Rapio

WHATSAPP MARKETING GUIDE

End-to-End Campaign Management with WhatsApp Marketing Messages

The rules of the medium, and the best practices that follow from them: set-up, growing the limits, running campaigns and measuring the results.

getrapio.com

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Four parts, one path

With the WhatsApp Cloud API, companies can send marketing messages to the customer lists they own, and use WhatsApp for marketing communication alongside email and social media. This guide covers the rules of the medium and the best practices that follow from them, so you can get the most out of the channel.

01 **Preparation and getting started**

Eight things to do before the first send: sector, accounts, number, payment, first template, consent.

02 **Growing the limits**

From 250 people a day to unlimited: what each step counts, what unlocks it, and what Meta means by "quality".

03 **Campaign management**

Segment, offer and message; the anatomy of a message; template rules; buttons; opt-out management.

04 **Measurement**

Six actions a recipient can take, and where each one is counted.

01

Preparation and getting started

Eight things must be done before the first send. Most take an hour; two of them, verification and consent, run for weeks and should start on day one.

Start with the sector	Commerce Policy
The Meta Business Account	Admin rights
The WhatsApp Business Account	Number, payment
The first message template	Review, insights
Consent from the audience	Three conditions
The checklist	Before the first send

Start with the sector

Before its first marketing message, a business must operate in a sector that complies with Meta's Commerce Policy. Alcohol, tobacco, weapons, gambling, adult products, dating services, drugs, animal sales, digital subscriptions, real or virtual currencies and medical devices are among the goods and services that cannot be sold on this channel; the policy's full list is longer.

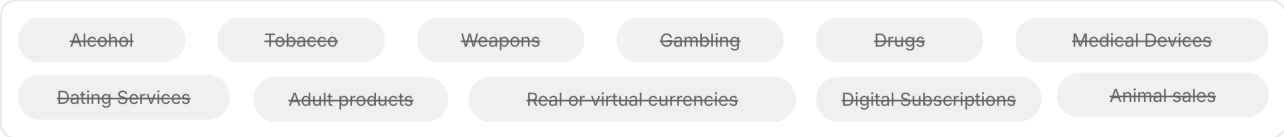


Figure 1 · Categories that cannot be marketed on WhatsApp under the Commerce Policy.

Some categories have exceptions: in drugs and healthcare, for example, manufacturers that do not sell directly to consumers, and healthcare services, can use the channel. When in doubt, read the Commerce Policy to understand where your business stands.

The Meta Business Account

If the sector is eligible, the business needs a Meta Business Account. Formerly called Business Manager, it is where the company's Facebook page, Instagram account and WhatsApp Business Account live together, and it is where every set-up step happens.

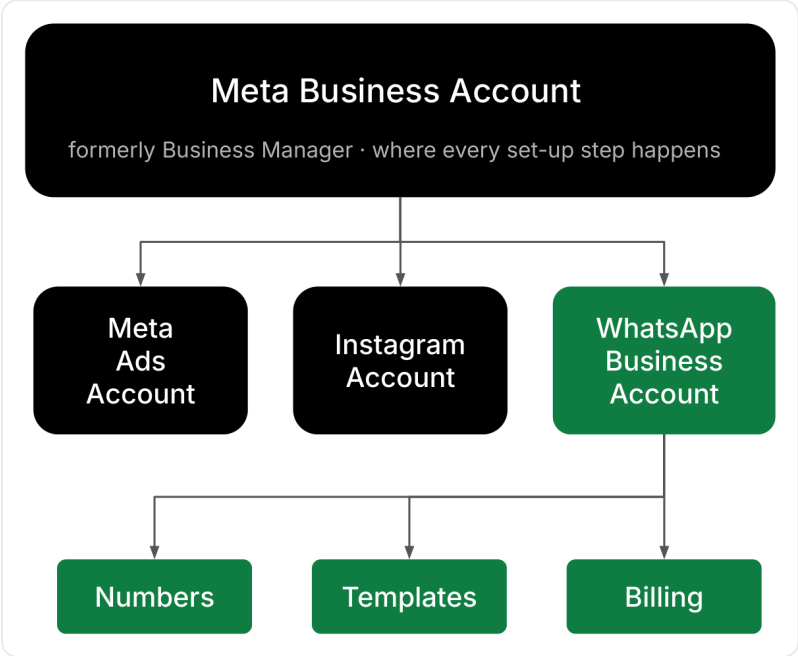


Figure 2 · The WhatsApp Business Account sits inside the Meta Business Account and holds the numbers, templates and billing.

- **Admin rights.** The person doing the set-up needs admin rights on this account. If someone else in the company holds them, that person does the steps or grants the rights.
- **Not a new profile.** That person's Facebook account must not be newly created. Meta does not allow a business account to be created with a brand-new personal profile.
- **Two-step verification** must be turned on within the Meta Business Account.

The WhatsApp Business Account

Inside the Meta Business Account there must be a WhatsApp Business Account (WABA); if there isn't one, it has to be created. It holds the sending number, the message templates and the billing. It is a separate thing from the WhatsApp Business app on the phone.

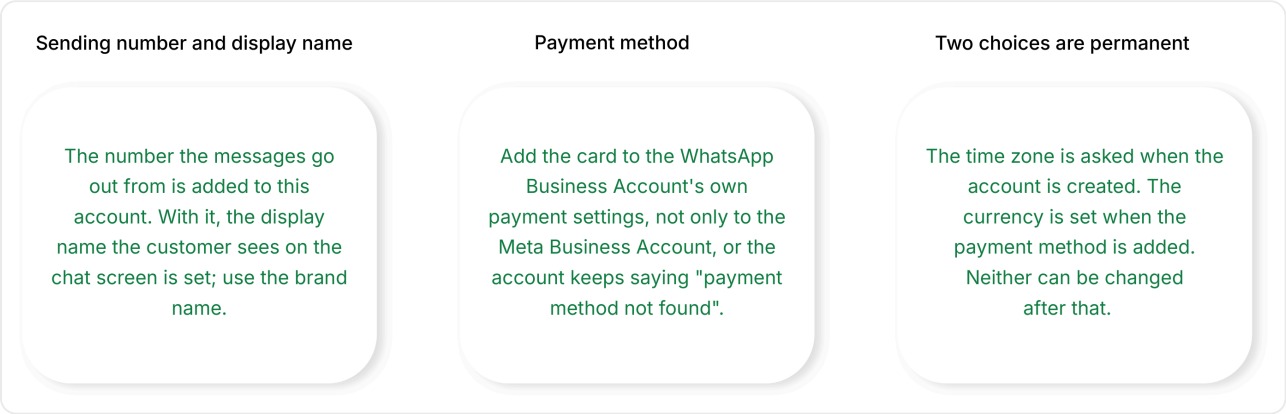


Figure 3 · Three things to get right in the WhatsApp Business Account.

- **Sending number and display name.** The phone number the messages go out from is added to this account. With it you set the display name the customer sees on the chat screen; use the brand name.
- **Payment method.** Meta charges for every delivered marketing message, and without a card no message goes out. A common mistake is adding the card to the Meta Business Account and stopping there: the card must be added to the WhatsApp Business Account's own payment settings, or the account keeps saying "payment method not found".
- **Two choices are permanent.** The time zone is asked when the account is created; the currency is set when the payment method is added. Once the payment method is attached, neither can be changed.

The first message template

Marketing messages are sent from a message template: the text, the image and the buttons, stored in the WhatsApp Business Account. Meta reviews every template before it can be sent; the review can take up to 24 hours. A template that is pending or rejected cannot be used, so

you need at least one approved template before your first marketing send.

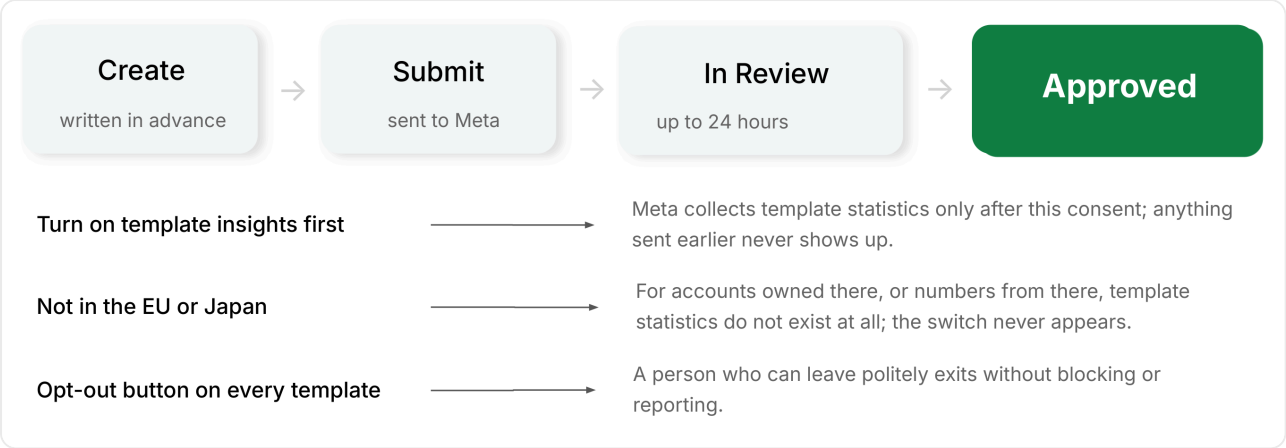


Figure 4 · From draft to approved template, and three things to set up before the first send.

- **Opt-out button on every template.** Every marketing template carries a button that lets the recipient stop the messages. A person who can leave politely exits without blocking or reporting.
- **Turn on template insights first.** Before the first send, turn on template insights in WhatsApp Manager. Meta collects template statistics only after this consent; anything sent earlier never shows up.
- **Not in the EU or Japan.** For WhatsApp Business Accounts owned by, or shared with, a business in the European Union or Japan, and for numbers from there, template statistics are not available at all.

Consent from the target audience

Finally, the audience (website visitors, leads or registered users) must have agreed to receive messages from you over WhatsApp. Meta has three conditions for consent:

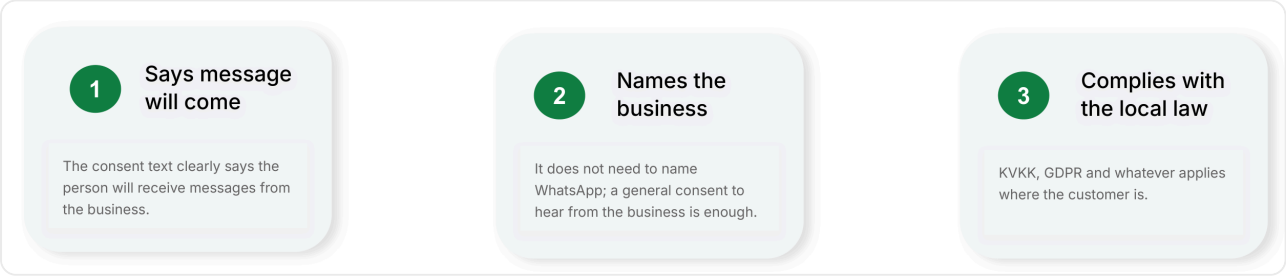


Figure 5 · Meta's three conditions for opt-in.

The consent text does not have to name WhatsApp: a general consent to hear from the business is enough, as long as local law allows it. What it must do is say clearly that the person will receive messages from the business.

- Record where and when each person consented; it is the document you show Meta in a violation appeal.
- The recipient can also stop your marketing messages from their own WhatsApp setting; a message sent to them is not delivered.
- Set US numbers aside from the start: marketing messages are not delivered to US numbers.
- Meta states the requirement plainly: messages to people who did not consent can be reported, and Meta can stop your sends.

The checklist before the first send

01 Operate in a sector eligible under the Commerce Policy.

02 Have a Meta Business Account, with admin rights.

03 Create a WhatsApp Business Account inside it.

04 Add the sending number and display name to that account.

05 Add the payment method to the WhatsApp Business Account itself, not only to the Meta Business Account.

06 Write at least one marketing template with an opt-out button and get it approved.

07 Turn on template insights.

08 Collect recorded consent from the audience.

Once these steps are done, the first campaigns can start with a limit of 250 unique people a day. That limit is a starting point; how it grows is the next part.

02

Growing the limits and expanding on the channel

Which steps the limit goes through, what unlocks each one, and what exactly Meta looks at when it says "quality".

What "250 a day" counts	People, not messages
Accounts and numbers	Quotas
Four steps	250 → unlimited
Quality	Template and number
The template limit	250 → 6,000
Other limits	Per-user, US

Once set-up is complete, your account can reach 250 different people a day. For a small list that is enough; if your list runs into thousands, or you want it to grow, you need to know how that number rises: which steps the limit goes through, what unlocks each one, and what Meta looks at when it says "quality".

What "250 a day" actually counts

250 is what Meta calls the **messaging limit**. It does not count messages; it counts the different people the business started a conversation with in the last 24 hours.

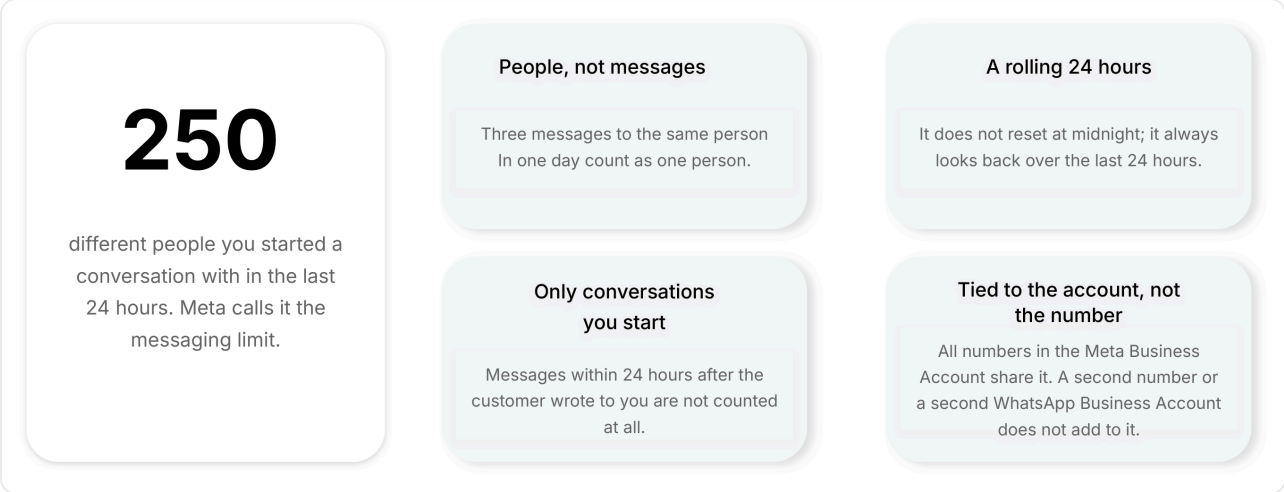


Figure 1 · How the messaging limit is counted.

- **People, not messages.** Three messages to the same person in one day count as one person.
- **Only conversations you start.** Messages within 24 hours after the customer wrote to you are not counted at all.
- **A rolling 24 hours.** The limit does not reset at midnight; it always looks back over the last 24 hours.
- **Tied to the account, not the number.** The limit belongs to the Meta Business Account. All its numbers share it; a second number or a second WhatsApp Business Account does not add to it.

How many accounts and numbers you can have

A Meta Business Account can hold up to 20 WhatsApp Business Accounts to start. The phone number quota also sits at the Meta Business Account level and is shared across its WhatsApp Business Accounts: a new Meta Business Account can register at most 2 numbers at first, and the quota rises to 20 when business verification is completed or when the messaging limit reaches 2,000.

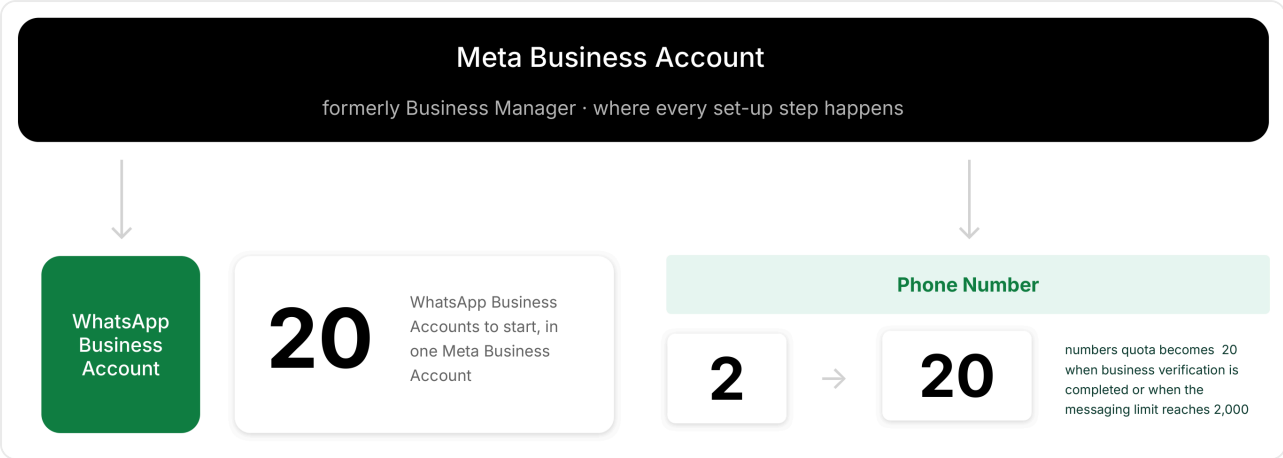


Figure 2 · Both quotas sit at the Meta Business Account level.

The messaging limit grows in four steps

The limit grows from 250 to 2,000, then to 10,000, to 100,000 and finally to unlimited. The first step is earned; the next three happen on their own.



Figure 3 · 250 → 2,000 → 10,000 → 100,000 → unlimited.

From 250 to 2,000: two routes

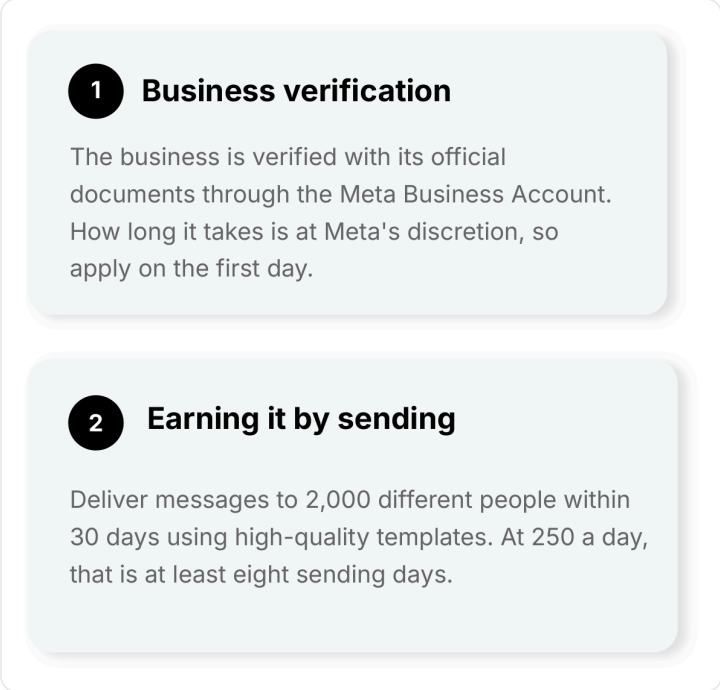


Figure 4 · Business verification, or earning it by sending.

1. **Business verification.** The business is verified with its official documents through the Meta Business Account. How long it takes is at Meta's discretion.
2. **Earning it by sending.** Deliver messages to 2,000 different people within 30 days using high-quality templates. At 250 a day, that takes at least eight sending days.

At the end of either route Meta reviews your sending quality and approves, defers or declines the increase, or asks for more information. If the increase is not approved, the limit stays where it is and the other route remains open. So run both together: apply for verification on day one, and start sending to 250 people a day without waiting.

After 2,000: no application, two conditions

The steps after 2,000 need no application. Meta looks at two conditions:

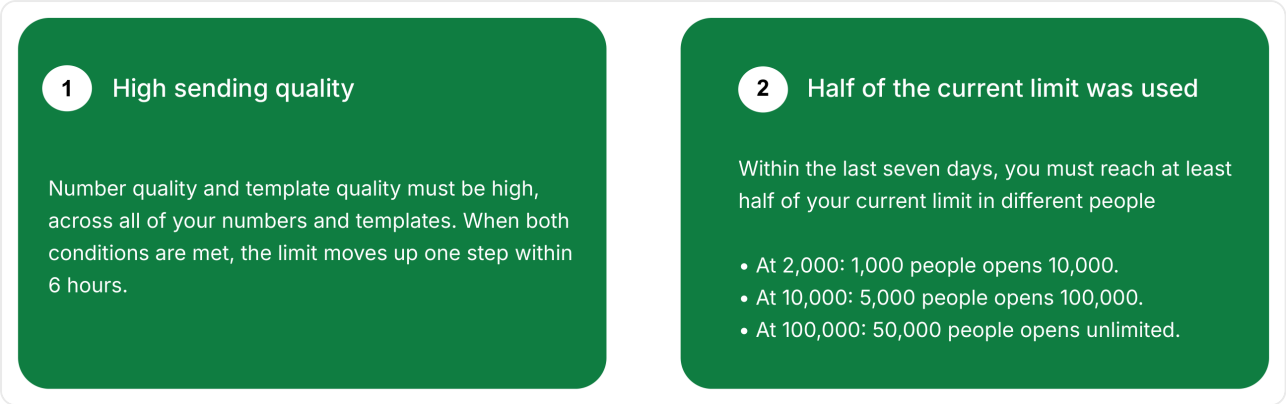


Figure 5 · High quality, and at least half of the current limit used in the last seven days.

When both are met, the limit moves up one step within six hours. The same rule repeats at every step: an account that reaches 1,000 people (half of 2,000) with high quality in the last seven days moves to 10,000; half of 10,000 opens 100,000; half of 100,000 opens unlimited.

The limit grows only when it is used

An account that does not use half its limit stays on the same step however long it waits. The reverse is also true: a business with a list of 16,000 does not need the 100,000 step. You don't send to grow the limit; the limit you need arrives with the sending you need.

Quality, part one: template quality

The "high quality" condition looks at two separate scores: template quality and number quality. Template quality is a score Meta keeps for each message template on its own; number quality is the score of the phone number the messages are sent from. Both are calculated from what recipients do, not from what the business writes.

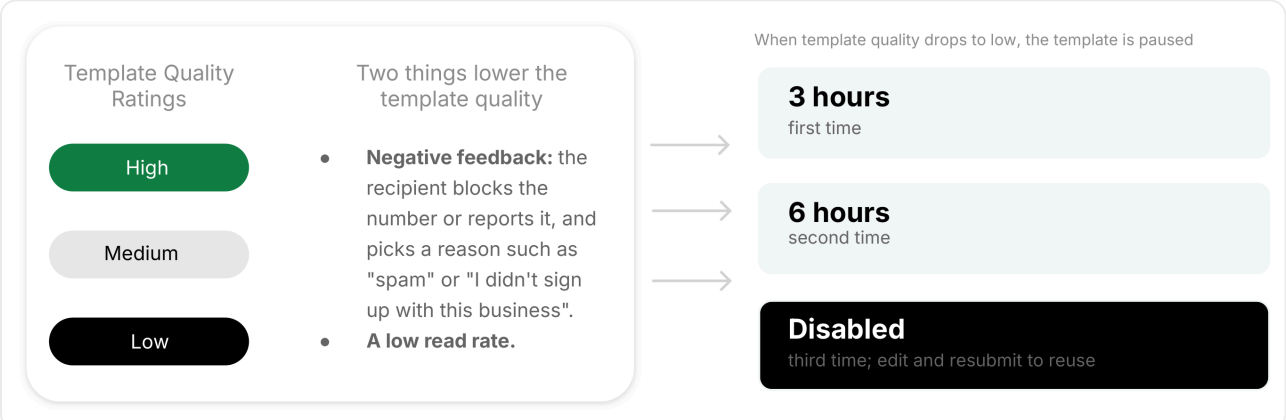


Figure 6 · Template quality ratings, what lowers them, and what happens when they drop.

Two things lower template quality: **negative feedback** and a **low read rate**. Negative feedback means the recipient blocks or reports the number; when blocking, they pick a reason such as "spam" or "I didn't sign up with this business", and Meta reports the most frequent reason for each template. Meta turns these signals into a high, medium or low rating. A new template has no rating yet; it forms with the first sends.

A template whose quality drops to low is paused by Meta: for three hours the first time, six hours the second time, and the third time it is disabled. A disabled template can only come back by being edited and approved again.

Quality, part two: number quality

Number quality follows the templates. A template pause does not touch the number at first: other high-quality templates keep going out from the same number. But if the business keeps sending templates that have dropped to low quality, number quality drops too, and the number itself may eventually be affected.

Since October 2025, a drop in number quality no longer lowers the messaging limit. Low quality still has a price: an account with low number or template quality does not get its limit raised. Because both scores come from how recipients react, sending only to an audience that has given consent is not just a rule; it is how the limit grows.

The template limit

Alongside the messaging limit there is a template limit. In an unverified Meta Business Account, each WhatsApp Business Account can hold up to 250 templates, and every language counts as a separate template. Once the Meta Business Account is verified and a display name on any of its WhatsApp Business Accounts is approved by Meta, the limit rises to 6,000 for each account separately; a business with three accounts can hold 18,000 templates in total.

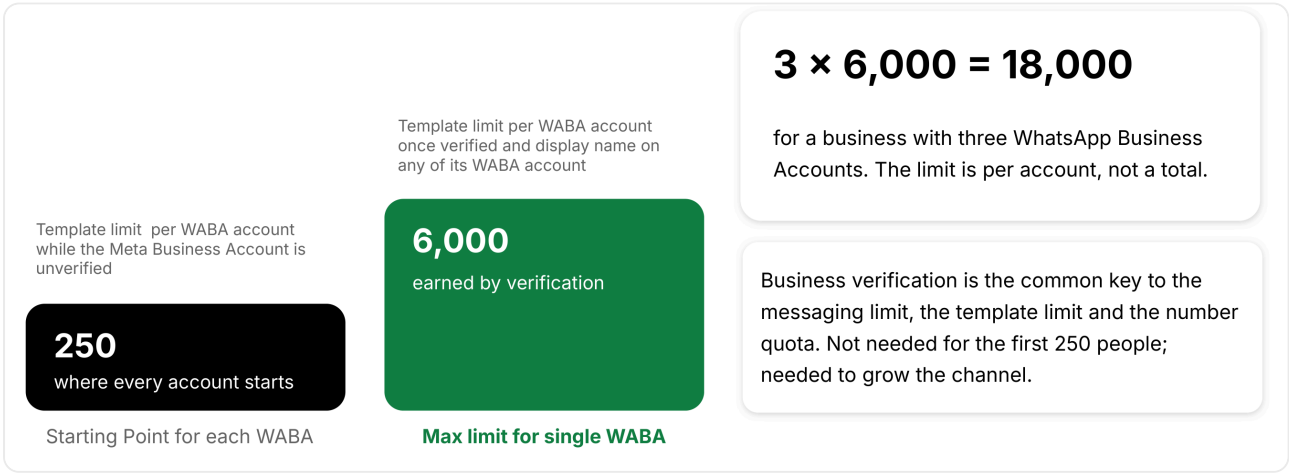


Figure 7 · 250 templates per WhatsApp Business Account to start; 6,000 after verification.

Business verification is the common key

Verification opens the messaging limit, the template limit and the number quota. It is not needed for the first 250 people, but it is needed to grow the channel.

Other limits

1. **Per-user marketing message limit.** WhatsApp limits how many marketing messages one person receives from all businesses. If a message is not delivered for this reason, wait at least 24 hours; retrying immediately makes it worse. This limit does not apply in the EEA, the UK, Japan or South Korea.
2. **US numbers.** Since April 2025, marketing messages are not delivered to US numbers. Remove them from your lists from the start.

The way to grow the channel, in two sentences

Apply for business verification on the first day. Without waiting for it, send regularly to 250 people a day, to an audience that has given consent, without being blocked or reported. The limits follow from those two things.

03

Campaign management

Segment, offer and message must fit each other. Then the anatomy of a message, Meta's template rules, the action buttons and opt-out management.

Segment, offer, message	The three must fit
The anatomy of a message	Header, body, footer
Template rules	Rejections, tips
Action buttons	One action per message
Opt-out management	Four ways out

Segment, offer, message: the three must fit

The most important thing when building a WhatsApp campaign is splitting the user lists into the right segments and giving each segment a suitable offer. Once segment and offer fit, the message is written specifically for that segment.

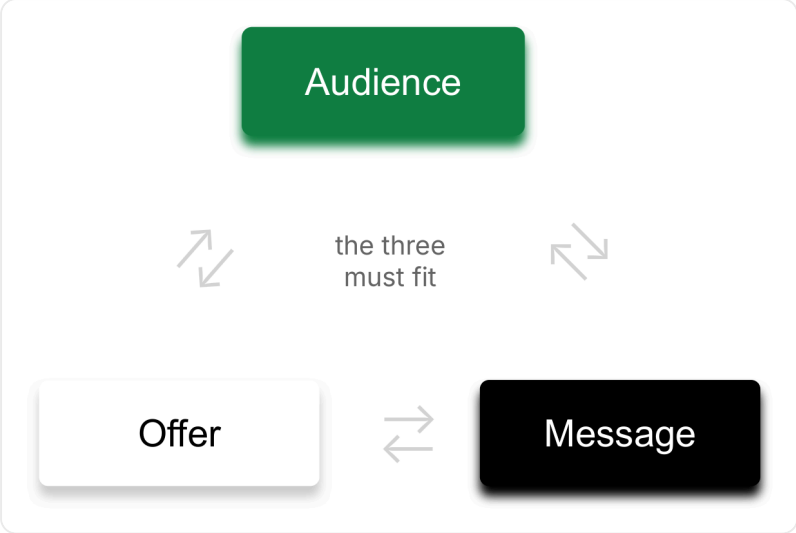


Figure 1 · A campaign works when the audience, the offer and the words are chosen for each other.

When the three are aligned, the read rate, and with it the channel's performance, reaches its highest level: if you sent a coupon code, more codes are used; if you linked to your website, more traffic arrives. The same approach keeps the medium healthy: as long as template quality and number quality stay high, the process runs without interruption for the marketing team.

The anatomy of a message

Header, body, footer and buttons: each part has one job.

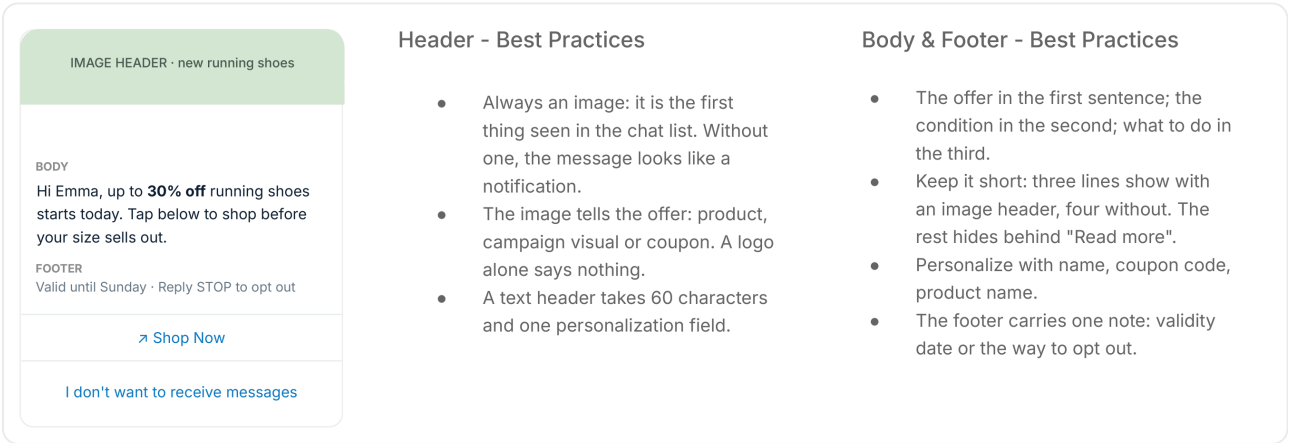


Figure 2 · An example marketing message and the best practices for each part.

Header

- Put an image header on every marketing message. It is the first thing seen in the chat list; without one, the message looks like a notification.
- Let the image tell the offer: the product, the campaign visual or the coupon. A logo alone says nothing.
- A text header takes up to 60 characters and one personalization field; a field such as the recipient's name personalizes the message.

Body and footer

- The offer goes in the first sentence, the condition in the second, and what to do in the third.
- Keep it short. With an image header about three lines show, four without; the rest hides behind "Read more".
- Personalize with fields such as name, coupon code or product name.
- Use the footer for a single note: the validity date or the way to opt out.

Template rejection reasons

Meta reviews every template, and most rejections come from a handful of causes.

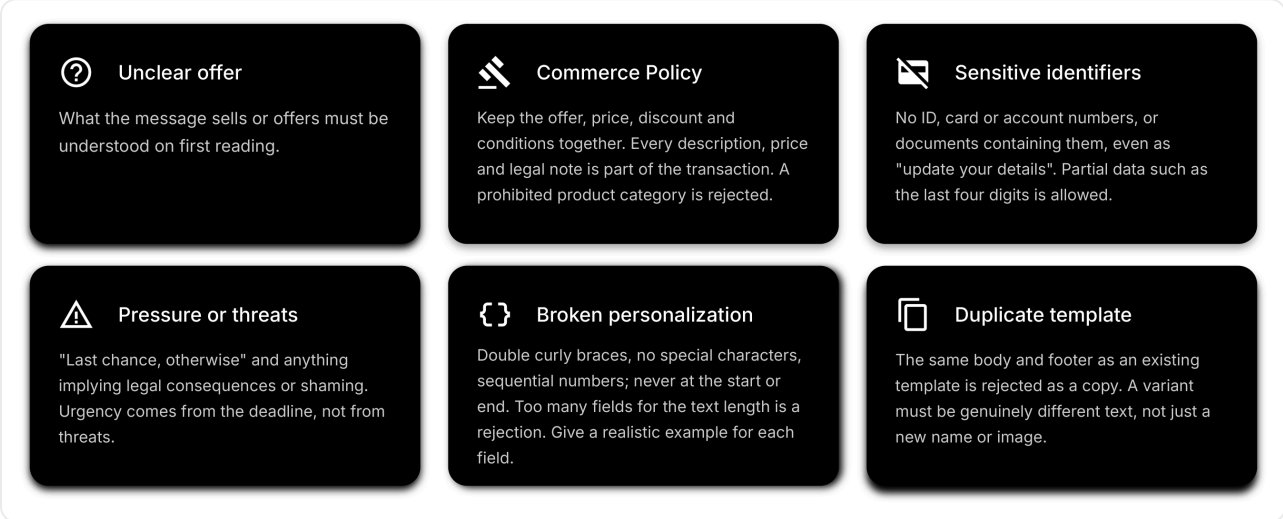


Figure 3 · Six common reasons a marketing template is rejected.

- **Unclear offer.** What the message sells or offers must be understood on first reading.
- **Commerce Policy.** Keep the offer, price, discount and conditions together. Meta treats every description, price and legal note in a sales message as part of the transaction, and all of it must comply with the Commerce Policy. A campaign touching a prohibited category is rejected at the template stage.

- **Sensitive identifiers.** Don't ask for ID, card or account numbers, or documents containing them, even if the campaign says "update your details". Asking for partial data, such as the last four digits, is allowed.
- **Pressure or threats.** "Last chance, otherwise..." and anything implying legal consequences or shaming the recipient is a reason for rejection. Urgency comes from the deadline of the offer, not from threats.
- **Broken personalization.** Write fields with double curly braces, no special characters, and sequential numbers; a message cannot start or end with a field. Too many fields for the length of the text gets the template rejected. Give each field a realistic example value; Meta reads the text with that example.
- **Duplicate template.** A template with the same body and footer as an existing one is rejected as a copy. A variant must be genuinely different text, not just a new name or image.

Template tips and tricks

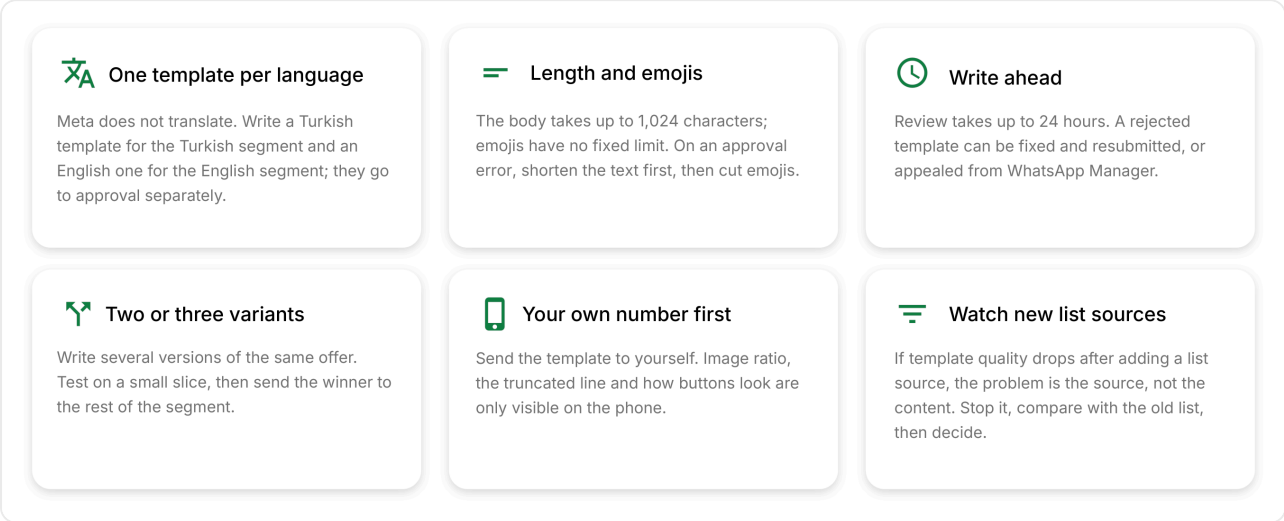


Figure 4 · Six habits that save time at review and at send.

- **One template per language.** Meta does not translate. Write a Turkish template for the Turkish segment and an English one for the English segment; they go to approval separately.
- **Length and emojis.** The body of a marketing template takes up to 1,024 characters; emojis have no fixed limit. On an approval error, shorten the text first, then cut emojis.
- **Write ahead.** Write templates and send them for approval before you need them; review takes up to 24 hours. A rejected template can be fixed and resubmitted, or appealed from WhatsApp Manager.
- **Two or three variants.** Write several versions of the same offer. Test them on a small slice, then send the winner to the rest of the segment.

- **Your own number first.** Send the template to yourself before the campaign. Image ratio, truncated lines and how the buttons look are only visible on the phone.
- **Watch new list sources.** If template quality drops after you add a new list source, the problem is the source, not the content. Stop it, compare it with the old list, then decide.

Action buttons

One message asks for one action. Here is what each button looks like, and what happens when the customer taps it.

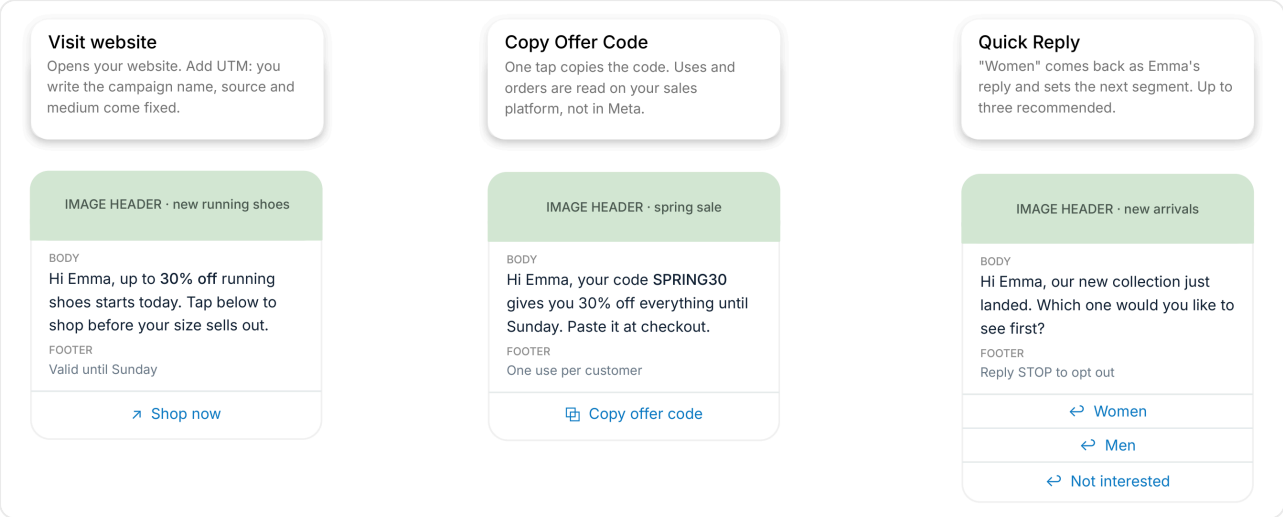


Figure 5 · Visit website, copy offer code and quick reply.

- **Visit website.** Add UTM parameters to the link: you write the campaign name; source and medium come fixed. The button's address is locked when the template is approved; changing it means editing the template and another review. If you need to tell campaigns apart, write a separate template for each campaign.
- **Copy offer code.** One tap copies the code to the clipboard, so the recipient can use it easily. Uses and orders are read on your sales platform, not in Meta.
- **Quick reply.** The button text comes back to you as the customer's reply, and can set the next segment. Meta allows up to ten; three is what works in practice.

Opt-out management

Put a quick reply button such as "I don't want to receive messages" on every marketing template. A person who can leave politely does not block or report, and template quality and number quality are preserved.



Figure 6 · Four ways a recipient can ask to stop.

The button is not the only way out. The recipient can also reply in the chat with "stop" or a similar word, ask through another channel, or stop the business's marketing messages in WhatsApp's own **Offers and announcements** setting.

Meta enforces only the last one: once a person stops marketing messages in that setting, messages sent to them are not delivered, until they turn them back on from the same place. The button reply and a word typed in the chat reach the business as ordinary messages; Meta does not act on them, so leaving that person out of later sends is up to the business.

04

Measurement

Six actions a recipient can take. Some Meta counts, some show up in your own tools, some are never counted.

Six actions	Three places to read
Four numbers for every template	Sent, delivered, read, cost
Visit website	UTM, GA4
Offer code	Sales platform
Quick reply	Clicks per button
Your measurement plan	Choose the action first

Six actions, three places to read the result

In a marketing message the recipient can take one of six actions: a quick reply, visiting the website, copying an offer code, sharing contact info, calling a phone number, and calling on WhatsApp. These six are the buttons most used in marketing templates.

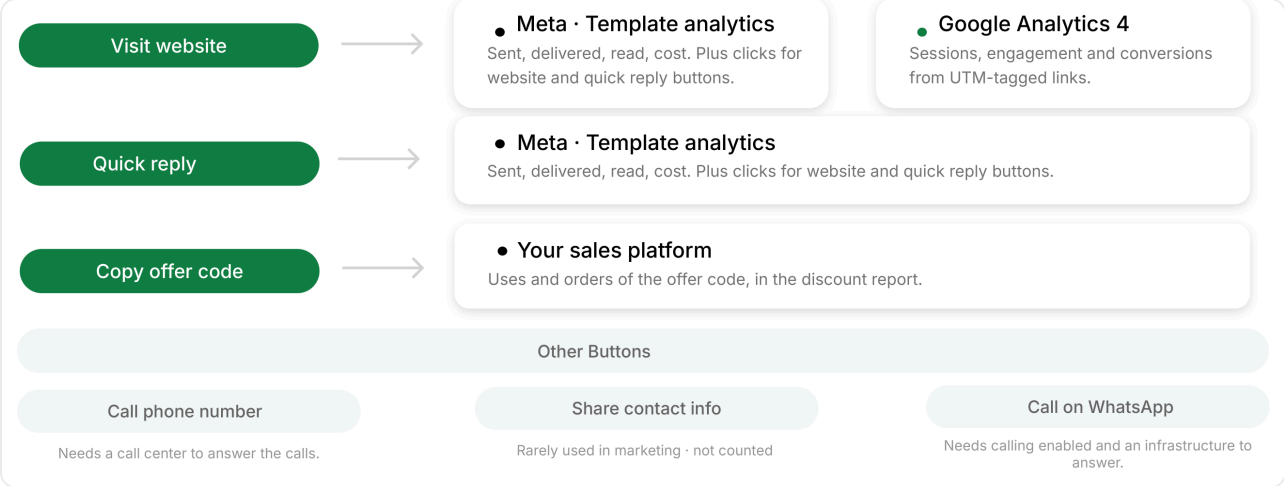


Figure 1 · Each button leaves its trace somewhere different.

The two call buttons are rarely used in marketing campaigns: both need a call center to answer the calls, and calling on WhatsApp also needs calling enabled on the number and the infrastructure to answer. The share-contact-info button is rarely used too: it must stand alone in the template, with no link or offer code button next to it, so it is a data-collection tool rather than a campaign action.

Four numbers Meta gives for every template

Whatever action you choose, Meta reports four numbers for each template every day: sent, delivered, read and cost. They form the backbone of every campaign report.

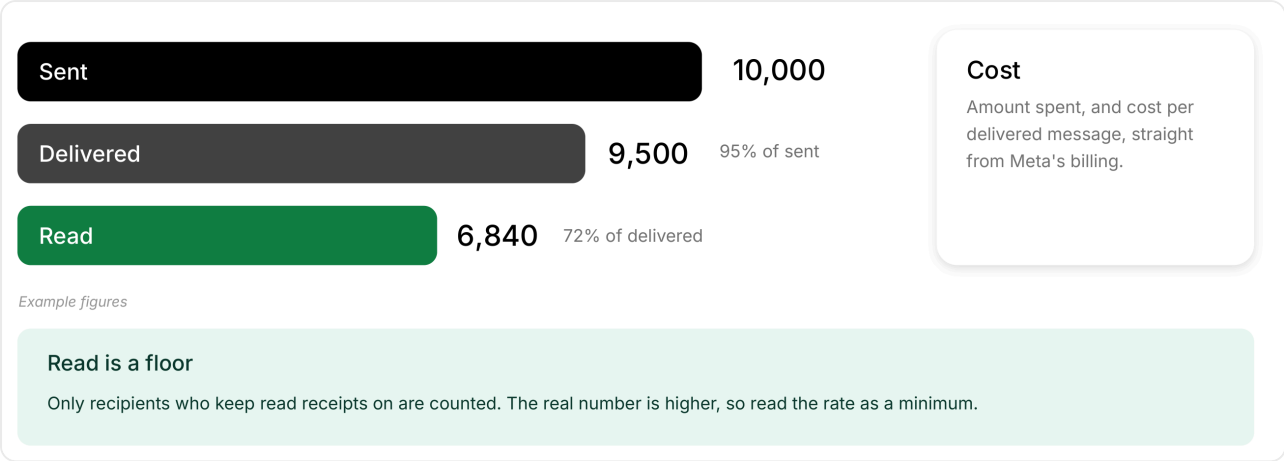


Figure 2 · Example figures. Cost comes as the amount spent and the cost per delivered message.

- **Read is a floor.** Only recipients who keep read receipts on are counted. The real number is higher, so read the rate as a minimum.
- **Counts settle after a week.** Read and click counts stop updating seven days after the send.
- **Metrics are per template.** If the same template is used in two campaigns, Meta reports both in a single line.
- How the action itself is measured depends on the button: some Meta counts, some show up in your own tools, some are not counted at all.

Visit website: build the link with UTM

UTM parameters travel with the link so Google Analytics knows the visit came from your WhatsApp campaign. The source is fixed as `whatsapp` and the medium as `social`; the campaign name is yours to write, and it must be written, because it is the only field in Google Analytics that tells your campaigns apart.

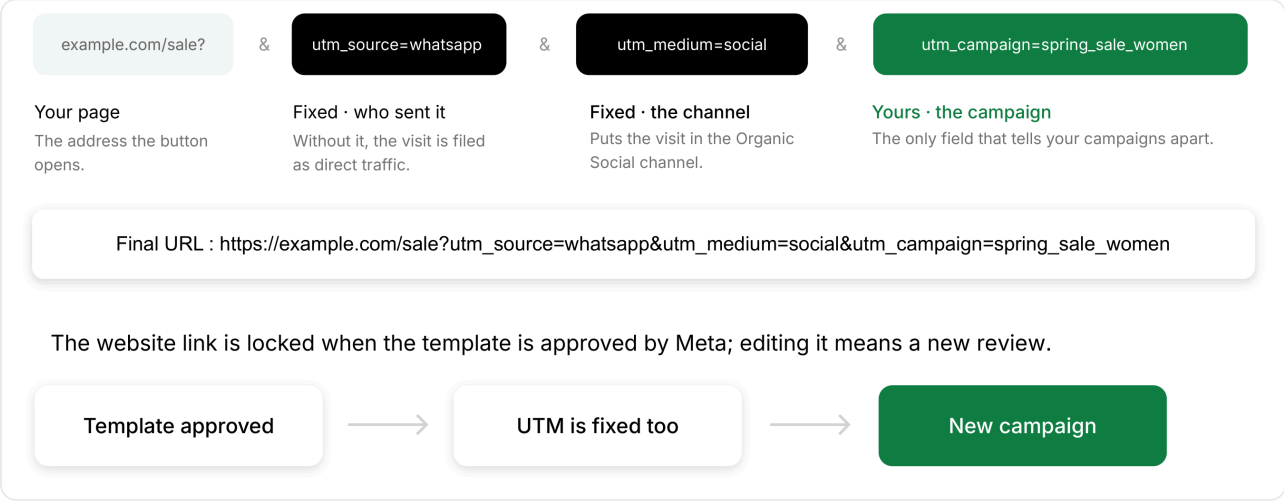


Figure 3 · A UTM-tagged link, and why each campaign needs its own template.

The website link is locked when Meta approves the template, and the UTM values are locked with it. An approved template can be edited, but each edit goes back to review, and edits are limited to once a day and ten times a month. To separate campaigns, write a separate template for each one.

Visit website: where the numbers show up

These visits appear in Google Analytics 4 under Traffic acquisition, with `whatsapp / social` as the session source / medium and the name you entered in the campaign dimension. Sessions, engagement and defined conversions are read there.

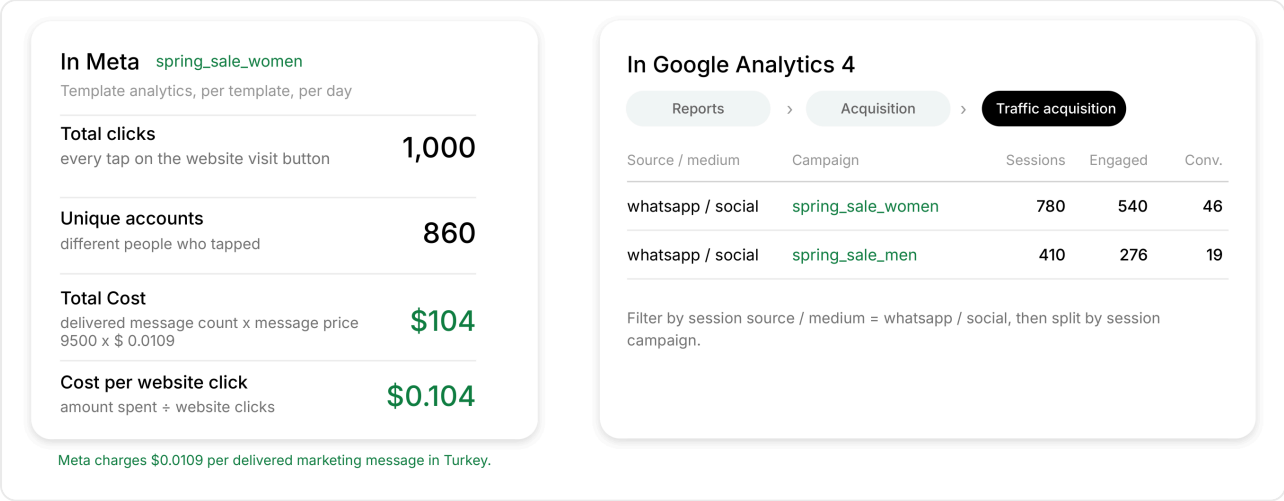


Figure 4 · Meta counts the taps; Google Analytics counts what happens after the page opens. Example figures.

For this action Meta also reports total clicks on the button, the number of unique accounts that tapped, and the cost per website click.

Why Meta's clicks and GA4's sessions never match

The two tools count different moments. Meta counts every tap on the button, on WhatsApp's side; Google Analytics records a session only when the page opens and its measurement code runs.

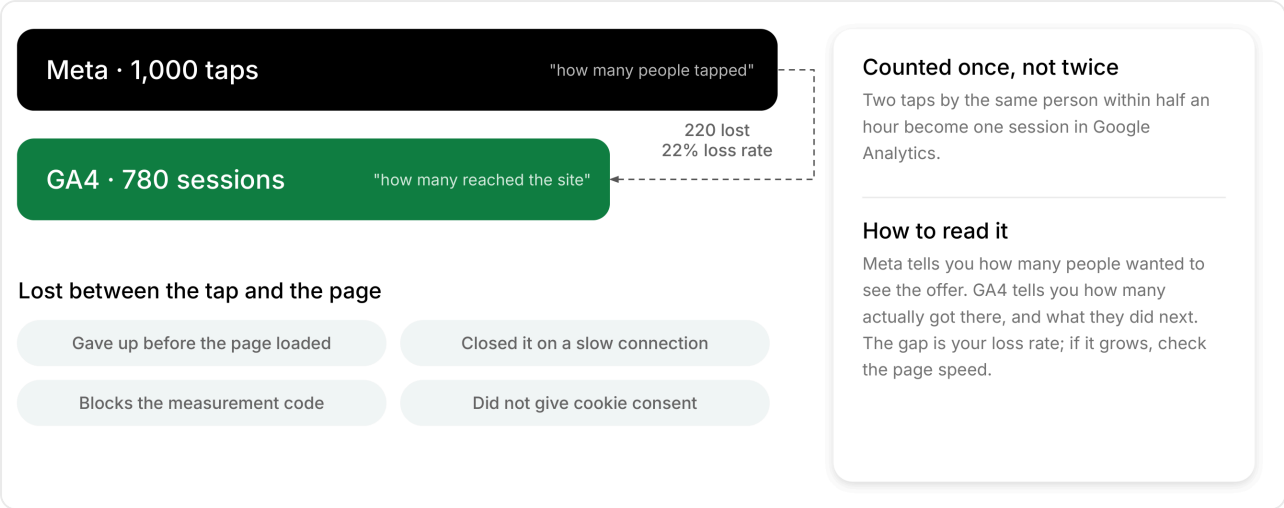


Figure 5 · What is lost between the tap and the page. Example figures.

Something is always lost in between: recipients who tap and give up before the page loads, close it on a slow connection, block the measurement code in their browser, or don't give cookie consent stay as clicks in Meta and never appear in Google Analytics. It works the other way too: two taps by the same person within half an hour become one session in Google Analytics.

How to read it

Meta's number tells you how many people wanted to see the offer; Google Analytics tells you how many actually got there, and what they did next. The gap is your loss rate; if it grows, check the page speed.

Offer code: measured where it is used

Meta does not count taps on the copy button; the result shows up where the code is used. Create the code in Shopify, ikas or a similar platform, put it in the message, and read uses and orders in that platform's discount report. No connection between the platforms is needed.

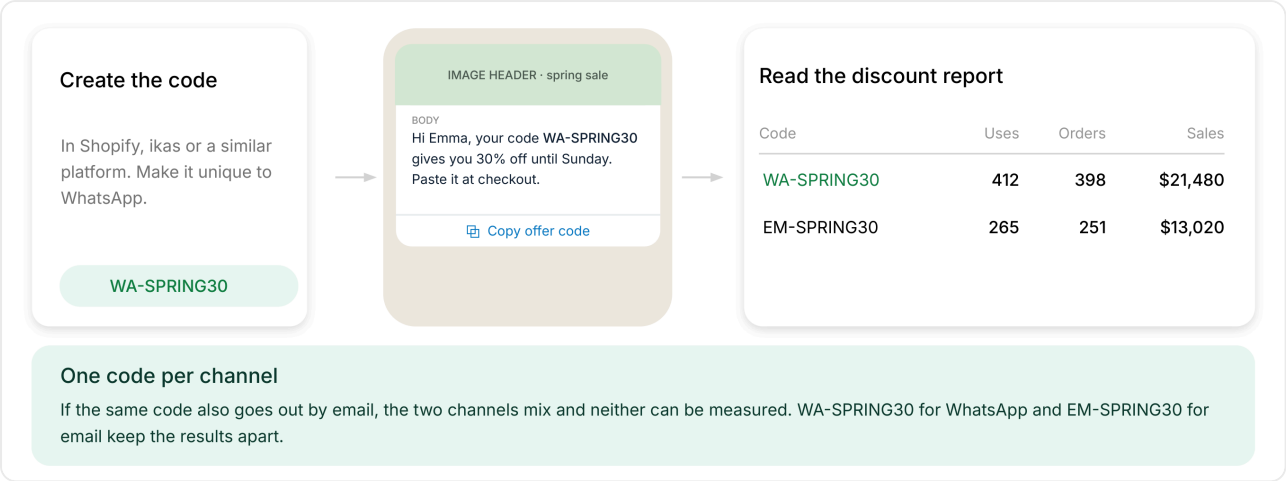


Figure 6 · One code per channel keeps the results apart. Example figures.

For the code to be attributed to the WhatsApp campaign, use it only on this channel. If the same code also goes out by email, the two channels mix and neither can be measured, so a channel-specific code is the soundest method. For this action Meta shares nothing beyond the four common numbers: how many times the code was copied is unknown; how many times it was used is read on the sales platform.

Quick reply: every button is counted separately

A quick reply button opens nothing. When the recipient taps it, the button text comes back to the business as the recipient's reply: whoever taps "Yes, I'm interested" has written "Yes, I'm interested" to the business.

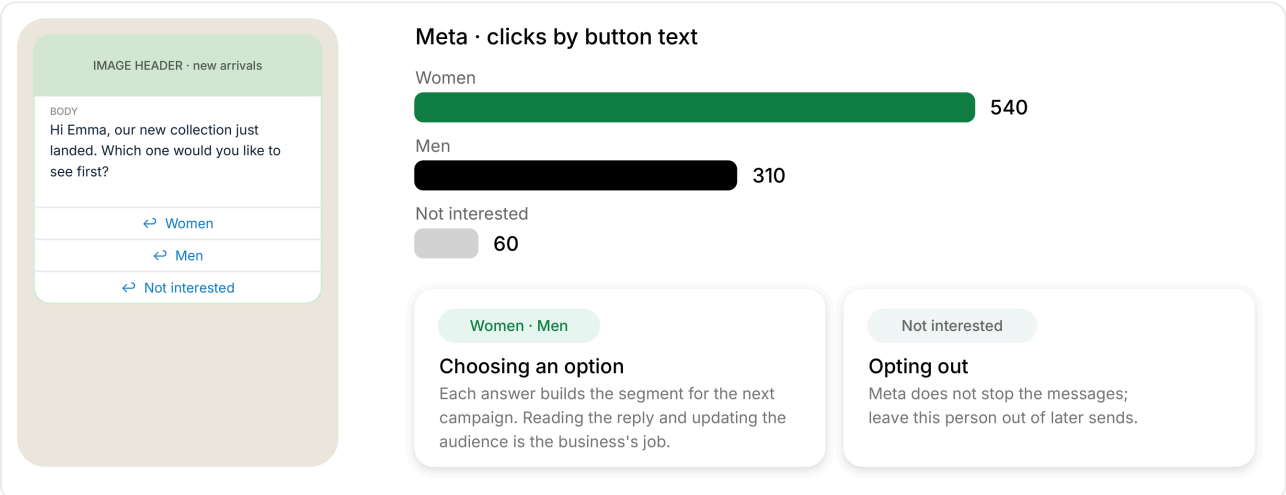


Figure 7 · Meta reports clicks for each button text. Example figures.

Three uses work well:

- **Showing interest**, e.g. "Yes, I'm interested".

- **Choosing an option**, e.g. "Women" or "Men", which builds the segment for the next campaign. Reading the reply and updating the audience is the business's job.
- **Opting out**, e.g. "I don't want to receive messages". Meta does not stop the messages on its own; leave this person out of later sends.

Meta allows up to ten quick replies, but three make sense in one template; more are hidden behind a menu. For this action Meta reports clicks for each button separately, by button text, so in a three-button template you can see directly how many times each option was chosen.

A reply opens a 24-hour conversation window

To Meta, the reply is a message from the recipient, and it opens a 24-hour conversation window. Within it, the business can write to that person freely, without a template; the window renews with every new message from the recipient, and once it closes a template is needed again.

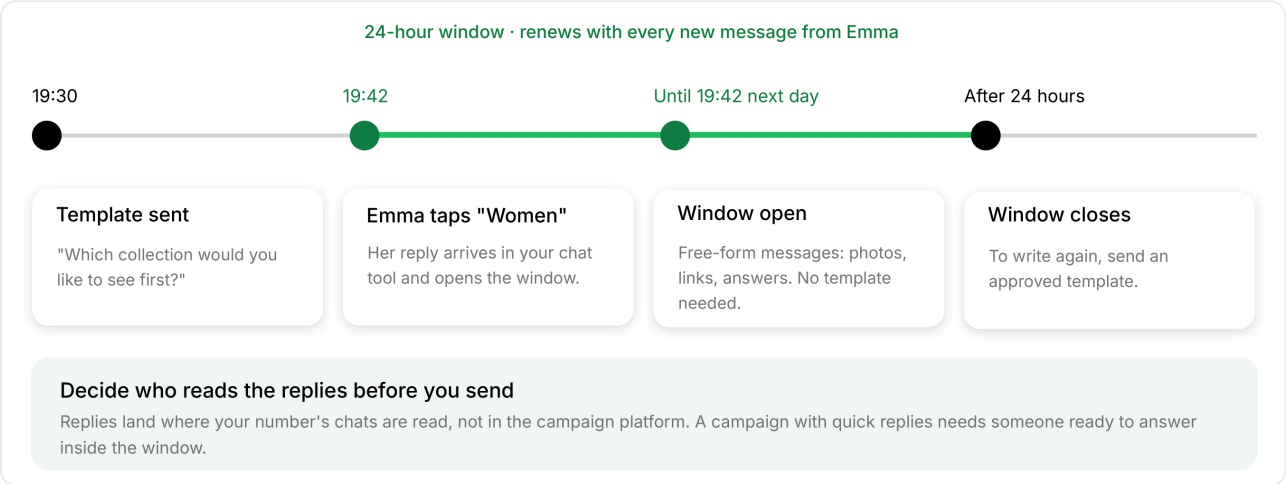


Figure 8 · A quick reply opens the window; it renews with every new message from the customer.

Decide who reads the replies before you send

Replies land where your number's chats are read, not in the campaign platform: the campaign platform sends, and reading the replies happens in your chat tool. A campaign with quick replies needs someone ready to answer inside the window.

Your measurement plan

Choose the action when you set up the campaign; it decides where you will read the result. Visit website and quick reply are counted in Meta; the offer code on your sales platform. The most sensible path: give every WhatsApp campaign its own offer code, or its own template with a UTM-tagged link, and read the results on your sales platform or in GA4.

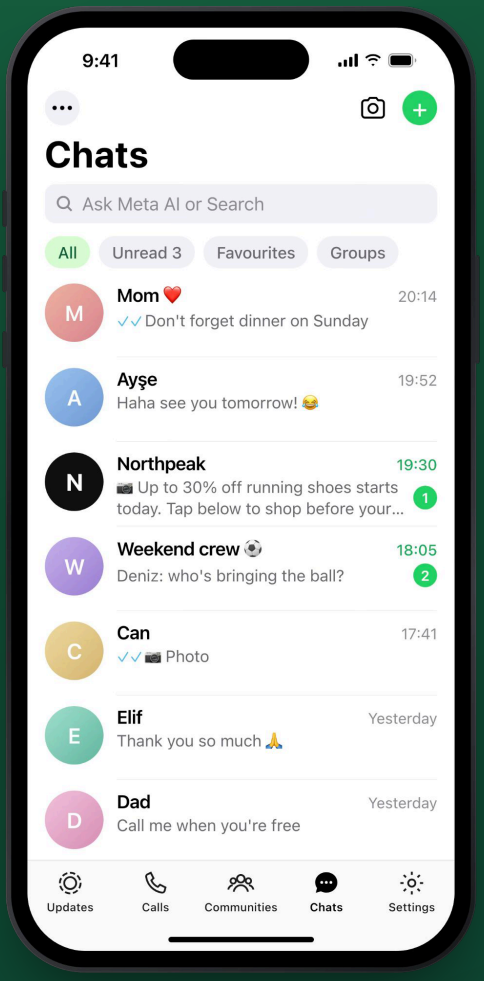
Action	What you measure	Where you read it
Every template	Sent, delivered, read, cost	Meta · template analytics
Visit website	Clicks, unique accounts, cost per click · sessions, engagement, conversions	Meta · GA4 through UTM
Copy offer code	Uses, orders, sales	Your sales platform
Quick reply	Clicks per button · the replies themselves	Meta · your chat tool

The most sensible path

Give every WhatsApp campaign its own offer code, or its own template with a UTM-tagged link, and read the results on your sales platform or in GA4.

Figure 9 · What each action measures and where you read it.

Rapio



What sets this channel apart is not the breadth of its reach but its closeness.

An email waits its turn in an inbox; a social post gets lost in the feed. A WhatsApp message lands on the same screen as messages from friends and family. For a marketing team that means: your message is seen, your offer is read, your button is tapped.

Using the channel is less technical than it seems. Set-up is done once. After that, the work is what marketing teams already know: splitting the list into segments, choosing the offer for each, writing short and clear, asking for one action.

The channel's two rules work in your favor. Consent: you only write to people who agreed, which is what makes the message worth reading. Quality: Meta scores your templates and your number by how recipients react, and grows your limit with it. Send the right offer to the right audience, and the limit follows.

Every rule in this guide leads to the same place: a well-prepared offer, sent at the right time, to an audience that asked for it.

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