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Meta business verification and the green tick: what they are and what they are not

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Meta business verification and the green tick: what they are and what they are not

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"Verification" can mean **three different things** in the WhatsApp world, and the confusion costs time: verification of the *number* (the code by SMS or call), verification of the *business* at Meta (documents proving the company exists) and the *tick* next to the name, which Meta grants by its own criteria. Only the second is up to you; the tick cannot be asked of us or bought through us.

The three, side by side

	What it is	Who decides	What for
Number verification	A code by SMS or call, when you register the number.	WhatsApp, automatically.	Proving the number is yours.
Business verification (Meta)	A process on the Meta business account, with company documents.	Meta, from what you send.	Giving the account credibility and, according to Meta, unlocking parts of the platform.
Tick next to the name	A visible mark beside the company name in the chat.	Meta, by criteria it sets and changes.	Showing the customer that the account is the real one.

Business verification, in practical terms

1. **Have the Meta business account created**, in the company's name and not that of a person who may leave (**the Cloud API: getting started with Meta**).

2. **Gather the company documents.** Meta asks for proof that the company exists and where it is, and that the name and address match what you wrote. The accepted documents vary by country and change: read the current list in Meta's documentation.

3 **Submit the request in the business account** (in the account's security area, according to Meta) and follow the status. There may be requests for clarification.

4 **Do not change the name or address halfway.** If the name on the account differs from the name on the documents, the request fails.

What it is NOT

Business verification **does not guarantee** the tick, does not make your messages reach more people and does not replace good practice. And verification at Meta belongs to the business account and the Cloud API; the WhatsApp Business app on the phone has its profile (**filling in your business profile**), but none of this.

Beware of anyone selling the tick.
Nobody but Meta grants it, and the conditions are Meta's. Whoever promises to "verify your account" for a price is selling a promise they cannot keep. Interweb does not sell it or request it on your behalf either.

Meta changes rules, screen names and accepted documents.
This article is the map, not the screens: always check Meta's official documentation at the moment you apply. Prices, quotas and conditions are Meta's and are not described here.

For most small businesses none of this is needed.
The WhatsApp Business app, with a well-filled profile, does the job. Business verification starts to matter when you connect to the API, when you will send in volume, or when Meta asks for it at a specific step: **which WhatsApp suits your business**.

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Not sure whether you need the Cloud API or the app is enough? Describe your case to us.

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