

BUSINESS IDENTITY · CHOOSE YOUR ROUTE

Understand the blue badge

Choose the route that applies to your account. A badge is optional and not guaranteed.

Verification documents do not automatically produce a blue tick. A displayed name, a verified legal business and a verified badge are three different things.

Route	What it means
Official Business Account	Meta assesses whether a WhatsApp Business Platform account represents an authentic, notable brand. Eligibility and application availability are controlled by Meta.
Meta Verified subscription	A separate paid verification product offered to eligible accounts. Availability and compatibility depend on the account, region and product. It is not the same application as Official Business Account status.

1 Check the current eligibility

Meta currently lists an approved display name, two-step verification and at least 30 days on the Business Platform. It also requires business verification or its qualifying high-quality messaging history. Use Meta's current criteria, not a promise from a badge seller.

[Read the application requirements ↗](#)

2 Apply in WhatsApp Manager if eligible

Select your business and number, then Profile > Official business account > Submit request. Supply the website, business details and genuine evidence requested, review and submit. Keep the confirmation. Do not buy or invent press coverage.

[Open WhatsApp Manager ↗](#)

3 If you see Meta Verified in the Business app

Review the in-app eligibility, fee and benefits. Before paying or changing how the number is connected, ask support to confirm compatibility with your current Conversaa connection.

[About Meta Verified on WhatsApp ↗](#)

4 If the option is missing or rejected

Read the explanation in your account and ask Meta support about eligibility. Keep using the supported business account while the issue is reviewed; do not assume a badge is required for normal replies.

You are ready when...

You know which badge route applies and have either followed its application or confirmed why it is unavailable.

Keep in mind. No service can guarantee Meta's approval or a review deadline. A Facebook or Instagram badge is not proof that the connected WhatsApp number has a badge. Never add a fake tick to the profile image.

Official help (may require sign-in): [WhatsApp: verified business accounts ↗](#) · [Meta: Official Business Account applications ↗](#)