

Introducing WhatsApp's New Template Categories and Pricing Policies

Effective June 1, 2023, the WhatsApp Business Platform has new template guidelines and pricing policies. These updates aim to enable wider usage of the services, OTP messages, and customer updates as announced by [WhatsApp](#).

The new pricing policy is based on daily customer conversations with rates based on the conversation categories used. This means that pricing for WhatsApp Business Platform conversations is based on who initiated the conversation, where each 24-hour period from when the conversation started is billed as a single unit.

What's new?

Customer-initiated conversation: Businesses have 24 hours from the first response to the customer to send message templates to the customer for free. Afterward, there is a daily charge based on templates sent to customers.

Business-initiated conversation: All communications require a message template and are charged based on the category used. Marketing templates are more expensive than utility and Authentication. Templates with a mix of utility and marketing content will be classified as marketing templates.

The New Categories:

WhatsApp now classifies all communications into new categories. When businesses use templates, they must select which category those templates belong to and submit the template for approval by WhatsApp. The categories differ by their pricing and purpose:

Authentication: \$0.0169 - Indicates business-initiated conversation related to the authentication process with a customer. This category may include password-related communication or a multi-step login process.

Utility: \$0.0188 - Indicates business-initiated conversation related to an existing transaction and is meant to confirm, suspend, or change the transaction's details. Included in this category are accounting, billing, and payment notifications.

Marketing: \$0.0353 - Indicates business-initiated conversation with a message unrelated to a specific transaction. This category includes promotions or offers, welcoming/closing messages, product or service updates, invitations or recommendations, requests to respond, or a new transaction.

Service: \$0.018 - Indicates the customer initiated the conversation. The first 1000 business-initiated conversations per month are still free.

How does this affect Commbox clients?

Starting May 1st, 2023, using the new categories becomes mandatory, while the new pricing model by WhatsApp takes effect on June 1, 2023.

To comply with the new guidelines, WhatsApp must approve all templates before the business can use them. CommBox clients must select the correct template category for this validation process. Templates with variables require a sample with populated variables when submitting the template for approval.

The new Templates Summary will show WhatsApp's categories, Commbox's chosen categories, and the template name.

By May 5, 2023, WhatsApp will migrate existing templates to the new format. However, WhatsApp can change the category (which affects pricing) during the validation process. CommBox clients should monitor the classification of WhatsApp to make sure that the categories are labeled correctly.

Commbox clients can appeal the decisions via WhatsApp Manager. They also have the option to pre-accept WA decisions regarding the Template category.

For more information on how this change reflects in your CommBox environment, such as: defining new categories, reviewing the WhatsApp category assigned to your template, and more, please refer to our [User Guide](#).

* All indicated prices are in USD for Israeli businesses.