Salesforce Message Credits - RCS

Salesforce Message Credits - RCS (1,000) must be purchased as an add-on to eligible Marketing Cloud Growth, Marketing Cloud Advanced, or Marketing Cloud Engagement+ subscriptions.

The multiplier applied to each RCS message is determined by country destination, message direction, Usage Type, and network type (Domestic/International), for each individual message delivered, according to the table below.

RCS messages can only be sent to a supported country using an assigned RCS Agent mapped to that country. All RCS messages sent to countries not listed in the table below will be charged at a multiplier of 90.25.

Additionally:

- Customers will be charged for all outbound, mobile terminated (MT) RCS messages, on delivery.
- Where supported, Customers will be charged for inbound, mobile originated (MO) RCS messages. All MO messages will be charged a multiplier applicable for that country.
- Multipliers noted as Domestic in the table below apply only to Customers who applied for and were approved by carrier(s) as being eligible for domestic sending, and send RCS through domestic gateways using pre-registered RCS Agents. Eligibility for Domestic multiplier rates is determined based on various factors at the discretion of the carrier and is subject to change at any time.

Multipliers, countries and usage types are subject to change at any time. TABLE BELOW EFFECTIVE AS OF September 1st, 2026 to October 31, 2026

ISO	Country Destination	Usage Type	Multiplier
BR	Brazil	MT_Domestic_Basic	13.73
BR	Brazil	MT_Domestic_Single	20.15
BR	Brazil	MT_INTL_Basic	13.73
BR	Brazil	MT_INTL_Single	20.15
DE	Germany	MT_Domestic_Basic	56.42
DE	Germany	MT_Domestic_Single	90.25
DE	Germany	MT_INTL_Basic	56.42
DE	Germany	MT_INTL_Single	90.25
FR	France	MT_Domestic_Basic	47.91
FR	France	MT_Domestic_Single	66.3
FR	France	MT_INTL_Basic	47.91
FR	France	MT_INTL_Single	66.3
GB	United Kingdom	MT_Domestic_Basic	40
GB	United Kingdom	MT_Domestic_Single	57.17
GB	United Kingdom	MT_INTL_Basic	40
GB	United Kingdom	MT_INTL_Single	57.17
IN	India	MT_Domestic_Basic	1.2
IN	India	MT_Domestic_Single	1.46
IN	India	MT_INTL_Basic	42.9
IN	India	MT_INTL_Single	42.9
MX	Mexico	MT_Domestic_Basic	11.36
MX	Mexico	MT_Domestic_Single	18.65
MX	Mexico	MT_INTL_Basic	69.02
MX	Mexico	MT_INTL_Single	65.19
US	United States	MO_Domestic_RichMediaMessage	0*

US	United States	MO_Domestic_RichMessage	3.2
US	United States	MO_INTL_RichMediaMessage	0*
US	United States	MO_INTL_RichMessage	3.2
US	United States	MT_Domestic_RichMediaMessage	14.41
US	United States	MT_Domestic_RichMessage	6.86
US	United States	MT_INTL_RichMediaMessage	14.41
US	United States	MT_INTL_RichMessage	6.86

Note*: *US inbound RCS media messages (MO) are currently not charged, as rendering of media content sent by end users is not yet supported. Pricing will apply once this capability is available.*
Link to help docs - https://help.salesforce.com/s/articleView?id=mktg.um_channel_rcs_billing_message_types.htm&type=5

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