

WhatsApp Business API

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ALERT! Whatsapp Business Account rejected

If your request for WABA is rejected by WhatsApp, this might be because the Business doesn't comply with [WhatsApp commerce policy](#).

For further investigation we request you to confirm/share the below details:

1. Your Business Use Case and vertical.
2. Business Website and Business Facebook Page.
3. Does the Business comply with [WhatsApp Commerce and Business Policies](#) - which policy the business complies with.
4. Detailed use-case on how the business will utilize WhatsApp Business API.

Solution:

Your WABA will be approved if your business complies with the WhatsApp commerce policy:

<https://www.whatsapp.com/legal/commerce-policy/>

In case of further doubts, please let us know, we will be happy to help.

Official WhatsApp Business account badge

We will raise an appeal to WhatsApp for the same but for this we will require a few details for the pointers mentioned below so that we can

submit it to WhatsApp for requesting an Official business account for your App.

- i) Title: _____ (Request for an official business account)
- ii) Description about your Business and why do you feel that you need an official account:
- iii) WhatsApp Phone Number:
- iv) Phone number and Display name:
- v) WhatsApp Account ID:
- vi) If the business is known under any other name, please provide those names. •
- vii) If the business name is in a language other than English, please provide their business name in the source language. •
- viii) Business Website •
- ix) Facebook Page •
- x) Any other relevant Facebook side information • (Optional)

a) Facebook Page Likes:

b) Facebook Page Followers:

- xi) Have you enabled two-step verification? :
- xii) Have you (if applicable) completed Facebook business verification?

Please Note: If, unfortunately, your official account request gets rejected by WhatsApp, you will not be able to re-request for an official business account to WhatsApp **for the same app** for a period of 1 - 2 months till this cooling period gets over.

Which phone numbers can I use for WhatsApp Business API?

Any number of any country. Mobile, landline, toll-free.

We don't offer phone numbers, but you can use our partner service:

<https://zadarma.com/en/?ref=b701d6d65fea82b62c294d77417b02c5>

How to create a WhatsApp name

Display Name Guidelines

All display names should have a relationship with your business and should not violate WhatsApp Commerce and Business policies. Having display names compliant with our guidelines is required to send messages using the WhatsApp Business API or to qualify for WhatsApp official business accounts.

Below are principles for display names and guidance for best practices to avoid formatting errors.

Principle	Examples
Compliance with policies	<p>A display name should not violate WhatsApp Commerce and Business policies. An example for a store that sells wine glasses:</p> <ul style="list-style-type: none">• Accepted: ABC Wine Glasses• Not accepted: ABC Wine
Accurate representation of your business	<p>A display name should represent:</p> <ul style="list-style-type: none">• A business or its service, product, or department• A test account or a demo account and it must maintain an association to the business (e.g., Fresh Produce Test)
Consistency with external branding	<p>A display name must have consistent branding with external sources (e.g., a company's website or marketing). An example for a product line named "Fresh Produce Cold Pressed Juices"</p>
Clear relationship with your business	<p>A display name must have a clear relationship with your business (must be referenced on the business's website or external media references). For example:</p> <ul style="list-style-type: none">• Accepted: Name of a charity mentioned on a non-profit organization's website• Not accepted: Name of a charity not mentioned on any external websites

Formatting Guidelines

Your display name will be rejected if there are formatting errors so it is important to comply with the following rules. (**Note:** These rules do not apply if a business or an organization already brands this way. In that case, the display name may incorporate punctuation, capitalization, etc. that matches the external branding.)

Formatting Rule	Examples
A display name may not be in all capitals, must have grammatically correct capitalization, and should match the capitalization used in your business name.	For example: <ul style="list-style-type: none">• Accepted: New City Computers• Not accepted: NEW CITY COMPUTERS
Do not change the spacing from the spacing used in your business name.	An example for a business called "Lil'Cupcakes": <ul style="list-style-type: none">• Accepted: Lil'Cupcakes
Do not add any extra punctuation, emojis, or character symbols (such as trademark designations).	For example: <ul style="list-style-type: none">• Not accepted: @New City Computers• Not accepted: New City Computers™
Do not add extra words to your company or brand name unless the words indicate: <ul style="list-style-type: none">• country or region;• department or function; or• "Test" or "Demo" accounts.	For example: <ul style="list-style-type: none">• Accepted: Fresh Produce Mexico• Accepted: Fresh Produce Customer Support
If you add permitted words, the first letter of the word must be capitalized.	For example: <ul style="list-style-type: none">• Accepted: Fresh Produce Test• Not accepted: Fresh Produce demo
A display name must contain a minimum of 3 characters.	An example for a business, "KT Sir": <ul style="list-style-type: none">• Accepted: KT Sir• Not accepted: KT
A display name may not be in URL format.	For example: <ul style="list-style-type: none">• Not accepted: FreshProduce.com

Updated template categories as of October 30

On October 30, Meta updated the criteria for all existing template categories, below we provide examples

Marketing templates

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

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.	<ul style="list-style-type: none">• "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 {{1}}."• "Diwali is around the corner! Join us at {{1}} on October 24 to celebrate with friends and family. For more details about our event, click {{2}}."• "Looking for a getaway this fall? Our newest resort just opened in {{1}}: the perfect place to relax and unwind. Learn more here: {{2}}"

Message Objective	Business Goal	Example Templates
Sales	Send general promotional offers to customers related to sales events, coupons or other content intended to drive sales.	<ul style="list-style-type: none"> • "As a thank you for your last order, please enjoy 15% off your next order. Use code LOYAL15 at checkout. Visit our site here {{1}}." • "Refer → save! Use code FRIEND so you both earn \$10 off your next order." • "Upgrade to our Premium cabin to enjoy more benefits, like additional legroom and priority boarding. Click {{1}} or log into our app to upgrade." • "You have been pre-approved for our credit card! Enjoy an introductory offer of {{1}} if you apply via your personalized link: {{2}}." • "Don't forget! Today only, get double points on your purchases. Visit your nearest store and use your phone number at check-out."
Retargeting	Promote relevant offers or other call-to-actions to customers who may have visited your website, used your app, or engaged with your products and services.	<ul style="list-style-type: none"> • "Don't miss out on your favorite shows! Re-subscribe now: {{1}}" • "You left items in your cart! Don't worry, we saved them for you. Click here to checkout now: {{1}}." • "Thank you for visiting our site. You can secure your health insurance in a few easy clicks – continue here: {{1}}." • "You didn't finish your application! Please log into your profile here to pick up where you left off: {{1}}." • "We miss you! Join us for an afternoon or evening of fun with your family. Click here to book with a special rate: {{1}}."

Message Objective	Business Goal	Example Templates
App Promotion	Request customers to install or take a specific action with your app.	<ul style="list-style-type: none"> • "Did you know? You can now checkout in our app. Download it here {{1}} to check out our streamlined experience." • "Thank you for using our app. We noticed you have not used our latest feature, {{1}}. Click here {{2}} to learn more about how this benefits you!" • "In-app only: 20% off this week! Use code SUMMER20 to save on select styles. To download our app, click here: {{1}}." • "Hi {{1}}, your friend {{2}} recently joined our community. Send them a welcome message today: {{1}}"
Build Customer Relationships	Strengthen customer relationships through personalized messages or by prompting new conversations.	<ul style="list-style-type: none"> • "{{1}}, 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: You. 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!"

Also considered marketing templates are:

1. Templates with mixed content (e.g. Both utility and marketing, such as order update with a promo or offer).
2. Templates whose contents are unclear (e.g., contents are only "{{1}}" or "Congratulations!").

Note: Examples are illustrative only, templates containing similar content or content including this example text may be categorized differently based on their exact content.

Utility templates

Utility templates are typically triggered by a user action or request. They must include specificity about the active or ongoing transaction, account, subscription or interaction to which they relate. For example, an order confirmation must contain an order number.

Message Objective	Business Goal	Example Templates
Opt-In Management on WhatsApp	Confirm opt-in for receiving messages on WhatsApp as a follow-up to opt-in collected via other channels (e.g., website, email). Also confirm opt-out.	<ul style="list-style-type: none">• "Thanks for confirming opt-in! You're 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.	<ul style="list-style-type: none">• "Thank you! Your order {{1}} is confirmed. We will let you know once your package is on its way."• "Hooray! Your package from order {{1}} is on its way. Your tracking number is {{2}} and expected delivery date is {{3}}."• "Unfortunately, one item from your order {{1}} is backordered. We will follow up with an estimated ship date. If you wish to cancel and receive a refund, please click here: {{2}}"• "We have received your item from order {{1}}. Your refund for {{2}} has been processed. Thank you for your business."

Message Objective	Business Goal	Example Templates
<p>Account Alerts or Updates</p>	<p>Send important account updates, including time-sensitive alerts, safety information, payment reminders, and other information relevant to already-purchased or subscribed products and services.</p> <p>These messages should not intend to upsell or cross-sell new products or services.</p>	<ul style="list-style-type: none"> • "Daily update for account ending in {{1}}: Your balance is {{2}}." • "Reminder: Your monthly payment for your subscription to {{1}} will be billed on {{2}} to the card you have saved on file." • "To finish setting up your profile, you need to upload a photo. Please click here to upload: {{1}}." • "The product you ordered {{1}} on {{2}} has been recalled. Please click here {{3}} to learn more." • "There is a tornado alert in your area. We recommend you remain indoors until {{1}} o'clock today."
<p>Feedback Surveys</p>	<p>Collect feedback on previous orders, interactions or ongoing relationships with customers.</p> <p>These messages should not be about requesting feedback related to potential upsell or cross-sell opportunities.</p>	<ul style="list-style-type: none"> • "We have delivered your order {{1}}! Please let us know if there was any issue by reaching out here: {{2}}." • "Your feedback ensures we continually improve. Please click here {{1}} to share your thoughts on your recent visit at our {{2}} location. Thank you in advance!" • "You chatted with us online recently about order {{1}}. How was your experience? Click to fill out a short survey: {{2}}."

Message Objective	Business Goal	Example Templates
Continue a Conversation on WhatsApp	Send a message to start 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.	<ul style="list-style-type: none"> "Hi! I see you requested support via our online chat. I am the virtual assistant on WhatsApp. How can I help?" "Hi {{1}}, we are following up on your call with customer service on {{2}}. Your case has progressed to the next step. Please log into your account to continue: {{3}}."

Authentication templates

Authentication templates enable businesses to authenticate users with one-time passcodes (usually 4-8 digit alphanumeric codes), potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).

Authentication templates are our most restricted. For a template to be classified as authentication, a business must:

1. Use WhatsApp's preset authentication message templates, which include optional add-ons like security disclaimers and expiry warnings
2. Configure a one-time password button (copy-code or one-tap)
3. Follow content restrictions: URLs, media, and emojis are not allowed for authentication template content or parameters. Additional length restrictions of 15 characters also apply to parameters.

Definition	Examples
Authentication code	<ul style="list-style-type: none"> "{{1}} is your verification code." "{{1}} is your verification code. For your security, do not share this code." "{{1}} is your verification code. This code expires in 15 minutes."

Message Template Category Guide July 1, 2025

Message Template Category Guide

Valid from July 1, 2025

Template Category Guide

We would like to go into more detail about the categories into which we can divide message templates.

[Message templates](#) fall into the following categories:

- **Marketing** – Help companies solve a wide range of problems: from informing customers to increasing sales and audience return. Examples: announcements of new products, services or features; personalized offers and promotions; reminders of unfinished purchases.
- **Utility** – Used to send non-advertising, but informational messages that were either requested by the user or are of critical importance. Examples: order status, payment

notifications, messages about possible fraud.

- **Authentication** - Used to confirm the user's identity at different stages of interaction with the business. Examples: one-time confirmation codes when creating an account, logging in or restoring access.
- Businesses can only send message templates to users who have opted in to receive WhatsApp messages.

Marketing template category guide

Marketing templates help companies achieve a variety of goals, from keeping customers informed to increasing sales and repeat engagement.

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Message Purpose	Business Objective	Marketing Template Examples
AWARENESS	Raise awareness of your business, products, or services among WhatsApp subscribers.	<ul style="list-style-type: none">● Did you know? We've installed a {{new tower}} in your area, which will improve your connection. More information: {{URL}}.● The {{Celebration}} is coming soon! Come to {{date}} at {{location}} and celebrate with us. More information: {{URL}}.● Looking for a getaway this fall? We've opened a new resort in {{location}} — the perfect place to recharge.

SALES	Send promotions, promotions, coupons, and other messages to encourage purchases or renewals.	<ul style="list-style-type: none"> ● Thanks for your order! Get {{15%}} off your next purchase with promo code {{LOYAL15}}. Learn more: {{URL}}. ● We're {{donations}} short of our {{amount}} goal. Support us: {{URL}}. ● Upgrade to a {{premium cabin}} and get perks like {{more legroom}}, {{priority boarding}}. Learn more: {{URL}}. ● You're {{pre-approved}} for our {{credit card}}! Check out our custom link and get a special {{rate}}: {{URL}}.
RETARGETING / RE-ENGAGEMENT	<p>Promoting offers, products, services, or other activities to users who have previously visited your site, used your app, or interacted with your brand.</p> <p>Even if the user has specifically requested the message, it is considered marketing.</p>	<ul style="list-style-type: none"> ● Your subscription ends on {{date}}! Renew here: {{URL}}. ● You forgot your items in your cart! We saved them - checkout: {{URL}}. ● Your credit application is {{pending approval}}. Complete your checkout: {{URL}}. ● We found a {{car}} that matches your search. Learn more: {{URL}}. ● Sorry for the delay in delivering your {{package}}. We have added a {{deposit}} to your account - it is now available.
APP PROMOTION	Encourage people to install or take action within the app.	<ul style="list-style-type: none"> ● You can now checkout directly from the app. Download it here: {{URL}}. ● Thanks for joining us! You haven't tried our {{new feature}} yet. Find out more: {{URL}}. ● In-app only: {{20% off}} this week! Use code {{SUMMER20}}. ● Hey {{name}}! Your friend {{name}} has joined us. Send them a welcome message in the app: {{URL}}.
STRENGTHENING CUSTOMER RELATIONSHIPS	Personal communication with customers, congratulations, reminders and invitations to dialogue.	<ul style="list-style-type: none"> ● {{Name}}, how could we forget? Happy birthday! Have a great year. ● Let's sum up the year - thank you for being with us! You are our {{valued customer}}. We hope for long-term cooperation. ● Hello! I am your {{virtual assistant}}. I can help you find a product or answer your questions. Write if you need help!

Templates with **mixed content** (e.g. order upgrade + promotion) are categorized as marketing.

Templates with **unclear content** (e.g. just "{1}") or "Congratulations!") are also considered marketing.

Note! We have provided examples for illustrative purposes only; templates containing similar content or content that includes this example text. Such templates may be classified differently depending on their exact content.

Guide to the **utility** template category

Utility templates are intended for sending **non-promotional** messages. Such messages should not contain advertising or incentive context. They must either **be specifically requested** by the user (e.g. related to an order, account, transaction, etc.) OR be **necessary or critical for the user** (e.g. for security or urgent actions).

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Message Purpose	Business Objective	Utility Template Examples
SUBSCRIPTION MANAGEMENT	Confirmation of consent to receive messages on WhatsApp, if consent was obtained through other channels (e.g. website, email), or confirmation of refusal.	<ul style="list-style-type: none">● Thank you for your confirmation! You will now receive our notifications on WhatsApp.● Your unsubscription has been confirmed. We will no longer send you messages on WhatsApp.

<p>ORDER MANAGEMENT</p>	<p>Confirm, update, or cancel an order/transaction with specific details.</p> <p><i>Messages must not contain promotional offers, upsells/cross-sells, or calls for renewals.</i></p>	<ul style="list-style-type: none"> ● Thank you! Your order {{ID}} has been confirmed. We will notify you when it is shipped. ● Great news! Your package for order {{ID}} is on its way. Tracking number: {{tracking_ID}}, delivery date: {{date}}. ● One of the items from order {{ID}} is temporarily out of stock. We will notify you of the shipping date later. You can cancel here: {{URL}}. ● We have received the item from order {{ID}}. A refund of {{amount}} has been issued. Thank you for choosing us.
<p>ACCOUNT ALERTS</p>	<p>Send important or urgent notifications related to products/services the user has purchased or subscribed to.</p> <p><i>No offers, upsells or extensions allowed.</i></p>	<ul style="list-style-type: none"> ● Daily account statement {{####}}: Available balance is {{amount}}. ● Reminder: Service {{name}} will be charged on {{date}} to card {{card}}. ● You have {{number}} minutes left on your current plan. Top up your account by {{date}} to avoid being blocked. ● To complete your profile registration, you must upload a photo. Upload it here: {{URL}}. ● Please note: The customer support number has changed to {{number}}. Save it for future reference.
<p>FEEDBACK SURVEYS</p>	<p>Collect feedback on completed orders, transactions, or interactions.</p> <p><i>Surveys must be specific and tied to a past action. No generalities.</i></p>	<ul style="list-style-type: none"> ● Order has been delivered {{order_ID}}. Have questions? Contact us at {{URL}}. ● Tell us what you thought about your recent visit to {{store}} — your feedback helps us improve. Leave a review at {{URL}}. ● You recently interacted with us about order {{number}}. How did it go? Take a short survey at {{URL}}.
<p>CONTINUING A CONVERSATION IN WHATSAPP</p>	<p>Transferring an interaction that started in another channel to WhatsApp.</p> <p><i>The user must express their desire to continue the conversation here.</i></p>	<ul style="list-style-type: none"> ● Hello! You contacted us in the chat on the website. I am a WhatsApp virtual assistant. How can I help? ● Hello, {{name}}. We are continuing the dialogue regarding your request ({{problem}}). The case has now moved to the next stage. More details are in your account: {{URL}}.

Beginning June 1, 2024, companies using the Cloud API can use approved utility templates from the [Template Library](#).

Note: The examples below are for illustrative purposes only. Even if a template contains similar wording, it may be categorized differently depending on the details.

Guide to the **utility** template category (cont'd)

For a [utility template](#) to be considered **critical** or **essential** to the user, it *must* relate to one of the use cases listed below and *not contain* any advertising or persuasive content.

For a [utility template](#) to be considered **critical** or **essential** to the user, it *must* relate to one of the use cases listed below and *not contain* any advertising or persuasive content.

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Utility use case	Example template (must meet the definition of "essential or critical to the user")
Public Safety	<ul style="list-style-type: none">● There is a {{tornado}} storm warning in your area. We recommend staying home until {{time}}.● We have activated a {{crisis}} service in the {{zip code}} area. The latest information is here: {{URL}}
Public Services	<ul style="list-style-type: none">● The city of {{city}} has declared a state of emergency due to {{reason}}. More details will be announced later.● Take care of yourself by getting your free {{COVID-19 vaccine}} by {{time}} at {{location}}. Bring your {{documents}}● To vote on {{date}}, make sure your {{registration card}} is active. Verification instructions: {{URL}}. If your card is already active, ignore this message.● Your {{benefit type}} balance is {{amount}}. Please note: it will be invalid after {{date}}.

Public Disruptions	<ul style="list-style-type: none"> ● A system outage has been detected affecting the <code>{} area. We expect it to be restored by <code>{} date/time</code>. We apologize.</code> ● Warning: <code>{} trains</code> at <code>{} location</code> are temporarily suspended due to <code>{} reason</code>. Please avoid the area.
Account or Product Protection	<ul style="list-style-type: none"> ● Warning: Fraudulent activity has been detected. Review the security measures to protect your <code>{} card</code> and <code>{} account</code> details at <code>{} URL</code>. ● The <code>{} name</code> product you ordered on <code>{} date</code> has been recalled by the manufacturer. Instructions for action at <code>{} URL</code>. ● Thank you for purchasing <code>{} product</code>. Your warranty is active as of <code>{} date</code>. Please review the operating instructions at <code>{} URL</code>.
Legal/Compliance	<ul style="list-style-type: none"> ● Important: You must update your document to <code>{} REAL-ID</code> by <code>{} date</code> to avoid travel issues. Schedule an appointment at <code>{} office</code>. ● We updated our privacy policy as of <code>{} date</code>. For more information, please visit: <code>{} URL</code>

Note: The examples below are for illustrative purposes only. Even if a template contains similar wording, it may be categorized differently depending on the details

Note: The examples below are for illustrative purposes only. Even if a template contains similar wording, it may be categorized differently depending on the details.

Authentication template category guide

Authentication templates are used to verify a user's identity (usually using one-time digital codes) and can be used at different stages of the customer journey, including:

- registering a new account;
- confirming access, account recovery, or checking data integrity;

- verifying transactions or orders (new or existing).

Authentication templates are the most strictly regulated. For a template to be classified in this category, it **must**:

- use WhatsApp's preset authentication templates, which may include additional elements such as expiration warnings or security disclaimers;
- set up an OTP (one-time password) button — "Copy code" or "One click";
- observe content restrictions: links, media files, and emojis are prohibited in both the message body and parameters. Additional requirements: the parameters must not exceed 15 characters.

Starting October 1, 2024, companies using Cloud API will be able to use authentication templates from the [Template Library](#).

Message Purpose	Business Objective	Authentication Template Examples
AUTHENTICATION	Verify user identity with a one-time code	<ul style="list-style-type: none"> ● {{1}} is your verification code. ● Your code: {{1}}. Do not share it with anyone - this is for your own security. ● Verification code: {{1}}. It will be valid for 15 minutes.

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Only authentication templates can be used to send one-time passwords (OTPs) for identity verification purposes.

Details about authentication templates and associated requirements are provided [here](#).

For reference

WhatsApp Business Platform [Pricing](#)

[Official template guidelines](#) on the WhatsApp Business Platform

Templates sending changes from August 1, 2025

Templates sending changes from August 1, 2025

From August 1, 2025, the procedure for sending templates via WhatsApp Business API has changed. Now all templates are sent together with the ID (only you will see it, your clients will not) If you use our integration, where there is a list of templates - just select a template from the drop-down list and send. The ID is substituted there automatically.

If you use an integration that does not have a list of templates - copy from our application wtargeted.com/ using a special button, the template will be copied along with the ID

The screenshot displays a user interface for managing WhatsApp Business API templates. At the top, there is a search bar with the number '795' and a dropdown arrow. To the right are buttons for 'Add' (with a phone icon), 'Remove' (with a red arrow pointing to it), 'Show' (with a key icon), and a refresh icon. Below this is a list of account statistics: Current Plan: 100000, Active clients, Balance, Paid till, Free entry point, User-initiated, Marketing, Authentication, Utility, Conversations cost, and Plan price. To the right of these statistics are buttons for 'Sender', 'Reports', 'Add balance', and a link for 'Your ideas'. At the bottom of the statistics section is a dropdown menu for 'Approved templates' with a red arrow pointing to it, and buttons for 'Submit template' and 'Show Failed' (with a sad face icon). Below the statistics is a list of templates. The first template is 'Category: UTILITY' with ID 'zwmwemjygpzmojlsoyhqde' and a placeholder ID '{{c6b77f77-2afe-4e7c-815a-3aa7e7edb315}}'. The message content is 'Hey {{1}}, Can you plz confirm if the qty is correct and you need {{2}} packs for: {{3}} | [Yes] | [No]'. The second template is 'Category: MARKETING' with ID 'zwmwemjygpzntodkkwysru'.

The order for filling in the variable has also changed.

Previously, to send a variable, you had to erase it and fill it with text. Now the variable is filled inside the curly brackets.

As it was before:

You have a template: Good afternoon, {{1}}

You sent it: Good afternoon, client

As it should be now:

You have a template: Good afternoon, {{1}}

How it should be sent: Good afternoon, {{client}}

Messaging Limits

Messaging Limits

Messaging limits are the maximum number of messages you can send to unique WhatsApp user phone numbers, outside of a [customer service window](#), within a moving 24-hour period.

By default, new business phone numbers are limited to 250, but this limit can be increased to:

- 1,000
- 10,000
- 100,000
- Unlimited

How to Increase Your Messaging Limit

You can increase your messaging limit to 1,000 on your own using the following methods. Higher limits, however, can only be achieved through [automatic scaling](#), which happens after your limit has been increased to 1,000.

Note that in order for your business phone number to be eligible for an increase, it must have a [connected status](#), and if your business phone number has a [low quality rating](#), it may stay at 250 until its quality rating improves.

Step 1: Complete Business Verification

Submit your business for [business verification](#). If your business is approved, we will analyze your [messaging quality](#) to determine if your messaging activity warrants an increase to your messaging limit. Based on this analysis, we will then either [approve](#) or [deny](#) a messaging limit increase.

Step 2: Send 1K messages in 30 days

Send 1,000 messages outside of customer service windows to unique WhatsApp user phone numbers in a 30-day moving period using templates with a [high quality rating](#). Once you reach this threshold, we will analyze your [messaging quality](#) to determine if your messaging activity warrants an increase to your messaging limit. Based on this analysis, we will then either [approve](#) or [deny](#) an increase.

Send high-quality messages

If you are rejected for business or identity verification, ensure that you are sending high-quality messages. We will periodically reevaluate your messaging activity and quality and based on this analysis, may [approve](#) an increase.

Here are some guidelines for sending high-quality messages:

- Make sure messages follow the [WhatsApp Business Messaging Policy](#).
- Only send messages to users who have opted into receiving messages from your business.
- Make the messages highly personalized and useful to users. Avoid sending open-ended welcome or introductory messages.
- Be mindful of messaging frequency; avoid sending customers too many messages a day. Be thoughtful about informational messages, optimizing for content and length

Once your business phone number's messaging limit has been increased to 1K, each time you send a message to unique WhatsApp user number outside of a customer service window, we will determine if your limit should be increased according to the following criteria:

- your business phone number is [connected](#)
- your business phone number quality rating is Medium or High
- in the last 7 days, your business phone number has been used to message X or more unique WhatsApp user phone numbers outside of a customer service window, where X is your business phone number's current messaging limit, divided by 2

If your business phone number meets all conditions, we will increase its limit by one level, 24 hours later. If its quality rating has been set to Flagged for the last 7 days, however, we will decrease its limit by one level, immediately.

Examples

Messaging limit increased from 1K to 10K in 2 days:

	Day 1	Day 2	Day 3	Day 4
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window	500	500		
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window in last 7 days	500*	1,000		
Messaging limit	1K	10K		

* If the 500th message is delivered at 3pm (for example), the messaging limit is increased at 3pm the following day (i.e. 24 hours later).

Messaging limit increased from 1K to 10K in 4 days:

	Day 1	Day 2	Day 3	Day 4
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window	100	200	200	300
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window in last 7 days	100	300	500*	800
Messaging limit	1K	1K	1K	10K

* If the 500th message is delivered at 7pm (for example), the messaging limit is increased at 7pm the following day (i.e. 24 hours later).

Checking your limit

Before your business phone number's messaging limit is increased to 1K, the [WhatsApp Manager](#) > **Overview** > **Limits** panel displays helpful information about what you can do to increase your limit.

434968789_794493926019183_2681942758954426594_n.png
434810227_788274456269328_1735594625655197141_n.png

After your business phone number's messaging limit has been increased, the [WhatsApp Manager](#) > **Account tools** > **Insights** panel will display your business phone number's new limit, including new limits that have been increased as a result of [automatic scaling](#).

354555723_1304614063804364_7780175792662997155_n.png

Messaging quality

Your messaging quality is based on how messages have been received by recipients over the past seven days and is weighted by recency. It is determined by a combination of quality signals from messages between you and WhatsApp users. Examples include user feedback signals like blocks, reports, mutes, archives, and the reasons users provide when they block a business.

Your business phone number's status, quality rating, and messaging limits are displayed in the [WhatsApp Manager](#) > **Account tools** > **Phone numbers** panel.

Note that it is normal for numbers with high traffic to experience quality changes within short intervals (even within minutes).