

WhatsApp Number Warm-Up Guide

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

What Is This?

When you connect a new WhatsApp Business number to Pixalink, you can't immediately start blasting messages to thousands of customers. Meta (WhatsApp's parent company) monitors new numbers closely and will restrict or ban numbers that send too many messages too quickly.

Warming up is the process of gradually increasing your sending volume over several weeks to build trust with Meta's system.

Real-Life Example

Encik Hafiz just connected a fresh WhatsApp number for **Nasi Lemak Corner** in Cheras. Instead of immediately broadcasting to his 2,000 customers, he follows the warm-up schedule — starting with 50 messages on Day 1 and slowly increasing over 4 weeks. By the end of the month, his number has a solid reputation and he can safely send to his full customer base.

Warm-Up Schedule

Follow this gradual ramp-up over 4 weeks:

Week	Daily Volume	Pixalink Safe Mode Interval	Notes
Week 1	50–100 messages/day	5 minutes	Start with your most engaged customers
Week 2	100–300 messages/day	4 minutes	Gradually increase volume
Week 3	300–500 messages/day	2 minutes	Monitor for any warnings
Week 4	500–1,000 messages/day	1 minute	Approaching full capacity
Week 5+	1,000+ messages/day	1 minute	Full sending capacity

Note: Pixalink's Safe Mode offers four fixed interval presets: 1 minute, 2 minutes, 4 minutes, and 5 minutes. Choose the closest match for your warm-up stage.

Tips for a Successful Warm-Up

Do's

- **Start with engaged customers** — Send your first messages to customers who already know your brand. They're less likely to report your number as spam.
- **Send valuable content** — Promotions, welcome messages, and loyalty updates perform better than generic blasts.
- **Use Safe Mode** — When creating broadcasts in Pixalink, use Safe Mode to automatically space out messages at safe intervals.
- **Monitor daily** — Check your WhatsApp quality rating in Meta Business Manager. If it drops to yellow or red, pause sending for 24-48 hours.
- **Respond to replies** — When customers respond to your messages, reply back. Two-way conversations signal to Meta that your number is legitimate.

Don'ts

- **Don't send to cold contacts** — Never message people who haven't opted in to your programme.
- **Don't exceed the daily limit** — Resist the temptation to send more than the recommended volume.
- **Don't send late at night** — Stick to business hours (9 AM – 9 PM) to avoid complaints.
- **Don't use aggressive language** — Avoid ALL CAPS, excessive exclamation marks, or spammy phrases.

What Happens If You Skip Warm-Up?

flowchart LR

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A[New number<br/>sends 1000+ msgs] --> B[Meta flags<br/>the number]
B --> C{Quality<br/>rating drops}
C -->|Yellow| D[Sending limit<br/>reduced]
C -->|Red| E[Number<br/>restricted]
E --> F[Possible<br/>permanent ban]
```

Skipping the warm-up can result in:

- **Reduced sending limits** — Meta automatically lowers how many messages you can send

- **Quality rating drop** — Your number gets flagged as low quality
- **Temporary restriction** — Unable to send messages for 24-72 hours
- **Permanent ban** — In severe cases, the number is banned permanently

Good to Know

- **Quality rating** — Check your number's quality rating in Meta Business Manager (Settings → WhatsApp Manager → Phone Numbers). Green = good, Yellow = warning, Red = danger.
- **Warm-up applies to new numbers only** — If you're migrating an established number with good history, you may not need a full warm-up.
- **Pixalink's Safe Mode** — The broadcast Safe Mode feature automatically manages message intervals to help protect your number.
- **Weekend sending** — During warm-up, disable weekend sending to reduce volume and give the number rest days.
- **Re-warm after breaks** — If your number hasn't sent messages for 30+ days, do a shorter warm-up (1-2 weeks) before resuming full volume.