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The free NETMSG sender: when it is enough and when to request your own name

WhatsApp & APIs

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https://www.my.mozout.com/knowledgebase/7098

The free NETMSG sender: when it is enough and when to request your own name

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The short answer: NETMSG is the free sender every account has, **with no request, no cost and no documents**, for Mozambique and Angola. It works well for notices to customers who already expect the message, as long as you put your company name in the text. When you want people to recognise your brand from the sender itself, especially for campaigns, it is worth requesting a **Sender ID** with your name.

What NETMSG is

It is the name shown on the recipient's phone, in place of a sending number. It is ready as soon as you activate SMS in My MozOut, and it is the same for every account, so **it does not show your company name**. It also **cannot receive replies**.

If you send through the API without naming a sender, the message goes out as NETMSG. See **sending SMS through the API**.

When NETMSG is enough, and when to request your own name

Situation	NETMSG	Sender ID with your name
Getting started and testing	Enough	Can wait
Notices people already expect (order ready, appointment reminder)	Enough, with your company name in the text	Helps people recognise you
Internal messages to your team	Enough	Rarely needed
Campaigns to many customers	Works, but the sender says little	Recommended
Frequent sends in your brand's name	Works	Recommended: the name repeats and builds trust

People are increasingly wary of messages from senders they do not know. With NETMSG, the text has to say who you are. With a Sender ID, your brand name is there before they even open the message. See **what a Sender ID is**.

Writing well with NETMSG

1. **Start with your company name.** The recipient sees NETMSG; the first words of the message tell them who you are.
2. **Say the essentials in one sentence.** What, when and where.
3. **Say how to reach you:** a phone number, an e-mail address or your website. A reply to the SMS goes nowhere.

For example:

```
Good Health Clinic: Hi Carlos, a reminder that your appointment is tomorrow at 9:30. To reschedule, please call the clinic.
```

Do not write “reply to this SMS”.
NETMSG cannot receive replies, and anyone who answers hears nothing back. For people who want to stop receiving messages, put a contact in the text: see **SMS good practices and consent**.

You can start with NETMSG and request your own name later.
While your Sender ID request is under review, NETMSG stays available, so your sending does not stop.

RECOMMENDED

Want to start sending with NETMSG, or see what your own name costs? Visit the SMS page.

See SMS prices →

SEE ALSO

- **What a Sender ID is: SMS that arrive with your company name instead of a number** →
- **How to request a Sender ID: name rules, documents and the review** →
- **Sending your first business SMS, step by step: activate, buy credits, write and send** →

SMS good practices and consent: who you may send to and how to let people opt out

Sending SMS through the API: key, permissions, Sandbox and your first request

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