

View message insights for your WhatsApp Business account

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This article is intended for businesses that use [WhatsApp Business Platform](#).



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You can run real-time monitoring of messaging and spending analytics for your WhatsApp business account in the Insights tab of Meta WhatsApp Manager. You can view the metrics of all messages. The real-time graphs allow you to look into how each metric is performing across time.

Note: All insights data is approximate and may differ from what's on your invoice due to variations in data processing.

Before you begin

- [Sign up for a business portfolio.](#)
- [Create a WhatsApp Business account for the WhatsApp Business Platform.](#)
- You must be assigned access to manage finance in your business portfolio.

View message metrics

To view the metrics of all messages:

1. Go to [Meta Business Suite](#).
2. Click  **More options**.
3. Click **WhatsApp Manager**.
4. You can view the metrics of messages in one of these ways:
 1. In the **Overview** tab, find the **Insights this month** section and click the type of conversation insight you want to view.
 2. In the left side menu, click **Insights**. Then, in the **Insights** tab, click **All conversations** for a more detailed view.

You can view the metrics of messages, including:

- **All messages:** The number of messages on WhatsApp between your business and customers. The types of messages include:
 - **Service messages:** Messages that initiate in response to a customer message within the 24 hour [customer service window](#) are considered service messages.
 - Businesses must use an approved [message template](#) to send a message to a customer when the 24-hour customer service window is not open. These templates include:
 - **Marketing messages:** Messages that enable businesses to achieve a wide range of goals, from generating awareness to driving sales or retargeting customers. Any template message that does not qualify as utility or authentication is a marketing message.
 - **Utility messages:** Messages that are not promotional and specific to or requested by customers (like order confirmations and fraud alerts). Messages that are essential or critical to customers (like a tornado warning or a fraud awareness alert) are also utility.
 - **Authentication messages:** Messages that enable businesses to verify a customer's identity with one-time passcodes (OTPs), potentially at various steps in the customer journey (like new account creation, account access and recovery or securing new orders).
- **Free messages:** The number of messages on WhatsApp between your business and customers that are free of charge. The types of messages include:

- **Service messages:** Service messages are any message type that is not a template message. Businesses can respond to customers with service messages within the 24-hour customer service window at no charge.
- **Utility messages** (in response to customers): All utility messages sent within the [24-hour customer service window](#) are free.
- **Messages sent during a free entry point window:** When a customer messages a business from an [ad that clicks to WhatsApp](#) or a [Facebook Page](#) action button on an Android or iOS device, it opens a 72-hour period where your business can send any category of message without being charged.
- **Paid Messages:** The number of messages on WhatsApp between your business and customers that are charged. Paid messages can be marketing, utility, or authentication.
- **Approximate charges:** The approximate total charges for messages on WhatsApp. The charge for each paid message is determined by the rate assigned to the country or region of the customer's phone number and the message category (marketing, utility, or authentication). See our [rates by message category](#) for more information.

Note: Beginning July 1, 2023, we will no longer show approximate charges in WhatsApp Manager for businesses who bill through a partner (i.e., BSP). To understand your charges, please reach out to your partner.

Note: Savings on utility or authentication messages from volume tiers will not be displayed in your metrics. Learn more about [volume tiers](#).

View metrics for all messages

To view the metrics of all messages:

1. Follow the steps in the last section to go to the **Insights** tab.
2. In the **Insights** tab, click **All messages**.

You can view the metrics of messages, including:

- **Messages received:** The number of messages your business received from users on WhatsApp.
- **Messages delivered:** The number of messages that were delivered to users on WhatsApp. This only counts messages that have been confirmed as being delivered to the recipient.
- **Messages sent:** The number of messages your business sent to users on WhatsApp. This is different from the messages delivered as not all messages sent will be delivered.

You can export these metrics by phone number, country or date. Remember that the message delivery may be delayed if a customer's phone is off. The number of messages delivered may be different from the number of messages sent in the exported report.

Learn more

- [Pricing documentation](#) (WhatsApp developer documentation)
- [About billing for your WhatsApp Business account](#)
- [About credit line for WhatsApp Business account](#)
- [View your WhatsApp Business invoices](#)
- [Create a report for the invoice breakdown of your WhatsApp Business account](#)

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Revision #2

Created 2026-04-13 20:03:06 UTC by New Admin

Updated 2026-04-13 20:06:25 UTC by New Admin