

Cloud API is Meta's official WhatsApp Business Platform for sending template-based broadcast campaigns. Unlike other WhatsApp connection methods, Cloud API sends your messages through Meta's own servers — which means higher delivery rates, no risk of your WhatsApp number being banned, and proper delivered/read tracking.

This guide shows you how to prepare your Meta account and hand three connection details to Pixalink, so our team can switch Cloud API on for your business.

What you'll need to collect

You'll gather **three values** from your Meta account and send them to Pixalink:

- A **System User Access Token** — a permanent, non-expiring token
- Your **Phone Number ID**
- Your **WABA ID** — WhatsApp Business Account ID

Pixalink completes the actual connection on our side once you send these over.

Before you start: create a Meta App

You need a **Meta App** registered under your Meta Business portfolio with the "**Connect with customers through WhatsApp**" use case enabled.

Follow the step-by-step guide here: [How to Create a Meta App for WhatsApp Cloud API](https://kb.pixalink.io/articles/how-to-create-a-meta-app-for-whatsapp-cloud-api) (<https://kb.pixalink.io/articles/how-to-create-a-meta-app-for-whatsapp-cloud-api>).

Everything stays under your own Meta account — you create and manage the app, and you grant the Pixalink app access in the steps below.

Step 1: Create a permanent Access Token

Short-lived tokens from the Graph API Explorer expire after a few hours. For a lasting connection, create a **System User token** instead.

1. Go to [Meta Business Suite](https://business.facebook.com) (<https://business.facebook.com>) and open **Business Settings**.
2. In the left sidebar, go to **Users** then **System Users**.
3. Click **Add** to create a new System User (or select an existing one) and set the role to **Admin**.
4. Click the system user's name, then click **Assign Assets**.
5. Select **WhatsApp Accounts**, check your WhatsApp Business Account, enable **Full Control**, and click **Save**.
6. Click **Assign Assets** again. Select **Apps**, check the **Pixalink** app, enable **Manage App**, and click **Save**.
7. Click **Generate New Token** and select the **Pixalink** app from the dropdown.

8. Check **both** of these permissions:

- `whatsapp_business_management`
- `whatsapp_business_messaging`

9. Set the token expiry to **Never expires**.

10. Click **Generate Token** and copy it immediately — Meta will not show it again.

Both permissions are required. A token with only `whatsapp_business_messaging` can send messages but cannot manage templates. If setup later shows "You do not have permission" errors, the token is missing `whatsapp_business_management` — generate a new one with both boxes checked.

Treat the Access Token like a password. Anyone with it can message on your behalf. Only share it with Pixalink through a secure channel (see Step 4).

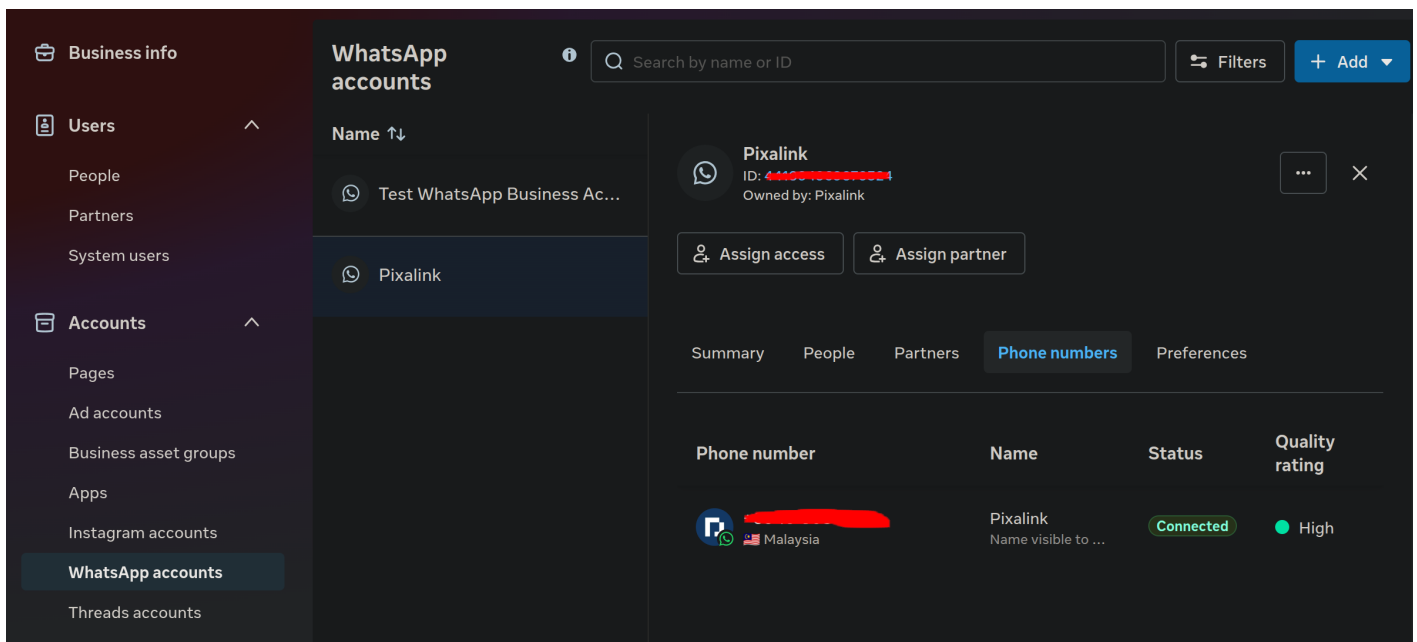
Step 2: Find your Phone Number ID

1. In Meta Business Suite, go to **Business Settings** then **Accounts** then **WhatsApp Accounts**.
2. Select your WhatsApp Business Account.
3. Click the phone number you want to use for broadcasting.
4. The **Phone Number ID** is shown on the phone number details page — a long numeric string (e.g. `387937354407185`).

Step 3: Find your WABA ID

The WABA ID (WhatsApp Business Account ID) is different from the Phone Number ID.

1. In the same **WhatsApp Accounts** section of Business Settings, select your account.



2. The **WABA ID** appears in the account details, or in the URL when viewing the account (e.g. 404141429447970).

Step 4: Send the details to Pixalink

Once you have all three values, send them to your **Pixalink account manager** or **Pixalink support**:

- Phone Number ID (from Step 2)
- WABA ID (from Step 3)
- System User Access Token (from Step 1)

Because the Access Token is sensitive, please share it through a secure channel — ask your account manager for a secure link if you're unsure. Our team enters the details on Pixalink's side and verifies the connection for you.

Step 5: Confirm it's working

After Pixalink activates the connection, you'll be able to:

- See your Cloud API WhatsApp number on your **Configurations** page under WhatsApp settings
- Turn on **Use Cloud API Template** when creating WhatsApp campaigns
- Create template campaigns that are submitted to Meta for approval

If you don't see the Cloud API option in your campaign form, contact Pixalink support to confirm the connection is active.

Troubleshooting

Issue	Cause	Fix
The Pixalink app is not in the token dropdown	The Pixalink app isn't assigned to your System User	Complete Step 1.6 — assign the Pixalink app with Manage App access
"You do not have permission" errors	Token is missing <code>whatsapp_business_management</code>	Generate a new token with both permissions checked (Step 1.8)
Meta rejects a template	Content policy issue (e.g. a variable at the very start or end of the text)	Review Meta's template guidelines and resubmit
You can't see the Cloud API toggle in campaigns	The connection isn't active yet	Confirm with Pixalink support that Steps 4–5 are complete