

Digital Engagement: Messaging for WhatsApp

With the Spring '20 release we are excited to announce Messaging and Einstein Bots for WhatsApp worldwide.

WhatsApp at a Glance

Users: >1.5B	Countries Covered: Worldwide (excl. China)
Supported Devices: Nearly any mobile OS & device	Carriers: Not applicable



Restriction(s)

- No Outbound Messaging that is explicitly promotional in nature (per WhatsApp commerce policy). ****We recommend using JourneyBuilder SMS and/or Email and solicit customers to respond/engage via WhatsApp****

Requirements

- Digital Engagement licenses** One license for each user responding to WhatsApp inbound messages
- Service or Sales Console** w/Omni routing used to route inbound messages
- Approved WhatsApp business** account approved by WhatsApp; find more information about supported businesses [here](#)
- Approved outbound templates** if you plan to send messages after the 24hr response time period (e.g. notifications) you will need to use ONLY WhatsApp pre-approved templates; more information [here](#).
- Facebook Business Manager ID** within FB - important. This ID may be hard to find with large customers and could delay their launch!
- Verified Facebook Business Manager Account** Your account must be verified with Facebook. More details [here](#).
- Phone number for your WhatsApp account** you can request up to 250. You will need to be able to verify via a US/UK-originated SMS or automated phone call from WhatsApp.
- Company logo** to display as part of WhatsApp company record (png or jpeg format, at least 640x640)
- Company Website** to display as part of the WhatsApp company record
- Company Description** to display as part of WhatsApp company record (256 characters)

Pricing

- ★ *Customer-initiated messaging: incl. w/ DE license*
- ★ *Brand-initiated messaging: Will be priced similar to worldwide sms rates - different rate per country - except you are only charged for the initial outbound message, not per message for the conversation (below)*
 - *A message sent outside 24hrs from inbound: ~similar to global sms rate*
 - *Outbound messages outside 24hrs from inbound: MUST use approved template (see Requirement #4)*

Capabilities

- Real-time delivery and read receipts
- Secure communications (HTTPS encryption) - Conversational.
- Unlimited Inbound/Customer-Initiated Messaging (Covered in DE Licensing). Let Customers WhatsApp with you!
 - Customers message in and turn conversational with Bots or without Bots in Console. All Messaging within 24 hours from customer inbound messaging.
- Outbound/Brand-Initiated Messaging (New Add-On SKU coming in Feb)
 - Send triggered outbound notifications that turn conversational w/Bots or without Bots - use cases must be approved by WhatsApp.
 - Send messaging responses beyond 24 hrs from Customer-initiated message.
 - Agent-initiated outbound messaging is in Pilot
- Messages can be text or pictures

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