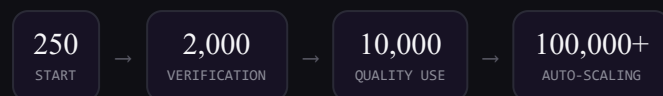


What you need to know to keep your WhatsApp number

A one-page, plain-language summary of Meta's and 360dialog's real rules that keep a number from getting banned. It applies to any WhatsApp bot, not just ours.

Messaging tiers rise on their own — you can't request them

Every WhatsApp Business account starts limited and moves up based on the quality of use over the last 7 days. There's no way to request a higher tier manually.



You move from 250 to 2,000 by verifying the business (or by messaging 2,000 unique numbers in 30 days). From there, the requirement is keeping **high quality** and using at least half of the current limit over the last 7 days.

How quality is measured

MEASUREMENT WINDOW

7 days

Meta calculates green / yellow / red from blocks and reports in the past week, not your full history.

WHAT TANKS IT

Reports and blocks

Every user who blocks the number or taps "report" counts against you, even if the message was fine.

WHAT PROTECTS IT

Real opt-in

A clear notice, naming the business, before the first automated message arrives.

The 5 rules that prevent a ban

- **Opt-in that names the business:** the user must know, before the first automated message, that they're signing up and with whom. A generic or silent opt-in gets the account rate-limited by Meta.
- **Open the app every 13 days:** in coexistence (bot + regular app), Meta requires opening the WhatsApp Business app at least once every 13 days to confirm there's a real human behind it.
- **No blue badge in coexistence:** coexistence accounts cannot carry the Official Business Account badge. That's not a provider failure, it's a Meta limitation for this type of connection.
- **Never sell or take payment inside the chat:** a bot that sends payment links or pushes urgency triggers user reports, the most common cause of a ban.
- **Always disclose it's an AI:** besides being legally required (Article 50 of the EU AI Act), it reduces complaints from users who feel misled.

BEFORE HIRING ANY WHATSAPP BOT, ASK THIS IN WRITING

1. Do you use Meta's official WhatsApp Business API, or an unverified QR code?
2. Who owns the WhatsApp Business API account: me or you?
3. What exactly happens if Meta blocks my number?