

# How to Protect Your WhatsApp Number from Being Banned

By Zu Wei Published Mar 19, 2026 Whatsapp 3 min read

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## What Is This?

Prevention is always better than recovery. This guide covers the best practices for keeping your WhatsApp Business number in good standing with Meta. Follow these rules and your number will maintain a healthy quality rating, allowing you to send messages reliably to your customers.

## Real-Life Example

**Encik Razak** has been using his WhatsApp number for **Gym Fit Zone** in Shah Alam for over a year without a single restriction. His secret? He follows the rules — he only messages opted-in customers, sends during business hours, keeps his content relevant, and uses Pixalink's Safe Mode for every broadcast. His quality rating has stayed green the entire time.

## The Golden Rules

### 1. Only Message Opted-In Customers

**The #1 rule.** Only send messages to customers who have voluntarily joined your loyalty programme. Never buy phone number lists or message people who haven't consented.

When customers report your messages as spam, your quality rating drops immediately.

### 2. Warm Up New Numbers

Every new WhatsApp number must go through a [warm-up period](#). Start with small volumes (50-100/day) and gradually increase over 4 weeks.

### 3. Use Safe Mode for Broadcasts

When sending broadcasts through Pixalink, always use **Safe Mode**. This automatically spaces out messages at safe intervals, preventing sudden spikes that trigger Meta's spam detection.

### 4. Send During Business Hours

Stick to **9 AM – 9 PM** in your local timezone. Messages sent late at night or very early in the morning are more likely to be reported as spam.

## 5. Keep Content Relevant and Valuable

Send messages customers actually want to receive:

- **Good:** "Hi Ahmad! Your 100 points are ready to redeem for a free coffee"
- **Bad:** "BUY NOW!!! BIGGEST SALE EVER!!! DON'T MISS OUT!!!"

## 6. Respect Reply Patterns

- **Respond to customer replies** — Two-way conversations boost your reputation
- **Don't spam non-responders** — If a customer never replies, reduce messaging frequency to them
- **Handle opt-outs** — If someone asks to stop receiving messages, remove them immediately

## 7. Monitor Your Quality Rating

Check your quality rating regularly in **Meta Business Manager → WhatsApp Manager → Phone Numbers**:

Rating	Meaning	Action
Green	Healthy — keep doing what you're doing	Continue normal operations
Yellow	Warning — quality is declining	Reduce volume, review content, pause for 24h
Red	Danger — restriction imminent	Stop all broadcasts immediately, review practices

## 8. Space Out Campaign Frequency

Don't bombard customers with daily messages. A good cadence:

- **Promotional broadcasts:** 1-2 per week maximum
- **Automated campaigns (birthday, etc.):** As triggered (these are fine since they're personalised)
- **Transactional messages (points, rewards):** As needed (these are expected)

## Warning Signs to Watch For

- Quality rating drops from Green to Yellow
- Sudden increase in "blocks" or "reports" from customers
- Delivery rate drops below 90%
- Customers complaining about message frequency

If you see any of these, **pause all broadcasts for 24-48 hours** and review your messaging strategy.

## Protection Checklist

- Number is properly warmed up
- Only messaging opted-in customers
- Using Safe Mode for all broadcasts
- Sending during business hours only
- Message content is relevant and not spammy
- Broadcast frequency is reasonable (1-2/week)
- Quality rating is monitored weekly
- Customer opt-outs are respected immediately