- The total character length of the Footer can be a maximum of 60 characters and cannot contain variables.
- Footers can be sent for list messages, text and media messages with Dynamic Reply Buttons in Interactive messaging within the 24-hour window.

List Messages – Interactive Messaging

List messages provide a simpler and more consistent format than text-based lists for people to find and select what they want from a business.

- Lists are applicable to only 2-way messaging; List messages are a way to allow users to easily choose from up to 10 options.
- They can be populated dynamically, based on a customer's responses, so can be used for personalized bot use cases.
- Lists messages do not require a template or pre-approval and are currently made available for Text messages (media and location not supported)
- List Messages are best for presenting several options, such as:

  - A customer care or FAQ menu
  - A take-out menu
  - Selection of nearby stores or locations
  - Available reservation times
  - Choosing a recent order to repeat

Dynamic Reply Buttons – Interactive Messaging

Similar to templates with quick-reply buttons, reply buttons allow users to make a quick selection from up to three options when talking to a business in the 24-hour response window. Reply buttons do not require a pre-approved template.

- A message cannot contain more than three reply buttons.
- Reply buttons do not offer additional context for each option.
- Users can only select one button from the menu at a time, although they can go back and reuse a previous menu.
- Reply buttons are supported for message types: text, image, video & document.