

Create your WhatsApp Business account with WhatsApp Solution Partners

Create your WhatsApp Business account with WhatsApp Solution Partners



We are phasing out “On behalf of” (OBO) onboarding in September. Partner-initiated onboarding will replace OBO onboarding. Learn more about Partner-initiated onboarding.



This article is intended for businesses that use [WhatsApp Business Platform](#). If your business uses only the WhatsApp Business app, go to [this article](#) instead.



Explore our [help content library](#) to find answers and troubleshoot issues.

If a Solution Partner is supporting your business with the technical integration of the WhatsApp Business Platform, they'll manage your WhatsApp Business account. You can find and contact official Solution Partners for the WhatsApp Business Platform in the [partner directory](#).

When working with a Solution Partner, you can create your WhatsApp Business account using the **Embedded signup** (recommended) or **On behalf of (OBO)** onboarding.

Note:

- If you're a Solution Partner, create the WhatsApp Business account [in Meta Business Suite](#) and then [take extra steps](#) to offer the WhatsApp Business Platform Cloud API hosted by Meta technologies to your clients.

- If you're developing for yourself or your organization, not on behalf of a client, visit the [WhatsApp developer documentation](#) to create your WhatsApp Business account.
- If your business uses the WhatsApp Business app, create your WhatsApp Business account on the [WhatsApp Business app](#).

Beginning May 2, 2022, your businesses can [start messaging customers](#) after you complete the **Embedded signup** or **On behalf of (OBO)** onboarding processes. [Business verification](#) and display name review will no longer be needed to get started onto the WhatsApp Business Platform.

Embedded signup

[Create your WhatsApp Business account using embedded signup](#)

A Solution Partner may have an embedded signup flow that lets you sign up for the WhatsApp Business Platform directly from their website.

Create a WhatsApp Business account using embedded signup

Here's how to complete the embedded signup:

1. Click **Login with Facebook**.
2. Log in to your existing personal Facebook account. New personal accounts may not be approved.
3. Link to an existing Facebook business account or create a new business account. This account will be associated with your WhatsApp Business account.
4. Provide your legal business information.
5. Create or link a WhatsApp Business profile with your display name, category and business description to share with your customers.
6. Create a new WhatsApp Business number that hasn't been used on the WhatsApp or WhatsApp Business apps. You'll then receive a code via text message to verify the phone number.

Note: If your partner's Embedded Signup experience allows the website field to be optional and you choose not to provide one, you can start messaging customers on WhatsApp Business Platform as soon as your partner completes your business verification.

After completing the embedded signup, you can [start messaging customers on the WhatsApp Business Platform](#) immediately. Your businesses can respond to unlimited customer-initiated conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how you can [scale the capabilities of your account](#).

If you can't send messages to your customers, confirm with your Solution Partner to ensure that they've completed your account set up.

Manual signup

Create your WhatsApp business account with Partner-initiated onboarding



The onboarding method in this article is new and will replace “On behalf of (OBO)” onboarding. OBO onboarding gives your Solution Partner control of your WhatsApp business account. This onboarding method creates a WhatsApp Business Account that you own and operate. This allows you to easily change to different partners without going through account creation again.



Explore our [help content library](#) to find answers and troubleshoot issues.

A Solution Partner can use Meta Business Suite to initiate WhatsApp Business Account creation for you. Once the Solution Partner has [initiated account creation](#), here's what you need to do:

1. Log into [Meta Business Suite](#).
2. If you have multiple business portfolios, select the desired portfolio in the dropdown menu at the top-left of the page.
3. Click **Settings** then select **Requests**.
4. Open the **Other Requests** panel and click the **Received** tab.
5. Locate the invitation and review its contents.
6. Accept or decline the invitation.
7. Add and verify a business phone number (optional).
8. Confirm the invitation.
9. Click **Accounts** and select the **WhatsApp account** panel and confirm that your WhatsApp Business Account has been created and shared with your Solution Partner.

Note: If you stop working with your Solution Partner, you will retain control of your account and they will no longer have access.

After completing signup, you can [start messaging customers on the WhatsApp Business Platform](#) immediately. You can respond to unlimited customer-initiated conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how you can [scale the capabilities of your account](#).

If you can't send messages to your customers, reach out to your Solution Partner to understand more about your account setup. You can also refer to Business Support Home to understand if there are any restrictions on your account.

Learn more

- [Start messaging customers on WhatsApp Business Platform](#)
- [About business verification](#)
- [Create message templates for your WhatsApp Business account](#)
- [About billing for your WhatsApp Business Platform account](#)
- [View conversation insights for your WhatsApp Business account](#)

[Create your WhatsApp Business account using "On behalf of \(OBO\)" onboarding](#)



We are phasing out “On behalf of” (OBO) onboarding in September. Partner-initiated onboarding will replace OBO onboarding. Learn more about Partner-initiated onboarding.

If you partner with a Solution Partner that doesn't offer the embedded signup, you'll need to approve a messaging on behalf of request.

Before you begin

1. Log into [Meta Business Suite](#). If your business doesn't have a business portfolio, [sign up for one](#). **Note:** To access the APIs, your business portfolio must belong to your end business, not to an agency or third-party.
- Complete the business profile in Meta Business Suite, the Solution Partner can proceed to create your WhatsApp Business account and the certificate will be available for download.

- Your Solution Partner will request your business portfolio ID via email to create your WhatsApp Business account. To find your ID in Meta Business Suite you can:
 1. Click **Settings**.
 2. Click **Business info**. Your business portfolio ID can be found below your business portfolio name. Remember that your business portfolio ID isn't the same as your Facebook Page ID.

Approve messaging on behalf of your business

You need to approve your Solution Partner to send messages from your WhatsApp Business account on behalf of your business. When your Solution Partner sends you a message on behalf of request, you'll receive a notification in Meta Business Suite and by email.

Here's how to approve this request:

1. Go to the [Requests](#) section in Settings.
2. Click **Requests**.
3. In the **Received** tab, find the request from your Solution Partner and click **Approve**.

You can [start messaging customers on the WhatsApp Business Platform](#) immediately. Your businesses can respond to unlimited customer-initiated conversations and send business-initiated messages to 250 unique customers every 24 hours per phone number. Learn about how you can [scale the capabilities of your account](#).

Learn more

- [Capacity, quality rating, and messaging limits](#) (Meta for Developers)
- [About your WhatsApp Business phone number's quality rating](#)
- [Change your WhatsApp Business display name](#)
- [Differences between the WhatsApp Business Platform and WhatsApp Business App](#)
- [Create a WhatsApp Business account on the WhatsApp Business Platform Solution Partner](#)

Learn more

- [Capacity, quality rating, and messaging limits](#) (Meta for Developers)
- [About your WhatsApp Business phone number's quality rating](#)
- [Change your WhatsApp Business display name](#)

- [Differences between the WhatsApp Business Platform and WhatsApp Business App](#)
- [Create a WhatsApp Business account on the WhatsApp Business Platform Solution Partner](#)

Basics

[About WhatsApp business accounts](#)[Connect your phone number](#)

Create

[Create a WhatsApp business account](#)[Create a WhatsApp account with Business Solution Providers](#)
[Create message templates](#)

Manage

[Delete message templates](#)[Connect your Facebook Page](#)[Set up a line of credit](#)

Advertise

[Create ads that click to WhatsApp](#)[Create a new template for ads](#)[Select an existing template for ads](#)

Results

[About billing](#)[View your invoices](#)[Insights](#)

Revision #2

Created 2026-04-13 20:02:18 UTC by New Admin

Updated 2026-04-13 20:05:45 UTC by New Admin