

How to Get WhatsApp Cloud API

The Complete Setup Manual for Botline Tenants

Botline · botline.cc

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Why this guide exists

Getting WhatsApp Cloud API from Meta is genuinely complicated. Most tenants hit at least 2-3 dead-ends before they're sending their first message. This guide walks the Meta-side prerequisites end-to-end so you can get connected to Botline in 1-3 hours of active work (over 1-7 days, depending on Meta's review queue).

This is the **before-Botline** guide. Once you have your Cloud API credentials, plug them in at botline.cc/dashboard/integrations and Botline takes over.

Phase 0 — Before You Touch Meta

You need these things ready BEFORE you start. Skip ahead and you'll get blocked halfway through.

0.1 Legal business identity

A real business — sole proprietor, registered company, or trade license. Personal name accounts get rejected. Have your business name + registration document handy.

0.2 A “clean” phone number

This is the #1 reason tenants get stuck. The phone number you'll use for Cloud API:

- Must NOT currently have a personal WhatsApp account on it, OR
- You must be willing to **delete** (not log out) the personal WhatsApp account before connecting it to Cloud API

To delete a personal WhatsApp account on a number:

1. Open WhatsApp on the phone
2. **Settings** → **Account** → **Delete my account**
3. Enter the phone number
4. Confirm

⚠ This is destructive. Backup chats first via Settings → Chats → Chat backup if you want to keep your history.

After deletion, wait 5-10 minutes before adding the number to Meta — their records take a few minutes to clear.

0.3 Facebook personal account

You (the human admin) need a personal Facebook account. The signup flow ties Cloud API to a Facebook Business Manager, which requires a personal account behind it.

If you have 2-factor authentication enabled, you may hit a sign-in loop during Meta's onboarding — temporarily disable 2FA, complete signup, then re-enable.

0.4 Business email

A business email under your domain (e.g. `you@yourbusiness.com`) speeds up Meta's review. Free Gmail/Hotmail addresses work but slow you down.

0.5 A simple website

A public-facing website showing your business is real. Even a one-page Squarespace / Wix / Notion-public-page is fine. Meta uses this for display-name approval.

Phase 1 — Create a Facebook Business Manager Account

About **10 minutes**.

1. Go to **business.facebook.com**
2. Click **Create Account** (top right)
3. Enter:
 - Business name (your real legal name)
 - Your name (the personal admin)
 - Business email
4. Click **Next**
5. Add business details: address, phone, website, time zone, currency
6. Click **Submit**
7. **Verify your business email** — open the email Meta sent and click the verification link

You now have a Business Manager. Bookmark `business.facebook.com` — you'll be back often.

Phase 2 — Create a WhatsApp Business Account (WABA)

About **10 minutes**. The WABA is the container for your phone numbers + display name + catalog.

1. Inside Business Manager → left sidebar → **Accounts** → **WhatsApp Accounts**
2. Click **Add** → **Create a new WhatsApp Business Account**
3. Fill in:
 - **Display name** — this is what your customers see in WhatsApp. **Pick a real-business specific name**. Generic names (“Customer Care”, “Support”, “Help Desk”) get auto-rejected. Examples that work: “Fone Pro PK”, “Hadeed Farms”, “Dr. Afshan Hamdani”.
 - **Business category** — pick the closest one (Retail / Health / Services / Education / etc.)
 - **Description** — 1-2 sentences about what you do
 - **Profile picture** — your logo, square, at least 500x500 px

4. Click **Create**

The WABA is now in “Pending” review state for the display name. You can still proceed to Phase 3 — display name review happens in parallel and finishes within minutes-to-days.

Phase 3 — Add a Phone Number (the failure point)

About **15-60 minutes**. Most tenants fail here on the first try.

1. Inside Business Manager → **WhatsApp Accounts** → click your WABA
2. Top tab: **Phone numbers** → **Add phone number**
3. Choose hosting: **“Hosted by Meta (Cloud API)”**
 - ⚠ NOT “Hosted by you (On-Premises)” — that’s a different product, expensive, requires self-hosting
4. Enter the phone number you prepared in Phase 0.2
5. Pick OTP delivery: **SMS** or **Voice call**
 - If SMS fails or doesn’t arrive, retry with Voice call
6. Receive the code on the phone
7. Enter it in Meta’s UI

3.1 If Meta says “phone number already in use”

This usually means: - The number had personal WhatsApp before — you forgot to delete it OR Meta hasn’t propagated the deletion yet - The number was tried with Cloud API previously and is partially registered

Fixes: 1. Confirm the personal WhatsApp is genuinely deleted (Phase 0.2 steps) 2. Wait 30 minutes 3. Retry with **Voice call** OTP instead of SMS 4. If still failing, try a different SIM / number

Phase 4 — Generate API Credentials

About **10 minutes**. Two paths.

Path A: Embedded Signup (the smoother flow)

This works when Botline’s Meta App Review approval is finalized. As of this guide’s date (2026-05-07), Botline is in the final stages of Meta App Review. Once approved, the Embedded Signup button appears in /dashboard/integrations.

1. In Botline → **Integrations** → **Add Cloud API line** → click **Sign up with Facebook**
2. A Meta popup opens
3. Log into your Facebook personal account
4. Pick your Business Manager + WABA
5. Pick the phone number you registered in Phase 3
6. Grant Botline permissions: `whatsapp_business_messaging` + `whatsapp_business_management`
7. Done — token auto-flows to Botline

Skip Path B if you used Path A.

Path B: Manual System User Token (works today)

This works regardless of Meta App Review status. Slightly more steps; same result.

4.B.1 Create a System User

1. Business Settings → **Users** → **System Users** → **Add**
2. Name it something memorable: **“Botline API”**
3. Role: **Admin**

4.B.2 Assign WhatsApp Account permissions

1. Click your new System User
2. **Add Assets** → **WhatsApp Accounts** → pick your WABA
3. Toggle **Full Control** ON
4. Save

4.B.3 Generate the access token

1. Click **Generate New Token**
2. Pick the App you'll use — if you don't have one, create a System User App first
3. Pick scopes:
 - whatsapp_business_messaging
 - whatsapp_business_management
4. Token expiry: **Never** ⚠ This is critical. Default is 60 days, after which you'll be forced to re-rotate. Pick **Never** if available, or 60 days if not.
5. Click **Generate**
6. **Copy the token immediately.** Meta will show it ONCE. It looks like EAAxxxxxx... — about 200 characters long. Save it somewhere safe.

4.B.4 Get the IDs you'll need

You need 3 numbers from WhatsApp Manager:

1. **Phone Number ID** — Business Manager → WABA → Phone numbers → click your number → top of page. Looks like 123456789012345.
2. **WABA ID** — Business Manager → WABA → top of page (under WABA name). Looks like 987654321098765.
3. **Business Account ID** (optional, only for Embedded Signup) — Business Manager → top right → Settings → Business Info.

4.B.5 Plug into Botline

1. Login to **botline.cc**
2. **/dashboard/integrations** → **Add Cloud API line** → **I have credentials** tab
3. Paste:
 - Access Token (from 4.B.3)
 - Phone Number ID (from 4.B.4)
 - WABA ID (from 4.B.4)
 - Display name (must match exactly what's in Meta)
4. Click **Test connection** — Botline will validate by calling Meta
5. Click **Save**

The line is now live. You can immediately: - Send/receive messages via the AI agent - Author Meta-approved templates at /dashboard/whatsapp/templates - Build broadcast campaigns at /dashboard/whatsapp/broadcasts - Use interactive buttons / lists / location requests - Connect a Meta catalog for product carousels - Monitor health + opt-outs at /dashboard/whatsapp/health

Phase 5 — Display Name Approval

About **minutes to days**. Happens automatically — you just wait + check.

Status flow:

- **Pending** — review in progress. You can send messages, but you'll show up as unverified to recipients.
- **Approved** — green badge, full features.
- **Rejected** — your display name didn't match Meta's policies.

Common rejection reasons:

- Generic words (“WhatsApp”, “WA”, “Help”, “Customer Care”, “Service”)
- Implies you're Meta or another company
- Doesn't match your actual business name
- Profanity or competitive references

If rejected, change the display name (back in Phase 2) and resubmit. Each resubmit = fresh review.

Phase 6 — Business Verification (optional initially)

About **1-7 business days**. Required if you want to send to >250 unique recipients per 24 hours.

1. Business Manager → **Settings** → **Security Center** → **Business Verification**
2. Submit:
 - Certificate of Incorporation OR business registration
 - Recent utility bill in your business name (electricity, water, internet)
 - Bank statement (optional but speeds review)
3. Pick verification method: phone, email, or domain
4. Submit
5. Wait — Meta reviews + emails you when done

Without verification: stuck at Tier 250 forever. With verification: tier ramp opens up to Tier 100k+ depending on your messaging quality.

Phase 7 — Tier + Quality Ramp

This is automatic. Just send well-rated messages.

Tier ramp




Meta auto-promotes based on your messaging quality:

Tier	Limit
Tier 50	50 unique recipients per 24h
Tier 250	250 unique recipients per 24h
Tier 1K	1,000 unique recipients per 24h
Tier 10K	10,000 unique recipients per 24h
Tier 100K	100,000 unique recipients per 24h
Unlimited	No cap

To climb: send messages that customers respond to + don't get blocked. Meta promotes after observing 7 consecutive days of good behavior.

Quality rating

Three buckets:

Rating	What it means
 GREEN	Healthy. Send freely.
 YELLOW	Watch list. Meta is monitoring. Continued issues → demote to RED.
 RED	Throttled. Send volumes drop. Continued issues → BLOCKED (terminal — can't recover).

To stay GREEN:

- Don't broadcast outside the 24h window without approved templates
- Don't send to numbers that haven't engaged with your business
- Honor opt-outs immediately (Botline does this automatically)
- Personalize your templates instead of mass-blasting identical text

Common Stuck Points + Fixes

Stuck on	Fix
"Phone number already in use"	Delete (not logout) personal WA on the SIM. Wait 30 min. Retry with voice OTP.
Display name rejected	Make it specific to your real business. Drop "support", "service", "help", "WhatsApp". Resubmit.
2FA loop on Facebook	Temporarily disable 2FA. Complete signup. Re-enable after.
Token expired after 60 days	Re-generate via System User token with Never expiry. Update in Botline.
Stuck at Tier 250 forever	Submit Business Verification documents (Phase 6). Wait 1-7 days. Tier opens up.
OTP not arriving	Try voice call instead of SMS. Make sure phone has signal. Some carriers in PK/SEA block Meta SMS.
Cloud API not appearing in WhatsApp Manager	Ensure you picked "Cloud API hosting" in Phase 3, not "On-Premises".

Stuck on

Webhook errors after connecting

Fix

Botline auto-configures the webhook. If you see “verification failed”, reconnect via /dashboard/integrations.

What Botline does for you (after this guide)

Once you’ve completed Phase 5 and pasted your credentials into Botline, the platform handles:

- **Automatic webhook configuration** — Botline subscribes to Meta’s events for you
- **AI-powered conversations** — your customers chat with the AI 24/7
- **Template authoring + Meta submission** — write templates inside Botline, submit with one click
- **Broadcast campaigns** — segmented audiences, delivery analytics, cost preflight
- **Interactive messages** — buttons, lists, location requests, vCards, product carousels
- **Catalog Commerce** — multi-product carousels from your Shopify or WooCommerce catalog
- **Health monitoring** — quality rating, messaging tier, opt-out management at /dashboard/whatsapp/health
- **STOP keyword detection** — automatic compliance with global opt-out norms
- **WhatsApp Flows** — multi-screen interactive forms for booking / lead capture / surveys

You don’t need to know the Meta API to use any of this — Botline talks to Meta on your behalf.

Time estimates

Phase	Active time	Wall time
0 — Prerequisites	30 min	30 min
1 — Business Manager	10 min	10 min
2 — WABA	10 min	10 min
3 — Phone number	15 min	15-60 min (with retries)
4 — API credentials	10 min	10 min
5 — Display name approval	0 (waiting)	minutes to days
6 — Business Verification	30 min	1-7 days
7 — Tier ramp	0 (auto)	weeks
Total active work	~1.5-2 hours	—
Total wall time	—	1-7 days for full readiness

Need help?

- Email: support@botline.cc
- WhatsApp the Botline support line: **+92 322 4031899**
- Live walkthrough: book a 30-min onboarding call at botline.cc/onboarding

Once you’re connected, the rest is downhill. Welcome to Botline.

— The Botline team