

# Overview

The Converse Template is a library of all the templates created for different purposes across multiple channels such as SMS, WhatsApp, and Facebook Messenger, etc. It helps you to easily manage and organize all templates that are necessary to conduct messaging campaigns.

You can create new templates, edit existing templates, change a template owner, and attach a template to an object. Also, it is easy to add merge fields to the templates in order to personalize each of the outgoing messages.

