

What Is This?

When you send a broadcast, the messages do not all leave at once. Pixalink sends them one at a time, with a short gap between each message. This is on purpose. Firing hundreds of messages in the same second is the fastest way to get your WhatsApp number flagged or banned. The steady pace protects your number so your messages keep landing.

This article explains how that pacing works and how long a broadcast really takes.

How It Works

You choose a send mode on the **Configuration** step when you create a broadcast under **CRM → Broadcast Batches**.

 Dashboard

Loyalty Program

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation

 Calendars

 Reservations

CRM

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

General

 Spaces

Settings

 Users

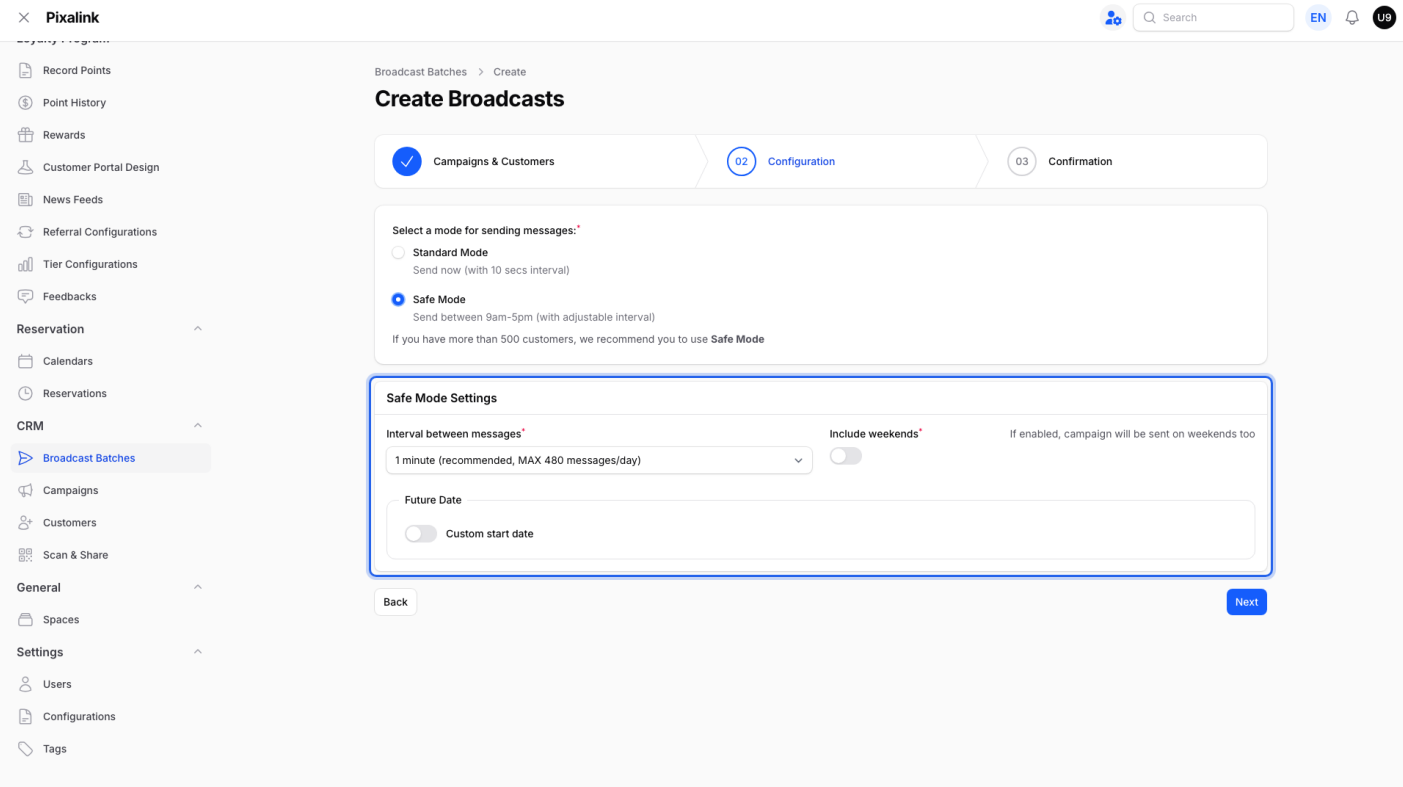
 Configurations



There are two modes:

- **Standard Mode** sends straight away, with a 10-second gap between each message.
- **Safe Mode** sends only between 9am and 5pm on weekdays (weekends are skipped unless you switch on **Include weekends**), with a gap you choose.

The gap is the safety control. In Safe Mode you set how far apart messages go, and each choice shows a daily limit.



A 1-minute gap sends up to 480 messages a day. A wider gap sends fewer, which is even safer for a new number.

How long it takes

The timing comes from the gap, and in Safe Mode from the 9am to 5pm window on weekdays.

Audience	Standard (10 - sec gap)	Safe Mode (1 - min gap)
100 customers	Under 20 minutes	Same working day
1,000 customers	Under 3 hours	About 3 working days

Safe Mode sends only during working hours. If you start it after 5pm, it begins the next morning at 9am. Customers left over at the end of a day roll into the next working day.

Pausing and resuming

You can pause a broadcast at any time. Messages already sent stay sent. When you resume, Pixalink re-spaces the remaining messages from that moment, so the finish time moves later. If your WhatsApp number is disconnected, the **Resume** button first asks you to reconnect it before sending can carry on.

Real-Life Example

Farah runs a cafe and wants an 800-customer weekend promo to arrive before Saturday. In Safe Mode at a 1-minute gap, 800 messages take about two working days. So she starts the broadcast on

Wednesday. It sends across Wednesday and Thursday, and every customer has the message before the weekend rush.

To plan backwards, count the working days your list needs, then start that many days before your target date.

Good to Know

- The pacing is protection, not a delay for its own sake. See [How to Protect Your WhatsApp Number from Being Banned](#) and [Preventing WhatsApp Blocks During Broadcasts](#).
- A new number should build up slowly first. See the [WhatsApp Number Warm-Up Guide](#).
- Automatic messages, like a welcome note, also wait their turn and may take a short while rather than arriving instantly.
- A broadcast moves through Scheduled, Ongoing, and Finished, so you can follow its progress any time.

Need Help?

If a broadcast seems stuck or slower than you expected, contact the Pixalink support team with the campaign name and we will check it for you.

What's Next?

- [How to Send a Broadcast Campaign](#)
- [How to Track Broadcast Delivery and Results](#)
- [Preventing WhatsApp Blocks During Broadcasts](#)