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

WhatsApp & APIs

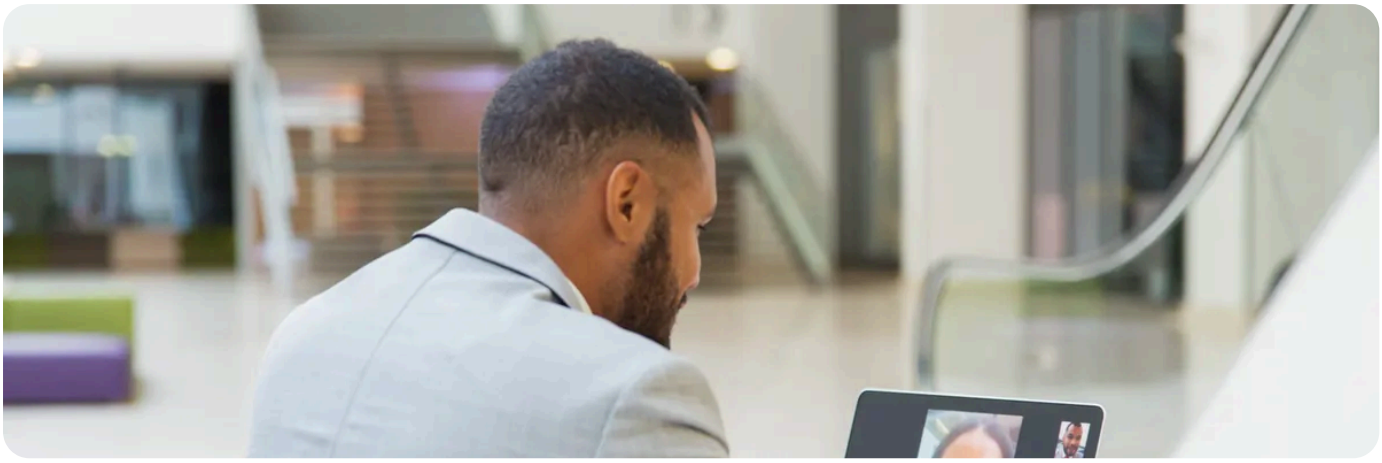
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What a Sender ID is: SMS that arrive with your company name instead of a number

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 **$49.95 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

$49.95 per name and per country. One name for one country is one fee; the same name for Angola and Mozambique 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	$49.95 per name and per country
Request and documents	No	Yes, with a review
Countries	Angola and Mozambique	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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