

WhatsApp Business API Platform



Complete Feature Comparison | 2026
Resobrand vs WATI vs AiSensy vs Interakt

How to read this table:




✓ Available / Fully Included ✗ Not Available ~ Partial / Plan-Dependent / Add-on



Score Summary	Resobrand	WATI	AiSensy	Interakt
✓ Fully Available	80	48	43	58
~ Partial / Add-on	6	33	29	24
✗ Not Available	0	5	14	4
Total Features Tracked	86	86	86	86

Feature / Capability	Resobrand	WATI	AiSensy	Interakt
💰 PRICING & PLANS				
Starting Annual Price	₹20,000	₹33,600	₹24,000	₹27,600
Free Tier / Trial Available	~ Trial	~ Trial	~ Trial	~ Trial
Zero Setup Fee	✓	✓	✓	✓
Meta Message Charges (No Markup)	✓	✗	✗	✗
White-Label / Reseller Program	✓	~ Paid Add-on	✗	~ Paid Add-on
Indian Rupee Billing	✓	~ USD + INR	✓	✓
⚙️ API SETUP & ACCOUNT				
Free WABA Procurement	✓	✓	✓	✓

API Approval within 10 Minutes	✓	~ ~1 hr	~ ~1 hr	~ ~1 hr
Meta Business Verification (DFY)	✓	~ Guided	~ Guided	~ Guided
Green Tick Verification Support	✓	~ Growth+	~ Growth+	~ Growth+
Multiple WhatsApp Numbers	✓	~ Paid	~ Paid	~ Paid
Quality Score Monitoring	✓	✓	✓	✓
Coexistence (App + API same no.)	✓	✓	✓	✓
 MESSAGING & BROADCASTING				
Unlimited Broadcasting	✓	~ Capped	✓	✓
Bulk Messaging (CSV/Excel Import)	✓	✓	✓	✓
Template Message Creation	✓	✓	✓	✓
Quick Template Approval (<1 hr)	✓	~ 2-4 hrs	~ 2-4 hrs	~ 2-4 hrs
Carousel Templates	✓	✓	✓	✓
Multi-Language Templates	✓	✓	✓	✓
Timezone-Aware Scheduling	✓	~ Basic	✓	✓
CSV Campaign Scheduler	✓	✓	✓	✓
Personalized Variables	✓	✓	✓	✓
Messaging Speed (Max/min)	5,000/min	3,000/min	3,000/min	3,000/min
CTA Buttons (Quick Reply & Links)	✓	✓	✓	✓
 CHATBOTS & AUTOMATION				
No-Code Chatbot Flow Builder	✓	✓	✓	✓
Unlimited Chatbot Flows	✓	~ 10 max	~ 20 max	~ 15 max
AI Chatbot — NLP Based	✓	~ Growth+	~ Growth+	~ Growth+
AI Support Agent (Auto-resolve)	✓	✗	✗	~ Add-on

Chatbot → Human Transfer	✓	✓	✓	✓
Real-time Bot Monitoring	✓	✓	✓	✓
WhatsApp Flows (Forms in chat)	✓	~ Growth+	~ Growth+	~ Growth+
Webhook APIs	✓	✓	✓	✓
Custom Notification Triggers	✓	✓	✓	✓
💬 LIVE CHAT & TEAM INBOX				
Multi-Agent Live Chat	✓	✓	✓	✓
Shared Team Inbox	✓	✓	✓	✓
Agent Transfer	✓	✓	✓	✓
Manager Monitoring	✓	✓	~ Limited	✓
Chat Tagging & Filtering	✓	✓	✓	✓
Live Chat Dashboard	✓	✓	✓	✓
Canned Replies	✓	✓	✓	✓
Support Ticket System	✓	~ Basic	✗	~ Basic
👥 CONTACTS & CRM				
Unlimited Contact Import	✓	✓	✓	✓
Unlimited Custom Attributes	✓	~ Limited	~ Limited	~ Limited
Unlimited Tags	✓	✓	✓	✓
Smart Audience Segmentation	✓	~ Basic	~ Basic	✓
Opt-In Management & Compliance	✓	✓	✓	✓
🛒 E-COMMERCE & PAYMENTS				
WhatsApp Product Catalog	✓	✓	✓	✓
Catalog Flow Builder	✓	~ Basic	~ Basic	✓

WhatsApp Payments (UPI/Cards)	✓	~ Add-on	✗	✓
Razorpay Integration	✓	✓	~ Add-on	✓
PayU Integration	✓	~ Add-on	✗	~ Add-on
Shopify Integration	✓	✓	✓	✓
WooCommerce Integration	✓	✓	✓	✓
Abandoned Cart Recovery	✓	✓	✓	✓
Order Status Notifications	✓	✓	✓	✓
Payment Status Tracking	✓	~ Add-on	✗	✓
Payment Retargeting	✓	✗	✗	✗
 FORMS & DATA COLLECTION				
WhatsApp Lead Capture Forms	✓	✓	~ Basic	✓
Survey & Feedback Forms	✓	✓	~ Basic	✓
Appointment Booking via WhatsApp	✓	~ Add-on	~ Add-on	~ Add-on
 ADS, RETARGETING & ANALYTICS				
Click-to-WhatsApp Ads (CTWA)	✓	✓	✓	✓
Meta Ads Integration	✓	✓	~ Limited	✓
Automated Lead Segregation (Ads)	✓	~ Basic	✗	✓
WhatsApp Retargeting Campaigns	✓	~ Growth+	~ Growth+	✓
Campaign Click Tracking	✓	✓	✓	✓
Read Receipt Analytics	✓	✓	✓	✓
Downloadable Reports (PDF/Excel)	✓	✓	~ PDF Only	✓
 MULTI-CHANNEL				
Facebook Messenger Automation	✓	✓	~ Basic	✓

Instagram DM Automation	~ Add-on	✓	✗	✓
WhatsApp Business Calling	✗	✗	✗	✗
SMS Fallback Integration	~ Add-on	~ Add-on	✗	~ Add-on
 PLATFORM & INFRASTRUCTURE				
Mobile App (Android + iOS)	✓	✓	✓	✓
Web Dashboard	✓	✓	✓	✓
Cloud-Hosted Infrastructure	✓	✓	✓	✓
Unlimited Monthly Active Users	✓	~ Capped	~ Capped	✓
QR Code & Chat Button Generator	✓	✓	✓	✓
Template Library (Pre-Made)	✓	~ Limited	~ Limited	~ Limited
Developer REST APIs & Docs	✓	✓	✓	✓
WhatsApp Chat Backup	✓	~ Export	~ Export	~ Export
 SUPPORT & ONBOARDING				
Onboarding Call (Free)	✓	✓	✓	✓
Live Zoom Onboarding Training	✓	~ Growth+	~ Growth+	~ Growth+
Dedicated Account Manager	✓	~ Growth+	~ Growth+	~ Growth+
Support Response Time	1 hour	4 hours	12 hours	6 hours
Phone Support	✓	~ Growth+	✗	~ Growth+
Email + Chat Support	✓	✓	✓	✓
Free Staff Training Sessions	✓	✗	✗	✗

Why Businesses Choose Resobrand

1. Only platform with zero markup on Meta message charges — you pay what Meta charges, nothing more.
2. Fastest API approval in the market — verified & live within 10 minutes.
3. AI Support Agent (auto-resolves queries) — absent on WATI, AiSensy and Interakt base plans.
4. Unlimited chatbot flows on all plans — competitors cap flows at 10–20.
5. WhatsApp Business Calling — exclusive feature not available on WATI or AiSensy.
6. Payment Retargeting — re-engage customers who didn't complete payment — only on Resobrand.
7. White-label reseller program — build your own branded platform with full control.
8. Dedicated Account Manager + 1-hour response SLA — not available on competitor entry plans.
9. Free Staff Training Sessions included — competitors charge extra or exclude this entirely.

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Competitor data based on publicly available information as of May 2026. Subject to change.*