

5 passos para alavancar usernames

*5 steps to leverage
usernames*



Escalação

Challenge

Meta research¹ shows that control over personal information is among people's top concerns when using WhatsApp (or any of our apps).

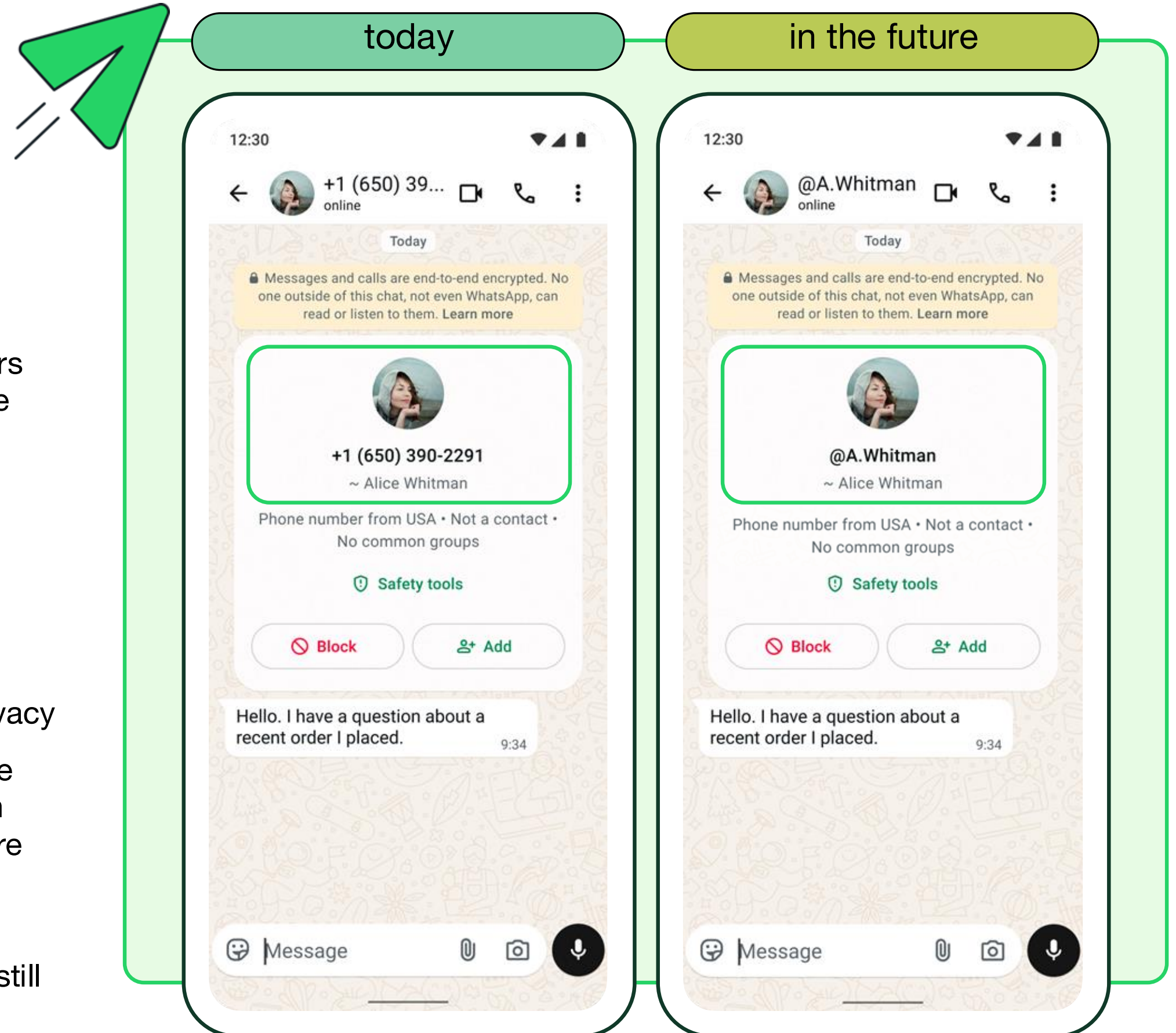
WhatsApp accounts are tied to mobile phone numbers. Our users have indicated that they would prefer to control whether to share their phone number with people or businesses they message, rather than necessarily reveal it. Some consider this information private, and indicate it can lead to unwanted contact.

Solution

Username offer people a simple way to further protect their privacy

By allowing people to display their username rather than a phone number when messaging with others in 1:1 conversations and in groups, usernames give people more control over how they share their contact information.

We have heard that people feel more comfortable engaging with businesses when their personal information stays private, while still retaining the choice to share their phone number if they wish.



Escalação



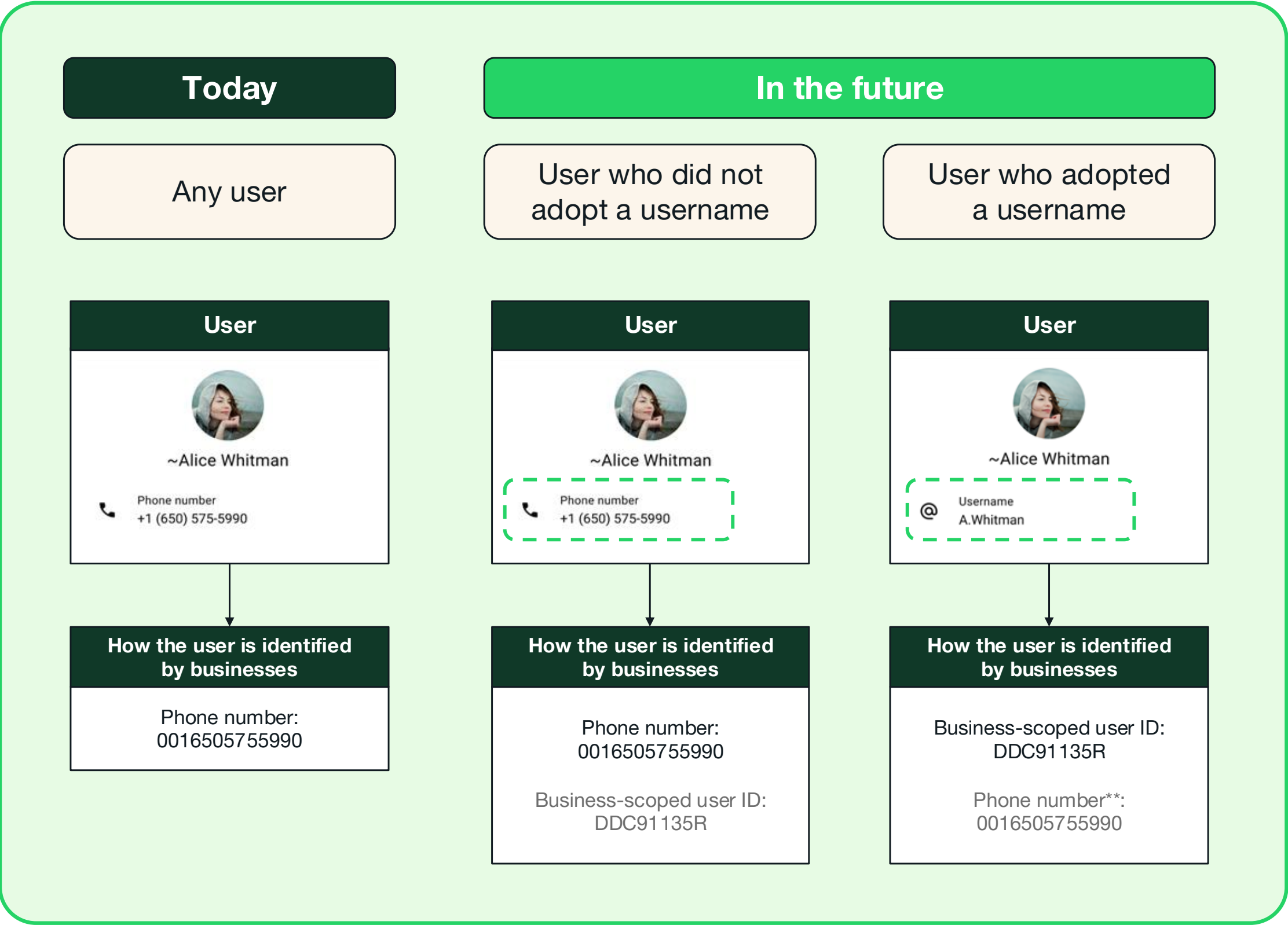
Solution

Businesses also can adopt usernames, making it easier for customers to connect with you

Usernames will allow businesses to easily build their brand presence on WhatsApp, making it easier for customers to connect using a name instead of a phone number.

For example, people will be able to more easily search for and identify businesses.

Escalação



Solution

To facilitate this change, WhatsApp will start relying on a new customer identifier

After usernames launch, phone numbers of some people who choose to adopt usernames will no longer be automatically shared with businesses on WhatsApp.

WhatsApp will instead provide partners and businesses that use the Cloud API with a new, unique backend identifier which can be integrated into workflows in place of people’s phone numbers.

** If the business has a pre-existing conversation with a user, otherwise business-scoped user ID only

Cobertura

01. Adopt BSUID and maintain conversation continuity with people who have adopted usernames

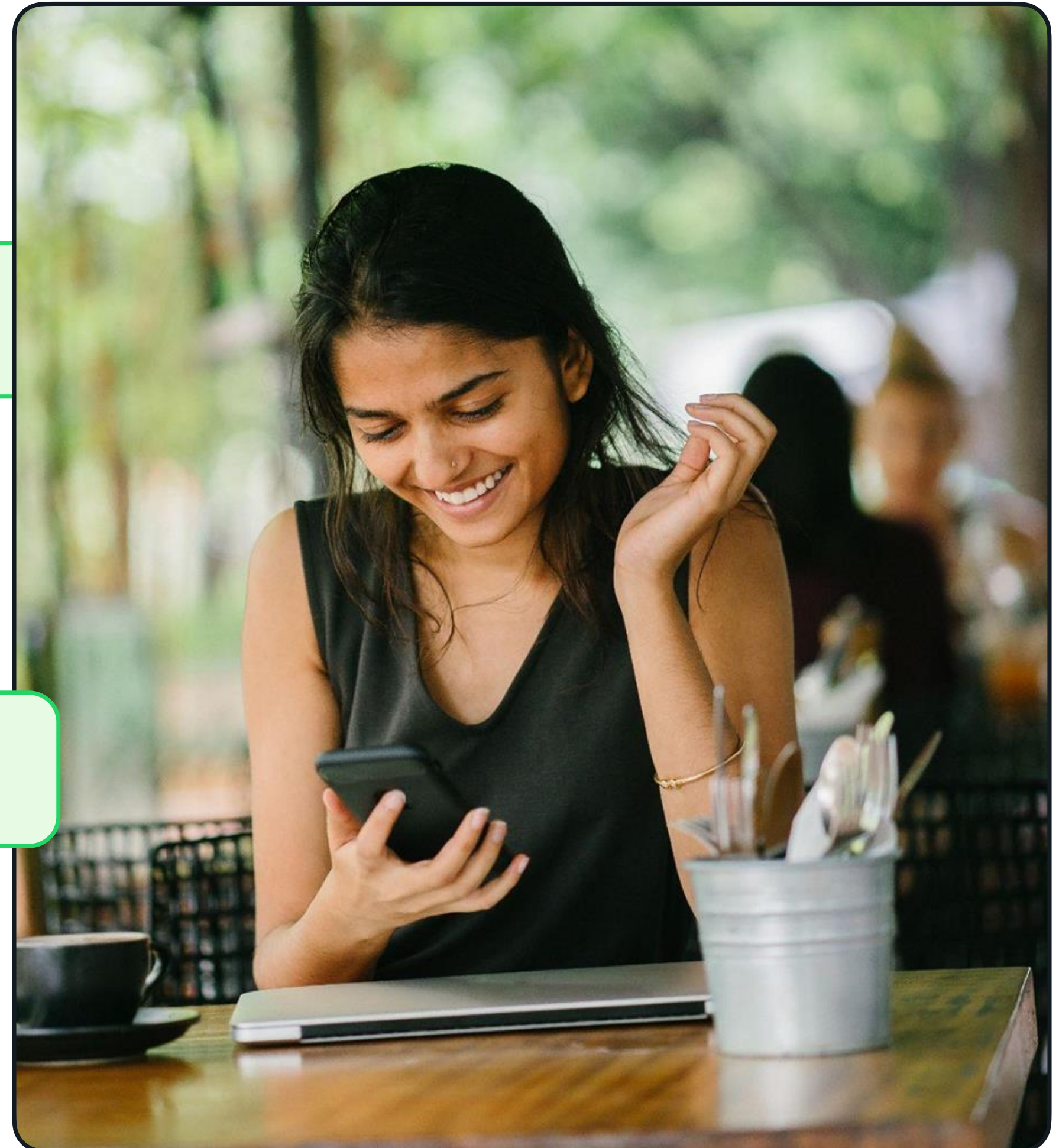
If a business or a partner does not adopt the new business-scoped user ID, the following messaging flows will break when they interact with a user who adopted usernames:

- Receiving messages that start from ads that click to WhatsApp
- Receiving service messages

02. Adopt your business username to enable a new method of discoverability

Businesses will have the option to create and claim their username before the feature is rolled out.

Starting as early as June 2026, API businesses can claim their existing names (WhatsApp Display Names or Official Business Accounts, Meta Verified Names, Facebook or Instagram Business handles) getting first access to a username reserved for them.



Coletiva de Imprensa

Value props

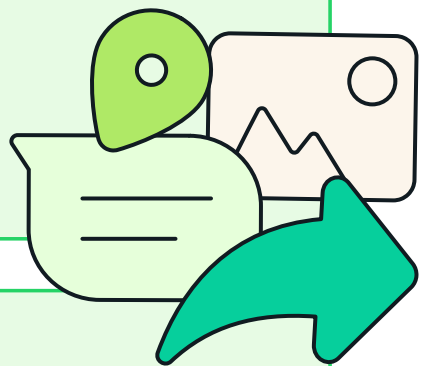
This change is a direct response to user demand for more privacy

Myth buster

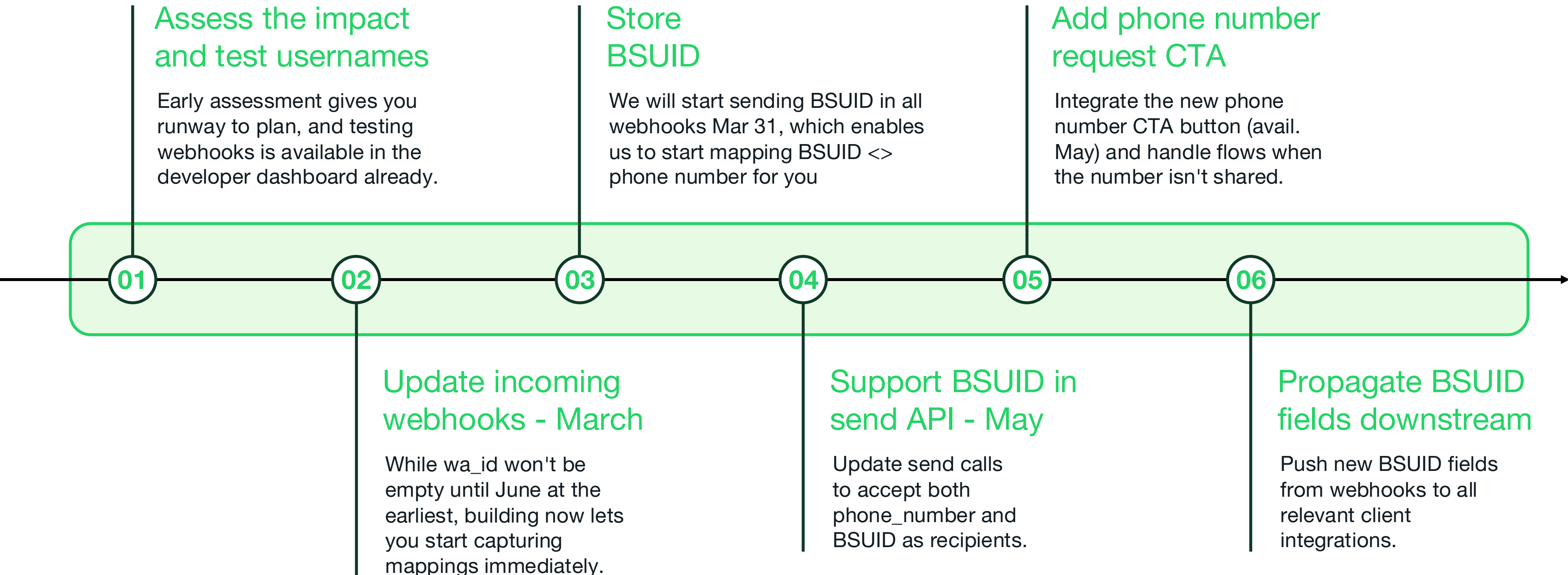
Phone numbers continue to work.

We'll make things easier

Everyone gets a business-scoped user ID (BSUID), and any interaction returns a BSUID. And you can still ask for the phone number.



Mapa de distribuição



Thank You!

