

Message Template Category Guide July 1, 2025

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Valid from July 1, 2025

Template Category Guide

We would like to go into more detail about the categories into which we can divide message templates.

[Message templates](#) fall into the following categories:

- **[Marketing](#)** – Help companies solve a wide range of problems: from informing customers to increasing sales and audience return. Examples: announcements of new products, services or features; personalized offers and promotions; reminders of unfinished purchases.
- **[Utility](#)** – Used to send non-advertising, but informational messages that were either requested by the user or are of critical importance. Examples: order status, payment

notifications, messages about possible fraud.

- **[Authentication](#)** – Used to confirm the user's identity at different stages of interaction with the business. Examples: one-time confirmation codes when creating an account, logging in or restoring access.
- Businesses can only send message templates to users who have opted in to receive WhatsApp messages.

Marketing template category guide

[Marketing templates](#) help companies achieve a variety of goals, from keeping customers informed to increasing sales and repeat engagement.

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Message Purpose	Business Objective	Marketing Template Examples
AWARENESS	Raise awareness of your business, products, or services among WhatsApp subscribers.	● Did you know? We've installed a {{new tower}} in your area, which will improve your connection. More information: {{URL}}. ● The {{Celebration}} is coming soon! Come to {{date}} at {{location}} and celebrate with us. More information: {{URL}}. ● Looking for a getaway this fall? We've opened a new resort in {{location}} — the perfect place to recharge.

SALES	Send promotions, promotions, coupons, and other messages to encourage purchases or renewals.	● Thanks for your order! Get {{15%}} off your next purchase with promo code {{LOYAL15}}. Learn more: {{URL}}. ● We're {{donations}} short of our {{amount}} goal. Support us: {{URL}}. ● Upgrade to a {{premium cabin}} and get perks like {{more legroom}}, {{priority boarding}}. Learn more: {{URL}}. ● You're {{pre-approved}} for our {{credit card}}! Check out our custom link and get a special {{rate}}: {{URL}}.
RETARGETING / RE-ENGAGEMENT	Promoting offers, products, services, or other activities to users who have previously visited your site, used your app, or interacted with your brand. Even if the user has specifically requested the message, it is considered marketing.	● Your subscription ends on {{date}}! Renew here: {{URL}}. ● You forgot your items in your cart! We saved them - checkout: {{URL}}. ● Your credit application is {{pending approval}}. Complete your checkout: {{URL}}. ● We found a {{car}} that matches your search. Learn more: {{URL}}. ● Sorry for the delay in delivering your {{package}}. We have added a {{deposit}} to your account - it is now available.
APP PROMOTION	Encourage people to install or take action within the app.	● You can now checkout directly from the app. Download it here: {{URL}}. ● Thanks for joining us! You haven't tried our {{new feature}} yet. Find out more: {{URL}}. ● In-app only: {{20% off}} this week! Use code {{SUMMER20}}. ● Hey {{name}}! Your friend {{name}} has joined us. Send them a welcome message in the app: {{URL}}.
STRENGTHENING CUSTOMER RELATIONSHIPS	Personal communication with customers, congratulations, reminders and invitations to dialogue.	● {{Name}}, how could we forget? Happy birthday! Have a great year. ● Let's sum up the year - thank you for being with us! You are our {{valued customer}}. We hope for long-term cooperation. ● Hello! I am your {{virtual assistant}}. I can help you find a product or answer your questions. Write if you need help!

Templates with **mixed content** (e.g. order upgrade + promotion) are categorized as marketing.

Templates with **unclear content** (e.g. just "{1}" or "Congratulations!") are also considered marketing.

Note! We have provided examples for illustrative purposes only; templates containing similar content or content that includes this example text. Such templates may be classified differently depending on their exact content.

Guide to the **utility** template category

Utility templates are intended for sending **non-promotional** messages. Such messages should not contain advertising or incentive context. They must either **be specifically requested** by the user (e.g. related to an order, account, transaction, etc.) OR be **necessary or critical for the user** (e.g. for security or urgent actions).

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Message Purpose	Business Objective	Utility Template Examples
SUBSCRIPTION MANAGEMENT	Confirmation of consent to receive messages on WhatsApp, if consent was obtained through other channels (e.g. website, email), or confirmation of refusal.	● Thank you for your confirmation! You will now receive our notifications on WhatsApp. ● Your unsubscription has been confirmed. We will no longer send you messages on WhatsApp.

ORDER MANAGEMENT	Confirm, update, or cancel an order/transaction with specific details. <i>Messages must not contain promotional offers, upsells/cross-sells, or calls for renewals.</i>	● Thank you! Your order {{ID}} has been confirmed. We will notify you when it is shipped. ● Great news! Your package for order {{ID}} is on its way. Tracking number: {{tracking_ID}}, delivery date: {{date}}. ● One of the items from order {{ID}} is temporarily out of stock. We will notify you of the shipping date later. You can cancel here: {{URL}}. ● We have received the item from order {{ID}}. A refund of {{amount}} has been issued. Thank you for choosing us.
ACCOUNT ALERTS	Send important or urgent notifications related to products/services the user has purchased or subscribed to. <i>No offers, upsells or extensions allowed.</i>	● Daily account statement {{####}}: Available balance is {{amount}}. ● Reminder: Service {{name}} will be charged on {{date}} to card {{card}}. ● You have {{number}} minutes left on your current plan. Top up your account by {{date}} to avoid being blocked. ● To complete your profile registration, you must upload a photo. Upload it here: {{URL}}. ● Please note: The customer support number has changed to {{number}}. Save it for future reference.
FEEDBACK SURVEYS	Collect feedback on completed orders, transactions, or interactions. <i>Surveys must be specific and tied to a past action. No generalities.</i>	● Order has been delivered {{order_ID}}. Have questions? Contact us at {{URL}}. ● Tell us what you thought about your recent visit to {{store}} — your feedback helps us improve. Leave a review at {{URL}}. ● You recently interacted with us about order {{number}}. How did it go? Take a short survey at {{URL}}.
CONTINUING A CONVERSATION IN WHATSAPP	Transferring an interaction that started in another channel to WhatsApp. <i>The user must express their desire to continue the conversation here.</i>	● Hello! You contacted us in the chat on the website. I am a WhatsApp virtual assistant. How can I help? ● Hello, {{name}}. We are continuing the dialogue regarding your request ({{problem}}). The case has now moved to the next stage. More details are in your account: {{URL}}.

Beginning June 1, 2024, companies using the Cloud API can use approved utility templates from the [Template Library](#).

Note: The examples below are for illustrative purposes only. Even if a template contains similar wording, it may be categorized differently depending on the details.

Guide to the **utility** template category (cont'd)

For a [utility template](#) to be considered **critical** or **essential** to the user, it *must* relate to one of the use cases listed below and *not contain* any advertising or persuasive content.

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Utility use case	Example template (must meet the definition of "essential or critical to the user")
Public Safety	● There is a {{tornado}} storm warning in your area. We recommend staying home until {{time}}. ● We have activated a {{crisis}} service in the {{zip code}} area. The latest information is here: {{URL}}
Public Services	● The city of {{city}} has declared a state of emergency due to {{reason}}. More details will be announced later. ● Take care of yourself by getting your free {{COVID-19 vaccine}} by {{time}} at {{location}}. Bring your {{documents}} ● To vote on {{date}}, make sure your {{registration card}} is active. Verification instructions: {{URL}}. If your card is already active, ignore this message. ● Your {{benefit type}} balance is {{amount}}. Please note: it will be invalid after {{date}}.

Public Disruptions	● A system outage has been detected affecting the {{code}} area. We expect it to be restored by {{date/time}}. We apologize. ● Warning: {{trains}} at {{location}} are temporarily suspended due to {{reason}}. Please avoid the area.
Account or Product Protection	● Warning: Fraudulent activity has been detected. Review the security measures to protect your {{card}} and {{account}} details at {{URL}}. ● The {{name}} product you ordered on {{date}} has been recalled by the manufacturer. Instructions for action at {{URL}}. ● Thank you for purchasing {{product}}. Your warranty is active as of {{date}}. Please review the operating instructions at {{URL}}.
Legal/Compliance	● Important: You must update your document to {{REAL-ID}} by {{date}} to avoid travel issues. Schedule an appointment at {{office}}. ● We updated our privacy policy as of {{date}}. For more information, please visit: {{URL}}

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Authentication template category guide

Authentication templates are used to verify a user's identity (usually using one-time digital codes) and can be used at different stages of the customer journey, including:

- registering a new account;
- confirming access, account recovery, or checking data integrity;

- verifying transactions or orders (new or existing).

Authentication templates are the most strictly regulated. For a template to be classified in this category, it **must**:

- use WhatsApp's preset authentication templates, which may include additional elements such as expiration warnings or security disclaimers;
- set up an OTP (one-time password) button — "Copy code" or "One click";
- observe content restrictions: links, media files, and emojis are prohibited in both the message body and parameters. Additional requirements: the parameters must not exceed 15 characters.

Starting October 1, 2024, companies using Cloud API will be able to use authentication templates from the [Template Library](#).

Message Purpose	Business Objective	Authentication Template Examples
AUTHENTICATION	Verify user identity with a one-time code	● {{1}} is your verification code. ● Your code: {{1}}. Do not share it with anyone - this is for your own security. ● Verification code: {{1}}. It will be valid for 15 minutes.

Note: Businesses can only send templates to users who have confirmed their subscription to receive messages via WhatsApp.

Only authentication templates can be used to send one-time passwords (OTPs) for identity verification purposes.

Details about authentication templates and associated requirements are provided [here](#).

For reference

WhatsApp Business Platform [Pricing](#)

[Official template guidelines](#) on the WhatsApp Business Platform

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