

Overview

Sender ID is an alphanumeric name or number that appears on the mobile device and helps to identify the sender of the message. It can be a long code or shortcode that you assign to a single user, multiple users, or a profile. Inbound numbers should be used as the Sender ID to receive replies to your outbound messages.

There are some countries that allow you to send SMS with Alphanumeric Sender ID. To get replies you'll need to procure an Inbound number and give reply instructions in the text of the SMS you send. For example, *Dear Customer, Enjoy the Rewardz Festival on your Credit Card. To know more, SMS 'JOIN' to 5676756 and register now. For TnC, please visit <https://short.link>*. Alphanumeric sender ID is not allowed in some countries including the U.S., Canada, and Brazil because of carrier regulations. Therefore, non-compliance to these local carrier regulations may prevent your messages from getting delivered.

You can configure Sender IDs for different organizations, teams, or individuals, or campaigns, or messaging programs to appear as you want on the customer's mobile device.