What Is This?

A customer says they never got your broadcast, but Pixalink shows the message as **Sent**. This page explains what **Sent** means, and what to check before you resend.

How It Works

Sent means the message left Pixalink. It does not mean it reached the customer's phone.

Status	What it tells you
Sent	The message left Pixalink. WhatsApp shows this as a single tick.
Delivered	WhatsApp confirmed it reached the phone, a double tick.
Read	The customer opened it, a blue tick.
Failed	It could not be sent. The number can be wrong, or have no WhatsApp.

Only WhatsApp sends back **Delivered** and **Read**. An email or SMS message stays at **Sent**, so Pixalink can't confirm it reached the customer.

A WhatsApp message moves on from **Sent** when WhatsApp reports back. It goes to **Delivered** or **Read** if it arrived. A message that stays at **Sent** has not been confirmed on the phone yet.

What to check

- Check the phone number on the customer's profile, including the country code.
- Check that the number has WhatsApp. Ask the customer, or look them up in WhatsApp on your phone.
- Check that your WhatsApp still shows your number in **Admin Panel → Settings → Configurations**.
- Look at the status again later. It changes once WhatsApp reports back.

To find the message, open the batch in **CRM → Broadcast Batches** and look in the **Broadcasts** table. See How to Track Broadcast Delivery and Results (https://kb.pixalink.io/articles/how-to-track-broadcast-delivery-and-results).

Real-Life Example

Wei Lin runs a bakery in Ipoh. She sends a WhatsApp broadcast for her mooncake pre-orders. A regular, Priya, says she got nothing. Wei Lin opens the batch and finds Priya's message at **Sent**, not **Delivered**. She checks Priya's profile and sees a missing digit in the phone number. Wei Lin fixes the number and sends Priya the offer again. This time it shows **Delivered**, then **Read**.

Good to Know

- **Don't resend to everyone.** Fix the one customer's details first. A second broadcast to your whole list adds to what WhatsApp watches.
- **Email can land in spam.** Ask the customer to check their spam or promotions folder.
- **A new campaign is needed to resend.** Customers whose message is **Sent**, **Delivered** or **Read** are skipped if you broadcast the same campaign again on the same channel. See Why a Broadcast Reached No One (https://kb.pixalink.io/articles/why-a-broadcast-reached-no-one).

Need Help?

If many WhatsApp messages stay at **Sent** for a day while **Configurations** shows your number, your line may be stuck on our side. Send the campaign name and one customer's number to the Pixalink team so they can check your WhatsApp line.

What's Next?

- How to Track Broadcast Delivery and Results (https://kb.pixalink.io/articles/how-to-track-broadcast-delivery-and-results)
- When Do I Need to Re-Link WhatsApp to Pixalink? (https://kb.pixalink.io/articles/when-do-i-need-to-re-link-whatsapp-to-pixalink)
- Why a Broadcast Reached No One (https://kb.pixalink.io/articles/why-a-broadcast-reached-no-one)