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Generated on 10/11/2026 09:12

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# What a Sender ID is: SMS that arrive with your company name instead of a number

WhatsApp & APIs

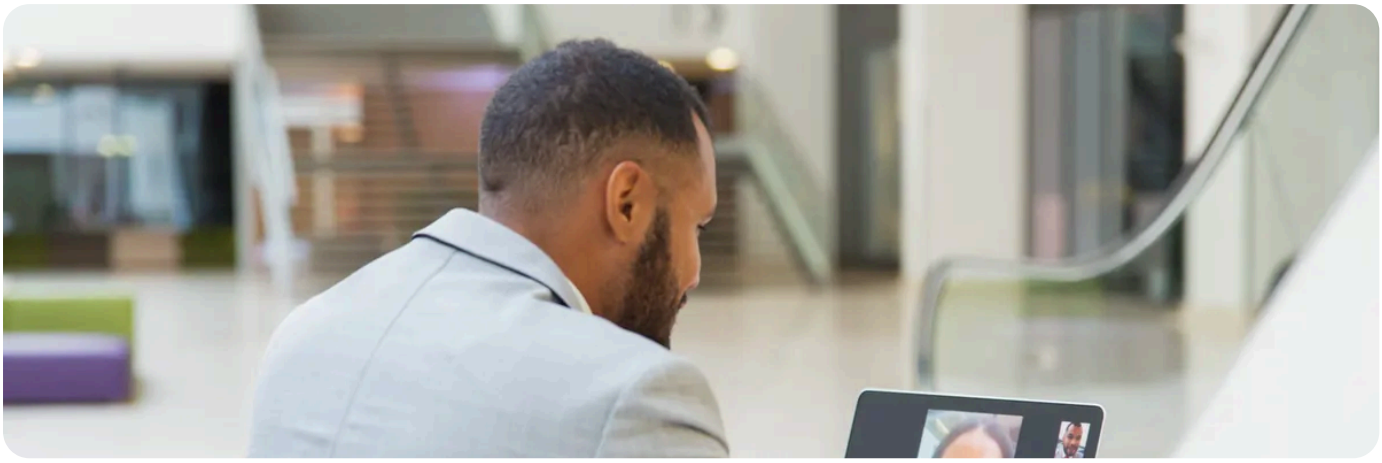
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| --- | --- | --- |
| RLX-INT-KB-7104 | v2026.11.10 | International · English |

**MozOut International**
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Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

https://www.my.mozout.com/knowledgebase/7104

# What a Sender ID is: SMS that arrive with your company name instead of a number

WhatsApp & APIs Created on **November 10, 2026** 2 min read



**The short answer:** a **Sender ID** is a sender with your brand name. The person receiving the SMS sees that name, for example **PADARIA SOL**, instead of a number or the free NETMSG sender. It has up to **11 characters** (letters, numbers and spaces), is requested per country (Mozambique, Angola or both) and costs **$50.00 per name and per country**. Like NETMSG, it cannot receive replies.

## What changes for the recipient

The sender is the first thing people see, before the text. With your company name there:

1. **Customers recognise you at once**, without reading the message to find out who it is from.
2. **Your messages stay together** in one thread on the phone, under your name, instead of mixed with other senders.
3. **You earn trust.** With so many fake messages around, a familiar name counts for more than a generic sender.

## The name rules

| Rule | What it means |
|---|---|
| **Up to 11 characters** | Spaces count too. “PADARIA SOL” is 11. |
| **Letters, numbers and spaces** | No other symbols. |
| **Per country** | Mozambique, Angola or both. The same name in both countries is **two requests**. |
| **Review** | Each name is reviewed, with your company's documents, before it is ready. |

## What it costs

**$50.00 per name and per country.** One name for one country is one fee; the same name for Mozambique and Angola is two. Messages sent with it use credits like any other: **1 credit per SMS part**, whatever the sender.

## NETMSG and Sender ID side by side

| | NETMSG | Sender ID |
|---|---|---|
| **What the recipient sees** | NETMSG | Your brand name |
| **Cost** | Free | $50.00 per name and per country |
| **Request and documents** | No | Yes, with a review |
| **Countries** | Mozambique and Angola | The ones you choose in the request |
| **Receives replies** | No | No |

To see whether the free one is enough, read **when NETMSG is enough**. To get your own, follow **how to request a Sender ID**.

**A Sender ID cannot receive replies.**
Put a phone number, an e-mail address or your website in the message so customers can reach you or ask to stop receiving messages.

**Even with your name as the sender, say who you are in the message.**
Eleven characters do not always say it all, and the full name in the text builds more trust. More tips in **SMS marketing**.

RECOMMENDED

Want your SMS to arrive with your company name? See the Sender ID price on the SMS page.

See SMS prices →

SEE ALSO

- How to request a Sender ID: name rules, documents and the review →
- The free NETMSG sender: when it is enough and when to request your own name →

- Bulk SMS for businesses: what it is, what it costs and how to start
- SMS marketing: Sender ID, the rules here, and how to write one that works
- SMS good practices and consent: who you may send to and how to let people opt out

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| | |
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