

What Is This?

If your shop uses the official WhatsApp number from Meta, your points message uses wording that Meta has approved. You can rewrite that wording in your own voice and make words bold.

This guide shows where to edit it and what Meta allows.

How It Works

The editor lives in **Settings** → **Configurations**, under **Notification Settings**.

1. In the left menu, open **Settings**, then click **Configurations**.

 Dashboard

Loyalty Program

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation

 Calendars

 Reservations

CRM

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

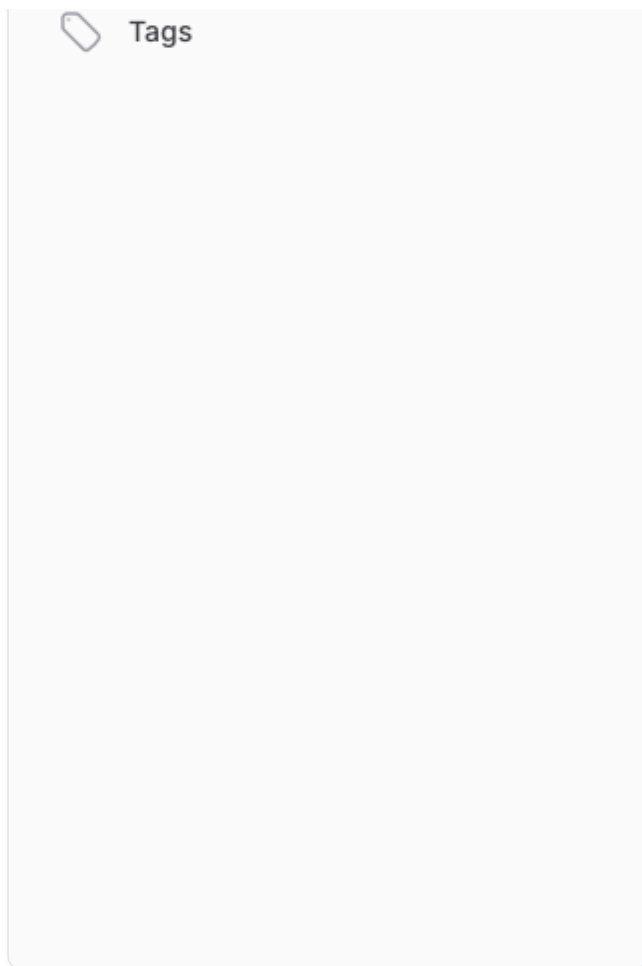
General

 Spaces

Settings

 Users

 Configurations



2. Scroll to **Notification Settings**. Make sure **WhatsApp** is ticked under **Notification channels** at the top, then save the page.

Pixalink

Dashboard

Loyalty Program

- Record Points
- Point History
- Rewards
- Customer Portal Design
- News Feeds
- Referral Configurations
- Tier Configurations
- Feedbacks
- Stamp Campaigns

Reservation

- Calendars
- Reservations

CRM

- Broadcast Batches
- Campaigns
- Customers
- Scan & Share

General

- Spaces
- Settings

Notification	Template name	Language	Status	Approved category	Last checked
new_transaction	pixalink_new_transaction_j199	en	APPROVED	UTILITY	Oct 2, 2026 18:09:42

Showing 1 result

Per page 10

Keeping templates in the utility category

Meta checks a template's wording against the category it was submitted under. Wording that reads promotionally is filed as marketing, which costs roughly six times more per message and lets customers opt out.

Notification Settings

Notification channels

☒ Email

☐ WhatsApp

Choose how this notification is delivered. WhatsApp requires a connected WhatsApp number; Email is always available.

Transaction Rewards System

Notifications for Customers

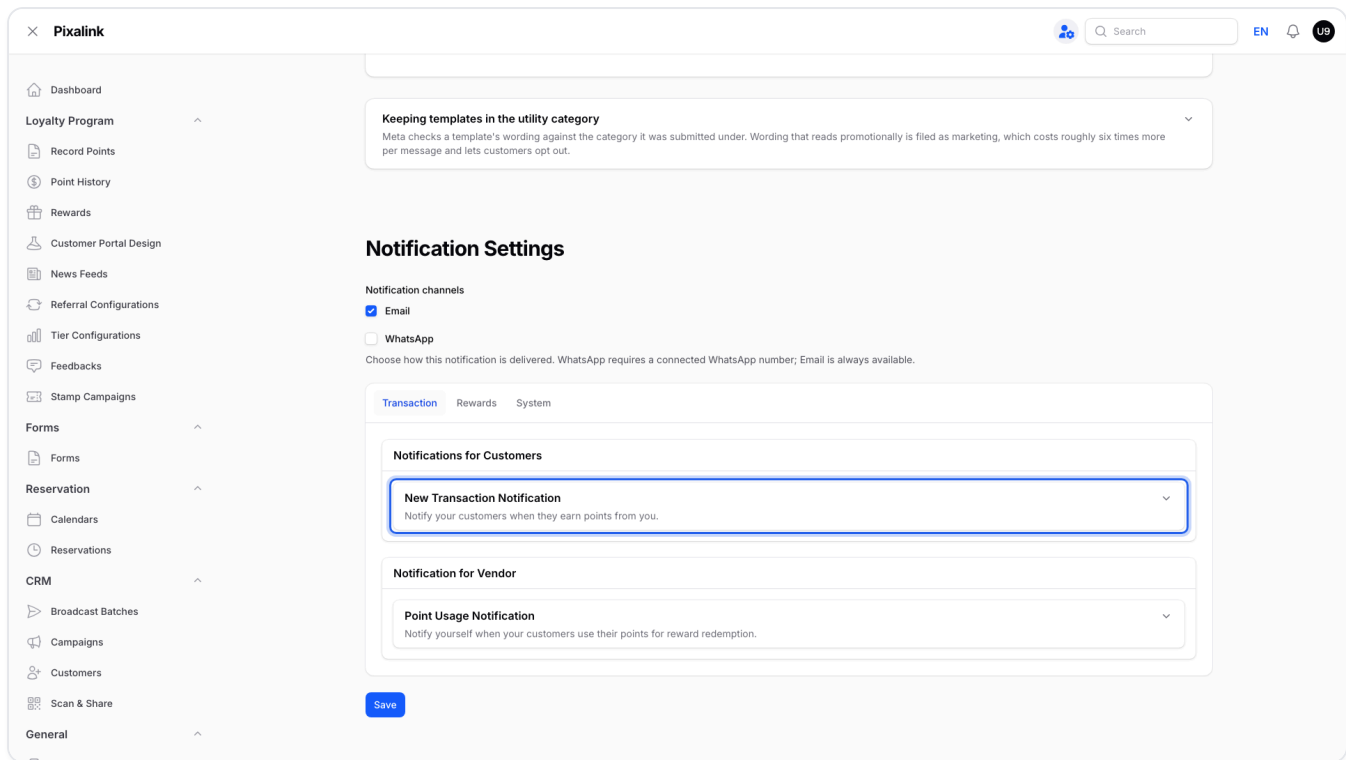
New Transaction Notification

Notify your customers when they earn points from you.

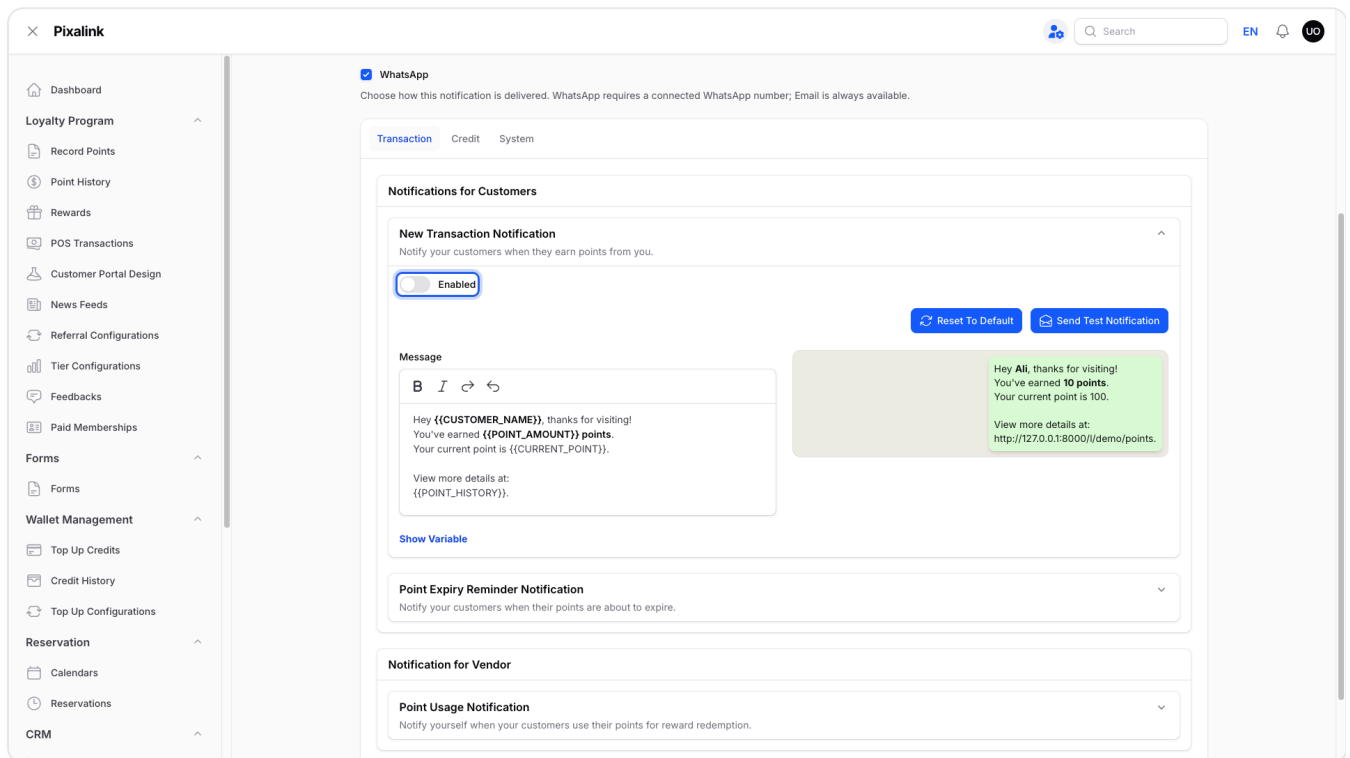
Notification for Vendor

Point Usage Notification

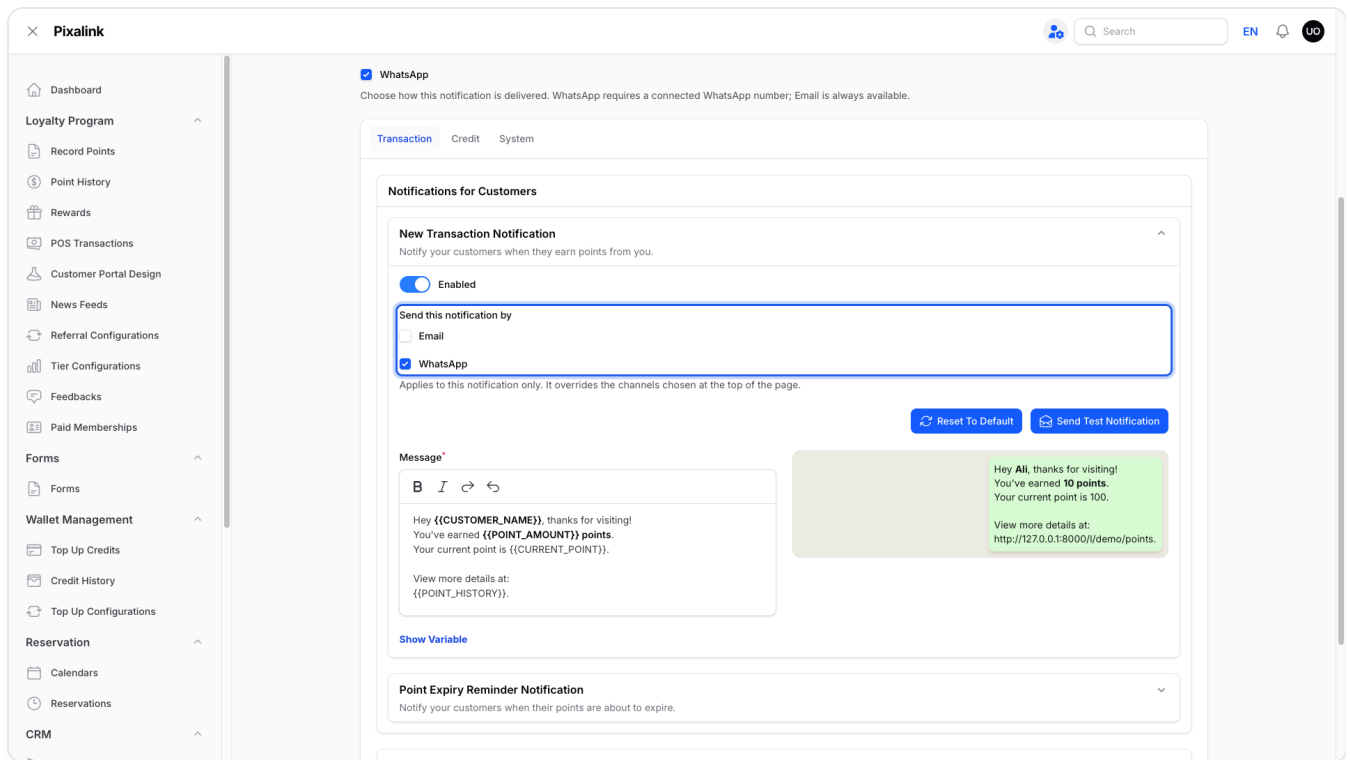
3. On the **Transaction** tab, open **New Transaction Notification**.



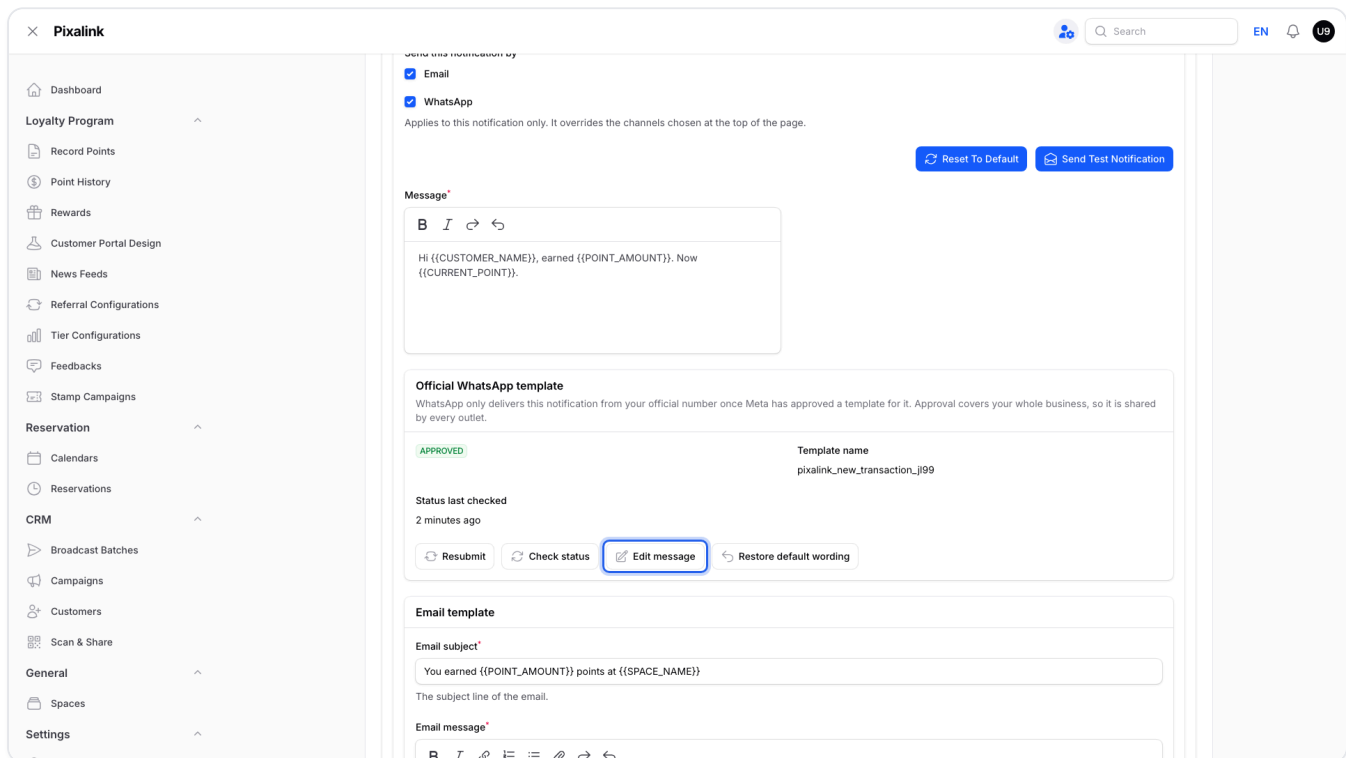
4. If **Enabled** is off, turn it on.



5. Check that **WhatsApp** is ticked under **Send this notification by**. Save the page if you changed anything.



6. Find the **Official WhatsApp template** box further down. Click **Edit message**.



7. Rewrite the message in the **Edit the message Meta approves** window. Check the **Preview**, then click **Save and send for review**.

Edit the message Meta approves



Meta reviews the new wording, so this notification goes back to pending until they answer. While it is pending it is sent as plain text from another WhatsApp number, which can take Meta up to 24 hours.

Message*

B *I* ↶ ↷ {+}

Hi {{ Customer Name }}! You just earned {{ Point Amount }} points at JL99. Your balance is now {{ Point Balance }} points. See you again soon!

Insert each variable once from the variable list, in the order shown. Meta reviews the wording around them.

Placeholder	What it becomes
{{CUSTOMER_NAME}}	Customer Name Example: Ahmad
{{POINT_AMOUNT}}	Point Amount Example: 120
{{POINT_BALANCE}}	Point Balance Example: 1,340

Preview

Hi Ahmad! You just earned 120 points at JL99. Your balance is now 1,340 points. See you again soon!

Save and send for review

Cancel

Note

The **Official WhatsApp template** box only appears when your official number is connected and **WhatsApp** is ticked under **Notification channels** at the top of the page.

What you can change

Bold and italic work. Select a word and click **B** for bold or **I** for italic. Your customers see the bold text in WhatsApp.

The placeholders are fixed. You may know them as placeholders 1, 2 and 3. The editor shows them by name instead:

Placeholder	What it becomes	Example
{{CUSTOMER_NAME}}	Customer Name	Ahmad
{{POINT_AMOUNT}}	Point Amount	120
{{POINT_BALANCE}}	Point Balance	1,340

Meta sets three rules for these, and the editor checks them for you:

- **Keep all three.** You can't remove one.
- **Use each one only once.**
- **Keep them in this order:** name, then points earned, then balance.

You **can't add other placeholders**, such as your outlet name or a link. You can still type fixed words around them, like your shop name or "See you again soon!".

Real-Life Example

Aishah runs a kopitiam in Kuantan. She wants her points message to sound friendlier.

She opens **Edit message** and writes: "Hi Customer Name! You just earned **Point Amount** points at Kopi Aishah. Your balance is now Point Balance points." She makes the points bold and saves. Meta approves it the same afternoon, and her regulars now get the friendlier message after every visit.

Good to Know

- After you save, Meta reviews the new wording. This can take up to 24 hours. Until then, the message goes out as plain text from another WhatsApp number.
- See **Submit for approval** instead of **Edit message**? Submit the template first. You can edit it after that.
- You can't edit while Meta is reviewing. The **Edit message** button comes back once Meta answers.
- The message can be up to 1,024 characters.

Changed your mind? **Restore default wording** puts Pixalink's wording back and sends it to Meta for review again.

The screenshot shows the Pixalink interface. On the left is a sidebar with navigation links: Dashboard, Loyalty Program, Record Points, Point History, Rewards, Customer Portal Design, News Feeds, Referral Configurations, Tier Configurations, Feedbacks, Stamp Campaigns, Reservation, Calendars, Reservations, CRM, Broadcast Batches, Campaigns, Customers, Scan & Share, General, Spaces, and Settings. The main content area is titled 'WhatsApp template' and includes a 'Message' editor with a text area containing 'Hi {{CUSTOMER_NAME}}, earned {{POINT_AMOUNT}}. Now {{CURRENT_POINT}}.' and a 'Message' label. Below the editor is the 'Official WhatsApp template' section, which includes a 'Status last checked' field showing '2 minutes ago' and a 'Template name' field showing 'pixalink_new_transaction_||99'. There are buttons for 'Resubmit', 'Check status', 'Edit message', and 'Restore default wording'. Below this is the 'Email template' section, which includes an 'Email subject' field with the text 'You earned {{POINT_AMOUNT}} points at {{SPACE_NAME}}' and an 'Email message' field with the text 'The subject line of the email.'

Tip

Friendly, factual wording keeps the template in Meta's cheaper utility category. Sales words like "promo" or "discount" can push it into marketing.

Need Help?

If Meta keeps rejecting your wording, contact our support team.

What's Next?

- [How to get your WhatsApp notification templates approved](https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved) (https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved)
- [What do WhatsApp template statuses mean?](https://kb.pixalink.io/articles/what-do-whatsapp-template-statuses-mean) (https://kb.pixalink.io/articles/what-do-whatsapp-template-statuses-mean)
- [What are message variables like {{CUSTOMER_NAME}}?](https://kb.pixalink.io/articles/what-are-message-variables-like-customer-name) (https://kb.pixalink.io/articles/what-are-message-variables-like-customer-name)