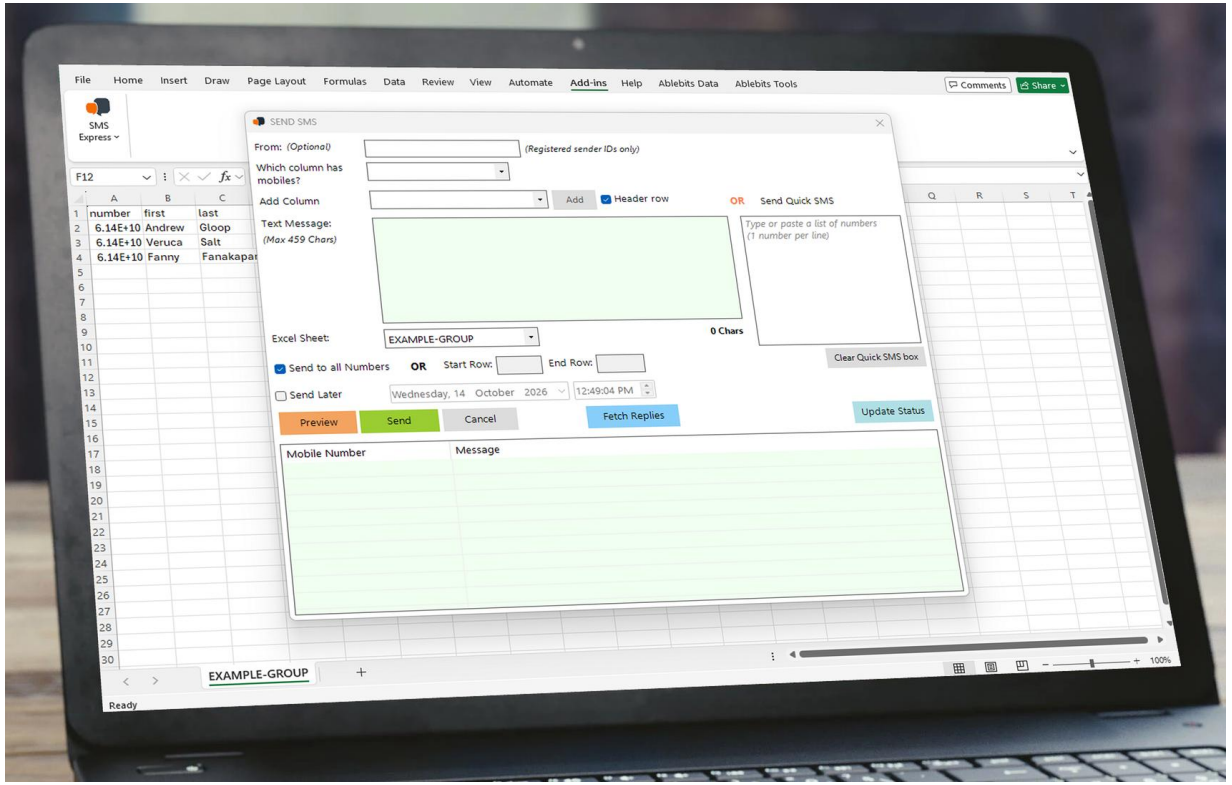
sms express

SMS From Excel

Add-in user guide

Send SMS straight from your spreadsheet using your SMS Express account. No need to open the website.



What you need

Windows PC
Not Mac

Excel 2016+
Desktop version

Internet
Connection

API Key & Secret
From your account

Account balance
To pay for SMS

Install the add-in

1

Download it

Get the installer from smsexpress.com.au/sms-from-excel.html. Save it to your PC (Desktop or Downloads), not OneDrive or Google Drive.

2

Run the installer

Double-click the file. It replaces any older version automatically. If Windows shows a warning, click More info, then Run anyway.

3

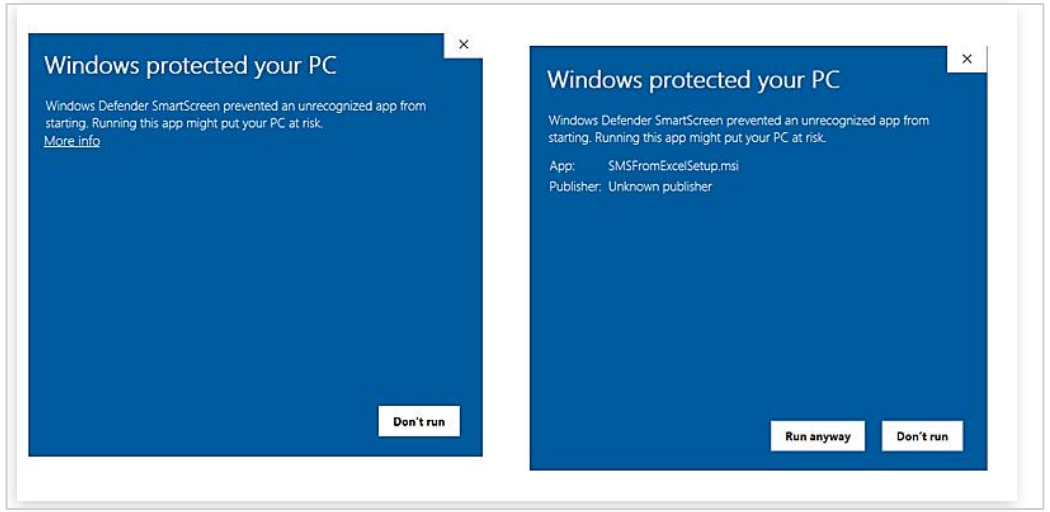
Open Excel

Open any spreadsheet (a blank one is fine) and look for the SMS Express tab at the top.

?

No SMS Express tab?

See Troubleshooting on page 12.



Windows warning: click More info, then Run anyway. The add-in is safe.

View your API Key and create your API Secret

The add-in uses an API Key and API Secret to connect to your account instead of your normal username and password. You only need to set these up once.

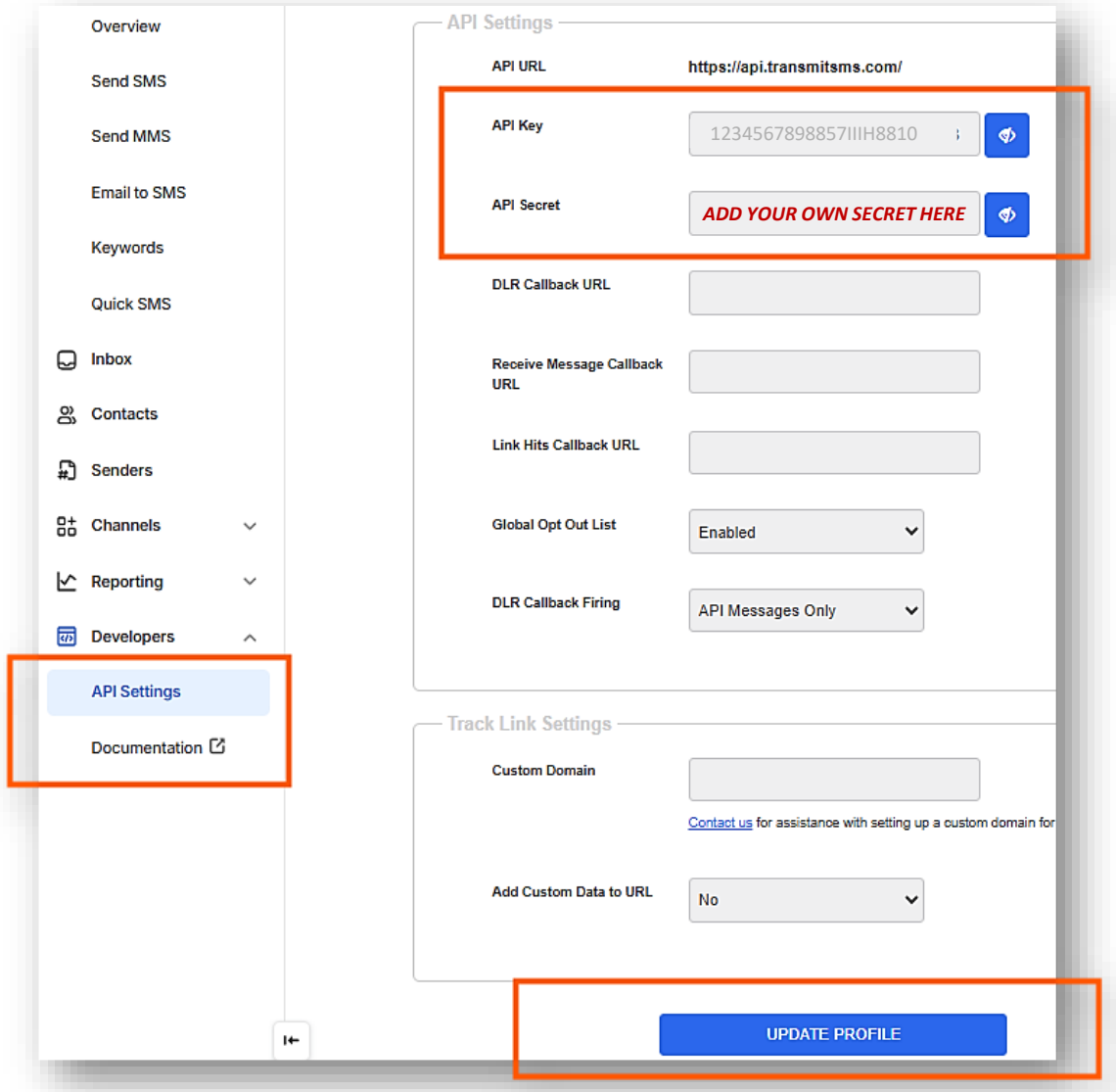
1. **Log in to your SMS Express account online**
   Use your normal website login.

2. **Go to Developers → API Settings**
   Your API Key is already there. Click the eye icon to view.
   You'll need to copy/paste this into the add-in shortly.

3. **Create your API Secret *(it's like a password)***
   Click the eye icon to view the empty box. Enter your secret/password.

4. **IMPORTANT -** Scroll down the page and click the blue **UPDATE PROFILE** button to save.

5. **Log in to the add-in**
   In Excel, click SMS Express → Login and enter your API Key and API Secret.



The SMS Express tab

Everything starts from the SMS Express tab in Excel.

Login

Enter your API Key and API Secret.

Send Text Message

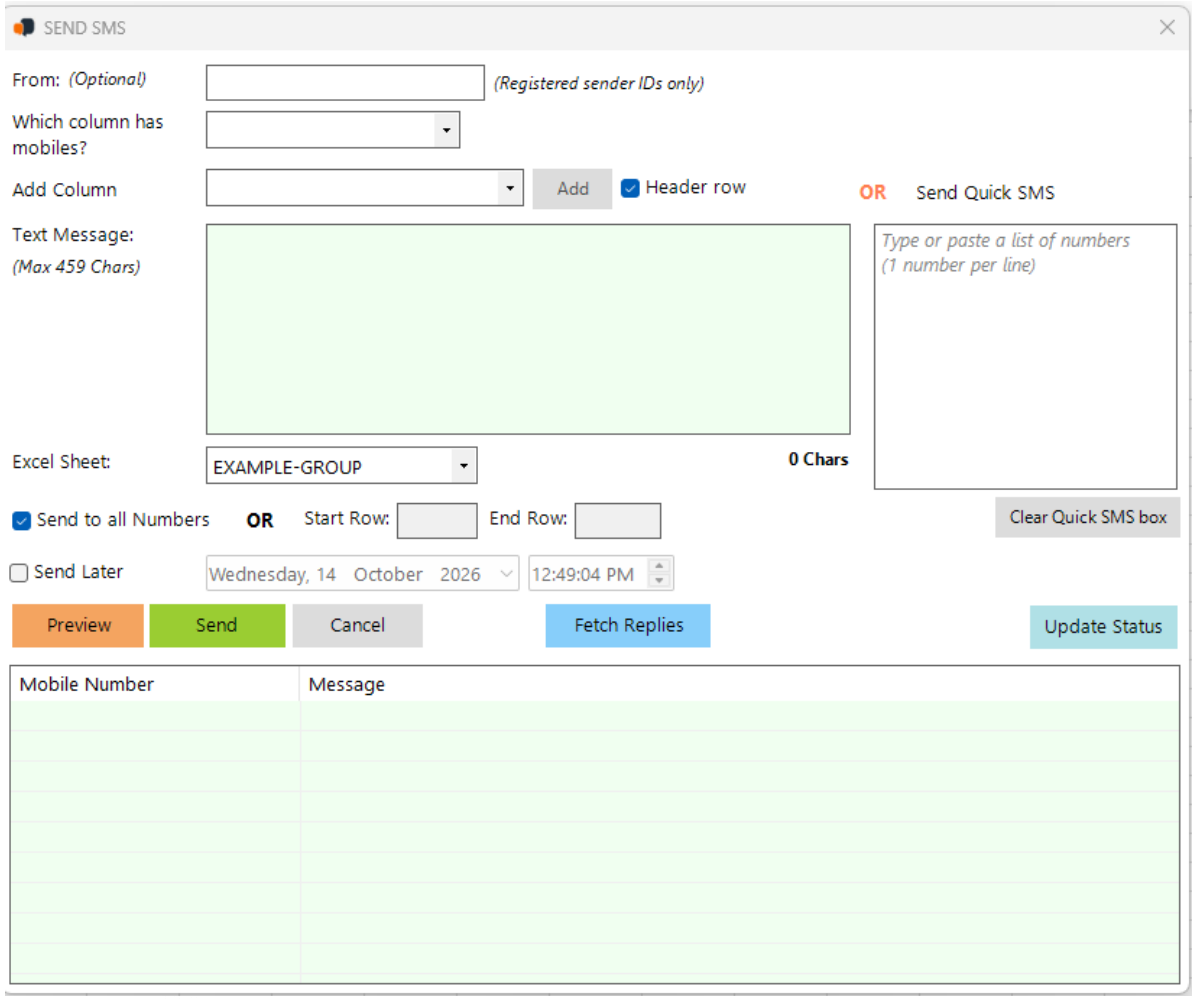
Opens the Send SMS window over your spreadsheet.

Balance

Shows your account balance in dollars. To top up, log in to your account online.

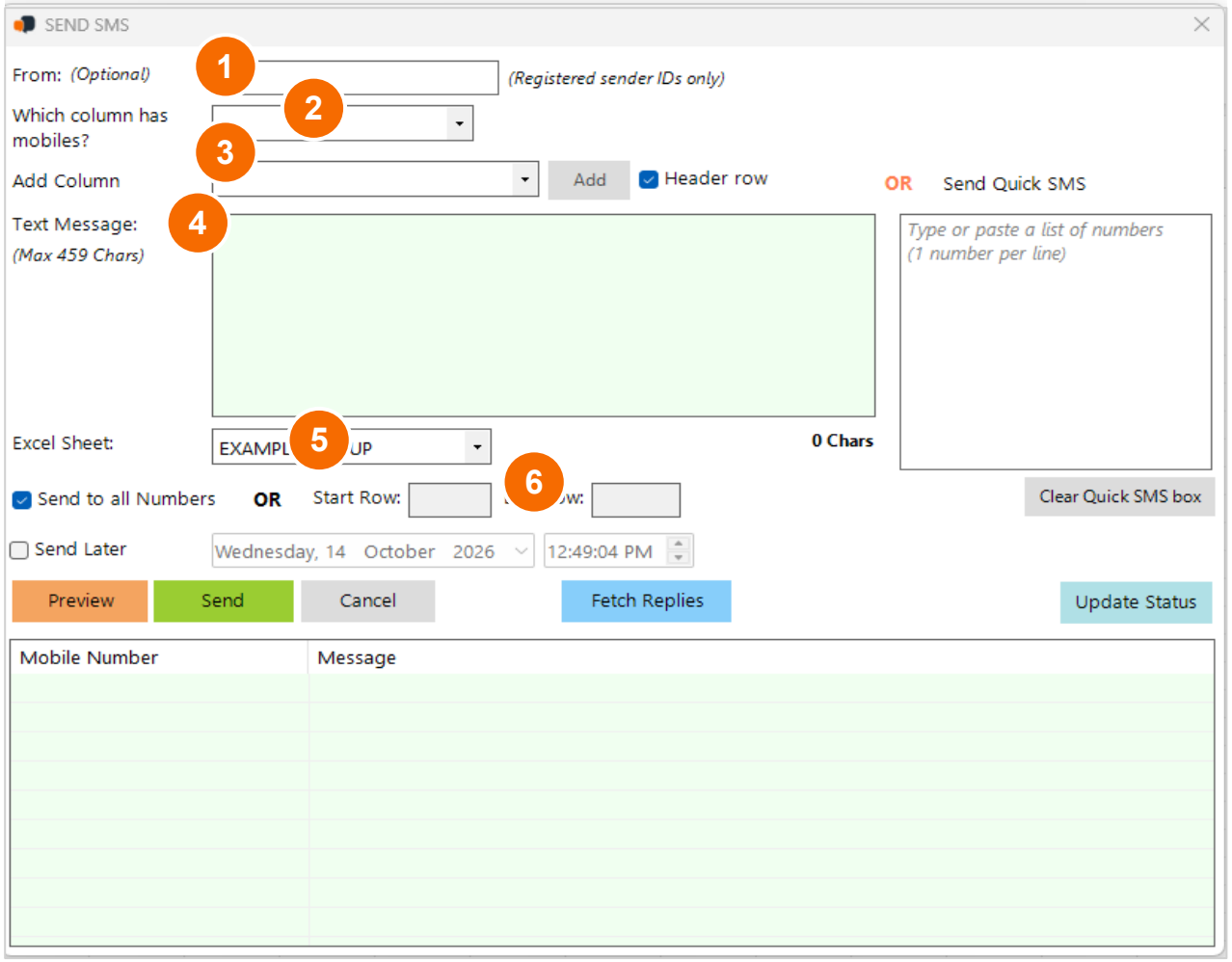
Logout

Log out when you're done, or anyone at this PC can send from your account.



Sending SMS, part 1: set up your message

Click Send Text Message to open this window.



1. **From (Sender ID)**
   Optional. Leave blank to get replies. See page 10 for info on Sender IDs.

2. **Numbers column**
   The column with mobiles. 04…, +61… or 61… all work.

3. **Add Column**
   Personalise with {fields}. Untick Header row if your sheet has no headings.

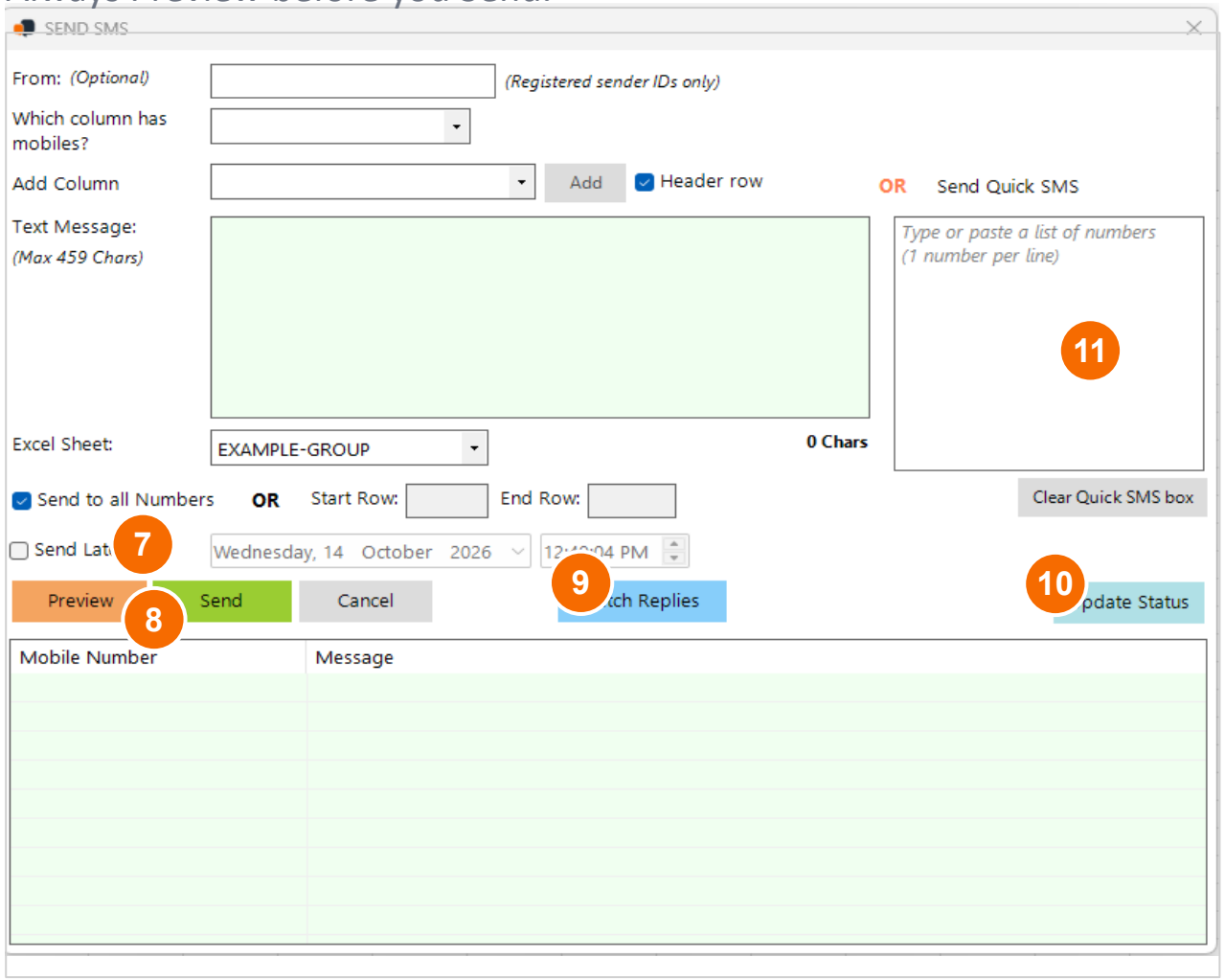
4. **Text Message**
   Type your message. The counter underneath shows the length.

5. **Excel Sheet**
   Pick the worksheet that holds your data.

6. **Which rows**
   Send to **all** numbers, or enter a *start and end* row.

Sending SMS, part 2: send and track

Always Preview before you Send.



7 Send Later

Optional scheduling.

Scheduled sends can't be cancelled if they are within 10 minutes. To cancel later sends, login to the platform Messaging > Overview to cancel.

8 Preview, Send

Preview inserts your messages into the rows below for checking. Press **Send** to blast your SMS out.

NOTE: **Cancel** just closes the window. It won't stop a send.

9 Fetch Replies

Pulls replies into your spreadsheet. See next page.

10 Update Status

Click a few minutes after sending to refresh delivery status.

11 Quick SMS

Paste numbers here to send without the spreadsheet. See page 9.

Replies and your send report

Fetch Replies

Replies go into the first two empty columns to the right of your data. Click Fetch Replies again later and the same columns are updated.

Mobile	First	Message	Reply	Received
0412345678	Terry	Can you work Mon 6pm?	Yes, sure	14/10/2026 2:57
+61413456789	Olivia	Can you work Tue 4pm?	Sorry, busy	14/10/2026 3:05
61414567890	Viv	Can you work Fri 8am?		

Replies older than 7 days
The add-in fetches replies from the last 7 days. For older replies, log in to your account online ***Messaging > Overview*** .
Replies only come back if the Sender ID was left blank.

After you send

A status report pops up showing:

Sent

Failed

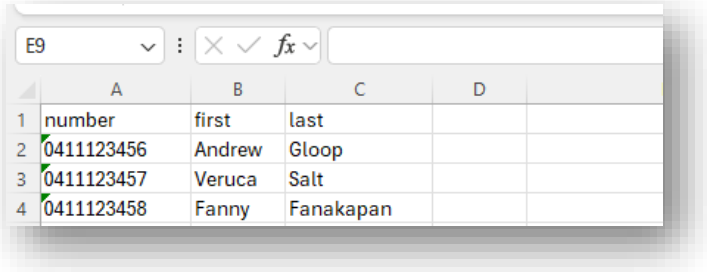
Cost of this send

Balance remaining

Delivery status can change as telcos report back. Use Update Status to refresh it.

Personalised SMS

Add details from your spreadsheet, like each person's first name.



1 **Pick a column in Add Column, click Add**

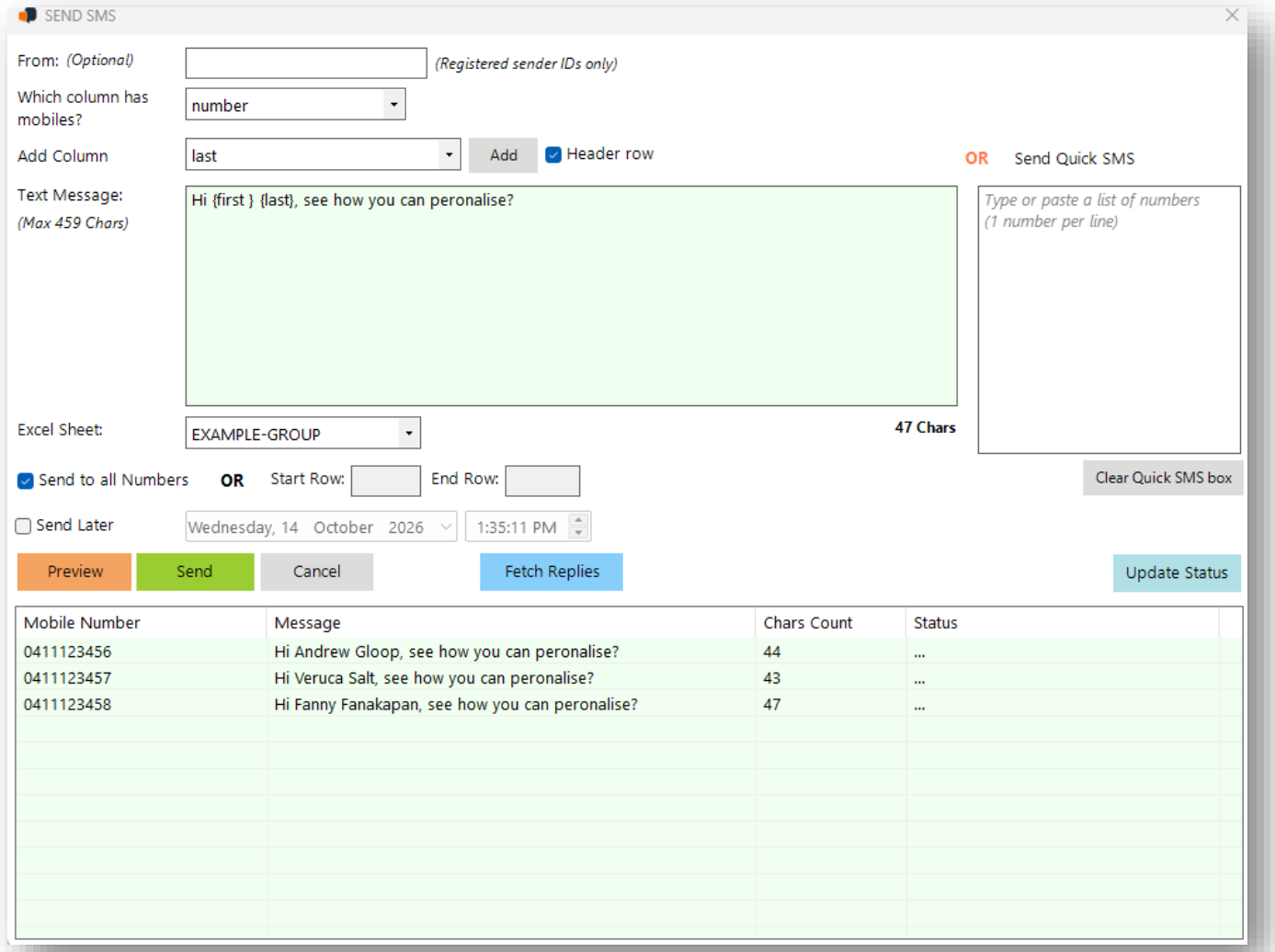
It goes into your message as {ColumnName}.

2 **Or type it yourself**

Use curly brackets and match the heading exactly, e.g. Hi {First}.

3 **Preview, then Send**

Preview shows each person's message so you can check it.



Tip

Send the same message often? Keep the whole message in one column and just add that column.

Quick SMS

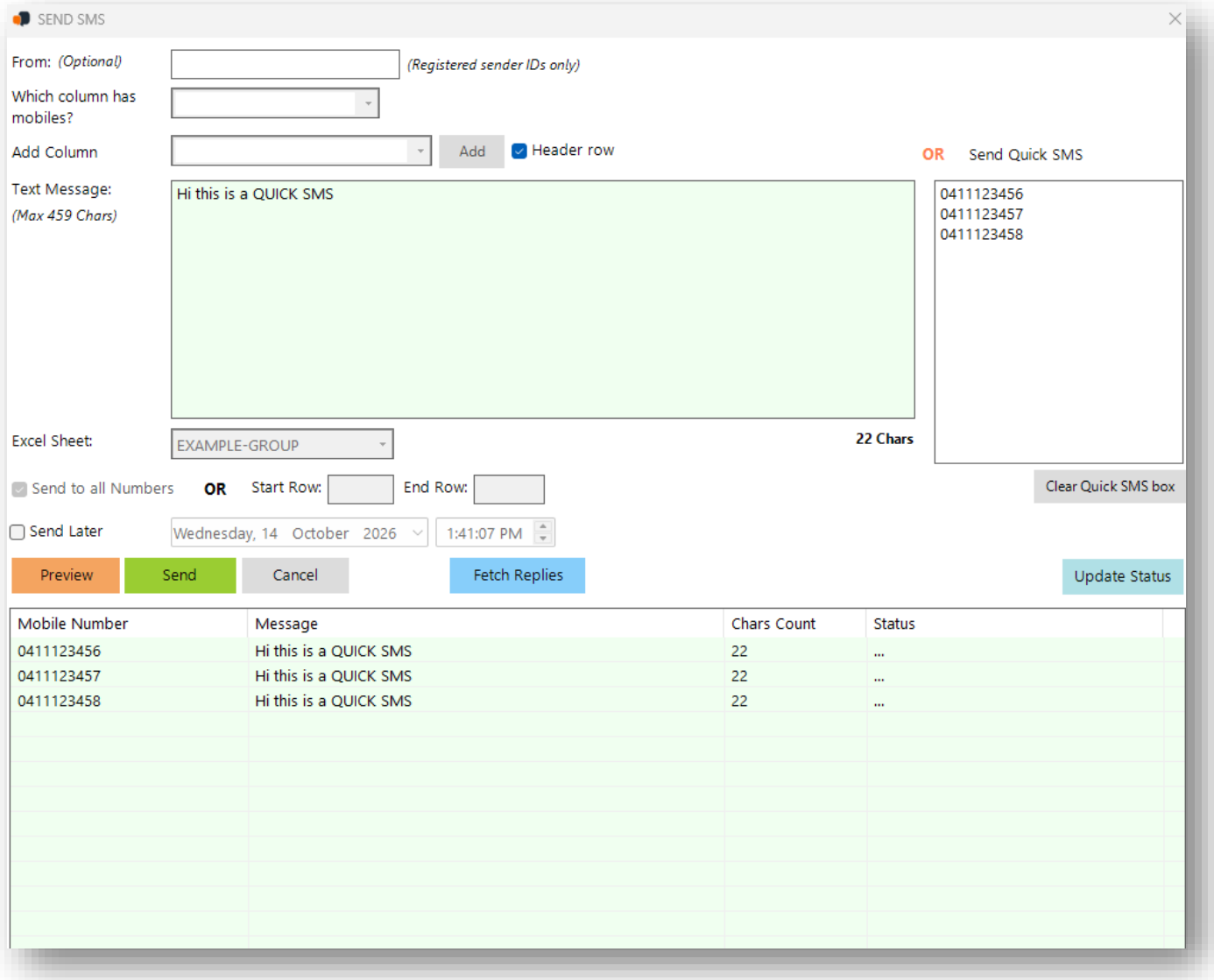
Send to a few numbers without using the spreadsheet.

1. **Paste or type numbers**
   Into the Send Quick SMS box, one per line.

2. **Type your message**

3. **Click Preview**

4. **Click Send**



- No personalisation with Quick SMS
- Fetch Replies doesn't work, Update Status does
- Excel needs a spreadsheet open (a blank one is fine)

Sender ID: who the SMS comes from

Sender IDs must be registered with ACMA before you can use them.
Contact us to register one or apply via **Senders** in your account.
The add-in remembers the last Sender ID you used for each account.
NOTE Sender IDs are not available for New Zealand

Leave it blank

Sent from one of our virtual random numbers. Replies come back and you can ***fetch*** them. Or apply for a **Dedicated Virtual Mobile Number** via **Senders** in your account - $18.50 per month

Your Sender ID name

Up to 11 characters. People can't reply.

But you must apply for ACMA registration first.

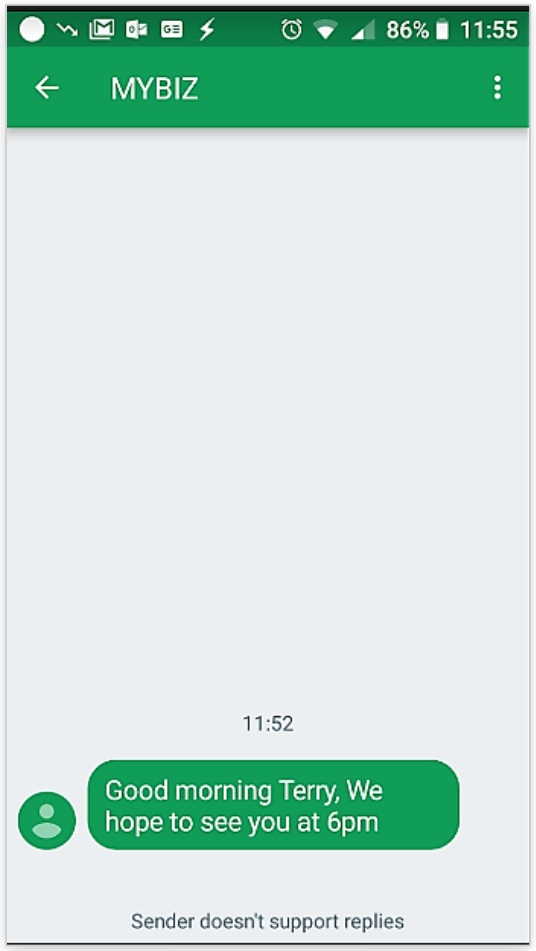
Go to **Senders** to start the process or contact us.

Your mobile number

Replies go straight to your phone, not the add-in.

But you must apply for approval first.

Go to **Senders** in the platform to start the process or contact us



Business name: no reply option

Opt-outs

The add-in doesn't check your Opt-Outs list

When someone replies STOP, UNSUBSCRIBE, OPTOUT or REMOVE, they're added to the Opt-Outs list in your online account. But the add-in will still send to them if they're in your spreadsheet.

Sending promotional SMS to people who opted out can breach the Spam Act.

What to do

1. **Check your Opt-Outs list**
   Log in to your account online and check regularly in Messaging > Overview.

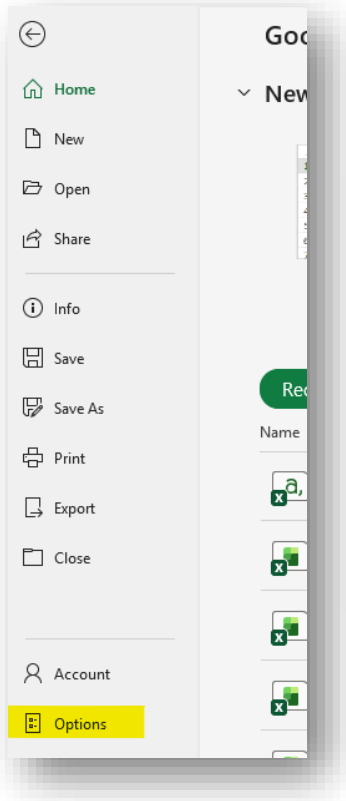
2. **Remove those numbers**
   Delete them from your spreadsheet before your next send.

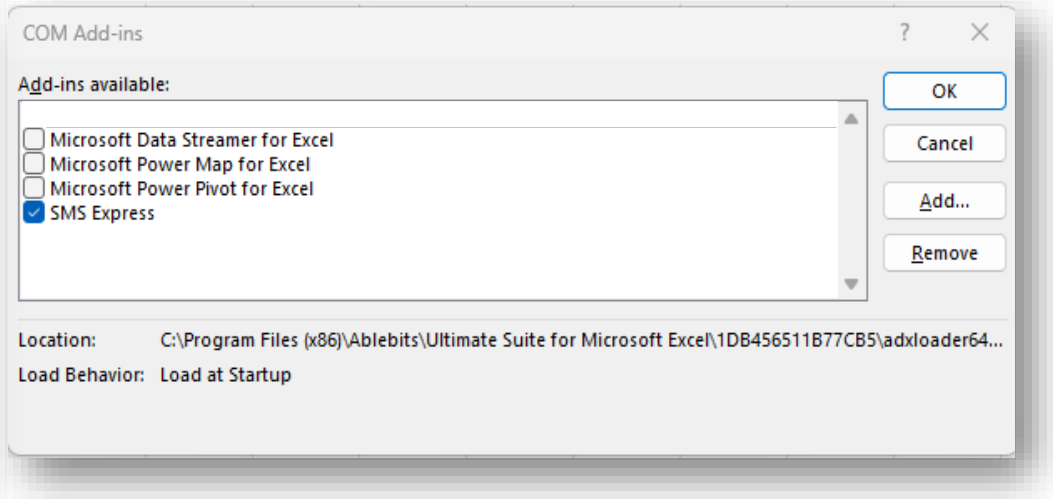
Staff or customers sometimes opt out by accident. If someone says they're not getting your texts, check this list first.

Troubleshooting

SMS Express tab not showing?

1. **File → Options**
2. **Click Add-ins**
3. **At the bottom, choose COM Add-ins, click Go**
4. **Tick SMS Express, click OK**





Excel's COM Add-ins window. Tick SMS Express and click OK.

Other problems

Installer says it can't find files: save it to your PC first, not OneDrive or Google Drive.

On a Mac: the add-in is Windows only.

Work network: your IT person may need to allow it.

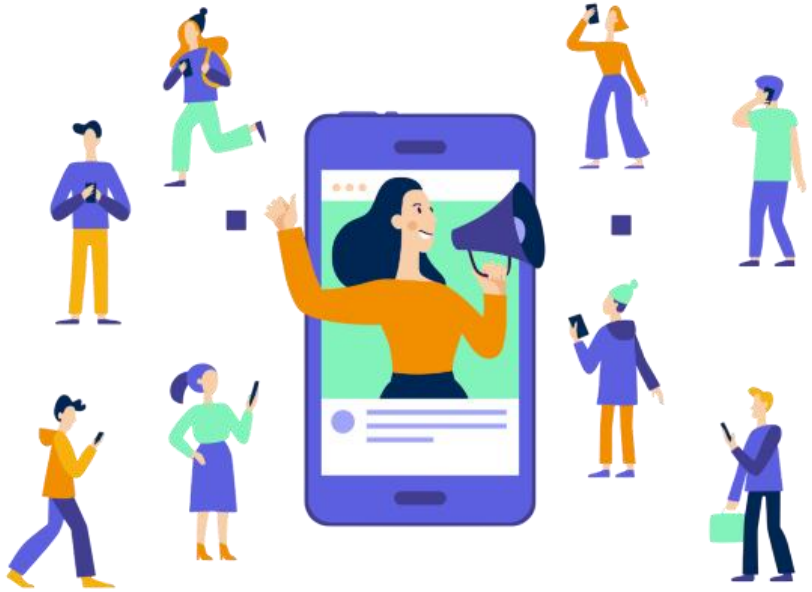
Need a hand?

We're always happy to help.

1300 668 287

info@smsexpress.com.au

smsexpress.com.au



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