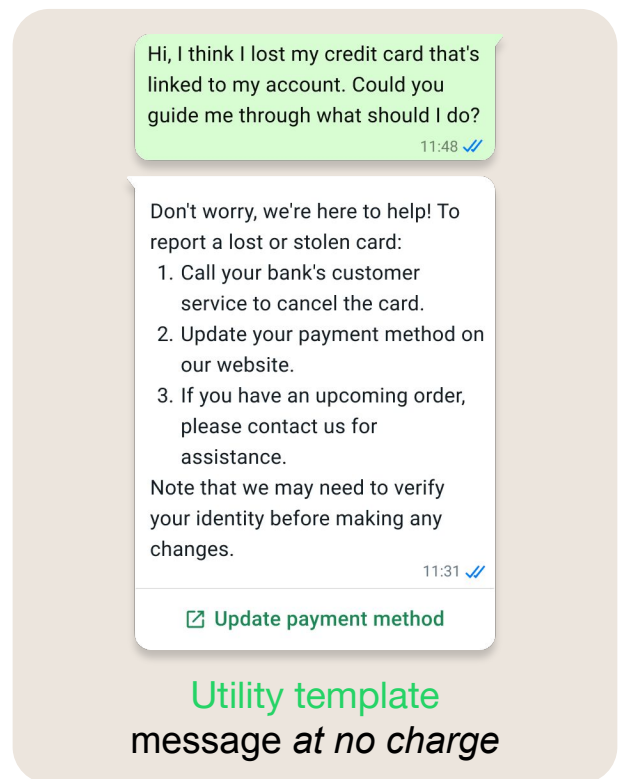
11:31 ✓

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 ✓

**Service (free-form) messages at no charge**

OR



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**

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 service (free-form) messages or utility messages, at no charge.

Effective July 1, 2025

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

## How it works

As businesses reach a higher message 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
	Tier 2	– 5%	Tier 2	– 5%
	Tier 3	– 10%	Tier 3	– 10%
	Tier 4	– 15%	Tier 4	– 15%
	Tier 5	– 20%	Tier 5	– 20%

–5% only applies for messages in Tier 2, and –10% applies to messages in Tier 3

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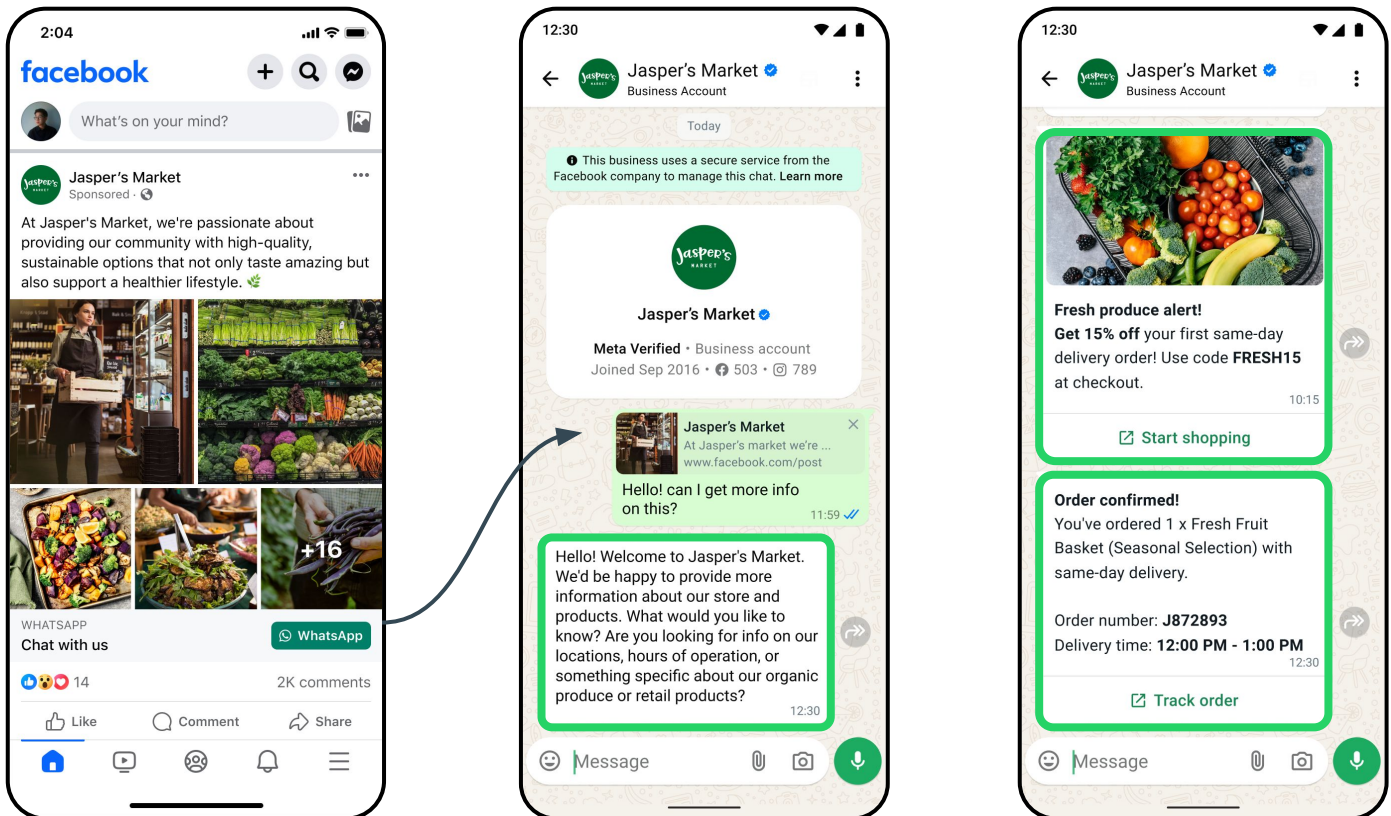
# Businesses can use **free entry points** to get more value on WhatsApp.

## 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 **is not charged** and opens a 72-hour (3-day) ‘free entry point’ window where **no messages are charged**.

## What this means

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



**No charge** for this service 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.



Effective July 1, 2025

## Illustrative example of our pricing

The diagram illustrates the pricing for various WhatsApp messages from Jasper's Market Business Account. It shows two screenshots of the chat interface with specific messages highlighted and their corresponding charges.

**Marketing template → Charge**

**Utility template → Charge**

**Utility template → Charge**

**Service message → No charge**

**Utility template in response to a user → No charge**

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
- ➔ [Pricing documentation](#) on the WhatsApp Business Platform
- ➔ [Rates and volume tiers](#) on the WhatsApp Business Platform
- ➔ [Template category guidelines](#) on the WhatsApp Business Platform



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