Topic	Whatsapp Business API	Comment/Source	RCS/RBM API (Germany)	Comment/Source
Number of active unique user (private/>18)	50m	50m incl. 14-18y, fake and multiple accounts: https://www.userlike.com/de/blog/whatsapp-nutzerzahlen	30m	active unique clients registered within last 30days on the platform
Is there a realtime lookup on MSISDN about user status?	NO		YES	You can check upfront on MSISDN if the user is RCS enabled, what kinds of features he supports, if he is off- or online
Does existing Text Opt-Ins count?	NO	You need an explicit opt-in for Whatsapp communication https://www.whatsapp.com/legal/business-policy/	YES	RCS is equal SMS considered as a native messaging/text service
Can you work w/o templates for A2P?	NO	Business initiated messages needs a pre-approved template	YES	no limitations
Are all features supported to initiate a conversation?	NO	Depends on the vertical, content and API	YES	no limitation, furthermore you can send three elements as one msg!
Unlimited number of receipients possible?	NO	There are limitations of 50/250 per 24h, see https://developers.facebook.com/docs/whatsapp/conversation-types#business-initiated-messages	YES	no limitations
Is every category allowed?	NO	Marketing, OTP, TX-Infos	YES	in respect of any legal ristriction
Is any vertical allowed?	NO	Newsprovider needs pre-aproval; Sellers needs to follow WA seller guidelines	YES	no limitations w/o legal restrictions
Can you make changes w/o another approval?	NO	If you update your A2P templates you need re-approval	YES	
Do you offer an active user based pricing?	NO		YES	Monthly Active User for e.g. Newsletter Services available
Are broadcasting/ push services (A2P) allowed?	NO	only for certain pre-approved use cases with template need	YES	
Does this service works w/o App download?	NO	WA App needed	YES	Native messaging App will be used
Is it a local provided service/ responsibles?	NO	Contract is with FB Irl.	YES	Contract with local MNO/Supplier
Does data privacy of user content is given?	NO	User accept in their T&C to license all their content with WA https://www.whatsapp.com/legal/terms-of-service-eea#terms-of-service-privacy-policy-and-user-data	YES	
Auto-download of message parts/pics?	NO	on my handset just a blurred preview	YES	
Is WA A2P cheaper than RBM?	NO	11,31ct Business initiated 6,79ct User initiated	YES	e.g. 7.66ct session / 5.5ct single msg. https://geschaeftskunden.telekom.de/mobilfunk/mobile-loesungen/mobile-kommunikation/rich-business-messenger
Can you use a chabot e.g. KI based w/o human handover capabilities?	NO	Human handover option required for auto-chatbots	YES	no requirement of a human handover functionality
Does a bot automatically gets a verified checkmark when published?	NO	Only upon request some businesses can get an "Official Business Account" verification https://developers.facebook.com/docs/whatsapp/overview/business-accounts#official-business-account	YES	Every bot will be verified before going live (Brand authorization letter required)
Can you act w/o need of a MSISDN<>Business link?	NO	WA requires to link a MSISDN to your business account to get it verified	YES	a bot just have a unique bot-ID and display name