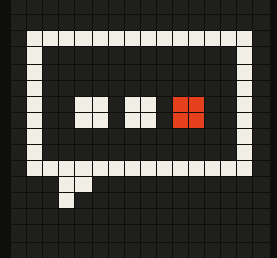


WHATSAPP: APP OR PLATFORM?

The free WhatsApp Business app and the WhatsApp Business Platform are built for different jobs. Tick what applies to you. Meta changes its rules and prices regularly, so check its pricing page before you plan.

variance■

[Read the full guide online ↗](#)



01 STAY WITH THE BUSINESS APP IF

- ☐ One or two people handle all customer messages
- ☐ You don't need automatic updates from your other systems
- ☐ You're comfortable managing chats on a phone or linked devices

02 MOVE TO THE PLATFORM IF

- ☐ Several people need to answer customers, each with their own login
- ☐ You want order updates, reminders or receipts sent automatically
- ☐ WhatsApp should connect to your website, shop, bookings or customer records
- ☐ You want an assistant to handle common questions
- ☐ You need to see how quickly customers are answered

03 BEFORE YOU START ON THE PLATFORM

- ☐ A Meta business portfolio in your business's name (verified if asked)
 - ☐ A phone number that can receive a verification code
 - ☐ A display name that follows Meta's rules
 - ☐ Software to send and receive: a shared inbox, your own systems, or both
 - ☐ Asked whether coexistence lets you keep your current number and history
-

04 OPT-IN AND GOOD PRACTICE

- ☐ Customers agree to WhatsApp messages before you send any they didn't ask for
 - ☐ Opt-in is clear and specific, and recorded
 - ☐ No bulk messaging from the Business app
 - ☐ No bought or scraped contact lists
 - ☐ Every automated conversation has a clear route to a person
 - ☐ Checked Meta's Commerce Policies if you sell anything regulated
-

05 QUESTIONS TO ASK A PROVIDER

- 01 Will the Meta business portfolio, WhatsApp account and number be in our name?
 - 02 Can we keep our current number and chat history? Does coexistence apply to us?
 - 03 What do you charge each month, and what does Meta charge on top?
 - 04 How do we get customers' opt-in, and where is it recorded?
 - 05 How do we write and submit templates? Who handles approval?
 - 06 How does a conversation get handed from an automated reply to a person?
 - 07 Can it connect to our shop, booking system or customer records?
 - 08 If we leave, can we take our number and our message history with us?
-

Pricing: developers.facebook.com/docs/whatsapp/pricing