

Official Meta Business Partner

The WhatsApp API for Accounting Platforms

Automate invoice reminders, secure document collection, and streamline client communication directly within your software. The API to help your customers get paid faster.

Start Building for Free

Read the Docs

Trusted by developers at leading fintech and SaaS companies



5min

Onboarding Time

40%+

Faster Invoice
Payments

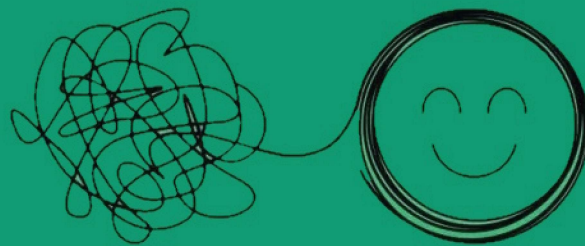
98%

Message Open Rate

From Email Chaos to WhatsApp Clarity

Your users are tired of chasing clients with emails that get ignored. Use WhatsApp with SendZen API to build the communication tools your accounting customers have been asking for.

```
// Send an invoice reminder in one simple API call.  
await sendzen.messages.create({  
  from: 'your_whatsapp_number',  
  to: 'client_number',  
  type: 'template',  
  template: {  
    name: 'invoice_due_reminder',  
    components: [ ... ]  
  }  
});
```



"We're not just building a product, we're solving a pain we've felt firsthand. We are building the API that developers deserve."

— Milan Motavar, Founder & CEO, SendZen

An API for Financial Software Builders

With clean SDKs, predictable webhooks, and documentation that's actually useful, we're obsessed with creating an unparalleled developer experience (DX).

Launch in Minutes

Get your API key instantly with self-serve onboarding. No complex Business Manager setup, no waiting for approvals.

Intuitive SDKs

Official, well-maintained SDKs for all major languages. Spend your time building features, not HTTP clients.

Reliable & Scalable

Built on enterprise-grade infrastructure for high-throughput messaging with real-time delivery reports.

Predictable Webhooks

Receive real-time notifications for delivery, read receipts, and inbound messages with automatic retries.

Automated Management

Effortlessly manage user opt-ins, media uploads, and message templates through our dashboard and API.

Enterprise-Grade Security

All sensitive data is encrypted at rest using AWS KMS. Security isn't a feature, it's our foundation.

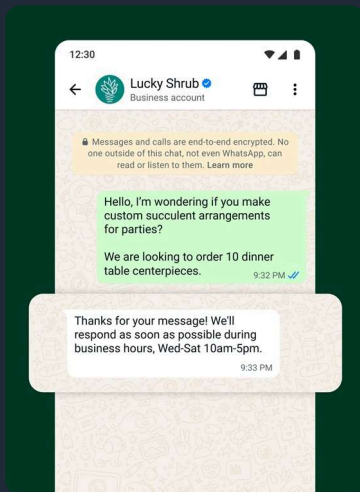
Focus on building features your users love, not wrestling with API documentation. That's our promise.

The Clear Advantage for Your Dev Team

Feature	SendZen	WhatsApp Cloud API	Twilio
Onboarding Speed	Under 5 mins. Fully self-serve.	3–10 days. Manual WABA setup.	Multi-day setup. UI-focused.
SDKs & Dev Tools	Best-in-class official SDKs & docs.	No official SDKs. Generic Graph API.	Good SDKs, but not API-first.
Template Management	Included UI & API for templates.	Manual via Graph API or UI.	Abstracted but complex.
Logging & Debugging	Real-time dashboard & detailed logs.	Manual logging required.	Included, but not ideal for debugging.
Webhook Management	Automatic webhooks and retries.	Manual setup. Complex retries.	Included webhooks.
Bottom Line	Ship in hours. Save ~\$25k/year.	High overhead & manual effort.	Hidden costs. Not suited for product teams.

Automate Critical Financial Communication

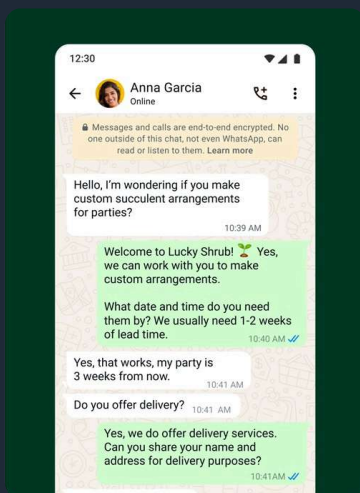
From automated invoice reminders that improve cash flow to secure document collection for tax season, build the features your accounting users need most.



Automated Financial Workflows

Reduce manual follow-ups and improve your users' cash flow. Deliver critical financial notifications that get seen instantly.

- ✓ Automated Invoice Reminders (Upcoming & Overdue)
- ✓ Payment Confirmations & Digital Receipts
- ✓ Payroll Notifications for Employees
- ✓ Tax Filing Deadline Alerts



Secure Client Collaboration

Build secure, two-way communication channels. Make it effortless for accountants to collect documents and answer client queries in a trusted environment.

- ✓ Secure Document & Receipt Collection
- ✓ Expense Approval Workflows
- ✓ New Client Onboarding & Support
- ✓ Answering Quick Financial Queries

Built for Sensitive Financial Data

We understand the critical importance of security and compliance in the financial industry. Your customers' data is protected by enterprise-grade security protocols.

Encrypted at Rest

AES-256 encryption for all stored data, including messages, contacts, and tokens.

Encrypted in Transit

TLS 1.2+ enforced for all API and webhook connections. No exceptions.

Strict PII Compliance

Our platform is designed around GDPR & CCPA principles for data minimization and user rights.

AWS KMS

All sensitive tokens and API keys are encrypted with AWS Key Management Service.

Data Residency

EU data is stored in our AWS eu-west-1 (Ireland) region by default.

SOC2 Aligned

Our infrastructure and processes are aligned with SOC2 principles for security and availability.

Our GDPR Commitment

- ✓ **Data Minimization:** We only collect data necessary to deliver our service. Nothing more.
- ✓ **User Control:** Full support for user rights including access, correction, and deletion.
- ✓ **Data Processing Agreement (DPA):** Available for all customers to ensure full compliance.

SendZen for Platforms

Scale Your Accounting Platform with a Whitelabel WhatsApp API

Offer your customers powerful WhatsApp integration directly within your product. Launch in under two weeks and create a new, high-margin revenue stream.

Your Brand, Your Portal

Launch a fully whitelabel partner portal with your logo, brand colors, and custom domain.

Embeddable Components

Ready-to-use UIs for customer onboarding and template management to accelerate integration.

You Control the Pricing

Full autonomy to set your own pricing plans and bill customers directly.

Go Live in < 2 Weeks

Our streamlined process means you can integrate, test, and launch in record time.

The Smart Choice: Build vs. Buy

Consideration	SendZen (Buy)	Build In-House
Time to Market	Days to Weeks	6-9+ Months
Ongoing Maintenance	Handled by SendZen	1-2 Dedicated Engineers
Total Cost (1st Year)	Predictable Subscription	~\$150,000+

Let's Modernize Accounting Communication

Whether you're looking to reduce churn, increase revenue, or simply build a better product for your customers, we're here to help you succeed.

Technical Questions?

Get help from the engineers who built the API. We're happy to answer questions about integration, best practices, or use cases for accounting platforms.

Email:
hi@sendzen.io /
milan@sendzen.io

Need a Demo?

Walk through our platform with a product expert to see how SendZen can meet your specific business needs.

Book a Demo Call:

<https://www.sendzen.io/book-demo>

Ready to Transform Your Client Communication?

Create a free account and start building your first financial workflow in minutes.

[Start Building for Free](#)

[Read the Docs](#)