

BUSINESS IDENTITY · 6 STEPS

Get your WhatsApp name reviewed

Help customers recognise your brand instead of seeing only a phone number.

A business name and a phone number can appear together without a blue badge. Changing your name in Conversaa does not change Meta's approved WhatsApp display name.

1 Make the brand easy to verify

Use the real brand consistently on your website and business profiles. If the trading name differs from the legal company name, make their relationship clear on your website and keep supporting records.

2 Check eligibility for name review

Meta links name visibility in chats to account scaling and name approval. Its guidance lists business verification, partner-led verification and quality messaging as scaling paths. Ask support which applies to your account; do not send unwanted messages to meet a threshold.

[Meta's name-eligibility guidance](#) ↗

3 Open the correct number

In WhatsApp Manager, choose your business account, open Phone numbers and select the number customers actually message.

[Open WhatsApp Manager](#) ↗

4 Review the display name

Open Profile, then Edit beside the display name. Use your real brand name, not a slogan, URL or promotional claim. Read Meta's naming guidelines before submitting a change.

[Read display-name guidelines](#) ↗

5 Check the actual review status

Read the name's review status in WhatsApp Manager. Connected is the number's connection status, not display-name approval. A green check inside the name editor alone does not prove the review is complete. Follow any activation instruction Meta shows.

6 Check the customer view

Test on a second phone that has not saved the business number. Check both the chat and business profile. Saved contacts can show a locally saved name. If the expected name is missing, send support the name-review status and the number ID.

You are ready when...

You have confirmed the name-review result and checked how the account appears to an unsaved customer.

Keep in mind. Name visibility is controlled by WhatsApp and can differ by account eligibility, review status and screen. Conversaa cannot force a chat-header name or promise that approval makes it visible everywhere. Do not repeatedly delete and recreate the number.

Official help (may require sign-in): [Meta: changing a display name](#) ↗ · [WhatsApp: business profiles](#) ↗