



# WhatsApp Business Messaging Credits - WhatsApp

## Rate Card – Effective December 1, 2025

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 exactly same as the current Marketing multipliers but for messages sent via MM Lite API, customers will see a new usage type on their 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. Depending on the category of the message, it could either be chargeable or free of cost for the customers.

1. **Free Messages** - Utility template messages or free form Service messages delivered during this window will be free of cost for the customers

2. **Chargeable Messages** - Marketing or Authentication messages delivered during this window will be charged as per the applicable rate card (Multiplier).

## **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. This applies to all template messages except Utility template messages delivered within the Customer Service Window. Since the 24-hour conversation window will no longer be available, all delivered template messages will incur individual charges based on their 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). However, any utility templates delivered during an open customer service window will not be charged.

## **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 lasts for 72 hours. 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.*

*Updated as of September 2025. Technical restrictions may apply. © 2025 Salesforce, Inc.*

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*----- Table on following pages -----*

| Multiplier Rates by Recipient Location |                               |           |         |                |         |
|----------------------------------------|-------------------------------|-----------|---------|----------------|---------|
| Country ISO                            | Market                        | Marketing | Utility | Authentication | Service |
| AF                                     | Afghanistan                   | 90.38     | 13.96   | 13.96          | 0       |
| AL                                     | Albania                       | 106.18    | 26.18   | 26.18          | 0       |
| DZ                                     | Algeria                       | 27.78     | 4.94    | 4.94           | 0       |
| AO                                     | Angola                        | 27.78     | 4.94    | 4.94           | 0       |
| AR                                     | Argentina                     | 76.3      | 32.10   | 32.10          | 0       |
| AM                                     | Armenia                       | 106.18    | 26.18   | 26.18          | 0       |
| AU                                     | Australia                     | 90.38     | 13.96   | 13.96          | 0       |
| AT                                     | Austria                       | 73.09     | 21.12   | 21.12          | 0       |
| AZ                                     | Azerbaijan                    | 106.18    | 26.18   | 26.18          | 0       |
| BH                                     | Bahrain                       | 42.1      | 11.24   | 11.24          | 0       |
| BD                                     | Bangladesh                    | 90.38     | 13.96   | 13.96          | 0       |
| BY                                     | Belarus                       | 106.18    | 26.18   | 26.18          | 0       |
| BE                                     | Belgium                       | 73.09     | 21.12   | 21.12          | 0       |
| BJ                                     | Benin                         | 27.78     | 4.94    | 4.94           | 0       |
| BO                                     | Bolivia                       | 91.36     | 13.96   | 13.96          | 0       |
| BW                                     | Botswana                      | 27.78     | 4.94    | 4.94           | 0       |
| BR                                     | Brazil                        | 77.17     | 8.4     | 8.4            | 0       |
| BG                                     | Bulgaria                      | 106.18    | 26.18   | 26.18          | 0       |
| BF                                     | Burkina Faso                  | 27.78     | 4.94    | 4.94           | 0       |
| BI                                     | Burundi                       | 27.78     | 4.94    | 4.94           | 0       |
| KH                                     | Cambodia                      | 90.38     | 13.96   | 13.96          | 0       |
| CM                                     | Cameroon                      | 27.78     | 4.94    | 4.94           | 0       |
| CA                                     | Canada                        | 30.87     | 4.94    | 4.94           | 0       |
| TD                                     | Chad                          | 27.78     | 4.94    | 4.94           | 0       |
| CL                                     | Chile                         | 109.76    | 24.7    | 24.7           | 0       |
| CN                                     | China                         | 90.38     | 13.96   | 13.96          | 0       |
| CO                                     | Colombia                      | 15.44     | 0.99    | 0.99           | 0       |
| CG                                     | Congo                         | 27.78     | 4.94    | 4.94           | 0       |
| CD                                     | Congo, Democratic Republic of | 27.78     | 4.94    | 4.94           | 0       |

| <b>Country<br/>ISO</b> | <b>Market</b>      | <b>Marketing</b> | <b>Utility</b> | <b>Authentication</b> | <b>Service</b> |
|------------------------|--------------------|------------------|----------------|-----------------------|----------------|
| CR                     | Costa Rica         | 91.36            | 13.96          | 13.96                 | 0              |
| HR                     | Croatia            | 106.18           | 26.18          | 26.18                 | 0              |
| CZ                     | Czech Republic     | 106.18           | 26.18          | 26.18                 | 0              |
| DK                     | Denmark            | 73.09            | 21.12          | 21.12                 | 0              |
| DO                     | Dominican Republic | 91.36            | 13.96          | 13.96                 | 0              |
| EC                     | Ecuador            | 91.36            | 13.96          | 13.96                 | 0              |
| EG                     | Egypt              | 132.47           | 4.45           | 4.45                  | 0              |
| SV                     | El Salvador        | 91.36            | 13.96          | 13.96                 | 0              |
| ER                     | Eritrea            | 27.78            | 4.94           | 4.94                  | 0              |
| SZ                     | Eswatini           | 27.78            | 4.94           | 4.94                  | 0              |
| ET                     | Ethiopia           | 27.78            | 4.94           | 4.94                  | 0              |
| FI                     | Finland            | 73.09            | 21.12          | 21.12                 | 0              |
| FR                     | France             | 176.8            | 37.04          | 37.04                 | 0              |
| GA                     | Gabon              | 27.78            | 4.94           | 4.94                  | 0              |
| GM                     | Gambia             | 27.78            | 4.94           | 4.94                  | 0              |
| GE                     | Georgia            | 106.18           | 26.18          | 26.18                 | 0              |
| DE                     | Germany            | 168.52           | 67.91          | 67.91                 | 0              |
| GH                     | Ghana              | 27.78            | 4.94           | 4.94                  | 0              |
| GR                     | Greece             | 106.18           | 26.18          | 26.18                 | 0              |
| GT                     | Guatemala          | 91.36            | 13.96          | 13.96                 | 0              |
| GW                     | Guinea-Bissau      | 27.78            | 4.94           | 4.94                  | 0              |
| HT                     | Haiti              | 91.36            | 13.96          | 13.96                 | 0              |
| HN                     | Honduras           | 91.36            | 13.96          | 13.96                 | 0              |
| HK                     | Hong Kong          | 90.38            | 13.96          | 13.96                 | 0              |
| HU                     | Hungary            | 106.18           | 26.18          | 26.18                 | 0              |
| IN                     | India              | 13.21            | 1.94           | 1.94                  | 0              |
| ID                     | Indonesia          | 50.75            | 30.87          | 30.87                 | 0              |
| IQ                     | Iraq               | 42.1             | 11.24          | 11.24                 | 0              |
| IE                     | Ireland            | 73.09            | 21.12          | 21.12                 | 0              |
| IL                     | Israel             | 43.59            | 6.55           | 6.55                  | 0              |
| IT                     | Italy              | 85.31            | 37.04          | 37.04                 | 0              |

| <b>Country<br/>ISO</b> | <b>Market</b>      | <b>Marketing</b> | <b>Utility</b> | <b>Authentication</b> | <b>Service</b> |
|------------------------|--------------------|------------------|----------------|-----------------------|----------------|
| CI                     | <i>Ivory Coast</i> | 27.78            | 4.94           | 4.94                  | 0              |
| JM                     | <i>Jamaica</i>     | 91.36            | 13.96          | 13.96                 | 0              |
| JP                     | <i>Japan</i>       | 90.38            | 13.96          | 13.96                 | 0              |
| JO                     | <i>Jordan</i>      | 42.1             | 11.24          | 11.24                 | 0              |
| KZ                     | <i>Kazakistan</i>  | 106.18           | 26.18          | 26.18                 | 0              |
| KE                     | <i>Kenya</i>       | 27.78            | 4.94           | 4.94                  | 0              |
| KW                     | <i>Kuwait</i>      | 42.1             | 11.24          | 11.24                 | 0              |
| LA                     | <i>Laos</i>        | 90.38            | 13.96          | 13.96                 | 0              |
| LV                     | <i>Latvia</i>      | 106.18           | 26.18          | 26.18                 | 0              |
| LB                     | <i>Lebanon</i>     | 42.1             | 11.24          | 11.24                 | 0              |
| LS                     | <i>Lesotho</i>     | 27.78            | 4.94           | 4.94                  | 0              |
| LR                     | <i>Liberia</i>     | 27.78            | 4.94           | 4.94                  | 0              |
| LY                     | <i>Libya</i>       | 27.78            | 4.94           | 4.94                  | 0              |
| LT                     | <i>Lithuania</i>   | 106.18           | 26.18          | 26.18                 | 0              |
| MO                     | <i>Macau</i>       | 90.38            | 13.96          | 13.96                 | 0              |
| MK                     | <i>Macedonia</i>   | 106.18           | 26.18          | 26.18                 | 0              |
| MG                     | <i>Madagascar</i>  | 27.78            | 4.94           | 4.94                  | 0              |
| MW                     | <i>Malawi</i>      | 27.78            | 4.94           | 4.94                  | 0              |
| MY                     | <i>Malaysia</i>    | 106.18           | 17.29          | 17.29                 | 0              |
| ML                     | <i>Mali</i>        | 27.78            | 4.94           | 4.94                  | 0              |
| MR                     | <i>Mauritania</i>  | 27.78            | 4.94           | 4.94                  | 0              |
| MX                     | <i>Mexico</i>      | 37.66            | 10.5           | 10.5                  | 0              |
| MD                     | <i>Moldova</i>     | 106.18           | 26.18          | 26.18                 | 0              |
| MN                     | <i>Mongolia</i>    | 90.38            | 13.96          | 13.96                 | 0              |
| MA                     | <i>Morocco</i>     | 27.78            | 4.94           | 4.94                  | 0              |
| MZ                     | <i>Mozambique</i>  | 27.78            | 4.94           | 4.94                  | 0              |
| NA                     | <i>Namibia</i>     | 27.78            | 4.94           | 4.94                  | 0              |
| NP                     | <i>Nepal</i>       | 90.38            | 13.96          | 13.96                 | 0              |
| NL                     | <i>Netherlands</i> | 197.17           | 61.73          | 61.73                 | 0              |
| NG                     | <i>Nigeria</i>     | 63.71            | 8.28           | 8.28                  | 0              |
| NZ                     | <i>New Zealand</i> | 90.38            | 13.96          | 13.96                 | 0              |

| <b>Country<br/>ISO</b> | <b>Market</b>    | <b>Marketing</b> | <b>Utility</b> | <b>Authentication</b> | <b>Service</b> |
|------------------------|------------------|------------------|----------------|-----------------------|----------------|
| NI                     | Nicaragua        | 91.36            | 13.96          | 13.96                 | 0              |
| NE                     | Niger            | 27.78            | 4.94           | 4.94                  | 0              |
| NO                     | Norway           | 73.09            | 21.12          | 21.12                 | 0              |
| OM                     | Oman             | 42.1             | 11.24          | 11.24                 | 0              |
| PK                     | Pakistan         | 58.4             | 6.67           | 6.67                  | 0              |
| PA                     | Panama           | 91.36            | 13.96          | 13.96                 | 0              |
| PG                     | Papua New Guinea | 90.38            | 13.96          | 13.96                 | 0              |
| PY                     | Paraguay         | 91.36            | 13.96          | 13.96                 | 0              |
| PE                     | Peru             | 86.8             | 24.7           | 24.7                  | 0              |
| PH                     | Philippines      | 90.38            | 13.96          | 13.96                 | 0              |
| PL                     | Poland           | 106.18           | 26.18          | 26.18                 | 0              |
| PT                     | Portugal         | 73.09            | 21.12          | 21.12                 | 0              |
| PR                     | Puerto Rico      | 91.36            | 13.96          | 13.96                 | 0              |
| QA                     | Qatar            | 42.1             | 11.24          | 11.24                 | 0              |
| RO                     | Romania          | 106.18           | 26.18          | 26.18                 | 0              |
| RU                     | Russia           | 99.02            | 49.39          | 49.39                 | 0              |
| RW                     | Rwanda           | 27.78            | 4.94           | 4.94                  | 0              |
| SA                     | Saudi Arabia     | 56.18            | 13.21          | 13.21                 | 0              |
| SN                     | Senegal          | 27.78            | 4.94           | 4.94                  | 0              |
| RS                     | Serbia           | 106.18           | 26.18          | 26.18                 | 0              |
| SL                     | Sierra Leone     | 27.78            | 4.94           | 4.94                  | 0              |
| SG                     | Singapore        | 90.38            | 13.96          | 13.96                 | 0              |
| SK                     | Slovakia         | 106.18           | 26.18          | 26.18                 | 0              |
| SI                     | Slovenia         | 106.18           | 26.18          | 26.18                 | 0              |
| SO                     | Somalia          | 27.78            | 4.94           | 4.94                  | 0              |
| ZA                     | South Africa     | 46.8             | 9.39           | 9.39                  | 0              |
| SS                     | South Sudan      | 27.78            | 4.94           | 4.94                  | 0              |
| ES                     | Spain            | 75.93            | 24.7           | 24.7                  | 0              |
| LK                     | Sri Lanka        | 90.38            | 13.96          | 13.96                 | 0              |
| SD                     | Sudan            | 27.78            | 4.94           | 4.94                  | 0              |
| SE                     | Sweden           | 73.09            | 21.12          | 21.12                 | 0              |

| <b>Country<br/>ISO</b> | <b>Market</b>        | <b>Marketing</b> | <b>Utility</b> | <b>Authentication</b> | <b>Service</b> |
|------------------------|----------------------|------------------|----------------|-----------------------|----------------|
| CH                     | Switzerland          | 73.09            | 21.12          | 21.12                 | 0              |
| TW                     | Taiwan               | 90.38            | 13.96          | 13.96                 | 0              |
| TJ                     | Tajikistan           | 90.38            | 13.96          | 13.96                 | 0              |
| TZ                     | Tanzania             | 27.78            | 4.94           | 4.94                  | 0              |
| TH                     | Thailand             | 90.38            | 13.96          | 13.96                 | 0              |
| TG                     | Togo                 | 27.78            | 4.94           | 4.94                  | 0              |
| TN                     | Tunisia              | 27.78            | 4.94           | 4.94                  | 0              |
| TR                     | Turkey               | 13.46            | 6.55           | 6.55                  | 0              |
| TM                     | Turkmenistan         | 90.38            | 13.96          | 13.96                 | 0              |
| UG                     | Uganda               | 27.78            | 4.94           | 4.94                  | 0              |
| UA                     | Ukraine              | 106.18           | 26.18          | 26.18                 | 0              |
| AE                     | United Arab Emirates | 61.61            | 19.39          | 19.39                 | 0              |
| GB                     | United Kingdom       | 65.31            | 27.17          | 27.17                 | 0              |
| US                     | United States        | 30.87            | 4.94           | 4.94                  | 0              |
| UY                     | Uruguay              | 91.36            | 13.96          | 13.96                 | 0              |
| UZ                     | Uzbekistan           | 90.38            | 13.96          | 13.96                 | 0              |
| VE                     | Venezuela            | 91.36            | 13.96          | 13.96                 | 0              |
| VN                     | Vietnam              | 90.38            | 13.96          | 13.96                 | 0              |
| YE                     | Yemen                | 42.1             | 11.24          | 11.24                 | 0              |
| ZM                     | Zambia               | 27.78            | 4.94           | 4.94                  | 0              |
| -                      | Other                | 74.57            | 9.51           | 9.51                  | 0              |