



WhatsApp Business API

Onboarding guide and FAQs



Landbot.io



IMPORTANT

The WhatsApp Business API integration process is simple and we'll walk you through the whole journey, but at the same time has some characteristics and limitations, given its beta status, worth mentioning and reviewing.

Please, carefully read through this document to understand how the integration works and feel free to ask the Landbot team any question(s) you may have.

Enjoy!



Activation Process

How a phone number is integrated
with the official Business API.

Number integration Process (~3 weeks)



By filling in a **simple landbot**, we'll be able to request the very first official number for you.

The **information needed** includes:

- *Contact details*
- *Company name and address*
- *Facebook Business Manager ID*
- *Phone number*
- *Display name*

You'll then be asked to **verify your business** on FBM and also **approve a notification** from our BSP to complete the activation.

Once your business and the phone number have been approved by WhatsApp, **we will schedule the PIN exchange** to complete the activation and integrate it into your Landbot account.

To be able to send proactive notifications or reply to users after 24 hours, you will need to **submit HSM templates** for approval through a Landbot, of course.

If yours is a well-known international brand, or your volume is over 500 messages per day, you get the chance of **getting the "green tick"**.



FAQs

Learn the basics of the integration with
our Frequently Asked Questions.

FAQs

Can I use my current WhatsApp number?

Yes. Once your brand has been approved by WhatsApp, you can request to integrate any of your current numbers through the official API so your current users won't be affected. Note that the official WhatsApp API is not compatible with Android, iPhone, or Business Application versions of WhatsApp.

The migration to the API is **irreversible**, which means that **once your account has been migrated to the official API, you'll be no longer able to use it on your phone.**

What if I need to change my phone?

You can change your phone and use your WhatsApp Business number on your new phone, just like you would do with your personal WhatsApp.

Does my phone need to be on all the time?

No, even if your phone is off, the bot will be still sending and receiving messages.

Does it work with whatsapp Web?

No, you can't use WhatsApp web, you need to have the WhatsApp app installed on your phone.

Can I make or receive calls on my WhatsApp number?

No, you can't make or receive **WhatsApp calls** when your number is integrated with the official API.

Can I keep the contacts and conversations from my WhatsApp?

No, you can't keep any of your contacts or conversation from your phone.

FAQs

Can I import a list of subscribers?

No, you can't import a list of contacts or previous chats. You need to get the users' explicit consent to contact them.

How do I get the users' consent?

The opt-in is the consent that the user gives you to receive messages in WhatsApp. It needs to be done via a third party channel. You can learn more about the opt-in process at this [link](#).

What is an HSM template?

Highly Structured Messages are pro-active messages that your company can use to reach out to users, after 24 hours from their first contact. Each one of these messages **needs to be approved by WhatsApp** before you can use it. Keep in mind that WhatsApp doesn't admit any type of promotional content in HSM templates. Further details [here](#).

What is a BSP?

BSP stands for Business Solution Providers. These are Facebook partners with full access to their business API for platforms like Landbot to integrate with them.

Can I change BSP?

No, you can't change your service provider once your number has been migrated to the business API.

Your WhatsApp Profile

Share with us your logo and business details and we will upload them for you. **Profile Photo:** Recommend 640x640 pixels in JPG format. Maximum size 5MB.

Will you build the chatbot for me?

No, although we could! While custom chatbot building is not included in the regular plan, you can always ask our team if you have specific needs; we'll be more than happy to assist you!



Other guidelines

Understand the nature of the integration and its possibilities.

Other guidelines

Display Name Guidelines

All display names should have a relationship with your business and should not violate WhatsApp [Commerce](#) and [Business](#) policies. Having display names compliant with WhatsApp guidelines is a requirement to qualify for WhatsApp official business accounts.

A Display Name should be an accurate representation of your business or its service, product, or department; **The name must always have a clear relationship with the company.**

You can change the display name up to three times in the first 30 days; once you have reached that limit, you must wait 30 days before submitting a name change again.

[Here](#) you can find the principles for display names and guidance for best practices to avoid formatting errors.

Picking a Phone Number

Your business must use a valid phone number and include a country and area code. Landline and cell phone numbers are accepted. This phone number must be able to receive voice calls or SMS in order to complete registration.

Once a phone number is registered on the WhatsApp Business API, it cannot be used for WhatsApp Business or the WhatsApp consumer app.

A phone number already being used with the WhatsApp Business API cannot be migrated. You will have to pick a different phone number.

[Here](#) you can find WhatsApp full policy on Phone Numbers.