

WhatsApp Chat Messaging

Rate Card



WhatsApp Chat Messages: For each WhatsApp message sent, the customer will consume WhatsApp Chat Messages based on the WhatsApp message type and message recipient's country. Customers can send 2 types of messages – Transactional (template) messages and session messages.

Transactional messages are customer-initiated outbound WhatsApp messages. Transactional messages are subject to the Transactional Message Multipliers identified below and will vary based on the recipient's country. For example, for every WhatsApp transactional message sent to Canada, 12 WhatsApp Chat Messages will be consumed.

Session messages are customer responses to user-initiated WhatsApp messages. Session messages have a fixed multiplier, regardless of the recipient's country, for the first 24 hours following customer's receipt of the original message. Customers can send multiple session messages during the first 24 hours, and each of these messages will consume the Session Message Multiplier identified below. However, after 24 hours each message sent by the customer will consume WhatsApp Chat Messages using the Transactional Message Multiplier.

IMPORTANT:

- Customer will be charged for all outbound WhatsApp messages, whether delivered or undelivered.
- Customer will not be charged for inbound user-initiated WhatsApp messages.

Session Message Multiplier: 4

Transactional Message Multipliers:

Countries & Multipliers	Countries & Multipliers	Countries & Multipliers
Argentina - 46 Brazil - 52 Chile - 63 Colombia - 13 Egypt - 73 France - 81 Germany - 90 India - 6 Indonesia - 28 Israel - 28 Italy - 46 Malaysia - 45 Mexico - 45	Taiwan - 55 Tajikistan - 55 Thailand - 55 Turkmenistan - 55 Uzbekistan - 55 Vietnam - 55 Algeria - 62 Angola - 62 Benin - 62 Botswana - 62 Burkina Faso - 62 Burundi - 62 Cameroon - 62	Czech Republic - 66 Georgia - 66 Greece - 66 Hungary - 66 Latvia - 66 Lithuania - 66 Macedonia - 66 Moldova - 66 Poland - 66 Romania - 66 Serbia - 66 Slovakia - 66

Netherlands - 84	Chad - 62	Slovenia - 66
Nigeria - 36	Congo - 62	Ukraine - 66
Pakistan - 30	Eritrea - 62	Bolivia - 56
Peru - 49	Ethiopia - 62	Costa Rica - 56
Russia - 52	Gabon - 62	Dominican Republic - 56
Saudi Arabia - 30	Gambia - 62	Ecuador - 56
South Africa - 24	Ghana - 62	El Salvador - 56
Spain - 42	Guinea-Bissau - 62	Guatemala - 56
Turkey - 13	Ivory Coast - 62	Haiti - 56
United Arab Emirates - 28	Malawi - 62	Honduras - 56
United Kingdom - 44	Mali - 62	Jamaica - 56
United States - 12	Mauritania - 62	Nicaragua - 56
Canada - 12	Morocco - 62	Panama - 56
Afghanistan - 55	Mozambique - 62	Paraguay - 56
Australia - 55	Namibia - 62	Puerto Rico - 56
Bangladesh - 55	Niger - 62	Uruguay - 56
Cambodia - 55	Rwanda - 62	Venezuela - 56
China - 55	Senegal - 62	Bahrain - 56
Hong Kong - 55	Sierra Leone - 62	Iraq - 56
Japan - 55	Somalia - 62	Jordan - 56
Laos - 55	South Sudan - 62	Kuwait - 56
Mongolia - 55	Sudan - 62	Lebanon - 56
Nepal - 55	Swaziland - 62	Oman - 56
New Zealand - 55	Tanzania - 62	Qatar - 56
Papua New Guinea - 55	Togo - 62	Yemen - 56
Philippines - 55	Tunisia - 62	Austria - 79
Singapore - 55	Uganda - 62	Belgium - 79
Sri Lanka - 55	Zambia - 62	Denmark - 79
Kenya - 62	Albania - 66	Finland - 79
Lesotho - 62	Armenia - 66	Ireland - 79
Liberia - 62	Azerbaijan - 66	Norway - 79
Libya - 62	Belarus - 66	Portugal - 79
Madagascar - 62	Bulgaria - 66	Sweden - 79
	Croatia - 66	Switzerland - 79
		Other - 42

Updated as of February 2021. Multipliers are subject to change upwards or downwards at any time. Technical restrictions may apply.