

How to Clean Your List Before a WhatsApp Blast

What Is This?

Blasting a WhatsApp message to your whole customer list is the fastest way to burn your sending limit and get your number flagged. The fix is simple: message only the people who still want to hear from you. Pixelink's auto-tagging finds your inactive customers, so you send to a clean, focused list.

Real-Life Example

Farah runs a four-outlet nasi lemak chain. Her list had grown to 70,000 — but more than half hadn't bought in over a year. Last Hari Raya she blasted all 70,000 at once — halfway through, her number got flagged and the rest never sent.

This year she turned on auto-tagging, which marked 45,000 lapsed customers as "Inactive." She tagged her 25,000 regulars as "Promo Target" and sent only to them, in Safe Mode — her number stayed healthy and her response rate doubled.

How to Set It Up

1. Turn on auto-tagging. Go to **Admin Panel → CRM → Auto Tagging Rules** and set the inactivity window. Anyone who hasn't bought in that time gets an "Inactive" tag.

Rule Configuration

Configure the auto-tagging rule settings.

Rule Name

Inactive Customer Tagging

Tagging Type*

☐

Enable Inactive Customer Tagging

When enabled, customers without purchase transactions within the specified period will be automatically tagged.

2. Check your dead weight. The preview shows how many match — often half of a large list.

Rule Configuration

Configure the auto-tagging rule settings.

Rule Name

Inactive Customer Tagging

Tagging Type*

☒

Enable Inactive Customer Tagging

When enabled, customers without purchase transactions within the specified period will be automatically tagged.

Inactive Customer Settings

Define when customers should be considered inactive and how they should be tagged.

Inactivity Period

90

days

Number of days without a purchase transaction before a customer is considered inactive.

Tag Name

Inactive

The tag that will be applied to inactive customers. This tag can be used to filter customers in broadcasts.

3. Tag the audience you *do* want to reach. Create a tag like "Promo Target" and apply it to your active customers.

Name

Cat Owner

4. Start a broadcast. Go to **Admin Panel** → **CRM** → **Broadcast Batches**, click **Create**, choose your campaign, then filter by your "Promo Target" tag.

Broadcast Settings

Campaign

Raya Promotion 2026

Space

Grill House — JB City

Tags

Inactive

Tier

Select an option

5. Send in Safe Mode. Choose **Safe Mode**, set a sending interval, and keep weekend sending off.

Broadcast Mode

Select Mode

☐ Standard

☐ Safe Mode

What Your Customers Will See

Only your active customers get the message. Lapsed customers aren't bothered, so fewer people block or report you — keeping your WhatsApp number in good standing.

Good to Know

- **You target, not exclude.** The broadcast filter only *adds* people in — it can't skip a tag. So you tag the audience you want, not the ones to leave out.
- **Auto-tagging updates once a day, overnight.** If an "Inactive" customer buys again, the tag is removed on the next run — not straight away.

- **Blocked customers are always left out.** Anyone marked as blocked or "do not contact" is skipped from every broadcast.
- **Using loyalty tiers?** Target a tier directly instead of making a new tag.

Need Help?

Reach out to our support team — we're happy to help you set up your first clean blast.

What's Next?

- [How to Set Up Auto-Tagging Rules](https://kb.pixalink.io/articles/how-to-set-up-auto-tagging-rules) (https://kb.pixalink.io/articles/how-to-set-up-auto-tagging-rules) — the full auto-tagging walkthrough
- [Preventing WhatsApp Blocks During Broadcasts](https://kb.pixalink.io/articles/preventing-whatsapp-blocks-during-broadcasts) (https://kb.pixalink.io/articles/preventing-whatsapp-blocks-during-broadcasts) — keep your number safe while sending
- [How to Send a Broadcast Campaign](https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign) (https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign) — the complete broadcast guide