

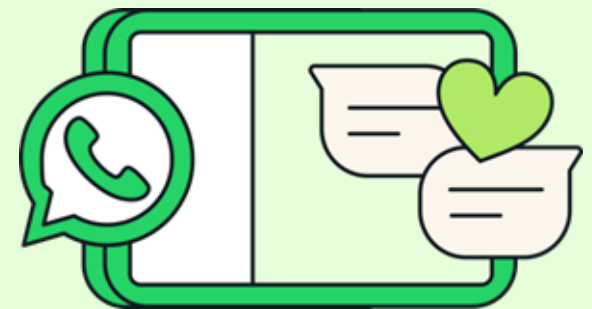
Marketing Messages





We produced the
top striker of the
world!

The former MM Lite,
is now MM API.





He is already playing...

Every champion team needs a next-gen star.

Key technical skills:



Delivery the right message to the right people automatically



Automatic delivery optimization for maximum engagement



Automatic creative optimization



Re-engagement at scale with customer opt-in

...and he is the top scoring of the cup!

70%

of the traffic migrated from
Cloud API in LATAM region

14%

CTA increase*



9%

higher message
delivery*

up to 7%

channel discount only applied to
messages sent through MM API

Highlight from our striker

Madeira Madeira

A Championship Performance.

+6%

Message delivery

+25%

conversions

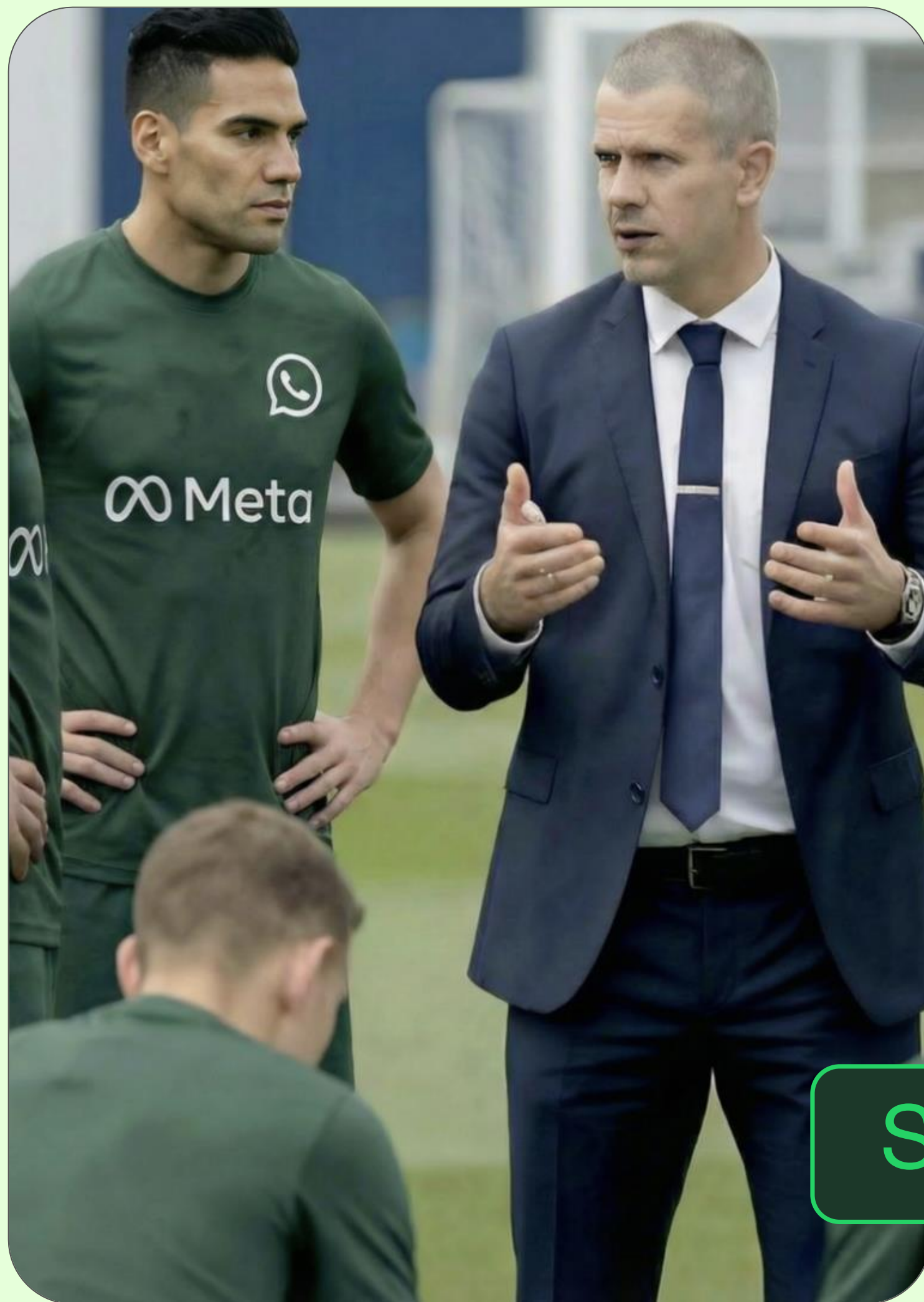
Scored big with MM & Insider

"Leverage MM API allowed us to re-engage customers more effectively and at the right time. This boosted both our delivery rate and the overall performance of our campaigns."

Mirela Lavrini

Manager for Branding and Non-Paid Channel at Madeira Madeira





Post-Game Wrap-Up



If you haven't implemented MM API yet, prioritize this implementation (PDF available);



Channel discount applied only to messages sent through MM API (up to 7%);



Conversion is higher because delivery is higher and delivery quality is better;



All innovations in Marketing Messages will be developed for MM API.

Speaking of great news...

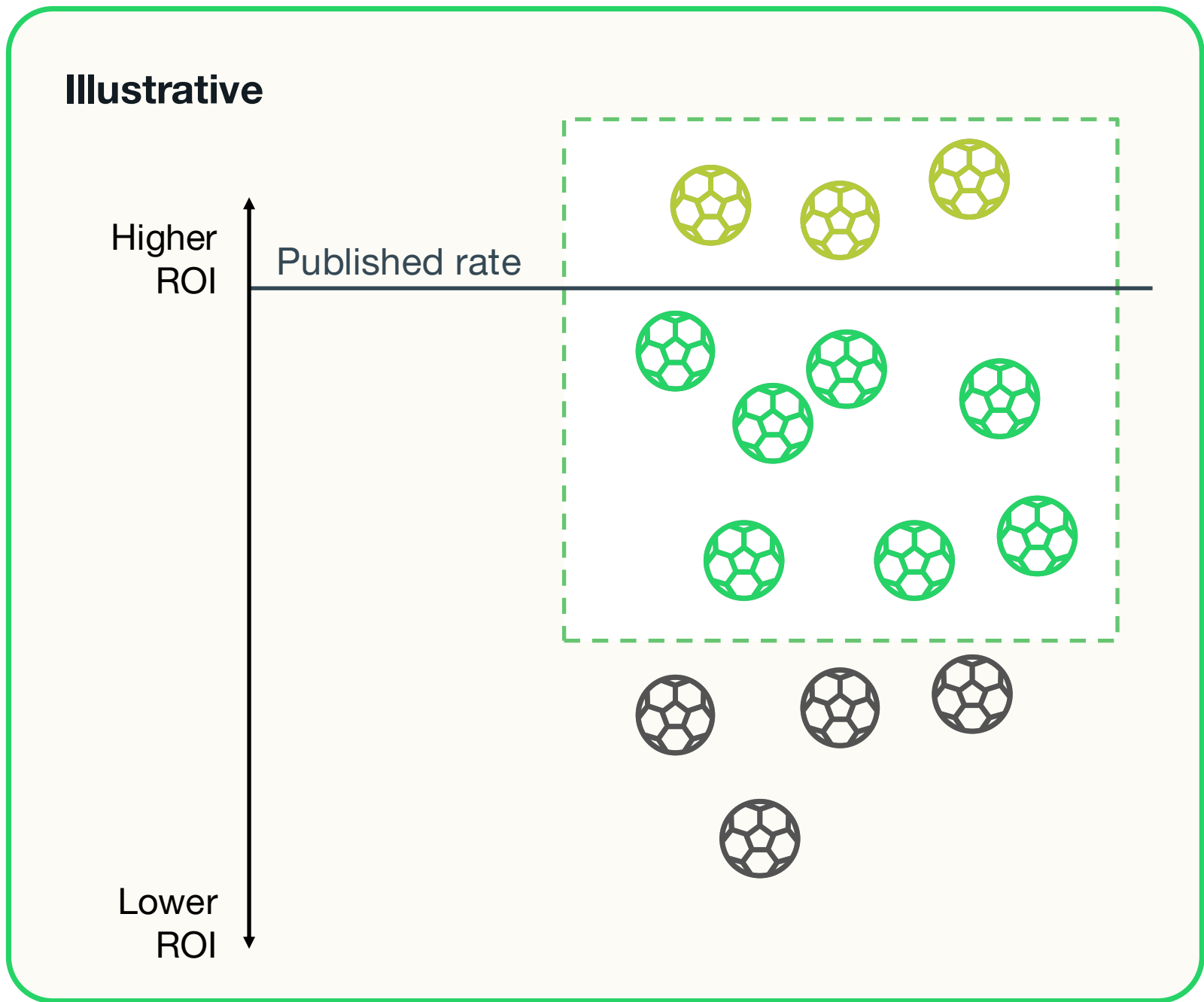




Now we will share
an amazing one
with you!

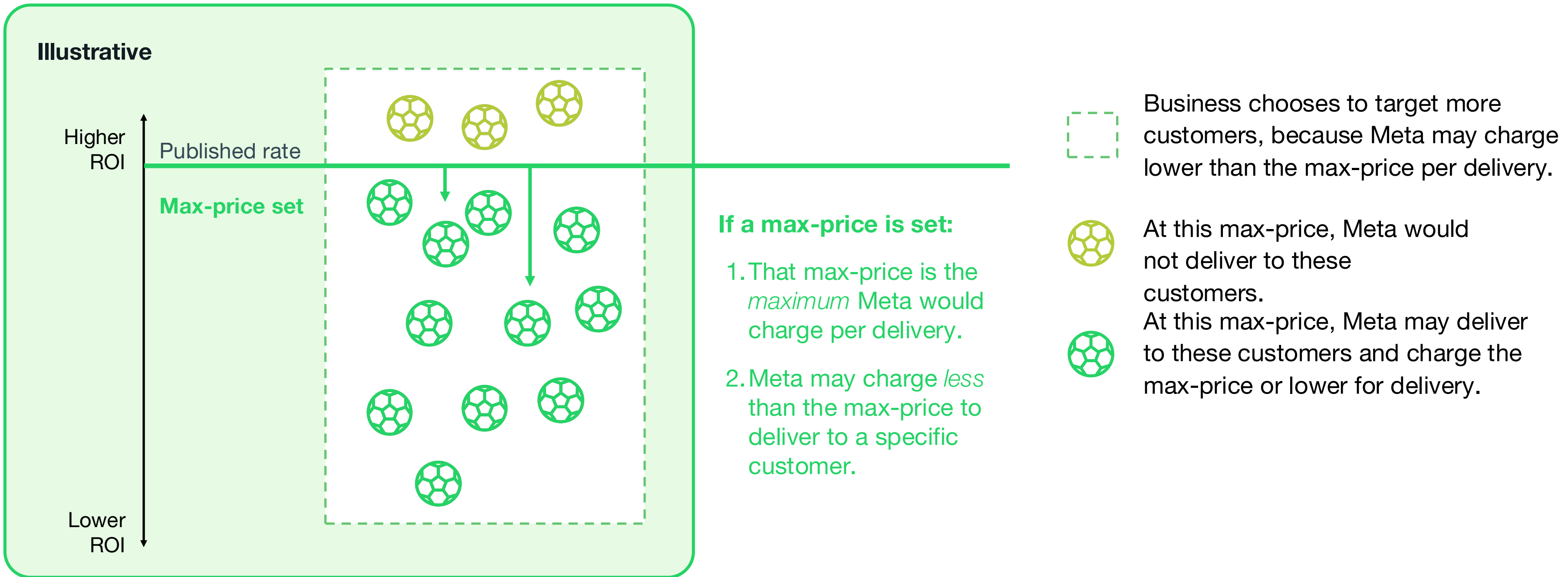


Today, Meta charges a fixed, published rate for delivery of a marketing message. Businesses pay for messages delivered and have limited influence on delivery rate.

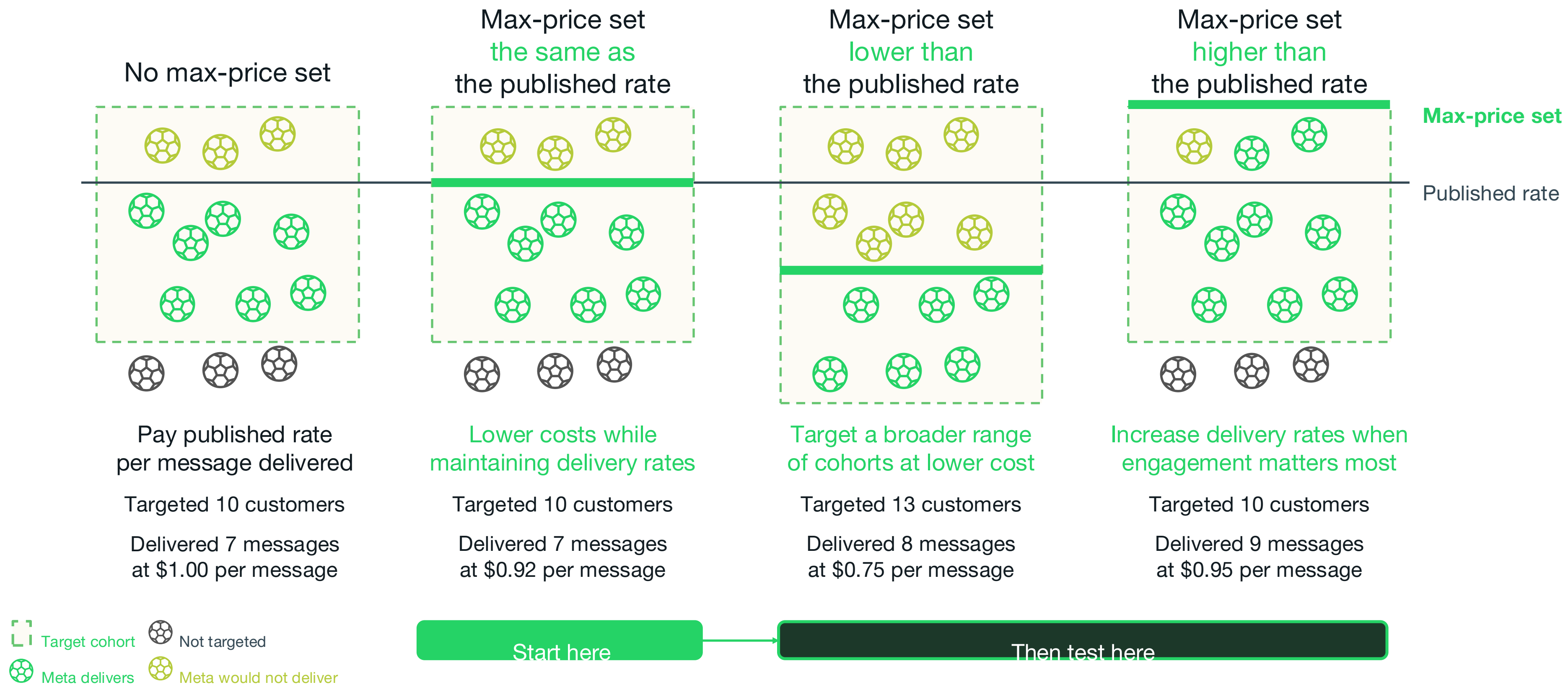


-  Business chooses to target these customers on WhatsApp.
-  Due to per-user marketing message limits, Meta may not deliver to these users to ensure strong customer engagement on WhatsApp.
-  Meta delivers to these users and charges the published rate for each delivery.
-  Business chooses not to target this customer on WhatsApp.

Starting this year, businesses will be able to **choose to set a maximum price (max-price)** per marketing message delivery. When a max-price is set for a marketing template, Meta will charge that max-price **or lower** for delivery.



Businesses can choose to set a max-price **the same as**, **lower than**, or **higher than** the published rate to achieve their desired results per campaign.



Businesses can
set the right max-price
with the reach estimation
tool, which will provide
estimated delivery rates
and costs at different max-
prices.

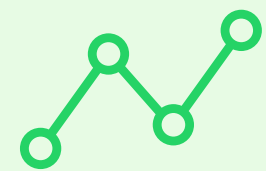
Market: Brazil
Currency: USD
Time period: Last 28 days



Max-price	vs. published rate	Est. delivery rate	Est. cost per message
\$0.0781	25% above	90-93%	\$0.0687
\$0.0688	10% above	87-92%	\$0.0605
\$0.0625	Published rate	80-85%	\$0.0563
\$0.0563	10% below	77-82%	\$0.0507
\$0.0500	20% below	75-80%	\$0.0450
\$0.0438	30% below	70-75%	\$0.0394

*The numbers above are for illustrative purposes only and may not reflect actual performance. Feature capabilities are subject to change. Values are based on a simulation of sending messages to this business' historical audience in this country over the given time period.

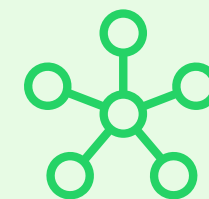
Benefits for businesses



Higher ROI

Set a max-price to achieve desired results:

- ✓ Lower costs while maintaining delivery rates similar to current WhatsApp campaigns, with max-prices the same as published rates.
- ✓ Target a broader range of customer cohorts on WhatsApp at lower cost, with max-prices lower than published rates.
- ✓ Increase delivery rates when engagement matters most, with max-prices higher than published rates.



More control

Choose to set a maximum price for each marketing template.

Set the right max-price with the reach estimation tool, which will provide estimated delivery rates and costs at different max-prices.



Easy to get started

Partner-enabled businesses can set max-prices once their Solution Provider has enabled this feature.

Businesses can set a max-price when creating a marketing message template.

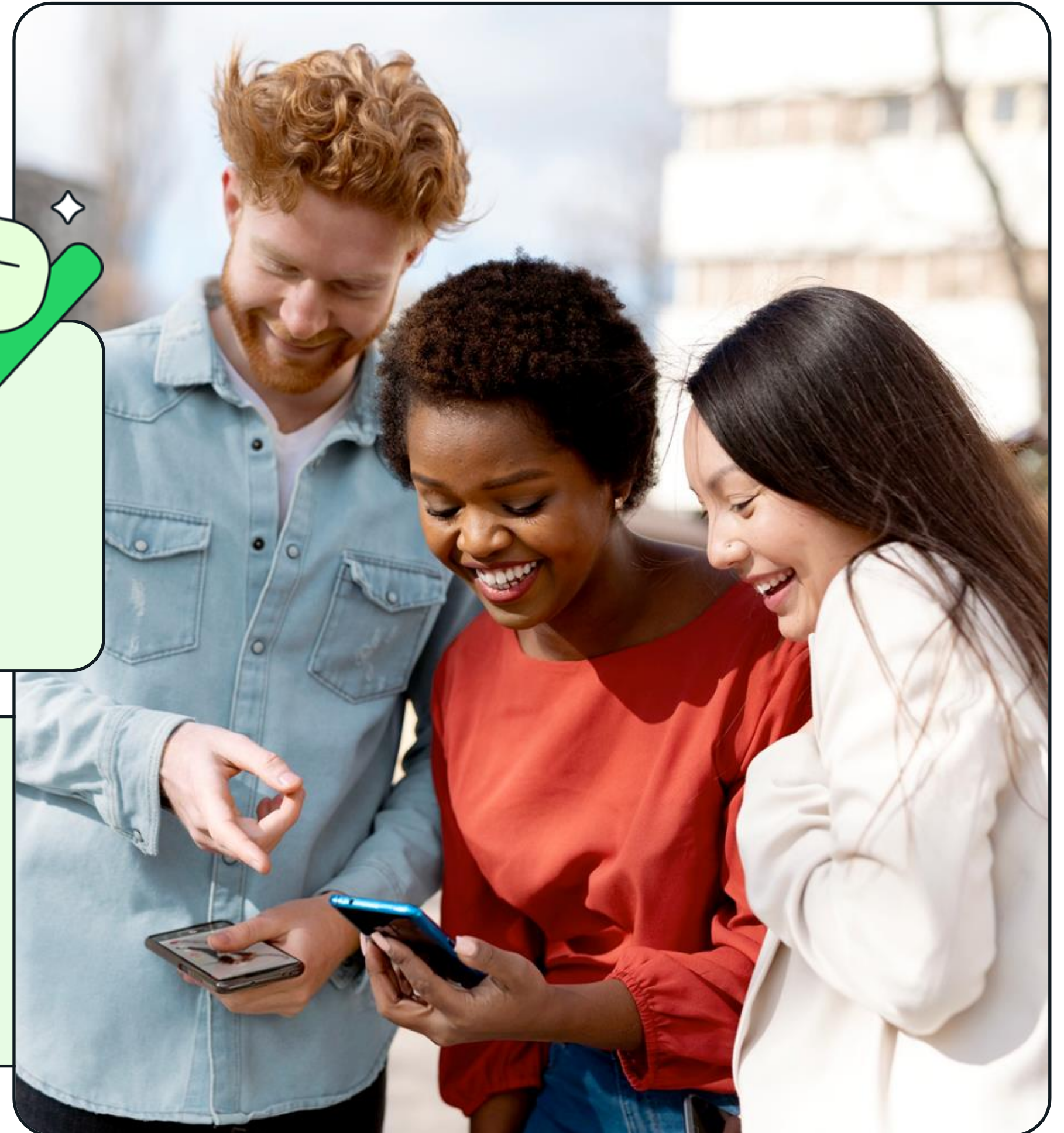
Benefits for partners

Grow your marketing messages business with us

Partners can differentiate WhatsApp from other channels with these new pricing features.

Develop new revenue streams

Partners can develop new value-added services, for example by powering the max-prices for clients.





We plan to launch our Limited Beta in mid-May.



Mid-May 2026: Limited Beta starts

Any partner can integrate and enable this feature for a limited number of clients.



October 2026: Open Beta starts

Any partner can integrate and enable this feature for all of their clients.



Q2 2027: GA planned

Max-prices will become the default mechanism.

Thank You!

