

Pricing on the WhatsApp Business Platform

Effective July 1, 2025

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



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](#).

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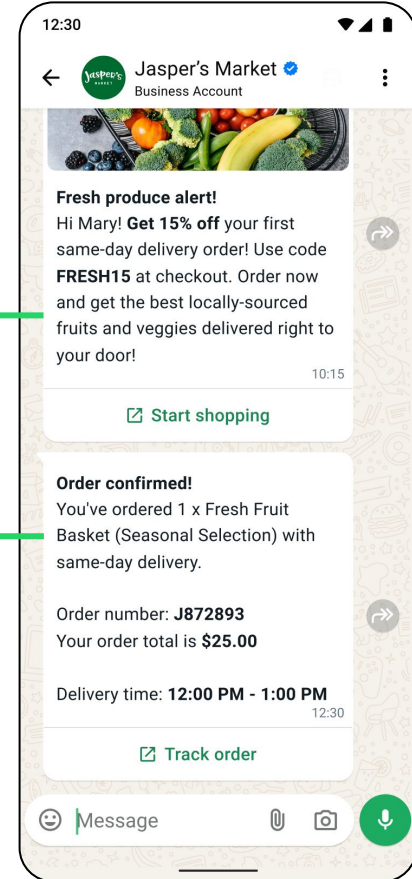
Meta charges on a **per-message** basis on WhatsApp Business Platform.

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).

one **marketing** charge

one **utility** charge



Learn more [here](#).

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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](#).

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Charged as of Oct. 1, 2026. [Learn more.](#)

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

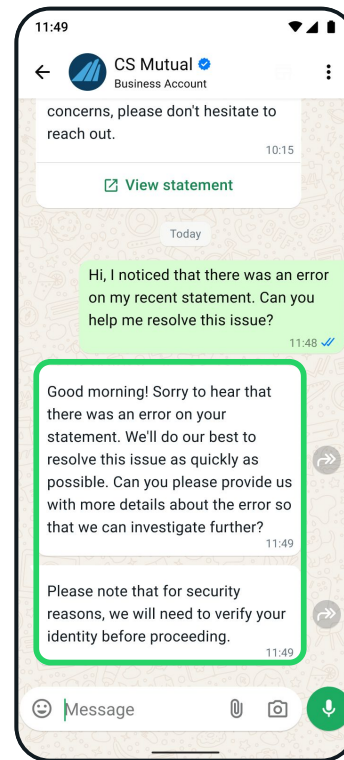
To provide businesses more flexibility and choice in how to respond to users, we **do not charge** when businesses send service or utility messages in response to users (within the 24-hour customer service window).

➔ 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.

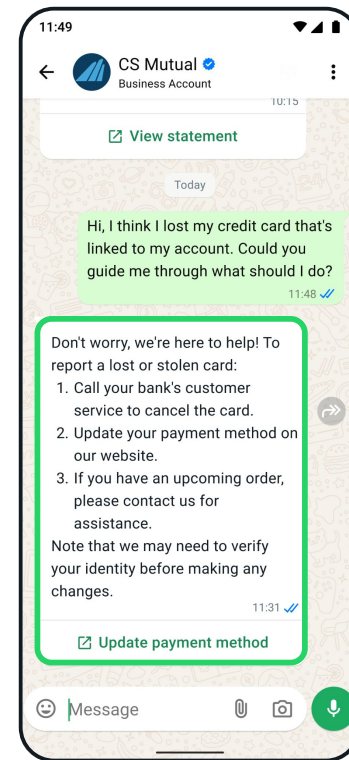
➔ [Service messages](#) are any message that is *not* a template message.

Learn more [here](#).

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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](#).

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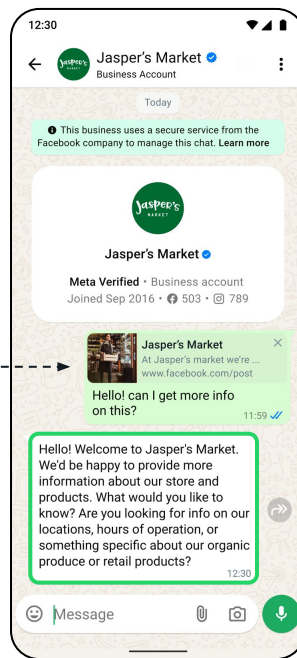
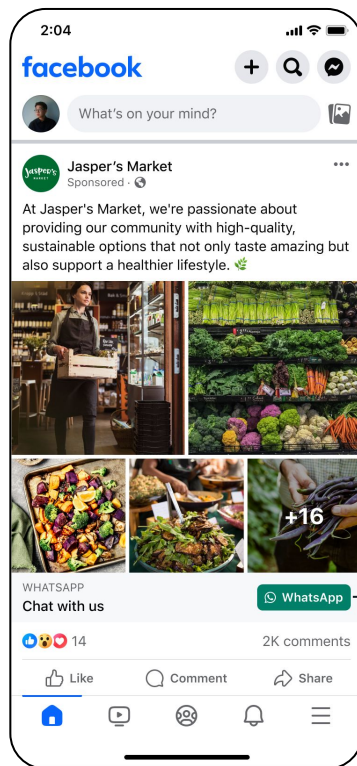
Businesses can use 'free entry points' to get more value on WhatsApp.

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.

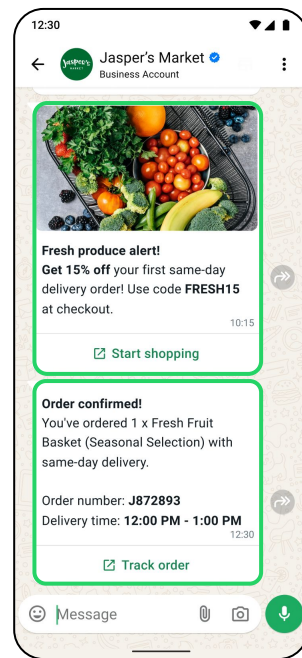
Learn more [here](#).

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

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

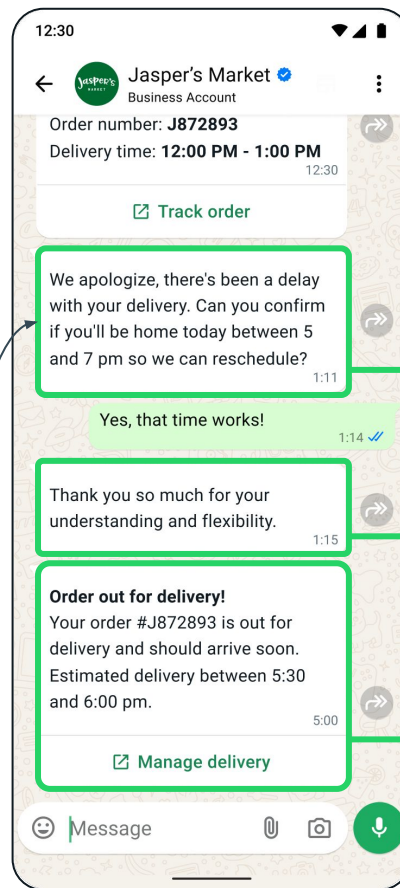
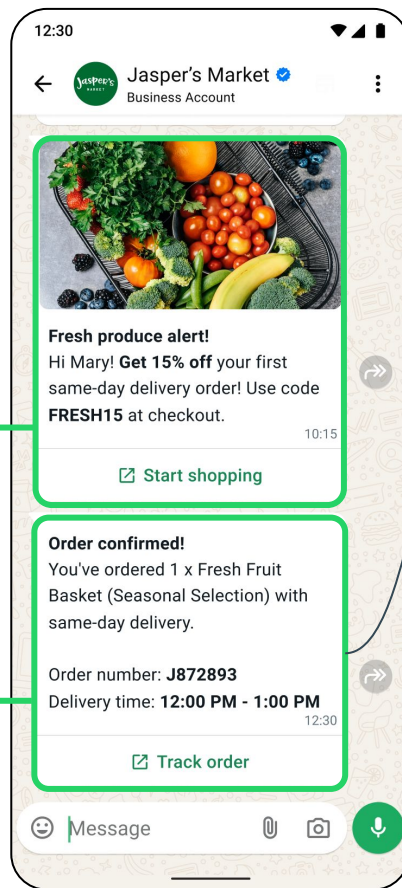


No charge for **template messages** in the 'free entry point' window

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.](#)

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.

January
1

April
1

July
1

October
1

- ✓ Meta will provide advance notice better aligned to the effort to implement the pricing update.

*At least
1 month*
**Rate card
update**

*At least
3 months*
**Pricing model
add-on**

*At least
6 months*
**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

