



MESSAGING CHANNELS

WhatsApp Business API

WhatsApp Business API for notifications, support and sales.

BroadNet is an Official Meta Business Solution Provider: direct WABA provisioning, Green Tick verification support and template approval assistance, with messages sent over a direct bind to Meta's Cloud API. Notifications, support and sales run on the same account and Bearer token as your SMS.

Meta BSP

official Business Solution
Provider

24–48h

typical template review

60,000+

enterprise customers

2003

operating since

KEY CAPABILITIES

Templates

Meta-approved templates with variables, header media and quick-reply buttons. We help draft, submit and revise.

Rich media

Images, video, audio, documents, locations, contact cards and product carousels, rendered inline.

Catalog

Sync your catalog from Meta Commerce Manager and send single- and multi-product messages.

24-hour service window

When a customer messages first, a 24-hour window opens for free-form replies; it resets with every reply.

Quick replies and two-way

Quick-reply chips, list pickers and CTA buttons. Inbound replies are posted to your webhook.

Opt-in management

Capture, store and audit consent per channel. STOP and START are handled automatically.

USE CASES

Customer support

Order updates

Appointment reminders

Onboarding

HOW IT WORKS

- 1 Submit: POST /whatsapp/message/sendbulk with recipients and your text or approved template.
- 2 Validate: variable count, language and approval status are checked against your template library.
- 3 Deliver: a direct bind to Meta's Cloud API lands the message in the user's WhatsApp app.
- 4 Reply: sent, delivered and read statuses and inbound messages are posted to your webhook.

INTEGRATION OPTIONS

- REST over HTTPS: POST /whatsapp/message/sendbulk
- Bearer-token auth; a batch ID is returned on 200 OK
- Text, template, image, document, interactive and Flow messages
- Status events SUBMITTED → SENT → DELIVERED → READ on your webhook

SECURITY & COMPLIANCE

ISO 27001

ISO 27018

ISO 9001

ISO 22301

SOC 2 Type II

GDPR compliance

Member of GSMA · MEF

Request test access

A messaging engineer replies within 1 business day with your test credentials.

Full details

www.broadnet.me/products/whatsapp-business-api

www.broadnet.me/signup

