



WhatsApp Business Messaging Credits - WhatsApp

Rate Card – Effective November 1, 2026 onward

This Rate Card is applicable to WhatsApp Business Messaging (1,000). Customers using WhatsApp Business Messaging will be charged per message, with the applicable multiplier rate based on category conversation template and the message recipient's country code. Additional WhatsApp Business Messaging messages can be purchased during the Order Term. Customers do not consume WhatsApp Business Messaging messages for inbound WhatsApp messages sent by users.

For the purposes of this Rate Card, references to "user" means a recipient of a WhatsApp message sent by Customer, or a person who sends a WhatsApp message to Customer.

Category Conversation Templates:

There are currently 4 Category Conversation Templates, and described as follows:

1. **Utility:** Facilitates a specific, agreed-upon request or transaction or update to a user about an ongoing transaction, including post-purchase notifications and recurring billing statements.
2. **Authentication:** Enables businesses to authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).
3. **Marketing:** Includes promotions or offers, informational updates, or invitations for customers to respond/take action. Any message that does not qualify as utility or authentication is a marketing message.
4. **Service:** Helps customers resolve user inquiries. Service messages are free-form messages which can be sent in a 24 hr customer service window.

Marketing Messages Lite

Marketing Cloud Engagement customers using Whatsapp Business Messaging (1,000) can now request Marketing Messages Lite (MM Lite) API for marketing messages. The rate multipliers for marketing messages sent via MM lite API are currently the same as those that apply for Marketing, however, for messages sent via MM Lite API, customers will see a the following usage type on their monthly usage statements: WhatsApp Marketing Lite Conversation.

Customer Service Window

When a user messages to a customer, a 24-hour timer known as Customer Service Window starts. Within these 24 hours, customers can send any type of message to the user.-Marketing or Authentication messages delivered during this window will be charged as per the applicable rate card (Multiplier). Starting November 1, 2026 Utility template messages and free form Service messages sent within the Customer Service Window will also be charged.

How Conversation Multipliers are Consumed

The delivery of a template message to an end user results in charges for the customer, based on the message category multiplier. For example, sending two marketing templates and two utility templates to a user will result in four separate charges (2 marketing, 2 utility).

Free Entry Point/Referral Message Types

Referral conversations are initiated when users message Customers using call-to-action buttons on Ads that Click to WhatsApp or Facebook Page call-to-action buttons* and customers respond to that message within 24 hours.

Once the free entry point window is opened, it may extend up to 7 days. Within this window, customers can send any type of template message to the users without incurring additional charges. Free form messages can be sent till the customer service window is open i.e. 24 hours from the last time a user messaged the customer.

*Standard pricing applies for Ads that Click to WhatsApp. The message that initiates from the ad is free, but not the ad itself.

Transition to Per-Message Pricing

Effective Jul 1, 2025, all our customers will transition to a per-message pricing model. Existing WhatsApp Business Messaging (1,000) credits will be honored and can be used to pay for messages under the new pricing structure.

FAQ

- **How are message categories determined?**
Message categories are determined by Meta based on the content and purpose of the message.
- **Where can I find the most up-to-date pricing?**
Refer to this Rate Card or contact your Salesforce representative for the latest pricing information.
- **What happens to my existing credits?**
Your existing credits will be honored and can be used to pay for messages under the new pricing model

Multipliers, countries, phone number and usage types are subject to change at any time.

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Multiplier Rates by Recipient Location					
Country ISO	Market	Marketing	Utility	Authentication	Service
AF	Afghanistan	103.96	13.96	13.96	13.96
AL	Albania	106.18	26.18	26.18	26.18
DZ	Algeria	27.78	4.94	4.94	4.94
AO	Angola	27.78	4.94	4.94	4.94
AR	Argentina	76.3	32.10	32.10	32.10
AM	Armenia	106.18	26.18	26.18	26.18
AU	Australia	103.96	13.96	13.96	13.96
AT	Austria	73.09	21.12	21.12	21.12
AZ	Azerbaijan	106.18	26.18	26.18	26.18
BH	Bahrain	48.40	11.24	11.24	11.24
BD	Bangladesh	103.96	13.96	13.96	13.96
BY	Belarus	106.18	26.18	26.18	26.18
BE	Belgium	73.09	21.12	21.12	21.12
BJ	Benin	27.78	4.94	4.94	4.94
BO	Bolivia	91.36	13.96	13.96	13.96
BW	Botswana	27.78	4.94	4.94	4.94
BR	Brazil	73.86	8.04	8.04	8.04
BG	Bulgaria	106.18	26.18	26.18	26.18
BF	Burkina Faso	27.78	4.94	4.94	4.94
BI	Burundi	27.78	4.94	4.94	4.94
KH	Cambodia	103.96	13.96	13.96	13.96
CM	Cameroon	27.78	4.94	4.94	4.94
CA	Canada	30.87	4.2	4.2	4.2
TD	Chad	27.78	4.94	4.94	4.94
CL	Chile	109.76	24.7	24.7	24.7
CN	China	103.96	13.96	13.96	13.96
CO	Colombia	15.44	0.99	0.99	0.99
CG	Congo	27.78	4.94	4.94	4.94
CD	Congo, Democratic Republic of	27.78	4.94	4.94	4.94

Country ISO	Market	Marketing	Utility	Authentication	Service
CR	Costa Rica	91.36	13.96	13.96	13.96
HR	Croatia	106.18	26.18	26.18	26.18
CZ	Czech Republic	106.18	26.18	26.18	26.18
DK	Denmark	73.09	21.12	21.12	21.12
DO	Dominican Republic	91.36	13.96	13.96	13.96
EC	Ecuador	91.36	13.96	13.96	13.96
EG	Egypt	79.51	4.45	4.45	4.45
SV	El Salvador	91.36	13.96	13.96	13.96
ER	Eritrea	27.78	4.94	4.94	4.94
SZ	Eswatini	27.78	4.94	4.94	4.94
ET	Ethiopia	27.78	4.94	4.94	4.94
FI	Finland	73.09	21.12	21.12	21.12
FR	France	106.05	37.04	37.04	37.04
GA	Gabon	27.78	4.94	4.94	4.94
GM	Gambia	27.78	4.94	4.94	4.94
GE	Georgia	106.18	26.18	26.18	26.18
DE	Germany	168.52	67.91	67.91	67.91
GH	Ghana	27.78	4.94	4.94	4.94
GR	Greece	106.18	26.18	26.18	26.18
GT	Guatemala	91.36	13.96	13.96	13.96
GW	Guinea-Bissau	27.78	4.94	4.94	4.94
HT	Haiti	91.36	13.96	13.96	13.96
HN	Honduras	91.36	13.96	13.96	13.96
HK	Hong Kong	90.38	13.96	13.96	32.10
HU	Hungary	106.18	26.18	26.18	43.21
IN	India	14.57	1.94	1.94	1.73
ID	Indonesia	50.75	30.87	30.87	30.87
IQ	Iraq	48.40	11.24	11.24	11.24
IE	Ireland	73.09	21.12	21.12	21.12

Country ISO	Market	Marketing	Utility	Authentication	Service
IL	Israel	43.59	6.55	6.55	6.55
IT	Italy	98.15	37.04	37.04	37.04
CI	Ivory Coast	27.78	4.94	4.94	4.94
JM	Jamaica	91.36	13.96	13.96	13.96
JP	Japan	103.96	13.96	13.96	13.96
JO	Jordan	48.40	11.24	11.24	11.24
KZ	Kazakhstan	106.18	26.18	26.18	26.18
KE	Kenya	27.78	4.94	4.94	4.94
KW	Kuwait	48.40	11.24	11.24	11.24
LA	Laos	103.96	13.96	13.96	13.96
LV	Latvia	106.18	26.18	26.18	26.18
LB	Lebanon	48.40	11.24	11.24	11.24
LS	Lesotho	27.78	4.94	4.94	4.94
LR	Liberia	27.78	4.94	4.94	4.94
LY	Libya	27.78	4.94	4.94	4.94
LT	Lithuania	106.18	26.18	26.18	26.18
MO	Macau	103.96	13.96	13.96	13.96
MK	Macedonia	106.18	26.18	26.18	26.18
MG	Madagascar	27.78	4.94	4.94	4.94
MW	Malawi	27.78	4.94	4.94	4.94
MY	Malaysia	106.18	17.29	17.29	17.29
ML	Mali	27.78	4.94	4.94	4.94
MR	Mauritania	27.78	4.94	4.94	4.94
MX	Mexico	49.02	10.5	10.5	10.5
MD	Moldova	106.18	26.18	26.18	26.18
MN	Mongolia	103.96	13.96	13.96	13.96
MA	Morocco	27.78	4.94	4.94	4.94
MZ	Mozambique	27.78	4.94	4.94	4.94
NA	Namibia	27.78	4.94	4.94	4.94
NP	Nepal	103.96	13.96	13.96	13.96

Country ISO	Market	Marketing	Utility	Authentication	Service
NL	Netherlands	197.17	61.73	61.73	61.73
NG	Nigeria	63.71	8.28	8.28	8.28
NZ	New Zealand	103.96	13.96	13.96	13.96
NI	Nicaragua	91.36	13.96	13.96	13.96
NE	Niger	27.78	4.94	4.94	4.94
NO	Norway	73.09	21.12	21.12	21.12
OM	Oman	48.40	11.24	11.24	11.24
PK	Pakistan	58.4	12.35	12.35	18.52
PA	Panama	91.36	13.96	13.96	13.96
PG	Papua New Guinea	103.96	13.96	13.96	13.96
PY	Paraguay	91.36	13.96	13.96	13.96
PE	Peru	86.8	24.70	24.70	37.04
PH	Philippines	103.96	13.96	13.96	13.96
PL	Poland	45.19	26.18	26.18	15.07
PT	Portugal	73.09	21.12	21.12	21.12
PR	Puerto Rico	91.36	13.96	13.96	13.96
QA	Qatar	42.1	11.24	11.24	14.82
RO	Romania	106.18	26.18	26.18	35.81
RU	Russia	99.02	49.39	49.39	49.39
RW	Rwanda	27.78	4.94	4.94	4.94
SA	Saudi Arabia	71.12	13.21	13.21	13.21
SN	Senegal	27.78	4.94	4.94	4.94
RS	Serbia	106.18	26.18	26.18	26.18
SL	Sierra Leone	27.78	4.94	4.94	4.94
SG	Singapore	90.38	13.96	13.96	19.76
SK	Slovakia	106.18	26.18	26.18	26.18
SI	Slovenia	106.18	26.18	26.18	26.18
SO	Somalia	27.78	4.94	4.94	4.94
ZA	South Africa	46.8	9.39	9.39	11.73
SS	South Sudan	27.78	4.94	4.94	4.94

Country ISO	Market	Marketing	Utility	Authentication	Service
<i>ES</i>	<i>Spain</i>	<i>87.29</i>	<i>24.7</i>	<i>24.7</i>	<i>24.7</i>
<i>LK</i>	<i>Sri Lanka</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>SD</i>	<i>Sudan</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>SE</i>	<i>Sweden</i>	<i>73.09</i>	<i>21.12</i>	<i>21.12</i>	<i>21.12</i>
<i>CH</i>	<i>Switzerland</i>	<i>73.09</i>	<i>21.12</i>	<i>21.12</i>	<i>21.12</i>
<i>TW</i>	<i>Taiwan</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>TJ</i>	<i>Tajikistan</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>TZ</i>	<i>Tanzania</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>TH</i>	<i>Thailand</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>TG</i>	<i>Togo</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>TN</i>	<i>Tunisia</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>TR</i>	<i>Turkey</i>	<i>13.46</i>	<i>1.12</i>	<i>1.12</i>	<i>1.12</i>
<i>TM</i>	<i>Turkmenistan</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>UG</i>	<i>Uganda</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>UA</i>	<i>Ukraine</i>	<i>106.18</i>	<i>26.18</i>	<i>26.18</i>	<i>26.18</i>
<i>AE</i>	<i>United Arab Emirates</i>	<i>71.12</i>	<i>19.39</i>	<i>19.39</i>	<i>19.39</i>
<i>GB</i>	<i>United Kingdom</i>	<i>78.40</i>	<i>27.17</i>	<i>27.17</i>	<i>27.17</i>
<i>US</i>	<i>United States</i>	<i>30.87</i>	<i>4.2</i>	<i>4.2</i>	<i>4.2</i>
<i>UY</i>	<i>Uruguay</i>	<i>91.36</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>UZ</i>	<i>Uzbekistan</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>VE</i>	<i>Venezuela</i>	<i>91.36</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>VN</i>	<i>Vietnam</i>	<i>103.96</i>	<i>13.96</i>	<i>13.96</i>	<i>13.96</i>
<i>YE</i>	<i>Yemen</i>	<i>48.40</i>	<i>11.24</i>	<i>11.24</i>	<i>11.24</i>
<i>ZM</i>	<i>Zambia</i>	<i>27.78</i>	<i>4.94</i>	<i>4.94</i>	<i>4.94</i>
<i>-</i>	<i>Other</i>	<i>74.57</i>	<i>9.51</i>	<i>9.51</i>	<i>9.51</i>