

Onboard business customers | Developer Documentation

Onboard business customers

Updated: Feb 10, 2026

Marketing Messages API for WhatsApp (formerly known as Marketing Messages Lite API) is now generally available.

The MM API for WhatsApp onboarding process is designed to be simple for you as a partner to adopt, making it quick and easy for [solution providers](#) (including Solution Partners, Tech Providers, and Tech Partners) to onboard current customers from Cloud API onto the MM API for WhatsApp. If your business directly integrates with Cloud API without a partner, follow the instructions below to accept the Terms of Service and onboard to the MM API for WhatsApp via WhatsApp Manager.

Before you begin

Your app must have advanced access for the following permissions:

`whatsapp_business_messaging`: This permission allows the app to call the MM API for WhatsApp to send messages. `whatsapp_business_management`: This permission enables the app to manage WABAs, Phone Numbers, and Templates via [WhatsApp Business Management API](#). `ads_read` (optional): This permission grants the app access to the [Insights API](#), allowing partners to retrieve metrics on conversions.

If your app does not already have advanced access for these permissions, request advanced access via [App Review](#).

Solution partner integration overview

To assist your customers in using the MM API for WhatsApp, several steps are required:

Step	Notes
1: Onboard yourself	Enroll via App Dashboard and follow instructions under the Onboarding yourself .
2: Send messages	Same Template endpoint and message send payload as Cloud API - only the 'send message' endpoint changes.

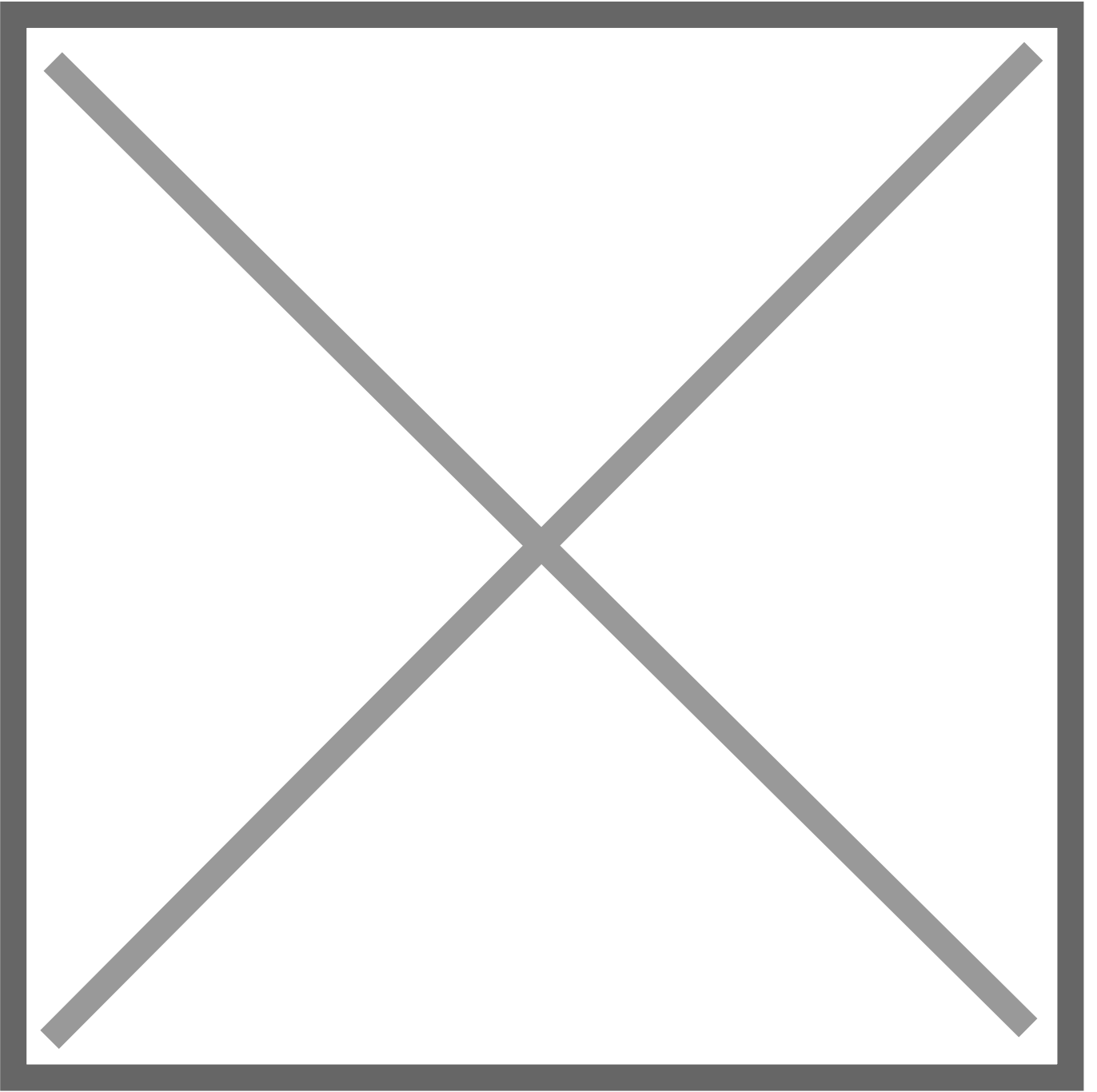
Step	Notes
3: View metrics	New! Integrate with the Insights API to view the metrics as Cloud API (sent/read/delivered), plus new metrics like Website and App conversions.

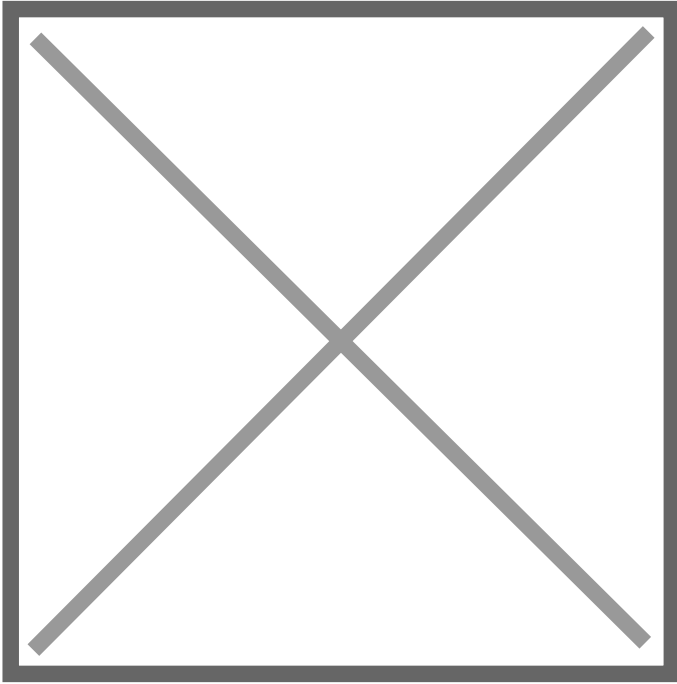
Onboarding yourself

Register yourself for MM API for WhatsApp

To enroll, a solution provider must:

Navigate to the [App Dashboard](#) > **WhatsApp** > **Quickstart** panel On the **Quickstart** page, locate the “Improve ROI with Marketing Messages API for WhatsApp” card and click the “Get started” button Request any missing app review permissions by clicking the “Request permission” button. See “[Submit for app review](#)” for more information Click on “Continue to integration guide” to accept the Terms of Service





Submit for app review for Advanced App permissions

Solution Providers must use an App with the following Advanced App permissions, when using the MM API for WhatsApp.

If you do not already have an App with the following Advanced App Permissions, it is necessary for your App to go through [App review](#):

Advanced App Permission	Required in order to do the following on behalf of your customer
<code>whatsapp_business_messaging</code>	Call the MM API for WhatsApp 'send messages' endpoint, to send messages via Marketing Messages API for WhatsApp
<code>whatsapp_business_management</code>	Call WABA, Phone Number, and Template endpoints, for managing WABAs, Phone Numbers, and Templates; and retrieve basic metrics via WhatsApp Business Management API
<code>ads_read</code> (optional)	This permission is optional, and is only required to call the Insights API , allowing a partner to fetch advanced metrics on conversions (e.g. Web conversions, App conversions)

For the app review submission, prepare a screen recording of how each permission is used. It is recommended to show a sample of each action in the "Required in order to do ..." column above, to demonstrate each permission in use.

Help the business set up Conversion measurement

See [Setting up conversion measurement](#) for details on how businesses can measure when a marketing message from MM API for WhatsApp leads to a conversion (e.g. add to cart, purchase). Partners are **strongly recommended** to work with their clients to set up Conversion reporting, so that they can take advantage of measuring the improved metrics and optimizations MM API for WhatsApp provides.

Sending messages

See [Sending messages](#) for documentation on how to send messages and receive webhooks on behalf of your customers via MM API for WhatsApp.

Viewing metrics

See the Guide to [Viewing metrics](#) for documentation on how to:

Fetch the IDs of the Ad entities mapped to a business' WABAs and Templates, in order to call Insights APIs. Fetch metrics for messages sent via MM API for WhatsApp.

Partners are **strongly recommended** to fetch metrics using the Ads Insights APIs (not Business Management APIs), as these APIs provide richer metrics reporting, including conversion reporting from sources such as Web and App conversion events.

After integrating with reporting APIs (Insights API recommended), surface these metrics in your dashboards and APIs for your customers to use.

Reach out to your Partner Manager for suggestions on metrics best practices, including a copy of Meta's "**Business Messaging Reporting Dashboards Playbook**" for partners.

Revision #5

Created 2026-04-01 14:28:29 UTC by New Admin

Updated 2026-04-06 19:01:33 UTC by New Admin