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SMS campaigns to more than 5,000 numbers: splitting the list and sending in waves

WhatsApp & APIs

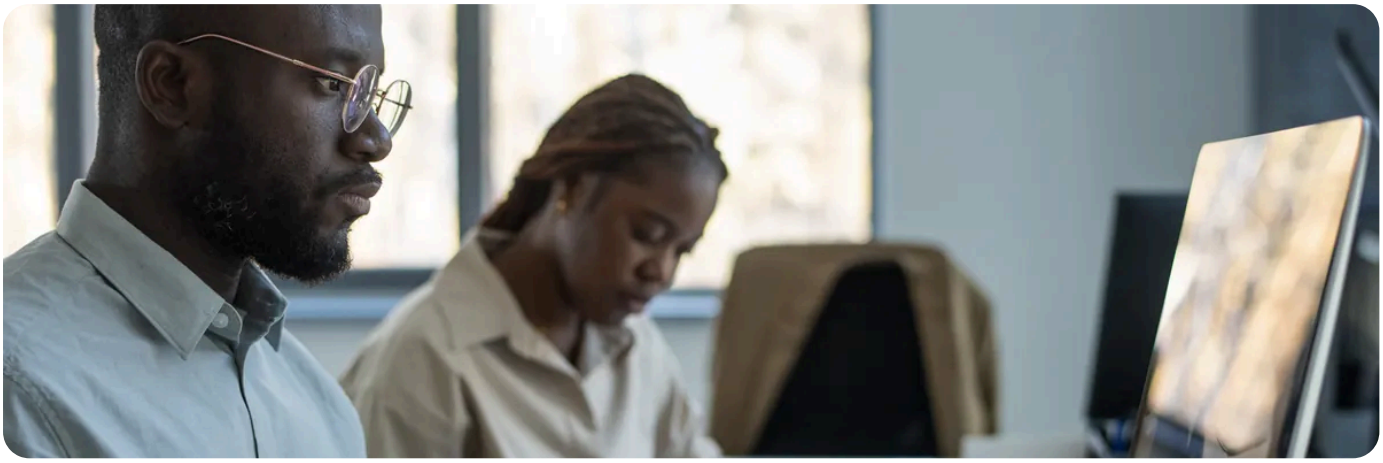
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SMS campaigns to more than 5,000 numbers: splitting the list and sending in waves

WhatsApp & APIs Created on **November 13, 2026** 3 min read



The short answer: each campaign takes **up to 5,000 numbers**. To reach more people, split your list into parts of 5,000 or fewer, save each part in a group and send one campaign per group, straight away or scheduled in waves. Before you start, make sure your credit balance covers every wave.

Why there is a limit per campaign

A campaign is built step by step, with the estimated cost and a confirmation before it goes out. A cap per campaign keeps that step quick and stops one mistake reaching a huge list in one go. There is also a **daily sending limit per account**: with a very large list, allow for it when you pick your dates.

How to split the list

1. **Export your contacts as CSV**, under Contacts, in the Import and export tab.
2. **Split the rows in a spreadsheet** into blocks of 5,000 or fewer. If you can, split by something useful (area, customer type) rather than at random, so each wave also tells you something.
3. **Import each block into a new group**, for example "December campaign - A", "- B", "- C".
4. **Create one campaign per group**, with the same text. Under "New campaign", pick the group, write or paste the message and check the cost.

You can also paste numbers or upload a CSV file straight into the campaign: the file can be up to 500 KB, the number goes in the first column, rows without a valid number are skipped and repeated numbers only receive once. Contacts and groups have their own limits: see **SMS contacts and groups**.

Sending in waves

Approach	When to use it
All on the same day, at different times	An offer with a short deadline. Set the first wave for mid-morning and the next ones an hour or two apart.
One wave a day	A very large list, or when you want to see how the first wave did before sending the rest.
A sample first	Send to a small group first. If there is a mistake in the text or the link, you fix it before it reaches everyone else.

You can prepare every scheduled wave on the same day: choose "Schedule", the date and the time. How scheduling works: **SMS history and scheduling**.

Do the maths first

Credits needed = numbers on the list × parts in the message. A list of 12,000 numbers with a 1-part message needs 12,000 credits; with 2 parts, 24,000. Buy for the whole campaign at once: the entire quantity is charged at the price of the tier it falls into, so a bigger purchase lowers the price per SMS. See **SMS credits and price tiers**.

If your balance runs out midway, the campaign stops.
The numbers still to go do not get the message and use no credits, but that wave is left incomplete. Check your balance before each wave, on the SMS Center Home page or in the Balance tab of the History.

Follow each wave in the Campaigns tab
of the History: it shows how many messages went out in each campaign and the status of each one. See **SMS campaign statuses**.

RECOMMENDED

Got a big list? See the price tiers and plan your campaign in waves.

See the SMS Marketing page →

SEE ALSO

- How to plan an SMS marketing campaign: list, message, cost and timing →
- SMS contacts and groups: importing a CSV list and keeping it clean →

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

SMS history and scheduling: statuses, filters and what happens when a message fails

SMS campaign statuses: in review, launching, launched, rejected and no messages

Segmenting SMS campaigns with contact groups: by purchase, area, interest and activity

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TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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