

Campaign Messaging Channels Explained

What Is This?

Running a promotion, announcing a new product, or reminding customers about their expiring rewards? You need to get the word out. Pixalink lets you reach your customers through three channels — **Email**, **SMS**, and **WhatsApp** — so you can pick whatever works best for your audience and your message.

Choosing the Right Channel for Your Campaign

Not every message suits every channel. Here's how to think about it from a marketing perspective:

WhatsApp — Your Most Personal Channel

WhatsApp messages feel like a text from a friend. Customers are more likely to open and read them compared to email. Use WhatsApp when you want:

- **High open rates** — WhatsApp messages get seen almost immediately
- **A personal touch** — greet customers by name with a short, warm message
- **Visual impact** — attach a photo of your new menu item, a promo poster, or a short video (up to 16 MB)
- **Quick responses** — customers can reply directly

Messages can be up to 4,096 characters, giving you plenty of room. Pixalink spaces out messages automatically to keep your number safe — at the recommended pace, you can reach up to **480 customers per day**.

Email — Best for Detail and Design

Email is your workhorse for longer content. Use it when you want:

- **Rich formatting** — headings, images, colours, and links to your website or menu
- **Detailed promotions** — full product listings, terms and conditions, multi-item showcases
- **Attachments** — attach PDFs like menus or event flyers (up to 10 MB each)
- **No extra cost** — email is included with every Pixalink account

Every email automatically includes an unsubscribe link, so you stay compliant with anti-spam rules.

SMS — Short, Urgent, and Universal

SMS reaches customers who don't use WhatsApp or email. It's the most universal channel — every phone can receive texts. Use it when you want:

- **Urgency** — flash sales, last-minute reminders, time-sensitive offers
- **Universal reach** — works on any phone, no internet required
- **Guaranteed delivery** — doesn't depend on an app being installed

SMS messages are short (160 characters for English, 70 for other languages) and can't include links or attachments. SMS requires an add-on subscription — contact support to enable it.

Combining Channels for Maximum Reach

You don't have to pick just one. When creating a campaign, the **Broadcast channel** field lets you select multiple channels at once. For example:

- **WhatsApp + Email** — send a quick WhatsApp teaser and a detailed email with your full offer
- **All three** — blanket your customer base so nobody misses out

Pixalink sends the campaign through each channel you select. If a customer doesn't have an email address, the email is simply skipped for that customer — no errors, no manual filtering needed.

Who Receives Your Messages?

Pixalink automatically skips customers marked as **Do Not Contact** or **Blocked**. You don't need to filter them out — the system handles it. Everyone else in your selected audience gets the message.

WhatsApp Sending Safety

WhatsApp has strict rules about bulk messaging. To protect your number, Pixalink spaces out messages with a configurable interval:

Interval	Messages per Day	Best For
1 minute (recommended)	Up to 480	Most campaigns
2 minutes	Up to 240	Larger audiences, extra caution
4 minutes	Up to 120	Very cautious sending
5 minutes	Up to 96	Maximum safety

For date-based campaigns like birthdays, weekend sending is always on so your customers get their message on time.

Real-Life Example

Siti runs a bakery with 800 loyal customers. Hari Raya is coming, and she wants to promote her gift boxes at 20% off.

She creates one campaign and selects **WhatsApp** and **Email**. For WhatsApp, she writes a short, warm message — "Selamat Hari Raya! 🎁 Our gift boxes are 20% off this week" — and attaches a beautiful photo of her best seller. For Email, she writes a longer version with the full gift box menu, pricing, and an order link.

Customers with both a phone number and email get the message on both channels. Customers with only an email still see the promotion. The 45 customers marked as "Do Not Contact" are automatically skipped.

Her Raya gift boxes sell out in three days.

Good to Know

- You can personalise messages on all channels using variables like the customer's name or their current points balance
- SMS is only available with the SMS add-on — contact support to enable it
- If your WhatsApp number gets restricted, you can connect an additional number to keep sending
- Email campaigns let you preview before sending — always check how it looks first

Need Help?

Reach out to our support team — we're happy to help you pick the right channels for your campaigns.

What's Next?

- [What Are Campaigns and How to Create One](#)
- [How to Send a Broadcast Campaign](#)
- [Preventing WhatsApp Blocks During Broadcasts](#)