

5 passos para alavancar Direct Send API



Businesses want to adopt or scale WhatsApp utility, but template creation and re-categorization workflows increase cost and complexity



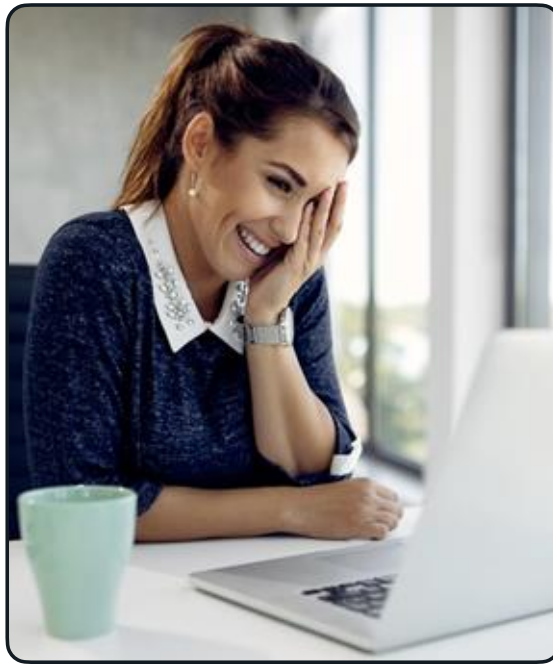


Template creation
and re-categorization
are key friction points



Template Creation Friction

Businesses cannot easily transfer transactional message campaigns from other channels to WhatsApp due to the template creation process.



Re-categorization Friction

Templates get re-categorized to marketing mid-campaign which can increase costs and lower delivery.



Impact on Business

These friction points prevent businesses from adopting or scaling WhatsApp utility messaging.



01. Template creation is time-consuming

Eliminates template creation to send utility. Start sending messages using existing SMS or notification content without turning them into templates.



02. Template re-categorization is automatic and disruptive

Direct Send enforcement system has no re-categorization from utility to marketing. Instead, we use a reactive system of warnings/penalties instead of charging more for marketing or interrupting campaigns.



03. Template re-categorization generates a negative effects

Direct Send can improve template categorization accuracy due to more message context without parameters.

Direct Send API

Lineup



Zero

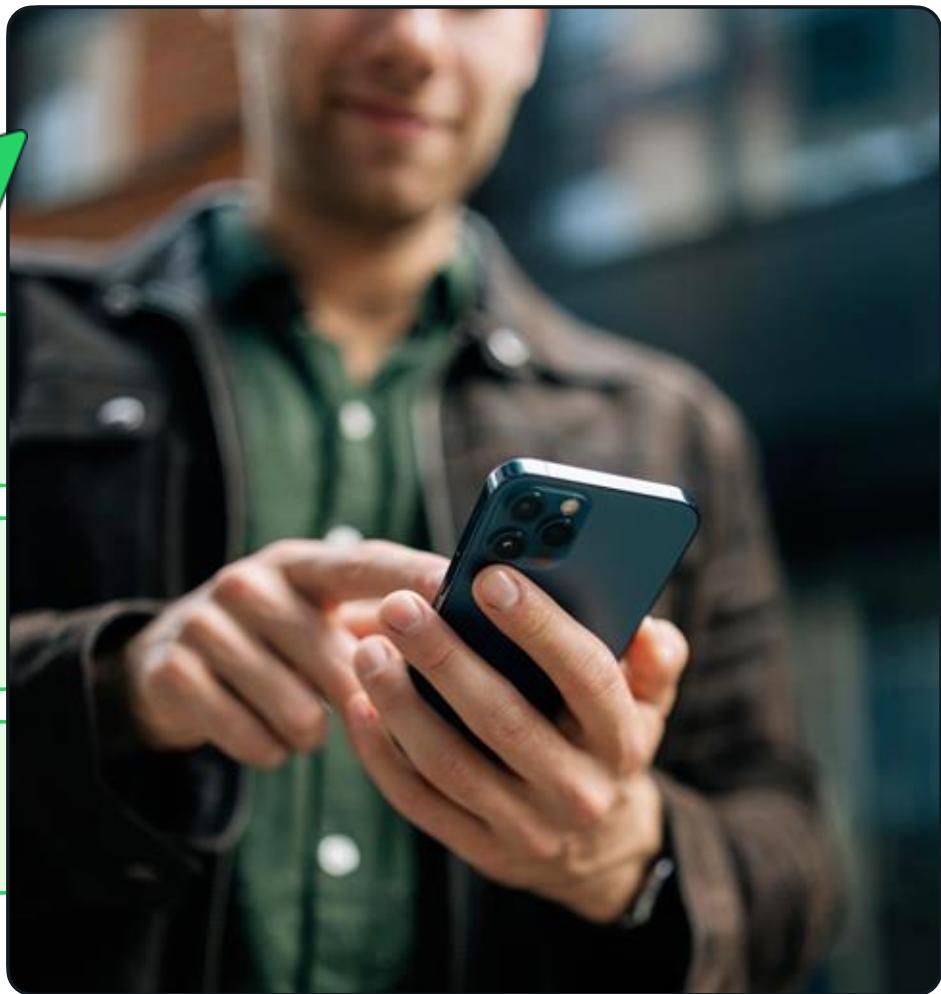
Templates needed to start sending utility messages

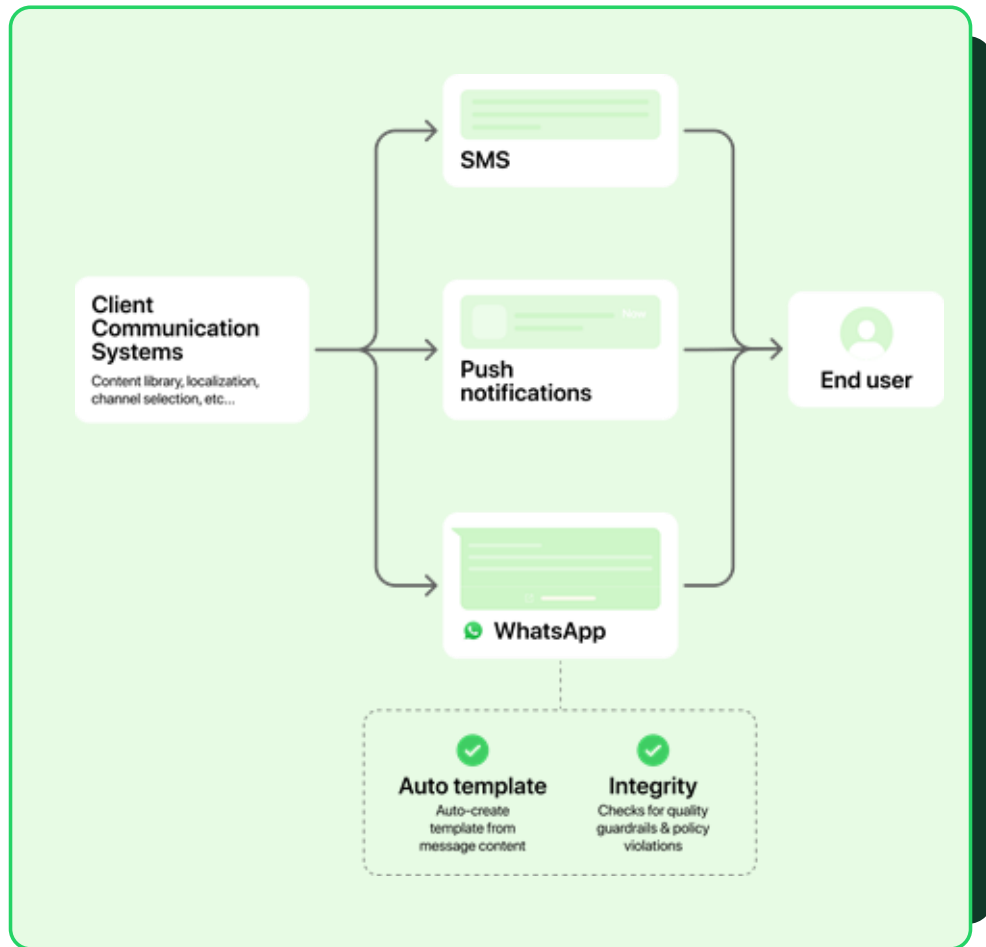
No

Re-categorization from utility to marketing

100%

Of existing content can be leveraged for WhatsApp utility





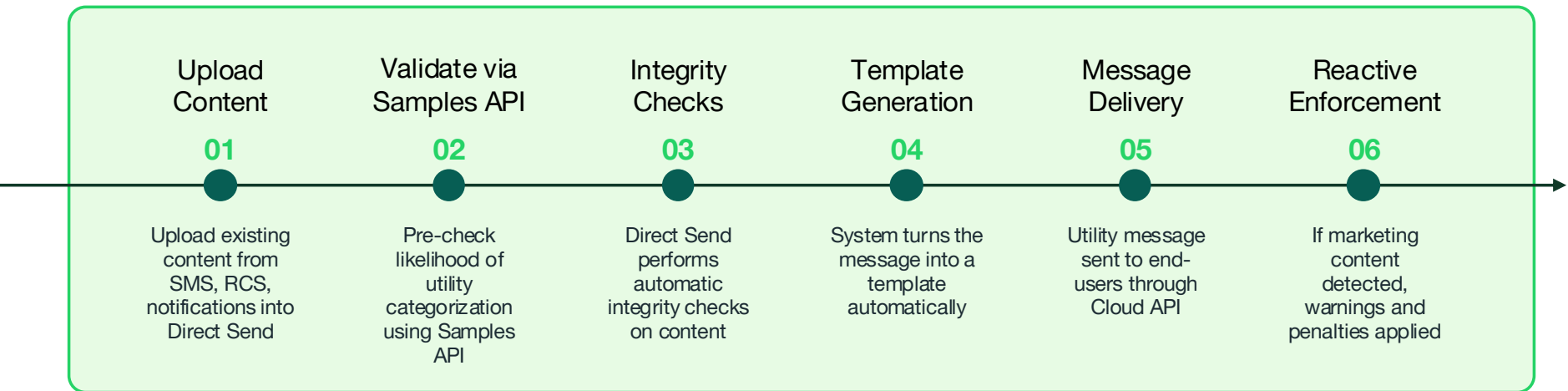
Direct Send lets businesses send utility messages on Cloud API without creating templates

- Businesses upload existing content from SMS, RCS, notifications, etc. into Direct Send without creating templates. Direct Send does automatic integrity checks to validate content via Samples API to pre-check the likelihood of a message being utility.
- Direct Send turns message into a template and sends the utility message to end-users
- If Direct Send detects that the message is actually a marketing message, businesses receive reactive enforcements via warnings and penalties. Messages do not get re-categorized or re-priced, and campaigns do not get interrupted.

Mapa de distribuição

Distribution map

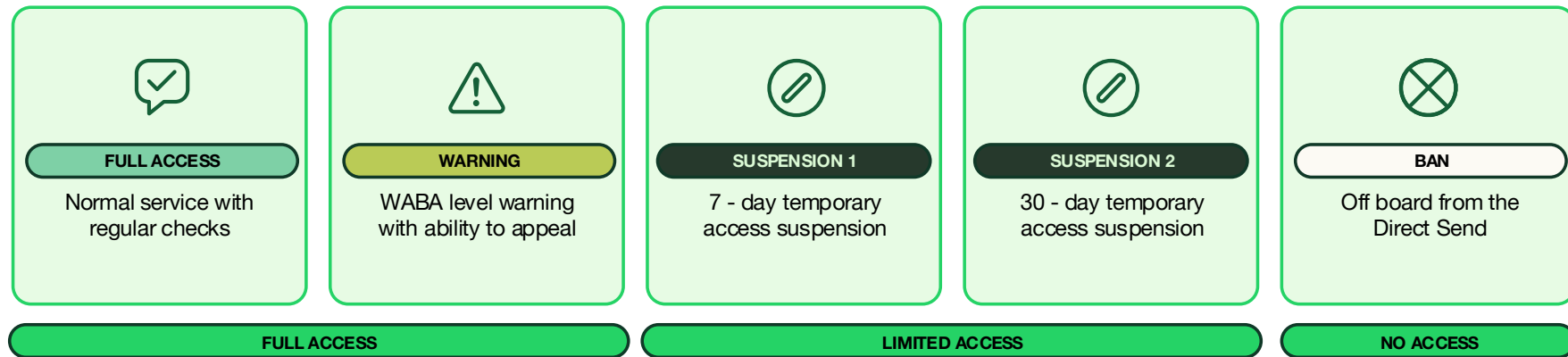
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How It Works Enforcement System

Compliant usage

Continued non-compliance



Review Request

Businesses can request a review with Meta. No re-categorization or restrictions during the appeal review process.



Notification Process

When messages don't meet utility guidelines, notifications are sent through email and webhooks at content and WABA level.

Supported Messages

Current and Future

Currently Supported



- Text messages
- Images
- CTA URL buttons
- Reply buttons
- Custom TTL (time to live)

Coming Soon



- Address, Audio, Contacts
- Documents, Location, Stickers
- Videos, Reactions
- All other button / format types

What it's for



- New businesses bringing messages from other channels
- Established businesses scaling utility
- Businesses eliminating re-categorization friction

Thank You!

