# Understanding WhatsApp Messaging

WhatsApp messaging is slightly different than normal text messaging, featuring two types of messages.

## WhatsApp Session Message

WhatsApp Session messages are any messages sent and received in response to a user-initiated message to your business. A messaging session starts when a user sends your business a message, and lasts for 24 hours in the most recently received message. You can wait for users to message to your app, or you can send a Template Message to invite the user to respond. Regular text messages or media messages (i.e., any non-template messages) can only be delivered in this 24-hour active window.

## WhatsApp Template Message

WhatsApp Template messages use pre-approved message templates called MTMs for outbound notifications such as delivery alerts and appointment reminders. They cannot be used for marketing. You must use a WhatsApp Template Message if more than 24 hours have elapsed since the user last responded to you. Any other type of message will fail.

There are 10 notification types as given below, each with allowed use cases. Each template is language and country-specific. WhatsApp processes each approval request for a new template or an update to an existing template. Approvals can take up to four business days.

| Template Category | Allowed Use Cases | Examples |
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| ACCOUNT_UPDATE | Notify the message recipient of a change to their account settings. | • Profile has changed<br>• Preferences have been updated<br>• Settings have changed<br>• Membership has expired<br>• Password has changed |
| PAYMENT_UPDATE | Notify the message recipient of a payment update for an existing transaction | • Send a receipt<br>• Send an out-of-stock notification<br>• Notify that an auction has ended<br>• Notify that the status on a payment transaction has changed |
| PERSONAL_FINANCE_ UPDATE | Confirm a message recipient’s financial activity | • Bill-pay reminder<br>• Scheduled payment reminder<br>• Payment receipt notification<br>• Funds transfer confirmation or update<br>• Other transactional activities in financial services |
| SHIPPING_UPDATE | Notify the message recipient of a change in shipping status for a product that has already been purchased | • Order has shipped<br>• Status changes to in-transit<br>• Order is delivered<br>• Shipment is delayed |
| RESERVATION_UPDATE | Notify the message recipient of updates to an existing reservation | • Itinerary change<br>• Location change<br>• Hotel booking is canceled<br>• Cancellation is confirmed<br>• Car rental pickup time changes<br>• Room upgrade is confirmed |

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| APPOINTMENT_UPDATE | Notify the message recipient of a change to an existing appointment | • Appointment time changes<br>• Appointment location changes<br>• Appointment is canceled |
| TRANSPORTATION_UPDATE | Notify the message recipient of updates to an existing transportation reservation | • Flight status changes<br>• Ride is canceled<br>• Trip is started<br>• Ferry has arrived |
| TICKET_UPDATE | Send the message recipient updates or reminders for an event for which a person already has a ticket | • Concert start time changes<br>• Event location changes<br>• Show is canceled<br>• A refund opportunity is available |
| ISSUE_RESOLUTION | Notify the message recipient of an update to a customer service issue that was initiated in a Messenger conversation, following a transaction | • Issue is resolved<br>• Issue status is updated<br>• Issue requires a request for additional information |
| ALERT | Notify the message recipient of something informational | • Business hours<br>• Business address |

**Notes:**

WhatsApp notifications don’t support the following use cases:

- Promotional notifications
- Product or marketing surveys
- Recurring content or subscription messaging
- Requests to rate or review an app