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Bulk SMS for businesses: what it is, what it costs and how to start

WhatsApp & APIs

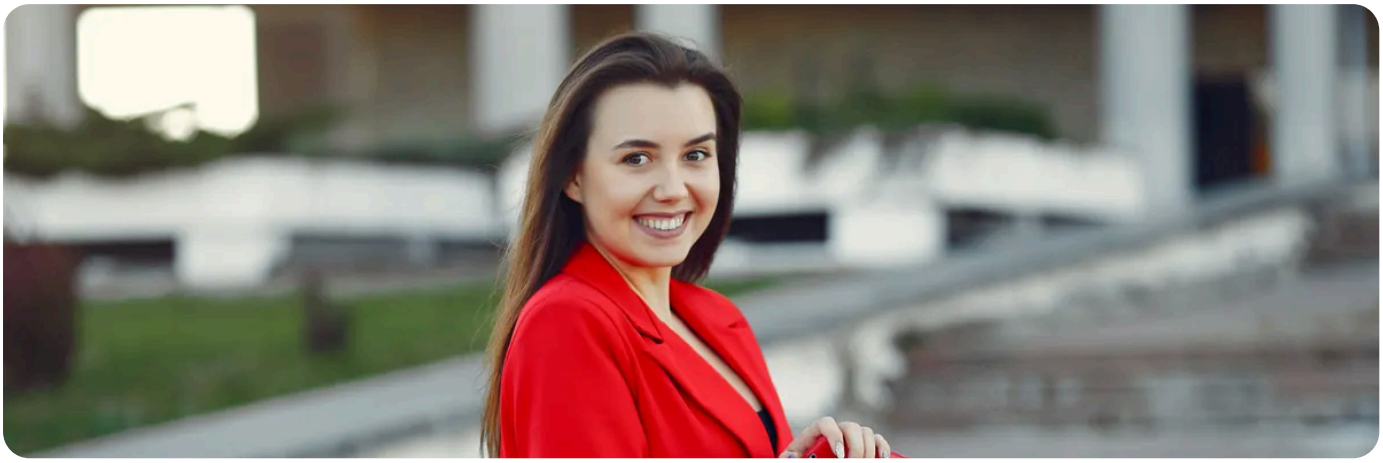
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Bulk SMS for businesses: what it is, what it costs and how to start

WhatsApp & APIs Created on **November 10, 2026** 4 min read



The short answer: business SMS lets you send **notices, reminders and campaigns** to your customers, to one number or thousands at once, from the SMS page in My MozOut. It sends to mobile phones in **Mozambique and Angola**, and the message reaches any phone, **even without internet or apps**. There are no bundles: you buy the credits you need, from 1,000, and each SMS part uses 1 credit.

What it is good for

An SMS is short and is read straight from the phone screen, without opening anything. That makes it a good fit for things the customer needs to know now: the order has arrived, there is an appointment tomorrow, there is a meeting on Friday. A few examples:

Type of message	Example
Service notice	`Hi Ana, your order has arrived. You can collect it until Saturday, 8am to 5pm.`
Reminder	`Hi Carlos, a reminder that your appointment is tomorrow at 9:30. To reschedule, please call the clinic.`
Notice to a group	`Dear parent, the parents' meeting is on Friday at 5pm, in room 3.`
Campaign	A promotion or news item sent to a list of customers who agreed to receive it. See **how to plan a campaign**.

What it costs

You type how many credits you want, **from 1,000**, and **the whole quantity** is charged at the price of the tier it falls into: the more you buy at once, the less you pay per SMS. On the current price tiers, an SMS costs from **$0.0167** down to **$0.0092**:

Credits bought	Price per SMS
Up to 1,000	$0.0167
1,001 to 5,000	$0.0150
5,001 to 10,000	$0.0142
10,001 to 25,000	$0.0125
25,001 to 50,000	$0.0117
50,001 to 100,000	$0.0100
Over 100,000	$0.0092

1 credit = 1 SMS part to Mozambique and Angola. A short message in plain letters is usually 1 part; a long one, or one with certain accented letters, can have several, and each uses 1 credit. Before you send, the page shows **how many parts** the message has and **how many credits** it will use. The details are in **how many credits an SMS uses** and **SMS credits and price tiers**.

What	Cost
Each SMS part	1 credit, at the price tier of your purchase
Free NETMSG sender	Nothing. Every account has it, with no request and no documents.
Sender ID with your company name (optional)	$50.00 per name and per country

How to start

1. **Open the SMS page in My MozOut and activate the service.**
2. **Buy credits**, from 1,000, and pay with the same **payment methods** as your other services. The credits reach your SMS balance once the payment is in.
3. **Write the message:** from a ready-made template, with help from the AI, or in your own words.
4. **Pick the numbers or a group**, send now or set a date and time, and follow everything in the history.

The full walkthrough, screen by screen, is in **sending your first business SMS**.

Whose name the message shows

Every account can send with the free **NETMSG** sender. If you want people to see **your company name** instead of NETMSG, you request a **Sender ID** in My MozOut. The trade-offs are in **when NETMSG is enough**.

Named senders cannot receive replies

, neither NETMSG nor a Sender ID. If you want customers to get in touch, put a phone number, an e-mail address or your website in the message itself.

Have a website or a business system?

You can send SMS automatically through **our API**, with the same account and the same credit balance.

RECOMMENDED

Ready to start sending SMS to your customers? See the prices and activate the service in My MozOut.

See SMS prices →

SEE ALSO

- **Sending your first business SMS, step by step: activate, buy credits, write and send**
- **SMS credits and price tiers: how buying works and how to pay less per message**
- **How many credits an SMS uses: 160, 153, 70 and 67 characters explained**
- **The free NETMSG sender: when it is enough and when to request your own name**
- **What a Sender ID is: SMS that arrive with your company name instead of a number**
- **SMS, e-mail or WhatsApp for customer notices: which channel for each message**

Mozout

MozOut International

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