

message_template_quality_update webhook reference | Developer Documentation

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This reference describes trigger events and payload contents for the WhatsApp Business Account `message_template_quality_update` webhook.

The **message_template_quality_update** webhook notifies you of changes to a template's [quality score](#).

Triggers

A template's quality score changes.

Parameters

Placeholder	Description	Example value
<code><NEW_QUALITY_SCORE></code> <i>String</i>	New template quality score . Values can be: <code>GREEN</code> - Indicates high quality. <code>RED</code> - Indicates low quality. <code>YELLOW</code> - Indicates medium quality. <code>UNKNOWN</code> - Indicates quality pending.	<code>GREEN</code>
<code><PREVIOUS_QUALITY_SCORE></code> <i>String</i>	Previous template quality score . Values can be: <code>GREEN</code> - Indicates high quality. <code>RED</code> - Indicates low quality. <code>YELLOW</code> - Indicates medium quality. <code>UNKNOWN</code> - Indicates quality pending.	<code>YELLOW</code>

Placeholder	Description	Example value
<TEMPLATE_ID> <i>Integer</i>	Template ID.	806312974732579
<TEMPLATE_NAME> <i>String</i>	Template name.	welcome_template
<TEMPLATE_LANGUAGE_AND_LOCALE_CODE> <i>String</i>	Template language and locale code.	en-US
<WEBHOOK_TRIGGER_TIMESTAMP> <i>Integer</i>	Unix timestamp indicating when the webhook was triggered.	1739321024
<WHATSAPP_BUSINESS_ACCOUNT_ID> <i>String</i>	WhatsApp Business Account ID.	102290129340398

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