WhatsApp Business Platform Accounts

There are two types of accounts on WhatsApp Business Platform - the Business Account and the Official Business Account (OBA). Businesses are required to go through Meta's verification process before either account type can be used in WhatsApp Business Platform. However, the OBA status is only given to businesses that meet Meta's own criteria.

This document covers the differences between the two types of accounts and how to become a WhatsApp OBA.

Business Account

Any account that uses the WhatsApp Business Platform or WhatsApp Business app is a Business Account by default. Meta verifies the authenticity of a brand for every account on WhatsApp Business Platform.

Help customers learn more about your company by filling out your business info, such as adding a profile picture, your website URL, address and email.
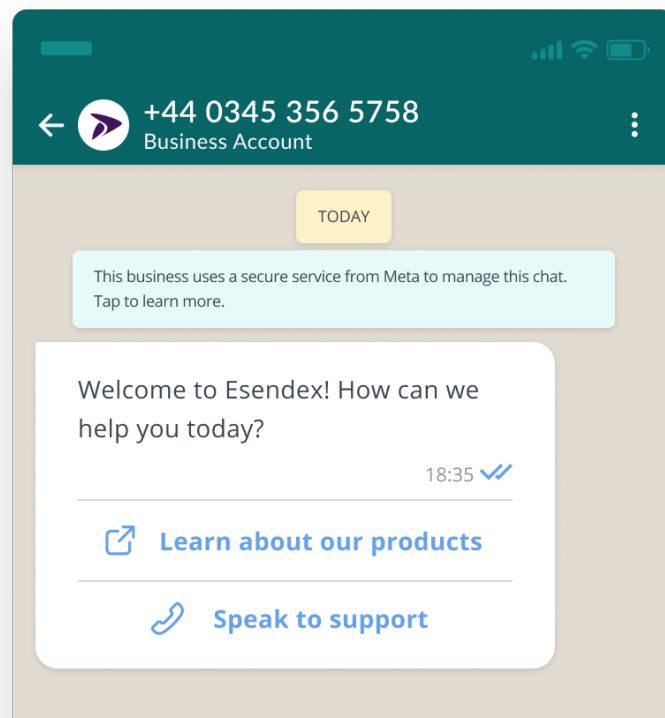
Official Business Account

If your WhatsApp account is an Official Business Account (OBA), your business name will be visible even if your recipient hasn't added you to their address book. There will also be a green checkmark next to your displayed name.

What this means is that Meta has verified that an **authentic**, **notable brand owns** this account.

The criteria for WhatsApp OBAs is based on various factors determined by Meta and is different from policies on other platforms. In addition to meeting WhatsApp's Commerce and Business policies, businesses must also:

➜ Be **notable**: This is a well-known business, frequently searched brand or entity.
➜ Be **verified**: This business has undergone Meta's verification process.
➜ Have **2FA**: This business has set up two factor authentication (which is completed by our Esendex team on your behalf).
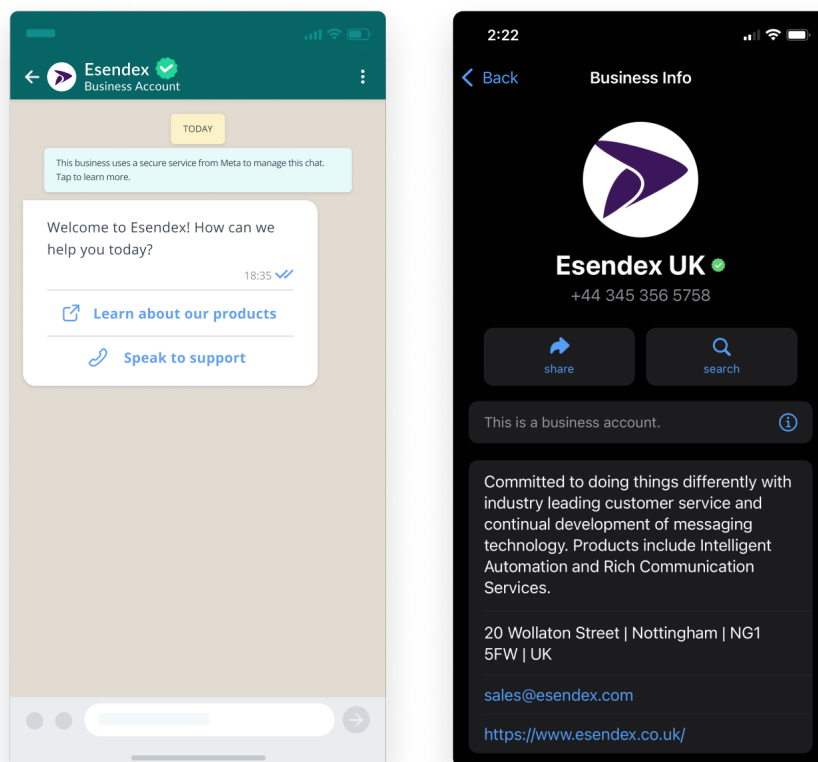
Applying to become an OBA

If you would like to become an OBA, all you need to do is reach out to Esendex. We will submit your application on your behalf.

Understanding notability when applying for OBA status

One of the most important criteria in the OBA application process is notability. Notable businesses are ones that are well-known, frequently searched brands or entities. This does not indicate the authenticity of the business. Businesses that are considered authentic have undergone the Business Verification process, which verifies the business as a legal entity.

Notability, however, reflects the business' presence in news articles. Notability is assessed based from publications with sizable audiences.

Meta does not consider paid or promotional content as suitable sources for review. This includes business or app listings.

OBAs are issued at the phone number and display name level. So, if your display name is changed after receiving OBA status, Meta will need to reassess the new name for notability and display name compliance.

Additionally, previous OBA approvals within a WhatsApp Business Account doesn't guarantee approval for other numbers (with different display names) associated with that account. If your WhatsApp Business Account contains a main parent brand and the phone number associated with that brand meets notability requirements, we suggest updating the display names for the child brands as follows:

'{{sub-brand name}} by {{notable name}}'.

Next steps if OBA request is denied

If your OBA request has been denied, it means that Meta has carefully reviewed your account and determined that your account isn't eligible for OBA status at this time. Currently, these decisions cannot be appealed.

However, you can submit another OBA request in 30 days. Take this time to grow your presence and remember that this will not limit your ability to share your business details. Every phone number used in the platform has a business profile where you can edit your profile picture, email, website and description.