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 November 1st, 2026 to November 13th, 2026

ISO	Country Destination	Usage Type	Multiplier
BR	Brazil	MT_Domestic_Basic	15.95
BR	Brazil	MT_Domestic_Single	23.4
BR	Brazil	MT_INTL_Basic	15.95
BR	Brazil	MT_INTL_Single	23.4
BR	Brazil	P2A_International_Conversation	48.7
BR	Brazil	A2P_International_Conversation	48.7
BR	Brazil	P2A_Domestic_Conversation	48.7
BR	Brazil	A2P_Domestic_Conversation	48.7
CA	Canada	MT_Domestic_Basic	10.62
CA	Canada	MT_Domestic_Single	25.93
CA	Canada	MT_INTL_Basic	10.62
CA	Canada	MT_INTL_Single	25.93
CA	Canada	P2A_Domestic_Conversation	40.69
CA	Canada	A2P_Domestic_Conversation	40.69
CA	Canada	P2A_International_Conversation	40.69
CA	Canada	A2P_International_Conversation	40.69
CO	Colombia	MT_Domestic_Basic	11.61
CO	Colombia	MT_Domestic_Single	15.93
CO	Colombia	MT_INTL_Basic	11.61
CO	Colombia	MT_INTL_Single	15.93
CO	Colombia	P2A_Domestic_Conversation	27.32
CO	Colombia	A2P_Domestic_Conversation	27.32
CO	Colombia	P2A_International_Conversation	27.32
CO	Colombia	A2P_International_Conversation	27.32
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

ISO	Country Destination	Usage Type	Multiplier
FR	France	P2A_International_Conversation	135.44
FR	France	A2P_International_Conversation	135.44
FR	France	P2A_Domestic_Conversation	135.44
FR	France	A2P_Domestic_Conversation	135.44
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
DE	Germany	P2A_International_Conversation	101.49
DE	Germany	A2P_International_Conversation	101.49
DE	Germany	P2A_Domestic_Conversation	101.49
DE	Germany	A2P_Domestic_Conversation	101.49
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
IN	India	P2A_International_Conversation	100.5
IN	India	A2P_International_Conversation	100.5
IN	India	P2A_Domestic_Conversation	3.2
IN	India	A2P_Domestic_Conversation	3.2
IT	Italy	MT_Domestic_Basic	14.33
IT	Italy	MT_Domestic_Single	21.61
IT	Italy	MT_INTL_Basic	14.33
IT	Italy	MT_INTL_Basic	14.33
IT	Italy	P2A_Domestic_Conversation	28.76
IT	Italy	A2P_Domestic_Conversation	28.76
IT	Italy	P2A_Domestic_Conversation	28.76
IT	Italy	A2P_Domestic_Conversation	28.76

ISO	Country Destination	Usage Type	Multiplier

ISO	Country Destination	Usage Type	Multiplier
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
MX	Mexico	P2A_International_Conversation	68.52
MX	Mexico	A2P_International_Conversation	68.52
MX	Mexico	P2A_Domestic_Conversation	23.34
MX	Mexico	A2P_Domestic_Conversation	23.34
NL	Netherlands	MT_Domestic_Basic	78.28
NL	Netherlands	MT_Domestic_Single	84.08
NL	Netherlands	MT_INTL_Basic	78.28
NL	Netherlands	MT_INTL_Single	84.08
NL	Netherlands	P2A_Domestic_Conversation	110.43
NL	Netherlands	A2P_Domestic_Conversation	110.43
NL	Netherlands	P2A_International_Conversation	110.43
NL	Netherlands	A2P_International_Conversation	110.43
NO	Norway	MT_Domestic_Basic	52.1
NO	Norway	MT_Domestic_Single	114.7
NO	Norway	MT_INTL_Basic	52.1
NO	Norway	MT_INTL_Single	114.7
NO	Norway	P2A_Domestic_Conversation	186.2
NO	Norway	A2P_Domestic_Conversation	186.2
NO	Norway	P2A_International_Conversation	186.2
NO	Norway	A2P_International_Conversation	186.2
PE	Peru	MT_Domestic_Basic	11.61
PE	Peru	MT_Domestic_Single	25.44
PE	Peru	MT_INTL_Basic	11.61
PE	Peru	MT_INTL_Single	25.44
PE	Peru	P2A_Domestic_Conversation	39.69
PE	Peru	A2P_Domestic_Conversation	39.69
PE	Peru	P2A_International_Conversation	39.69
PE	Peru	A2P_International_Conversation	39.69

PL	Poland	MT_Domestic_Basic	23.83
PL	Poland	MT_Domestic_Single	39.02
PL	Poland	MT_INTL_Basic	23.83
PL	Poland	MT_INTL_Single	39.02
PL	Poland	P2A_Domestic_Conversation	47.45
PL	Poland	A2P_Domestic_Conversation	47.45
PL	Poland	P2A_International_Conversation	47.45
PL	Poland	A2P_International_Conversation	47.45
SG	Singapore	MT_Domestic_Basic	20.99
SG	Singapore	MT_Domestic_Single	41.12
SG	Singapore	MT_INTL_Basic	20.99
SG	Singapore	MT_INTL_Single	41.12
SG	Singapore	P2A_Domestic_Conversation	48.31
SG	Singapore	A2P_Domestic_Conversation	48.31
SG	Singapore	P2A_International_Conversation	48.31
SG	Singapore	A2P_International_Conversation	48.31
SK	Slovakia	MT_Domestic_Basic	32.97
SK	Slovakia	MT_Domestic_Single	45.44
SK	Slovakia	MT_INTL_Basic	32.97
SK	Slovakia	MT_INTL_Single	45.44
SK	Slovakia	P2A_Domestic_Conversation	127.82
SK	Slovakia	A2P_Domestic_Conversation	127.82
SK	Slovakia	P2A_International_Conversation	127.82
SK	Slovakia	A2P_International_Conversation	127.82
ES	Spain	MT_Domestic_Basic	32.97
ES	Spain	MT_Domestic_Single	77.41
ES	Spain	MT_INTL_Basic	32.97
ES	Spain	MT_INTL_Single	77.41
ES	Spain	P2A_Domestic_Conversation	107.55
ES	Spain	A2P_Domestic_Conversation	107.55
ES	Spain	P2A_International_Conversation	107.55
ES	Spain	A2P_International_Conversation	107.55

ISO	Country Destination	Usage Type	Multiplier

SE	Sweden	MT_Domestic_Basic	37.78
SE	Sweden	MT_Domestic_Single	55.19
SE	Sweden	MT_INTL_Basic	37.78
SE	Sweden	MT_INTL_Single	55.19
SE	Sweden	P2A_Domestic_Conversation	81.67
SE	Sweden	A2P_Domestic_Conversation	81.67
SE	Sweden	P2A_International_Conversation	81.67
SE	Sweden	A2P_International_Conversation	81.67
UA	Ukraine	MT_Domestic_Basic	27.41
UA	Ukraine	MT_Domestic_Single	28.15
UA	Ukraine	MT_INTL_Basic	27.41
UA	Ukraine	MT_INTL_Single	28.15
UA	Ukraine	P2A_Domestic_Conversation	29.77
UA	Ukraine	A2P_Domestic_Conversation	29.77
UA	Ukraine	P2A_International_Conversation	29.77
UA	Ukraine	A2P_International_Conversation	29.77
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
GB	United Kingdom	P2A_International_Conversation	139.02
GB	United Kingdom	A2P_International_Conversation	139.02
GB	United Kingdom	P2A_Domestic_Conversation	139.02
GB	United Kingdom	A2P_Domestic_Conversation	139.02
US	United States	MO_Domestic_RichMediaMessage	10
US	United States	MO_Domestic_RichMessage	2.84
US	United States	MO_INTL_RichMediaMessage	11.24
US	United States	MO_INTL_RichMessage	3.21
US	United States	MT_Domestic_RichMediaMessage	13.21
US	United States	MT_Domestic_RichMessage	6.55
US	United States	MT_INTL_RichMediaMessage	14.45
US	United States	MT_INTL_RichMessage	6.92

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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