

Updated template categories as of October 30

On October 30, Meta updated the criteria for all existing template categories, below we provide examples

Marketing templates

Marketing templates are our most flexible. They can enable businesses to achieve a wide range of goals, from generating awareness to driving sales and more.

Message Objective	Business Goal	Example Templates
Awareness	Generate awareness of your business, products, or services among customers who have subscribed to receive messages from your business on WhatsApp.	• "Did you know? We installed a new tower in your area so you can enjoy a better network experience. To learn more, visit our site {{1}}." • "Diwali is around the corner! Join us at {{1}} on October 24 to celebrate with friends and family. For more details about our event, click {{2}}." • "Looking for a getaway this fall? Our newest resort just opened in {{1}}: the perfect place to relax and unwind. Learn more here: {{2}}"

Message Objective	Business Goal	Example Templates
Sales	Send general promotional offers to customers related to sales events, coupons or other content intended to drive sales.	• "As a thank you for your last order, please enjoy 15% off your next order. Use code LOYAL15 at checkout. Visit our site here {{1}}." • "Refer → save! Use code FRIEND so you both earn \$10 off your next order." • "Upgrade to our Premium cabin to enjoy more benefits, like additional legroom and priority boarding. Click {{1}} or log into our app to upgrade." • "You have been pre-approved for our credit card! Enjoy an introductory offer of {{1}} if you apply via your personalized link: {{2}}." • "Don't forget! Today only, get double points on your purchases. Visit your nearest store and use your phone number at check-out."
Retargeting	Promote relevant offers or other call-to-actions to customers who may have visited your website, used your app, or engaged with your products and services.	• "Don't miss out on your favorite shows! Re-subscribe now: {{1}}" • "You left items in your cart! Don't worry, we saved them for you. Click here to checkout now: {{1}}." • "Thank you for visiting our site. You can secure your health insurance in a few easy clicks – continue here: {{1}}." • "You didn't finish your application! Please log into your profile here to pick up where you left off: {{1}}." • "We miss you! Join us for an afternoon or evening of fun with your family. Click here to book with a special rate: {{1}}."

Message Objective	Business Goal	Example Templates
App Promotion	Request customers to install or take a specific action with your app.	• "Did you know? You can now checkout in our app. Download it here {{1}} to check out our streamlined experience." • "Thank you for using our app. We noticed you have not used our latest feature, {{1}}. Click here {{2}} to learn more about how this benefits you!" • "In-app only: 20% off this week! Use code SUMMER20 to save on select styles. To download our app, click here: {{1}}." • "Hi {{1}}, your friend {{2}} recently joined our community. Send them a welcome message today: {{1}}"
Build Customer Relationships	Strengthen customer relationships through personalized messages or by prompting new conversations.	• "{{1}}, did you think we'd forget? No way! Happy birthday! We wish you the best in the year ahead." • "As we approach the end of the year, we reflect on what drives us: You. Thank you for being a valued customer. We look forward to continuing to serve you" • "Hello, I am the new virtual assistant. I can help you discover products or provide support. Please reach out if I can help!"

Also considered marketing templates are:

1. Templates with mixed content (e.g. Both utility and marketing, such as order update with a promo or offer).
2. Templates whose contents are unclear (e.g., contents are only "{{1}} or "Congratulations!").

Note: Examples are illustrative only, templates containing similar content or content including this example text may be categorized differently based on their exact content.

Utility templates

Utility templates are typically triggered by a user action or request. They must include specificity about the active or ongoing transaction, account, subscription or interaction to which they relate. For example, an order confirmation must contain an order number.

Message Objective	Business Goal	Example Templates
Opt-In Management on WhatsApp	Confirm opt-in for receiving messages on WhatsApp as a follow-up to opt-in collected via other channels (e.g., website, email). Also confirm opt-out.	• "Thanks for confirming opt-in! You're in. You'll now receive notifications via WhatsApp." • "Thank you for confirming your opt-out preference. You will no longer receive messages from us on WhatsApp."
Order Management	Confirm, update, or cancel an order or transaction with a customer using specific order or transaction details in the body of your message.	• "Thank you! Your order {{1}} is confirmed. We will let you know once your package is on its way." • "Hooray! Your package from order {{1}} is on its way. Your tracking number is {{2}} and expected delivery date is {{3}}." • "Unfortunately, one item from your order {{1}} is backordered. We will follow up with an estimated ship date. If you wish to cancel and receive a refund, please click here: {{2}}" • "We have received your item from order {{1}}. Your refund for {{2}} has been processed. Thank you for your business."

Message Objective	Business Goal	Example Templates
Account Alerts or Updates	Send important account updates, including time-sensitive alerts, safety information, payment reminders, and other information relevant to already-purchased or subscribed products and services. These messages should not intend to upsell or cross-sell new products or services.	• "Daily update for account ending in {{1}}: Your balance is {{2}}." • "Reminder: Your monthly payment for your subscription to {{1}} will be billed on {{2}} to the card you have saved on file." • "To finish setting up your profile, you need to upload a photo. Please click here to upload: {{1}}." • "The product you ordered {{1}} on {{2}} has been recalled. Please click here {{3}} to learn more." • "There is a tornado alert in your area. We recommend you remain indoors until {{1}} o'clock today."
Feedback Surveys	Collect feedback on previous orders, interactions or ongoing relationships with customers. These messages should not be about requesting feedback related to potential upsell or cross-sell opportunities.	• "We have delivered your order {{1}}! Please let us know if there was any issue by reaching out here: {{2}}." • "Your feedback ensures we continually improve. Please click here {{1}} to share your thoughts on your recent visit at our {{2}} location. Thank you in advance!" • "You chatted with us online recently about order {{1}}. How was your experience? Click to fill out a short survey: {{2}}."

Message Objective	Business Goal	Example Templates
Continue a Conversation on WhatsApp	Send a message to start an interaction on WhatsApp that began in another channel. These messages should not be initiated without a user having requested the conversation to be moved to WhatsApp.	"Hi! I see you requested support via our online chat. I am the virtual assistant on WhatsApp. How can I help?" "Hi {{1}}, we are following up on your call with customer service on {{2}}. Your case has progressed to the next step. Please log into your account to continue: {{3}}."

Authentication templates

Authentication templates enable businesses to authenticate users with one-time passcodes (usually 4-8 digit alphanumeric codes), potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).

Authentication templates are our most restricted. For a template to be classified as authentication, a business must:

1. Use WhatsApp's preset authentication message templates, which include optional add-ons like security disclaimers and expiry warnings
2. Configure a one-time password button (copy-code or one-tap)
3. Follow content restrictions: URLs, media, and emojis are not allowed for authentication template content or parameters. Additional length restrictions of 15 characters also apply to parameters.

Definition	Examples
Authentication code	"{{1}} is your verification code." "{{1}} is your verification code. For your security, do not share this code." "{{1}} is your verification code. This code expires in 15 minutes."

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