



Super Messages (including US & CA SMS)

A quantity of Super Messages (including US & CA SMS) is included in each Basic, Pro, Corporate and Enterprise Edition, and additional Super Messages (including US & CA SMS) can be purchased at any time during a subscription term. Entitlements can be applied to one or more messaging channels and each messaging channel consumes one or more entitlements. The details of messaging channels and applicable multipliers are outlined below:

Usage Type	Multiplier
CloudPages Impressions	1
Einstein Content Selection Impressions	2
Email Impressions	1
Emails	1
GroupConnect Reseller Messages	10
GroupConnect Transactional Messages	3
High Priority Triggered Emails	4
Interactive Email	1
Landing Page Impressions	1
Live Weather Block Impressions	1
MobilePush Messages	1
SMS/MMS Messages - CA	25
SMS/MMS Messages - US	10
Web Impressions	2

- Marketing Cloud does not support all SMS Message markets as further explained [here](#).
- Additional information about each Usage Type can be found [here](#).
- A detailed description of SMS Messages (excluding US & CA) can be found [here](#).