

# Messaging Limits

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Messaging limits are the maximum number of messages you can send to unique WhatsApp user phone numbers, outside of a [customer service window](#), within a moving 24-hour period.

By default, new business phone numbers are limited to 250, but this limit can be increased to:

- 1,000
- 10,000
- 100,000
- Unlimited

## How to Increase Your Messaging Limit

You can increase your messaging limit to 1,000 on your own using the following methods. Higher limits, however, can only be achieved through [automatic scaling](#), which happens after your limit has been increased to 1,000.

Note that in order for your business phone number to be eligible for an increase, it must have a [connected status](#), and if your business phone number has a [low quality rating](#), it may stay at 250 until its quality rating improves.

## Step 1: Complete Business Verification

Submit your business for [business verification](#). If your business is approved, we will analyze your [messaging quality](#) to determine if your messaging activity warrants an increase to your messaging limit. Based on this analysis, we will then either [approve](#) or [deny](#) a messaging limit increase.

# Step 2: Send 1K messages in 30 days

Send 1,000 messages outside of customer service windows to unique WhatsApp user phone numbers in a 30-day moving period using templates with a [high quality rating](#). Once you reach this threshold, we will analyze your [messaging quality](#) to determine if your messaging activity warrants an increase to your messaging limit. Based on this analysis, we will then either [approve](#) or [deny](#) an increase.

## Send high-quality messages

If you are rejected for business or identity verification, ensure that you are sending high-quality messages. We will periodically reevaluate your messaging activity and quality and based on this analysis, may [approve](#) an increase.

Here are some guidelines for sending high-quality messages:

- Make sure messages follow the [WhatsApp Business Messaging Policy](#).
- Only send messages to users who have opted into receiving messages from your business.
- Make the messages highly personalized and useful to users. Avoid sending open-ended welcome or introductory messages.
- Be mindful of messaging frequency; avoid sending customers too many messages a day. Be thoughtful about informational messages, optimizing for content and length

Once your business phone number's messaging limit has been increased to 1K, each time you send a message to unique WhatsApp user number outside of a customer service window, we will determine if your limit should be increased according to the following criteria:

- your business phone number is [connected](#)
- your business phone number quality rating is Medium or High
- in the last 7 days, your business phone number has been used to message X or more unique WhatsApp user phone numbers outside of a customer service window, where X is your business phone number's current messaging limit, divided by 2

If your business phone number meets all conditions, we will increase its limit by one level, 24 hours later. If its quality rating has been set to Flagged for the last 7 days, however, we will decrease its limit by one level, immediately.

## Examples

Messaging limit increased from 1K to 10K in 2 days:

	Day 1	Day 2	Day 3	Day 4
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window	500	500		
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window in last 7 days	500*	1,000		
Messaging limit	1K	10K		

\* If the 500th message is delivered at 3pm (for example), the messaging limit is increased at 3pm the following day (i.e. 24 hours later).

Messaging limit increased from 1K to 10K in 4 days:

	Day 1	Day 2	Day 3	Day 4
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window	100	200	200	300
# of messages sent to unique WhatsApp user phone numbers outside of a customer service window in last 7 days	100	300	500*	800
Messaging limit	1K	1K	1K	10K

\* If the 500th message is delivered at 7pm (for example), the messaging limit is increased at 7pm the following day (i.e. 24 hours later).

## Checking your limit

Before your business phone number's messaging limit is increased to 1K, the [WhatsApp Manager](#) > **Overview** > **Limits** panel displays helpful information about what you can do to increase your limit.

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After your business phone number's messaging limit has been increased, the [WhatsApp Manager](#) > **Account tools** > **Insights** panel will display your business phone number's new limit, including new limits that have been increased as a result of [automatic scaling](#).

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# Messaging quality

Your messaging quality is based on how messages have been received by recipients over the past seven days and is weighted by recency. It is determined by a combination of quality signals from messages between you and WhatsApp users. Examples include user feedback signals like blocks, reports, mutes, archives, and the reasons users provide when they block a business.

Your business phone number's status, quality rating, and messaging limits are displayed in the [WhatsApp Manager](#) > **Account tools** > **Phone numbers** panel.

Note that it is normal for numbers with high traffic to experience quality changes within short intervals (even within minutes).

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