

Set a max-price for marketing messages (BETA) | Developer Documentation

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

Amidst our introduction of the max-price feature on the Marketing Messages API for WhatsApp, there is no change to how we charge on the WhatsApp Business Platform. We continue to charge on a per-message basis, as outlined [here](#).

The max-price feature will become available via Limited Beta as of mid-May and be **optional** throughout 2026.

What is a max-price?

As announced in March 2026 -- in 2026, we're introducing new pricing features on the Marketing Messages API for WhatsApp to enable businesses to *drive higher ROI* and *have more control* to optimize spend for their marketing messaging campaigns.

Our first pricing feature allows businesses to **set a maximum price (max-price) per marketing message delivery; when a max-price is set, Meta will charge that max-price or lower for delivery**. Businesses can choose to set a max-price the same as, lower than, or higher than the published rate to achieve their objectives per campaign.

Lower costs while maintaining delivery rates similar to current WhatsApp campaigns, by setting max-prices the same as published rates. *Target a broader range of customer cohorts on WhatsApp at lower cost*, by setting max-prices lower than published rates. *Increase delivery rates when customer engagement matters most*, like during holidays and peak sales periods, by setting max-prices higher than published rates.

The second pricing feature is the **reach estimation tool**, which helps businesses set the right max-price by helping them understand estimated delivery rates and costs at different max-prices.

Max-price explainer

The max-price feature allows you to set the maximum price you are willing to pay per message delivery. You are charged your max-price or lower. In the API, you express this as a `bid_amount` value per 1,000 deliveries within the `bid_spec` object.

[Max-price explainer PDF](#)

Phased roll-out of the max-price feature

We plan to roll out our max-price feature in 3 phases:

Limited Beta starting **mid-May 2026** -- Any partner and any directly-integrated business can integrate and use the max-price feature and reach estimation tool. Each partner can enable these features for a limited number of clients. Open Beta starting **October 2026** -- Any partner can enable these features for all their clients. General Availability (GA) as of **Q2 2027** -- The max-price feature will become required in eligible geographies and fixed, published rates for marketing messages will only apply on the Cloud API.

Before you begin

To use the max-price feature, you must:

Have an active WhatsApp Business Account that has been [onboarded](#) to the Marketing Messages API for WhatsApp. Be in a [country eligible for MM API for WhatsApp](#).

Recommendations

Set your max-price at the template level. The `bid_amount` in `bid_spec` is what Meta's delivery system optimizes against. Setting the right max-price when you create the template gives the system the best signal for delivery optimization.

The `per_message_bid_multiplier` scales the template's `bid_amount` up or down for individual messages, but the delivery system generally gives better performance optimizing based on the original template-level `bid_amount` on large amount.

For example, if you set a template's `bid_amount` to 50,000 and then apply a multiplier of 2.0 on every message, delivery performance might differ from setting the template's `bid_amount` to 100,000 directly -- even though the effective max-price is the same. Hence we recommend setting up the bid at template level and update the template's `bid_spec` if needed rather than changing the message level multiplier as a workaround.

Ramp up traffic gradually. When sending messages with a new max-price template for the first time, increase volume slowly before sending at scale. This aligns with [Template pacing](#) best practices and helps the delivery system optimize effectively.

Create templates with max-price

Request syntax

If `bid_spec` is not included, the template uses standard rate card pricing.

Request parameters

Placeholder	Description	Example Value
<code><ACCESS_TOKEN></code> <i>String</i>	Required. System token or business token .	EAAAN6tcBzAUB0ZC82CW7iR2Lia ZBwUHS4Y7FDtQxRUPy1PHZC1DGZ BZCgWdrTisgMjpFKiZai1FBBQNO 2IqZBAzdZAA16lmUs0XgRcCf6z1 LLxQCgLXDEpg80d41UZBt1FKJZC qJFcTYXJvSMELv0dZwFyZBrV9Z PHZASSqxZBUZASyFdzjiy2A1si ppEsF4DVV5W2I1k0Sr2LrMLuYoN MYBy8xQczz0KD0MccqHEZD
<code><API_VERSION></code> <i>String</i>	Optional. Graph API version.	v25.0
<code><WABA_ID></code> <i>String</i>	Required. WhatsApp Business Account ID.	102290129340398
<code><BID_AMOUNT></code> <i>int</i>	Required. Maximum price per 1,000 message deliveries, expressed in your WABA currency's smallest unit (cents for USD, paise for INR, peso for MXN). See supported currencies for a list of currencies.	87000

Calculating max-price amounts

The `bid_amount` represents your max-price per 1,000 deliveries in your WABA currency's smallest unit. To convert from your desired per-delivery price:

Convert your desired per-delivery price to your WABA currency's smallest unit
Multiply by 1,000 to express the value per 1,000 deliveries

Example: To set a max-price of ₹0.87 per delivery:

Convert to paise: 0.87 Rupees = 87 paise
Multiply by 1,000: $87 \times 1,000 = 87,000$

Set `bid_amount` to `87000`.

Example: To set a max-price of \$0.05 USD per delivery:

Convert to cents: \$0.05 = 5 cents
Multiply by 1,000: $5 \times 1,000 = 5,000$

Set `bid_amount` to `5000`.

Metrics and billing

Messages sent with or without the max-price feature use the same **Marketing Lite** product type (SKU) for billing purposes.

Marketing messages sent with max-price appear in analytics with the following identifiers:

Pricing Analytics `/<WHATSAPP_BUSINESS_ACCOUNT_ID>?fields=pricing_analytics`: `pricing_category` = `MARKETING_LITE`

Template Analytics `/<WHATSAPP_BUSINESS_ACCOUNT_ID>?fields=template_analytics`: `product_type` = `MARKETING_MESSAGES_LITE_API`

Webhooks use lowercase `marketing_lite` for `pricing.category`, while analytics APIs use uppercase `MARKETING_LITE` for `pricing_category`.

Pricing analytics response example

Template analytics response example

For more details on metrics, see [Viewing metrics](#).

Error codes

Code	Message	Possible reasons and solutions
131061	Marketing templates containing <code>bid_spec</code> are not supported by the Cloud API. To use templates with <code>bid_spec</code> , please use the Marketing Messages API for WhatsApp.	You are sending a template with <code>bid_spec</code> to the Cloud API <code>/messages</code> endpoint. Send to the <code>/marketing_messages</code> endpoint instead.
100	You need to sign the testing legal agreement before sending out messages.	You have not signed the testing legal agreement. Please sign the agreement to gain access to this feature.

For a full list of error codes, see [Error codes](#).