

# Configure message time-to-live | Developer Documentation

## Configure message time-to-live

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If a message cannot be delivered to a WhatsApp user, delivery is retried for a period of time known as *time-to-live* (“TTL”), or the message validity period.

You can customize the default TTL for authentication and utility templates sent via Cloud API, and for marketing templates sent via Marketing Messages API for WhatsApp.

Set a TTL for all authentication templates, preferably equal to or less than your code expiration time, to ensure your customers only get a message when a code is still usable.

## Defaults, min/max values, and compatibility table

	Authentication	Utility	Marketing
<b>Default TTL</b>	10 minutes 30 days for authentication templates created before October 23, 2024	30 days	30 days
<b>Compatibility</b>	Cloud API	Cloud API only	Marketing Messages API for WhatsApp
<b>Customizable range</b>	30 seconds to 15 minutes	30 seconds to 12 hours	12 hours to 30 days

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