

message_template_quality_update webhook reference | Developer Documentation

message_template_quality_update webhook reference

Updated: Oct 22, 2025

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>

Placeholder	Description	Example value
<p><PREVIOUS_QUALITY_SCORE></p> <p>String</p>	<p>Previous template quality score.</p> <p>Values can be:</p> <p>GREEN - Indicates high quality.</p> <p>RED - Indicates low quality.</p> <p>YELLOW - Indicates medium quality.</p> <p>UNKNOWN - Indicates quality pending.</p>	<p>YELLOW</p>
<p><TEMPLATE_ID></p> <p>Integer</p>	<p>Template ID.</p>	<p>806312974732579</p>
<p><TEMPLATE_NAME></p> <p>String</p>	<p>Template name.</p>	<p>welcome_template</p>
<p><TEMPLATE_LANGUAGE_AND_LOCALE_CODE></p> <p>String</p>	<p>Template language and locale code.</p>	<p>en-US</p>
<p><WEBHOOK_TRIGGER_TIMESTAMP></p> <p>Integer</p>	<p>Unix timestamp indicating when the webhook was triggered.</p>	<p>1739321024</p>
<p><WHATSAPP_BUSINESS_ACCOUNT_ID></p> <p>String</p>	<p>WhatsApp Business Account ID.</p>	<p>102290129340398</p>

Revision #3

Created 2026-04-01 14:39:07 UTC by New Admin

Updated 2026-04-06 17:50:20 UTC by New Admin