

WhatsApp conversation based message pricing in USD

Market	Initiated Rate of Business	User	Market	Initiated Rate of Business	User
Argentina	0,0605	0,0363	Peru	0,0688	0,0209
Brazil	0,0575	0,0345	Russia	0,0762	0,0458
Chile	0,0871	0,0522	Saudi Arabia	0,0374	0,0225
Colombia	0,0130	0,0090	South Africa	0,0322	0,0198
Egypt	0,1234	0,0741	Spain	0,0707	0,0424
France	0,1647	0,0988	Turkey	0,0130	0,0060
Germany	0,1570	0,0942	United Arab Emirates	0,0363	0,0220
India	0,0096	0,0070	United Kingdom	0,0744	0,0446
Indonesia	0,0363	0,0220	North America*	0,0177	0,0118
Israel	0,0345	0,0210	Rest of Africa*	0,1389	0,0417
Italy	0,0739	0,0444	Rest of Asia Pacific*	0,0857	0,0258
Malaysia	0,0842	0,0253	Rest of Central & Eastern Europe*	0,0960	0,0288
Mexico	0,0401	0,0135	Rest of Latin America*	0,0812	0,0486
Netherlands	0,1708	0,1025	Rest of Middle East*	0,0836	0,0251
Nigeria	0,0593	0,0357	Rest of Western Europe*	0,1523	0,0457
Pakistan	0,0544	0,0172	Other*	0,0555	0,0175

The price is valid for 01.02.2022. Actual pricing <https://login.sendpulse.com/messengers/tariffs/>

* List of countries in a region

North America

Canada, United States

Rest of Africa

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Morocco, Mozambique, Namibia, Niger, Rwanda, Senegal, Sierra Leone, Somalia, South Sudan, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia

Rest of Asia Pacific

Afghanistan, Australia, Bangladesh, Cambodia, China, Hong Kong, Japan, Laos, Mongolia, Nepal, New Zealand, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam

Rest of Central & Eastern Europe

Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Croatia, Czech Republic, Georgia, Greece, Hungary, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Serbia, Slovakia, Slovenia, Ukraine

Rest of Latin America

Bolivia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Puerto Rico, Uruguay, Venezuela

Rest of Middle East

Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Yemen

Rest of Western Europe

Austria, Belgium, Denmark, Finland, Ireland, Norway, Portugal, Sweden, Switzerland

Other

All other countries not listed in the above regions or specifically listed in the above tables