

# Why Some Tagged Customers Don't Get Your Broadcasts

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## What Is This?

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A tagged customer can still be skipped by your broadcast — and that's on purpose. When someone opts out of marketing messages, Pixalink leaves them out for you. This keeps your WhatsApp number safe from spam reports. Here's how to spot who opted out, and what you can do about it.

## How It Works

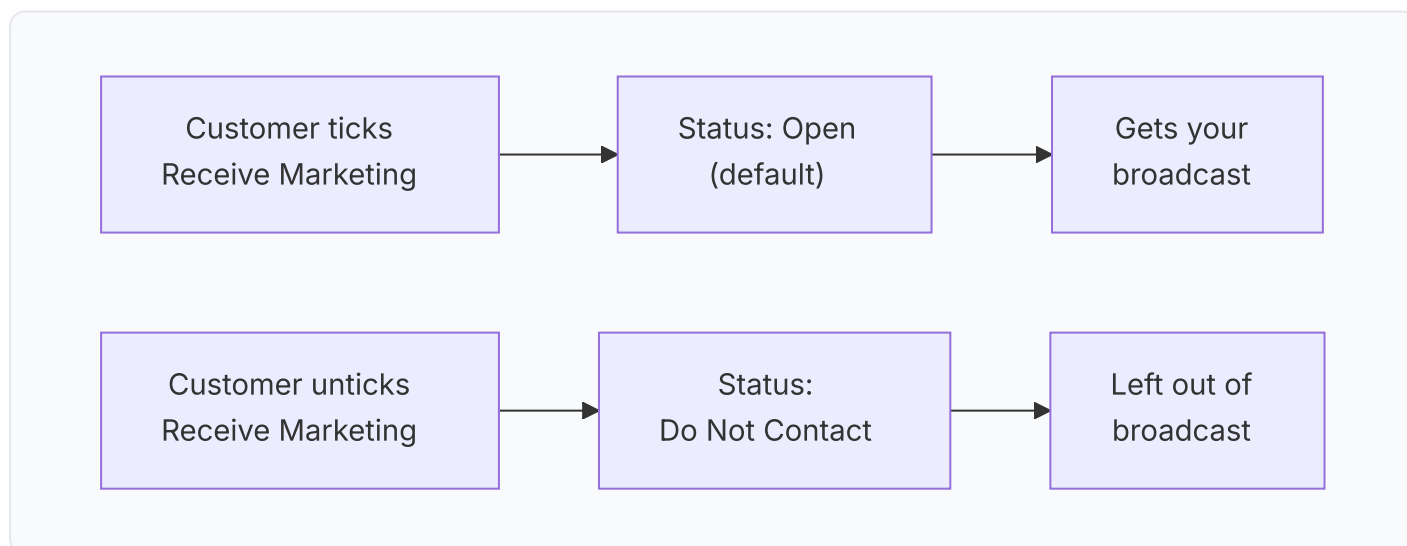
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Every customer has a marketing status. It comes from a tickbox they see when they sign up: "I agree to receive marketing messages."

- **Ticked** → status is set to **Open** by default. They can get your broadcasts.
- **Unticked** → status is **Do Not Contact**. They're left out of broadcasts.

A broadcast skips any customer whose status is **Do Not Contact** or **Blocked** — everyone else can get it. So a customer can sit inside your VIP tag and still be skipped, because their status says **Do Not Contact**.

Think of it this way: tags and tiers decide *who you want to reach*. The marketing status decides *who you're allowed to reach*.



Customers marked **Blocked** are also left out of every broadcast.

## Real-Life Example

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Aishah runs a café in Petaling Jaya. She tags her two best customers as **VIP** and tries to send them a weekend promo. But the broadcast reaches no one.

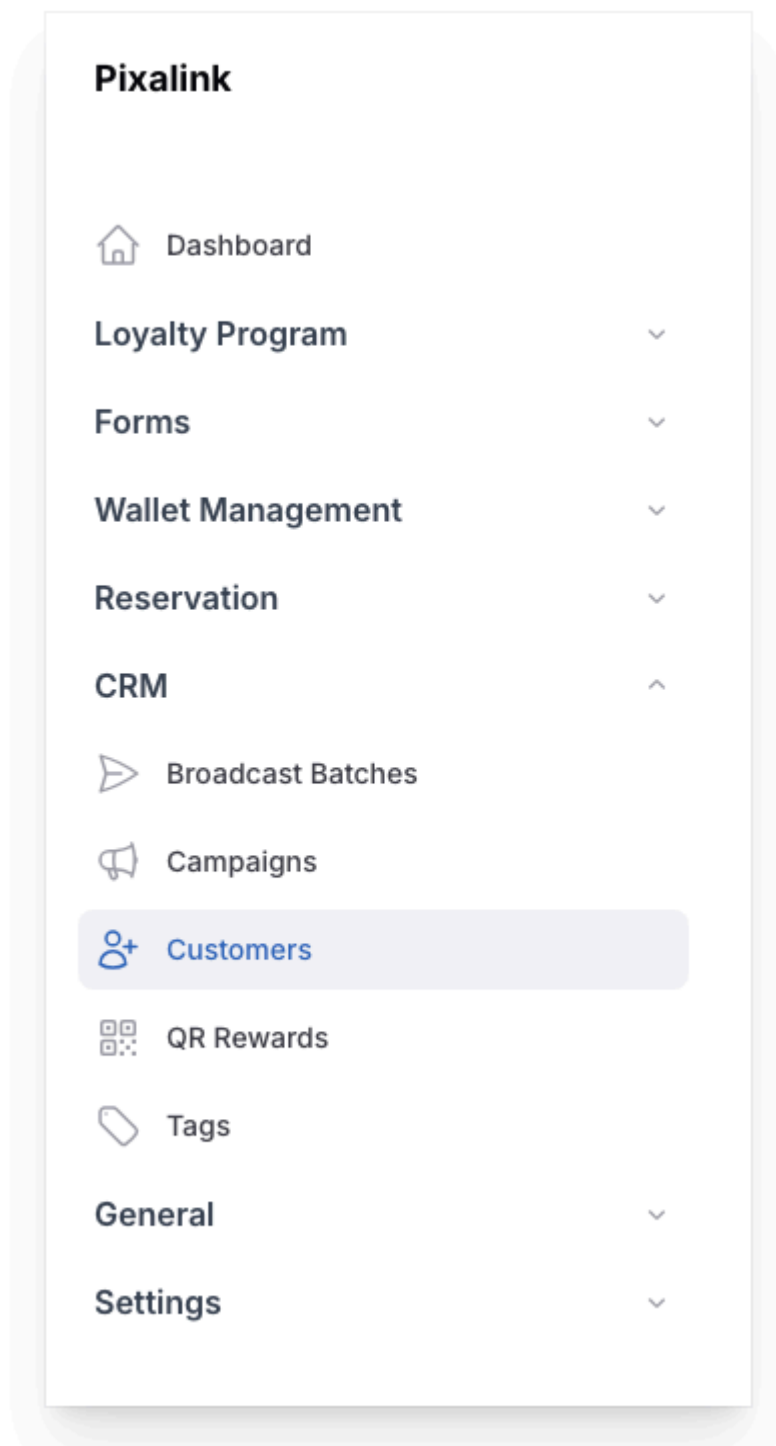
When she opens her customer list, both VIPs show a grey **Do Not Contact** badge. They had unticked the marketing tickbox when they signed up.

Aishah can't blast those two — they asked not to be messaged. So she sends the promo to her opted-in customers instead, and it lands in their chats. She makes a note to invite both VIPs to opt in next time they drop by. Her WhatsApp number stays safe, and her promo reaches people who actually want it.

## How to Check a Customer's Status

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Go to Admin Panel → CRM → Customers.



Look at the **Status** column. A grey **Do Not Contact** badge means that customer is left out of broadcasts. A blue **Open** badge means they can get them.

Customers			
Name	Phone Number	Tags	Status
Aishah Rahman	+6012-345 6789	VIP	Do Not Contact
Wei Lin Tan	+6012-987 6543	VIP	Do Not Contact
Ahmad Faizal	+6013-222 1111	Regular	Open

To change a status, open the customer and pick a new option in the **Status** dropdown.

Status

Do Not Contact

Lead

Open

Replied

Interested

Converted

Do Not Contact

Blocked

## Good to Know

- **Do Not Contact** and **Blocked** customers are always left out of broadcasts. Customers with any other status can receive them.
- You *can* switch a customer from **Do Not Contact** back to **Open** — but think twice first.
- If a customer asked not to be messaged and you blast them anyway, they may report you as spam. Too many spam reports can get your WhatsApp number banned.
- The marketing tickbox only shows at sign-up if your loyalty page has it switched on.
- Customers can also change their own choice anytime from their profile page.

## Need Help?

Unsure why a broadcast skipped someone, or need a hand with a customer's status? Reach out to the Pixalink support team and we'll help you sort it out.

## What's Next?

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