Web SMS User Guide

Sending & receiving SMS with the Cosmic SMS web app

2026 edition

Contents

Introduction....3

Getting started....3

Sending a message....4

Sender ID....5

Scheduling....6

Message length & character sets....7

Delivery reports....8

Receiving SMS....10

Contacts & groups....14

Settings....17

Need a hand?....18

Introduction

Cosmic SMS is a versatile, easy-to-use two-way Web SMS service for sending and receiving text messages across the UK and worldwide — built to suit organisations of every size. There are no set-up or ongoing fees: you pay only for message credit, and credit never expires.

This guide covers everything in the web app, from sending your first message to handling replies on a dedicated virtual number.

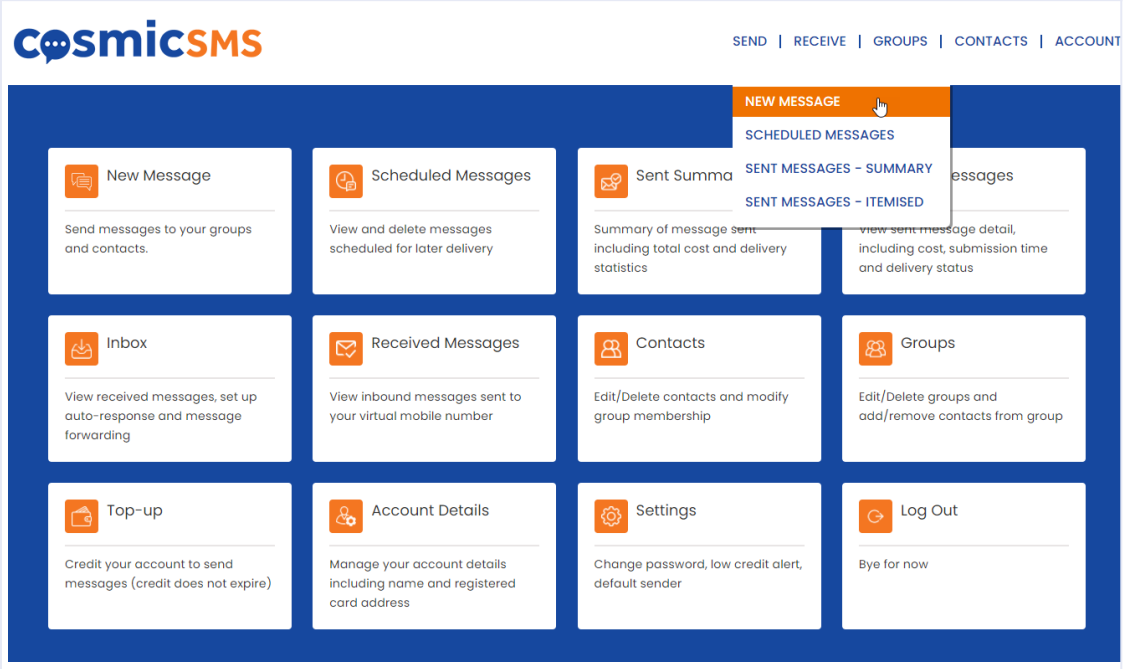
What you can do

- Send to one recipient or many thousands at once.
- Send messages up to 918 characters long.
- Use any language, including technical symbols and emoji.
- Schedule messages for later delivery.
- Brand messages with custom sender IDs.
- Track delivery in near real-time and export reports to CSV.
- Receive replies to a dedicated virtual mobile number (VMN).

Getting started

Register & log in

- Register at service.cosmicsms.com/register — it takes a couple of minutes and adds free starter credit so you can test straight away.
- Your initial login details are sent to your mobile by SMS.
- Log in at service.cosmicsms.com/login (or via the website) to reach your Control Panel — the home for every feature.

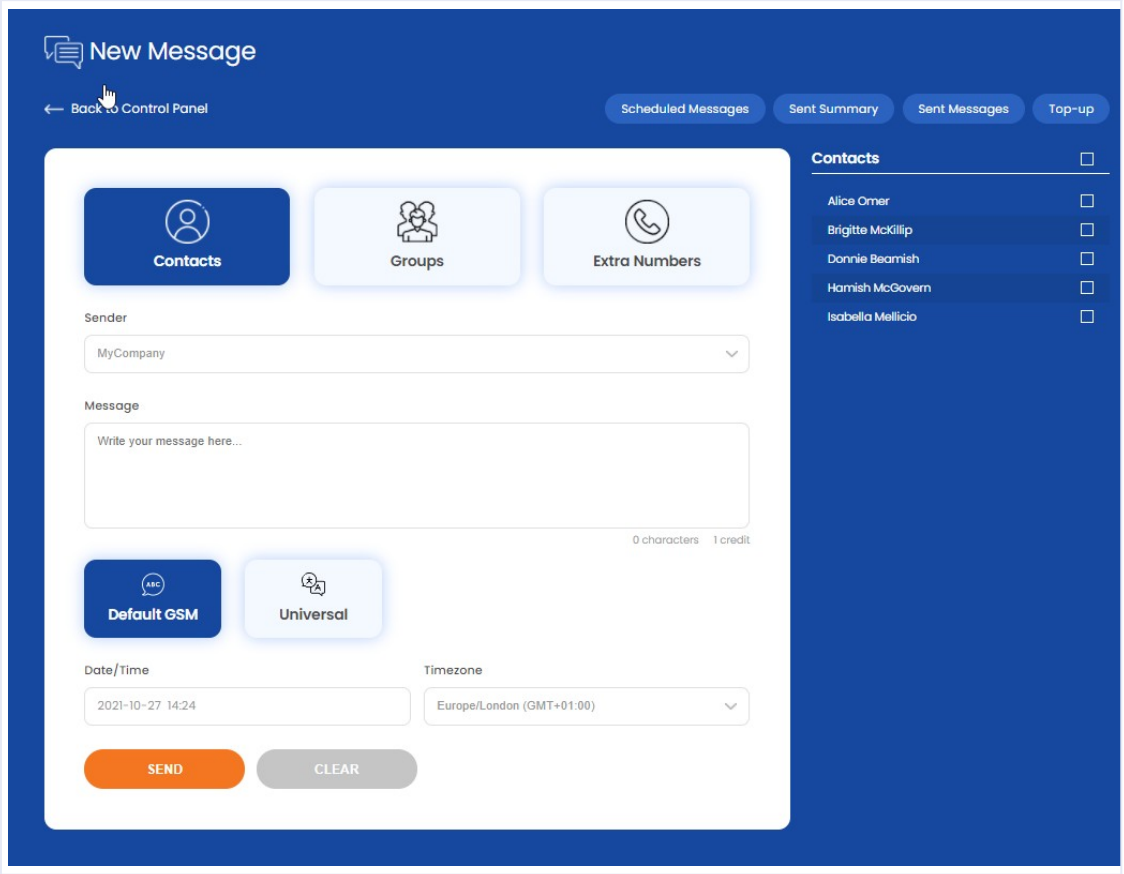


The Control Panel — your home for every feature.

No set-up or ongoing fees: you only pay for message credit, and it never expires.

Sending a message

Select New Message from the Control Panel, type your message, build your recipient list, then send — immediately or scheduled for later.



The New Message page.

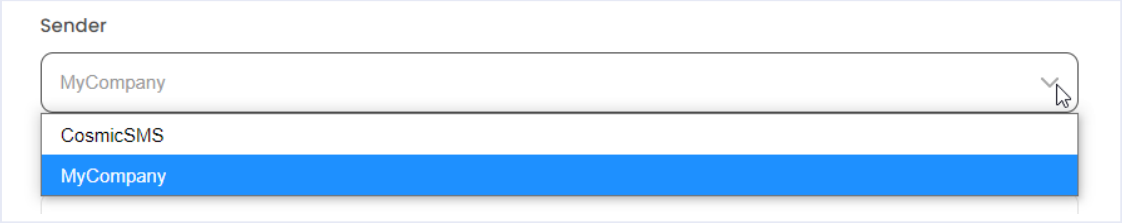
Choosing recipients

- Select saved contacts and groups, and/or paste numbers directly into the Extra Numbers box.
- Combine them freely — for example, a saved group plus a few pasted numbers in one send.
- Any duplicate numbers are removed automatically, so no one is messaged twice.

Enter numbers in UK (07…) or international format. There is no limit to how many recipients a single message can reach.

Sender ID

The sender ID is what appears as the sender on the recipient handset. Choose one from the dropdown when composing, or set up more on your Settings page.



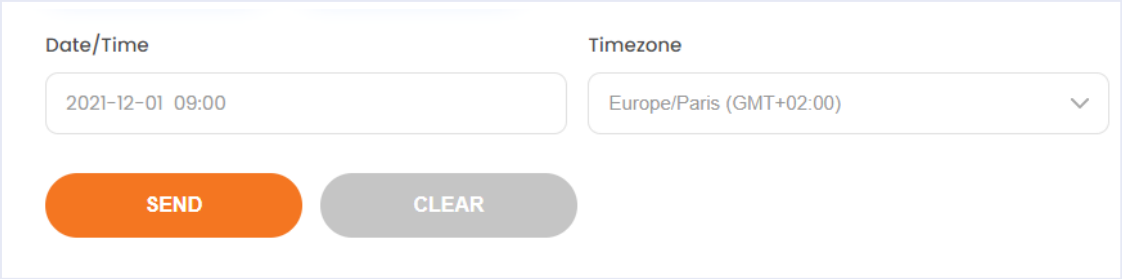
Choosing a sender ID when composing.

- Alphanumeric — a name up to 11 characters (letters and numbers, no spaces). Great for branding, but recipients cannot reply.
- Numeric — a number up to 15 digits. Use a mobile number you control to receive replies.

> Tip: to collect replies, set the sender ID to the mobile number you want them sent to — or use a dedicated virtual number (see Receiving SMS).

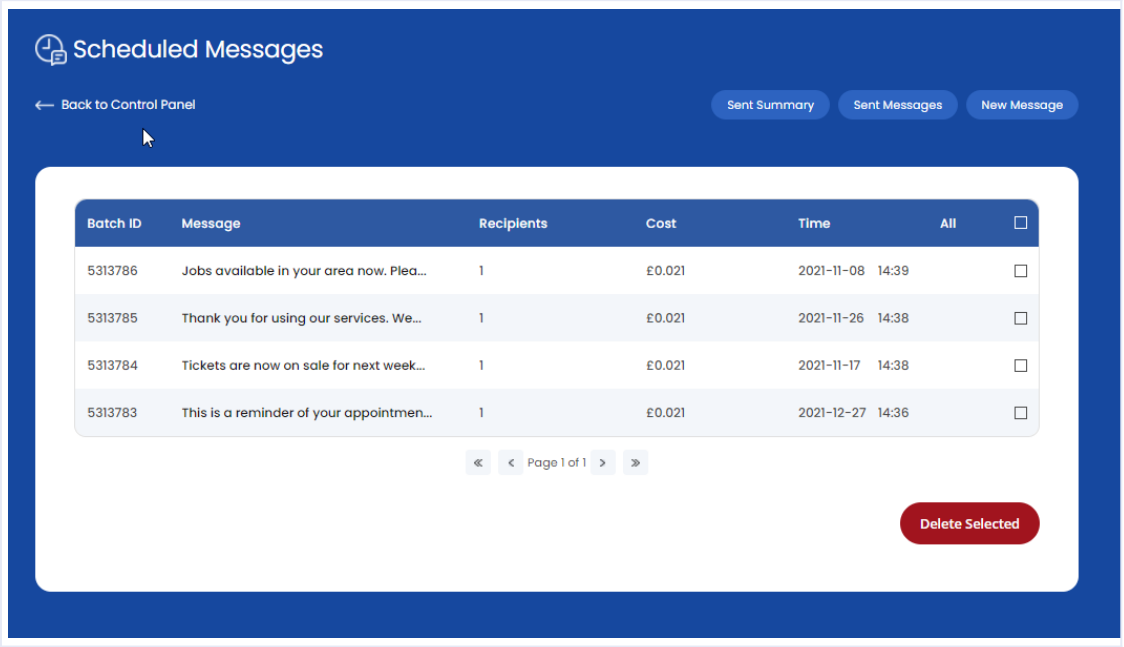
Scheduling

By default, messages send immediately. To send later, set the delivery date and time before you click Send; the message is queued and delivered automatically at the chosen moment.



Set the delivery date, time and time zone.

- The page shows your local time zone by default.
- For recipients abroad, change the time zone and the app works out the difference so messages arrive at the intended local time.
- View, edit, reschedule or cancel anything queued under Scheduled Messages.

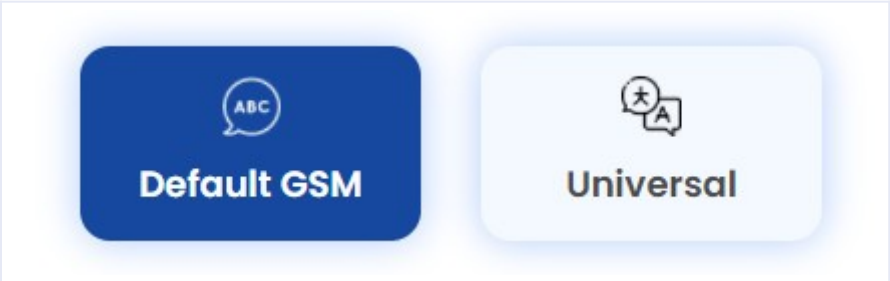


Reviewing and managing scheduled messages.

Message length & character sets

Two encodings are supported. Default GSM (GSM-7) suits English and most West-European languages. Universal (Unicode) covers everything else — non-Latin scripts, technical symbols and emoji — but fits fewer characters per message.

Longer messages are split into parts and reassembled as a single message on the handset. Each part is charged as one SMS.



Choosing the character set — Default GSM or Universal.

Parts	Default GSM	Universal	Cost
1 SMS	160	70	1 × SMS
2 SMS	306	134	2 × SMS
3 SMS	459	201	3 × SMS
4 SMS	612	268	4 × SMS

Parts	Default GSM	Universal	Cost
5 SMS	765	335	5 × SMS
6 SMS	918	402	6 × SMS

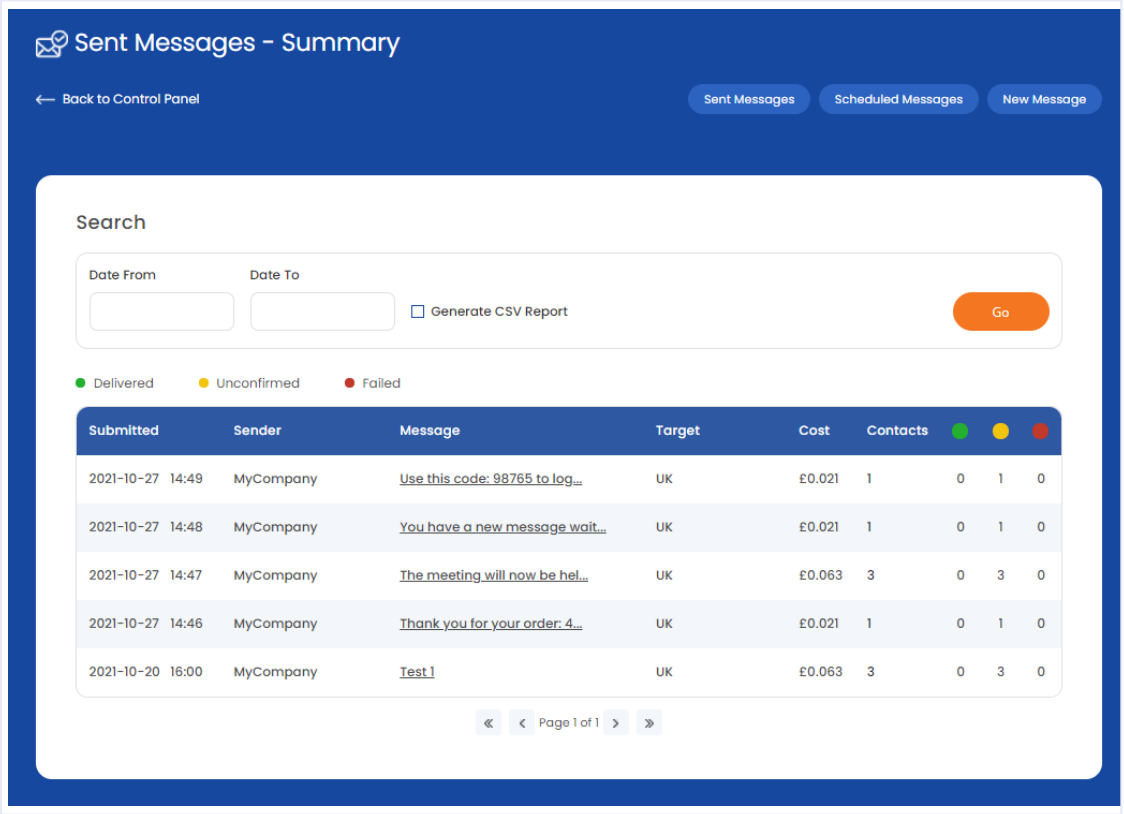
The live counter on the New Message page shows characters, encoding and the SMS count as you type. Cost is the number of parts x the per-SMS rate for the destination.

Delivery reports

Submission details, final delivery status and timestamps are recorded for every message. View them two ways, filter by date, and export to CSV.

Summary view

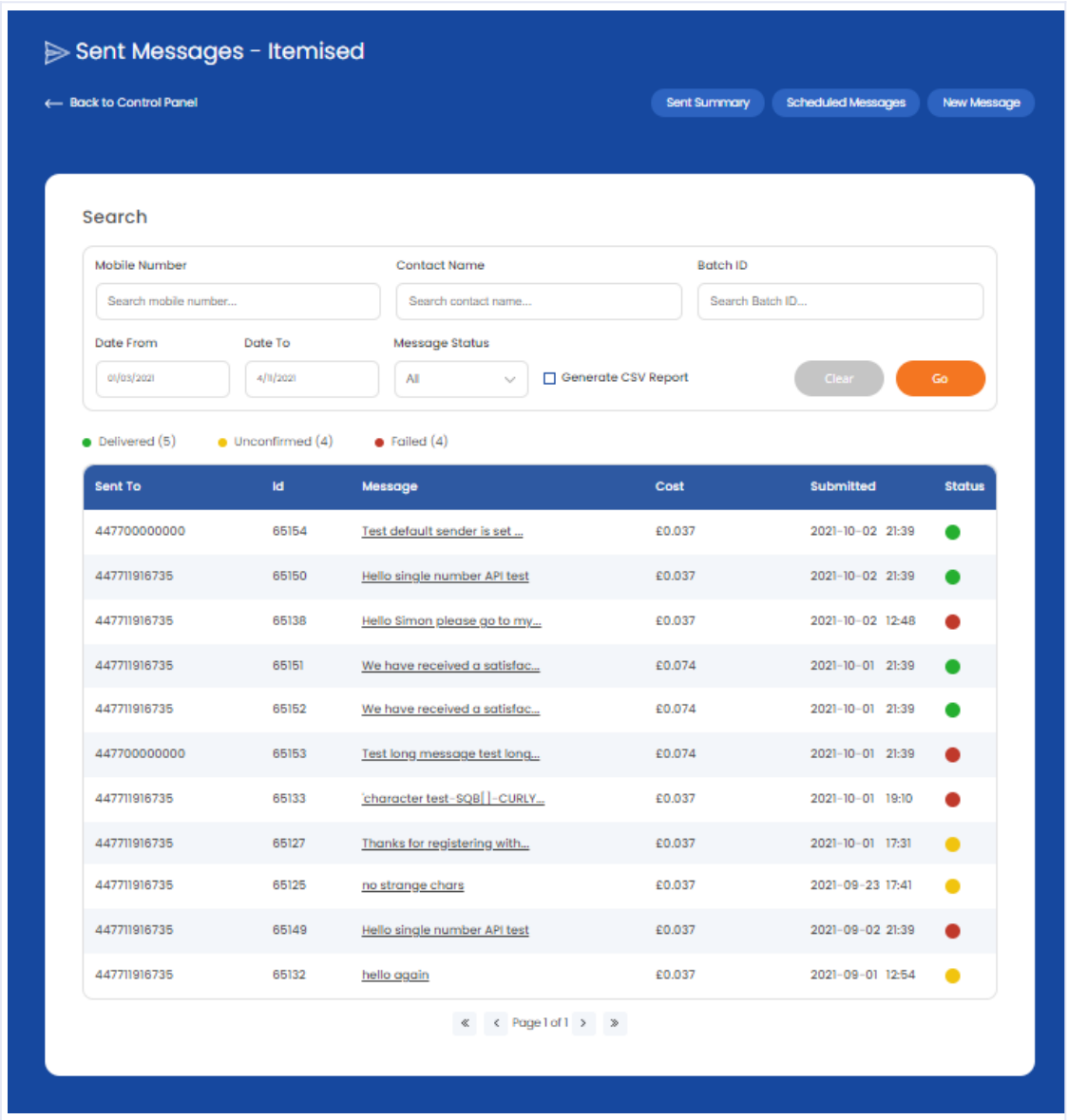
Delivery status by batch (a batch is one message sent to one or more recipients) — recipient count, a status breakdown and total cost at a glance.



Summary view — delivery by batch.

Itemised view

One line per message, showing each individual delivery status. Filter by mobile number, contact name, batch id or date range.

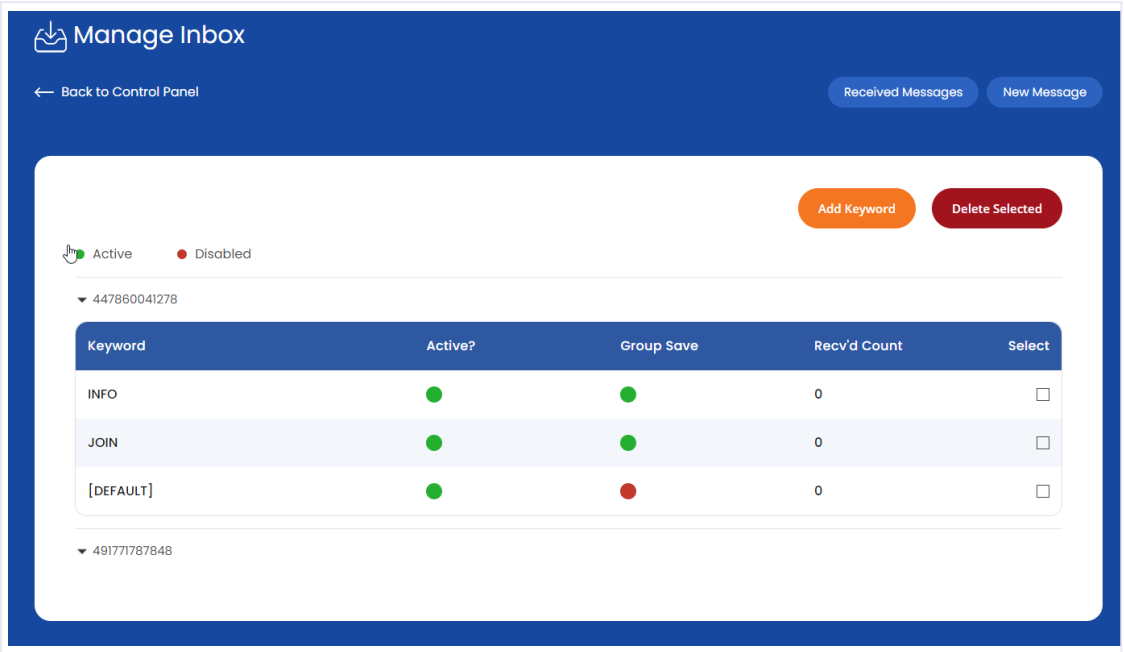


Itemised view — one line per message.

Tick Generate CSV Report on either view to download a spreadsheet of the current selection.

Receiving SMS

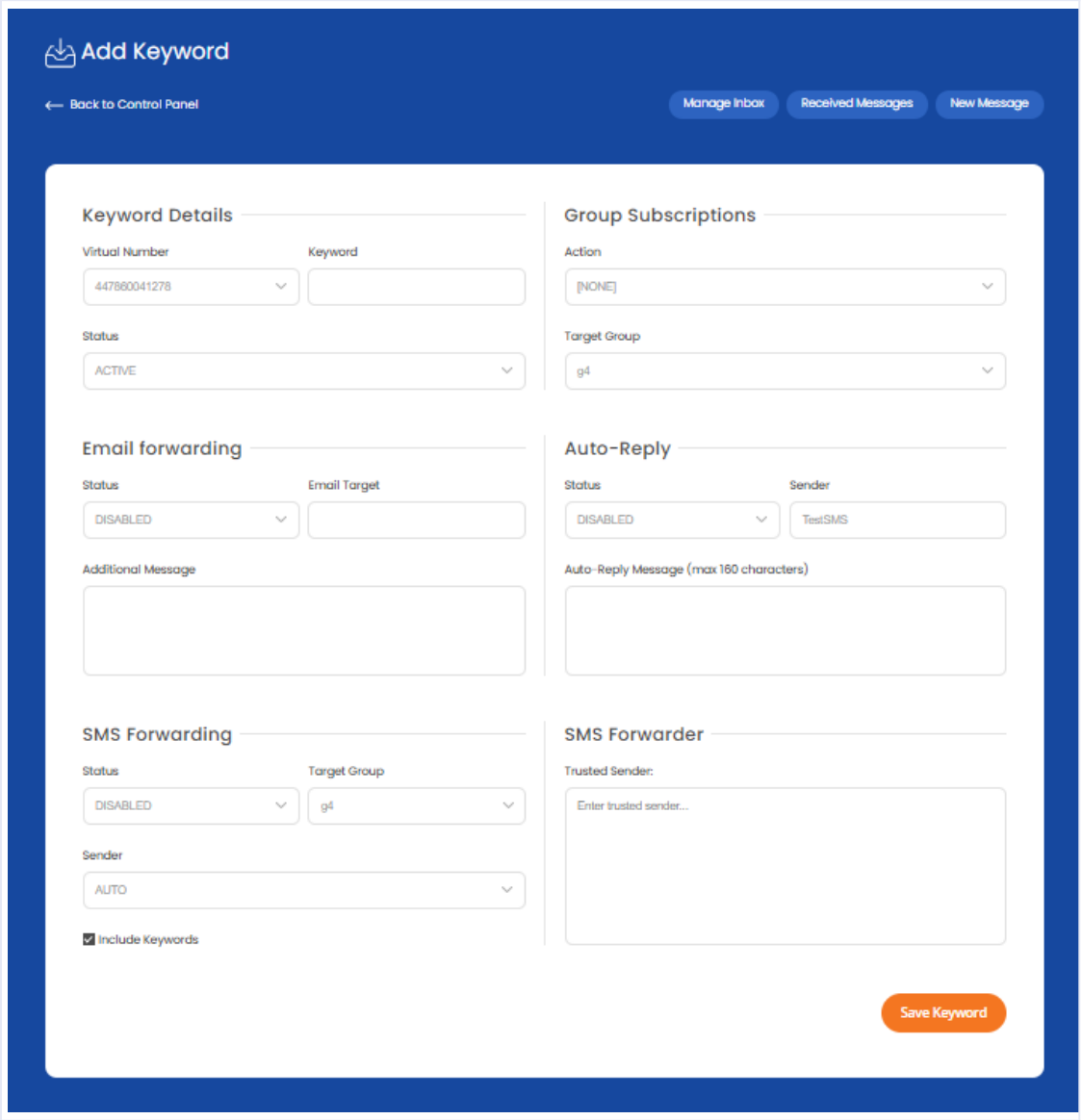
Add a dedicated virtual mobile number (VMN) and the app handles inbound messages too. Manage everything from the Inbox in your Control Panel.



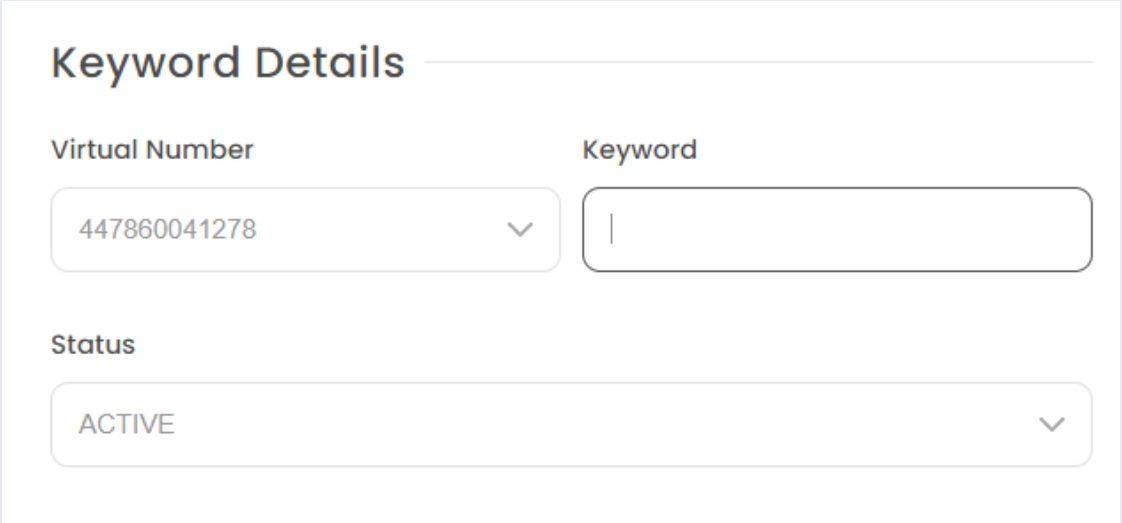
Manage your virtual number and inbound settings.

Keywords & default actions

When a message arrives, rules of precedence decide what happens. If the first word matches one of your keywords, that keyword actions run; otherwise the VMN default actions apply — which can act as a catch-all. Keyword matching is not case-sensitive.



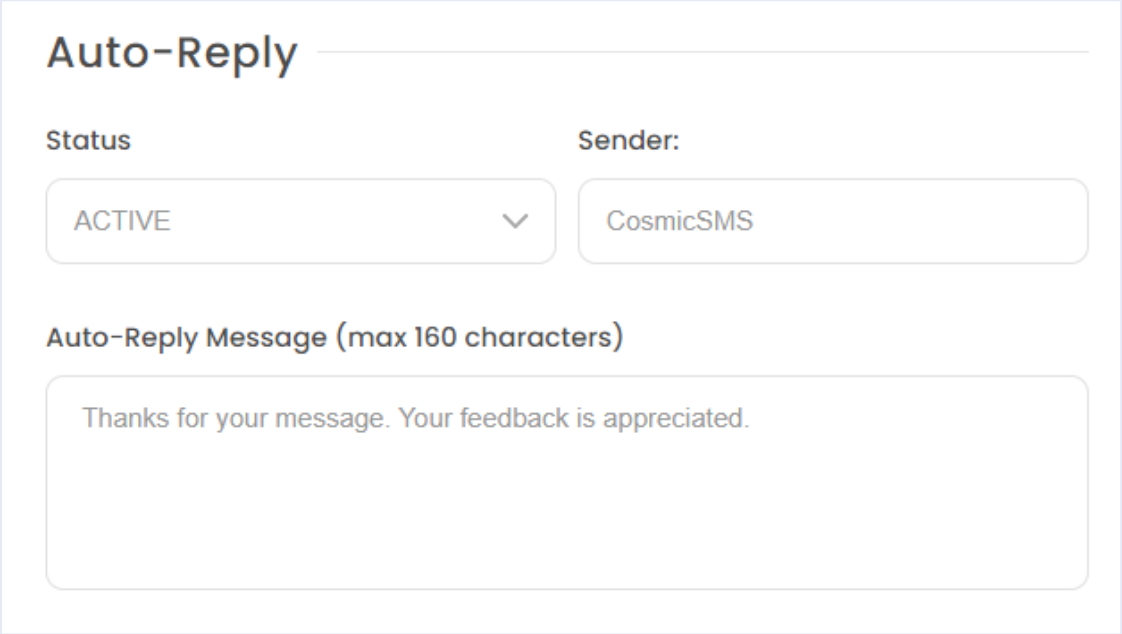
Adding a keyword.



Keyword details.

Auto-reply

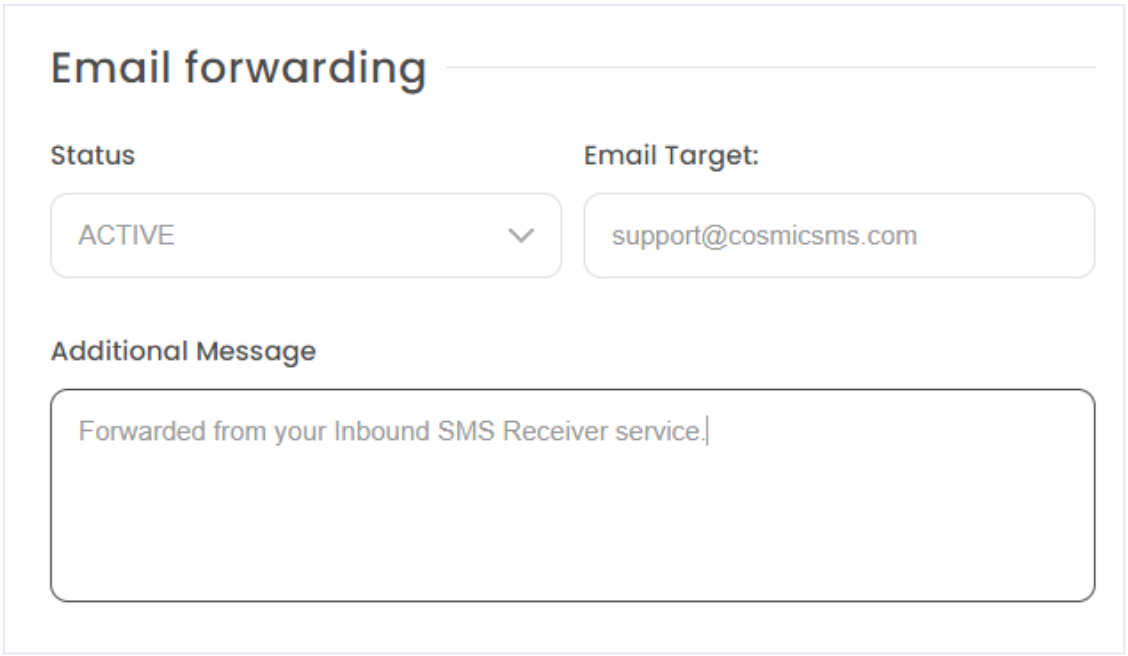
Send an automatic SMS response when a message is received: enter the reply text, choose a sender ID, and set the status to Active.



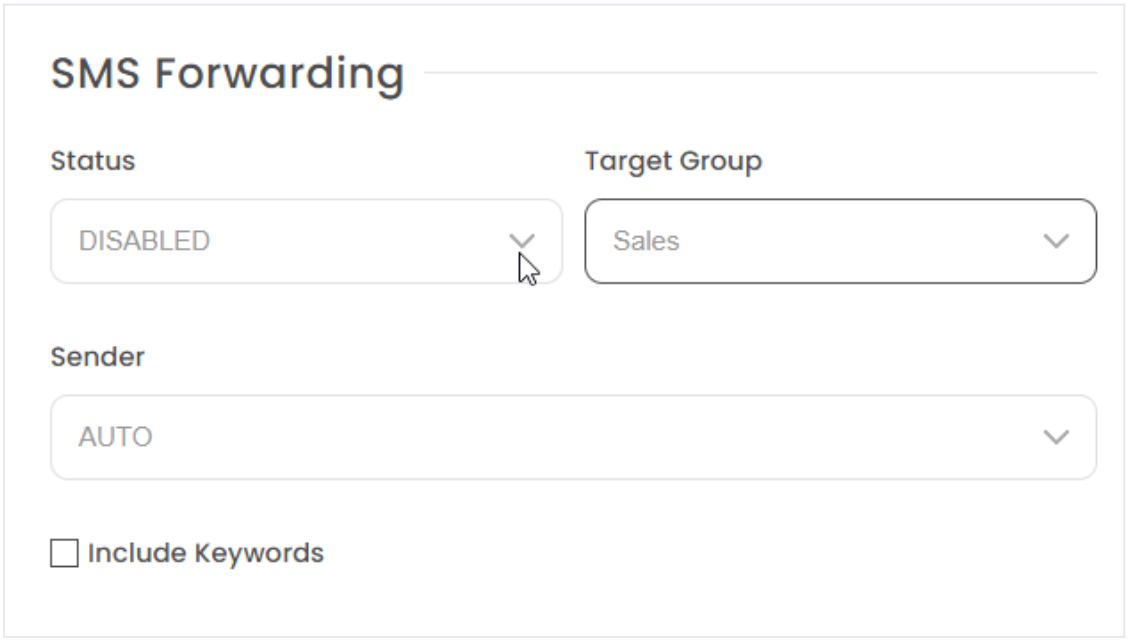
Configuring an SMS auto-reply.

Forwarding

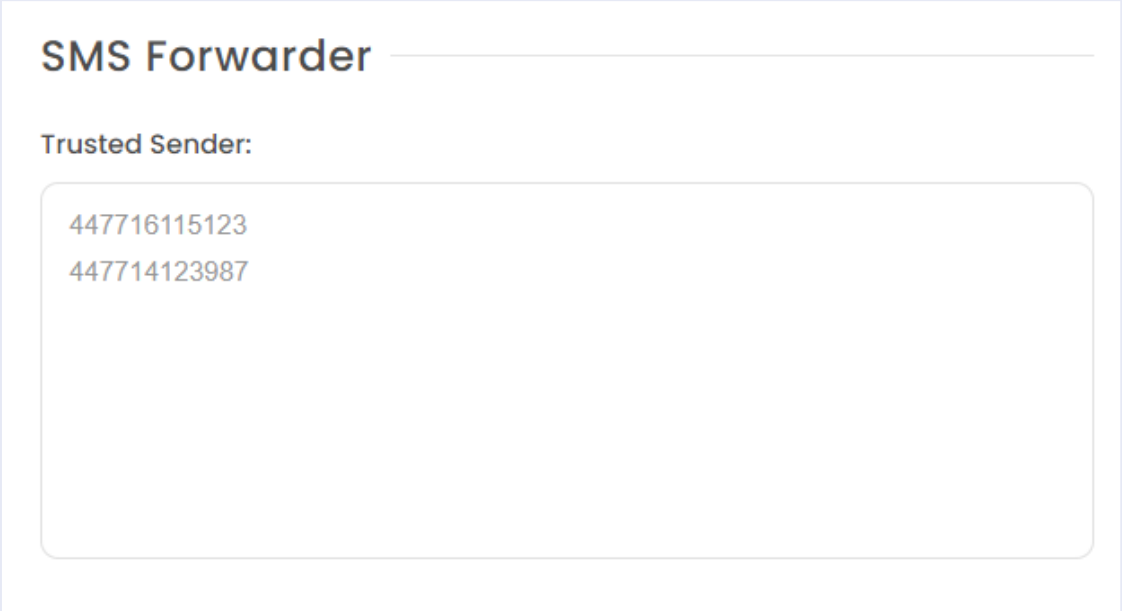
- Email forwarding — sends received messages to an email address, with an optional note added to the body.
- SMS forwarding — forwards to an SMS group; the cost is deducted from your credit. You can strip the keyword before forwarding.
- Registered forwarders — restrict forwarding so it only happens for specific sender numbers.



Email forwarding.



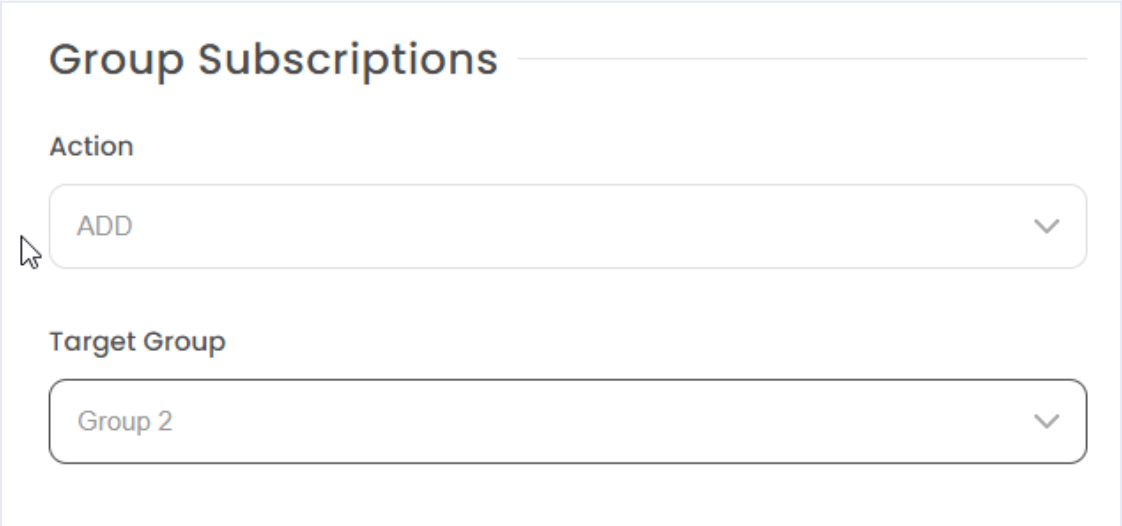
SMS forwarding.



Registering SMS forwarders.

Group subscriptions (opt-ins)

Use a keyword to automatically add (or remove) the sender number to a group — ideal for opt-in campaigns. For example, a JOIN keyword adds anyone who texts Join to your chosen group.

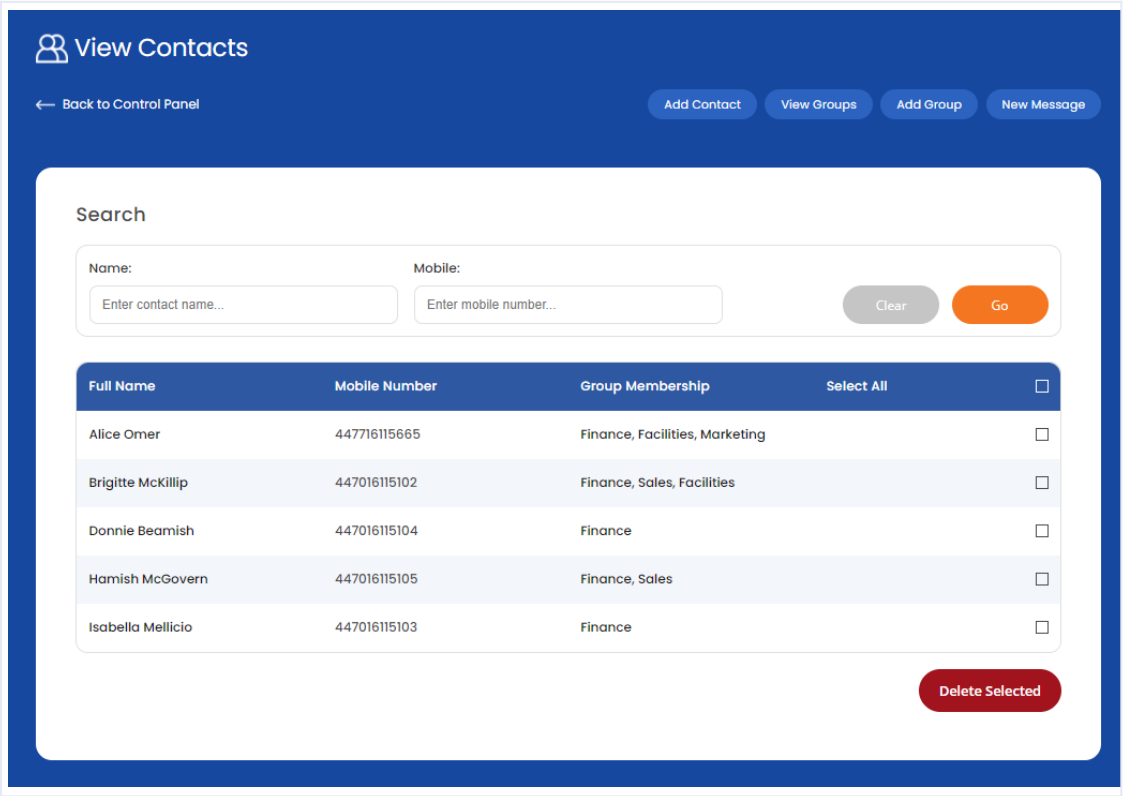


Keyword group subscriptions.

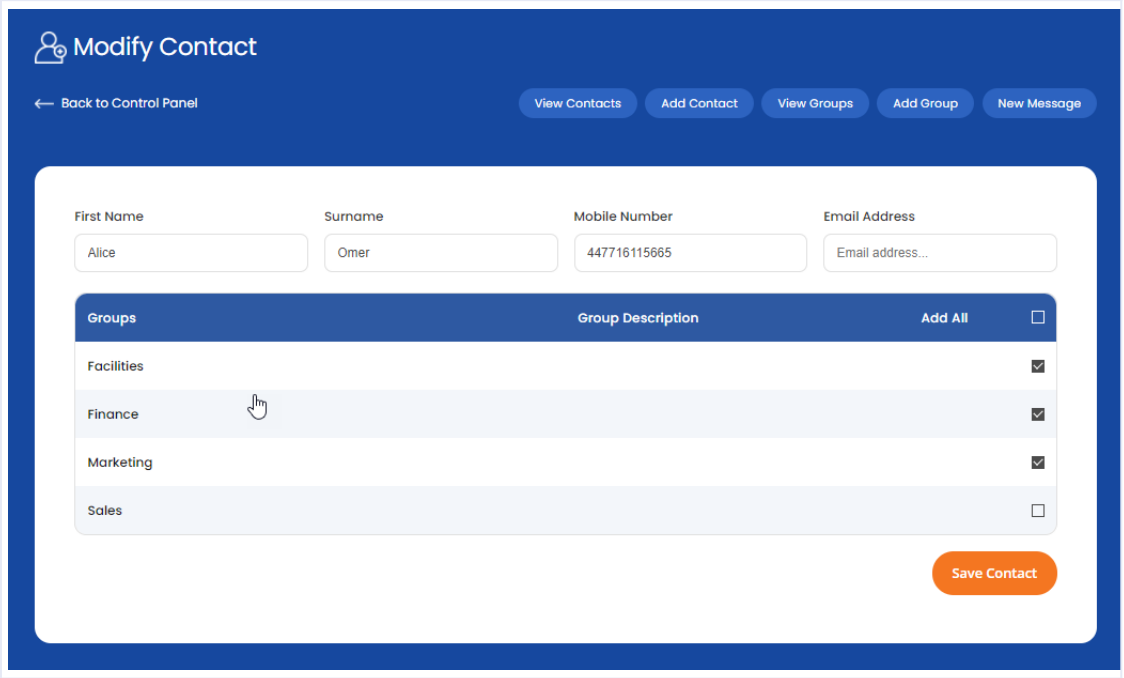
Contacts & groups

Save recipients as contacts and organise them into groups, so they are one click away on the New Message page.

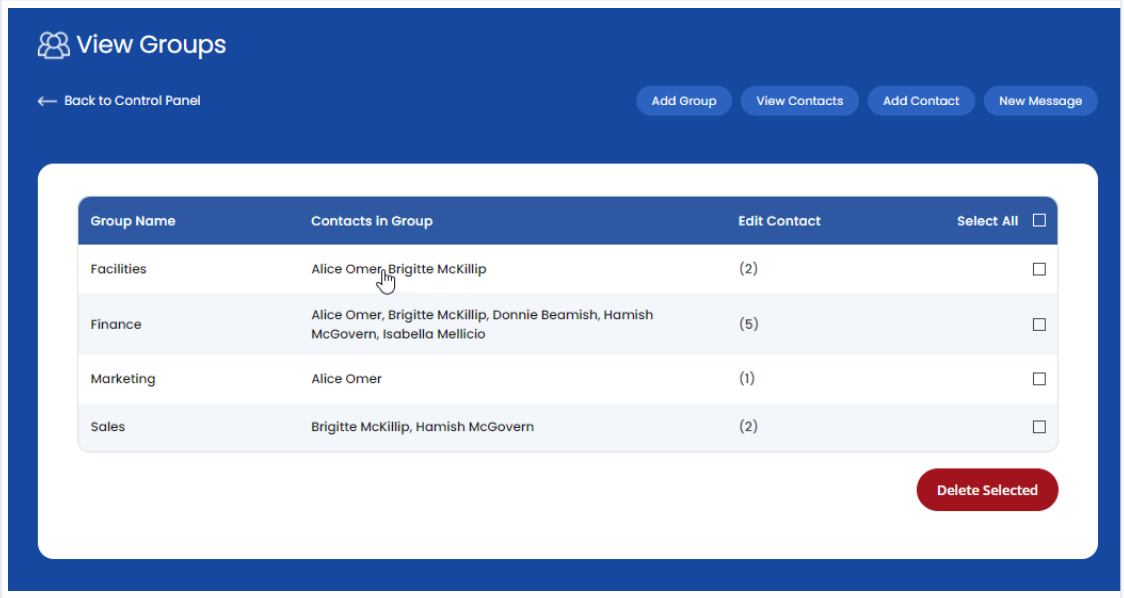
- Contacts — add, edit or remove individuals, and manage which groups each belongs to.
- Groups — create groups for teams, customer segments or campaigns. Deleting a group does not delete its contacts.
- Saved contacts and groups appear on the New Message page for selection, individually or in combination.



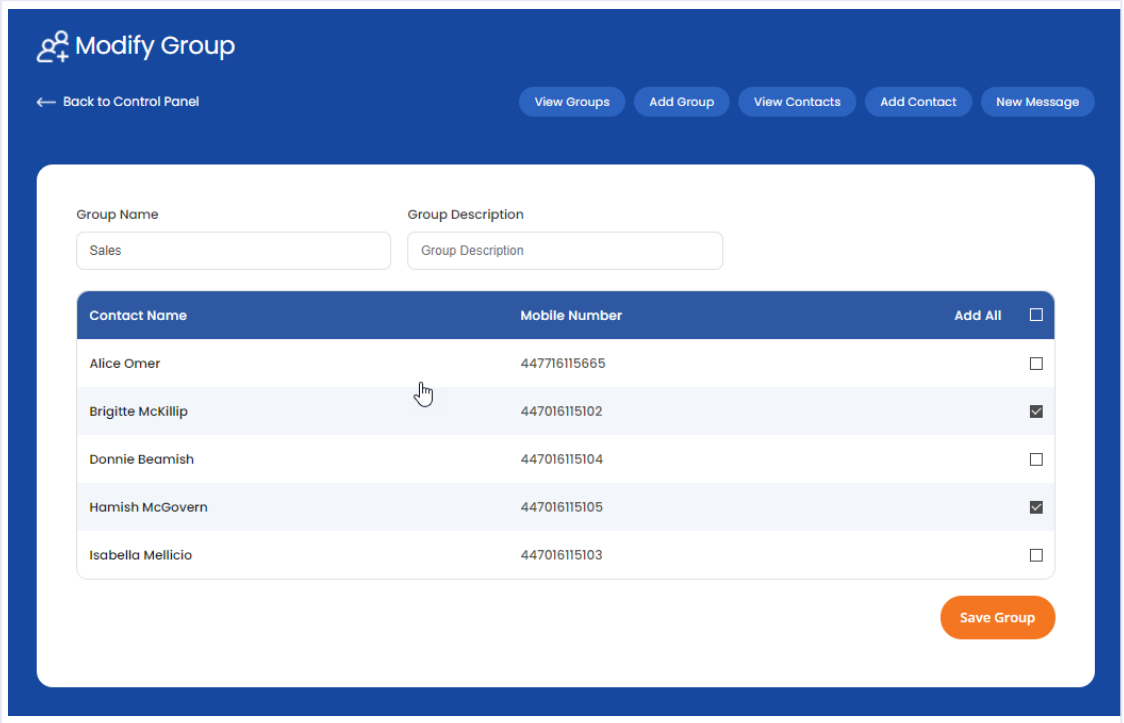
Viewing contacts.



Editing a contact and its group membership.



Viewing groups.

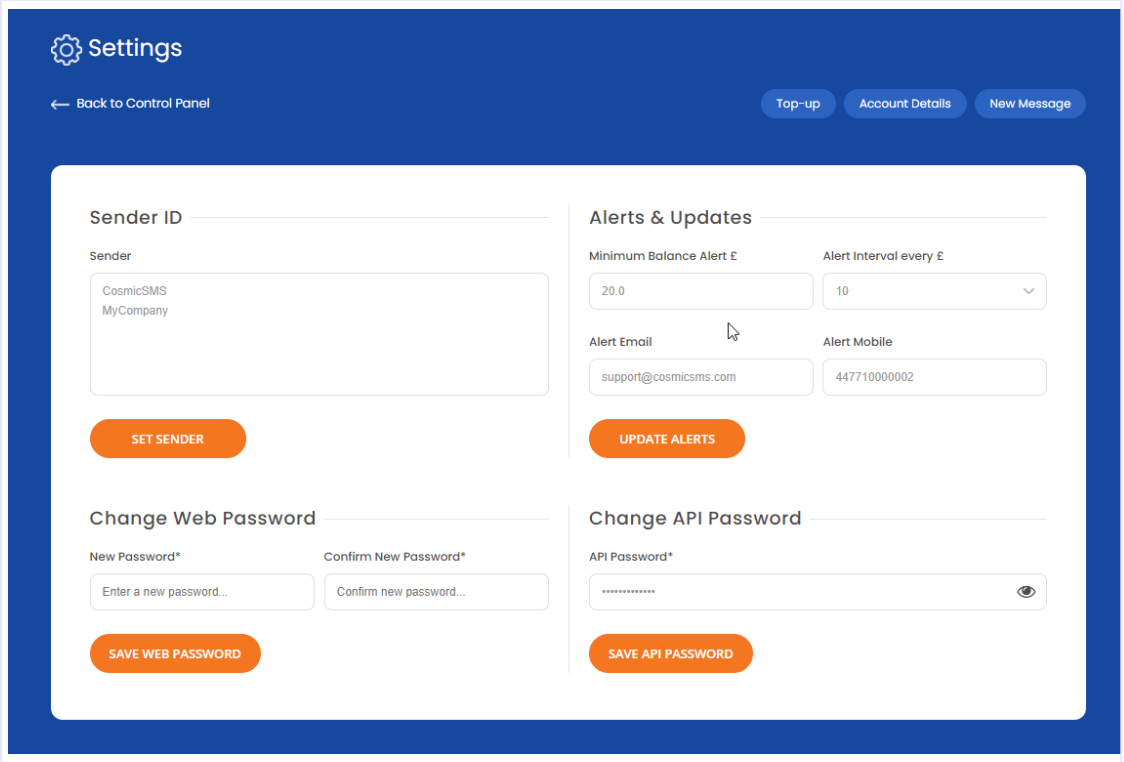


Editing a group.

Settings

From the Settings page you can:

- Create and manage sender IDs (numeric up to 15 digits, or alphanumeric up to 11 characters).
- Set a low-credit email alert — choose a balance threshold and get notified before you run low.
- Change your login password and API password.



The Settings page.

Prefer to automate sending from your own systems? See the Cosmic SMS REST API — it shares the same account and credit.

Need a hand?

We are a UK-based team and always happy to help.

- Phone: +44 (0) 20 7183 9065
- Email: support@cosmicsms.com
- SMS: text us on 07537 400500