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SMS credits and price tiers: how buying works and how to pay less per message

WhatsApp & APIs

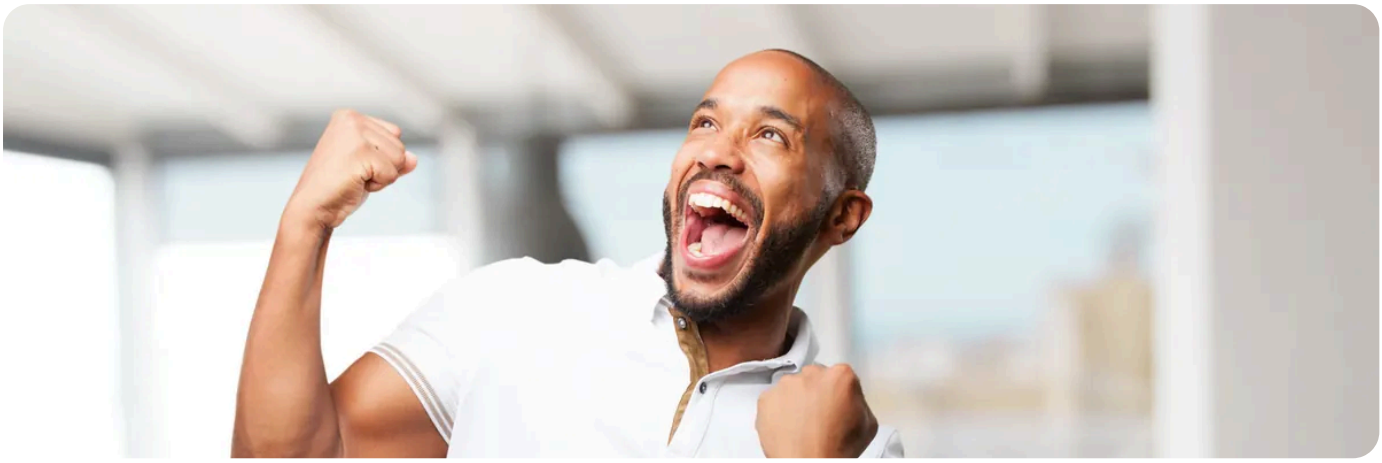
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SMS credits and price tiers: how buying works and how to pay less per message

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The short answer: there are no fixed bundles. You type how many credits you want, from **1,000** up, and pay with the same methods as our other services. **Each credit sends one SMS part** to a mobile phone in either country, Angola and Mozambique. The price per SMS drops as the quantity grows, and **the whole order is charged at the price of the tier it falls into**, not just the credits above each threshold. So when you are close to a threshold, buying a little more can cost less.

The price tiers

The price per SMS goes from **$0.0167** on the smallest orders down to **$0.0092** on the largest. This is the same table as on the **SMS page**:

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

In the calculator on that page you can type any quantity from 1,000 to 1,000,000 and see the total straight away. For example, 3,000 credits are all charged at the 1,001 to 5,000 price, $0.0150 each. **All** 3,000 credits get that price: there is no separate price for the first 1,000 and another for the rest.

The threshold worth crossing

Because the whole order moves to the new tier, there are quantities where buying more costs less. Take 10,000: 10,000 credits are charged at $0.0142 each, but 10,001 credits at $0.0125 each, so the larger order costs less in total. One extra credit, a lower bill and more messages to send.

Before you pay, look at the thresholds:
5,000, 10,000, 25,000, 50,000 and 100,000. If your quantity sits just below one of them, try the next quantity up in the calculator. The total may go down, and the extra credits stay in your balance for the next send.

How to buy

1. **Open the SMS page in Meu Interweb** and choose **Credits**. If the service is not active yet, start there: the full route is in **sending your first business SMS**.
2. **Type how many credits you want**, at least 1,000. The price per SMS and the total change with the quantity.
3. **Go on to the payment page.** The invoice is created there, as with our other services.
4. **Pay with any of the usual payment methods.** Once the payment is in, the credits are added to your SMS balance.

How many credits you will need

Two questions give you the answer: **how many numbers you are sending to** and **how many parts the message has**. A short message without accents such as ã or ç fits in one part; a longer one, or one with those accents, may need two or more. The reason is explained in **how many credits an SMS uses**.

Send	Credits
1 message of 1 part to 2,000 contacts	2,000
1 message of 2 parts to 2,000 contacts	4,000
4 one-part reminders a month to 1,500 customers	6,000 a month

You do not have to work it out in your head every time: before you send, the page shows **how many parts the message has and how many credits it will use**, and asks you to confirm.

How to pay less per message

1. **Buy in fewer, larger orders.** A bigger order falls into a lower tier, and the lower price applies to every credit in it.

2. **Shorten the message.** Going from two parts to one halves the cost of the send.

3. **Watch the accents.** A single “ã” or “ç” makes the whole message count 70 characters per part instead of 160.

4. **Clean your list.** Mistyped numbers, duplicates and people who no longer want your messages use credits for nothing. See **how to keep your contacts clean**.

A message that fails is not lost.
The system tries 2 more times, 10 minutes apart. If it still fails, the credits go back to your balance. Credits in and out are listed in the **Balance** tab of the history.

Credits pay for the messages. The NETMSG sender is free; a Sender ID with your company name is a separate purchase, at $49.95 per name and per country. Besides your balance, each account also has a daily sending limit.

RECOMMENDED

See the price tiers and work out the total for your order on the SMS page.

See SMS prices →

SEE ALSO

- **How many credits an SMS uses: 160, 153, 70 and 67 characters explained**
- **Sending your first business SMS, step by step: activate, buy credits, write and send**
- **Bulk SMS for businesses: what it is, what it costs and how to start**
- **How to plan an SMS marketing campaign: list, message, cost and timing**
- **SMS history and scheduling: statuses, filters and what happens when a message fails**

How to pay your invoice →

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