

Whatsapp Pricing Addition

Disclaimer: Prices may be subject to change based on Meta's current rates. To ensure the most up to date numbers, you can visit the [WhatsApp Conversation-Based Pricing page](#) here and review their current rates.

Cost per conversation in EUR, effective June 1, 2023.

Note: Authentication templates are not available in India.

Market	Currency	Marketing	Utility	Authentication	Service
Argentina	€	0.0612	0.0438	0.0404	0.0361
Brazil	€	0.0618	0.039	0.0361	0.0348
Chile	€	0.0836	0.0585	0.0537	0.0476
Colombia	€	0.0204	0.0171	0.0163	0.015
Egypt	€	0.0989	0.0669	0.0612	0.0633
France	€	0.1286	0.0736	0.0672	0.0812
Germany	€	0.1231	0.0807	0.0736	0.0779
India	€	0.0183	0.0135	N/A	0.0133
Indonesia	€	0.0441	0.0266	0.0349	0.0257
Israel	€	0.0392	0.0255	0.024	0.0249
Italy	€	0.0672	0.0447	0.0413	0.0419
Malaysia	€	0.0812	0.0266	0.0249	0.0282
Mexico	€	0.0461	0.032	0.0298	0.0187
Netherlands	€	0.1423	0.0763	0.0696	0.0838
Nigeria	€	0.0528	0.0365	0.0338	0.0357
Pakistan	€	0.0492	0.031	0.0289	0.0218
Peru	€	0.0682	0.0447	0.0412	0.0249
Russia	€	0.0764	0.0495	0.0455	0.0429
Saudi Arabia	€	0.0436	0.0309	0.0287	0.0261
South Africa	€	0.0414	0.0266	0.0249	0.0239
Spain	€	0.0609	0.0415	0.0383	0.0405
Turkey	€	0.019	0.0177	0.0169	0.0125
United Arab Emirates	€	0.0382	0.0264	0.0247	0.0257
United Kingdom	€	0.0684	0.043	0.0397	0.0421
North America	€	0.0307	0.0224	0.0212	0.0173
Rest of Africa	€	0.0286	0.0233	0.0219	0.04
Rest of Asia Pacific	€	0.0706	0.0491	0.0452	0.0285
Rest of Central & Eastern Europe	€	0.0812	0.0612	0.0561	0.0307
Rest of Latin America	€	0.0712	0.0509	0.0468	0.0451
Rest of Middle East	€	0.0382	0.0264	0.0247	0.0281
Rest of Western Europe	€	0.059	0.0448	0.0413	0.0429
Other	€	0.06	0.038	0.0452	0.032