

What Is This?

Meta lets your business reply freely for 24 hours after a customer messages you. Outside that window, every message must use wording Meta has already approved. That approved wording is called a template.

Pixalink writes the templates for you. Your job is to send them to Meta and watch them get approved. Until that happens, messages like "you earned 120 points" will not reach customers on your official WhatsApp number.

Real-Life Example

Aishah runs a bakery in Penang. A customer buys bread on Tuesday and earns 120 points. Aishah has not sent her templates to Meta yet, so the points message never arrives. She submits them once, Meta approves them, and the same message now lands seconds after every purchase.

How to Set It Up

1. Go to CRM > Notification Templates. This page only appears once your official WhatsApp number is connected.

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Pixalink Explore

Q Search

EN

🔔

Up

Feedbacks

Paid Memberships

Forms

Forms

Wallet Management

Top Up Credits

Credit History

Top Up Configurations

Reservation

Calendars

Reservations

CRM

Notification Templates

Broadcast Batches

Campaigns

Customers

Scan & Share

Auto Tagging Rules

General

Spaces

Settings

Users

Configurations

WhatsApp Notification Templates

Submit missing templates

Notification	Template name	Language	Status	Approved category	Last checked
new_transaction	new_transaction	en	APPROVED	UTILITY	Aug 20, 2026 10:15:0
new_reward	new_reward	en	APPROVED	UTILITY	Aug 20, 2026 10:15:0
point_expiry_reminder	point_expiry_reminder	en	APPROVED	UTILITY	Aug 20, 2026 10:15:0
reservation_reminder	reservation_reminder	en	PENDING	UTILITY	Aug 20, 2026 10:15:0
new_tier	new_tier	en	APPROVED	Approved as MARKETING, not UTILITY Costs roughly six times more per message, and customers can opt out of it.	Aug 20, 2026 10:15:0

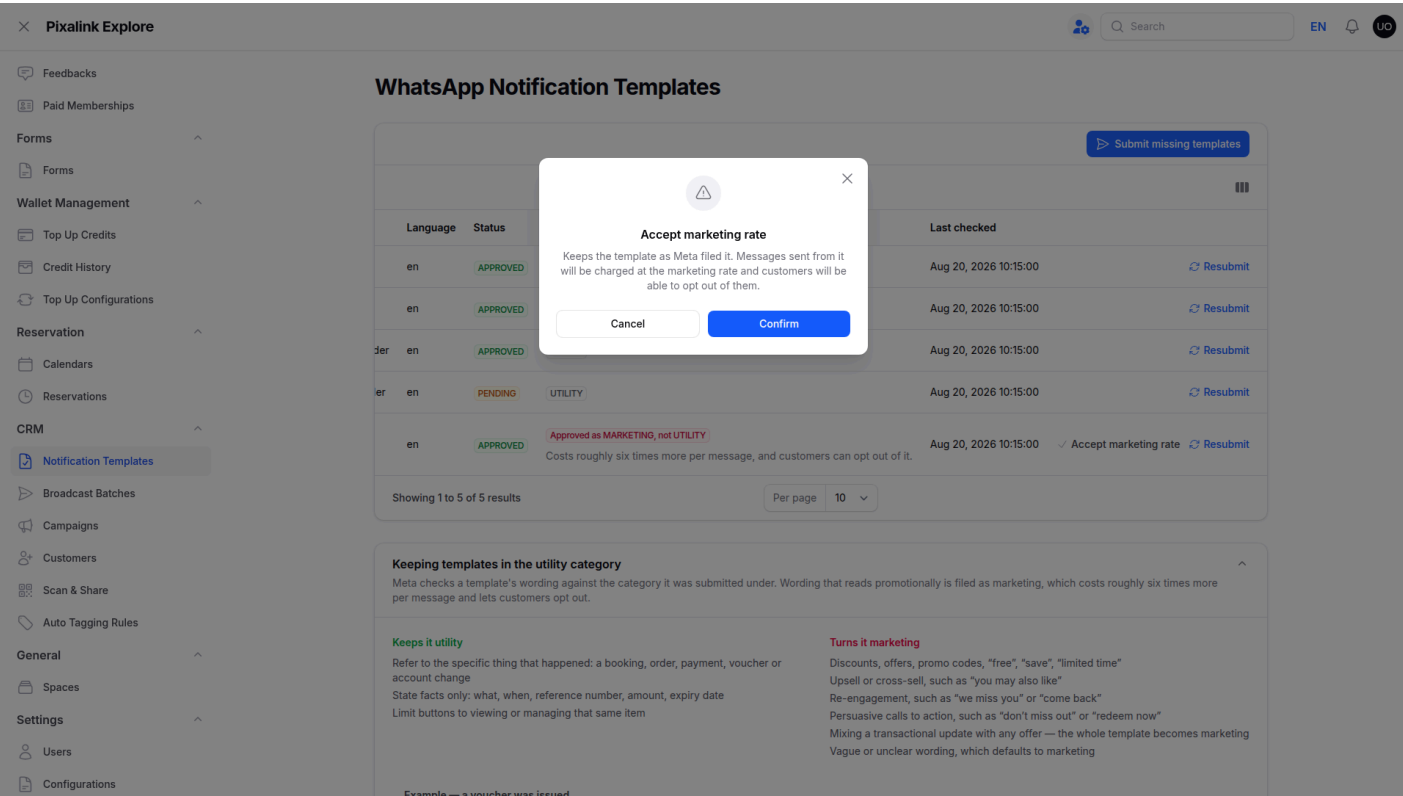
Showing 1 to 5 of 5 results

Per page10

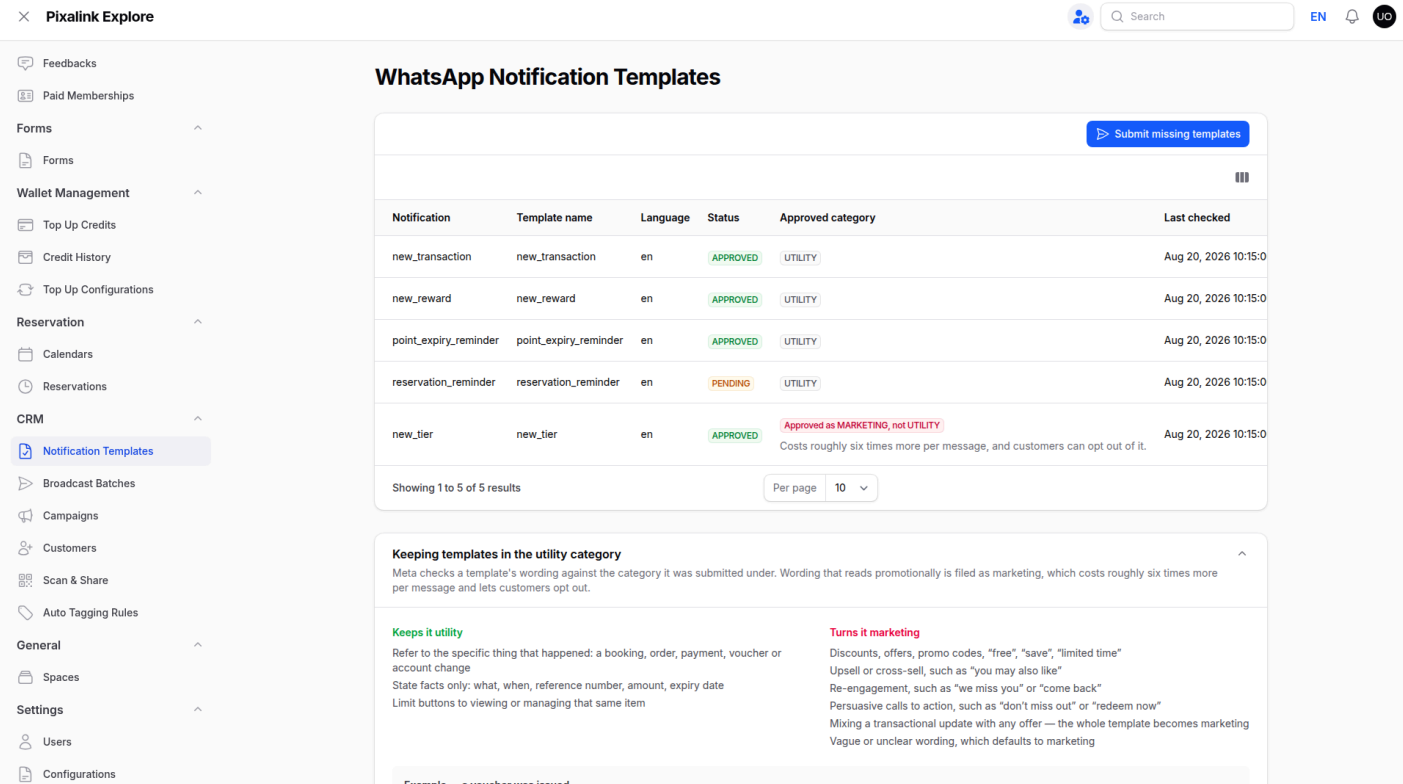
Keeping templates in the utility category

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.

2. Click Submit missing templates, then Confirm. This sends every template you have not submitted yet.



5. Open Keeping templates in the utility category to see which wording keeps your costs low.



What Your Customers Will See

Nothing changes in how the message looks. Customers keep getting the same points, voucher and booking updates. The difference is that the message now arrives at any hour, not only when they messaged you first.

Good to Know

Tip

Submit every template on day one. Meta reviews each one on its own, so an early start avoids gaps later.

Warning

A rejected template quietly stops that one message on your official number. Check the list after your first busy week.

You do not write the wording yourself. Pixalink keeps it factual so Meta files it as utility.

Each template is judged against your own business account. Approval for one business never carries over to another.

Need Help?

Contact the Pixalink support team if a template stays rejected after two tries.

What's Next?

- [How to Connect WhatsApp Cloud API \(Meta\) for Your Business](https://kb.pixalink.io/articles/how-to-connect-whatsapp-cloud-api-meta-for-your-business) (<https://kb.pixalink.io/articles/how-to-connect-whatsapp-cloud-api-meta-for-your-business>)
- [Find your WhatsApp Business Account ID](#)
- [Protect your WhatsApp number from being banned](#)