

New WhatsApp pricing: what changes on October 1.

Meta will start charging for replies sent to customers within the 24-hour window. Here is what changes, what it costs in Brazil, what RIA will offer and answers to the most common questions.

1,000 free replies per month

R\$ 0.035 per extra reply

Deadline: September 30



SEPTEMBER 2026

For law firms served by Lia on official WhatsApp (Meta's platform)

lia.im

Starting **October 1, 2026**, Meta charges for every reply a law firm sends to a customer through the official platform within the 24-hour window. Until now, those replies were free. Messages the customer sends remain free. All amounts are in Brazilian reais (R\$).

1,000

free replies per month, per phone number. Charging starts at the 1,001st.

R\$ 0.035

per reply delivered beyond the free tier. No volume discount tiers.

72_h

of free conversation when the customer arrives through an ad on Facebook or Instagram.

SECTION 1

What changes on October 1

Message type	Today	Starting October 1, 2026
Free-form reply to the customer within 24 hours of their last message (text, audio, image, document)	Free	R\$ 0.035 per delivered message, after the month's 1,000 free ones
Utility template message (reminder, confirmation) sent within the 24-hour window	Free	R\$ 0.035 per message, with no free tier
Utility template message sent outside the window	R\$ 0.035	R\$ 0.035 (no change)
Marketing template message	R\$ 0.3217	R\$ 0.3217 (no change)
Message the customer sends to the law firm	Free	Free
Any message in the 72 hours after the customer arrives through an ad on Facebook or Instagram	Free	Free
Message the law firm sends directly from the WhatsApp Business mobile app	Free	Free

Figures from Meta's official rate card for Brazil, in Brazilian reais, effective October 1, 2026. Each delivered "bubble" counts as one message: a reply split into three bubbles counts three times.

SECTION 2

How much your firm will spend

The bill depends on how many replies the firm sends per month through the official platform. The free tier of 1,000 messages is **monthly and per phone number**: it adds up every conversation on that number, resets every month and does not roll over.

Replies sent in the month (one number)	Messages charged	Monthly cost with Meta
up to 1,000	0	R\$ 0.00
2,000	1,000	R\$ 35.00
3,000	2,000	R\$ 70.00
5,000	4,000	R\$ 140.00
10,000	9,000	R\$ 315.00

Simulation of Meta's rates only, for one phone number, not counting marketing template messages (R\$ 0.3217 each) or reminders sent as template messages within the window (R\$ 0.035 each). Lia's monthly fee is billed separately and does not change because of this update.

Important deadline: September 30, 2026

Meta requires each law firm's WhatsApp account to have a **payment method on file by September 30**. Without it, starting October 1 Meta **stops delivering replies** sent through the platform, even within the free tier. RIA will check with each firm whether its account is already in order and guide it through whatever is missing.

SECTION 3

RIA's hybrid solution starting October 1

There are two ways to connect a WhatsApp number to a customer service system:

Official platform (Meta)

- Authorized and maintained by Meta itself.
- Protected number: no risk of being blocked for using automation.
- Verification badge, approved template messages, integration with ads.
- Guaranteed delivery and history; official support.
- Rules: 24-hour window for free-form replies; per-message rate starting October 1.

Unofficial connection

- Connects the number through a route Meta neither authorizes nor supports.
- No per-message rate and no 24-hour window rule.
- **Real risk of the number being blocked**, temporarily or permanently, at WhatsApp's discretion.
- May stop working when WhatsApp updates the app.
- No verification badge, no template messages, no free ad window.

Starting October 1, RIA offers a **combination of the two**, configured to fit each firm's profile. RIA's standard recommendation is:

- **The firm's main number, the one clients know:** official platform. It is the channel for the client relationship and should not be at risk of being blocked.
- **Secondary, low-risk uses:** unofficial connection, if the firm wishes. Examples: a second number for internal notices to the team, high-volume routine reminders, or flows where the firm knowingly accepts the risk of a block.
- The unofficial connection is activated **only with the firm's express authorization**, with awareness of the risks described above.

SECTION 4

Frequently asked questions

Is it worth paying for the official platform?

For the firm's main number, **yes**. The cost is small: most firms stay within the free tier or pay a few dozen reais a month. What that money buys is assurance: the number is not blocked because of automation, messages are delivered, the firm keeps its verification badge and can run ads with 72 hours of free conversation. A channel where clients follow their own case is no place to save a hundred reais a month at the risk of losing the number.

How much will I spend?

Use the formula: **(replies sent in the month – 1,000) × R\$ 0.035**, plus whatever template messages the firm uses. A firm that sends 2,000 replies a month pays R\$ 35.00. With 5,000 replies, R\$ 140.00. Below 1,000, nothing. Until September 30 these replies still cost zero. RIA tracks each firm's volume and will let you know if usage approaches a significant level.

Is it worth the risk of an unofficial connection?

It depends on what is at stake on that number. The unofficial connection is cheaper and has fewer rules, but it operates outside WhatsApp's terms of use. WhatsApp can **block the number** without notice, and when that happens the firm loses the channel, the history and, often, the very number its clients know. There is no official appeal to reverse it. For a law firm, the cost of going days without talking to clients in the middle of deadlines and hearings is greater than years of Meta's fees. That is why RIA recommends the unofficial connection **only for secondary numbers and uses where a block would cause no harm**, and always with the decision recorded by the firm.

Will conversations that start from an ad be charged?

No. When a customer clicks an ad on Facebook or Instagram and the firm replies within 24 hours, a 72-hour window opens in which every message is free. After that, the normal rules apply.

If I reply from my phone, am I charged?

No. Messages sent directly from the WhatsApp Business mobile app remain free. Charges apply only to what goes out through the platform, that is, through Lia's customer service or the dashboard.

Is the 1,000-message free tier per conversation?

No. It is **per phone number and per month**, adding up every conversation. A single client who exchanges many messages draws from the same free tier as everyone else. A firm with two numbers has two free tiers.

Do I need to do anything now?

1. Confirm with RIA that the WhatsApp account has a payment method on file **before September 30**.
2. Decide whether the firm wants to keep only the official platform or adopt the hybrid solution, and for which uses.
3. Nothing changes in the way you serve clients: Lia and the team keep replying as usual.



We are here to help.

Ask your questions and choose the right setup for your firm with the RIA team.

SECTION 5

Data sources

All figures, dates and rules in this notice come from Meta's official documentation for the WhatsApp Business Platform, consulted on **September 2, 2026**.

1. **Pricing on the WhatsApp Business Platform (Meta)**. Schedule of rate changes, current rate cards and the October 1, 2026 rate cards for Brazil in reais and in US dollars, the monthly free tier of 1,000 service messages, billing in reais.
<https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing>
2. **Pricing updates for Meta Business Agent, service and utility messages (Meta)**. Charging for replies within the 24-hour window starting October 1, 2026, utility messages within the window, the free 72-hour window, the requirement of a payment method by September 30, 2026.
<https://developers.facebook.com/documentation/business-messaging/whatsapp/pricing/non-template-messages>
3. **Per-message rate cards effective October 1, 2026 (Meta)**. Official BRL and USD spreadsheets published on the pricing page above, section "Rate cards effective October 1, 2026". Brazil row: marketing R\$ 0.3217; utility, authentication and service R\$ 0.035.
4. **Using the WhatsApp Business app alongside the platform (coexistence) (Meta)**. Messages sent from the mobile app remain free and do not affect platform billing.
<https://developers.facebook.com/documentation/business-messaging/whatsapp/embedded-signup/onboarding-business-app-users>
5. **Official WhatsApp Business pricing site**. Interactive lookup of rates by country and category.
<https://business.whatsapp.com/products/platform-pricing>

Figures in Brazilian reais as published by Meta. Meta may revise rates only on the first day of each quarter, with at least one month's notice for a rate card change. The simulations assume one phone number and Meta's rates only; Lia's monthly fee is billed separately.