

Updates to WhatsApp's conversation based pricing

New conversation categories will be introduced
to WhatsApp pricing on June 1, 2023



 Meta
Business Partner

WhatsApp vision is to be how people and businesses communicate at every stage of the customer journey.

Customers are opting into post-purchase notifications and marketing messages from businesses, and reaching out to businesses for customer service on WhatsApp.

To align the product experience and pricing with this vision, WhatsApp is introducing new conversation categories and naming. There will be three new business- initiated conversation categories and user-initiated conversation will be renamed to align with the primary ways businesses and people are messaging on WhatsApp. The new conversation categories are:

1 **Utility conversations**

Business-initiated conversations relating to a transaction, including post-purchase notifications and recurring billing statements to customers who have opted in.

2 **Authentication conversations**

Business-initiated conversations that enable businesses to authenticate users with one-time passcodes at multiple steps during the login process, such as account registration, account recovery, and integrity challenges.

3 **Marketing conversations**

Business-initiated conversations to market a product or service to customers, such as relevant offers to customers who have opted in. Any business-initiated conversation that does not qualify as an authentication or utility conversation would also fall under this category.

4 **Service conversations**

Any user-initiated conversation, such as to resolve a customer query.

WhatsApp is changing its pricing to reflect the different value each of these experiences drives for businesses and people. Marketing conversations drive incremental sales, while utility conversations facilitate existing sales. Service conversations help resolve customer inquiries.

Starting June 1, 2023, WhatsApp will have new pricing for marketing and utility conversations. Marketing rates will be higher and utility lower to reflect value for people and businesses. Service conversation rates will be the same as the current user-initiated rates.

How it works



Choose template category upon template creation in Digital Connect Template Manager.

Starting April 1, 2023 template approval will require category validation using the new categories — utility, authentication and marketing.

See [developer documents](#) for guidelines on how WhatsApp defines template categories.

The utility rate card will apply when you select the utility category. Marketing rates will apply when you select marketing. Rates by country and region for marketing, utility, authentication and service conversations are available in the [pricing documentation](#).

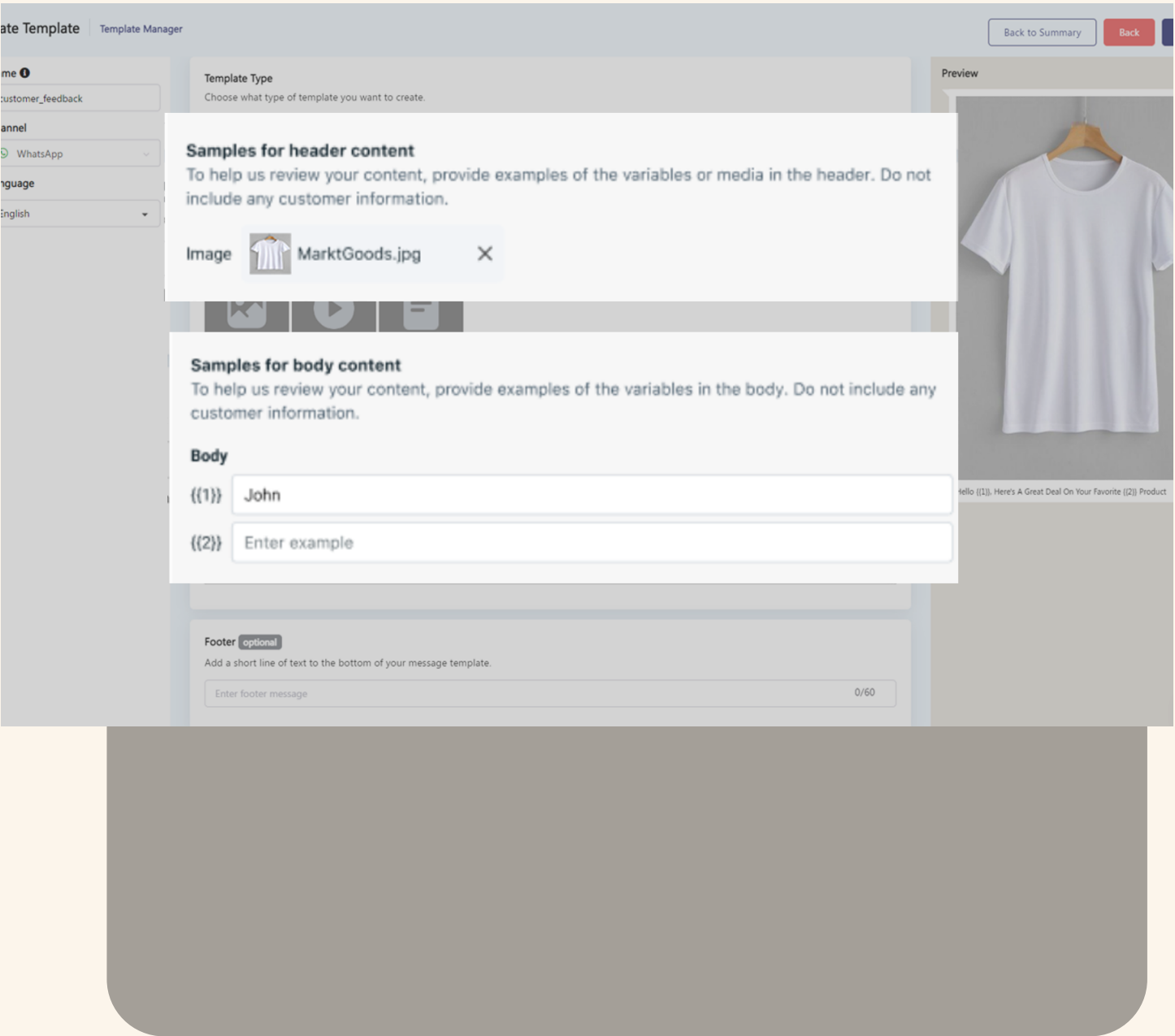


How to select conversation category during template creation in Digital Connect Template Manager starting April 1, 2023

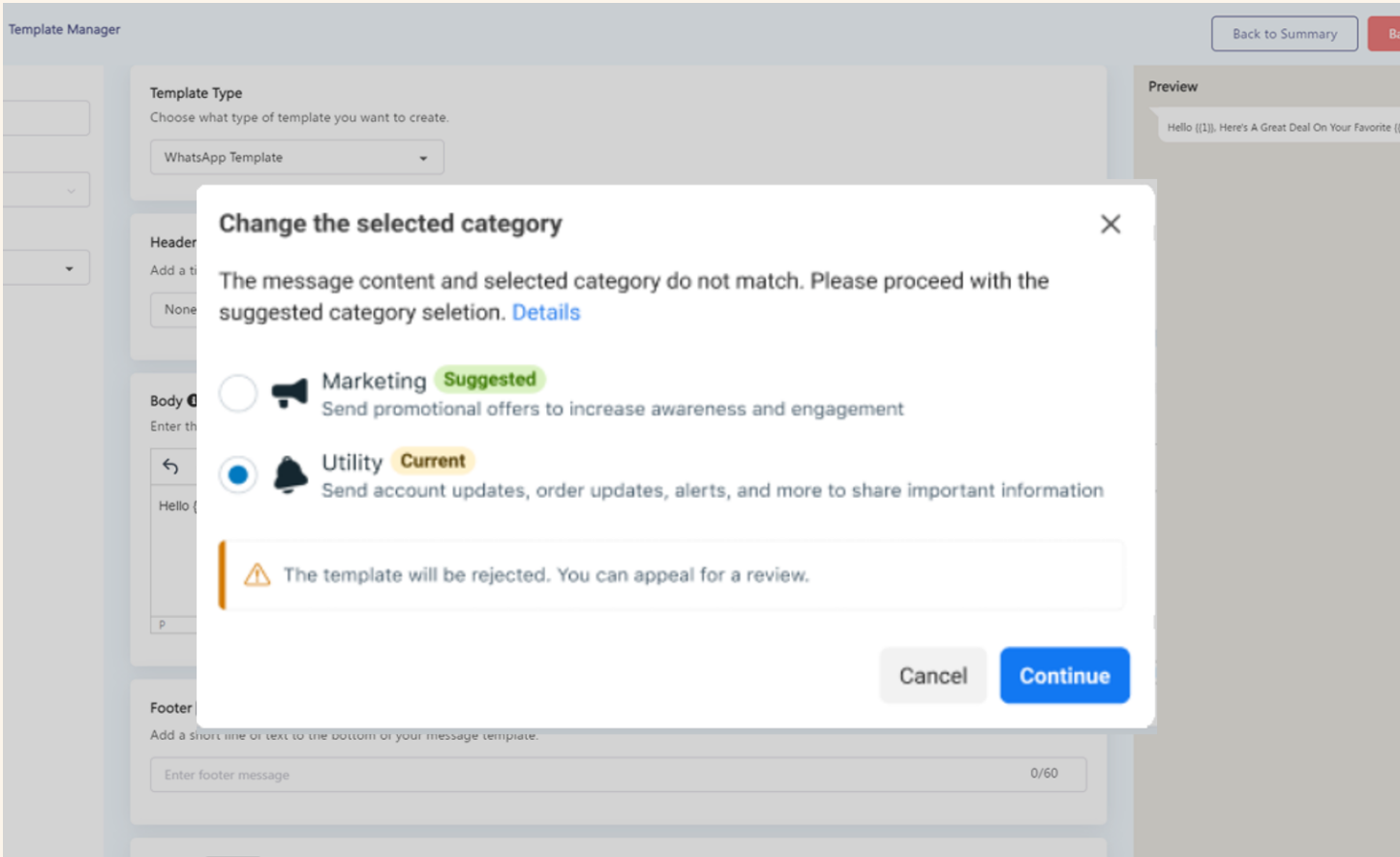
You will be prompted to select a conversation category when creating a new template.

The screenshot displays the 'Create Template' form within the 'Template Manager' interface. The 'Channel' is set to 'WhatsApp'. The 'Category' section is highlighted, showing three options: 'Marketing' (with a megaphone icon), 'Utility' (with a bell icon), and 'Authentication' (with a key icon). Each option includes a brief description of its use. The 'Language' dropdown is currently set to 'Select Language'. The interface includes a sidebar with various icons and navigation buttons at the top right: 'Back to Summary' and 'Back'.

For any template that has variables, a sample with variables populated must be provided for the conversation category to be confirmed.



If the selected category does not match with WhatsApp's categorization, we will prompt you to change the category. You can appeal if you feel WhatsApp selected category is not consistent with its guidelines.

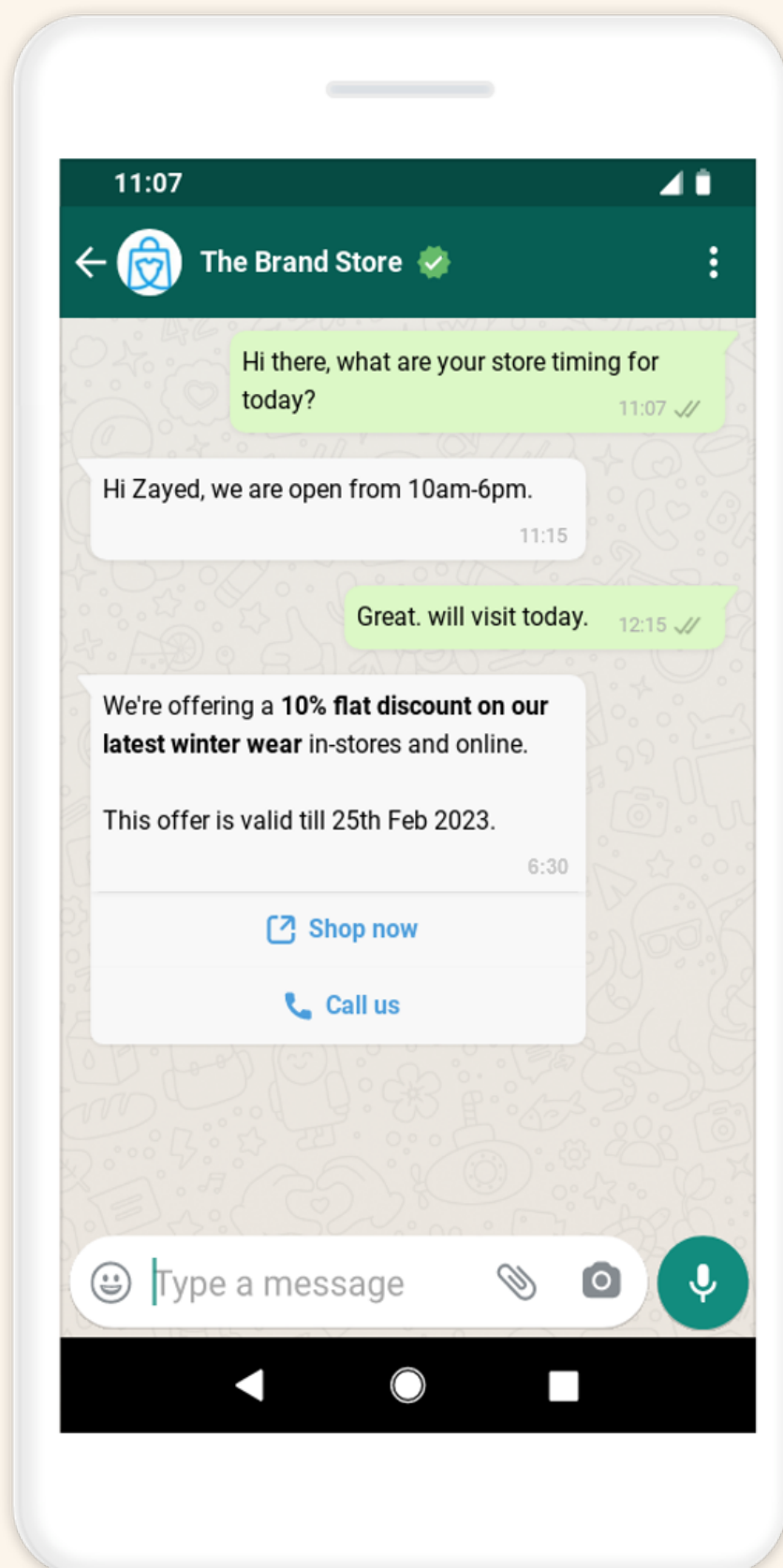




What happens if I send templates of different categories in the same 24-hour conversation window?

Any time a template message is sent, it will result in a conversation charge unless it is sent in a conversation of the same category. For example, if a utility template message is sent during a service conversation, it will open a separate utility conversation open for 24 hours from the time the utility template is sent.

If a utility template is sent after a utility message is sent in the same 24-hour window, it will not be charged. Below are several examples to illustrate how conversation charges work.



EXAMPLE 1

Opening a marketing conversation inside a service conversation

A service conversation is opened at 11:15 when a business response to a customer message is delivered. A marketing template is delivered at 6:30 while this service conversation is still open. This opens a separate marketing conversation. The result is one charge for service conversation and one charge for a marketing conversation.

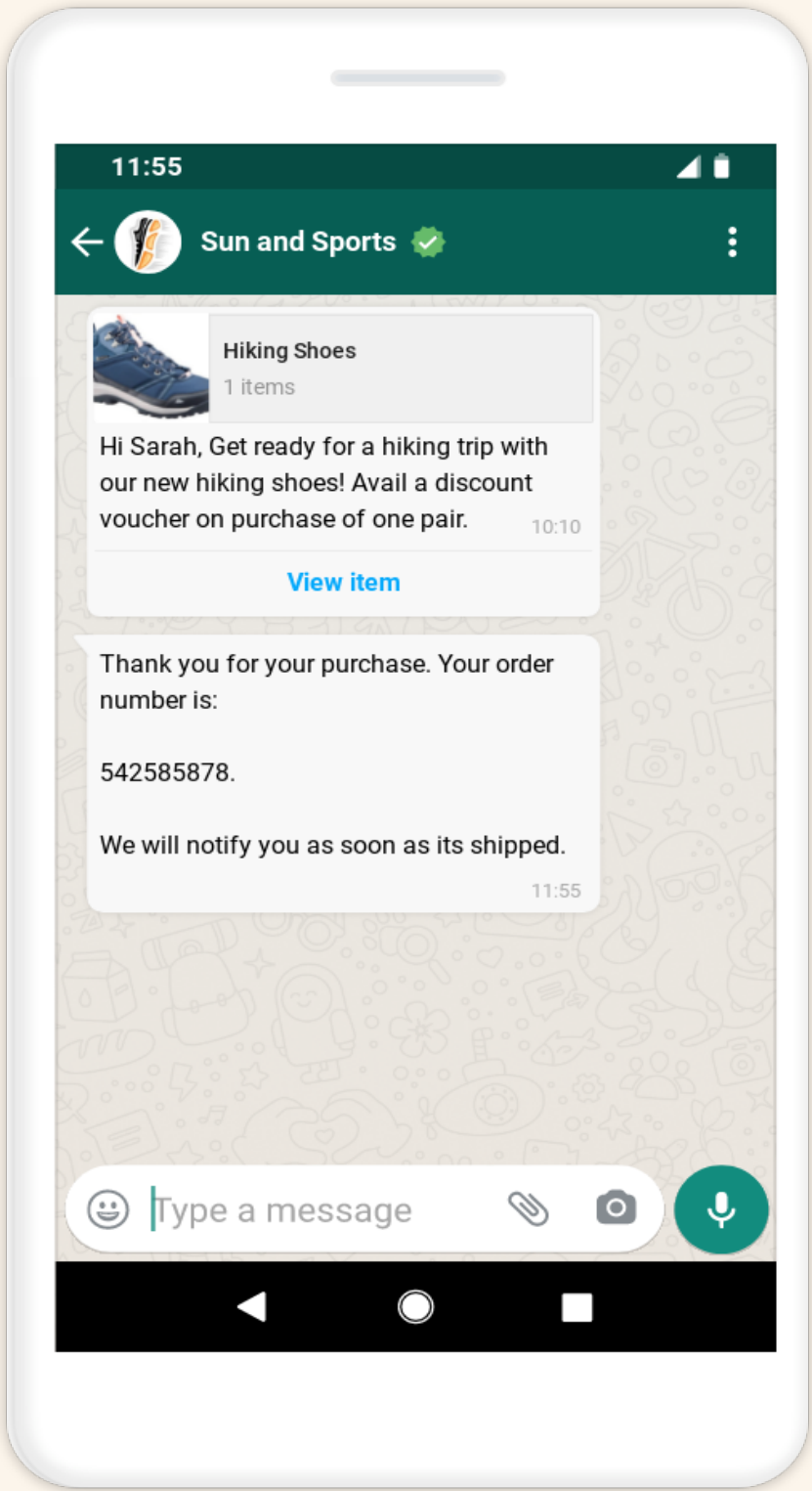
Free entry point conversations are an exception. A template sent during the three day free window will not open a new conversation.

In the above example, if the business replied to the first user message delivered at 9:30 with a template, a conversation of the same category as the template will be opened. Not a service conversation.

EXAMPLE 2

Opening a utility conversation inside a marketing conversation

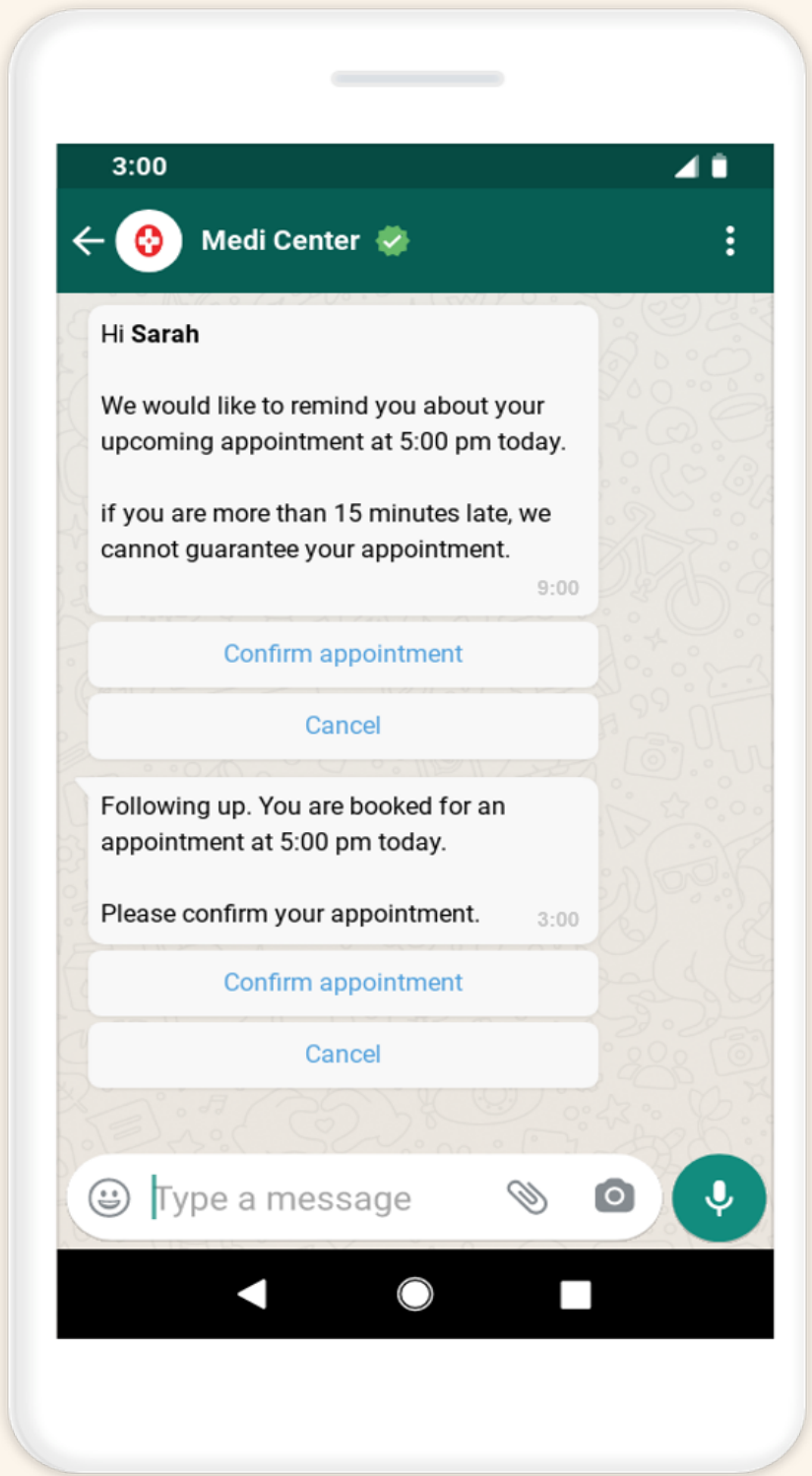
A marketing conversation is opened at 10:10 when a marketing template message is delivered. Later, with the marketing conversation still open, a utility template is delivered at 11:55. This opens a separate utility conversation. The result is one charge for a marketing conversation and one charge for a utility conversation.



EXAMPLE 3

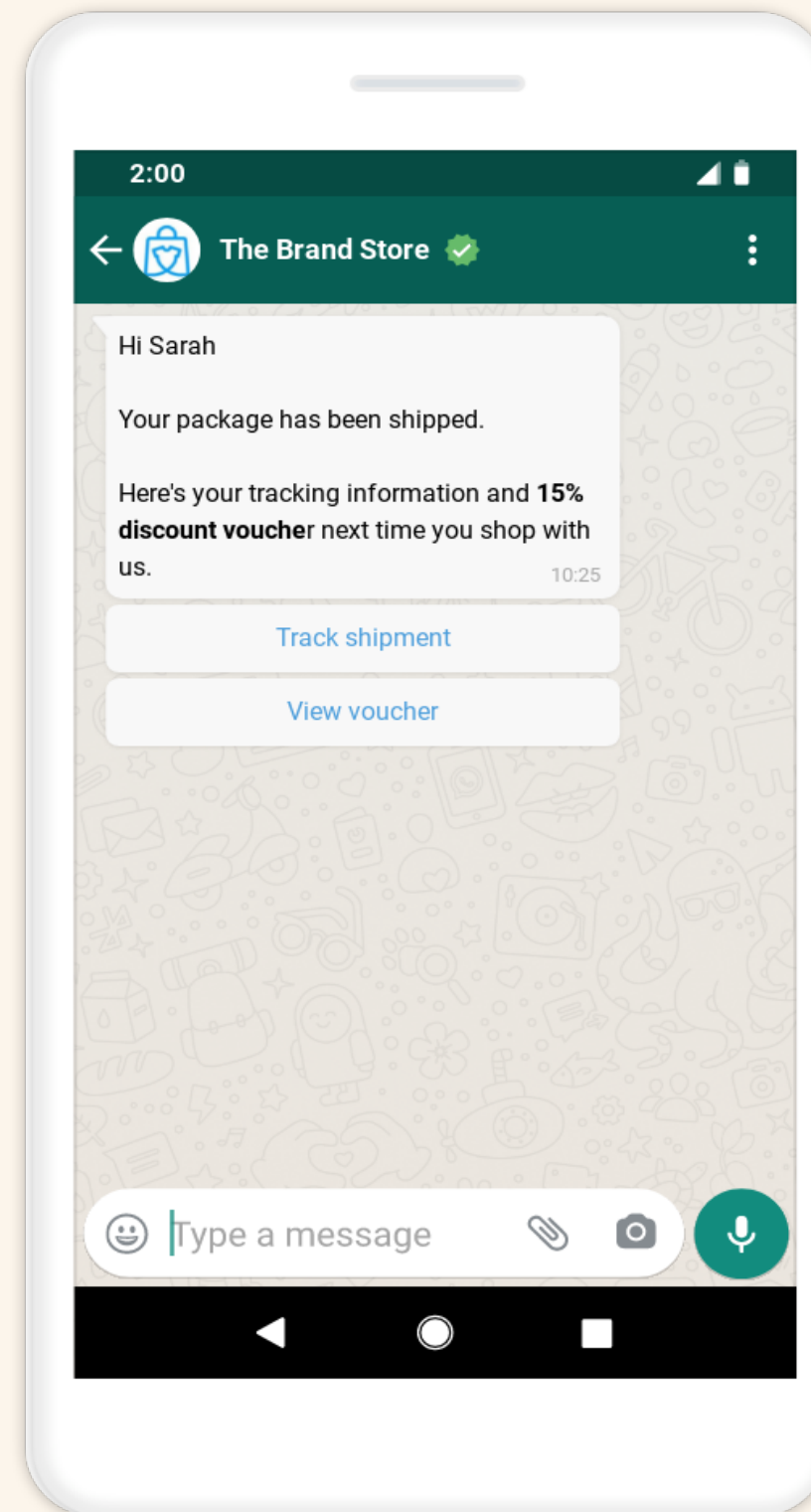
Two templates of the same category result in only one conversation charge.

A utility conversation is opened at 9:00 when a utility template message is delivered. Later, with the utility conversation still open, another utility template message is delivered at 3:00. There is no new conversation charge because the template type used within the open conversation window did not change. The result is one utility conversation charge.



EXAMPLE 4**One template with both utility and marketing content**

A template that includes content that is both utility and marketing based on the **template guidelines** is delivered at 10:25. Whenever marketing content is identified in a template, the template will be categorized as marketing. The result is one marketing conversation charge.



Thank you.



from

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