

# Sender ID

Sender ID is the name or mobile number which appears on the mobile phone of a recipient when they receive an SMS message. SMS-Magic provides you the option to configure the Sender ID for your organization.

Follow these steps to create a Sender ID:

1. Admin User can view all the incoming numbers and Sender IDs by navigating to SMS-Services > My Sender IDs on the SMS-Magic Portal.



**Notes:**

You will be required to provision incoming number or Sender IDs by contacting us at [care@sms-magic.com](mailto:care@sms-magic.com).

2. From the top menu in Zoho CRM, go to the SMS SenderID module



3. Click on the Create **Sender ID button** or + icon to create a new Sender ID.



4. Enter the SMS Sender ID Name for your reference and the Sender ID you want to use.

**Notes:**

By default, a Sender ID is assigned to the current user and will be visible to the owner of the Sender ID. You can share the Sender ID record by setting sharing rules for a particular group or profile. See [Data Sharing Rules](#) to learn more about sharing records.

5. Your Sender ID is now ready for use. Simply choose this Sender ID when composing a message.



6. You should be able to view the Sender ID when sending an SMS message to Leads/Contacts or any other custom modules



**Notes:**

There are some restrictions on Sender IDs in different countries. See Introduction > SMS Best Practices for using SMS messages to learn more.