



Conversations are categorized with one of the following categories:

Marketing — Enables you to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions/offers, and cart abandonment reminders.

Utility — Enables you to follow-up on user actions or requests. Examples include opt-in confirmation, order/delivery management (e.g., delivery update); account updates or alerts (for example., payment reminder); or feedback surveys.

Authentication — Enables you authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).

Service — Enables you to resolve customer inquiries.

Marketing, utility, and authentication conversations can only be opened with template messages. Service conversations can be opened with any type of message other than a template message

Note: Utility rates from August 1, 2024. (All prices are in INR)			
Country	Marketing	Utility	Service
Argentina	4.5293	2.4918	2.313
Brazil	4.5808	0.5863	2.1987
Chile	6.5135	1.4654	3.3279
Colombia	0.9161	0.0147	0.4397
Egypt	7.8651	0.3812	4.7191
France	10.4984	2.1994	6.299
Germany	10.0073	4.0322	6.0044
India	0.7265	0.115	0.2906
Indonesia	3.0111	1.4653	1.389
Israel	2.5871	0.3885	1.3192
Italy	5.0614	2.1974	2.8259
Malaysia	6.3037	1.0262	1.6096
Mexico	3.1938	0.7325	0.7669
Netherlands	11.7078	3.6656	6.532
Nigeria	3.7851	0.4915	2.271
Pakistan	3.4683	0.396	1.0405
Peru	5.1536	1.4662	1.3152
Russia	5.8767	2.9311	2.9149
Saudi Arabia	2.9725	0.842	1.4277
South Africa	2.7821	0.5579	1.2332
Spain	4.5044	1.4648	2.7026
Turkey	0.7989	0.3884	0.2199
United Arab Emirates	2.4924	1.1509	1.3899
United Kingdom	5.1663	1.6122	2.8448
North America	1.8313	0.293	0.6461
Rest of Africa	1.6497	0.4472	2.6572
Rest of Asia Pacific	5.3664	1.151	1.6385
Rest of Central & Eastern Europe	6.2997	2.5858	1.835
Rest of Latin America	5.4207	0.8278	3.103
Rest of Middle East	2.4993	1.1507	1.5985
Rest of Western Europe	4.3378	2.1982	2.9104
Other	4.4248	0.5641	1.0615