

# How to Send a Broadcast Campaign

By Zu Wei | Published Mar 19, 2026 | Campaigns | 3 min read

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## What Is This?

A Broadcast is how you send a campaign message to a group of customers all at once. Unlike templated campaigns that trigger automatically, broadcasts are manual — you choose the campaign, pick the audience, set the schedule, and hit send. It's your go-to tool for promotions, announcements, and seasonal marketing.

## Real-Life Example

**Encik Kamal** runs **Grill House** in Johor Bahru. He wants to promote a weekend BBQ special to customers who haven't visited in the last 30 days. He creates a broadcast, filters for inactive customers, attaches his campaign with a mouth-watering photo, and schedules it for Thursday evening so customers have time to plan their weekend.

## How to Send a Broadcast

### Step 1: Open the Broadcasts Page

From the Admin Panel sidebar, go to **CRM** → **Broadcasts**. Click **Create** to start a new broadcast.

You can also start a broadcast from the **Customers** list page by clicking the **Send Campaigns** button.

#### Pixalink

##### CRM

 Broadcast Batches

 Campaigns

 Customers

 QR Rewards

 Tags

## Step 2: Select Your Campaign and Audience

### Broadcast Settings

**Campaign**  
Raya Promotion 2026

**Space**  
Grill House — JB City

**Tags**  
Inactive

**Tier**  
Select an option

### Choose a Campaign:

- Select an existing campaign from the dropdown, or create a new one inline.

**Filter Your Audience:** Use the filter options to target specific customers:

- **Space** — Filter by outlet
- **Tags** — Only send to customers with specific tags
- **Tier** — Filter by loyalty tier
- **Custom Fields** — Filter by any custom field you've set up
- **Specific Customer** — Select individual customers by name or phone

## Step 3: Choose Broadcast Mode

Select how you want to send your messages:

Mode	Best For	How It Works
Standard	Small audiences (<500)	Sends at a set interval, straightforward
Safe Mode	WhatsApp campaigns (500+)	Safer delivery with fixed interval presets and weekend control

### Broadcast Mode

Select Mode

Standard

Safe Mode

## Step 4: Configure Schedule

Based on your selected mode, configure the timing:

- **Standard** — Set the interval between messages
- **Safe Mode** — Select an interval preset (1 min, 2 min, 4 min, or 5 min) and toggle weekend sending on or off

### Broadcast Safety Settings

Message Interval

2 minutes ▼

Include Weekends

## Step 5: Review and Launch

Review your settings — the campaign, audience count, mode, and schedule. When you're satisfied, click **Create** to launch the broadcast.

## Monitoring Your Broadcast

After launching, you can monitor the broadcast from the Broadcasts list:

- **Status** — Scheduled, Ongoing, Paused, Finished, or Suspended
- **Mode** — Standard or Safe Mode
- **Progress** — How many messages have been sent
- **Total Customers** — Number of customers in the audience

Broadcast Batches				
Campaign	Status	Mode	Total Customers	Progress
Raya Promotion 2026	Ongoing	Safe Mode	1,250	456 / 1,250
Weekend BBQ Special	Finished	Safe Mode	890	890 / 890
New Menu Announcement	Scheduled	Standard	2,100	0 / 2,100

## Good to Know

- **Pause and resume** — You can pause an ongoing broadcast and resume it later.
- **WhatsApp rate limits** — Use Safe Mode for WhatsApp broadcasts to avoid hitting Meta's sending limits. The interval between messages helps stay within limits.
- **Weekend control** — For non-urgent campaigns, disable weekend sending so customers aren't disturbed during off hours.
- **Customer filters are powerful** — Combine multiple filters to create precise audience segments (e.g., "Gold tier customers in KL who haven't visited in 60 days").
- **One campaign per broadcast** — Each broadcast sends one campaign. To send different messages to different groups, create separate broadcasts.