Q&A

- Message limits

Message limits

Message limits determine the maximum number of business-initiated conversations that a phone number can start in a continuous 24-hour period. These limits do not apply to user-initiated conversations. A company-initiated conversation begins when the first company message is delivered and ends 24 hours later.

There are four levels of message limits:

- One thousand company-initiated conversations with unique customers in a rolling 24-hour period.
- Ten thousand company-initiated conversations with unique customers in a rolling 24-hour period.
- One hundred thousand company-initiated conversations with unique customers in a rolling 24-hour period.
- An unlimited number of company-initiated conversations in a rolling 24-hour period.

Message limits automatically increase or decrease based on your phone number status, phone number quality rating, and how often you start conversations with unique customers.

Businesses and phone numbers start with 1,000 business-initiated conversations (**with 1,000 unique customers**) in a rolling 24-hour period. If you reach your message limit, you will be able to start more conversations once any of the active conversations end.

For example: