

What Is This?

Stop guessing why a notification is not going out from your official WhatsApp number. Every message from that number needs wording Meta has approved, and Pixalink shows Meta's answer as a badge. This article explains each badge and notice, so you never rewrite a message Meta will not move. It only applies once your official WhatsApp number is connected.

How It Works

Settings → Configurations lists every template with Meta's raw status and an **Approved category** column. Each notification's own settings page shows an **Official WhatsApp template** section with a plainer badge and action buttons. The badges below are the ones on that section.

WhatsApp Notification Templates

Submit missing templates

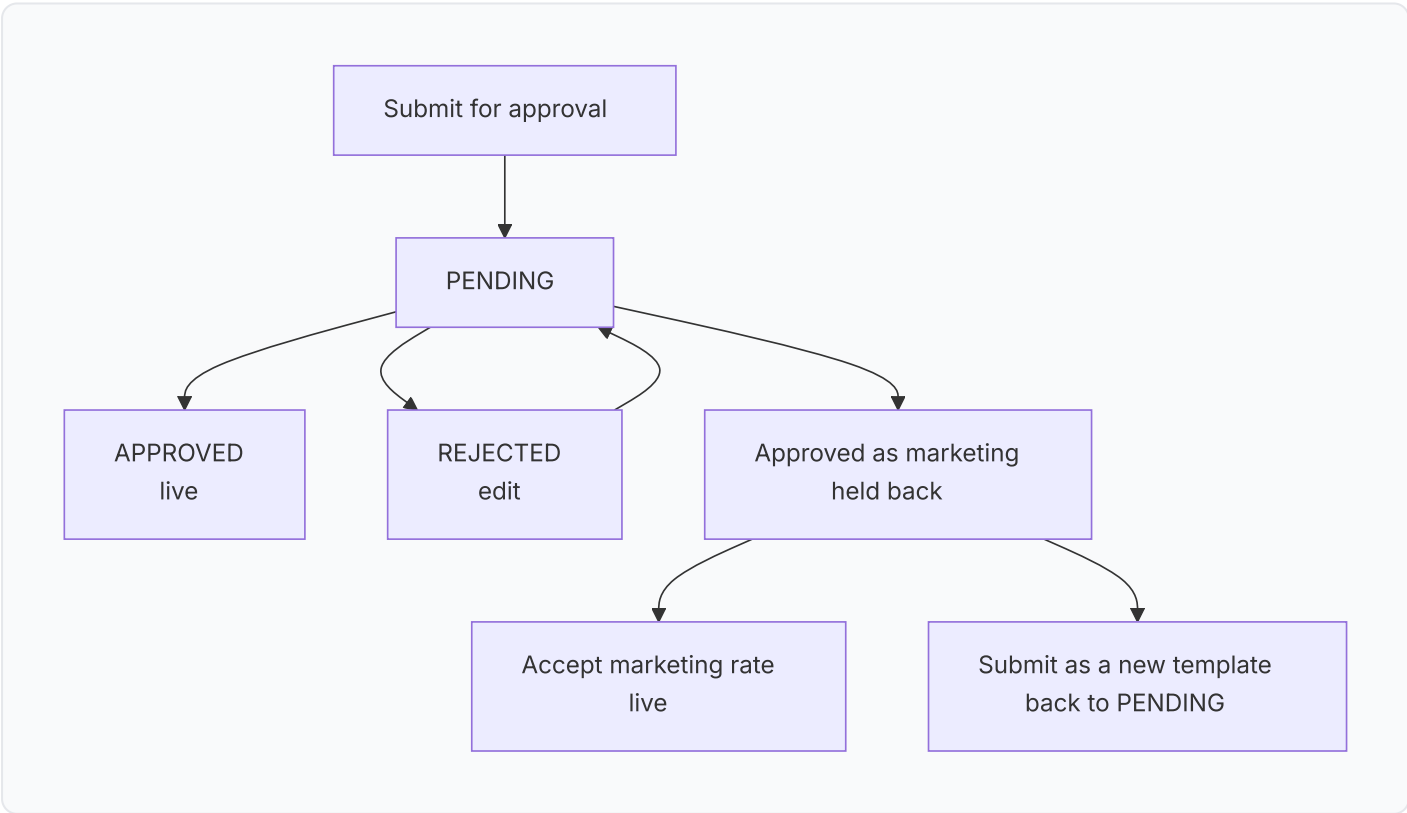
Language	Status	Approved category	Last checked		
en	APPROVED	UTILITY	Aug 20, 2026 10:15:00	Resubmit	
en	APPROVED	UTILITY	Aug 20, 2026 10:15:00	Resubmit	
der	en	APPROVED	UTILITY	Aug 20, 2026 10:15:00	Resubmit
er	en	PENDING	UTILITY	Aug 20, 2026 10:15:00	Resubmit
en	APPROVED	Approved as MARKETING, not UTILITY Costs roughly six times more per message, and customers can opt out of it.	Aug 20, 2026 10:15:00	✓ Accept marketing rate	Resubmit

Showing 1 to 5 of 5 results

Per page10

Badge	What it means	What to do
Not submitted	You have not sent this template to Meta yet. The message goes out as plain text from another WhatsApp number.	Click Submit for approval .
PENDING or IN_REVIEW	Meta is still checking the wording. Editing is locked until Meta answers.	Wait. Pixalink checks every hour, or click Check status .
APPROVED (green)	The message is live on your official number.	Nothing.
Approved as marketing (amber)	Meta approved it, but filed it as marketing. Pixalink holds it back until you decide. The list page shows this as APPROVED with a red Approved category .	Accept the rate, or submit as a new template. See below.
REJECTED (red)	Meta turned the wording down.	Click Edit message , fix the wording, then send it for review again.
ERROR (red)	The template never reached Meta.	Read the reason under the badge, then click Resubmit .

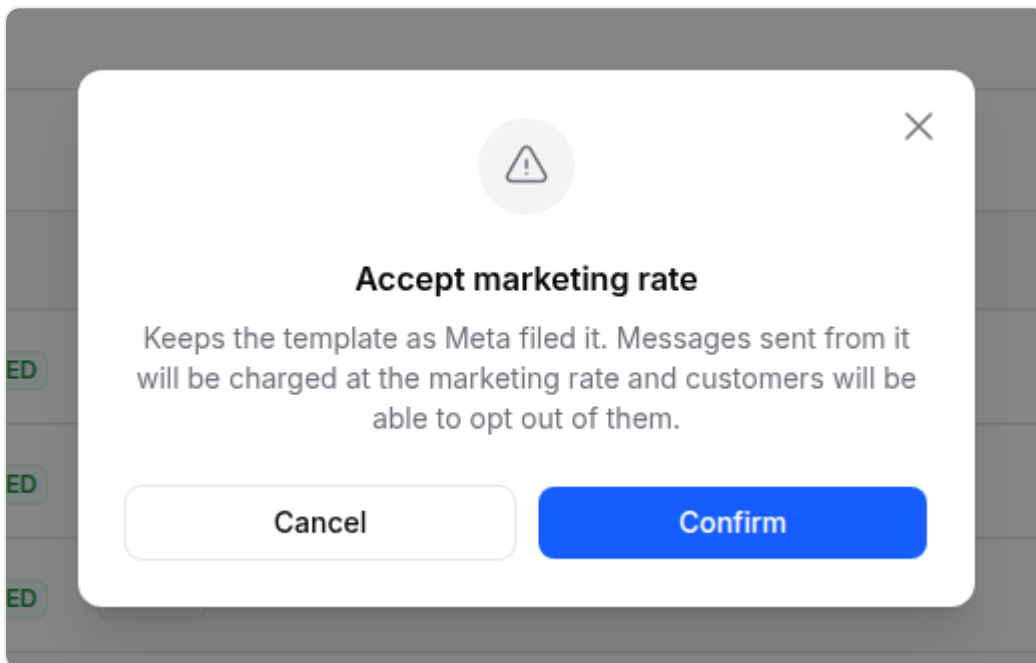
Any other badge, such as PAUSED or DISABLED, means Meta has stopped this template.



"**Meta did not accept the last attempt**" repeats Meta's own reason. The common one reads "the category UTILITY doesn't match the one already associated with this template, MARKETING". Meta ties a category to a template name the first time it approves it. Rewriting the message cannot change that. Pixalink then shows **Meta has fixed this template name to the marketing category** and hides **Resubmit**.

Two ways out, both on the notification's settings page:

- Click **Accept marketing rate**. The notification goes live from your official number right away, at about six times the utility rate. Customers can opt out.
- Click **Submit as a new template**. Meta reviews the same wording under a fresh name. There is no way back to the old template.



"**Meta has not authorised this WhatsApp Business Account to create templates**" is a limit on your Meta account, not on the wording. Contact Meta or your WhatsApp provider to lift it.

Real-Life Example

Ahmad runs Kopi Corner in Bangsar. He submitted his point expiry reminder as utility. Meta approved it, but filed it as marketing. He edited the wording and clicked **Resubmit**. The "category doesn't match" notice came straight back. Seeing the name was locked, he clicked **Submit as a new template**. Meta approved the new one as utility, and his reminders now go out at the lower rate.

Good to Know

- Meta usually answers within minutes, but a review can take up to 24 hours.
- Editing an approved template puts it back into review. Until Meta approves the new wording, the message goes out as plain text from another WhatsApp number.
- When Meta re-files a template as marketing, Pixalink emails your business so you can decide.

Need Help?

Contact the Pixalink support team if a notice does not match any of the above.

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)
- [Official WhatsApp from Meta Explained](https://kb.pixalink.io/articles/official-whatsapp-from-meta-explained) (https://kb.pixalink.io/articles/official-whatsapp-from-meta-explained)
- [How to Connect Official WhatsApp \(Meta\) 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)