

WhatsApp Business APP vs API.

WhatsApp Business offers two variations. Both are very user-friendly, but only the WhatsApp Business API offers unique benefits that will leverage your customer engagement.



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WhatsApp Business APP

Self-employed & small businesses



Free app
iOS & Android



No
support



No
onboarding



GDPR
problematic



Only
one user



No user
management



Limited
reach



No
monitoring

WhatsApp Business API

Medium & large businesses



Professional
software



24/7 CM.com
support



Onboarding
program



GDPR
compliant



Unlimited
users



User
management



Reach entire
audience



Quality
monitoring



Automate
conversations



Chatbot
integration