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What automatic SMS notices cost each month, and how to keep credits from running out

WhatsApp & APIs

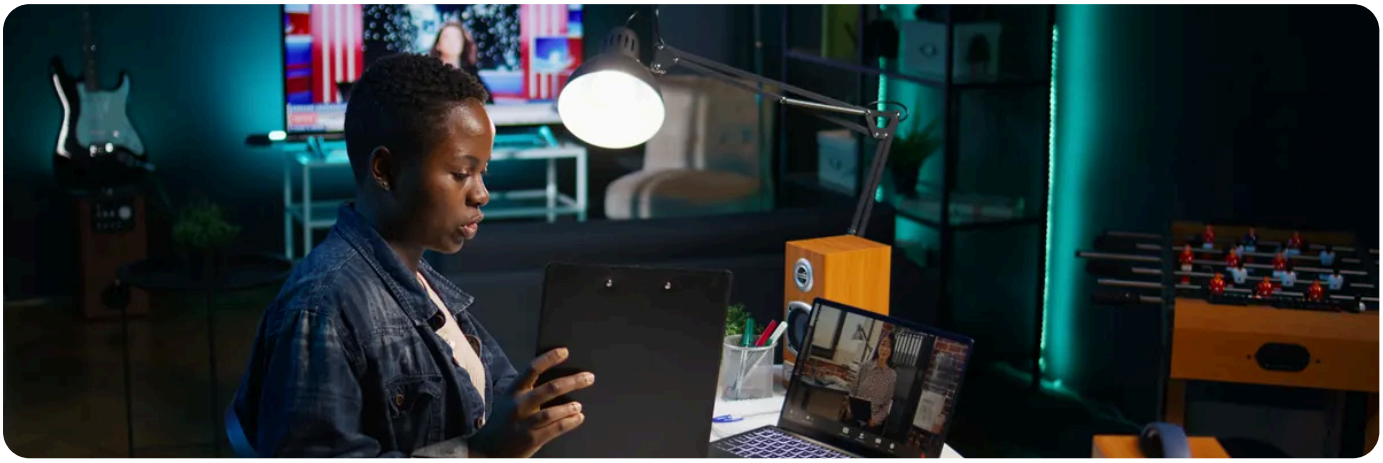
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What automatic SMS notices cost each month, and how to keep credits from running out

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



The short answer: add up the notices you send each month and multiply by the **parts** in each: that is the number of credits. Notices use the same credits as any SMS, **with no bundles and no monthly fee**, and the tier price applies to **the whole purchase**. To avoid running dry halfway, watch the balance through the API or in Meu Interweb.

Doing the maths

1. **Count your notices per month**: reminders, confirmations, alerts. An honest estimate is enough.
2. **Check the parts in each notice.** Up to 160 plain characters is 1 part; with letters such as "ã" or "ç", 1 part holds up to 70. Keep notices to one part whenever you can.
3. **Multiply**: notices per month times parts per notice gives credits per month.
4. **Find the tier** in the table. The minimum purchase is 1,000 credits.

Credits bought	Price per SMS
Up to 1,000	$0.0250
1,001 to 5,000	$0.0225
5,001 to 10,000	$0.0213
10,001 to 25,000	$0.0188
25,001 to 50,000	$0.0175

Credits bought	Price per SMS
50,001 to 100,000	$0.0150
Over 100,000	$0.0138

Buying several months at once can move the purchase into a better tier. For example, 3,000 credits are all charged at the 1,001 to 5,000 price, $0.0225 each. And note: 10,000 credits are charged at $0.0213 each, but 10,001 credits at $0.0188 each, so the larger order costs less in total. If you are unsure how long credits stay in the balance, see **whether SMS credits expire**.

Never running out of credits

What to watch	Where
Credit balance	`GET /v1/sms/balance`, or the SMS page in Meu Interweb
Credits set aside for scheduled notices	The **scheduled_credits** field of the same call
Daily limit and what went out today	The **daily_limit** and **sent_today** fields

A daily routine in your system can check the balance and alert you when it drops below what you use in a week. Always subtract scheduled_credits: those credits are still in the balance, but already spoken for.

No balance, no notices.
A scheduled notice that reaches its time without credits ends up failed with insufficient_credits, and in a batch the remaining messages are refused. Credits reach the balance once payment is in, and some payment methods are confirmed by hand: buy with room to spare.

Credits for a notice that fails go back to the balance
, and those for a scheduled notice are only taken when it is sent. Cancel in time and you pay nothing. More in **SMS credits and price tiers**.

RECOMMENDED

Want to know what a month of notices costs you? See the SMS prices and the calculator.

See SMS prices →

SEE ALSO

- SMS credits and price tiers: how buying works and how to pay less per message
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained
- Do SMS credits expire? How long credits stay in your SMS balance
- Scheduling SMS notices through the API: send_at, time zones and when credits are charged
- Sending many SMS notices in one API request: the batch endpoint and its results
- How to pay your invoice

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