



SMS / MMS Messaging

Applicable to orders with Contract Start Dates on or after September 1, 2022

A quantity of SMS/MMS Messages is included in each Marketing Cloud Engagement - Corporate and Enterprise Edition or MobileConnect Add-on. Additional SMS/MMS Messages can be purchased at any time during a subscription term.

The multiplier applied to each SMS Message is determined by country destination for each individual message sent according to the table below. Multipliers are subject to change upwards or downwards at any time. Messages sent to countries not listed in the table below will be charged at a multiplier of 80. Marketing Cloud does not support all markets listed below as further explained [here](#). Supported and Unsupported markets are subject to change at any time. Additional information about SMS Messages can be found [here](#).

- Customers will be charged for all outbound, mobile terminated (MT) SMS messages, whether delivered or undelivered.
- Customers will not be charged for inbound, mobile originated (MO) SMS messages.
- Multimedia short messages (MMS) have a multiplier separate from SMS and are available in the US and Canada only.
- Multipliers suffixed with “- D” in the table below apply only to Customers who either: (1) applied for and were approved by carrier(s) as being eligible for domestic sending, thus will send SMS through domestic gateways using pre-registered from names or (2) acquired a domestic short code within a specific region and are sending SMS on the domestic short code (“Domestic Multipliers”). Domestic Multiplier rates and eligibility are determined by the carrier and are subject to change at any time at the discretion of the carrier.

TABLES BELOW EFFECTIVE AS OF September 1, 2026:

Supported Countries with Multipliers :

ISO	COUNTRY	Multiplier	ISO	COUNTRY	Multiplier
AE	United Arab Emirates (incl. Short Codes)	50.33	BG - D	Bulgaria Domestic	66.15
AE - D	United Arab Emirates Domestic	20.13	BH	Bahrain	36
AL	Albania	94	BR	Brazil	14.05
AR	Argentina	95	BY	Belarus	195
AR - D	Argentina Domestic (domestic short code)	54	CA	Canada (SMS)	9
AT	Austria	21	CA	Canada (MMS)	20
AU	Australia	13.2	CH	Switzerland	31.17
BA	Bosnia and Herzegovina	425	CL	Chile	14.38
BE	Belgium	85	CL - D	Chile Domestic (short codes)	21.57
BG	Bulgaria	108	CN	China	36

Supported Countries with Multipliers :

ISO	COUNTRY	Multiplier	ISO	COUNTRY	Multiplier
CO	Colombia	0.74	JO	Jordan	244.44
CR	Costa Rica	43	JO - D	Jordan Domestic	28.76
CY	Cyprus	72	JP	Japan	46.5
CZ	Czechia	40	KE	Kenya	216
CZ - D	Czechia Domestic	40	KE - D	Kenya Domestic	15
DE	Germany	77.92	KR	South Korea	13
DK	Denmark	39.3	KW	Kuwait	144
DO	Dominican Republic	72	KW - D	Kuwait Domestic	79.09
DZ	Algeria	223	LB	Lebanon	288
EC	Ecuador	144	LB - D	Lebanon Domestic	21
EC - D	Ecuador Domestic (short code)	25.68	LI	Liechtenstein	21
EE	Estonia	33	LT	Lithuania	36
EG	Egypt	257	LU	Luxembourg	80
EG - D	Egypt Domestic	14.38	LV	Latvia	47
ES	Spain	28.46	LK	Sri Lanka	346
FI	Finland	68	MA	Morocco	180
FR	France	41.33	MA - D	Morocco Domestic	47
GB	Great Britain	38.83	MO	Macau	22
GH	Ghana	331	MT	Malta	61
GH - D	Ghana Domestic	18	MX	Mexico	71.9
GR	Greece	44	MX-D	Mexico Domestic	11.94
HK	Hong Kong	49	MY	Malaysia	281
HN	Honduras	216	MY - D	Malaysia Domestic	25
HR	Croatia	83	MZ	Mozambique	288
HU	Hungary	67	NG	Nigeria	343
ID	Indonesia	374	NG - D	Nigeria Domestic	216
ID - D	Indonesia Domestic	50.33	NL	Netherlands	70
IE	Ireland	51	NO	Norway	47.43
IL	Israel	187	NZ	New Zealand	50
IL - D	Israel Domestic	1.27	OM	Oman	130
IN	India	71	OM - D	Oman Domestic	36
IN - D	India domestic	2.37	PA	Panama	101
IS	Iceland	48	PE	Peru	116
IT	Italy	33.88	PE - D	Peru Domestic (Short Code)	21.57

Supported Countries with Multipliers :

ISO	COUNTRY	Multiplier	ISO	COUNTRY	Multiplier
PH	Philippines	179	SI	Slovenia	173
PH - D	Philippines Domestic	4.61	SK	Slovak Republic	36
PK	Pakistan	432	TH	Thailand	6
PK - D	Pakistan-Domestic	36	TL	Timor Leste	216
PL	Poland	16.2	TN	Tunisia	302
PT	Portugal	12.2	TR	Turkey	6.07
PY	Paraguay	72	TT	Trinidad & Tobago	288
QA	Qatar	173	TW	Taiwan	27
QA - D	Qatar Domestic	21.57	UA	Ukraine	159
RO	Romania	35.91	US	United States (MMS)	16.6
RS	Serbia	288	US	United States (SMS)	5.34
RS - D	Serbia Domestic	19	US - D	United States Domestic FTEU only	45
RU	Russia	415	UY	Uruguay	47
SA	Saudi Arabia	145	VE	Venezuela	202
SA - D	Saudi Arabia Domestic*	1	VN	Vietnam	202
SE	Sweden	42	ZA	South Africa	9
SG	Singapore	36.67	ZW	Zimbabwe	209

**Available through Partner Contract only.*

Unsupported Countries with Multipliers :

ISO	COUNTRY	Multiplier	ISO	COUNTRY	Multiplier
AF	Afghanistan	374	IQ	Iraq	274
AI	Anguilla	144	JM	Jamaica	288
AW	Aruba	101	KG	Kyrgyzstan	259
AZ	Azerbaijan	360	KH	Cambodia	274
BB	Barbados	180	KN	St Kitts & Nevis	195
BD	Bangladesh	432	KY	Cayman Islands	202
BF	Burkina Faso	144	KZ	Kazakhstan	252
BJ	Benin	216	LA	Laos	216
BM	Bermuda	288	LC	St Lucia	288
BN	Brunei	80	LR	Liberia	173
BO	Bolivia	187	LY	Libya	324
BS	Bahamas	144	MG	Madagascar	432
BT	Bhutan	317	ML	Mali	238
BZ	Belize	187	MM	Myanmar	288
CD	Congo D.R.	216	MN	Mongolia	195
CI	Cote d'Ivoire	360	MS	Montserrat	173
CM	Cameroon	173	MS	Montenegro	130
DM	Dominica	195	MU	Mauritius	121
ET	Ethiopia	302	MW	Malawi	216
FJ	Fiji	183	NE	Niger	317
GA	Gabon	202	NP	Nepal	346
GD	Grenada	144	PG	Papua New Guinea	195
GE	Georgia	127	PS	Palestinian Territory	295
GM	Gambia	140	PW	Palau	180
GN	Guinea	259	RW	Rwanda	259
GT	Guatemala	245	SL	Sierra Leone	346
GY	Guyana	180	SN	Senegal	360
HT	Haiti	274	SR	Suriname	274

Unsupported Countries with Multipliers :

ISO	COUNTRY	Multiplier	ISO	COUNTRY	Multiplier
SD	Sudan	360	UG	Uganda	259
SY	Syria	346	UZ	Uzbekistan	432
TC	Turks & Caicos Islands	159	VC	St Vincent & the Grenadines	144
TD	Chad	288	VG	Virgin Islands British	166
TG	Togo	389	WS	Samoa	216
TJ	Tajikistan	338	XK	Kosovo	195
TM	Turkmenistan	252	YE	Yemen	187
TO	Tonga	144	YT	Mayotte	116
TZ	Tanzania	374	ZM	Zambia	259

