

WhatsApp and SMS Message Costs Explained

What Is This?

Pixalink can send your campaign messages three ways: Official WhatsApp, your own linked WhatsApp number, and SMS. Each is charged differently, by a different party. Knowing who charges what helps you pick the right channel before a big send.

Tip

Check Meta's current Official WhatsApp prices on [Meta's WhatsApp pricing page](https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing) (<https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing>). Meta sets the rate for each message type and country, and changes it from time to time.

How It Works

WHO CHARGES FOR EACH MESSAGE

Official WhatsApp

Meta charges

per message
by message type
and customer's country

Own WhatsApp number

No Meta charge

no SMS credits used
risk of a block
on big sends

SMS

Pixalink SMS credits

1 credit per SMS part
long messages use more
overseas costs more

Check Meta's pricing page for today's Official WhatsApp rates.

Official WhatsApp (from Meta). Meta charges for each message it delivers. The price depends on the message type (marketing, utility or authentication) and your customer's country. Promotions are usually marketing. Meta decides which messages are free, and it changes these rules from time to time. These charges come on top of your Pixalink plan, as the **Use Official WhatsApp** switch notes. For today's rates, see [Meta's WhatsApp pricing page](https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing) (<https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing>).

Your own WhatsApp number. Neither Meta nor Pixalink charges per message. The real cost is risk: a big send can get your number blocked.

SMS. SMS uses Pixalink SMS credits. A long message is split into several SMS parts, and each part is charged. One part to a Malaysian number uses one credit. An overseas number uses more. Campaign SMS and booking messages use credits. Login codes your customers receive don't.

The campaign editor counts the parts as you type, for example "190 characters length - will use 2 SMS credits". The count includes your brand name and the "RM0.00" label added to the front. The

rule it uses:

Your message uses	One SMS holds	Each part of a longer message holds
English letters, numbers and symbols	160 characters	153 characters
Any other character, such as Chinese, Tamil or an emoji	70 characters	67 characters

To see your balance and every SMS charged, click your profile picture at the top right, then **Pixalink SMS Credits**.

Where to Check Official WhatsApp Spending

If you connected your own WhatsApp Business account, Meta bills you directly, and Pixalink doesn't show those costs. If Pixalink manages your number, ask our support team how it's billed.

- **Spending so far:** open **Meta Business Suite** → **WhatsApp Manager** → **Insights**. It shows free and paid messages and **Approximate charges**. See Meta's [message insights guide](https://www.facebook.com/business/help/338500813332755) (https://www.facebook.com/business/help/338500813332755).
- **Card and bills:** go to **Meta Business Suite** → **Settings** → **Billing & payments**.

Two Pixalink settings change your Meta bill:

- **Save cost when possible**, under **Inside the 24-hour chat window** on a campaign. Customers who messaged you in the last 24 hours get a normal chat message instead of the template. The saving depends on Meta's current pricing.
- **Accept marketing rate**, on **Settings** → **Configurations**. If Meta files a notification template as marketing, it costs more, so Pixalink holds it back from Official WhatsApp until you accept.

Real-Life Example

Farah runs a hair salon in Petaling Jaya with 800 members. She wanted the cheapest way to send a Hari Raya promotion.

Her SMS draft came to 190 characters, so the editor showed 2 SMS credits per customer. That's 1,600 credits for 800 Malaysian numbers. She cut the message under 160 characters, and it dropped to 800 credits.

She compared that with Meta's marketing rate for Malaysia and chose Official WhatsApp. A week later, Insights in WhatsApp Manager showed her what the promotion cost.

Good to Know

- If your SMS credits run out, campaign SMS aren't sent. The broadcast shows **Withheld**. Contact us to top up.
- Meta's Insights figures are estimates. Your final invoice can differ slightly.

Need Help?

Contact our support team for SMS top ups.

What's Next?

- [Official WhatsApp from Meta Explained](https://kb.pixalink.io/articles/official-whatsapp-from-meta-explained) (https://kb.pixalink.io/articles/official-whatsapp-from-meta-explained)
- [How to Get Your WhatsApp Notification Templates Approved](https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved) (https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved)
- [How to Lower the Risk of a WhatsApp Block on Your Own Number](https://kb.pixalink.io/articles/how-to-lower-the-risk-of-a-whatsapp-block-on-your-own-number) (https://kb.pixalink.io/articles/how-to-lower-the-risk-of-a-whatsapp-block-on-your-own-number)