

How to Recover a Banned WhatsApp Account

By Zu Wei Published Mar 19, 2026 Whatsapp 2 min read

What Is This?

If your WhatsApp Business number gets banned (restricted from sending messages), it's not necessarily the end. Meta provides an appeal process to recover banned accounts. This guide walks you through the steps to file an appeal and tips to prevent future bans.

Real-Life Example

Puan Sara from **Kedai Runcit Sara** in Ipoh sent a broadcast campaign to 3,000 customers without warming up the number first. Within 24 hours, her number was banned. She filed an appeal with Meta explaining the situation, and after 5 business days, the ban was lifted with a warning. She then followed the warm-up guide before sending again.

Types of Bans

Ban Type	What It Means	Recovery Possible?
Temporary Restriction	Limited sending for 24-72 hours	Yes — wait it out, it lifts automatically
Quality-Based Restriction	Reduced messaging tier due to low quality rating	Yes — improve quality, tier restores gradually
Account Ban	Full ban on the number	Maybe — file an appeal with Meta
Permanent Ban	Number permanently blocked	Unlikely — consider a new number

How to Appeal a Ban

Step 1: Check Your Status

Open **Meta Business Manager** → **WhatsApp Manager** → **Phone Numbers**. Check if your number shows a ban or restriction notice.

Step 2: File an Appeal

1. Go to [Meta Business Help Centre](#)
2. Navigate to **WhatsApp** → **Account Quality**
3. Click **Request Review** or **Appeal**
4. Fill in the appeal form:
 - Explain your use case (loyalty programme, customer notifications)
 - Acknowledge the issue (e.g., "sent too many messages too quickly")
 - Describe the corrective steps you'll take (warm-up plan, reduced volume)

Step 3: Wait for Response

Meta typically reviews appeals within **3-7 business days**. You'll receive a notification in Business Manager with the decision.

Step 4: If Approved — Warm Up Again

If your ban is lifted:

8. **Do NOT** immediately resume high-volume sending
9. Follow the [warm-up guide](#) starting from Week 1
10. Monitor your quality rating daily for the first month

Step 5: If Rejected — Use a New Number

If the appeal fails:

11. Register a new WhatsApp Business number
12. Connect it to Pixalink (see "How to Connect Your WhatsApp Business Account")
13. Follow the warm-up guide strictly this time

Good to Know

- **Act fast** — File the appeal as soon as possible. The longer you wait, the harder recovery becomes.
- **Be honest** — Meta's review team responds better to honest explanations than excuses.
- **One appeal at a time** — Don't spam multiple appeals. Wait for the first one to be reviewed.
- **Backup your number** — If you're connecting a personal number for business, consider getting a dedicated business line instead. A banned business number won't affect your personal WhatsApp.
- **Prevention is best** — Recovery is never guaranteed. Following the warm-up guide and broadcast best practices is always the safer approach.

