Mozout

Generated on 14/11/2026 03:12

KNOWLEDGE BASE · PUBLIC DOCUMENT

When an SMS notice fails: retries, returned credits and falling back to e-mail from your system

WhatsApp & APIs

CODE	VERSION	COUNTRY · LANGUAGE
RLX-INT-KB-8178	v2026.11.13	International · English

MozOut International
RLX Holdings (Pty) Ltd. · Group RLX Holdings
Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

https://www.my.mozout.com/knowledgebase/8178

When an SMS notice fails: retries, returned credits and falling back to e-mail from your system

WhatsApp & APIs Created on **November 13, 2026** 2 min read



The short answer: when an SMS does not go out, we try **twice more, 10 minutes apart**. If it still fails, the message becomes **failed** and the **credits go back to your balance**. What your system does next is up to you: the most useful step is to send that notice through another channel, such as e-mail.

Refused at once, or failed later

A notice can miss its target in two ways, and each is handled differently:

What happened	How you see it	What to do
Refused on request	The API answers 422 with the reason in details.reason (invalid_number, number_opted_out, insufficient_credits, daily_limit_reached, sender_not_approved…)	Fix the cause. Repeating the same request gives the same error.
Accepted, but not sent	The status becomes failed, with the error delivery_failed	Notify through another channel, or review the customer's number.
Scheduled, balance short at send time	The status becomes failed, with the error insufficient_credits	Buy credits and schedule again.

The full list of reasons is in **SMS API errors and message statuses**.

Falling back to e-mail, automatically

1. **Save the webhook** with the sms.failed event (or both). See **the SMS webhook**.

2. **Store with each notice** the SMS id returned on sending and the customer's e-mail address.

3. **When an sms.failed arrives**, your system finds the notice by id and sends the same content by e-mail.

4. **Flag the number** as doubtful if it fails repeatedly, and ask the customer to confirm it next time they sign in.

Do not resend the SMS in a loop.
We have already retried. Repeating the request unchanged wastes requests, may use credits if the fault was temporary, and a wrong number stays wrong.

Without coding

On the SMS page in My MozOut, filter the History by the **Failed** status. You see who it was for, the message and the date, and you can reach those customers another way. Filters and statuses are covered in **SMS history and scheduling**.

Confirm numbers when you collect them.
Most failures come from mistyped numbers or numbers no longer in use. A verification code at sign-up catches that early: **verification codes through our API**.

RECOMMENDED

Want notices that never get lost on the way? See the API page.

See the API page →

SEE ALSO

- **The SMS webhook: how your system learns that each notice was sent or failed**
- **SMS API errors and message statuses: what each one means and what to do**
- **SMS history and scheduling: statuses, filters and what happens when a message fails**
- **SMS, e-mail or WhatsApp for customer notices: which channel for each message**
- **SMS webhook not arriving or rejected: HTTPS, signature, the 5-second answer and retries**

Verification codes by SMS through our API: a practical guide for your site or app

Mozout

MozOut International

RLX Holdings (Pty) Ltd. · Group RLX Holdings

TAX NO. (SARS)	943 907 6234
REGISTRATION NO. (CIPC)	2025/667953/07
REGISTERED OFFICE	1111 Olive Street Saint Louis 63101, Missouri, United States
CONTACT	info@mozout.com · +27 78 823 3325 · www.mozout.com
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

Online version of this document

RLX-INT-KB-8178 · v2026.11.13 · Generated on 14/11/2026 03:12