

# API solutions for WhatsApp Business App Users



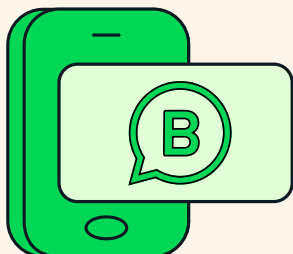
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# Behavior with Cloud API solutions for WhatsApp Business App Users

## Principles

Messages sent from the WhatsApp Business app itself, will remain free (same as today), and messages sent from the API Partner Platform will be charged based on the existing API pricing model (same as today).

### With Cloud API solutions for WhatsApp Business App Users,



**1-1 messages sent from WhatsApp Business App are considered free**  
(same as today)

1-1 messages from WhatsApp Business App will not be counted for CloudAPI/partner integrity limits/caps based on trust tiering (same as today)



**1-1 messages from CloudAPI will be charged based on existing pricing model.**  
(same as today)

1-1 messages from CloudAPI would go through API messaging enforcement based on trust tiering (same as today)

## Personas for the scenarios



### **Bob**

Business onboarded to Cloud API solutions for WhatsApp Business App Users



### **Bob | WhatsApp Business App**

WhatsApp Business App instance of the account which Bob could use to send/receive messages.



### **Bob | CloudAPI**

CloudAPI instance of Bob which is used by partners to send/receive messages on behalf of Bob.



### **Alice**

Consumer on WhatsApp

## Scenario 1: None of WhatsApp Business App & CloudAPI is used



**Bob onboards** to a partner using Cloud API solutions for WhatsApp Business App Users & later decides **not to use either of the partner integration or WhatsApp Business App** for 1-1 messaging.

- **No pricing / billing scenarios included** since pricing is only done for successful 1-1 message deliveries of messages from CloudAPI to end customers.
- Additionally, Bob can continue to use the WhatsApp Business App for groups, calling, status, etc. which would still remain free.

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## Scenario 2: ONLY CloudAPI / partner is used



**Bob onboards** to a partner using Cloud API solutions for WhatsApp Business App Users & later decides to **only use the partner platform for all 1-1 messaging**.

- **Pricing / Billing scenarios will follow as if the account had boarded onto a partner platform** by deleting the WhatsApp Business App Account.
- Additionally, Bob can continue to use the WhatsApp Business App for groups, calling, status, etc. which would still remain free

### Scenario 3: ONLY WhatsApp Business App instance is used



**Bob onboards** to a partner using Cloud API solutions for WhatsApp Business App Users & later decides to **only use the** WhatsApp Business App for all 1-1 messaging

- **No pricing / billing scenarios included** since pricing is only done for successful 1-1 message deliveries of messages from CloudAPI to end customers.
- Additionally, Bob can continue to use the WhatsApp Business App for groups, calling, status, etc. which would still remain free.

### Scenario 4: BOTH WhatsApp Business App & CloudAPI



For all of the below scenarios, **the start state is assumed to be a clean slate** i.e. no historic conversation between Alice & Bob outside of mentioned action (for simplicity).



Scenarios below don't cover Free entry point explicitly but without loss of generality existing CloudAPI Free entry point behavior can be extended for Cloud API solutions for WhatsApp Business App Users based on examples below.

Additionally, note that sending template messages is not supported via WhatsApp Business App interface & only supported on the CloudAPI instance of the Cloud API solutions for WhatsApp Business App Users account.

**Example 1:** Note how businesses can start a conversation with free form messages from the Business App. From the Partner Platform, they need to start from a template.

	Action(s)	Expectation(s)
1	Bob sends free form text message M1 from the WhatsApp Business App	<ul style="list-style-type: none"> <li>M1: Copy of M1 will be sent to the partner platform via webhooks as per dev docs. No template / conversation enforcement since the message is sent from the Business App. No pricing / conversation window will be created.</li> </ul>
2	<ul style="list-style-type: none"> <li>Bob sends free form text message M1 from the WhatsApp Business App</li> <li><b>Hour 0:</b> Alice responds back with M2</li> <li><b>Hour 4:</b> Bob sends a free form text message M3 from the partner platform which is delivered instantly.</li> </ul>	<ul style="list-style-type: none"> <li>M1: Copy of M1 will be sent to the partner platform.</li> <li>M2: When Alice responds, a customer support window is opened =&gt; Bob can potentially send free form messages via partner platform until <b>Hour 24.</b></li> <li>M3: Sending/delivering M3 will result in creation of a service convo window which will not be priced similar to API guidelines and will expire at <b>Hour 28.</b></li> </ul>
3	Bob sends free form text message M1 from partner platform	<ul style="list-style-type: none"> <li>M1: Partner will get appropriate error webhook because no conversation window exists &amp; business needs to send a template to create A conversation window</li> </ul>
4	<ul style="list-style-type: none"> <li><b>Hour 0:</b> Bob sends authentication template message M1 from partner platform</li> <li><b>Hour 25:</b> Bob sends a free form message M2 from partner platform</li> <li><b>Hour 26:</b> Bob sends a free form message M3 from the WhatsApp Business App</li> </ul>	<ul style="list-style-type: none"> <li>M1: Since no authorisation window exists, a new window is created and priced similar to API guidelines and will expire at <b>Hour 24.</b></li> <li>M2: Message will be rejected with appropriate error code because of lack of existing conversation window</li> <li>M3: Message will not be enforced to be template / won't have any effect on conversation window since it is initiated from the app.</li> </ul>

**Example 2:** Note how messages sent from the WhatsApp Business App will have no effect on conversation windows or pricing (look at M4 and M5).

	Action(s)	Expectation(s)
4	<ul style="list-style-type: none"> <li>Bob sends free form text message M1 from the WhatsApp Business App</li> <li><b>Hour 0:</b> Alice responds back with M2</li> <li><b>Hour 4:</b> Bob sends a free form text message M3 from the partner platform which is delivered instantly.</li> <li><b>Hour 27:</b> Bob sends a free form message M4 from the WhatsApp Business App</li> <li><b>Hour 29:</b> Bob sends a free form message M5 from the WhatsApp Business App</li> </ul>	<ul style="list-style-type: none"> <li>M1: Copy of M1 will be sent to the partner platform.</li> <li>M2: When Alice responds a customer support window is opened =&gt; Bob can potentially send free form messages via partner platform until <b>Hour 24.</b></li> <li>M3: Sending/delivering M3 will result in creation of a service conversation window which will not be not be priced similar to API guidelines and will expire at <b>Hour 28.</b></li> <li>M4: Sending/delivery of message M4 will have no effect on the conversation window. A copy of the message will be provided to the partner.</li> <li>M5: Sending/delivery of message M5 will not have enforcement of service conversation since it is initiated from the app.</li> </ul>

**Example 3:** Note how replying to customer messages from the WhatsApp Business App will not create service conversations right away. Service conversations will only be created when engagement is via partner platform

	Action(s)	Expectation(s)
5	<ul style="list-style-type: none"> <li><b>Hour 0:</b> Alice sends a message M1 to Bob</li> <li><b>Hour 4:</b> Bob sends free form message M2 to Alice from the WhatsApp Business App</li> <li><b>Hour 8:</b> Bob sends free form message M3 to Alice from partner platform</li> </ul>	<ul style="list-style-type: none"> <li>M1: This will create a customer support window which will expire at <b>Hour 24.</b></li> <li>M2: This will be delivered to the customer without creating any new conversation window since it is initiated from the app.</li> <li>M3: A new service window is created which will expire at <b>Hour 32.</b> Service conversation windows will not be charged similar to existing CloudAPI behavior.</li> </ul>

**Example 4:** Note how messages sent from the Partner Platform can have multiple open conversation windows, following the regular API categories and rules.

	<b>Action(s)</b>	<b>Expectation(s)</b>
6	<ul style="list-style-type: none"> <li>• Bob sends free form text message M1 from the WhatsApp Business App</li> <li>• <b>Hour 0:</b> Alice responds back with M2</li> <li>• <b>Hour 4:</b> Bob sends free form text message M3 from partner platform</li> <li>• <b>Hour 5:</b> Bob sends marketing template message M4 from partner platform</li> <li>• <b>Hour 6:</b> Bob sends a free form message M5 from partner platform</li> <li>• <b>Hour 27:</b> Bob sends a free form message M6 from the WhatsApp Business App</li> <li>• <b>Hour 30:</b> Bob sends a free form message M7 from the WhatsApp Business App</li> </ul>	<ul style="list-style-type: none"> <li>• M1: Copy of M1 will be sent to the partner platform .</li> <li>• M2: When Alice responds a customer support window is opened =&gt; Bob can send free form messages via partner platform until <b>Hour 24</b> next day.</li> <li>• M3: Sending/delivery M3 will result in creation of a service conversation window which will not be priced, similar to API guidelines and will expire at <b>Hour 28.</b></li> <li>• M4: Since a marketing window doesn't exist already, a new marketing window will be created &amp; charged which will expire at <b>Hour 29</b></li> <li>• M5: Since a marketing window is the latest window, the free form message will be attributed to it &amp; will go through.</li> <li>• M6: Sending/delivery of message M6 will have no effect on the conversation window. Copy of the message will be provided to the partner.</li> <li>• M7: Sending/delivery of message M7 will not have enforcement of existing service conversation since it is initiated from the app.</li> </ul> <p>Note: This can be extended to multiple convo windows without loss of generality as detailed in <a href="#">Pricing Explainer</a></p>

	Action(s)	Expectation(s)
7	<ul style="list-style-type: none"> <li>• <b>Hour 0:</b> Bob sends authentication template message M1 from partner platform</li> <li>• <b>Hour 4:</b> Bob sends utility template message M2 from partner platform</li> <li>• <b>Hour 5:</b> Bob sends marketing template message M3 from partner platform</li> <li>• <b>Hour 8:</b> Alice sends a free form message M4</li> <li>• <b>Hour 10:</b> Bob sends a free form message M5 from the WhatsApp Business App</li> <li>• <b>Hour 30:</b> Bob sends free form text message M6 from partner platform</li> <li>• <b>Hour 55:</b> Bob sends free form text message M7 from partner platform</li> <li>• <b>Hour 56:</b> Bob sends free form text message M8 from the WhatsApp Business App</li> </ul>	<ul style="list-style-type: none"> <li>• M1: Since no authorisation window exists, a new authorisation window is created which expires at <b>Hour 24</b>. This will be charged since a new window is created.</li> <li>• M2: Since no utility window exists, a new utility window is created which expires at <b>Hour 28</b>. This will be charged since a new window is created.</li> <li>• M3: Since no marketing window exists, a new marketing window is created which expires at Hour 29. This will be charged since a new window is created.</li> <li>• M4: A new customer support window is created which expires at <b>Hour 32</b>.</li> <li>• M5: No changes in existing conversation windows since messages from the app do not apply.</li> <li>• M6: Since no existing authorisation, marketing, utility conversation exist and a customer support window from M3 exists (expires at <b>Hour 32</b>), a new Service convo window which expires at <b>Hour 54</b>. The new service conversation windows will not be charged similar to existing CloudAPI behavior.</li> <li>• M7: Message will be rejected with appropriate error code returned to the partner platform via Webhook since no customer support window is active.</li> <li>• M8: Message won't have template / convo enforcement since it is initiated from the app.</li> </ul> <p>Note: Ordering of multiple convo windows could change without loss of generality as per <a href="#">Pricing Explainer</a></p>