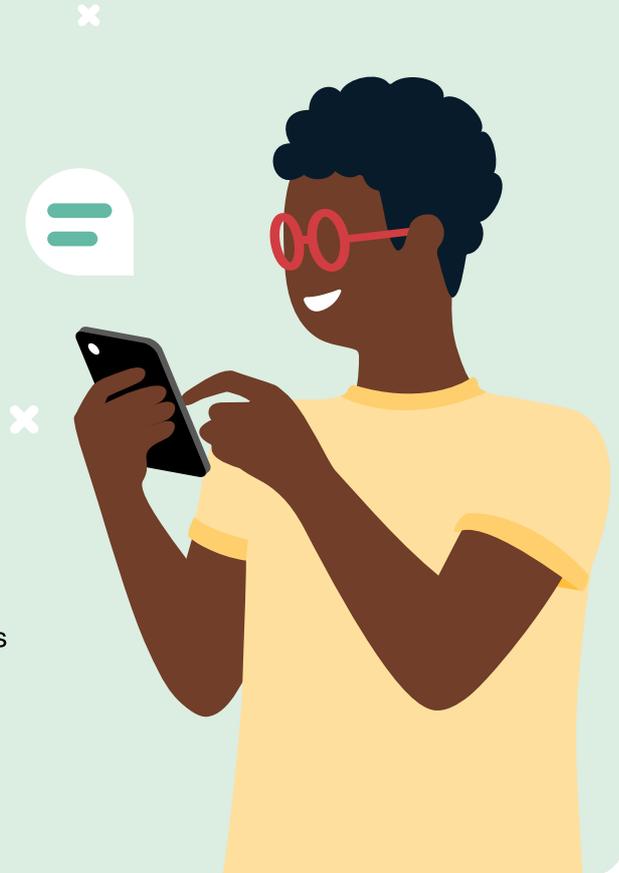# Self-service alphanumeric sender ID registration guide

Creating a powerful brand is crucial to any business — a unique and recognizable brand identity builds trust and helps pave the road to success. But a brand is more than a logo or a website. Identity extends to how a brand speaks with its audience and the channels they use to communicate.

### The challenge

If you're looking for timely, impactful, and customizable mobile messaging, we'd like to introduce you to alphanumeric sender IDs (or alphas for short) via SMS.

### The solution

Alphas dramatically improve open, CR, and engagement rates because the end-user knows who the message is from. Rather than a random, unknown number, the end-user sees a brand name they recognize, which makes them far more likely to engage.

### The results

A sender ID has a powerful effect on how end-users feel about SMS messages. Instead of suspicious, alpha messages are seen as more trustworthy and a great way to promote brand recognition.

## What are alphanumeric sender IDs?

- A combination of 11 letters (A–Z) and numbers (0–9)
- Usually display a brand as the sender
- Mostly for 1-way traffic (when no response is required or expected)

## Benefits of alphanumeric sender IDs

- Build stronger customer relationships with improved communication
- Encourage trust and loyalty with Increased brand recognition
- Boost in open rates thanks to enhanced message deliverability
- Increased engagement thanks to personalized and relevant content
- Cost-effective, quick, easy, and familiar way to reach customers

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# Common alphanumeric sender ID use cases

- 2FA – branded messages look authentic and add a sense of security for end-users

- Delivery updates – customers appreciate tracking information from a brand they know

- Promotions – boost brand awareness and help create awareness of special offers

- Notifications – increase trust, encourage end-users to open messages quicker, and boost CR rates

# How to register your sender ID

Registering an alphanumeric sender ID from the Sinch customer portal is quick and easy!

**From the SMS menu, select sender ID > Get Started.**

1. Select an existing business profile or create a new one.
2. Select destination from 35+ markets.
3. Add sender ID details.
4. Add business information.
5. Attach NOC letters and other documents when needed (templates available).
6. Add tags to help with filtering requests.
7. Add any additional emails to track changes and receive notifications.

# With the new self-service registration, you can enjoy

1. An updated list of available markets.
2. Account Manager support at any stage of the process.
3. Detailed event log with status updates, documents, and market details.
4. Active registration tracking.
5. Making changes as and when needed.
6. Multiple filtering options, including tags.
7. Timely notification whenever the request is updated.

**Ready to get started?**

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