

# What is WhatsApp Business API: The Complete Guide

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What is WhatsApp Business API: The Complete Guide: The greatest way to formally and easily interact with a large global audience on the platform where they are most active is using WhatsApp Business API. Facebook introduced the WhatsApp Business API in 2018, a programmable API that enables businesses to broadcast and receive an unlimited number of messages to a global audience and improve customer experiences on WhatsApp.

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