

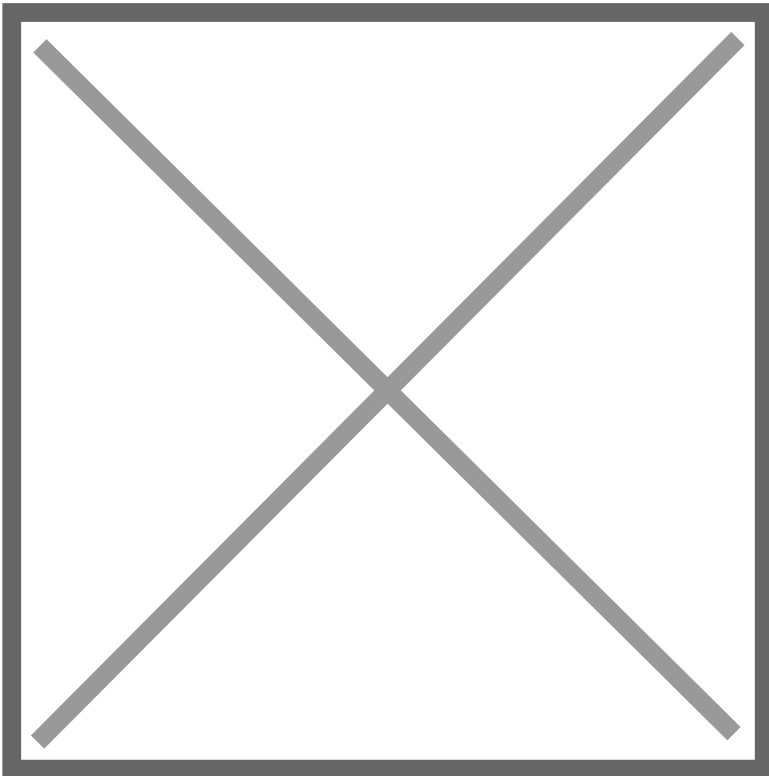
Utility templates | Developer Documentation

Utility templates

Updated: Nov 14, 2025

This document describes how to create and send utility templates.

Utility templates are typically sent in response to a user action or request, such as an order confirmation or update.



Utility templates have strict content requirements, particularly around marketing material. If you attempt to create or update a utility template with marketing material, the template will automatically be re-categorized as a marketing template.

See our [template categorization](#) documentation for content guidelines.

Supported components

Utility templates support the following components:

1 header (optional; all types supported)1 body1 footer (optional)Up to 10 buttons (optional).

Supported types:

Call requestCopy codePhone numberQuick-replyURL

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