



WhatsApp Broadcast Restrictions: What Is the Maximum Number of Contacts You Can Message?



The [WhatsApp broadcast limit](#) is a critical aspect for any business aiming to reach large audiences efficiently.

Whether you're a small enterprise or a growing brand, understanding WhatsApp broadcast, its limits, and ways to maximize your reach is fundamental for success in modern [WhatsApp marketing strategy](#).

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What is the WhatsApp Broadcast Limit?

A [WhatsApp broadcast](#) lets you send messages to several contacts at once, delivered as individual chats so recipients don't know who else received the message. However, WhatsApp sets a broadcast limit—each list can contain a maximum of 256 contacts.

This restriction applies to both the standard WhatsApp app and the WhatsApp Business App, meaning you'll need to create multiple lists to reach more contacts, which can be time-consuming.

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Why Are Broadcast Limits Imposed?

- Preventing Spam: The WhatsApp broadcast limit helps block spam or unsolicited messages, protecting user experience and platform reputation.

- **Maintaining Message Quality:** Limits encourage more targeted, relevant communications, keeping user engagement high.
- **Protecting User Privacy:** They prevent businesses from messaging vast numbers of users indiscriminately, prioritizing consent.
- **Ensuring Platform Stability:** Controlled broadcast volumes safeguard WhatsApp's reliability for all users.

WhatsApp Broadcast Limit Per Day & Message Tiers

The broadcast limit in WhatsApp isn't about the number of messages but the number of unique users you can contact within 24 hours. For WhatsApp Business App, your tier depends on reputation and message quality. The tiers are:

Level	WhatsApp broadcast limit per day
Level 1	Up to 1,000 unique users
Level 2	Up to 10,000 unique users
Level 3	Up to 100,000 unique users
Level 4	No limit (unlimited unique users)

If you cross your daily WhatsApp message limit, messages are queued and sent after 24 hours.

WhatsApp Business Broadcast Limit vs WhatsApp Business API

- **WhatsApp Business App:** The daily and per-broadcast limit applies (256 contacts per broadcast, higher daily reach as your quality score improves).
- **WhatsApp Business API:** Designed for [bulk WhatsApp broadcast](#) and automation, the [WhatsApp Business API](#) offers essentially no fixed daily limit for broadcasts, as long as quality standards are maintained. You can run unlimited bulk WhatsApp broadcast campaigns for segmented customer lists, tailored journeys, and event-driven communications.

How Many Members Can Be Added to WhatsApp Broadcast?

You can add up to 256 contacts to a WhatsApp broadcast list using the regular or business app. For those using the Business API through a solution like [WebMaxy](#), you can reach many more—scaling up as your number's reputation and messaging history grow.

Ways to Raise Broadcast Limit in WhatsApp

1. **Use WhatsApp Business API:** This is the most direct way to unlock bulk broadcast capabilities and bypass the standard message limit.

2. Increase Opt-ins: Grow your WhatsApp contact list through website forms, social media, checkout pages, and email opt-ins.
3. Maintain High Message Quality: Relevant, targeted, and valuable content boosts engagement and keeps your reputation high.
4. Consistent Campaigns: Regular, high-quality campaigns expand your daily reach limit.
5. Monitor Analytics: [WhatsApp Business API Providers](#) like WebMaxy provide tracking and analytics to optimize broadcast performance.

Bulk WhatsApp Broadcast with WebMaxy

WebMaxy's [WhatsApp Commerce](#) platform helps you launch one-time or recurring bulk broadcasts, harnessing WhatsApp's massive reach with advanced analytics, automated workflows, and segmentation. Businesses can use bulk broadcast to send personalized offers, transactional updates, announcements, and more to unlimited users—with no manual effort.

Limitations of Broadcast Messages

- Only contacts who've saved your number will receive messages.
- No real personalization—everyone receives the same message unless you use advanced automation.
- Manual contact addition and message list management for non-API users.
- No analytics or tracking for broadcasts sent via the basic apps.
- No scheduling of broadcast messages without Business API support.
- High frequency or spam-like broadcasts may get your number reported or blocked, affecting your WhatsApp message limit per day.

FAQs on WhatsApp Broadcast Limit

WhatsApp broadcast limit per day?

Up to 1,000 to 100,000+ users depending on your profile level or unlimited with API.

How many contacts can be added in WhatsApp broadcast?

Maximum 256 contacts per broadcast list, unlimited lists possible but must create manually.

How many members can be added in WhatsApp broadcast?

256 contacts per list in the app, unlimited with API.

Is there WhatsApp no limit for sending?

For most business accounts, limits apply; only API users at Level 4 can achieve unlimited sending.

WhatsApp message limit per day?

Varies by level, capped for standard users, unlimited for high-reputation API users.

Conclusion

Understanding and working within the WhatsApp broadcast limit is essential for sustained engagement and growth. Choosing the right business messaging partner like WebMaxy WhatsApp Commerce can help eliminate limits through API, unlock powerful analytics, and deliver seamless, personalized messaging at any scale.

If optimizing bulk broadcast on WhatsApp is your goal, explore what no limit messaging can do for your brand with WebMaxy.

Book a Demo: <https://calendly.com/webmaxy>