What Is This?

When you rewrite a notification for your official WhatsApp number, Meta reads the wording and decides which category it belongs to. **Utility** is for updates about something the customer already did, like earning points or booking a table. **Marketing** is for anything that sells or invites a new action.

Marketing messages cost about six times more, and customers can opt out of them. This guide shows how to word your notifications so Meta keeps them in Utility.

Real-Life Example

Daniel runs a bubble tea shop in Puchong. He rewrote his points message to:

"Hi Customer Name! □ You earned Point Amount points! Come back this weekend for 20% off your next drink!"

Meta filed it as Marketing. He removed the weekend offer and the invitation, and resubmitted:

"Hi Customer Name, you earned **Point Amount** points at Daniel's Boba today. Your balance is now Point Balance points."

Meta approved it as Utility the same day.

How It Works

Meta asks one question about every message: **is this an update about something the customer already did, or is it trying to get them to do something new?** If any part of the message is the second kind, the whole message counts as Marketing.

The three rules

1. **One message, one job.** Report the points, the booking or the voucher. Nothing else.
2. **Stick to facts.** Say what happened, the amount, the date or the balance. Leave out hype and selling.
3. **Never add a promotion.** One offer line turns a Utility message into a Marketing message, even if the rest is purely factual.

Words and lines that keep it Utility

- What happened: "You earned", "Your booking is confirmed", "Your voucher has been issued"
- Specific details: the points earned, the balance, the booking date and time, the voucher expiry date
- Your shop name and outlet as fixed text
- A plain, polite closing such as "Thank you" or "See you again soon"

Words and lines that push it into Marketing

- Offers and prices: "promo", "discount", "% off", "sale", "free gift", "deal"

- Calls to buy or return: "Come back", "Shop now", "Order again", "Don't miss out", "Redeem now"
- Mentions of other products, new menu items, events or campaigns
- Urgency created for selling: "Today only", "Limited time", "Hurry"
- Vague or empty messages, like only a name and "Congratulations!" with no details

> **Tip**
>
> A friendly tone is fine. "Hi Customer Name, thanks for visiting!" stays Utility. Problems start only when the message asks for a new purchase or visit.

Before and after

Notification	Marketing (avoid)	Utility (use)
Points earned	"You earned 50 points! Spend RM30 more this week to get a free drink!"	"You earned 50 points at Kopi Aishah. Your balance is now 320 points."
Booking confirmed	"Your table is booked! Try our new Wagyu set while you're here."	"Your booking for 2 people on 12 Nov, 7:30 PM at Bangsar outlet is confirmed."
Voucher issued	"Lucky you! Grab this RM10 voucher before it's gone — shop now!"	"Your RM10 voucher has been added to your account. It expires on 31 Dec 2026."
Points expiring	"Hurry! Your points vanish soon — come back and spend them today!"	"120 of your points will expire on 30 Nov 2026. Your current balance is 450 points."

> **Note**
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> A reminder about the customer's own account, like expiring points or an upcoming booking, can stay Utility. Keep it to the facts and leave out any push to spend.

Writing Checklist

Before you click **Save and send for review**, check:

- ☐ The message is about one thing the customer already did or agreed to
- ☐ It includes real details (amount, balance, date, outlet)
- ☐ There are no prices, discounts, offers or free items
- ☐ There is no "come back", "shop now" or similar invitation
- ☐ No other product, menu item or event is mentioned
- ☐ All required placeholders are kept, used once and in order
- ☐ The message matches the language you chose for it

If Meta Still Files It as Marketing

1. Go to **CRM > Notification Templates** and find the template with the red warning in the **Approved category** column.
2. Compare your wording with the lists above and remove anything that sells or invites a new action.
3. Click **Resubmit** to try for Utility again.

If you actually want the sales message, keep a separate, factual notification and send the promotion as a campaign instead.

Good to Know

- Your promotions still have a place. Send them as a campaign, not inside a notification.
- Bold and italic are fine. Formatting does not change the category.
- Meta can review templates again later and move them if the wording drifts into selling.
- Each business is reviewed on its own. Wording approved for another shop is not guaranteed for yours.
- Not sure? **Restore default wording** puts Pixalink's factual wording back, which is written to stay Utility.

Need Help?

If a template keeps landing in Marketing after two rewrites, contact the Pixalink support team with the wording you tried.

What's Next?

- Utility WhatsApp notification examples by business type (https://kb.pixalink.io/articles/utility-whatsapp-notification-examples-by-business-type)
- How to edit the official WhatsApp points message (https://kb.pixalink.io/articles/how-to-edit-the-official-whatsapp-points-message)
- 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)