



## 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 November 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                                  | 116        | BR     | Brazil                       | 14.05      |
| AR     | Argentina                                | 95         | BY     | Belarus                      | 195        |
| AR - D | Argentina Domestic (domestic short code) | 61         | CA     | Canada (SMS)                 | 9          |
| AT     | Austria                                  | 20         | CA     | Canada (MMS)                 | 20         |
| AU     | Australia                                | 13.2       | CH     | Switzerland                  | 63.69      |
| BA     | Bosnia and Herzegovina                   | 425        | CL     | Chile                        | 14.38      |
| BE     | Belgium                                  | 80         | 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                        | 68         | 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) | 23.46      | LI     | Liechtenstein              | 21         |
| EE     | Estonia                       | 33         | LT     | Lithuania                  | 36         |
| EG     | Egypt                         | 257        | LU     | Luxembourg                 | 75         |
| EG - D | Egypt Domestic                | 14.38      | LV     | Latvia                     | 44         |
| ES     | Spain                         | 28.46      | LK     | Sri Lanka                  | 374        |
| FI     | Finland                       | 64         | MA     | Morocco                    | 180        |
| FR     | France                        | 41.33      | MA - D | Morocco Domestic           | 47         |
| GB     | Great Britain                 | 37.39      | MO     | Macau                      | 22         |
| GH     | Ghana                         | 331        | MT     | Malta                      | 57         |
| GH - D | Ghana Domestic                | 18         | MX     | Mexico                     | 71.9       |
| GR     | Greece                        | 41         | MX-D   | Mexico Domestic            | 12.66      |
| HK     | Hong Kong                     | 49         | MY     | Malaysia                   | 281        |
| HN     | Honduras                      | 216        | MY - D | Malaysia Domestic          | 26.6       |
| 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                | 66         |
| IE     | Ireland                       | 49         | 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            | 187        | 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                 | 174        | US     | United States (SMS)              | 5.55       |
| 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                          | 590        |
| SE     | Sweden                 | 38         | ZA     | South Africa                     | 9.35       |
| SG     | Singapore              | 37.39      | 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            | 274        |
| AZ  | Azerbaijan    | 360        | KH  | Cambodia              | 302        |
| BB  | Barbados      | 180        | KN  | St Kitts & Nevis      | 195        |
| BD  | Bangladesh    | 432        | KY  | Cayman Islands        | 202        |
| BF  | Burkina Faso  | 144        | KZ  | Kazakhstan            | 288        |
| BJ  | Benin         | 216        | LA  | Laos                  | 331        |
| 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               | 360        |
| CD  | Congo D.R.    | 216        | MN  | Mongolia              | 195        |
| CI  | Cote d'Ivoire | 360        | MS  | Montserrat            | 173        |
| CM  | Cameroon      | 173        | ME  | Montenegro            | 159        |
| 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       | 108        | 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        | 231        | 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        |

