

WhatsApp Business Platform

Messaging Limit

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WhatsApp – Messaging limit

Messaging limits determine how many unique users your business can send messages to on a daily basis. This includes new conversations as well as existing conversations with users. The messaging limit does NOT limit the number of messages your business can send, just the number of users you are trying to message. It also does NOT apply to messages sent in response to a user-initiated message within a 24-hour period.

- Tier 1: Allows your business to send messages to 1K unique customers in a rolling 24-hour period.
- Tier 2: Allows your business to send messages to 10K unique customers in a rolling 24-hour period.
- Tier 3: Allows your business to send messages to 100K unique customers in a rolling 24-hour period.

Note: A business starts in Tier 1 when it registers its phone number.
A business's phone number will be upgraded to the next tier if:

- Its quality rating is not low, **and**
- The cumulative amount of users it sends notifications to add up to twice its current messaging limit within a 7-day period.

Once the business reaches this threshold, it will be moved to the next tier. The minimum amount of time that this upgrade can occur is after 48 hours, when the business is sending messages up to their current limit every day.

See the charts below for examples of how a business might move to the next tier:

Example 1: A business is upgraded from Tier 1 to Tier 2 when it messages a total of 2,000 users within a 7-day period.

	24 hours (Day 1)	24 hours (Day 2)	24 hours (Day 3)	24 hours (Day 4)	24 hours (Day 5)
Number of users messed	1,000	1,000	1,000		
Total number of users messed	1,000	2,000	3,000		
Messaging Limit Tier	1K	1K	10K		

Number of users messed	500	500	500	500	500
Total number of users messed	500	1,000	1,500	2,000	2,500
Messaging Limit Tier	1K	1K	1K	1K	10K

Example 1

Example 2: The chart explains the concept of messaging limit in a rolling 24-hour window.

Messaging limit is based on rolling 24-hours. A business can start sending 500 users on Day 2 @ 1pm and another 500 users on Day 2 @ 1:30pm.

	1pm (Day 1)	1:30pm (Day 1)	1pm (Day 2)	1:30pm (Day 2)	1:00pm (Day 3)
Number of users messaged	500	500	500	500	500
Total number of users messaged	500	1,000	1,500	2,000	2,500
Messaging Limit Tier	1K	1K	1K	1K	10K

Messaging limit tier is upgraded because a business reached out to 2K users (2X the number of unique users in current tier).

Example 2



Quality Ratings and Rate Limit Tiers

Quality ratings

Your WhatsApp business account Quality Rating shows the message quality your customers received in past 24 hours

There are three different quality states

High
Medium
Low

If your Quality Rating reaches a **low** state

Account status will be First

Flagged

Restricted

Reached low state Reach your messaging Limit

Message limit tiers affect new and existing conversations

	Tier 1	Tier 2	Tier 3
Allows your company to send messages to	1K customers per day	10K customers per day	100K customers per day

	24 hours (Day 1)	24 hours (Day 2)	24 hours (Day 3)	24 hours (Day 4)	24 hours (Day 5)
Number of users messaged	1000	1000	1000		
Total number of users messaged	1000	2000	3000		
Messaging limit tier	1K	1K	10K		
Number of users messaged	300	500	500	500	500
Total number of users messaged	300	1800	1700	2000	2700
Messaging limit tier	1K	1K	1K	1K	10K

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Good Practices

To maintain high quality:

- Make sure messages follow the [WhatsApp Business Policy](#).
- Only send messages to users who have opted into receiving messages from your business.
- Make the messages highly personalized and useful to users. Avoid sending open-ended welcome or introductory messages.
- Be mindful of messaging frequency; avoid sending customers too many messages a day. 5. Be thoughtful of informational messages, optimizing for content and length.