

# WATI's New Pricing Model

Starting from 1st Feb 2022, WhatsApp will implement a new conversational-based pricing model.

WATI's new pricing plan as follow-

## Current Plan vs New Plan

Items	Current Pricing	New Pricing
Subscription	Monthly \$49 Annual \$40	Monthly \$49 Annual \$40
Session Messages/ Free Reply Messages	Monthly 15,000 messages Annual 50,000 messages	1000 Conversations Included
Additional Session messages	\$0.005 Per message	Per User-Initiated Conversation
Template Message	Per Template Message	Per Business-Initiated Conversation

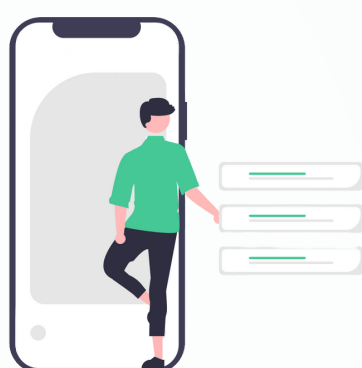


- From 1st February 2022, we will no longer be offering 15,000/ 50,000 free reply messages to customers per month.
- The additional session message price of \$0.005/msg after the 15,000/ 50,000 limit will no longer apply.
- 1 conversation = 24 hours; 1 user = 1 WhatsApp number.

## How Does This Affect Me?

### 1a. Businesses sending frequent notifications:

If you are sending multiple broadcasting messages on WhatsApp within a 24-hour period, you will now pay for a single conversation per user for starting the conversation.



### 1b. Businesses sending infrequent notifications:

If you are sending messages over multiple 24-hour periods, you will now pay for each conversation based on business-initiated conversation pricing.

### 2. Customer support On WhatsApp:

If you are responding to incoming user-initiated messages, then you will be charged for user-initiated conversation-based charges.



# Conversational-Based Pricing

For WhatsApp API, Meta (Facebook) will implement a new conversation-based pricing model for all global businesses with use of WhatsApp messages.

This new pricing model will move from a message-based charging model (template/session message) to a conversation-based charging model.

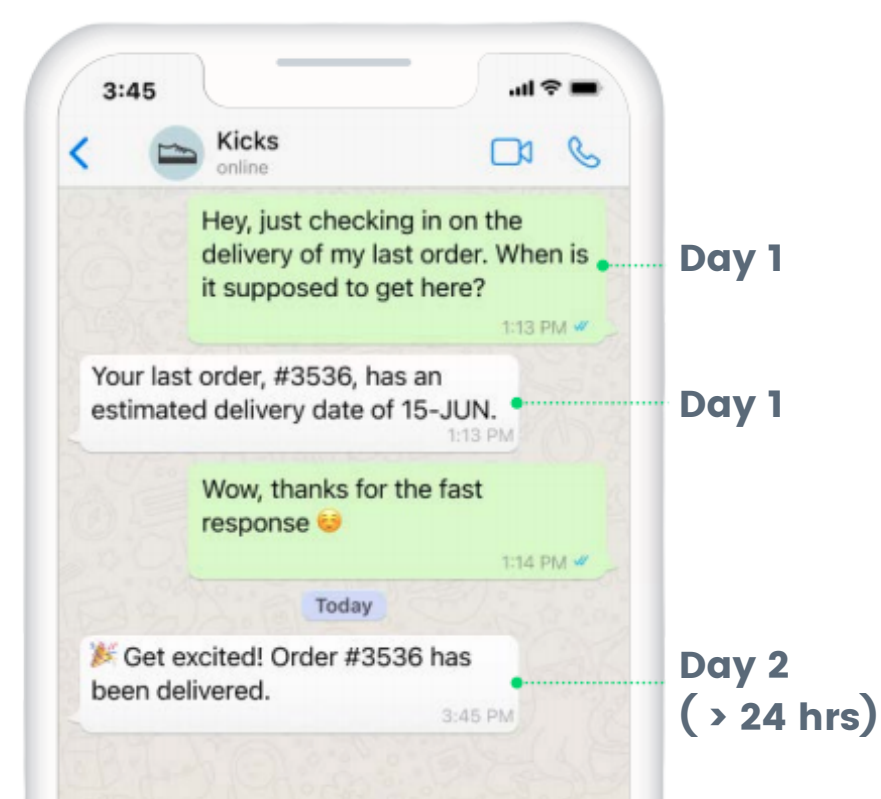
## How does the conversational-based pricing work?

The new WhatsApp Business API conversations will fall into two categories that will be priced differently.

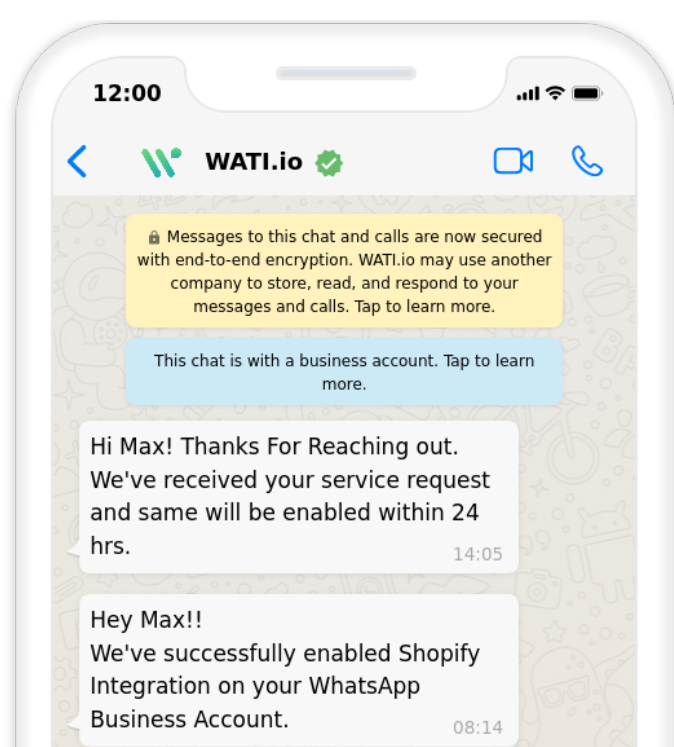
### User-initiated Conversation

Where *users reach out to the business* regarding support and general queries with the responses from the business. The business will be charged for **one user-initiated conversation**.

If the business reaches out on Day 2 after 24 hours, it will be another **business-initiated message**.



### Business Initiated Conversation



Where *business deliver notifications related to an user* on WhatsApp

The business will be **charged for only one business initiated conversation** as they've sent 2 messages within a single 24-hour window,

These conversations are measured in **24-hour** increments, or "sessions", that start whenever the first message from a business is delivered. The first message can be initiated by the business (business-initiated) or a business reply within 24 hours of an user message (user-initiated).

**Note:** Conversation prices are subject to change.

[Click here to check the pricing.](#)