



WhatsApp Number Warm-Up & Anti-Ban Guide

How to warm up a WhatsApp number and avoid restrictions / bans when running voice broadcasts & bulk messaging.

SP Training · HiSocial · Internal SOP

Why numbers get restricted

WhatsApp's anti-spam AI flags a **linked device** (our automation) when it sees "spam, automated or bulk" behaviour. The number then shows *"Your account on linked devices is restricted right now"* — new chats & calls are paused on that device until WhatsApp lifts it (usually 24–48h). Calls fail with **error_463**.

Top triggers

TRIGGER	WHAT IT MEANS
High volume / rate	Too many calls or messages in a short time
Unknown numbers	Contacting people who aren't your contacts / didn't opt in — the biggest red flag
Low answer / read rate	Many attempts, nobody answers/reads → "unwanted"
Blocks & reports	Recipients tap Block or Report → account score drops
New / cold number	A fresh number that starts bulk on day 1
Bot pattern	Exact same intervals, back-to-back, 24×7 machine-like activity

⚠ A restriction is **temporary** and messaging still works on the primary phone. But repeating the behaviour during a restriction can make it **longer or permanent**.

The warm-up schedule

Treat a new / freshly-linked number like a human — start small, ramp gradually. Never bulk from day 1.

DAY	MESSAGES / DAY	CALLS / DAY	HOW
1-2	10-20	0-5	Only saved contacts. Real 2-way chats. No bulk.
3-5	30-50	10-20	Known / consenting numbers. 30-60s gap between calls.
6-10	80-150	30-60	In batches (pause 10-15 min after ~50). Watch answer-rate.
11-15	200-400	80-150	Steady ramp. Stop if failures/no-answers spike.
15+	Full	Full	Number is "warm" — still honour limits & consent.

💡 HiSocial now enforces this automatically per device (warm-up cap by number age): **Day<2 → 50/day, <5 → 200, <10 → 500, <15 → 1200, then 3000**. A campaign is auto-paused when its device hits the cap.

Rules to prevent restrictions & bans

1. **Consent only.** Contact only numbers that opted in (HiSocial's consent form). Unknown / purchased lists = ban.
2. **Space it out.** Random 20-60s gap between calls/messages. Never exact same interval (bot pattern).
3. **Batch & pause.** After 50-100, rest 10-15 min. Keep a per-number daily cap.
4. **Watch answer-rate.** If nobody's answering (e.g. 0 of 8), STOP — this is the #1 spam signal. (HiSocial now auto-pauses this.)
5. **Honour STOP / DND.** Remove anyone who opts out immediately (HiSocial DND handles this).
6. **Rotate numbers.** Don't put all load on one number — spread across 3-4.
7. **Test on a separate number.** Never test on a client / production number.
8. **Keep the SIM active** in a real phone and use it normally now and then.

If a number IS restricted

Stop all activity on that number immediately · Rest it ~24-48h · Use another warm number meanwhile · WhatsApp lifts it automatically ("We'll let you know when restrictions are lifted").

Built-in protection (HiSocial)

- ✓ **Low-answer auto-pause** — a campaign with many tries and 0 answers is auto-stopped + admin alerted.
- ✓ **Per-device warm-up cap** — daily call cap that ramps as the number ages.
- ✓ **DND & consent** — opt-outs excluded; consent captured at signup.

Safest at scale: use the **official WhatsApp Business (Cloud) API** — automation via linked devices always carries restriction risk.