ICETRAK WhatsApp PRICE LIST

WhatsApp Messaging

The Icetrak messaging servers act as a conduit between you and Meta who are the owners of WhatsApp. If you think of Meta as the network carrier like BT or Vodafone it's all a bit clearer. WhatsApp/Meta will charge you directly via your Facebook Business Account for your WhatsApp Messages. Icetrak will charge you for our WDA Robot and for the per message processing that our servers need to do in order to send them in to WhatsApp for you.

WhatsApp Message pricing therefore consists of 3 separate components. You need all 3 components to make WhatsApp Messaging work.

1) You need a Facebook Business Account from Meta. We don't control this or the charges that Meta have. As the owners of WhatsApp, Meta will charge you directly for messages sent through your WhatsApp Account.

    From July 2025 WhatsApp are replacing their conversation based pricing with a per message based model. It is imperative that WhatsApp users understand the Meta pricing model and understand the different charges incurred both in and out of Service Windows.

    In summary any messages sent outside of a service window are charged for based on the template type assigned by Meta. During a service window Utility templates and Service messages are free. Customers need to ensure they know what template categories have been assigned to their messages by WhatsApp.

    The details of their pricing can be found here:
    https://business.whatsapp.com/products/platform-pricing.

    Our WhatsApp Delivery Agent (WDA) will endeavour to use open Service Windows wherever possible and if we need to wrap a Business Message in a template we will always try to use a Utility template. If there are no WhatsApp conversation windows open then our Robot will need to send a Utility template message in order to open a window and start a conversation.

    As an indicator based on Meta's 2024 price list WhatsApp charge 1.59p for a message sent using a Utility template and 3.82p for a message sent using a Marketing template to a UK recipient.

2) You need our WDA Robot which:
    a) manages all of your WhatsApp Conversation Windows as defined and charged for by Meta
    b) reverse engineers your messages in to WhatsApp templates if there is no conversation windows open
    c) manages all of your recipients delivery preferences

d) presents a simple /menu and /optOut command to WhatsApp Recipients

e) presents a /menu with the default settings of "request a callback" and OptOut

Any auto reply messages going to recipients automatically generated by the Robot are included in this price and do not incur an Icetrak transaction charge. This covers the messages required for OptIn/OptOut, auto replies etc.

WDA Version	Monthly Charge
WhatsApp Delivery Agent	£60

3) Message transaction Charges. Any messages requiring delivery to a WhatsApp Recipient sent to our servers by Business Consultants, users, applications etc, i.e. any messages requiring delivery that are not generated by the Robot itself incur a message transaction charge.

Business Transactions	UK pence per message
WhatsApp Messages	2.8p

WhatsApp setup fee: £50

The setup fee will be deducted from your account credit.

To provide a suitable period of testing if the WhatsApp integration is cancelled within 20 working days of the initial setup the fee will be refunded.

WhatsApp Consultancy and Robot Design

Should you require any more advanced WhatsApp functionality like WhatsApp Flows and enhanced automated Robots Icetrak will be happy to provide you with consultancy and development on a per project basis.

Icetrak Contact Details:

For more information or a trial of the WhatsApp Delivery Agent please contact us:

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