What Is This?

This page shows real-world notification wording that Meta files as **Utility**, next to the wording that gets pushed into **Marketing**. Each example is based on how Pixalink businesses actually use their notifications. Names are changed.

Pick the business closest to yours, then copy the pattern. For the rules behind these examples, see How to write WhatsApp notifications that Meta approves as Utility (https://kb.pixalink.io/articles/how-to-write-whatsapp-notifications-that-meta-approves-as-utility).

> **Note**
>
> The examples show sample values like "Ali" or "50 points". In Pixalink, these come from placeholders such as Customer Name and Point Amount. Keep the placeholders the editor gives you, and only change the fixed words around them.

The Quick Test

Before you save, read your message and ask:

"Does this only tell the customer about something they already did or own?"

- Yes → Utility.
- It also asks them to buy, visit, try or claim something new → Marketing.

Use Case 1: Café With Points and RM5 Vouchers

A café group in the Klang Valley gives points on every order and lets customers redeem an RM5 OFF voucher.

Points earned

Marketing	Utility
"Hi Ali! You got 12 points ☕ Only 38 more to unlock RM5 OFF — see you tomorrow!"	"Hi Ali, you earned 12 points at Kopi Damansara today. Your balance is now 162 points."

Why it moved: "only 38 more to unlock" and "see you tomorrow" push for another visit.

Voucher redeemed

Marketing	Utility
"Enjoy your RM5 OFF! Pair it with our new pandan latte next time 😊"	"Your RM5 OFF voucher was used at the Damansara outlet on 24 Oct 2026, 10:42 AM."

Why it moved: recommending another product is cross-selling.

> **Tip**
>
> A redemption message that includes the outlet and time also helps customers spot a voucher used by someone else.

Use Case 2: Izakaya With a Paid Membership

A Japanese izakaya sells a yearly paid membership with member pricing and welcome vouchers.

Membership activated

Marketing	Utility
"Welcome to the club, Mei! □ Bring your friends this Friday and enjoy member prices on our omakase!"	"Hi Mei, your Gold Membership is now active until 23 Oct 2027. 3 welcome vouchers have been added to your account."

Why it moved: inviting friends and promoting a specific menu turn it into a sales message.

Membership expiring

Marketing	Utility
"Don't lose your perks! Renew now and get a free sake bottle □"	"Your Gold Membership ends on 23 Oct 2027. Unused member vouchers will expire on the same date."

Why it moved: "renew now" with a free gift is an offer. A plain expiry date is an account update.

Use Case 3: DIY Baking Studio With Prepaid Credits

A baking studio sells credit top-ups that customers spend on workshop sessions.

Top-up received

Marketing	Utility
"Thanks for topping up RM200! □ Book our new Christmas cake class before slots run out!"	"We received your top-up of RM200. Bonus credit of RM20 added. Your credit balance is now RM245."

Why it moved: announcing a new class with "before slots run out" is a promotion with urgency.

Credit spent

Marketing	Utility
"RM68 used for today's class! Top up RM300 and get RM40 extra □"	"RM68 credit was used for your workshop on 24 Oct 2026. Your balance is now RM177."

> **Note**
>
> Mentioning a top-up bonus the customer **already received** is fine. Advertising a bonus they could get **next time** is marketing.

Use Case 4: Chinese Fish-Soup Restaurant With Tiers

A restaurant runs Silver and Gold tiers with a points multiplier for Gold members.

Tier upgraded

Marketing	Utility
"Congrats, you're GOLD! □ Come celebrate with our signature sour soup fish this weekend!"	"Hi Wei Ming, your tier is now Gold. From today you earn 1.5x points on every visit. Your Gold tier is valid until 31 Dec 2026."

Why it moved: the weekend invitation and menu push. Stating the new benefit itself is fine, because it describes the customer's account.

Birthday voucher issued

Marketing	Utility
"Happy Birthday! □ Celebrate with us — your free dessert is waiting, book a table now!"	"Hi Wei Ming, your Birthday Voucher (1 free dessert) has been added to your account. It is valid until 31 Oct 2026."

Why it moved: "celebrate with us" and "book a table now" invite a visit. A voucher that has already been issued, with its expiry, is account information.

> **Warning**
>
> A birthday message with only "Happy Birthday!" and no voucher or account detail is likely to be filed as Marketing. Always include what was added to the account.

Use Case 5: Resort With Room and Activity Bookings

A beach resort uses Pixalink calendars for room and activity reservations.

Booking confirmed

Marketing	Utility
"You're booked! □ Upgrade to a sea-view suite for only RM150 more!"	"Your booking is confirmed: Deluxe Room, 2 adults, 12–14 Nov 2026. Check-in from 3:00 PM. Booking ref: GPT-4471."

Why it moved: the upgrade offer is an upsell.

Booking reminder

Marketing	Utility
"See you tomorrow! Don't forget to try our spa package, 20% off for guests."	"Reminder: your Island Hopping trip is tomorrow, 13 Nov 2026 at 9:00 AM. Please be at the jetty lobby 15 minutes early."

Why it moved: the spa discount. Practical instructions like arrival time and meeting point keep it Utility.

Use Case 6: GP Clinic Using Visit Records

A GP clinic records patient visits to support follow-ups and care continuity.

Visit recorded

Marketing	Utility
"Thanks for visiting! Get 10% off your next health screening package □"	"Hi Aina, your visit on 24 Oct 2026 at Klinik Puchong Jaya has been recorded. Your follow-up appointment is on 7 Nov 2026, 10:00 AM."

> **Caution**
>
> Clinics also need to follow Malaysian rules on healthcare advertising. Keep clinic notifications to visit records, appointments and reminders. Never include discounts on medical services, and never mention treatments or medicines in a promotional way.

Patterns That Work Across Every Business

Every Utility example above follows the same pattern:

1. **What happened** — earned, used, added, confirmed, activated, expiring
2. **The detail** — amount, balance, date, time, outlet, reference number
3. **What the customer needs to know** — expiry date, validity, check-in time, where to go

Every Marketing example added at least one of these:

- A product, menu item, class or package the customer did not ask about
- A discount, bonus or free gift they could get next time
- An invitation to come back, book, renew, top up, upgrade or bring friends
- Urgency used to sell: "this weekend", "before slots run out", "only RM150 more"

Good to Know

- Want to promote the Christmas class or the spa package? Send it as a **campaign**, not inside a notification.
- Emojis and bold text don't decide the category. The words do. A few emojis are fine in Utility messages.
- If a template lands in Marketing, remove the selling line and click **Resubmit** in **CRM > Notification Templates**.

Need Help?

Send the Pixalink support team your wording and the business type, and we'll suggest a Utility version.

What's Next?

- How to write WhatsApp notifications that Meta approves as Utility (https://kb.pixalink.io/articles/how-to-write-whatsapp-notifications-that-meta-approves-as-utility)
- 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)
- How to message customers when their tier changes (https://kb.pixalink.io/articles/how-to-message-customers-when-their-tier-changes)