

## MASTER GUIDE

# Preventing & managing WhatsApp Business bans

This practical guide helps you know exactly how to react before a Meta restriction. Follow these golden rules.

## 1 - Quality monitoring

Your **phone number quality** determines how many messages you can send. To check it:

- 1 Open your WhatsApp Manager inside Meta Business Manager.
- 2 Go to **Account tools > Phone numbers**.
- 3 Check the **Quality** column: it must always be **High (green)**. If it drops to yellow or red, stop your bulk campaigns immediately.

## 2 - Communication best practices

- **Avoid misleading advertising.** Be clear about what you offer. Confusion drives reports. Key fact: 5 to 10 reports in a couple of days can cause an automatic ban in under a week.
- **No abrupt discounts.** Don't offer aggressive discounts in your first-contact message; Meta detects it as spam behavior.
- **Professional use only.** Don't use the business number for personal matters, memes, or content that breaks community standards.
- **Ad targeting.** Constantly review your Meta ads. If the wrong leads arrive, they'll mark your messages as spam.

## 3 - Technical limits

- **No manual broadcasts.** Always use Meta's official API for bulk sends.
- **24-hour window.** Don't contact customers outside that window without approved templates.
- **Meta policies.** Zero tolerance for prohibited products (unverified health, gambling, etc.).

## ACTION PROTOCOL

# What to do if you get banned

If your line stops working, act in this order:

- 1 **In-app appeal.** Request a review directly from the WhatsApp app. Estimated response: 24 hours.
- 2 **Professional appeal.** If that fails, appeal from Business Manager. (yavendio! Gold clients and above get partner support for this.)
- 3 **Root-cause analysis.** Before trying to recover the number, identify why you were banned (too many reports? prohibited content?).

## The “sensitivity” factor (post-ban)

Careful: when a number is recovered after a ban, it enters a state of **high sensitivity**. A flagged number has a very high chance of a permanent ban in the short term if you don't change your strategy.

If customers are still unhappy or the flow of reports doesn't drop, the recommendation is to move to a new number right away.

## Final recommendations

- **Backup.** Always keep a second line active for emergencies.
- **Safe setup.** yavendio! agents configure your account to Meta's official standards to minimize risk.

**SUCCESS TIP**

The key isn't just recovering the number, it's understanding the behavior that caused the report so you don't repeat it.