

Features	Standard	Professional	Enterprise
Users Included	5	5	5
Conversation Pricing	N/A	N/A	N/A

WhatsApp & Wati Configuration

Official WhatsApp API	✓	✓	✓
WhatsApp Onboarding	✓	✓	✓
WhatsApp green tick verification assistance	✓	✓	✓
Website chat widget	✓	✓	✓
Meta business verification assistance	✓	✓	✓
Custom domain	Add-on	Add-on	✓
Remove Wati branding from WhatsApp	✓	✓	✓

Contact Management

Import and export contacts	✓	✓	✓
Contact attributes	✓	✓	✓
Click to Whatsapp ads (CTWA) analytics	✗	✓	✓

Team Inbox

Shared inbox	✓	✓	✓
Assign to agent	✓	✓	✓
Quick replies	✓	✓	✓
Send template	✓	✓	✓
Mobile app inbox	✓	✓	✓
Tag chats	✓	✓	✓
Assign to team	✓	✓	✓
Export chats	✓	✓	✓
Trigger flow from chat	✓	✓	✓
Filter chats	✓	✓	✓
Round robin chat assignment	✗	✗	✓

Automations

Business hours	✓	✓	✓
Default actions	✓	✓	✓
Chatbots	10	25	50
Keyword actions	25	50	250
Chatbot sessions	1000	2000	5000
Max steps per chatbot	200	200	200
Keyword based chat routing	✓	✓	✓
Chatbot data enrichment	✗	✓	✓
Chatbot workflow automations	✗	✓	✓
Interconnected chatbots	✗	✓	✓

Marketing

Broadcasts	✓	✓	✓
Broadcast Scheduling	✓	✓	✓
Broadcast sequences	✗	✓	✓

Commerce

WhatsApp catalog	✓	✓	✓
Order management	✓	✓	✓
Synced Shopify catalog	✓	✓	✓

Reporting

Broadcast history	✓	✓	✓
Team inbox dashboard	✓	✓	✓
Export reports	✓	✓	✓

Integrations

Google Sheets	✓	✓	✓
Zapier	✓	✓	✓
Pabbly Connect	✓	✓	✓
Shopify	✓	✓	✓
WooCommerce	✓	✓	✓
Zoho	✓	✓	✓
Hubspot	✗	✓	✓
Twilio for SMS Fallback	✗	✗	✓
Custom Plugin	✗	✗	✓

Accessibility & Security

Basic roles	✓	✓	✓
Team management	5 teams	20 teams	100 teams
Auto deletion of chats	✗	✗	✓
IP Whitelisting	✗	✗	✓
Dedicated hosting	✗	✗	Annual add-on

APIs & Webhooks

Contact APIs	✓	✓	✓
Messaging APIs	✓	✓	✓
Chat assignment and User APIs	✗	✓	✓
Webhooks	2 webhooks	4 webhooks	20 webhooks
API Rate limit	30 call/10 sec	60 call/10 sec	100 call/10 sec