Pricing on the WhatsApp Business Platform

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This document explains how pricing works on the WhatsApp Business Platform.

> Pricing updates for Meta Business Agent, service, and utility messages will launch on August 1, 2026 and October 1, 2026. Learn more.

Cloud API and Marketing Messages API for WhatsApp

Effective July 1, 2025, Meta charges on a **per-message basis** for messages businesses deliver to WhatsApp users:

- You are only charged when a template message is *delivered* (`"type":"template"`).
- Rates vary based on the template's category and the recipient WhatsApp phone number's country calling code.

Meta offers value to businesses in the following ways:

- As of November 1, 2024 - Meta does not charge for non-template messages (`"type":"text"`, `"type":"image"`, and so on). Non-template messages can only be sent within an open customer service window. See Sending messages for a list of message types.
- As of July 1, 2025 - Meta does not charge for utility templates in response to users (delivered within an open customer service window).
- As of July 1, 2025 - You can unlock lower rates for utility and authentication template messages, based on messaging volume.
- Free entry point window - All messages, including template messages, are free for 72 hours, if sent within an open free entry point window.

Pricing explainer

The pricing explainer PDF outlines how Meta charges businesses, in PDF form, and reflects updates launching October 1, 2026:

Pricing explainer (PDF)

Message template categories

Template messages are the only message type that can be sent outside of a customer service window, to reach out to users. Templates can be categorized as:

- Marketing
- Utility
- Authentication

See Template categorization to learn how template categorization works.

Template messages vs. non-template messages

			Is it billable?		
Message type	**Message category**	**When can it be sent?**	**Delivered outside CSW***	**Delivered inside CSW***	**Delivered inside FEP** window**
Template messages	Marketing	Anytime	Yes	Yes	**No**
	Authentication	Anytime	Yes	Yes	**No**
	Utility	Anytime	Yes	**No**	**No**
Non-template (free-form) messages	Service	Only inside an open CSW*	N/A	**No**	**No**

- CSW = Customer service window
- FEP = Free entry point window

Businesses are responsible for reviewing the category assigned to their approved templates. Whenever a template is used, a business accepts the charges associated with the category applied to the template at time of use.

Charge example

Hour	Action	Rate	Reason
0	You send a marketing template message to a WhatsApp user, promoting your new product.	Marketing	All marketing template messages are charged.
2	The user messages you about the product. This opens a 24 hour customer service window (“CSW”).	-	Messages sent from a WhatsApp user to a business are not charged.
3	You send a text message to the user (`"type":"text"`), describing the product in more detail.	None	All non-template messages are free within an open customer service window.
4	The user purchases the product and you send them a utility template confirming their order.	None	The CSW is still open, and utility templates sent within an open CSW are free.
26	The CSW closes, which means you can no longer send non-template messages.	-	24 hours have passed since the user last messaged you.
30	You send a utility template message to the user,	Utility	Utility template messages sent outside of a CSW are charged, and no open

	updating them on their order.	CSW exists between you and the user.

Pricing calendar

To better enable our customers to plan and prepare for pricing updates, the following pricing calendar applies for messaging and voice on the WhatsApp Business Platform:

- Meta may update pricing only *on the 1st day of each quarter*, thus up to 4 times per year: January 1, April 1, July 1, and/or October 1.
- Meta will provide advanced notice that is better aligned to the effort required to implement different types of pricing updates, per below:

Type of pricing update	Examples	Minimum advance notice
Rate card update	Updating the rate for a given market–product Updating the volume tiers for a given market–product (utility and authentication only) Moving a market from one pricing region (for example, "Other") to another or to be standalone on the rate card	1 month
Pricing model add-on	Our July 1, 2025, introduction of new volume tiers for utility and authentication messages	3 months
Pricing model change	Our July 1, 2025 update to our pricing model, from conversation-based pricing to per-message pricing	6 months

Rates

Rates vary based on template category, volume tier, and country/region rate.

Business account timezone. This information is also available interactively on our WhatsApp Business website.

Currency	Rates(CSV)	Volume tiers(CSV)	Rates and Volume tiers(PDF)
USD	USD rates	USD volume tiers	USD rates and volume tiers
AED	AED rates	AED volume tiers	AED rates and volume tiers
ARS	ARS rates	ARS volume tiers	ARS rates and volume tiers
AUD	AUD rates	AUD volume tiers	AUD rates and volume tiers
BRL	BRL rates	BRL volume tiers	BRL rates and volume tiers
CLP	CLP rates	CLP volume tiers	CLP rates and volume tiers
COP	COP rates	COP volume tiers	COP rates and volume tiers
EUR	EUR rates	EUR volume tiers	EUR rates and volume tiers
GBP	GBP rates	GBP volume tiers	GBP rates and volume tiers
IDR	IDR rates	IDR volume tiers	IDR rates and volume tiers
INR	INR rates	INR volume tiers	INR rates and volume tiers
MXN	MXN rates	MXN volume tiers	MXN rates and volume tiers
MYR	MYR rates	MYR volume tiers	MYR rates and volume tiers
PEN	PEN rates	PEN volume tiers	PEN rates and volume tiers
SAR	SAR rates	SAR volume tiers	SAR rates and volume tiers

Updates to rate cards

Below are future updates to our rates. See our rate cards above for current rates.

Rate card updates effective October 1, 2026

To give customers more than 1-month notice – more time to plan and prepare – Meta is sharing pricing updates launching October 1, 2026 by June 1, 2026. Consistent with July 1, 2026, Meta will move additional markets out of their respective "Rest Of" pricing region to be standalone on rate cards. Below are at least the markets Meta will move out, and the corresponding updates to rates. Meta will announce to-be rates no later than September 1, 2026, per the pricing calendar.

- Bangladesh*, Iraq*, Nepal*, Sri Lanka* – Lower utility and authentication rates, plus a new authentication-international rate that is higher vs. the current regional authentication rate
- Kazakhstan*, Kuwait*, Morocco*, Oman*, Ukraine* – Higher utility and authentication rates, plus a new authentication-international rate that is higher vs. the current regional authentication rate

Pricing updates effective August 1, 2026 and October 1, 2026

Pricing updates for Meta Business Agent, service, and utility messages will launch on August 1, 2026 and October 1, 2026. Refer here to learn more.

Billing localization for Brazil and India

Brazil

> For Brazil, gradual roll-out began as planned on July 1, 2026. As of July 16, 2026, all eligible Solution Providers and directly-integrated businesses can create new WABAs in BRL.

Effective July 1, 2026, as of 9am PT – Only Solution Providers and directly-integrated businesses whose Sold-To country is Brazil in Billing Hub (eligible customers) can create new WhatsApp Business accounts (WABAs) in BRL (Brazilian Reals). Learn more about billing localization for Brazil here.

Per-message rates in BRL are now published below. Charges from any BRL WABA will be invoiced in BRL by Meta's local entity in Brazil, Facebook Brasil.

As a reminder, eligible customers must ensure all WABAs in their business portfolio are migrated to BRL by June 30, 2027 to avoid disruptions, since as of July 1, 2027 Meta will no longer deliver the

India

Billing localization launched on January 1, 2026 for Solution Providers and directly-integrated businesses whose Sold-To country is India in Billing Hub (eligible customers). Learn more here.

Eligible customers must ensure all WABAs in their business portfolio are migrated to INR by December 31, 2026 to avoid disruptions, since as of January 1, 2027 Meta will no longer deliver the messages of non-INR WABAs of eligible customers. To make this migration process easier and faster, use the WABA Currency Migration APIs, which are available as of June 1, 2026.

Previous rate card updates

- Effective July 1, 2026 at 12am by WhatsApp Business account timezone, the rate updates below applied:
  - Hong Kong* – Higher utility and authentication rates.
  - Hungary* – Higher utility and authentication rates.
  - Italy – Higher marketing message rate.
  - Poland* – Lower marketing, utility and authentication rates.
  - Qatar* – Higher utility and authentication rates.
  - Romania* – Higher utility and authentication rates.
  - Singapore* – Higher utility and authentication rates.
  - Spain – Higher marketing message rate.
  - United Kingdom – Higher marketing message rate.

  * Until June 30, 2026, messages to users in these markets were charged the respective regional rates (e.g., Rest of Central and Eastern Europe for Poland). These markets have been moved out of regional rate pricing to be standalone on rate cards, with market-specific rates.

  For utility and authentication messages – Volume tiers for these markets are now market-specific. For example, messages businesses send to users in Poland a/ no longer count toward the volume tiers of Rest of Central and Eastern Europe and instead b/ count toward the volume tiers of Poland.

- Effective April 1, 2026 at 12am by WhatsApp Business account timezone, the rate updates below applied:

  - Pakistan – Higher utility and authentication rates. No change to the authentication-international rate.
  - Turkey – Lower utility and authentication rates.
  - 8 new billing currencies introduced: ARS (Argentina), CLP (Chile), COP (Colombia), MYR (Malaysia), PEN (Peru), SAR (Saudi Arabia), SGD (Singapore), AED (United Arab Emirates).
- Effective January 1, 2026 at 12am by WhatsApp Business account timezone, the rate updates below applied:
  - India - Higher marketing rate.
  - France, Egypt - Lower marketing rates.
  - North America - Lower utility and authentication rates.
- Effective October 1, 2025 at 12am by WhatsApp Business account timezone, the rate updates below applied:
  - Colombia – Higher utility and authentication rates.
  - Mexico – Lower marketing rates.
  - United Arab Emirates – Higher marketing message rate.
  - Argentina, Egypt, Saudi Arabia – Lower utility and authentication rates.
  - Zimbabwe is mapped to our “Rest of Africa” region vs. “Other”. Messages delivered to WhatsApp users with a +263 country calling code (Zimbabwe) will be charged “Rest of Africa” rates.
- Effective July 1, 2025 – Lower utility and authentication message rates across several markets, to ensure pricing is on-par to alternate channels for these use cases. Marketing conversation rates became marketing message rates.
- Effective April 1, 2025 – Lowered authentication-international conversation rates for Egypt, Nigeria, Pakistan, and South Africa.
- Effective February 1, 2025 – Lowered authentication conversation rates for Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South Africa, and the United Arab Emirates.
- Effective November 1, 2024 – Service conversations are now free for all businesses.
- Effective October 1, 2024 – Updated marketing conversation rates in India, Saudi Arabia, the United Arab Emirates, and the United Kingdom.
- Effective August 1, 2024 – Lowered utility conversation rates.

Authentication-international rates

Specific countries have an authentication-international rate. Our rate cards reflect these rates. See Authentication-International rates to learn about these rates and if they apply to you.

Country calling codes

Markets	Calling Code (and network prefix if applicable)	ISO Country Code
Countries		
Argentina	54	AR
Brazil	55	BR
Chile	56	CL
Colombia	57	CO
Egypt	20	EG
France	33	FR
Germany	49	DE
Hong Kong	852	HK
Hungary	36	HU
India	91	IN
Indonesia	62	ID
Israel	972	IL
Italy	39	IT
Malaysia	60	MY
Mexico	52	MX
Netherlands	31	NL
Nigeria	234	NG
Pakistan	92	PK

Peru	51	PE
Poland	48	PL
Qatar	974	QA
Romania	40	RO
Russia	7	RU
Saudi Arabia	966	SA
Singapore	65	SG
South Africa	27	ZA
Spain	34	ES
Turkey	90	TR
United Arab Emirates	971	AE
United Kingdom	44	GB
North America		
Canada	1	CA
United States	1	US
Rest of Africa		
Algeria	213	DZ
Angola	244	AO
Benin	229	BJ
Botswana	267	BW
Burkina Faso	226	BF

Burundi	257	BI
Cameroon	237	CM
Chad	235	TD
Republic of the Congo (Brazzaville)	242	CG
Eritrea	291	ER
Ethiopia	251	ET
Gabon	241	GA
Gambia	220	GM
Ghana	233	GH
Guinea-Bissau	245	GW
Ivory Coast	225	CI
Kenya	254	KE
Lesotho	266	LS
Liberia	231	LR
Libya	218	LY
Madagascar	261	MG
Malawi	265	MW
Mali	223	ML
Mauritania	222	MR
Morocco	212	MA
Mozambique	258	MZ

Namibia	264	NA
Niger	227	NE
Rwanda	250	RW
Senegal	221	SN
Sierra Leone	232	SL
Somalia	252	SO
South Sudan	211	SS
Sudan	249	SD
Swaziland	268	SZ
Tanzania	255	TZ
Togo	228	TG
Tunisia	216	TN
Uganda	256	UG
Zambia	260	ZM
Zimbabwe	263	ZW
Rest of Asia Pacific		
Afghanistan	93	AF
Australia	61	AU
Bangladesh	880	BD
Cambodia	855	KH
China	86	CN

Japan	81	JP
Laos	856	LA
Mongolia	976	MN
Nepal	977	NP
New Zealand	64	NZ
Papua New Guinea	675	PG
Philippines	63	PH
Sri Lanka	94	LK
Taiwan	886	TW
Tajikistan	992	TJ
Thailand	66	TH
Turkmenistan	993	TM
Uzbekistan	998	UZ
Vietnam	84	VN
Rest of Central and Eastern Europe		
Albania	355	AL
Armenia	374	AM
Azerbaijan	994	AZ
Belarus	375	BY
Bulgaria	359	BG
Croatia	385	HR

Czech Republic	420	CZ
Georgia	995	GE
Greece	30	GR
Latvia	371	LV
Lithuania	370	LT
Moldova	373	MD
North Macedonia	389	MK
Serbia	381	RS
Slovakia	421	SK
Slovenia	386	SI
Ukraine	380	UA

Rest of Western Europe		
Austria	43	AT
Belgium	32	BE
Denmark	45	DK
Finland	358	FI
Ireland	353	IE
Norway	47	NO
Portugal	351	PT
Sweden	46	SE
Switzerland	41	CH
Rest of Latin America		
Bolivia	591	BO
Costa Rica	506	CR
Dominican Republic	1 (809, 829, 849)	DO
Ecuador	593	EC
El Salvador	503	SV
Guatemala	502	GT
Haiti	509	HT
Honduras	504	HN
Jamaica	1 (658, 876)	JM
Nicaragua	505	NI

Panama	507	PA
Paraguay	595	PY
Puerto Rico	1 (787, 939)	PR
Uruguay	598	UY
Venezuela	58	VE
Rest of Middle East		
Bahrain	973	BH
Iraq	964	IQ
Jordan	962	JO
Kuwait	965	KW
Lebanon	961	LB
Oman	968	OM
Yemen	967	YE
Other		
All other countries	Varies by country	

Volume tiers

You can unlock lower utility and authentication rates based on the number of messages you send in a month.

Tiering accrual

for each market-category pair (e.g., Brazil–authentication, Brazil–utility, India–authentication, and so on).

- **Only messages that are charged count toward the tiers** — Thus, the following messages do not count:
  - Utility templates delivered to WhatsApp users within an open customer service window.
  - Utility templates delivered within a free entry point window.
- **Volume tiers will be determined solely by Meta** — All insights data is approximate due to small variations in data processing. Undue reliance should not be placed on insights data.

Key dynamics

- **Tiers are market–category specific** — Volume tiers are aligned to our rate cards and differ by market (e.g., Brazil or Rest of Latin America) and category (utility, authentication).
- **Rates are tier-specific** — When a business sends enough messages at a given market–category pair to reach the next tier, they unlock the rate of the next tier, specifically for messages in that tier. This rate applies across all of their WABAs.
- **Tiers reset monthly** — At the start of the next month (12am WABA timezone), message count resets to 0 and businesses begin to accrue messages toward that month.

Volume tiers examples

The table below is illustrative and only highlights the dynamics of volume tiers. Please refer to our rate cards to see the rates charged.

	Authentication messages				
	Messages (per month)		**What we charge** *(illustrative)*		**Highlighting the dynamics**
	From	**To**	**Rate**	**vs. List rate**	
India	0	A	List Rate	0%	First A messages charged List Rate
	A+1	B	Tier Rate 1	-5%	Only messages A+1 to B charged Tier Rate 1
	B+1	C	Tier Rate 2	-10%	Only messages B+1 to C charged Tier Rate 2
	C+1	∞	Tier Rate 3	-15%	Only messages C+1 onward charged Tier Rate 3

Below are several examples to highlight how the tiers work and what is charged in a given month, for a given market–category. These examples refer to the illustrative table above:

Example 1: A business that sends a total of B authentication messages in a month to India is charged:

- List rate for the first A messages.
- Tier rate 1 for messages A+1 to B.
- Total charges for that month = Rate per tier x messages in each tier.

- Day 1 to 14 of that month: Volume tiers apply on the authentication rate.
- Day 15 onward of that month: Volume tiers apply on the authentication-international rate, with messages continuing to accrue in that month. For example, if a business has already reached the Tier 2, the business would be charged Tier 2's authentication-international rate:

Example 3: A business has 3 WABAs sending authentication messages to India. For WABA A, it is still July 31 based on their timezone. For WABAs B and C, it is already August 1 based on their timezone. For July, the business is already being charged Tier Rate 1.

- The business portfolio will be accruing toward tiers for both July (via WABA A) and August (via WABAs B, C) for a period of time.
- The business can reach the next tier for July, via WABA A. If that happens, messages for the remainder of July for WABA A will be charged Tier Rate 2.

Example 4: A business has 3 WABAs, integrated across 2 partners. Provider 1 sends the first B messages in a given month, and provider 2 starts sending messages as of when the business is in the 3rd tier. The business does not send enough messages that month to reach the next tier. What Meta charges each provider:

- Provider 1: List rate for A messages, then Tier Rate 1 from A+1 to B, and Tier Rate 2 for B+1 to C.
- Provider 2: Tier Rate 2 across all of their messages.

Tiering webhooks

Starting October 1, 2025, an account_update webhook with `event` set to `VOLUME_BASED_PRICING_TIER_UPDATE` will be triggered when your WhatsApp Business account reaches a new volume tier, in any market, in a given month. This complements our pricing_analytics endpoint, which will continue to provide intra-month tiering progress and tiering information for delivered messages.

Example webhook:


```
{
  "object": "whatsapp_business_account",
  "entry": [
    {
      "id": "102290129340398",
      "time": 1743451903,
      "changes": [
        {
          "value": {
            "volume_tier_info": {
                "tier_update_time": 1743451903,
                "pricing_category": "UTILITY",
                "tier": "25000001:50000000",
                "effective_month": "2025-11",
                "region": "India"
            },
            "event": "VOLUME_BASED_PRICING_TIER_UPDATE"
          },
          "field": "account_update"
        }
```

- `tier_update_time` tells when your WABA reached a higher volume tier (Unix timestamp).
- `pricing_category` tells you the template category (`UTILITY` or `AUTHENTICATION`) for which your new volume tier rate applies.
- `tier` tells you the new volume tier's lower and upper bounds.
- `effective_month` tells you the month in which your new volume tier rate is in effect.
- `region` tells you the WhatsApp user country/region for which your new volume tier rate applies.

Note that it's possible for multiple account_update webhooks to be triggered that describe the same tier switch event. In these cases, use the webhook with the smaller `tier_update_time` Unix timestamp as the official webhook.

Tiering analytics

You can get volume tier information via template analytics.

When messages are not charged

Meta does not charge for messages in certain cases, as outlined below.

Non-template messages

> Pricing updates for Meta Business Agent, service, and utility messages will launch on August 1, 2026 and October 1, 2026. Learn more.

Non-template messages, which can only be sent within an open customer service window, are not charged as of November 1, 2024. These messages have `type` set to `free_customer_service` in the `pricing` object of status messages webhooks:

```
"pricing": {
  "billable": false,
  "pricing_model": "PMP",
  "type": "free_customer_service",
  "category": "service"
}
```

Utility template messages in response to users

> Pricing updates for Meta Business Agent, service, and utility messages will launch on August 1, 2026 and October 1, 2026. Learn more.

```
"pricing": {
  "billable": false,
  "pricing_model": "PMP",
  "type": "free_customer_service",
  "category": "utility"
}
```

Edge case

If you send a message to a WhatsApp user prior to July 1, 2025 (which is when Meta switched from conversation-based pricing to per-message pricing), a utility conversation is opened between you and a user that spans the switch to per-message pricing (the conversation was opened before the switch but won't close until after the switch). In this case, utility templates sent to the user after the switch while the conversation is open will be free, but attributed to the open conversation. In status messages webhooks, these messages will have a `pricing_model` of `CBP` and the utility conversation ID will be assigned to `conversation.id`. Once the conversation closes, subsequent utility messages will use per-message pricing, which will be reflected in new webhooks.

Free entry point windows (FEP)

If a WhatsApp user messages you via a Click to WhatsApp Ad or Facebook Page Call-to-Action button using a device running our Android or iOS app (our desktop and web apps are not supported):

- A 24-hour customer service window is opened (as normal).
- If you respond within 24 hours using any type of message, the message will be free, and a Free Entry Point ("FEP") window will be opened, starting from the time when you responded.

FEP windows remain open for 72 hours. While open, you can send any type of message to the user at no charge. Note, however, that the customer service window is independent of the FEP window, so if the customer service window closes, you will only be able to send template messages.

Other pricing topics

New max-price feature for Marketing Messages API for WhatsApp

Starting in 2026, businesses integrated into Marketing Messages API for WhatsApp can choose to set a max-price per marketing message delivery; when a max-price is set, Meta will charge that max-price or lower for delivery.

New pricing policy for AI Providers leveraging WhatsApp Business Platform

Click here to learn more about our new pricing policy for "AI Providers" leveraging WhatsApp Business Platform, which is effective February 16, 2026, and updated as of May 12, 2026.

learn more.

Conversation-based pricing

Conversation-based pricing is deprecated. It was replaced with per-message pricing on July 1, 2025.

Analytics

Use the pricing_analytics field to get per-message pricing breakdowns and tiering information for delivered messages.

Webhooks

Billable messages have `type` set to `regular` in the `pricing` object of status messages webhooks:

```
"pricing": {
  "billable": true,
  "pricing_model": "PMP",
  "type": "regular",
  "category": "<PRICING_CATEGORY>"
}
```

The `<PRICING_CATEGORY>` tells you what rate was applied (for example, `marketing`). See the status messages webhook reference for a list of possible values.

Note that currently, tiering information is not included in any webhooks. Use the pricing_analytics field to get tiering information for delivered messages.

Billing

Billing and billing-related actions are handled through the Meta Business Suite. See About Billing For Your WhatsApp Business Account for more information.

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Template categorization

Was this helpful?

Updated: May 21, 2026

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When creating a new template, or managing existing ones, it's important to understand how WhatsApp categorizes your template for pricing purposes.

1. Consider template category guidelines before creating a new template
2. Stay updated on your template's approval status after template creation
3. Learn about automatic category updates to templates in production

This information is also available in PDF form in our Message templates category guidelines explainer PDF.

Template category guidelines

Our template category guidelines define the category of message templates. Message templates can be categorized as:

- **Marketing templates** – Enable businesses to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers.
- **Utility templates** – Enable businesses to follow up on user actions or requests, since these messages are typically triggered by user actions.
- **Authentication templates** – Enable businesses to verify a user's identity, potentially at various steps of the customer journey.

Marketing template guidelines

Marketing templates are the most flexible. They enable businesses to achieve a wide range of goals, from generating awareness to driving sales and more.

The following templates are also considered marketing:

- Templates with mixed content (for example, both utility and marketing, such as an order update with a promo or a feedback survey with promotional content).
- Templates where contents are unclear (for example, where contents are only "{{1}}" or "Congratulations!").

Message Objective	Business Goal	Example Templates
Awareness	Generate awareness of your business, products, or services among customers who have subscribed to receive messages from your business on WhatsApp.	• Did you know? We installed a {{new_tower}} in your area so you can enjoy a better network experience. To learn more, visit our site. • {{Diwali}} is around the corner! Join us at {{location}} on {{date}} to celebrate with friends and family. For more details about our event, click below. • Looking for a getaway this fall? Our newest resort just opened in {{location}}: the perfect place to relax and unwind.

Sales	Send promotional offers to customers related to sales events, coupons, or other content intended to drive sales or renewals.	• As a thank you for your last order, please enjoy {{15}}% off your next order. Use code {{loyal15}} at checkout. Visit our site here below. • We are actively seeking {{donations}} to meet our fundraising goal of {{amount}}. Support our cause and contribute now! • Upgrade to our {{premium_cabin}} to enjoy new benefits, like {{more_legroom}} and {{priority_boarding}}. Click below or log into our app to upgrade. • You have been {{pre_approved}} for our {{credit_card}}! Enjoy an introductory {{apr_rate}} if you apply via your personalized link below.
Retargeting	Promote or recommend offers, products, or services; attempt to renew subscriptions; or other calls to action to users who might have visited your website, used your app or engaged with you. These are marketing even if requested by users.	• Your subscription will expire on {{date}}! Renew today to save {{discount}}. • You left {{items}} in your cart! Don't worry, we saved them. Checkout now below. • Your loan application is {{pending_approval}}! Please log in to pick up where you left off. • We found a {{car}} that meets your saved search. Log in to our app to view. • We apologize for the delay in your {{package}} delivery. We have deposited a {{credit}} to

		your account, available immediately.
App Promotion	Request customers to install or take a specific action with your app.	• Did you know? You can now {{checkout}} in our app. Download it below to use our streamlined experience. • Thank you for using our app. We noticed you have not used our {{latest_feature}}. Click below to learn more about how this benefits you! • In-app only: {{20}}% off this week! Use code {{summer_promo}} to save on select styles. • Hi {{name}}, your friend {{name}} recently joined our community. Send them a welcome message in our app today: {{URL}}.
Build Customer Relationships	Strengthen customer relationships through personalized messages or by prompting new conversations.	• {{Name}}, did you think we'd forget? No way! {{Happy_birthday}}! We wish you the best in the year ahead. • As we approach the end of the year, we reflect on what drives us: {{Name}}. Thank you for being a {{valued_customer}}. We look forward to continuing to serve you. • Hello, I am the new {{virtual_assistant}}. I can help you discover products or provide support. Please reach out if I can help!

as utility, it needs to meet both criteria below:

- *Must* be **non-promotional**, not containing any promotional or persuasive intent.
- *Must* ALSO be either **specific to or requested by the user** (clearly related to their order, account, services, or transactions) OR **essential or critical** to the user (for example, to ensure user safety).

Message Objective	Business Goal	Example Templates
Opt-In Management on WhatsApp	Confirm opt-in to receive messages on WhatsApp as a follow-up to opt-in collected via other channels (for example, website, email), or confirm opt-out.	• Thanks for confirming opt-in! You'll now receive notifications via WhatsApp. • Thank you for confirming your opt-out preference. You will no longer receive messages from us on WhatsApp.
Order Management	Confirm, update, or cancel an order or transaction with a customer, using specific order or transaction details in the body of your message. *These messages should not promote, recommend, upsell, or cross-sell products; include offers; or attempt to secure renewals.*	• Thank you! Your order {{order_number}} is confirmed. We will let you know once your package is on its way. • Hooray! Your package from order {{order_number}} is on its way. Your tracking number is {{tracking_ID}} and expected delivery date is {{date}}. • Unfortunately, one item from your order {{number}} is backordered. We will follow up with an estimated ship date. If you wish to cancel and receive a refund, please click below. • We have received your item from order {{order_number}}. Your refund for ${{amount}} has been processed. Thank you for your business.

Account Alerts or Updates	Send important or time-sensitive updates or alerts or other information specific to purchased or subscribed products/services. *These messages should not promote, recommend, upsell, or cross-sell products; include offers; or attempt to secure renewals.*	• Daily update for account ending in {{four_digit_number}}: Your available balance is {{amount}}. • Reminder: Your monthly payment for {{service}} will be billed on {{date}} to the {{card}} you have saved on file. • You only have {{number}} minutes remaining in your plan. Remember to top up your account by {{date}} to avoid disruptions. • To finish setting up your {{new_profile}}, you need to upload a {{photo}}. Please click below to upload. • Please note, we have updated our {{Customer_service}} phone number to {{number}}. Please save this and call if we can be of support.
Feedback Surveys	Collect feedback on previous orders, transactions, or engagements with customers. *Specificity of the order or interaction to which these relate is necessary. A general/generic survey or request for feedback will not be approved as utility.*	• We have delivered your order {{order_number}}! Please let us know if there was any issue by reaching out below. • Your feedback ensures we continually {{improve}}. Please click below to share your thoughts on your {{recent visit}} at our {{store}} location. Thank you in advance! • You chatted with us {{online}} recently about order {{order_number}}. How was your experience? Click below to fill out a short survey.

Continue a Conversation on WhatsApp	Send a message to begin an interaction on WhatsApp that began in another channel. *These messages should not be initiated without a user having requested the conversation to be moved to WhatsApp.*	• Hi! I see you requested support via our {{online_chat}}. I am the virtual assistant on WhatsApp. How can I help? • Hi {{name}}, we are following up on your call with customer service on {{issue}}. Your case has progressed to the next step. Please log into your account to continue.

For a utility template to be deemed essential or critical to the user, it must reflect one of the use cases below and must also be non-promotional (not containing any promotional or persuasive intent).

Use Case Category	Use Case	Example that meets definition of "essential or critical to the user"
Public Safety	Severe weather	There is a {{tornado}} alert in your area. We recommend you remain indoors until {{time}} today.
Public Safety	Crisis response	We activated support services for the {{crisis}} in the {{zip code}} area. Live updates on our site, available below.
Public Service	Health awareness	Stay up-to-date with your health. Stop by {{location}} by {{time}} to get your free COVID-19 {{vaccine}}. Bring your {{vaccination_card}} and identification document.

Public Service	Health emergency	The {{city}} has just declared a health emergency because of {{issue}}. We will follow up with more details once available.
Public Service	Voting registration	To vote on {{date}}, please ensure your voter {{registration card}} is active. Please click the URL below to understand steps required to renew, if needed. Please disregard this message if your {{registration card}} will be active.
Public Service	Disbursements	Your {{welfare}} disbursement balance is {{amount}}. Kindly note it will expire on {{date}}.
Public Disruption	System outages	We have detected a system outage that impacts zip code {{code}}. We expect to restore service by {{time_and_date}}. We apologize for the inconvenience.
Public Disruption	Operational disruption	This is to notify you that {{trains}} at our {{location}} station are halted because of {{issue}}. Please avoid the area as we work to rectify.
Account or Product Protection	Fraud awareness	We have detected an increase in {{ATM fraud}}. To protect your card ending in {{1234}}, please consider updating your PIN. Click below to see the step-by-step.

Account or Product Protection	Product recalls	The {{product}} you ordered on {{date}} has been recalled. Please click below to let us know how you would like to proceed.
Account or Product Protection	Warranty alerts	Thank you for your purchase of {{product}}. Your warranty is active as of {{date}}. Our {{product manuals}} are below, for your reference.
Legal/Regulatory Compliance	Identity compliance	This is to notify you that you need to upgrade to a {{updated_identification_card}} by {{date}}. To avoid any inconveniences when traveling, please ensure you make an appointment at your local {{office}}.
Legal/Regulatory Compliance	Privacy disclosures	We updated our privacy policy on {{date}}. Please click the button below to learn more.
Legal/Regulatory Compliance	Warranty alerts	Thank you for your purchase of {{product}}. Your warranty is active as of {{date}}. Our {{product manuals}} are below, for your reference.

Authentication template guidelines

Note: Only authentication templates can be used to send a one-time passcode for identity verification. Marketing and utility templates cannot be used for this purpose.

You can use authentication templates from Template Library. These templates include optional add-ons like security disclaimers and expiry warnings.

Authentication templates enable businesses to verify user identity (usually with alphanumeric codes) at various steps of the customer journey:

- New or existing orders/transactions

Authentication templates are our most restrictive, so for a template to be classified as authentication, **a business must**:

- Use Cloud API authentication message templates in Template Library: These templates include optional add-ons like security disclaimers and expiry warnings.
- Configure a one-time password button: Such as copy-code or one-tap
- Follow content restrictions: URLs, media, and emojis are not allowed for authentication template content or parameters. Parameters are also restricted to 15 characters.

Message objective: Authentication

Message Objective	Business Goal	Example Templates
Authentication	Authenticate users with one-time passcodes, potentially at multiple steps in the login process (for example, account verification, account recovery, integrity challenges).	• {{123456}} is your verification code.

How WhatsApp assigns a category during template creation

When you create a template, you indicate the template's category, based on the guidelines above. WhatsApp validates the category you indicated per the contents of the template and the guidelines. The template is then created and its status is set to one of the statuses below, based on the outcome of the validation process.

a. When you create a template and it is approved, you can request a review up to 60 days from the creation date.

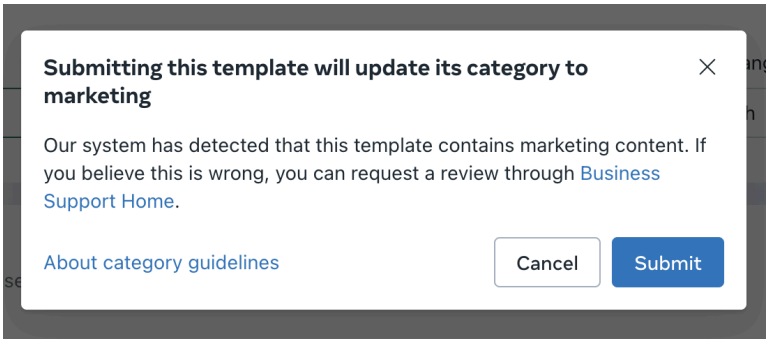
b. For utility templates that may be updated to marketing, you can request a review up to 60 days from the date the category was updated.

Approved status

APPROVED status means WhatsApp agrees with the category chosen in your template creation request and that the template successfully passed template review. It can now be used to send messages.

Status updates — An email and WhatsApp Manager alert will inform you that the template was approved, and a message_template_status_update webhook will be triggered with the event property set to APPROVED.

Manager, you will see the screen below. When using the API, the behavior will be as outlined above. You can request a review up to 60 days from the date the category was updated.



Effective April 9, 2025 – The `allow_category_change` property during template creation. Previously, if set to `true` in a template creation request, this allowed us to update a template's category to `marketing`, if `marketing` to be its category was determined to be its category per its content and the guidelines. This is now the default behavior.

Pending status

`PENDING` status means WhatsApp agrees with the category chosen in your template creation request, however the template is undergoing template review.

Status Alerts — The outcome of template review will be communicated via email and WhatsApp Manager alert. Upon completion, a message_template_status_update webhook will be triggered with the event property set to `APPROVED` or `REJECTED`.

Rejected status

`REJECTED` status indicates that WhatsApp disagreed with the category you designated in your template creation request.

Status Alerts — Rejections are communicated via email and WhatsApp Manager alert. Upon review completion, a message_template_status_update webhook will be triggered and the `event` property set to `REJECTED`, with the `reason` property set to `INCORRECT_CATEGORY`.

If your message template is rejected, you have the following options:

- Create a new message template via WhatsApp Manager or the API.
- Edit the template's category, and resubmit for approval.
- Request a review.

Duplicated templates from phone number migration

How WhatsApp updates a template's category after initial approval

> July 1, 2024 — To ensure templates on the platform are correctly categorized per the template category guidelines, WhatsApp introduced a recurring process to identify and update approved templates that should be of a different category, per the template category guidelines.

> Effective April 16, 2025 — For any business detected to be abusing the template categorization system and to whom a warning is sent, the 24-hour notice mentioned below will no longer be provided if a utility template that should be marketing is detected. The category will be updated with no advance notice and emails/webhooks will be triggered to confirm the category change

Automatic category updates can apply to approved templates only that were not initially approved per the template category guidelines. Advance notice is provided on different surfaces, like through webhook and email, before action is taken on these templates.

How it works

For templates approved as utility, but should actually be marketing

- **Notice period** — A 1-day advance notice is provided before **the template category is updated to** `marketing`.
  - **As of April 16 2025 — If you are warned for template categorization misuse:**
    - 24 hour notice **will not** be provided before changing template categories from `UTILITY` to `MARKETING`
    - Category changes will be **instant**
- **Template category** — The template category is changed to `MARKETING`
- **Template status** — There is no change to template status; it remains `APPROVED` and can continue to be used to send messages.

For templates approved as marketing or utility, but should actually be authentication

This process was introduced on October 1, 2024

- **Notice period** — Advance notice is provided.
- **Template category** — There is no change in the template's category.

How you are notified

For templates approved as utility, but should actually be marketing

Advanced notification of category updates	Description
Via Email	• An email will be sent to any people in the business' portfolio with 'full control' of the WhatsApp Business account (WABA). • The email will contain a link to the WhatsApp Manager > Message Templates > Manage Templates panel. • Templates whose categories will be updated will have an "information" icon beside their name. Hovering over the icon will display the category it will be updated to, and the date when it will be updated. • For templates that will be rejected, the icon will display
Via Webhook	A template_category_update webhook will be triggered for each template whose category will be updated, with a `correct_category` property in the payload set to what the template's category should be. The `new_category` property also exists in the payload indicating the template's current category.
Via WhatsApp Manager	• The WhatsApp Manager > Message Templates > Manage Templates panel will display a banner with a link to a downloadable CSV identifying these templates. • Business Support will list the name and current category of these templates, as well as the categories they will be updated to.

taken	
Via Email	• An email will be sent to any people in the business portfolio who have been granted full control of the WABA that owns the templates whose categories have been updated. • The email will highlight the number of templates whose categories were updated, and will include a link to the WhatsApp Manager > Message Templates > Manage Templates panel where the name and new category of these templates, as well as the categories before automatic update will be listed. It also includes a link to Business Support.
Via Webhook	A template_category_update webhook will be triggered for each template whose category has been updated. The `new_category` property will indicate the template's new category and the `previous_category` property will indicate the template's category before automatic update.

For templates approved as marketing or utility, but should actually be authentication

Advanced notification of category updates	Description
Via Email	• An email will be sent to any people in the business portfolio who have been granted full control of the WABA that owns the templates whose categories have been updated. • The email will contain a link to the WhatsApp Manager > Message Templates > Manage Templates panel. • Templates whose status will be updated to `REJECTED` will be updated will have an "information" icon beside their name. Hovering over the icon will display the date when the template will be rejected.

category updates	
Via Webhook	• A template_category_update webhook will be triggered for each template which will be rejected.
Via WhatsApp Manager	• The WhatsApp Manager > Message Templates > Manage Templates panel will display a banner with a link to a downloadable CSV identifying these templates. Business Support will list these as well.

Notification when action is taken	Description
Via Email	• An email will be sent to any people in the business portfolio who have been granted full control of the WABA that owns the templates whose categories have been updated. • The email will highlight the number of templates that were rejected, and will include a link to the WhatsApp Manager > Message Templates > Manage Templates panel, where the status will reflect the template is rejected. • It also includes a link to Business Support.
Via Webhook	A `status` webhook will be triggered for each template that has been rejected. whose category has been updated. The webhook will have the `event` property set to `REJECTED` and the reason property set to `INCORRECT_CATEGORY`.

Your options in this process

When you receive notice that a template's category will be updated or a template will be rejected, you can:

- Create a new template
- For **utility templates** that will be updated to **marketing**:
  - You can request a review:

notified.

- For **marketing or utility templates** that will be **rejected**:
  - You cannot request a review.
  - Businesses on Cloud API can browse the template library to identify available options for your identity verification use case. It is recommended that businesses browse, choose, and create a new template from the template library before the utility/marketing template is rejected, to avoid workflow disruptions.

You have 60 days to review and appeal these changes in Business Support Home.

Learn which template(s) will be updated or have been updated

Via API

You can use the Message Templates API to get the list of templates that have been or will be updated.

Request the `category` and `correct_category` fields, which will return the IDs of all of the WABA's templates, and each template's `category` and `correct_category` values. You can then compare these values:

```
GET /<WHATSAPP_BUSINESS_ID>/message_templates?fields=category,correct_category
```

- If the values match (for example, they are both `MARKETING`), the template's category has already been updated with the `correct_category` value.
- If they mismatch and the `correct_category` is not an empty string or null (for example, category is `UTILITY` but `correct_category` is `MARKETING`), the template's category will be updated on the first day of the next month with the `correct_category` value.
- If the `correct_category` value is an empty string or null, the template has not been impacted.

Via WhatsApp Manager

The WhatsApp Manager's Manage Templates panel identifies any templates whose categories will be updated.

How to update a template category or request a category review

> This process has been in effect since June 2023, when the marketing, utility, and authentication template categories were introduced.

You can edit template content or just its category.

- The template will undergo category validation and template review again.
- If the template passes validation and review, its category will be updated and a template_category_update webhook will be triggered.
- The `new_category` property in the webhook payload will indicate its new category.

Via WhatsApp Manager

On the **Manage Templates** tab:

1. Select your template
2. Edit the content so it aligns to the guidelines of that category
3. Re-submit the template for approval

If the template passes validation and review, its category will be updated and a template_category_update webhook will be triggered. The `new_category` property in the webhook payload will indicate its new category.

Qualifications and outcomes for category review

You can request Meta to review the category of your template if:

- It is categorized as `UTILITY` or `MARKETING` and status is `REJECTED`
- It is categorized as `MARKETING` and status is `APPROVED`

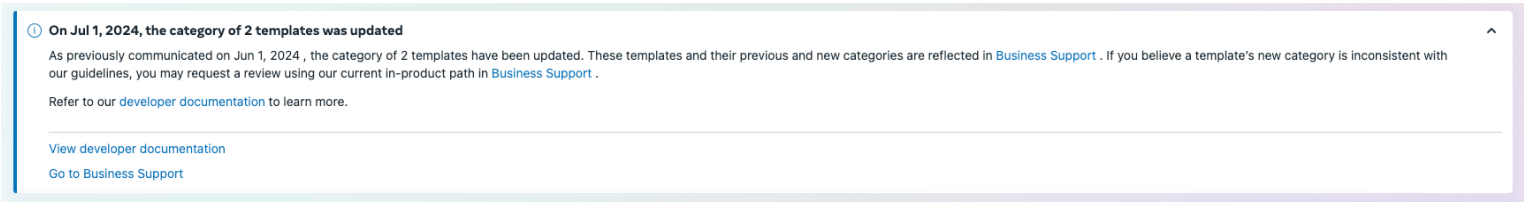
Possible outcomes after you submit a request of your template's category:

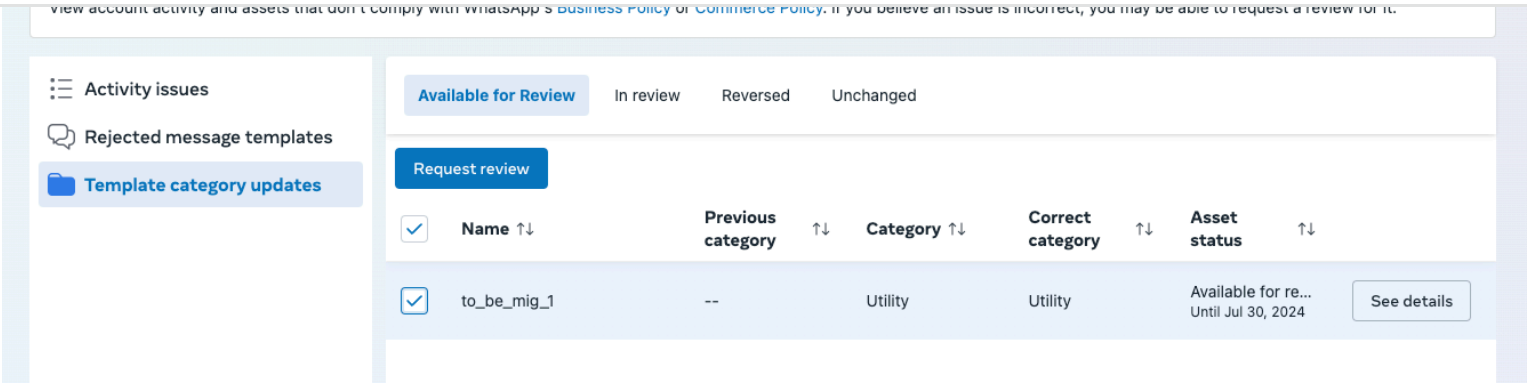
- Review is approved – The category will be updated. A template_category_update webhook will be triggered. The `new_category` property in the webhook payload will indicate its new category.
- Review is rejected – The category will not change.

How to request a category review

A review can only be requested via WhatsApp Manager.

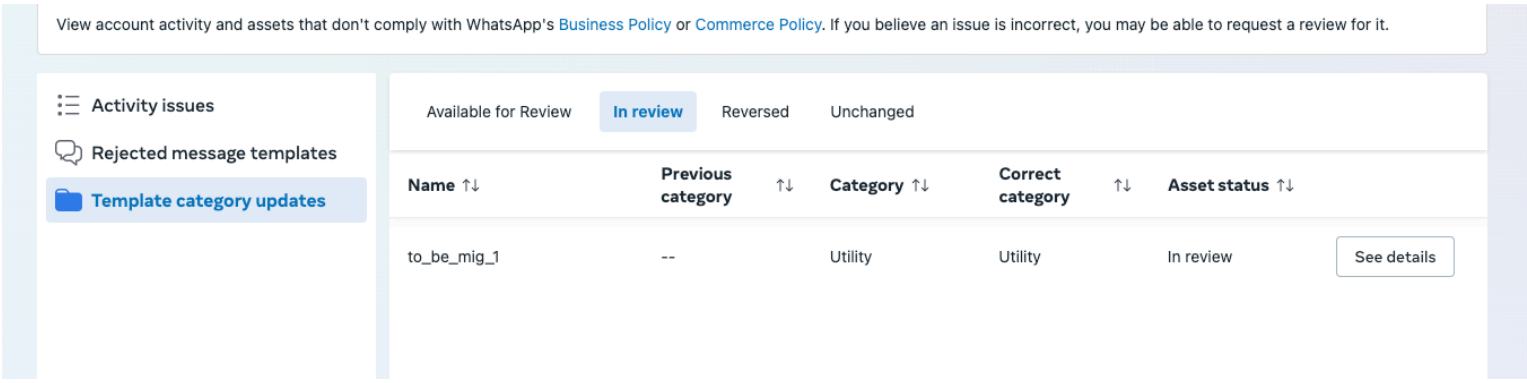
In the sidebar of WhatsApp Manager, select the **Message Templates** dropdown, and then **Message Templates**. You should see a rejection banner with the template in question. Click **Go to Business Support**.





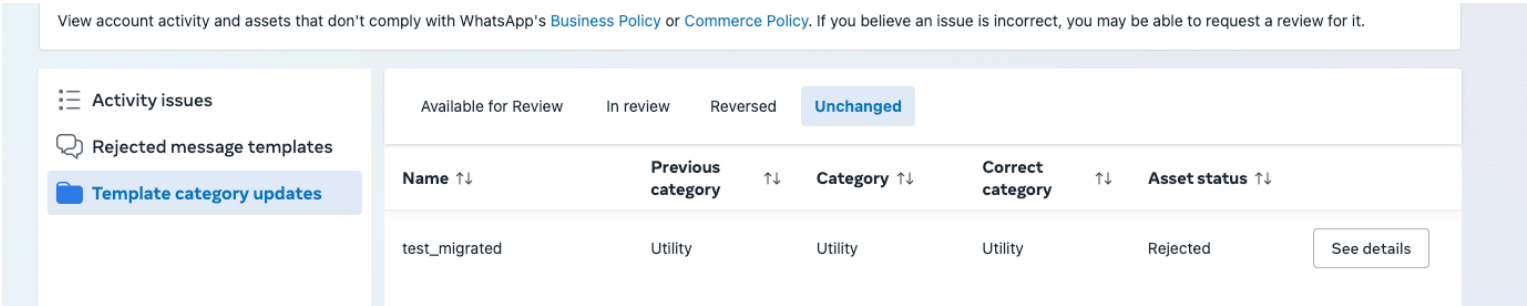
How to view templates submitted for review

In the Business Support sidebar, click **Template category Updates**, and then the **In review** tab.

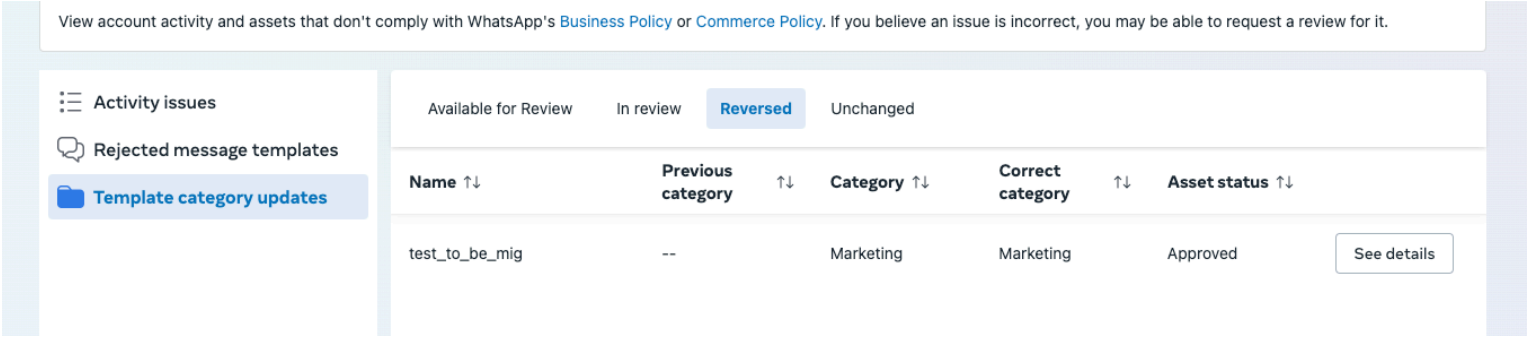


How to view template category decisions

If the template category change is not approved: The template can be viewed in Business Support under the **Template category updates** > **Unchanged** tab. The template's category will change to the correct category during an automatic category update.



If the template category change is approved: the template can be viewed in Business Support under the **Template category updates** > **Reversed** tab. If the template category was already changed during automatic category update, it will be reverted to its previous category.



If a business is detected to be consistently misclassifying marketing templates as utility, WhatsApp may apply escalating restrictions.

How it works

Level	What happens	Duration
Warning	A written warning is sent to WABA admins. After a warning, utility-to-marketing category changes become instant with no advance notice.	Ongoing
Rate limiting	Utility message volume on the WABA is capped within a 24-hour rolling window. Messages exceeding the cap are rejected. Marketing and authentication messages are not affected.	Minimum 7 days. Lifted once categorization quality improves.
Utility restriction	All approved utility templates on the WABA are recategorized to `MARKETING`. New utility template creation and category reviews are disabled. After the restriction period ends, these capabilities are restored.	7 days (30 days for repeat violations).
Business portfolio level restriction	If misuse persists across multiple WABAs under the same Meta Business Suite, all approved utility templates across all WABAs are recategorized to `MARKETING`. New utility template creation and category reviews are disabled across all WABAs. After the restriction period ends, these capabilities are restored.	30 days.

Repeat violations: If continued misuse is detected after a prior restriction, enforcement may be reintroduced for longer periods and at a higher level.

You are notified of enforcement actions through the following channels:

- **Email**: Sent to all WABA admins (people with **Full control** of the WhatsApp Business account) when a warning, restriction, or lift occurs.
- **Webhook**: An `account_update` webhook is triggered with the `restriction_info` object reflecting the current enforcement state.

Webhook events

When a WABA is enforced for utility template miscategorization, a webhook is sent via the `whatsapp_business_account` subscription. All enforcement events share this structure:

```
{
  "field": "account_update",
  "value": {
    "event": "ACCOUNT_RESTRICTION",
    "violation_info": {
      "violation_type": "<violation_type>"
    },
    "restriction_info": [
      {
        "restriction_type": "<restriction_type>",
        "expiration": "<unix_timestamp>"
      }
    ]
  }
}
```

`restriction_info` is only present when an active restriction is being applied (rate limits, utility template suspensions). It is omitted for warnings and recovery events.

Webhook values by enforcement scenario

Scenario	violation_type	restriction_info	restricti
Warning	`UTILITY_TEMPLATE_ABUSE`	Omitted	—
Utility Template Suspension	`UTILITY_TEMPLATE_ABUSE`	Present	`RESTRI`
Utility Template	`UTILITY_TEMPLATE_ABUSE_UNBAN`	Omitted	—

Suspension Removed			
Utility Messages Rate Limited	`UTILITY_TEMPLATE_ABUSE_RATE_LIMIT`	Present	`RATE_L`
Utility Messages Rate Limit Removed	`UTILITY_TEMPLATE_ABUSE_RATE_LIMIT_RECOVERY`	Omitted	—

Your options in this process

If you believe specific templates were incorrectly recategorized, you can appeal at the template level via Business Support. Navigate to **Template Category Updates**, select the templates you would like reviewed, and click **Request Review**.

Did you find this page helpful?

Support

Developer Support
Bug tool
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Platform terms
Developer policies
Privacy policy
Cookies

English (US)

Pricing on the WhatsApp Business Platform

Effective July 1, 2025

And reflecting updates launching October 1, 2026 (learn more)

WhatsApp

from Meta

Pricing on the WhatsApp Business Platform is consistent with pricing for messaging on alternate channels.

Meta charges on a per-message basis for each message a business sends to a user.

- Meta charges only when a message is delivered.
- Meta charges 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 (as of Oct. 1, 2026)**.
- Meta's rates vary by market – category pair. Meta publishes rates and volume tiers on its 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.

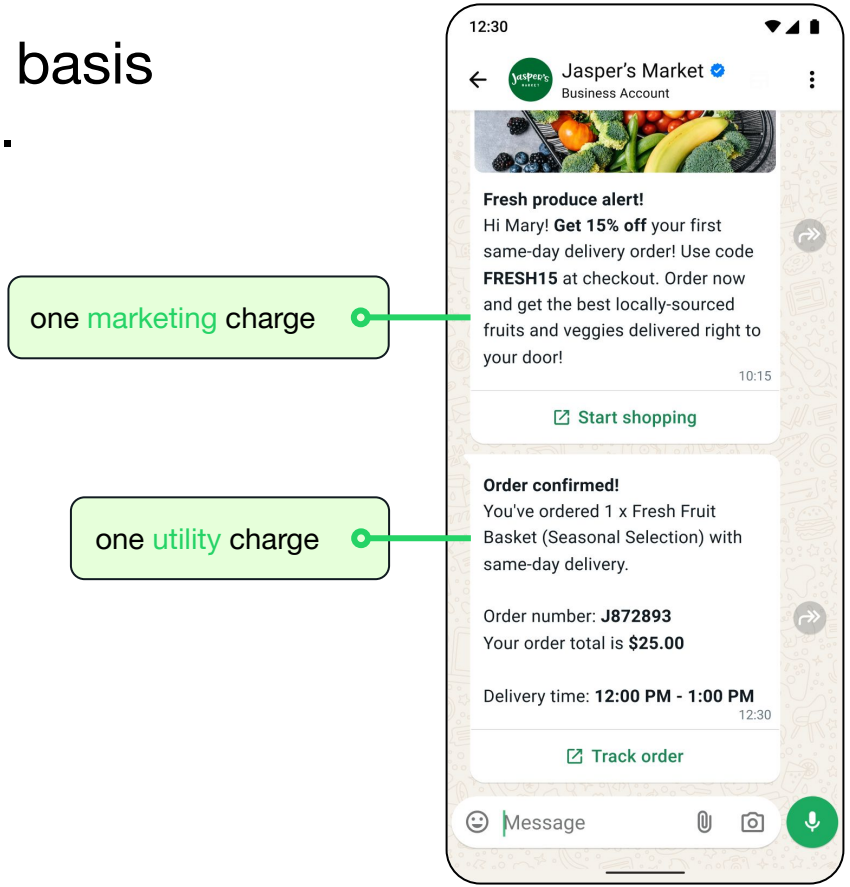
Learn more here.

Effective July 1, 2025

Meta charges on a per-message basis on WhatsApp Business Platform.

Meta charges for messages delivered from a business to a user.

- If a business sends one marketing message and one utility message to a user, that incurs two charges (one for each message, per the message category).



Learn more here.

Effective July 1, 2025

Meta provides several ways for businesses to get value.

Meta does not charge for messages users send to businesses.

Charged as of Oct. 1, 2026. Learn more.

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

See page 5

Businesses can unlock lower prices for as they send more messages, via volume tiers.

See page 6

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

See page 7

Learn more here.

Effective July 1, 2025

Charged as of Oct. 1, 2026. Learn more.

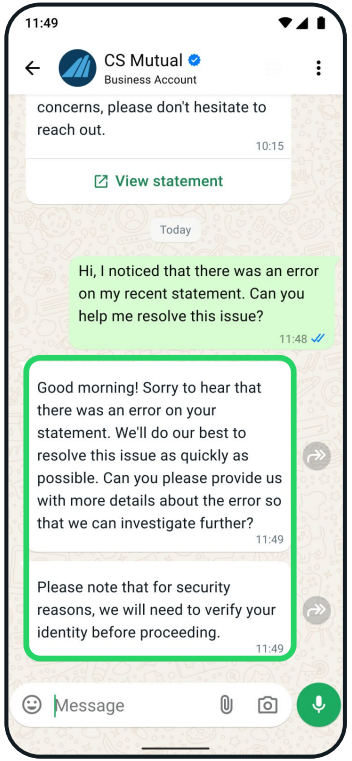
Businesses can respond to users at no charge with service *and* utility messages.

To provide businesses more flexibility and choice in how to respond to users, we do not charge when businesses send service or utility messages in response to users (within the 24-hour customer service window).

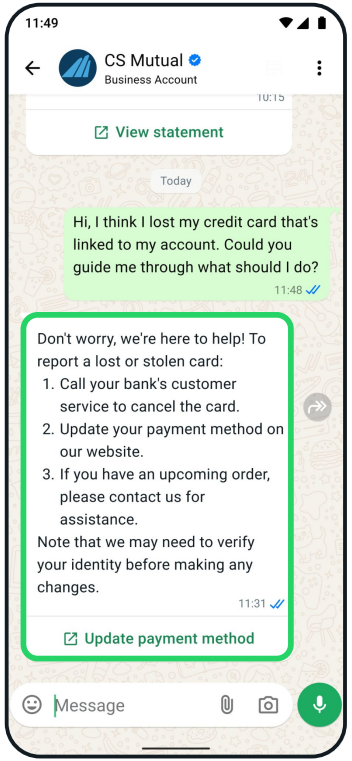
- The customer service window is a 24-hour timer that starts with a user message and resets with each new user message. As long as the customer service window is open, businesses can respond to users via service messages *or* utility messages, at no charge.
- Service messages are any message that is *not* a template message.

Learn more here.

Effective July 1, 2025



Service (non-template) messages *at no charge*



Utility template message *at no charge*

Charged as of Oct. 1, 2026. Learn more.

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

Businesses can save more as they send more utility and authentication messages.

As businesses reach a higher message volume tier (for that market–category), they automatically unlock lower prices for the messages in that tier.

- Volume tiers are specific to a market – message category (e.g., Brazil – utility).
- Rates are specific to the messages in a tier, so only apply to the messages in that tier.
- Volume tiers and rates are published on our website and documentation.

	Utility messages		Authentication messages	
	# messages	Meta's rate	# messages	Meta's rate
Market	Tier 1	List rate	Tier 1	List rate
	Tier 2	List rate – 5%	Tier 2	List rate – 5%
	Tier 3	List rate – 10%	Tier 3	List rate – 10%
	Tier 4	List rate – 15%	Tier 4	List rate – 15%
	Tier 5	List rate – 20%	Tier 5	List rate – 20%

These are indicative; refer to documentation for published tiers.

Learn more here.

Effective July 1, 2025

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

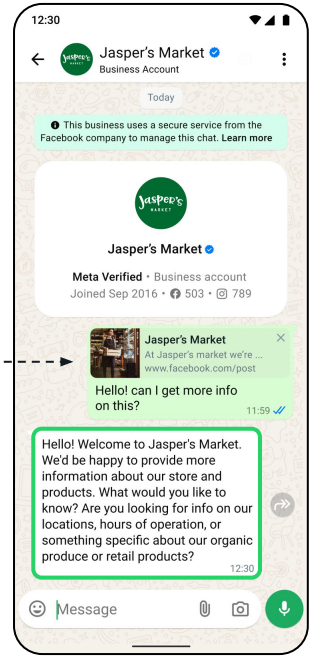
When a user messages a business from an ad that clicks to WhatsApp or a Facebook Page action button, and the business responds within 24 hours, that response opens a 72-hour (3-day) ‘free entry point’ window where template messages **are not charged**.

In the 72-hour ‘free entry point’ window, businesses can message users with *service messages* ***at no charge*** when the 24-hour customer service window is open.

Learn more here.

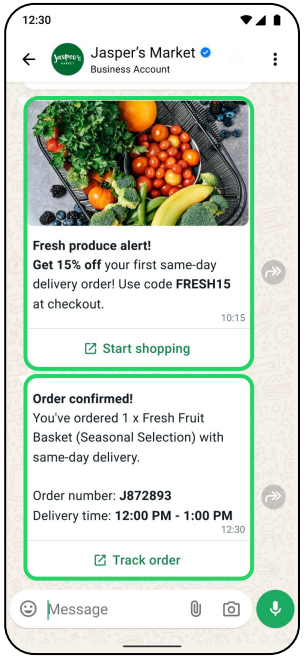
Effective July 1, 2025





No charge for this **service message**, which opens the ‘free entry point’ window.

If this was a template message, still **not charged**.

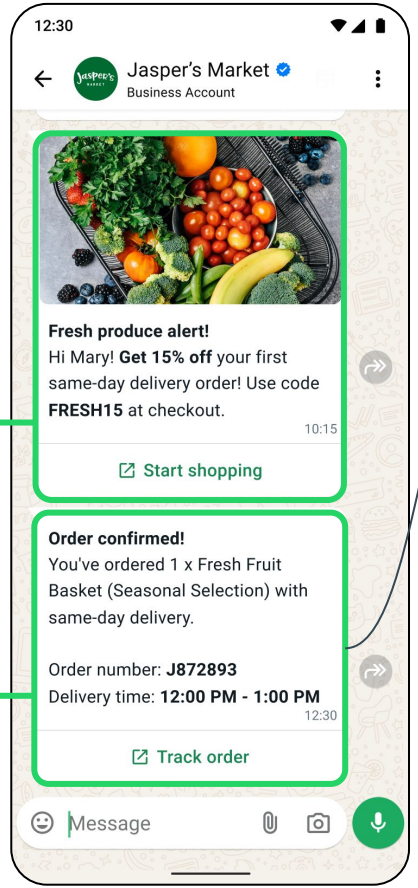


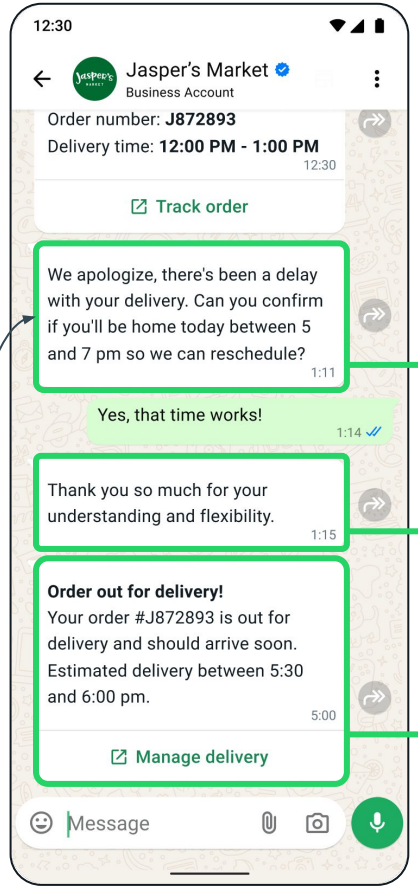
No charge for **template messages** in the ‘free entry point’ window

Illustrative example of our pricing

Marketing template → **Charge**

Utility template → **Charge**





Utility template → **Charge**

Service response to a user → **No charge**

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

Charged as of Oct. 1, 2026.

Learn more.

Learn more here.

Effective July 1, 2025

Meta’s pricing calendar provides clear, go-forward guidance on potential pricing updates.

Per the published pricing calendar, published in September 2025:

- Meta may update pricing only four times per year, on the first day of each quarter.
- Meta will provide advance notice better aligned to the effort to implement the pricing update.

January 1 · April 1 · July 1 · October 1

At least 1 month	*At least* 3 months	*At least* 6 months
Rate card update	Pricing model **add-on**	Pricing model **change**

Pricing on WhatsApp Business Platform

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



Cost per message in BRL on the WhatsApp Business Platform, effective July 1, 2026

We charge on a per-message basis on the WhatsApp Business Platform. Learn more here: https://developers.facebook.com/docs/whatsapp/pricing

Marketing rates apply across Cloud API and Marketing Messages Lite API. Learn more here: https://developers.facebook.com/docs/whatsapp/pricing

Some markets are mapped to a "Rest of" region or "Other." Learn more here: https://developers.facebook.com/docs/whatsapp/pricing#country-calling-codes

In some markets, we have authentication-international rates. Learn more here: https://developers.facebook.com/docs/whatsapp/pricing/authentication-international-rates

Market	Currency	Marketing	Utility	Authentication	Authentication-International	Service
Argentina	BRL	0.3181	0.1338	0.1338	n/a	n/a
Brazil	BRL	0.3217	0.0350	0.0350	n/a	n/a
Chile	BRL	0.4576	0.1029	0.1029	n/a	n/a
Colombia	BRL	0.0643	0.0041	0.0041	n/a	n/a
Egypt	BRL	0.3315	0.0185	0.0185	0.3346	n/a
France	BRL	0.4421	0.1544	0.1544	n/a	n/a
Germany	BRL	0.7026	0.2831	0.2831	n/a	n/a
Hong Kong	BRL	0.3768	0.1338	0.1338	n/a	n/a
Hungary	BRL	0.4427	0.1801	0.1801	n/a	n/a
India	BRL	0.0607	0.0072	0.0072	0.1565	n/a
Indonesia	BRL	0.2115	0.1287	0.1287	0.7000	n/a
Israel	BRL	0.1817	0.0273	0.0273	n/a	n/a
Italy	BRL	0.4092	0.1544	0.1544	n/a	n/a
Malaysia	BRL	0.4427	0.0721	0.0721	0.2151	n/a
Mexico	BRL	0.1570	0.0438	0.0438	n/a	n/a
Netherlands	BRL	0.8220	0.2574	0.2574	n/a	n/a
Nigeria	BRL	0.2656	0.0345	0.0345	0.3860	n/a
Pakistan	BRL	0.2435	0.0515	0.0515	0.3860	n/a
Peru	BRL	0.3618	0.1029	0.1029	n/a	n/a
Poland	BRL	0.1884	0.0628	0.0628	n/a	n/a
Qatar	BRL	0.1755	0.0618	0.0618	n/a	n/a
Romania	BRL	0.4427	0.1493	0.1493	n/a	n/a
Russia	BRL	0.4128	0.2059	0.2059	n/a	n/a
Saudi Arabia	BRL	0.2579	0.0551	0.0551	0.3078	n/a
Singapore	BRL	0.3768	0.0824	0.0824	n/a	n/a
South Africa	BRL	0.1951	0.0391	0.0391	0.1029	n/a
Spain	BRL	0.3639	0.1029	0.1029	n/a	n/a
Turkey	BRL	0.0561	0.0046	0.0046	n/a	n/a
United Arab Emirates	BRL	0.2568	0.0808	0.0808	0.2625	n/a
United Kingdom	BRL	0.3268	0.1132	0.1132	n/a	n/a
North America	BRL	0.1287	0.0175	0.0175	n/a	n/a
Rest of Africa	BRL	0.1158	0.0206	0.0206	n/a	n/a
Rest of Asia Pacific	BRL	0.3768	0.0582	0.0582	n/a	n/a
Rest of Central & Eastern Europe	BRL	0.4427	0.1091	0.1091	n/a	n/a
Rest of Latin America	BRL	0.3809	0.0582	0.0582	n/a	n/a
Rest of Middle East	BRL	0.1755	0.0468	0.0468	n/a	n/a
Rest of Western Europe	BRL	0.3047	0.0880	0.0880	n/a	n/a
Other	BRL	0.3109	0.0396	0.0396	n/a	n/a

Cost per message in BRL on the WhatsApp Business Platform, effective July 1, 2026 - Reflecting volume tiers for utility and authentication messages																
Volume tiers apply only to utility and authentication messages. Learn more here: https://developers.facebook.com/docs/whatsapp/pricing/volume-tiers																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Argentina	BRL	0	100,000	List rate	0.1338	0%	0	120,000	List rate	0.1338	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1271	-5%	120,001	400,000	Tier rate	0.1271	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1204	-10%	400,001	1,000,000	Tier rate	0.1204	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	15,000,000	Tier rate	0.1137	-15%	1,000,001	5,000,000	Tier rate	0.1137	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	15,000,001	30,000,000	Tier rate	0.1070	-20%	5,000,001	10,000,000	Tier rate	0.1070	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	30,000,001	--	Tier rate	0.1004	-25%	10,000,001	--	Tier rate	0.1004	-25%	n/a	n/a	n/a	n/a	n/a
Brazil	BRL	0	250,000	List rate	0.0350	0%	0	500,000	List rate	0.0350	0%	n/a	n/a	n/a	n/a	n/a
	BRL	250,001	2,000,000	Tier rate	0.0333	-5%	500,001	3,000,000	Tier rate	0.0333	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	2,000,001	17,000,000	Tier rate	0.0315	-10%	3,000,001	5,250,000	Tier rate	0.0315	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	17,000,001	35,000,000	Tier rate	0.0298	-15%	5,250,001	10,000,000	Tier rate	0.0298	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	35,000,001	70,000,000	Tier rate	0.0280	-20%	10,000,001	20,000,000	Tier rate	0.0280	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	70,000,001	--	Tier rate	0.0263	-25%	20,000,001	--	Tier rate	0.0263	-25%	n/a	n/a	n/a	n/a	n/a
Chile	BRL	0	100,000	List rate	0.1029	0%	0	120,000	List rate	0.1029	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0978	-5%	120,001	400,000	Tier rate	0.0978	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0926	-10%	400,001	1,000,000	Tier rate	0.0926	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	15,000,000	Tier rate	0.0875	-15%	1,000,001	5,000,000	Tier rate	0.0875	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	15,000,001	30,000,000	Tier rate	0.0823	-20%	5,000,001	10,000,000	Tier rate	0.0823	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	30,000,001	--	Tier rate	0.0772	-25%	10,000,001	--	Tier rate	0.0772	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	BRL	0	100,000	List rate	0.0041	0%	0	120,000	List rate	0.0041	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0039	-5%	120,001	400,000	Tier rate	0.0039	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0037	-10%	400,001	1,000,000	Tier rate	0.0037	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	15,000,000	Tier rate	0.0035	-15%	1,000,001	5,000,000	Tier rate	0.0035	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	15,000,001	30,000,000	Tier rate	0.0033	-20%	5,000,001	10,000,000	Tier rate	0.0033	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	30,000,001	--	Tier rate	0.0031	-25%	10,000,001	--	Tier rate	0.0031	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	BRL	0	100,000	List rate	0.0185	0%	0	300,000	List rate	0.0185	0%	0	300,000	List rate	0.3346	0%
	BRL	100,001	1,000,000	Tier rate	0.0176	-5%	300,001	2,000,000	Tier rate	0.0176	-5%	300,001	2,000,000	Tier rate	0.3179	-5%
	BRL	1,000,001	4,500,000	Tier rate	0.0167	-10%	2,000,001	10,000,000	Tier rate	0.0167	-10%	2,000,001	10,000,000	Tier rate	0.3011	-10%
	BRL	4,500,001	40,000,000	Tier rate	0.0157	-15%	10,000,001	20,000,000	Tier rate	0.0157	-15%	10,000,001	20,000,000	Tier rate	0.2844	-15%
	BRL	40,000,001	80,000,000	Tier rate	0.0148	-20%	20,000,001	40,000,000	Tier rate	0.0148	-20%	20,000,001	40,000,000	Tier rate	0.2677	-20%
	BRL	80,000,001	--	Tier rate	0.0139	-25%	40,000,001	--	Tier rate	0.0139	-25%	40,000,001	--	Tier rate	0.2510	-25%
France	BRL	0	100,000	List rate	0.1544	0%	0	300,000	List rate	0.1544	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1467	-5%	300,001	2,000,000	Tier rate	0.1467	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1390	-10%	2,000,001	10,000,000	Tier rate	0.1390	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.1312	-15%	10,000,001	20,000,000	Tier rate	0.1312	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.1235	-20%	20,000,001	40,000,000	Tier rate	0.1235	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1158	-25%	40,000,001	--	Tier rate	0.1158	-25%	n/a	n/a	n/a	n/a	n/a
Germany	BRL	0	100,000	List rate	0.2831	0%	0	300,000	List rate	0.2831	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.2689	-5%	300,001	2,000,000	Tier rate	0.2689	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.2548	-10%	2,000,001	10,000,000	Tier rate	0.2548	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.2406	-15%	10,000,001	20,000,000	Tier rate	0.2406	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.2265	-20%	20,000,001	40,000,000	Tier rate	0.2265	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.2123	-25%	40,000,001	--	Tier rate	0.2123	-25%	n/a	n/a	n/a	n/a	n/a
Hong Kong	BRL	0	150,000	List rate	0.1338	0%	0	100,000	List rate	0.1338	0%	n/a	n/a	n/a	n/a	n/a
	BRL	150,001	1,000,000	Tier rate	0.1271	-5%	100,001	300,000	Tier rate	0.1271	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,000,000	Tier rate	0.1204	-10%	300,001	1,000,000	Tier rate	0.1204	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,000,001	25,000,000	Tier rate	0.1137	-15%	1,000,001	10,000,000	Tier rate	0.1137	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	25,000,001	50,000,000	Tier rate	0.1070	-20%	10,000,001	20,000,000	Tier rate	0.1070	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	50,000,001	--	Tier rate	0.1004	-25%	20,000,001	--	Tier rate	0.1004	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in BRL on the WhatsApp Business Platform, effective July 1, 2026 - Reflecting volume tiers for utility and authentication messages																
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		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Hungary	BRL	0	100,000	List rate	0.1801	0%	0	300,000	List rate	0.1801	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1711	-5%	300,001	2,000,000	Tier rate	0.1711	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1621	-10%	2,000,001	10,000,000	Tier rate	0.1621	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.1531	-15%	10,000,001	20,000,000	Tier rate	0.1531	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.1441	-20%	20,000,001	40,000,000	Tier rate	0.1441	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1351	-25%	40,000,001	--	Tier rate	0.1351	-25%	n/a	n/a	n/a	n/a	n/a
India	BRL	0	25,000,000	List rate	0.0072	0%	0	750,000	List rate	0.0072	0%	0	750,000	List rate	0.1565	0%
	BRL	25,000,001	50,000,000	Tier rate	0.0068	-6%	750,001	15,000,000	Tier rate	0.0068	-6%	750,001	15,000,000	Tier rate	0.1471	-6%
	BRL	50,000,001	100,000,000	Tier rate	0.0063	-12%	15,000,001	20,000,000	Tier rate	0.0063	-12%	15,000,001	20,000,000	Tier rate	0.1377	-12%
	BRL	100,000,001	200,000,000	Tier rate	0.0059	-18%	20,000,001	50,000,000	Tier rate	0.0059	-18%	20,000,001	50,000,000	Tier rate	0.1283	-18%
	BRL	200,000,001	300,000,000	Tier rate	0.0055	-24%	50,000,001	100,000,000	Tier rate	0.0055	-24%	50,000,001	100,000,000	Tier rate	0.1189	-24%
	BRL	300,000,001	--	Tier rate	0.0050	-30%	100,000,001	--	Tier rate	0.0050	-30%	100,000,001	--	Tier rate	0.1096	-30%
Indonesia	BRL	0	750,000	List rate	0.1287	0%	0	750,000	List rate	0.1287	0%	0	750,000	List rate	0.7000	0%
	BRL	750,001	4,000,000	Tier rate	0.1223	-5%	750,001	2,000,000	Tier rate	0.1223	-5%	750,001	2,000,000	Tier rate	0.6650	-5%
	BRL	4,000,001	25,000,000	Tier rate	0.1158	-10%	2,000,001	6,000,000	Tier rate	0.1158	-10%	2,000,001	6,000,000	Tier rate	0.6300	-10%
	BRL	25,000,001	75,000,000	Tier rate	0.1094	-15%	6,000,001	30,000,000	Tier rate	0.1094	-15%	6,000,001	30,000,000	Tier rate	0.5950	-15%
	BRL	75,000,001	150,000,000	Tier rate	0.1030	-20%	30,000,001	60,000,000	Tier rate	0.1030	-20%	30,000,001	60,000,000	Tier rate	0.5600	-20%
	BRL	150,000,001	--	Tier rate	0.0965	-25%	60,000,001	--	Tier rate	0.0965	-25%	60,000,001	--	Tier rate	0.5250	-25%
Israel	BRL	0	100,000	List rate	0.0273	0%	0	300,000	List rate	0.0273	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0259	-5%	300,001	2,000,000	Tier rate	0.0259	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0246	-10%	2,000,001	10,000,000	Tier rate	0.0246	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0232	-15%	10,000,001	20,000,000	Tier rate	0.0232	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0218	-20%	20,000,001	40,000,000	Tier rate	0.0218	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0205	-25%	40,000,001	--	Tier rate	0.0205	-25%	n/a	n/a	n/a	n/a	n/a
Italy	BRL	0	100,000	List rate	0.1544	0%	0	300,000	List rate	0.1544	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1467	-5%	300,001	2,000,000	Tier rate	0.1467	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1390	-10%	2,000,001	10,000,000	Tier rate	0.1390	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.1312	-15%	10,000,001	20,000,000	Tier rate	0.1312	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.1235	-20%	20,000,001	40,000,000	Tier rate	0.1235	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1158	-25%	40,000,001	--	Tier rate	0.1158	-25%	n/a	n/a	n/a	n/a	n/a
Malaysia	BRL	0	150,000	List rate	0.0721	0%	0	100,000	List rate	0.0721	0%	0	100,000	List rate	0.2151	0%
	BRL	150,001	1,000,000	Tier rate	0.0685	-5%	100,001	300,000	Tier rate	0.0685	-5%	100,001	300,000	Tier rate	0.2043	-5%
	BRL	1,000,001	4,000,000	Tier rate	0.0649	-10%	300,001	1,000,000	Tier rate	0.0649	-10%	300,001	1,000,000	Tier rate	0.1936	-10%
	BRL	4,000,001	25,000,000	Tier rate	0.0613	-15%	1,000,001	10,000,000	Tier rate	0.0613	-15%	1,000,001	10,000,000	Tier rate	0.1828	-15%
	BRL	25,000,001	50,000,000	Tier rate	0.0577	-20%	10,000,001	20,000,000	Tier rate	0.0577	-20%	10,000,001	20,000,000	Tier rate	0.1721	-20%
	BRL	50,000,001	--	Tier rate	0.0541	-25%	20,000,001	--	Tier rate	0.0541	-25%	20,000,001	--	Tier rate	0.1613	-25%
Mexico	BRL	0	1,000,000	List rate	0.0438	0%	0	250,000	List rate	0.0438	0%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	5,000,000	Tier rate	0.0416	-5%	250,001	1,000,000	Tier rate	0.0416	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	5,000,001	10,000,000	Tier rate	0.0394	-10%	1,000,001	3,000,000	Tier rate	0.0394	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	10,000,001	20,000,000	Tier rate	0.0372	-15%	3,000,001	5,000,000	Tier rate	0.0372	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	20,000,001	40,000,000	Tier rate	0.0350	-20%	5,000,001	10,000,000	Tier rate	0.0350	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	--	Tier rate	0.0329	-25%	10,000,001	--	Tier rate	0.0329	-25%	n/a	n/a	n/a	n/a	n/a
Netherlands	BRL	0	100,000	List rate	0.2574	0%	0	300,000	List rate	0.2574	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.2445	-5%	300,001	2,000,000	Tier rate	0.2445	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.2317	-10%	2,000,001	10,000,000	Tier rate	0.2317	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.2188	-15%	10,000,001	20,000,000	Tier rate	0.2188	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.2059	-20%	20,000,001	40,000,000	Tier rate	0.2059	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1931	-25%	40,000,001	--	Tier rate	0.1931	-25%	n/a	n/a	n/a	n/a	n/a

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		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Nigeria	BRL	0	100,000	List rate	0.0345	0%	0	300,000	List rate	0.0345	0%	0	300,000	List rate	0.3860	0%
	BRL	100,001	1,000,000	Tier rate	0.0328	-5%	300,001	2,000,000	Tier rate	0.0328	-5%	300,001	2,000,000	Tier rate	0.3667	-5%
	BRL	1,000,001	4,500,000	Tier rate	0.0311	-10%	2,000,001	10,000,000	Tier rate	0.0311	-10%	2,000,001	10,000,000	Tier rate	0.3474	-10%
	BRL	4,500,001	40,000,000	Tier rate	0.0293	-15%	10,000,001	20,000,000	Tier rate	0.0293	-15%	10,000,001	20,000,000	Tier rate	0.3281	-15%
	BRL	40,000,001	80,000,000	Tier rate	0.0276	-20%	20,000,001	40,000,000	Tier rate	0.0276	-20%	20,000,001	40,000,000	Tier rate	0.3088	-20%
	BRL	80,000,001	--	Tier rate	0.0259	-25%	40,000,001	--	Tier rate	0.0259	-25%	40,000,001	--	Tier rate	0.2895	-25%
Pakistan	BRL	0	150,000	List rate	0.0515	0%	0	100,000	List rate	0.0515	0%	0	100,000	List rate	0.3860	0%
	BRL	150,001	1,000,000	Tier rate	0.0489	-5%	100,001	300,000	Tier rate	0.0489	-5%	100,001	300,000	Tier rate	0.3667	-5%
	BRL	1,000,001	4,000,000	Tier rate	0.0464	-10%	300,001	1,000,000	Tier rate	0.0464	-10%	300,001	1,000,000	Tier rate	0.3474	-10%
	BRL	4,000,001	25,000,000	Tier rate	0.0438	-15%	1,000,001	10,000,000	Tier rate	0.0438	-15%	1,000,001	10,000,000	Tier rate	0.3281	-15%
	BRL	25,000,001	50,000,000	Tier rate	0.0412	-20%	10,000,001	20,000,000	Tier rate	0.0412	-20%	10,000,001	20,000,000	Tier rate	0.3088	-20%
	BRL	50,000,001	--	Tier rate	0.0386	-25%	20,000,001	--	Tier rate	0.0386	-25%	20,000,001	--	Tier rate	0.2895	-25%
Peru	BRL	0	100,000	List rate	0.1029	0%	0	120,000	List rate	0.1029	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0978	-5%	120,001	400,000	Tier rate	0.0978	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0926	-10%	400,001	1,000,000	Tier rate	0.0926	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	15,000,000	Tier rate	0.0875	-15%	1,000,001	5,000,000	Tier rate	0.0875	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	15,000,001	30,000,000	Tier rate	0.0823	-20%	5,000,001	10,000,000	Tier rate	0.0823	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	30,000,001	--	Tier rate	0.0772	-25%	10,000,001	--	Tier rate	0.0772	-25%	n/a	n/a	n/a	n/a	n/a
Poland	BRL	0	100,000	List rate	0.0628	0%	0	300,000	List rate	0.0628	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0597	-5%	300,001	2,000,000	Tier rate	0.0597	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0565	-10%	2,000,001	10,000,000	Tier rate	0.0565	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0534	-15%	10,000,001	20,000,000	Tier rate	0.0534	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0502	-20%	20,000,001	40,000,000	Tier rate	0.0502	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0471	-25%	40,000,001	--	Tier rate	0.0471	-25%	n/a	n/a	n/a	n/a	n/a
Qatar	BRL	0	100,000	List rate	0.0618	0%	0	300,000	List rate	0.0618	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0587	-5%	300,001	2,000,000	Tier rate	0.0587	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0556	-10%	2,000,001	10,000,000	Tier rate	0.0556	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0525	-15%	10,000,001	20,000,000	Tier rate	0.0525	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0494	-20%	20,000,001	40,000,000	Tier rate	0.0494	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0464	-25%	40,000,001	--	Tier rate	0.0464	-25%	n/a	n/a	n/a	n/a	n/a
Romania	BRL	0	100,000	List rate	0.1493	0%	0	300,000	List rate	0.1493	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1418	-5%	300,001	2,000,000	Tier rate	0.1418	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1344	-10%	2,000,001	10,000,000	Tier rate	0.1344	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.1269	-15%	10,000,001	20,000,000	Tier rate	0.1269	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.1194	-20%	20,000,001	40,000,000	Tier rate	0.1194	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1120	-25%	40,000,001	--	Tier rate	0.1120	-25%	n/a	n/a	n/a	n/a	n/a
Russia	BRL	0	100,000	List rate	0.2059	0%	0	300,000	List rate	0.2059	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1956	-5%	300,001	2,000,000	Tier rate	0.1956	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1853	-10%	2,000,001	10,000,000	Tier rate	0.1853	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.1750	-15%	10,000,001	20,000,000	Tier rate	0.1750	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.1647	-20%	20,000,001	40,000,000	Tier rate	0.1647	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.1544	-25%	40,000,001	--	Tier rate	0.1544	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	BRL	0	100,000	List rate	0.0551	0%	0	300,000	List rate	0.0551	0%	0	300,000	List rate	0.3078	0%
	BRL	100,001	1,000,000	Tier rate	0.0523	-5%	300,001	2,000,000	Tier rate	0.0523	-5%	300,001	2,000,000	Tier rate	0.2924	-5%
	BRL	1,000,001	4,500,000	Tier rate	0.0496	-10%	2,000,001	10,000,000	Tier rate	0.0496	-10%	2,000,001	10,000,000	Tier rate	0.2770	-10%
	BRL	4,500,001	40,000,000	Tier rate	0.0468	-15%	10,000,001	20,000,000	Tier rate	0.0468	-15%	10,000,001	20,000,000	Tier rate	0.2616	-15%
	BRL	40,000,001	80,000,000	Tier rate	0.0441	-20%	20,000,001	40,000,000	Tier rate	0.0441	-20%	20,000,001	40,000,000	Tier rate	0.2462	-20%
	BRL	80,000,001	--	Tier rate	0.0413	-25%	40,000,001	--	Tier rate	0.0413	-25%	40,000,001	--	Tier rate	0.2309	-25%

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Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Singapore	BRL	0	150,000	List rate	0.0824	0%	0	100,000	List rate	0.0824	0%	n/a	n/a	n/a	n/a	n/a
	BRL	150,001	1,000,000	Tier rate	0.0783	-5%	100,001	300,000	Tier rate	0.0783	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,000,000	Tier rate	0.0742	-10%	300,001	1,000,000	Tier rate	0.0742	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,000,001	25,000,000	Tier rate	0.0700	-15%	1,000,001	10,000,000	Tier rate	0.0700	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	25,000,001	50,000,000	Tier rate	0.0659	-20%	10,000,001	20,000,000	Tier rate	0.0659	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	50,000,001	--	Tier rate	0.0618	-25%	20,000,001	--	Tier rate	0.0618	-25%	n/a	n/a	n/a	n/a	n/a
South Africa	BRL	0	100,000	List rate	0.0391	0%	0	300,000	List rate	0.0391	0%	0	300,000	List rate	0.1029	0%
	BRL	100,001	1,000,000	Tier rate	0.0371	-5%	300,001	2,000,000	Tier rate	0.0371	-5%	300,001	2,000,000	Tier rate	0.0978	-5%
	BRL	1,000,001	4,500,000	Tier rate	0.0352	-10%	2,000,001	10,000,000	Tier rate	0.0352	-10%	2,000,001	10,000,000	Tier rate	0.0926	-10%
	BRL	4,500,001	40,000,000	Tier rate	0.0332	-15%	10,000,001	20,000,000	Tier rate	0.0332	-15%	10,000,001	20,000,000	Tier rate	0.0875	-15%
	BRL	40,000,001	80,000,000	Tier rate	0.0313	-20%	20,000,001	40,000,000	Tier rate	0.0313	-20%	20,000,001	40,000,000	Tier rate	0.0823	-20%
	BRL	80,000,001	--	Tier rate	0.0293	-25%	40,000,001	--	Tier rate	0.0293	-25%	40,000,001	--	Tier rate	0.0772	-25%
Spain	BRL	0	100,000	List rate	0.1029	0%	0	300,000	List rate	0.1029	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0978	-5%	300,001	2,000,000	Tier rate	0.0978	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0926	-10%	2,000,001	10,000,000	Tier rate	0.0926	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0875	-15%	10,000,001	20,000,000	Tier rate	0.0875	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0823	-20%	20,000,001	40,000,000	Tier rate	0.0823	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0772	-25%	40,000,001	--	Tier rate	0.0772	-25%	n/a	n/a	n/a	n/a	n/a
Turkey	BRL	0	100,000	List rate	0.0046	0%	0	300,000	List rate	0.0046	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0044	-5%	300,001	2,000,000	Tier rate	0.0044	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0041	-10%	2,000,001	10,000,000	Tier rate	0.0041	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0039	-15%	10,000,001	20,000,000	Tier rate	0.0039	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0037	-20%	20,000,001	40,000,000	Tier rate	0.0037	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0035	-25%	40,000,001	--	Tier rate	0.0035	-25%	n/a	n/a	n/a	n/a	n/a
United Arab Emirates	BRL	0	100,000	List rate	0.0808	0%	0	300,000	List rate	0.0808	0%	0	300,000	List rate	0.2625	0%
	BRL	100,001	1,000,000	Tier rate	0.0768	-5%	300,001	2,000,000	Tier rate	0.0768	-5%	300,001	2,000,000	Tier rate	0.2494	-5%
	BRL	1,000,001	4,500,000	Tier rate	0.0727	-10%	2,000,001	10,000,000	Tier rate	0.0727	-10%	2,000,001	10,000,000	Tier rate	0.2363	-10%
	BRL	4,500,001	40,000,000	Tier rate	0.0687	-15%	10,000,001	20,000,000	Tier rate	0.0687	-15%	10,000,001	20,000,000	Tier rate	0.2231	-15%
	BRL	40,000,001	80,000,000	Tier rate	0.0646	-20%	20,000,001	40,000,000	Tier rate	0.0646	-20%	20,000,001	40,000,000	Tier rate	0.2100	-20%
	BRL	80,000,001	--	Tier rate	0.0606	-25%	40,000,001	--	Tier rate	0.0606	-25%	40,000,001	--	Tier rate	0.1969	-25%
United Kingdom	BRL	0	100,000	List rate	0.1132	0%	0	300,000	List rate	0.1132	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1075	-5%	300,001	2,000,000	Tier rate	0.1075	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.1019	-10%	2,000,001	10,000,000	Tier rate	0.1019	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0962	-15%	10,000,001	20,000,000	Tier rate	0.0962	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0906	-20%	20,000,001	40,000,000	Tier rate	0.0906	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0849	-25%	40,000,001	--	Tier rate	0.0849	-25%	n/a	n/a	n/a	n/a	n/a
North America	BRL	0	80,000	List rate	0.0175	0%	0	100,000	List rate	0.0175	0%	n/a	n/a	n/a	n/a	n/a
	BRL	80,001	750,000	Tier rate	0.0166	-5%	100,001	500,000	Tier rate	0.0166	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	750,001	2,250,000	Tier rate	0.0158	-10%	500,001	2,000,000	Tier rate	0.0158	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	2,250,001	3,000,000	Tier rate	0.0149	-15%	2,000,001	5,000,000	Tier rate	0.0149	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	3,000,001	6,000,000	Tier rate	0.0140	-20%	5,000,001	10,000,000	Tier rate	0.0140	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	6,000,001	--	Tier rate	0.0131	-25%	10,000,001	--	Tier rate	0.0131	-25%	n/a	n/a	n/a	n/a	n/a

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Volume tiers apply only to utility and authentication messages. Learn more here: https://developers.facebook.com/docs/whatsapp/pricing/volume-tiers																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Rest of Africa	BRL	0	100,000	List rate	0.0206	0%	0	300,000	List rate	0.0206	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0196	-5%	300,001	2,000,000	Tier rate	0.0196	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0185	-10%	2,000,001	10,000,000	Tier rate	0.0185	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0175	-15%	10,000,001	20,000,000	Tier rate	0.0175	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0165	-20%	20,000,001	40,000,000	Tier rate	0.0165	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0155	-25%	40,000,001	--	Tier rate	0.0155	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	BRL	0	150,000	List rate	0.0582	0%	0	100,000	List rate	0.0582	0%	n/a	n/a	n/a	n/a	n/a
	BRL	150,001	1,000,000	Tier rate	0.0553	-5%	100,001	300,000	Tier rate	0.0553	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,000,000	Tier rate	0.0524	-10%	300,001	1,000,000	Tier rate	0.0524	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,000,001	25,000,000	Tier rate	0.0495	-15%	1,000,001	10,000,000	Tier rate	0.0495	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	25,000,001	50,000,000	Tier rate	0.0466	-20%	10,000,001	20,000,000	Tier rate	0.0466	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	50,000,001	--	Tier rate	0.0437	-25%	20,000,001	--	Tier rate	0.0437	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	BRL	0	100,000	List rate	0.1091	0%	0	300,000	List rate	0.1091	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.1036	-5%	300,001	2,000,000	Tier rate	0.1036	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0982	-10%	2,000,001	10,000,000	Tier rate	0.0982	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0927	-15%	10,000,001	20,000,000	Tier rate	0.0927	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0873	-20%	20,000,001	40,000,000	Tier rate	0.0873	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0818	-25%	40,000,001	--	Tier rate	0.0818	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	BRL	0	100,000	List rate	0.0582	0%	0	120,000	List rate	0.0582	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0553	-5%	120,001	400,000	Tier rate	0.0553	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0524	-10%	400,001	1,000,000	Tier rate	0.0524	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	15,000,000	Tier rate	0.0495	-15%	1,000,001	5,000,000	Tier rate	0.0495	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	15,000,001	30,000,000	Tier rate	0.0466	-20%	5,000,001	10,000,000	Tier rate	0.0466	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	30,000,001	--	Tier rate	0.0437	-25%	10,000,001	--	Tier rate	0.0437	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	BRL	0	100,000	List rate	0.0468	0%	0	300,000	List rate	0.0468	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0445	-5%	300,001	2,000,000	Tier rate	0.0445	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0421	-10%	2,000,001	10,000,000	Tier rate	0.0421	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0398	-15%	10,000,001	20,000,000	Tier rate	0.0398	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0374	-20%	20,000,001	40,000,000	Tier rate	0.0374	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0351	-25%	40,000,001	--	Tier rate	0.0351	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	BRL	0	100,000	List rate	0.0880	0%	0	300,000	List rate	0.0880	0%	n/a	n/a	n/a	n/a	n/a
	BRL	100,001	1,000,000	Tier rate	0.0836	-5%	300,001	2,000,000	Tier rate	0.0836	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	1,000,001	4,500,000	Tier rate	0.0792	-10%	2,000,001	10,000,000	Tier rate	0.0792	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	4,500,001	40,000,000	Tier rate	0.0748	-15%	10,000,001	20,000,000	Tier rate	0.0748	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	40,000,001	80,000,000	Tier rate	0.0704	-20%	20,000,001	40,000,000	Tier rate	0.0704	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	80,000,001	--	Tier rate	0.0660	-25%	40,000,001	--	Tier rate	0.0660	-25%	n/a	n/a	n/a	n/a	n/a
Other	BRL	0	80,000	List rate	0.0396	0%	0	100,000	List rate	0.0396	0%	n/a	n/a	n/a	n/a	n/a
	BRL	80,001	750,000	Tier rate	0.0376	-5%	100,001	500,000	Tier rate	0.0376	-5%	n/a	n/a	n/a	n/a	n/a
	BRL	750,001	2,250,000	Tier rate	0.0356	-10%	500,001	2,000,000	Tier rate	0.0356	-10%	n/a	n/a	n/a	n/a	n/a
	BRL	2,250,001	3,000,000	Tier rate	0.0337	-15%	2,000,001	5,000,000	Tier rate	0.0337	-15%	n/a	n/a	n/a	n/a	n/a
	BRL	3,000,001	6,000,000	Tier rate	0.0317	-20%	5,000,001	10,000,000	Tier rate	0.0317	-20%	n/a	n/a	n/a	n/a	n/a
	BRL	6,000,001	--	Tier rate	0.0297	-25%	10,000,001	--	Tier rate	0.0297	-25%	n/a	n/a	n/a	n/a	n/a