

# Template quality rating | Developer Documentation

## Template quality rating

Updated: Oct 29, 2025

Every template has a quality rating based on usage, customer feedback, and engagement.

Templates can have the following ratings, as reported by the API:

**GREEN** - Indicates high quality. The template has received little to no negative feedback from WhatsApp users. The template can be sent. **YELLOW** - Indicates medium quality. The template has received negative feedback from multiple WhatsApp users, or low read-rates, and may soon become paused or disabled. Message templates with this status can still be sent. **RED** - Indicates low quality. The template has received negative feedback from multiple WhatsApp users, or low read-rates. The template can be sent, but is in danger of being paused or disabled soon. We recommend that you address the issues that users are reporting. **UNKNOWN** - Indicates a quality score is still pending, because it has yet to receive WhatsApp user feedback or read-rate data. The template can be sent. Newly created templates have a quality score of **UNKNOWN**, but their rating will change automatically as usage, feedback, and engagement signal is collected over time.

Quality ratings factor into [template pacing](#) and [template pausing](#), which can affect template delivery. If a template continuously receives negative feedback or low engagement, it can eventually affect the template's status. If the status changes to anything other than **APPROVED**, the template cannot be sent in template messages unless its **APPROVED** status is restored.

## Get template quality rating via WhatsApp Manager

The [Manage templates?](#) panel in WhatsApp Manager also displays template quality ratings for templates that have an approved status:

Active - **Quality pending** (equates to an **UNKNOWN** quality score) Active - **High quality** (equates to a **GREEN** quality score) Active - **Medium quality** (equates to a **YELLOW** quality score) Active - **Low**

**quality** (equates to a RED quality score)

## See also

[About your WhatsApp Business message template's quality rating?](#)

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Revision #3

Created 2026-04-01 14:37:57 UTC by New Admin

Updated 2026-04-06 17:50:09 UTC by New Admin