

On October 1, WhatsApp starts charging *the answer*.

A customer writes to a business on WhatsApp. The business replies. Since November 2024, that reply has been free. From October 1, 2026, Meta charges it, whether a person or an AI wrote it, at a rate set by the country the customer lives in.¹

November 1, 2024

Service replies become free, without limit. Businesses build their customer care and their assistants on it.

September 30, 2026

A payment method must be on file. Without one, Meta stops delivering service replies.

October 1, 2026

Every reply beyond 1,000 a month per phone number is charged. Rates can be revised every quarter.

The bill lands on the businesses that answer their customers, and it is set by where those customers live: a million replies cost \$1,400 in delivery fees to India and \$55,000 to Germany, before the software, the model and the people who answer.² A business can absorb it, pass it on, answer fewer messages, or move its support to another channel. Its customers get higher prices, slower answers, or a business that sends them elsewhere for help.

Behind every business on WhatsApp there is a chain that carries the same bill. The provider or integrator that connected it re-bills a fee it does not control. The assistant vendor pays it on every reply, on top of its own model. The model, the inference and the cloud behind that assistant lose the account when the business leaves. *A decision about a delivery fee becomes a decision about the whole service.*

The open letter to Mark Zuckerberg asks for three things.

- 01 Keep customer service replies free, written by a person or by an independent AI.
- 02 The same delivery terms for every provider.
- 03 Work with the ecosystem as partners. An open WhatsApp stays the world's leading business channel.

Sign as an organization.

One email to sign@keepwhatsappopen.com with your organization, your role and your country. The letter, the signatories and a calculator for your own bill are at keepwhatsappopen.com.

¹ Meta for Developers, *Upcoming pricing updates for Meta Business Agent, service and utility messages*, developers.facebook.com/documentation/business-messaging/whatsapp/pricing/non-template-messages.

² WhatsApp Business Platform rate cards effective October 1, 2026: 0.14¢ per delivered reply to India, 5.5¢ to Germany, no volume tier for service replies.