

Meta Business Agent Platform pricing guide

Effective August 1, 2026



from  Meta

Meta Business Agent is a **new message category**.

Meta will charge for Meta Business Agent messages as of August 1, 2026.

How it works				How it's charged			
Message category	Business objective	Message type	Use cases	Effective date of charges	Charge basis	Who Meta charges	Charge for
Marketing	Reach out to users	Template	Promotions, offers	Live	Per message	Solution providers ¹ OR directly-integrated businesses	Delivered message
Utility			Transaction updates				
Authentication			Verification codes				
Service	Respond to users	Non-template	Human / 3P AI responses to users	Oct. 1, 2026	Per token	All businesses	
 Meta Business Agent			Meta Business Agent responses to users	Aug. 1, 2026			

Meta will continue to charge businesses **only** for messages delivered to users on WhatsApp.

¹ For the usage of their end-clients (the businesses who integrate with them to access our platform)

Meta will charge per-message, with **one token-based charge** that encompasses both AI agent processing and message delivery.

Who powers the message	3rd-party AI agent	 Meta Business Agent
AI / agent cost	Separate charge by token type (input, cache, output) from 3rd-party AI provider	One charge from Meta, as of Aug. 1, 2026
Message delivery	Separate charge from Meta, as of Oct. 1, 2026	
	4 charges from 2 providers	1 charge from 1 provider

Meta charges \$2.00 USD per 1 million tokens, or approximately 4 – 5¢ (\$US) per message.

We expect total cost of Meta Business Agent to be competitive vs. that of comparable-performing, high-complexity AI models.

Who powers the message		3rd-party AI agent		 Meta Business Agent
Message category		Service		Meta Business Agent
Model performance		Low complexity	High complexity	High complexity
Cost per message	AI cost	~2-3 ¢ ¹	From 3P provider ~6 - 9 ¢ ¹	From Meta, as of Aug. 1 '26 ~4 – 5 ¢
	Message delivery ²	0.68 ¢ ^{2,3}	From Meta, as of Oct. 1 '26 0.68 ¢ ^{2,3}	~4 – 5 ¢
	Total	~2.7 - 3.7 ¢	~6.7 - 9.7 ¢	~4 – 5 ¢
Total cost	1k messages to users in Brazil ²	\$27 - \$37	\$67 - \$97	\$40 - \$50

1. Estimates based on a range of 3rd-party AI solutions, from commodity (low-complexity) to premier (high-complexity) solutions

2 Assumes our current rates for utility and authentication messages to users [in Brazil](#)

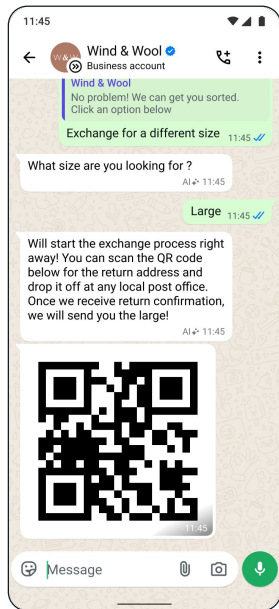
3. As of October 1, 2025, when Meta resumes charging for service messages. Learn [more](#).

Cost of a Meta Business Agent message is **proportional to message complexity**.



Cost of each Meta Business Agent message can vary. A simple response uses fewer tokens than a personalized product recommendation with catalog browsing.

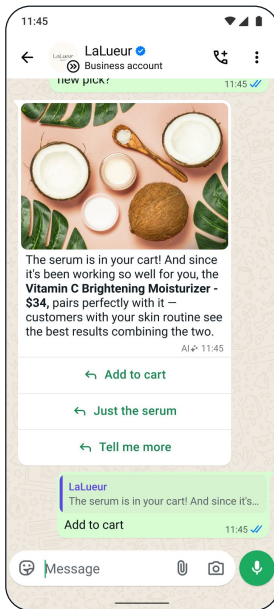
Businesses pay proportionally to value delivered.



Quick resolution

3 messages × ~5¢
/mssg¹

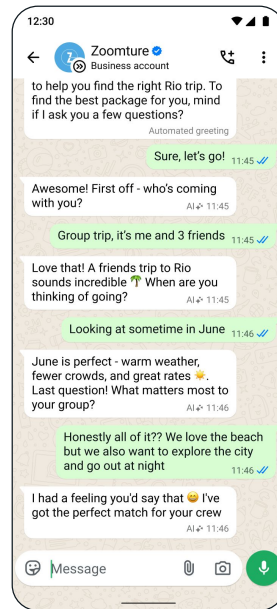
~\$0.15



Product discovery

6 messages × ~5¢
/mssg¹

~\$0.30

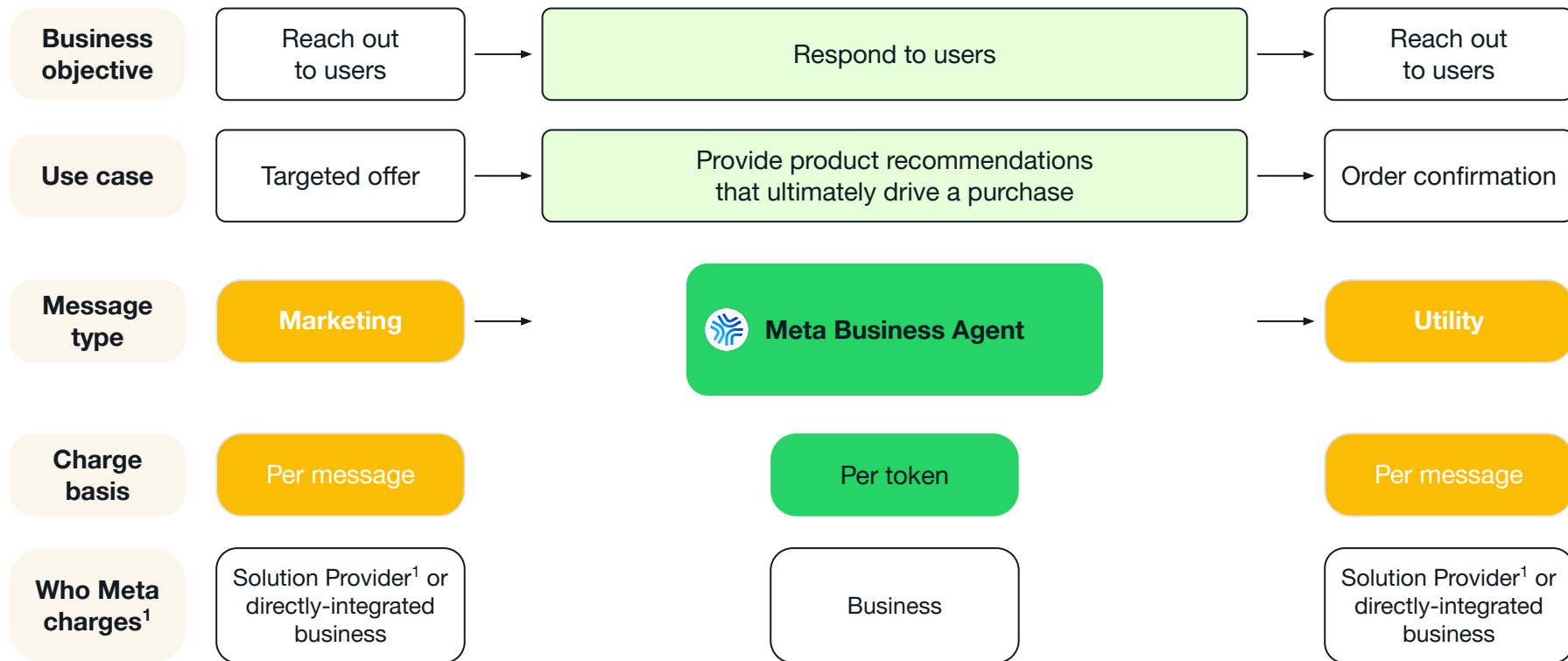


Purchase journey

12 messages × ~5¢
/mssg¹

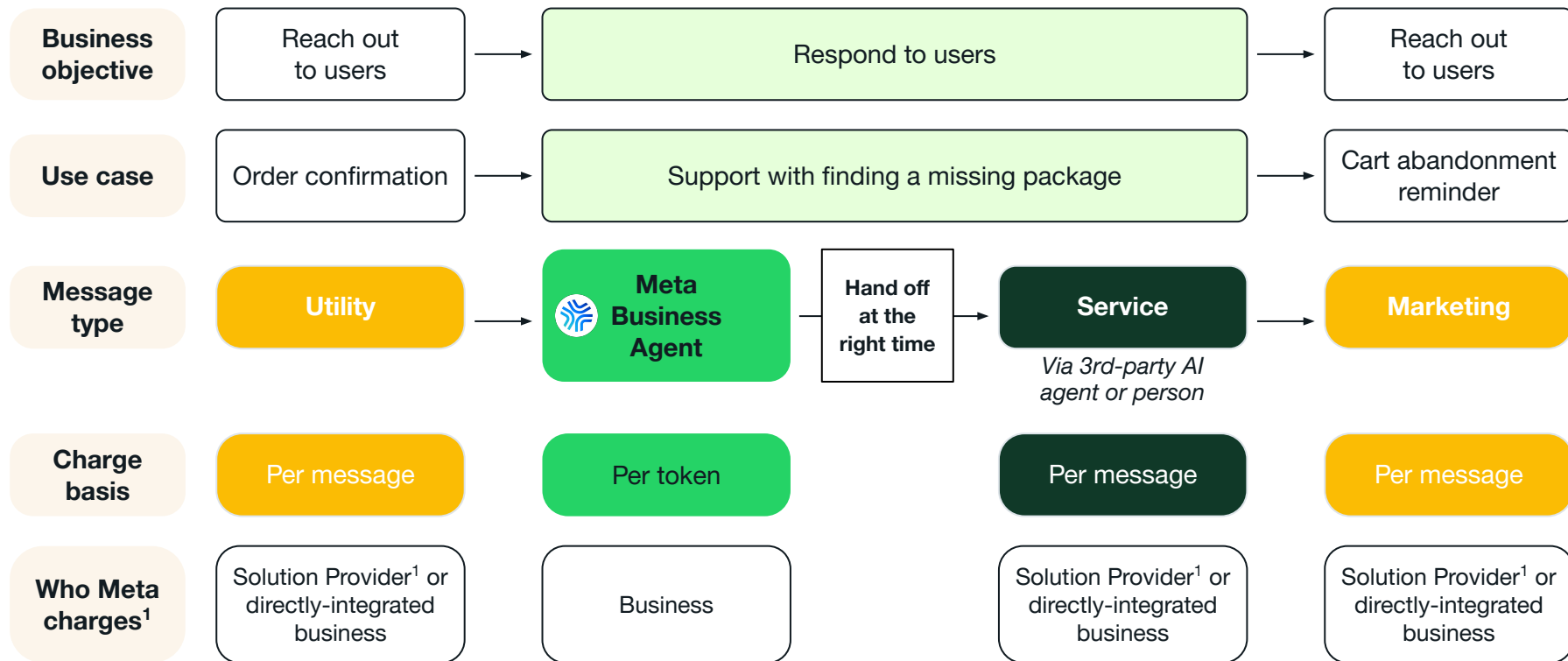
~\$0.60

Meta Business Agent **complements marketing, utility, authentication and service messages** to drive resolution or conversion.



1. If business is integrated via a Solution Provider

Meta Business Agent **complements marketing, utility, authentication and service messages** to drive resolution or conversion.



1. If business is integrated via a Solution Provider

Example – The business re-engaged the user with a marketing message; when the user replied, Meta Business Agent responded and eventually handed off to a customer service rep.

Meta **charges for each message from the business to the user**, per the category of the message.

Message content	Sender	Message type	Message category	Message charge	
				 As of Aug. 1, 2026  As of Oct. 1, 2026	
Cart abandonment reminder	Business	Template	Marketing	Marketing	
“Do you have this in a size Small?”	User	–	–	No charge	
Meta agentic response to user’s question	Business	Non-Template	Meta Business Agent	Meta Business Agent	
“Do you have this in white?”	User	–	–	No charge	
Meta agentic response to user’s question	Business	Non-Template	Meta Business Agent	Meta Business Agent	
“I tried to pay but my card is expired”	User	–	–	No charge	
<i>Meta Business Agent hands off to customer service representative</i>				–	
Customer service rep responds to user	Business	Non-Template	Service	Service	
Order confirmation	Business	Template	Utility	Utility	



Meta continues to **not charge** for messages users send to businesses on WhatsApp.

What to remember about pricing for Meta Business Agent and service messages

01



Any non-template message is charged as of Oct. 1, 2026

Whether powered by Meta Business Agent or by a human / 3P AI solution, non-template messages delivered during the 24 hour [customer service window](#) will incur a charge.

02



Only one charge per message

A message to a user is never charged twice. Whether template or non-template, a message has only one category and is charged per that category.

03



Cost of each Meta Business Agent message can vary

Cost is proportional to message complexity. A simple response uses fewer tokens than a personalized product recommendation. Businesses pay proportionally to the value delivered.

04



Meta charges clients for Meta Business Agent

This aligns to market norms, where AI providers generally charge clients directly for token consumption. A monthly invoice will be provided at the end of each billing period.

05

Meta continues to not charge for messages users send to businesses on WhatsApp

Summary of H2'26 pricing updates across message categories (Change | New)

As of August 1, 2026 Meta will charge for Meta Business Agent messages.

As of October 1, 2026 Meta will charge for service messages and utility messages in response to users.

Business objective		Reach out to WhatsApp users			Respond to WhatsApp users	
Message type and when it can be sent		Template ¹ – Can be sent at any time			Non-template – Only in 24-hour customer service window ³	
Who powers the message		Business triggers delivery			Person OR 3P AI agent	Meta
Message category ¹ Existing New		Marketing	Authentication	Utility	Service	Meta Business Agent
Meta charges	Pricing launch	Live	Live	Live	Oct. 1, 2026	Aug. 1, 2026
	Pricing unit	Per message	Per message	Per message	Per message	Per token
	Rates	Higher vs. alternate channels	Competitive vs. alternate channels	Competitive vs. alternate channels	Competitive vs. alternate channels	Competitive vs. comparable AI models
	Volume tiers ²	✗	✓	✓	✗	✗
What Meta charges	AI usage	n/a	n/a	n/a	✓ by AI provider	✓ One charge
	Message delivery	✓	✓	✓	✓	
When it's free	72-hour FEP ⁴	✓	✓	✓	✓	✗
	24-hour CSW ³	✗	✗	✗ Oct. 1, 2026	✗	✗



Thus, **all responses to WhatsApp users** – whether utility, service or Meta Business Agent messages – **will be charged as of October 1, 2026.**

Only during the 72-hour Free Entry Point window will marketing, authentication, utility, and service messages remain free.

1. Template messages are categorized per our message [template category guidelines](#)

2. Businesses can unlock lower prices at higher volumes via [volume tiers](#).

3. Within the 24-hour [customer service window](#), which opens and resets with each user message

4. Within 72-hour free entry point window (opens when you respond within 24 hours to a user message from an ad that Clicks to WhatsApp or a Facebook Call-to-Action button) where any message is free

For reference

→ [Documentation](#) for Meta Business Agent Platform

→ [Pricing documentation](#) for Meta Business Agent

→ [Billing](#) for Meta Business Agent

