

Before connecting WhatsApp Cloud API to Pixalink, the vendor needs a Meta App registered under their Meta Business portfolio. This guide walks through creating one on the Meta for Developers platform.

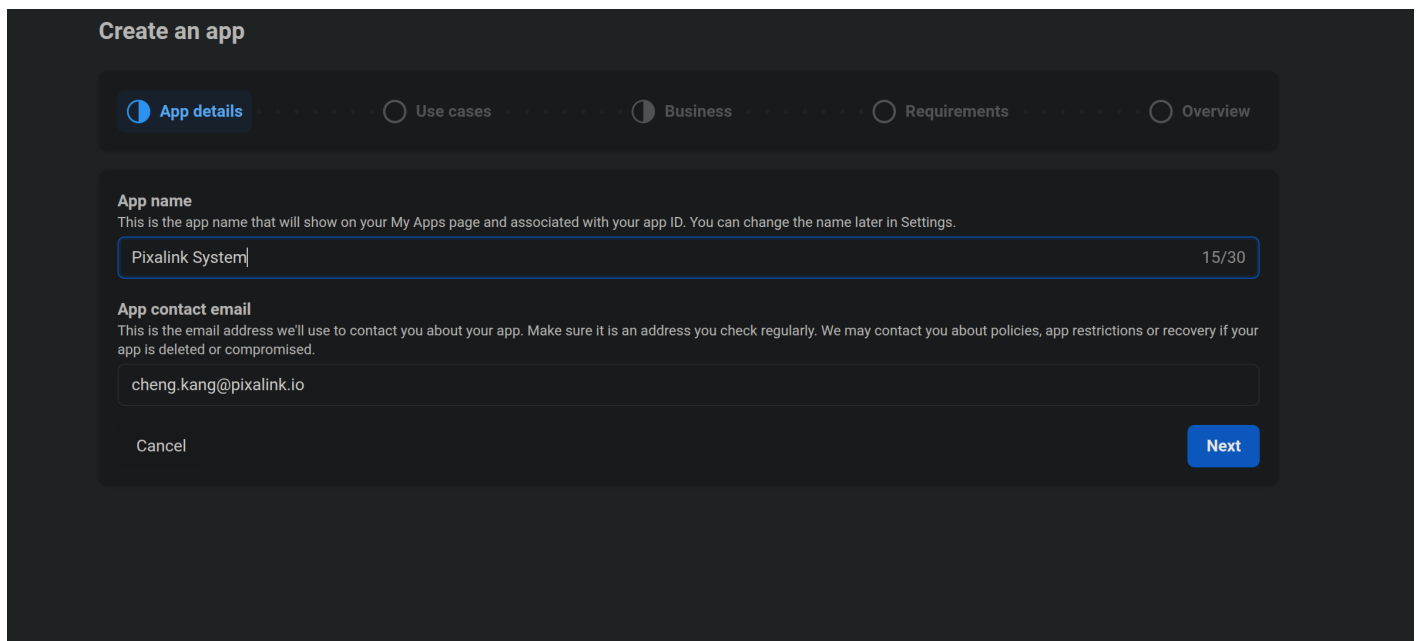
This app lives under the vendor's own Meta Business account — there is no need to share it with Pixalink's business portfolio.

Step 1: Start the App Creation Wizard

1. Go to [Meta for Developers](https://developers.facebook.com) (https://developers.facebook.com) and log in with the vendor's Facebook account.
2. Click **My Apps** in the top navigation bar, then click **Create App**.

Step 2: Fill in the App Details

1. Enter an **App name** — use something recognisable like the business name followed by "System" (e.g. "Pixalink System").
2. Enter the **App contact email** — this is the email Meta will use to contact the vendor about app policies, restrictions, or recovery. Use an email the vendor checks regularly.
3. Click **Next**.



The screenshot shows the 'Create an app' wizard with the 'App details' step selected. The wizard has five steps: App details, Use cases, Business, Requirements, and Overview. The 'App details' step is active, showing fields for 'App name' and 'App contact email'. The 'App name' field contains 'Pixalink System' and has a character count of 15/30. The 'App contact email' field contains 'cheng.kang@pixalink.io'. There are 'Cancel' and 'Next' buttons at the bottom.

Create an app

☒ App details ☐ Use cases ☐ Business ☐ Requirements ☐ Overview

App name
This is the app name that will show on your My Apps page and associated with your app ID. You can change the name later in Settings.

Pixalink System 15/30

App contact email
This is the email address we'll use to contact you about your app. Make sure it is an address you check regularly. We may contact you about policies, app restrictions or recovery if your app is deleted or compromised.

cheng.kang@pixalink.io

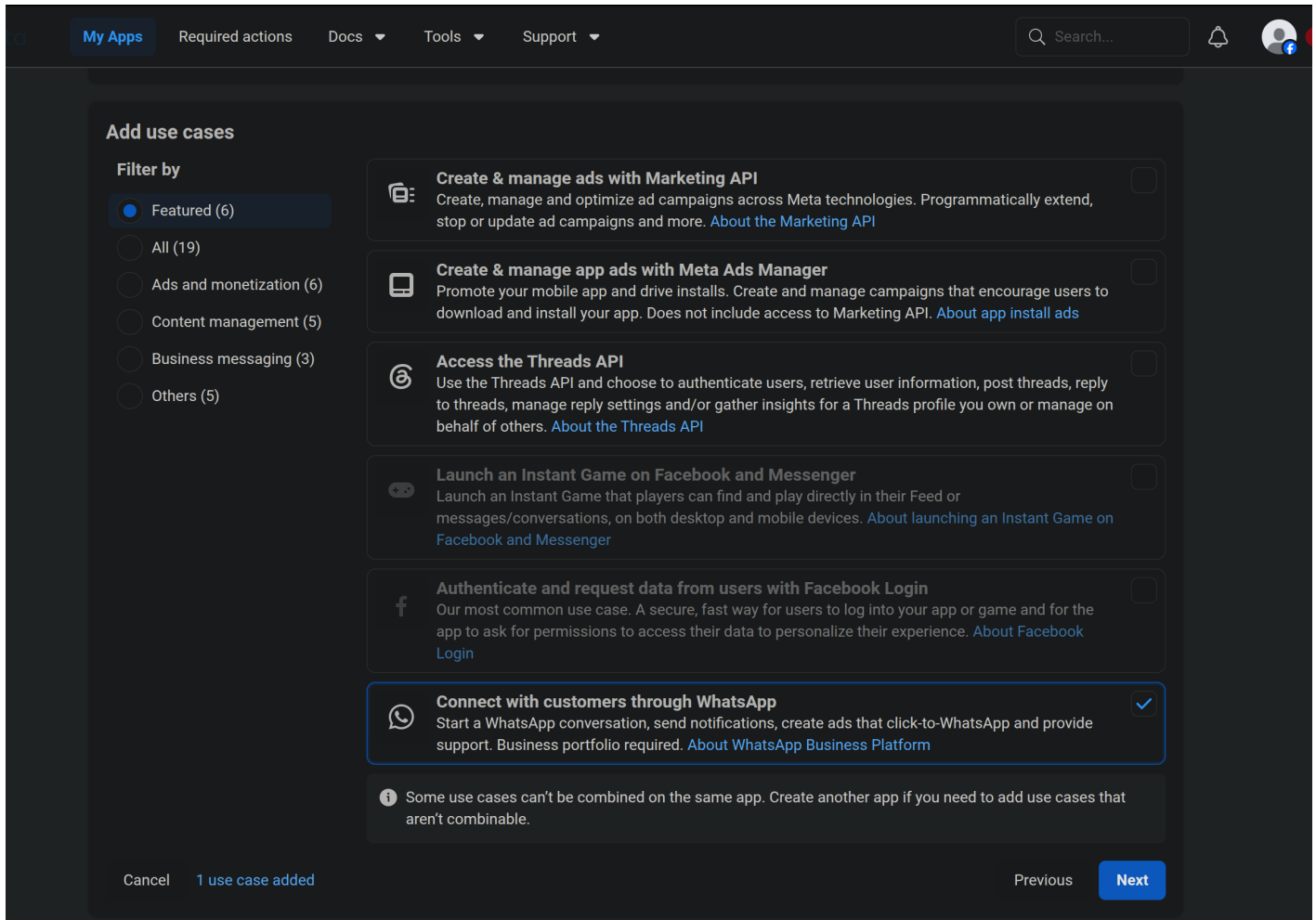
Cancel Next

Step 3: Select the Use Case

1. On the **Add use cases** screen, scroll down the list of available use cases.

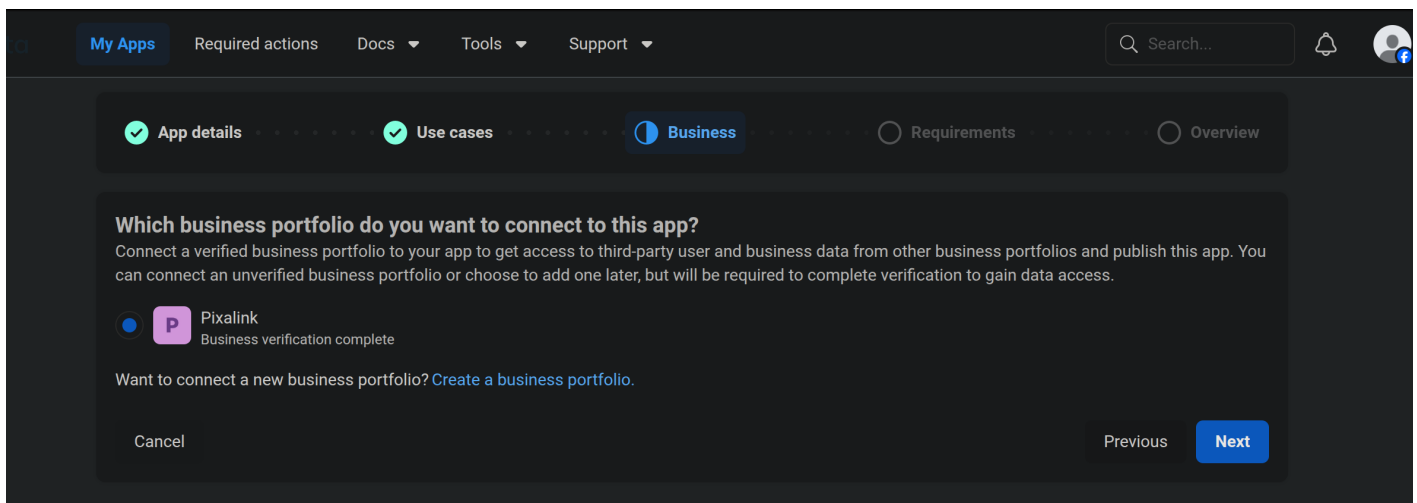
2. Select **Connect with customers through WhatsApp** — this enables the WhatsApp Business Platform for the app.
3. Click **Next**.

If this use case does not appear, make sure the vendor's account has a verified Business portfolio linked. A business portfolio is required for WhatsApp access.



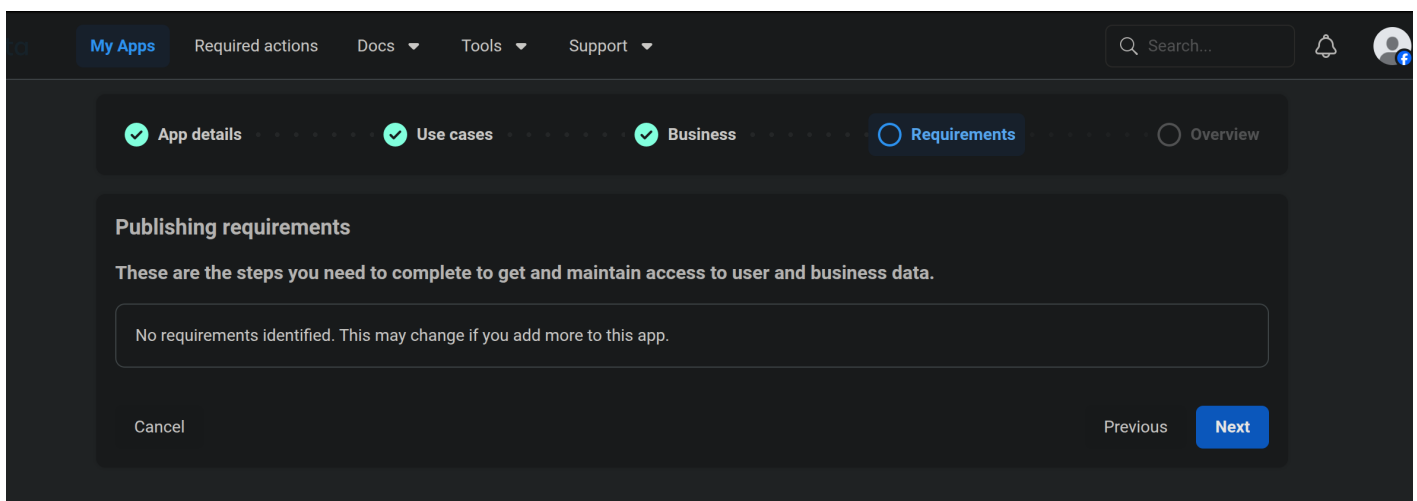
Step 4: Connect the Business Portfolio

1. Select the vendor's **Business portfolio** from the list. It should show the business name and verification status (e.g. "Business verification complete").
2. If the vendor does not have a business portfolio yet, click **Create a business portfolio** to set one up first.
3. Click **Next**.



Step 5: Review Publishing Requirements

1. The **Requirements** step shows any publishing requirements for the selected use cases. For WhatsApp-only apps, this typically shows "No requirements identified."
2. Click **Next** to continue.



Step 6: Review and Create the App

1. Review the **Overview** summary — confirm the app name, email, use case ("Connect with customers through WhatsApp"), and business portfolio are correct.
2. Click **Create app** to finish.

App details

Use cases

Business

Requirements

Overview

Overview

App details

App Name

Pixalink System

App Email

cheng.kang@pixalink.io

Use cases

 **Connect with customers through WhatsApp**
Start a WhatsApp conversation, send notifications, create ads that click-to-WhatsApp and provide support. Business portfolio required. [About WhatsApp Business Platform](#)

Business

 **Pixalink**
Business verification complete

Requirements

No requirements for the use cases on this app.

By proceeding, you agree to the [Meta Platform Terms](#) and [Developer Policies](#), as well as all other applicable terms and policies.

Cancel

Previous

Create app

What Happens Next

The app is now created and ready. The next step is to set up WhatsApp Cloud API credentials (System User Access Token, Phone Number ID, and WABA ID) and connect them in Pixalink. Follow the main setup guide: [How to Connect WhatsApp Cloud API \(Meta\) for Your Business](https://kb.pixalink.io/articles/how-to-connect-whatsapp-cloud-api-meta-for-your-business) (<https://kb.pixalink.io/articles/how-to-connect-whatsapp-cloud-api-meta-for-your-business>).