

Quick Guide on CBP implementation at Gupshup Self Serve

As most of you might be aware, starting February 1st, 2022, WhatsApp will switch from a notification-based pricing model to a conversation-based pricing (CBP) model. Instead of being charged for notifications sent, businesses will be charged per conversation, which includes all messages delivered within a 24-hour period.

Read this guide to know –

- How does CBP work?
- What changes can you expect in Gupshup self serve with CBP coming in?

Useful external links :

- [Facebook Conversation Based Pricing](#)
- [Gupshup API documentation for CBP](#)

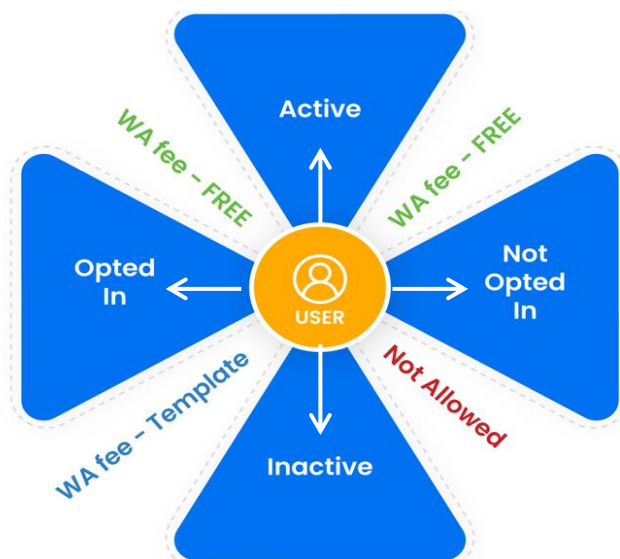
How does CBP work?

Old way of charging WhatsApp fee – Message based pricing

In the Message based pricing model, WhatsApp fee is decided basis ACTIVE WINDOW

- Active window is a 24 hour window that starts from “last msg” of user and is a moving window. Free text / session messages can be sent in this window
WHATSAPP FEE : FREE
- Inactive window is when the business can only send pre-approved template messages to opted in users
WHATSAPP FEE : Per template message fee basis recipient country

GUPSHUP FEE - is per message for session or template



Message based pricing model – basis user’s activity

New way of charging WhatsApp fee – Conversation based pricing (CBP) (1/2)

In the conversation based pricing model, WhatsApp fee is decided basis combination of - ACTIVE WINDOW + CONVERSATION WINDOW

Active window

Starts from user's last reply, is a 24 hour **moving** window with which WhatsApp decides HOW MUCH TO CHARGE and WHAT MSG CAN BIZ SEND

(e.g if user last replies at Day 1, 3pm, Active window ends at Day 2, 3pm, But if user again replies at Day 1, 4pm, Active window extends till Day 2, 4pm)

HOW MUCH TO CHARGE – FOR BIC (Business initiated conversation) OR UIC (user initiated conversation)?

- BIC and UIC are decided basis active window
- User initiated DOES NOT mean conversation session starts by user's msg, It starts on reply by biz
- WHATSAPP FEE : Different rates for BIC and UIC for different countries, Applicable in all countries

GUPSHUP FEE still applies to every msg in a conversation session – 0.001 USD pm whether template or session

WHAT MSG CAN BUSINESS SEND

- Same rules of optin and preapproved template apply for Biz initiated conversations
- Same rules of active user apply for any msg within BIC and UIC (biz can only send free text if user is active)

New way of charging WhatsApp fee – Conversation based pricing (CBP) (2/2)

Conversation window

Starts from biz's first message, is a 24 hour **static** window with which WhatsApp decides WHEN DOES THE CHARGE START AND END (e.g. Day 1, 3pm to Day 2, 3pm fixed)

WHEN DOES THE CHARGE START AND END

- 24-hour conversation session starts from first reply by business
- First msg is charged by WhatsApp, No further charge on msgs in this 24 conv window
- Session initiates on delivery of first msg

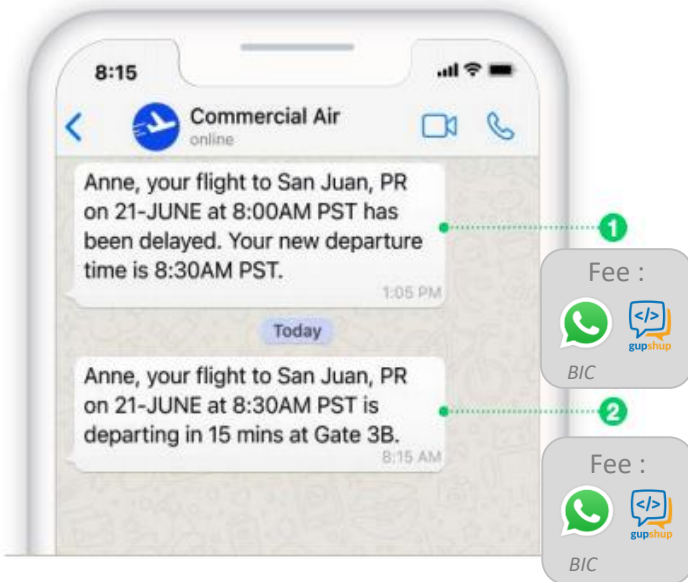


Conversation based pricing model – basis business's first msg

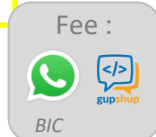
Examples of WhatsApp fee & Gupshup fee

BIZ INITIATED (BIC)

When user is not active in last 24hrs



If biz sends more messages after Day 2, 1:05PM, without user reply

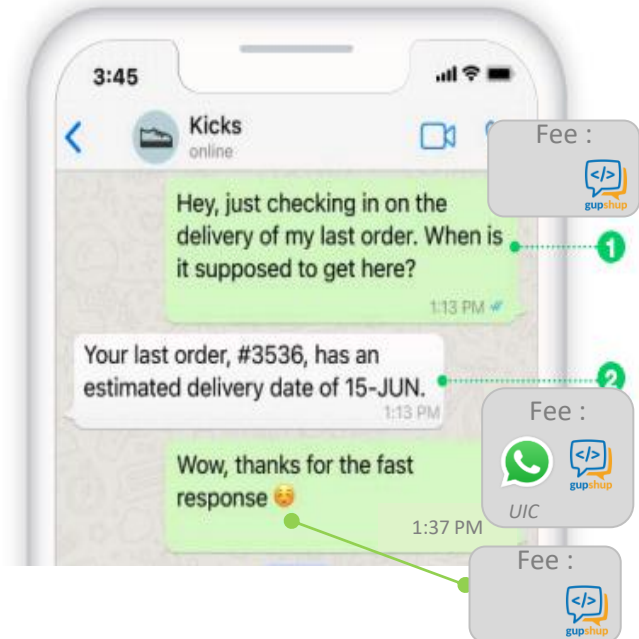


If biz sends more messages after Day 2, 1:05PM, and if user was active



USER INITIATED (UIC)

When user is active in last 24 hrs



If biz sends another message before Day 2, 1:13PM



If biz sends another message between Day 2, 1:13PM & 1:37PM (consider user sent last msg at 1:37PM)



If biz sends another message after Day 2, 1:37PM (consider user sent last msg at 1:37PM)



Other concepts of CBP

Free tier

- The first 1,000 conversations are free in every WABA within each calendar month
- Could be UIC or BIC
- Gupshup fee per msg will still be charged in this case

Free entry points (FEP)

- Conversations that start from Ads that Click to WhatsApp or Facebook Page CTAs will be free (first UIC by user free)
- Gupshup fee per msg will still be charged in this case

What changes can you expect in
Gupshup self serve with CBP coming in?

Changes in wallet statement

You will soon notice that the wallet statement usage section will be updated in the below format, to accommodate the CBP changes -

Usage
Messages (Gupshup fee)
Incoming session
Outgoing session
Outgoing session media
Outgoing template
Outgoing template media
Messages (WhatsApp fee)
Outgoing template
Conversations (WhatsApp fee)
Billable UIC
Billable BIC
Free entry point
Mexico Test

These fields will not be applicable once CBP starts

Payload changes

To know the payload changes please check

[Gupshup API documentation for CBP](#)

The end