<https://developers.facebook.com/docs/whatsapp/messaging-limits#messaging>

<https://developers.facebook.com/docs/whatsapp/pricing>

WhatsApp Business Platform conversations fall into two categories.

that are priced differently:

* **User-initiated:** A conversation that initiates in response to a user message. Whenever a business replies to a user within the 24 hour [customer service window](https://developers.facebook.com/docs/whatsapp/overview/messages), that message will be associated with a user-initiated conversation. Businesses can send free-form messages within this 24 hour customer service window.
* **Business-initiated:** A conversation that initiates from a business sending a user a message outside the 24 hour customer service window. Messages that initiate a business-initiated conversation will require a [message template](https://developers.facebook.com/docs/whatsapp/api/messages/message-templates).

Tempo de resposta.