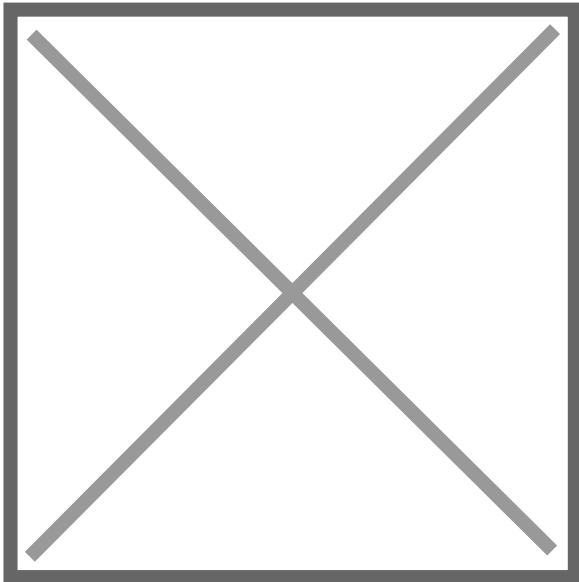


# Template Messages | Developer Documentation

## Template Messages

Updated: Nov 4, 2025

Template messages are used to send [templates](#) to WhatsApp users. Templates can cover customer care messages, appointment reminders, payment and shipping updates, and much more.



Templates are reusable and can be sent to WhatsApp users outside of a [customer service window](#), however they must be approved before they can be sent in a template message. Templates are also subject to multiple processes that can affect your ability to send them to users, such as quality scores, pausing, and pacing.

Because there's a lot to know about templates, we have dedicated [Templates](#) documentation that explains how to use them effectively.

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