Salesforce Message Credits - Mobile App

A quantity of Salesforce Message Credits - Mobile App may be included with certain Services, with the specific entitlement indicated on the Usage Details table on the Order Form for such Services. Customer consumes Salesforce Message Credits - Mobile App at the applicable multiplier rate based on the Usage Type identified below.

Using Marketing Cloud Growth and Advanced features in a sandbox can impact the consumption of credits. The applicable multipliers for Marketing Cloud Growth and Advanced use in a sandbox are the same as those for production. Sandbox usage will be displayed in the production org's Digital Wallet.

TABLE BELOW EFFECTIVE AS OF NOVEMBER 1, 2025:

Usage Type	Multiplier	Applicability
Mobile Push Message Standard	1	Customers of the Marketing Cloud Engagement+ SKUs (using the Marketing Cloud Engagement Platform)
Monthly Active Device	25	Customers of the Marketing Cloud - Advanced SKUs (using the Unified Messaging Platform)

Multipliers and usage types are subject to change at any time.

Additional information about usage types, including when Salesforce Message Credits - Mobile App are consumed, can be found at:

https://help.salesforce.com/s/articleView?id=mktg.um_credit_usage.htm&type=5.

Updated as of October 2025. Technical restrictions may apply.