Pricing on the WhatsApp Business Platform

Was this helpful?

Updated: Sep 30, 2026

Copy for LLM View as Markdown

This page encompasses pricing across Cloud API and the Marketing Messages API for WhatsApp, for the following message categories: Marketing, utility, authentication, service, and Meta Business Agent.

This page reflects pricing updates that became effective as of October 1, 2026 by Messaging account timezone. Full detail on these updates is below.

How Meta charges for messages

Effective July 1, 2025 – Meta charges on a **per-message basis**, aligned to industry standards. Meta charges by category–market, and only for messages from businesses to users. Meta does **not** charge for messages from users to businesses.

- Businesses are only charged when a message is *delivered*. Meta does *not* charge for messages sent.
- Rates for messages vary based on 2 factors: a. the message category ("category") and b. the recipient WhatsApp phone number's country calling code ("market").

Message categories

Meta has 5 different message categories on the WhatsApp Business Platform, with the introduction of Meta Business Agent as of July 1, 2026. A message from a business to a user only has 1 of the 5 categories and thus can only incur up to 1 charge, per the message's category.

Template messages

Businesses can use template messages to reach out to users – **Template messages** (`"type":"template"`) can be delivered at any time. Template messages are categorized into 3

1. **Marketing** – template messages for promotional objectives
2. **Utility** – template messages for transactional or informational objectives
3. **Authentication** – template messages for identity verification objectives

Non-template messages

Businesses can use non-template messages only to respond to users – **Non-template messages** (`"type":"text"`, `"type":"image"`, and so on) can only be sent in an open 24-hour customer service window, which opens and resets with each user message. Note that a business can also choose to use template messages to respond to users; however, non-template messages *cannot* be used to reach out to users.

1. **Service** – Any non-template message *not* powered by the Meta Business Agent Platform. These can be powered by a 3rd-party AI solution or people (like customer service representatives). Message types (outlined in Send messages) include address messages, audio messages, interactive location request messages, and more.
2. **Meta Business Agent** – Any non-template message powered by the Meta Business Agent Platform.

Charges by message category

Charges for marketing, utility, authentication and service messages

- *Charge for*: Delivered message.
- *Meter*: Per message.
- *Rate*: Varies by market, aligned to industry standards. Rates by category vary as well, thus rates vary by market–category.
- *Cost per message*:
  - Utility, authentication, and service: Fixed, per published rates.
  - Marketing: For Cloud API, fixed, per published rates. For Marketing Messages API for WhatsApp, can vary per message if businesses choose to use the max price feature.
- *Volume tiers*: For utility and authentication messages only. Learn more about volume tiers.
- *Frequency of updates*: Per published pricing calendar.
- *Free messages*: Two instances (all messages in free entry point window; free tier of monthly service messages). Learn more about when Meta does not charge.

Charges for Meta Business Agent messages

- *Charge for*: Delivered message.
- *Meter*: Per message, based on one per-token charge that encompasses AI agent processing (token consumption) and message delivery. Meta only charges for input and output tokens and

20,000–25,000 tokens, which translates to approximately 4–5 cents (USD) per message.

- *Cost per message*: Varies with complexity. Simple responses consume fewer tokens and cost less; complex responses consume more tokens and cost more.
- *Volume tiers*: Do not apply.
- *Free messages*: Do not apply.

Pricing example

Below is an example of an interaction between a business and a user. It starts with the business reaching out with a marketing template; using Meta Business Agent to respond to user questions; triggering an escalation to a customer service representative; and ultimately sending an order confirmation, all within one hour. Things to note:

- Meta charges for each message from the business to the user. Since there are 5 delivered messages, there are 5 charges.
- Every message has only one charge, per the category of that message. The "message category" and "charges incurred" columns always align.
- If this had all started with a user messaging a business from an Ad that Clicks to WhatsApp – thus happening in a free entry point window – 3 of the 5 messages would *not* be charged. Meta Business Agent remains charged.

Message content	Sender	Message type	Message category	Charges incurred
Cart abandonment reminder	Business	Template	Marketing	Marketing
"Do you have this in a size Small?"	User	–	–	–
Meta-powered response to user's question	Business	Non-template	Meta Business Agent	Meta Business Agent

in white?				
Meta-powered response to user's question	Business	Non-template	Meta Business Agent	Meta Business Agent
"I'm ready to check-out, but my card is expired"	User	–	–	–
Meta Business Agent hands off to customer service representative				–
Customer service rep responds to user's question	Business	Non-template	Service	Service
Order confirmation	Business	Template	Utility	Utility
			Total charges	**5 charges**

Markets

As of October 1, 2026 – Meta has 47 markets on its rate card. 39 of these represent named countries (like Brazil, Mexico, India) and 8 of these represent regions (like Rest of Latin America). A mapping of these with phone number country calling codes is below. If a business delivers a message to a user in a country that is…

- Named on the rate card → Meta charges that market's rate
- In a "Rest of" region → Meta charges that region's rate, across all markets within that region

What Meta charges for messages

Rate cards and volume tiers

Rate cards below reflect our current rates and volume tiers, effective October 1, 2026, based on your Messaging account timezone. Rates are also available interactively on our WhatsApp Business website.

Currency	Launched in 2026?	List rates (CSV)	Volume tiers for utility and authentication (CSV)	List rates and volume tiers (PDF)
USD	Available already	USD list rates	USD volume tiers	USD rates and volume tiers
AED	April 1, 2026	AED list rates	AED volume tiers	AED rates and volume tiers
ARS	April 1, 2026	ARS list rates	ARS volume tiers	ARS rates and volume tiers
AUD	Available already	AUD list rates	AUD volume tiers	AUD rates and volume tiers
BRL	July 1, 2026	BRL list rates	BRL volume tiers	BRL rates and volume tiers
CLP	April 1, 2026	CLP list rates	CLP volume tiers	CLP rates and volume tiers
COP	April 1, 2026	COP list rates	COP volume tiers	COP rates and volume tiers
EUR	Available already	EUR list rates	EUR volume tiers	EUR rates and volume tiers
GBP	Available already	GBP list rates	GBP volume tiers	GBP rates and volume tiers

	2026?	(CSV)	authentication (CSV)	(PDF)
IDR	Available already	IDR list rates	IDR volume tiers	IDR rates and volume tiers
INR	Available already	INR list rates	INR volume tiers	INR rates and volume tiers
MXN	January 1, 2026	MXN list rates	MXN volume tiers	MXN rates and volume tiers
MYR	April 1, 2026	MYR list rates	MYR volume tiers	MYR rates and volume tiers
PEN	April 1, 2026	PEN list rates	PEN volume tiers	PEN rates and volume tiers
SAR	April 1, 2026	SAR list rates	SAR volume tiers	SAR rates and volume tiers
SGD	April 1, 2026	SGD list rates	SGD volume tiers	SGD rates and volume tiers

Currencies

As of July 1, 2026 – Meta has 16 currencies enabled on the WhatsApp Business Platform, after having introduced +10 currencies in 2026, as outlined in the table above. Currency selection is part of the Messaging account creation process; once selected, a currency cannot be changed. Businesses can leverage our Currency Migration APIs to more easily choose a different currency.

Comparing Meta Business Agent to service messages

Below is a side-by-side comparison of the expected cost to send 10,000 AI-powered messages in response to users in Brazil via high-complexity AI models vs. Meta Business Agent. Estimates for 3rd-party AI solutions are based on publicly-available information and benchmarks.

AI agent performance	Higher-complexity	Higher-complexity
AI agent cost	**~9 ¢** per message (estimate of 3rd-party cost)	**~4-5 ¢** per message $2.00/1M tokens x ~25k tokens (estimate)
Message delivery[1]	**0.68 ¢** per message[1]	
Total	**~9-10 ¢** per message	**~4-5 ¢** per message
Total for 10k messages	**~ $968**	**~ $400 - $500**

[1] Based on Meta's current rate for utility and authentication messages to users in Brazil.

Also, price per-message for Meta Business Agent can vary by complexity, aligned to industry norms. The following table shows example interactions powered by Meta Business Agent and their estimated cost.

Type of interaction	Example user message	# messages to the user in the interaction	Tokens consumed	Est. Meta Business Agent cost
Simple inquiry	"At what time do you open?"	4	~80k → ~20k/mssg	~ 16-20 ¢

interaction	step 3 of this assembly — can you walk me through it?"		~25k/missg

When Meta may update pricing

Pricing calendar

As of September 2025, Meta has published a pricing calendar to provide clear, go-forward guidance to better enable businesses to plan and prepare for pricing updates:

- 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 advanced notice
Rate card update	Updating the rate for a given market–category Updating the volume tiers for a given market–category (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

user:

- *In the*free entry point window – In this window, Meta does *not* charge for marketing, utility, authentication or service messages. Meta Business Agent messages remain charged.
- *For the*first 1,000 service messages each month – For each business phone number, Meta provides 1,000 free service messages per month, which do not roll over but reset monthly. Thus, Meta only charges as of the 1,001st service message for each business phone number.

Also, as noted above, Meta does not charge for messages from a WhatsApp user to a business.

Ways Meta provides value via pricing

Free entry point window (FEP)

If a WhatsApp user messages you via an ad that clicks to WhatsApp (CTWA) using a device running our Android or iOS app (since our desktop and web apps are not supported):

1. A customer service window is opened.
2. If you respond within the customer service window with a marketing, utility, authentication or service message:
   - That message is *not* charged and opens a Free Entry Point ("FEP") window, starting from the time when you responded.
   - The FEP window may remain open for up to 7 days.
   - While open, Meta does *not* charge for marketing, utility, authentication or service messages. Meta continues to charge for Meta Business Agent messages in the FEP window.

In the example below, all messages from the business to the user are *not* charged because they opened or were in the FEP window.

Message content	Sender	Message type	Message category	Charges incurred
User messages from a CTWA ad: "Do you have this in white?"	User	–	–	–
Interactive media carousel message	Business	Template	Marketing	*No charge Opens FEP*

“Do you have this in size small?”	User	–	–	–
Customer service rep responds to user’s question	Business	Non-template	Service	*No charge* in open FEP window
Order confirmation	Business	Template	Utility	*No charge in open FEP window*
			Total charges	**0 charges**

Free entry point windows with multiple Messaging accounts

Like customer service windows, a free entry point window is tracked for the business and WhatsApp user pair, not for an individual Messaging account. When several Messaging accounts send on the same business phone number, they all share the same FEP window:

- Any Messaging account sending on that phone number can send free messages while the FEP window is open.
- The Messaging account that funded the Click to WhatsApp ad does not get exclusive use of the window.
- If a different Messaging account responds to the WhatsApp user than the one that funded the ad, messages are still free while the window is open.

Free tier of monthly service messages

> This only applies to service messages, as of 12am by Messaging account timezone on October 1, 2026.

- Each business phone number has one free tier of 1,000 delivered service messages per month. Meta charges as of the 1,001st service message per month, after the free tier has been used.
- Unused service messages in the free tier do not roll over to the next month. The free tier resets monthly for each business phone number (for example, 1,000 for October with no roll-over; 1,000 for November with no roll-over). This reset happens at 12am by Messaging account timezone.
- If businesses do not have a payment method for their Messaging account(s), Meta will deliver service messages within the free tier but *not* deliver them after the free tier has been used. To ensure continuity of service messages as of October 1, 2026, please ensure you have a payment method in Billing Hub.

When Meta begins to charge – as of the 1,001st service message each month – the pricing type (`<PRICING_TYPE>`) in the pricing object of status messages webhooks for messages with a pricing category (`<PRICING_CATEGORY>`) of service will change from `free_customer_service` to `regular` as outlined below:

Which service messages	Through Sep. 30, 2026		As of Oct. 1, 2026	
	`type`	Charged	`type`	Ch
Service messages in the free tier, per business phone number	`free_customer_service`	No	`free_customer_service`	No
Service messages after the free tier has been used, per business phone number	`free_customer_service`	No	`regular`	Ye

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

Service message that is charged – For a service message delivered *after* the business phone number's free tier has been used:

```
"pricing": {
  "billable": true,
  "pricing_model": "PMP",
  "type": "regular",
  "category": "service"
}
```

Volume tiers for utility and authentication messages

> Volume tiers only apply to utility and authentication messages.

Businesses can unlock lower utility and authentication rates based on the number of messages they send in a month, by market–category.

Tiering accrual

- Messages are aggregated at the business portfolio level, across all Messaging accounts owned by the portfolio — To determine what tier rates may apply in a given month for a given market–category pair, Meta aggregates messages across all of a business portfolio's Messaging accounts for each market-category pair (for example, Brazil–authentication, Brazil–utility, India–authentication, and so on).
- Only messages that are charged count toward the tiers. Thus, any utility or authentication messages sent in a free entry point window do *not* count toward volume tiers.
- 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.

How volume tiers work

- Tiers are market–category specific — Volume tiers are aligned to our rate cards and differ by market (for example, 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 Messaging accounts.

Volume tier 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.

India x Authentication messages (specific market x message category)

Messages per month		**What Meta charges** (illustrative)		**How it works**
From	**To**	**Rate**	**vs. List rate**	
0	A	List rate	0%	First A messages are charged list rate
A + 1	B	Tier rate 1	– 5%	Only messages A+1 to B are charged tier Rate 1
B + 1	C	Tier rate 2	– 10%	Only messages B+1 to C are charged tier Rate 2
C + 1	∞	Tier rate 3	– 15%	Only messages C+1 onward are 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:*

- Total charges for that month = Rate per tier x messages in each tier.

- *Example 2: A business that starts to be charged our authentication-international rates on the 15th day of the month:*
  - 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 Messaging accounts sending authentication messages to India. For Messaging account A, it is still July 31 based on their timezone. For Messaging accounts 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 Messaging account A) and August (via Messaging accounts B, C) for a period of time.
  - The business can reach the next tier for July, via Messaging account A. If that happens, messages for the remainder of July for Messaging account A will be charged Tier Rate 2.
- *Example 4: A business has 3 Messaging accounts, 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 Messaging 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",
```

```
            "event": "VOLUME_BASED_PRICING_TIER_UPDATE"
          },
          "field": "account_update"
        }
      ]
    }
  ]
}
```

- `tier_update_time` tells when your Messaging account 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 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 pricing analytics.

Other pricing mechanics

Customer service window (CSW)

When a WhatsApp user messages you or calls you, a 24-hour timer called a *customer service window* starts. If the user messages or calls you again before the timer expires, the timer resets to 24 hours. Businesses can only send non-template messages to users when this window is open. If it is not open, businesses can only send template messages to reach out to users.

As a reminder, you can only send messages to WhatsApp users who have opted in to receiving messages from you. Learn more about customer service windows.

Authentication-international rates

Specific markets have an authentication-international rate. Our rate cards reflect these rates, for the markets where they apply. See Authentication-International rates to learn about these rates and if they apply to your business.

Pricing regions on the rate card (country calling codes)

- **Standalone on rate cards** – 39 markets
  - Argentina (AR) - 54
  - Bangladesh (BD) - 880
  - Brazil (BR) - 55
  - Chile (CL) - 56
  - Colombia (CO) - 57
  - Egypt (EG) - 20
  - France (FR) - 33
  - Germany (DE) - 49
  - Hong Kong (HK) - 852
  - Hungary (HU) - 36
  - India (IN) - 91
  - Indonesia (ID) - 62
  - Israel (IL) - 972
  - Iraq (IQ) - 964
  - Italy (IT) - 39
  - Kazakhstan (KZ) - 7
  - Kuwait (KW) - 965
  - Malaysia (MY) - 60
  - Mexico (MX) - 52
  - Morocco (MA) - 212
  - Nepal (NP) - 977
  - Netherlands (NL) - 31
  - Nigeria (NG) - 234
  - Oman (OM) - 968
  - Pakistan (PK) - 92
  - Peru (PE) - 51
  - Poland (PL) - 48
  - Qatar (QA) - 974
  - Romania (RO) - 40
  - Russia (RU) - 7
  - Saudi Arabia (SA) - 966

- South Africa (ZA) - 27
- Spain (ES) - 34
- Turkey (TR) - 90
- Ukraine (UA) - 380
- United Arab Emirates (AE) - 971
- United Kingdom (GB) - 44

- **Charged based on regional rates** – 8 pricing regions
  - **North America – 2 markets**
    - Canada (CA) - 1
    - United States (US) - 1
  - **Rest of Africa – 40 markets**
    - Algeria (DZ) - 213
    - Angola (AO) - 244
    - Benin (BJ) - 229
    - Botswana (BW) - 267
    - Burkina Faso (BF) - 226
    - Burundi (BI) - 257
    - Cameroon (CM) - 237
    - Chad (TD) - 235
    - Republic of the Congo (CG) - 242
    - Eritrea (ER) - 291
    - Ethiopia (ET) - 251
    - Gabon (GA) - 241
    - Gambia (GM) - 220
    - Ghana (GH) - 233
    - Guinea-Bissau (GW) - 245
    - Ivory Coast (CI) - 225
    - Kenya (KE) - 254
    - Lesotho (LS) - 266
    - Liberia (LR) - 231
    - Libya (LY) - 218
    - Madagascar (MG) - 261
    - Malawi (MW) - 265

- Mozambique (MZ) - 258
- Namibia (NA) - 264
- Niger (NE) - 227
- Rwanda (RW) - 250
- Senegal (SN) - 221
- Sierra Leone (SL) - 232
- Somalia (SO) - 252
- South Sudan (SS) - 211
- Sudan (SD) - 249
- Eswatini (SZ) - 268
- Tanzania (TZ) - 255
- Togo (TG) - 228
- Tunisia (TN) - 216
- Uganda (UG) - 256
- Zambia (ZM) - 260
- Zimbabwe (ZW) - 263

- **Rest of Asia Pacific – 16 markets**
  - Afghanistan (AF) - 93
  - Australia (AU) - 61
  - Cambodia (KH) - 855
  - China (CN) - 86
  - Japan (JP) - 81
  - Laos (LA) - 856
  - Mongolia (MN) - 976
  - New Zealand (NZ) - 64
  - Papua New Guinea (PG) - 675
  - Philippines (PH) - 63
  - Taiwan (TW) - 886
  - Tajikistan (TJ) - 992
  - Thailand (TH) - 66
  - Turkmenistan (TM) - 993
  - Uzbekistan (UZ) - 998
  - Vietnam (VN) - 84

- Armenia (AM) - 374
- Azerbaijan (AZ) - 994
- Belarus (BY) - 375
- Bulgaria (BG) - 359
- Croatia (HR) - 385
- Czech Republic (CZ) - 420
- Georgia (GE) - 995
- Greece (GR) - 30
- Latvia (LV) - 371
- Lithuania (LT) - 370
- Moldova (MD) - 373
- North Macedonia (MK) - 389
- Serbia (RS) - 381
- Slovakia (SK) - 421
- Slovenia (SI) - 386

- **Rest of Western Europe – 9 markets**
  - Austria (AT) - 43
  - Belgium (BE) - 32
  - Denmark (DK) - 45
  - Finland (FI) - 358
  - Ireland (IE) - 353
  - Norway (NO) - 47
  - Portugal (PT) - 351
  - Sweden (SE) - 46
  - Switzerland (CH) - 41
- **Rest of Latin America – 15 markets**
  - Bolivia (BO) - 591
  - Costa Rica (CR) - 506
  - Dominican Republic (DO) - 1 (809, 829, 849)
  - Ecuador (EC) - 593
  - El Salvador (SV) - 503
  - Guatemala (GT) - 502
  - Haiti (HT) - 509

  - Nicaragua (NI) - 505
  - Panama (PA) - 507
  - Paraguay (PY) - 595
  - Puerto Rico (PR) - 1 (787, 939)
  - Uruguay (UY) - 598
  - Venezuela (VE) - 58
- **Rest of Middle East – 4 markets**
  - Bahrain (BH) - 973
  - Jordan (JO) - 962
  - Lebanon (LB) - 961
  - Yemen (YE) - 967
- **Other – All other markets**

Prior updates to pricing and rates

Ongoing

This section outlines ongoing pricing or billing updates for the WhatsApp Business Platform.

Billing localization for 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 Messaging accounts 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 Messaging accounts in BRL (Brazilian Reals). Learn more about billing localization for Brazil.
- Per-message rates in BRL are published in our rate cards and volume tiers. Charges from any BRL Messaging account will be invoiced in BRL by Meta's local entity in Brazil, Facebook Brasil.
- As a reminder, eligible customers must ensure all Messaging accounts 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 messages of non-BRL Messaging accounts of eligible customers. To make this migration process easier and faster, use the Currency Migration API, which is available as of June 1, 2026.

Billing localization for India

- Eligible customers must ensure all Messaging accounts 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 Messaging accounts of eligible customers. To make this migration process easier and faster, use the Currency Migration API, which is available as of June 1, 2026.

Prior updates

This section outlines prior pricing or billing updates for the WhatsApp Business Platform over the last 12 months.

Effective October 1, 2026

1. Charging for messages that were previously free

> For any Solution Provider or directly-integrated businesses that do not have a payment method on file by September 30, 2026, Meta will stop delivering service messages as of when they become charged on October 1, 2026. To avoid disruptions to your service messages, please add a payment method for your Messaging account(s) by September 30, 2026.

- Service messages, which became free as of Nov. 1, 2024. How Meta charges for these messages is outlined above. Additionally, Meta introduced a free monthly tier per business phone number.
- Utility messages sent in response to users (thus in an open customer service window), which became free as of July 1, 2025. How Meta charges for these messages is outlined above. For messages with a pricing category (`<PRICING_CATEGORY>`) of utility that are sent in an open customer service window, the pricing type (`<PRICING_TYPE>`) in the pricing object of status messages webhooks will change from `free_customer_service` to `regular`.

2. Oct. '26 rate card updates

Meta updated 40 rates, as summarized and in the table below:

- *Moved markets out of their respective "Rest Of" region to be named on the rate card* – 9 markets.
  - Across message categories – Until September 30, 2026, messages to users in these markets were charged the respective regional rates (for example, Rest of Middle East for Kuwait). These markets have been moved out of regional rate pricing to be named on rate cards, with market-specific rates.
  - For utility and authentication messages – Volume tiers for these markets became market-specific. For example, messages businesses send to users in Kuwait a/ no longer count toward the volume tiers of Rest of Middle East and instead b/ count toward the volume tiers of Kuwait.

Rate charged	Rate of respective “Rest Of” pricing region	Rate of newly-standalone market
Accrual for volume tiers	Toward volume tiers of respective “Rest Of” pricing region	Toward volume tiers specific of newly-standalone market
Example	Morocco was charged “Rest of Africa” rate Messages to users in Morocco contributed to “Rest of Africa” volume tiers	Morocco is charged its rate Messages to users in Morocco count toward Morocco’s volume tiers

- *Marketing*: 7 markets, with 7 increases and 0 decreases.
- *Utility, authentication*: 12 markets, with 8 increases and 4 decreases.
- *Authentication-International*: 9 markets with new rates (see section 3 below).

Effective date	Market	Category	Change in rate	Note
October 1, 2026	Bangladesh	Utility Authentication	Decrease	Moved out of “Rest of Asia Pacific” region
		Auth-int’l	New	
October 1, 2026	Iraq	Utility Authentication	Decrease	Moved out of “Rest of Middle East” region

		Auth-int'l	New	
October 1, 2026	Kazakhstan	Utility Authentication	Increase	Moved out of "Other" region
		Auth-int'l	New	
October 1, 2026	Kuwait	Marketing	Increase	Moved out of "Rest of Middle East" region
		Utility Authentication	Increase	
		Auth-int'l	New	
October 1, 2026	Mexico	Marketing	Increase	–
October 1, 2026	Morocco	Marketing Utility Authentication	Increase	Moved out of "Rest of Africa" region
		Auth-int'l	New	

October 1, 2026	Nepal	Utility Authentication	Decrease	Moved out of “Rest of Asia Pacific” region
		Auth-int’l	New	
October 1, 2026	Oman	Utility Authentication	Increase	Moved out of “Rest of Middle East” region
		Auth-int’l	New	
October 1, 2026	Pakistan	Utility Authentication	Increase	–
October 1, 2026	Peru	Utility Authentication	Increase	–
October 1, 2026	Rest of Asia Pacific	Marketing	Increase	–
October 1, 2026	Rest of Middle East	Marketing	Increase	–
October 1, 2026	Saudi Arabia	Marketing	Increase	–

October 1, 2026	South Africa	Utility Authentication	Increase	–
October 1, 2026	Sri Lanka	Utility Authentication	Decrease	Moved out of “Rest of Asia Pacific” region
		Auth-int’l	New	
October 1, 2026	Ukraine	Utility Authentication	Increase	Moved out of “Rest of Central & Eastern Europe” region
		Auth-int’l	New	
October 1, 2026	United Arab Emirates	Marketing	Increase	–

3. New authentication-international rates in 9 markets

These are higher than the utility and authentication rates in these markets, aligned to industry standards. This means:

- There is no change to how Meta determines eligibility for authentication-international rates. Learn more about authentication-international eligibility.
  - *Effective September 1, 2026* – Meta determines eligibility based on authentication messages delivered across not 9 but 18 markets with authentication-international rates, including the additional 9 markets with a new authentication-international rate as of Oct. 1, 2026.
  - *Effective October 1, 2026* – Business may be charged authentication-international rates in up to +9 markets or begin to be charged authentication-international rates, per the table below.

Eligible for auth-int'l rates. Thus, charged auth-int'l rates in up to 9 markets[1]	No change; existing eligibility applies to new markets with auth-int'l rates	Charged auth-int'l rates in up to 9 additional markets, thus up to 18 markets
Not yet eligible for auth-int'l rates. Thus, not charged auth-int'l rates in any markets	May become eligible for auth-int'l rates, per messages across not 9 but 18 markets[2]	Charged auth-int'l rates in up to 18 markets

[1] Per their Primary Business Location, businesses may continue to be charged the authentication rate in one of these 18 markets

[2] Meta continues to provide a 30-day eligibility notice to all admins of newly-eligible Messaging account(s) before authentication-international charges begin. This provides time for businesses to set their Primary Business Location.

Effective July 1, 2026

Meta updated the 16 rates, as summarized and in the table below:

- *Moved markets out of their respective "Rest Of" region to be named on the rate card* – 6 markets.
  - Across message categories – Until June 30, 2026, messages to users in these markets were charged the respective regional rates (for example, Rest of Central and Eastern Europe for Poland). These markets have been moved out of regional rate pricing to be named on rate cards, with market-specific rates.
  - For utility and authentication messages – Volume tiers for these markets became 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.

Rate charged	Rate of respective “Rest Of” pricing region	Rate of newly-standalone market
Accrual for volume tiers	Toward volume tiers of respective “Rest Of” pricing region	Toward volume tiers specific of newly-standalone market
Example	Singapore was charged “Rest of Asia Pacific” rate Messages to users in Singapore contributed to “Rest of Asia Pacific” volume tiers	Singapore is charged its rate Messages to users in Singapore count toward Singapore’s volume tiers

- *Marketing*: 4 markets, with 3 increases and 1 decrease.
- *Utility, authentication*: 6 markets, with 5 increases and 1 decrease.
- *Authentication-International*: No changes.

Effective date	Market	Category	Change in rate	Note
July 1, 2026	Hong Kong	Utility Authentication	Higher	Moved out of “Rest of Asia Pacific” region
July 1, 2026	Hungary	Utility Authentication	Higher	Moved out of “Rest of Central & Eastern Europe” region

July 1, 2026	Italy	Marketing	Higher	–
July 1, 2026	Poland	Marketing Utility Authentication	Lower	Moved out of “Rest of Central & Eastern Europe” region
July 1, 2026	Qatar	Utility Authentication	Higher	Moved out of “Rest of Middle East” region
July 1, 2026	Romania	Utility Authentication	Higher	Moved out of “Rest of Central & Eastern Europe” region
July 1, 2026	Singapore	Utility Authentication	Higher	Moved out of “Rest of Asia Pacific” region
July 1, 2026	Spain	Marketing	Higher	–
July 1, 2026	United Kingdom	Marketing	Higher	–

Effective April 1, 2026

Meta updated the 6 rates, as summarized and in the table below:

- *Authentication-International*: 1 market, with 1 increase.

Effective date	Market	Category	Change in rate
April 1, 2026	India	Auth-int'l	Higher
April 1, 2026	Pakistan	Utility Authentication	Higher
April 1, 2026	Saudi Arabia	Marketing	Higher
April 1, 2026	Turkey	Utility Authentication	Lower

Effective January 1, 2026

Meta updated the 5 rates, as summarized and in the table below:

- *Marketing*: 3 markets, with 1 increase and 2 decreases.
- *Utility, authentication*: 1 market, with 0 increases and 1 decrease.
- *Authentication-International*: No changes.

Effective date	Market	Category	Change in rate
January 1, 2026	Egypt	Marketing	Lower
January 1, 2026	France	Marketing	Lower

January 1, 2026	India	Marketing	Higher
January 1, 2026	North America	Utility Authentication	Lower

Effective October 1, 2025

In September 2025, alongside announcing Oct.1 '25 rate card updates, Meta published its pricing calendar, which applies going forward.

Meta updated the 13 rates, as summarized and in the table below:

- *Marketing*: 2 markets, with 1 increase and 1 decrease.
- *Utility, authentication*: 4 markets, with 1 increase and 3 decreases.
- *Authentication-International*: No changes.
- *Moved markets to a different "Rest Of"*: 1 market

Effective date	Market	Category	Change in rate	Note
October 1, 2025	Argentina	Utility Authentication	Lower	–
October 1, 2025	Colombia	Utility Authentication	Higher	–
October 1, 2025	Egypt	Utility Authentication	Lower	–

October 1, 2025	Mexico	Marketing	Lower	–
October 1, 2025	Saudi Arabia	Utility Authentication	Lower	–
October 1, 2025	United Arab Emirates	Marketing	Higher	–
October 1, 2025	Zimbabwe	All	–	Moved from “Other” to “Rest of Africa” region[1]

[1] Thus, messages delivered to WhatsApp users with a +263 country calling code (Zimbabwe) will be charged “Rest of Africa” rates.

Effective July 1, 2025 or prior

- 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.

Other pricing topics

a max-price per marketing message delivery; when a max-price is set, Meta will charge that max-price or lower for delivery.

Service – Pricing policy for AI Providers leveraging WhatsApp Business Platform

See the AI Providers pricing policy, effective February 16, 2026 and updated as of May 12, 2026. Pricing updates for service messages launching October 1, 2026 do not apply to AI Providers; see the AI Providers pricing policy for how Meta charges them for service messages.

Service - Pricing policy for eligible governments and non-profits using the WhatsApp Business Platform

Starting October 1, 2026 - Service messages remain free beyond the monthly free tier only for eligible government and non-profit organizations using the WhatsApp Business Platform. This pricing policy will be in effect through December 31, 2027.

Meta continues to support governments and non-profit organizations, and this update allows Meta to enable eligible governments and non-profits to maintain an always-on presence on WhatsApp, to respond to and engage with WhatsApp users. Eligible cohorts include:

- Government departments and agencies; inter-governmental organizations
- Community non-profit organizations, including those in public health, crisis response, disaster relief and non-partisan civic engagement

For organizations Meta has already identified as eligible, this policy will apply as of 12am by Messaging account timezone on October 1, 2026. Meta is introducing ways for Solution Providers and these organizations to understand which service messages and Messaging accounts are covered by this policy:

- As of October 12, 2026, status messages webhooks include a new `subtype` field in the pricing object. Service messages that are free because the organization is eligible for this policy have `subtype` set to `paid_exempt`.
- By October 30, 2026, Meta plans to introduce a way to check eligibility across the Messaging accounts you manage. Meta will share details once it is available.

Meta is also building a way to request a review of eligibility to Meta, and will provide an update once it is available.

Example pricing object in a status messages webhook, for a service message from an eligible government or non-profit organization:

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

- `type` is `free_customer_service`, or `free_group_customer_service` for group messages.
- `subtype` is `paid_exempt` when the service message is free because the organization is eligible for this policy.

Calling – WhatsApp Business Calling API pricing

The WhatsApp Business Calling API has different pricing. See our Calling API pricing document to 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.

Pricing 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.

Billing attribution with multiple Messaging accounts

When several Messaging accounts send on the same business phone number, charges are attributed to the specific Messaging account that sent each message. The `messaging_account_id` — passed on

- Each Messaging account maintains its own billing relationship, payment method, and spend limits, regardless of how many other Messaging accounts send on the same phone number.
- Volume tiers are calculated at the business portfolio level across all Messaging accounts the portfolio owns, not per phone number.
- Solution Providers are charged only for messages sent through their own Messaging account. Messages sent by other partners on the same phone number do not appear on their invoice.

Did you find this page helpful?




English (US)