

Cameroon - Sender ID Guide

How to register a branded Sender ID in Cameroon - currently free to raise.

◆ WHY A SENDER ID

A Sender ID is the name recipients see instead of a number - it builds trust and brand recognition. Promotional IDs suit marketing; transactional IDs are for OTPs, bank alerts and service messages and are strongly recommended for critical traffic.

Sender ID registration is free (per operators); MTN requires pre-registration for all alphanumeric IDs. Needs an 11-char ID, sample messages and a local KYC form; ~3 weeks.

◆ ONBOARDING - DOCUMENTS REQUIRED

- ✓ Signed service order form
- ✓ Organization's Certificate of Incorporation (organizations only)
- ✓ Organization's or individual's Tax Certificate
- ✓ Authorized representative's Passport or National ID
- ✓ Details of the authorized representative / individual