

# Preventing WhatsApp Blocks During Broadcasts

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## What Is This?

When you send a broadcast campaign to many customers at once, there's a risk of getting blocked — either by individual customers or by Meta's system. This guide focuses specifically on broadcast-related blocks and how to configure your Pixalink broadcasts to minimise risk.

## Real-Life Example

**Puan Anis** manages marketing for **Ayam Penyet Bestari** chain (5 outlets). She sends weekly promotions to 5,000 customers via WhatsApp. By using Pixalink's Safe Mode with a 5-minute interval, sending only during business hours, and splitting her list into daily batches, she's never had a block in 6 months.

## Broadcast Settings That Protect You

### 1. Choose the Right Broadcast Mode

Pixalink offers two broadcast modes:

Mode	Best For	Protection Level
Standard Mode	Small lists (<500)	Minimal — sends at a fast fixed rate, no controls
Safe Mode	All lists, especially 500+	Best — configurable intervals + weekend control

**Always use Safe Mode** for lists larger than 500.

### 2. Set Proper Message Intervals

The interval between messages is your most important protection. Pixalink's Safe Mode offers four fixed interval presets:

List Size	Recommended Interval
Under 500	1 minute
500 – 1,000	2 minutes
1,000 – 3,000	4 minutes
3,000+	5 minutes, split across multiple days

### 3. Split Large Lists Across Multiple Days

For large lists (3,000+), create multiple broadcasts targeting different customer segments:

- Instead of sending 5,000 messages in one day, split into 2-3 broadcasts across different days
- This looks more natural to Meta's system and reduces risk
- Schedule each batch during business hours (9 AM – 9 PM) for best results

### 4. Disable Weekend Sending

Toggle **Include Weekends** off unless your business specifically operates on weekends. This gives your number two rest days per week and reduces complaint risk.

## Audience Targeting Tips

### Filter Your Audience

Don't send to everyone — use Pixalink's broadcast filters:

- **Active customers only** — Exclude blocked or inactive customers
- **Recent customers** — Target customers active in the last 90 days
- **Tag-based segments** — Send relevant content to specific groups
- **Exclude recent recipients** — Don't message customers who already received a broadcast this week

### Clean Your Contact List

Regularly review your customer list for:

- Invalid phone numbers
- Customers who've asked to opt out
- Duplicate entries
- Numbers that consistently fail delivery

# What to Do If a Broadcast Gets Blocked

## During the Broadcast

If you notice your broadcast is getting blocked mid-send:

1. **Pause the broadcast immediately** from the Broadcasts page
2. Check your quality rating in Meta Business Manager
3. Wait 24-48 hours before resuming
4. When resuming, increase the interval between messages

## After a Block

5. **Review the broadcast content** — Was it too promotional? Too long? Did it contain flagged keywords?
6. **Check the audience** — Were you sending to old, unengaged contacts?
7. **Adjust settings** — Increase interval, reduce daily volume, use Safe Mode
8. **Resume gradually** — Start with a small test batch before sending to the full list

## Broadcast Safety Checklist

- Using Safe Mode (not Standard) for 500+ recipients
- Message interval preset is appropriate for list size
- Sending during business hours (9 AM – 9 PM)
- Weekend sending disabled (unless needed)
- Audience filtered to active, opted-in customers
- Content is valuable and not spammy
- Quality rating is green before sending
- Large lists are split across multiple days