# Salesforce Message Credits - SMS

Salesforce Message Credits - SMS (1,000) and Salesforce Message Credits - SMS for Marketing (1,000) must be purchased as an add-on to eligible Marketing Cloud Growth or Marketing Cloud Advanced, Marketing Cloud Engagement+ or Agentforce Contact Center Digital subscriptions.

The multiplier applied to each SMS message is determined by country destination, Salesforce assigned originating Phone Number Type and if applicable, if Customers have been approved for Domestic sending, for each individual message sent according to the table below.

***When SMS is sent through the Marketing Cloud Engagement Platform:***
All SMS messages sent to countries or Salesforce assigned originating Phone Number Type not listed in the tables below will be charged at a multiplier of 80. Not all markets listed below are supported, as further explained here. Some unsupported countries have multipliers due to cost, as listed in table below.

***When SMS is sent through the Unified Messaging Platform:***
SMS messages can only be sent to supported countries using stated supported assigned originating Phone Number Type.

***When SMS is sent through the Agentforce Contact Center Digital (AFCC)*** Conversational SMS with Agentforce Contact Center Digital is only supported in a subset of countries that appear on the rate card below. Further explained here. SMS Messages can only be sent to supported countries using the stated supported assigned originating Phone Number Type.

Additionally:

- Customers will be charged for all outbound, mobile terminated (MT) SMS messages, whether delivered or undelivered.
- Where supported, Customers will be charged for inbound, mobile originated (MO) SMS messages. All MO messages will be charged a multiplier of 5.
- Multipliers noted as Domestic 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.
- 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 sandbox are the same as those for production. Sandbox usage will be displayed in the production org's Digital Wallet

**Multipliers, countries, phone number and usage types are subject to change at any time.**

**TABLE BELOW EFFECTIVE AS OF November 1, 2026 - Present**

## Supported Countries with Multipliers

| ISO | Country | Salesforce Assigned Originating Phone Number Type | MT (Outbound) Multiplier | Platform Restriction |
|---|---|---|---|---|
| US | United States | Short Code | 5.55 | |
| US | United States | 10DLC Code | 6.2 | Unified Messaging Platform & AFCC Digital |
| US - D | United States - Domestic | FTEU Code | 45 | Marketing Cloud Engagement Platform Only |
| US | United States | MMS - Short Code | 16.6 | Marketing Cloud Engagement & Unified Messaging Platforms |
| US | United States | MMS - Long Code | 27.78 | Unified Messaging Platform & AFCC Digital |
| US | United States | Toll Free | 8.52 | Unified Messaging Platform & AFCC Digital |
| US | United States | MMS Toll Free | 31.49 | AFCC Digital |
| CA | Canada | Short Code | 9 | |
| CA | Canada | 2-way Long Code | 8.03 | AFCC Digital Only |
| CA | Canada | MMS | 20 | Unified Messaging Platform & AFCC Digital |
| CA | Canada | MMS - Long Code | 27.78 | Unified Messaging Platform & AFCC Digital |
| CA | Canada | Toll Free | 12.97 | Unified Messaging Platform & AFCC Digital |
| CA | Canada | MMS Toll Free | 43.21 | AFCC Digital Only |
| AE | United Arab Emirates | Alpha / Short Code | 50.33 | |
| AE - D | United Arab Emirates - Domestic | Alpha (Local Registered) | 20.13 | |
| AL | Albania | Alpha | 116 | |
| AR | Argentina | 1-way Intl Long code | 95 | |
| AR - D | Argentina Domestic | Short code | 61 | |
| DZ | Algeria | Alpha | 223 | |
| AT | Austria | Alpha / Long Code | 20 | |
| AU | Australia | Alpha / Long Code | 13.2 | |
| BY | Belarus | Alpha | 195 | |
| BE | Belgium | Short Code / 1-way Intl Long code | 80 | |

| ISO | Country | Salesforce Assigned Originating Phone Number Type | MT (Outbound) Multiplier | Platform Restriction |
|---|---|---|---|---|
| BE | Belgium | 2-way Long code | 134 | AFCC Digital Only |
| BA | Bosnia & Herzegovina | Alpha / 1-way Intl Long code | 425 | |
| BR | Brazil | Short Code / 1-way Intl Long code | 14.05 | |
| BR | Brazil | 2-way Long code | 101.86 | AFCC Digital Only |
| BG | Bulgaria | Alpha | 108 | |
| BG-D | Bulgaria - Domestic | Alpha (Local Registered) | 66.15 | |
| BH | Bahrain | Alpha / 1-way Intl Long code | 36 | |
| CL - D | Chile Domestic | Short code | 21.57 | |
| CL | Chile | Long code / 1-way Intl Long code | 14.38 | |
| CO | Colombia | Short code / 1-way Intl Long code | 0.74 | |
| CR | Costa Rica | 1-way Intl Long code | 43 | |
| HR | Croatia | Alpha / 1-way Intl Long code | 83 | |
| CY | Cyprus | Alpha / 1-way Intl Long code | 68 | |
| CZ | Czech Republic | Long code | 40 | |
| CZ - D | Czech Republic - Domestic | Alpha (Local Registered) | 40 | |
| DK | Denmark | Alpha / Long Code / 1-way Intl Long code | 39.3 | |
| EE | Estonia | Alpha / Long Code / 1-way Intl Long code | 33 | |
| EG | Egypt | Alpha | 257 | |
| EG - D | Egypt - Domestic | Alpha (Local Registered) | 14.38 | |
| FI | Finland | Alpha / Long Code / FI Short Code / 1-way Intl Long code | 64 | |
| FR | France | Alpha / Short Code | 41.33 | |
| FR | France | 2-way Long Code | 69.14 | |
| DE | Germany | Alpha / Long Code / 1-way Intl Long code | 77.92 | |
| GH | Ghana | Alpha - Pre-Reg | 331 | |
| GH - D | Ghana Domestic | Alpha (Local Registered) | 18 | |
| GR | Greece | Alpha / 1-way Intl Long code | 41 | |
| HU | Hungary | Long code / 1-way Intl Long code | 67 | |
| IS | Iceland | Alpha / 1-way Intl Long code | 48 | |
| IE | Ireland | Alpha / Long Code | 49 | |
| IL | Israel | Long Code / 1-way Intl Long code / Pre registered Alpha | 187 | |
| IL - D | Israel Domestic | Alpha (Local Registered) | 1.27 | |
| IT | Italy | Alpha / Long Code | 33.88 | |

| ISO | Country | Salesforce Assigned Originating Phone Number Type | MT (Outbound) Multiplier | Platform Restriction |
|---|---|---|---|---|
| JO | Jordan | Alpha | 244.44 | |
| JO - D | Jordan Domestic | Alpha (Local Registered) | 28.76 | |
| KE | Kenya | Alpha | 216 | |
| KE - D | Kenya Domestic | Alpha (Local Registered) | 15 | |
| KW | Kuwait | Alpha | 144 | |
| KW - D | Kuwait Domestic | Alpha (Local Registered) | 79.09 | |
| LV | Latvia | Alpha / 1-way Intl Long code | 44 | |
| LB | Lebanon | Alpha / 1-way Intl Long code | 288 | |
| LB - D | Lebanon Domestic | Alpha (Local Registered) | 21 | |
| LI | Liechtenstein | Alpha / 1-way Intl Long code | 21 | |
| LT | Lithuania | Alpha / Long Code / 1-way Intl Long code | 36 | |
| LU | Luxembourg | Alpha / 1-way Intl Long code | 75 | |
| MA | Morocco | Alpha | 180 | |
| MA - D | Morocco Domestic | Alpha (Local Registered) | 47 | |
| MT | Malta | Alpha / 1-way Intl Long code | 57 | |
| MZ | Mozambique | Alpha / 1-way Intl Long code | 288 | |
| NG | Nigeria | Alpha | 343 | |
| NG - D | Nigeria Domestic | Alpha (Local Registered) | 216 | |
| NL | Netherlands | Alpha / Long Code / Short Code /1-way Intl Long code | 66 | |
| NO | Norway | Alpha / Long Code / Short Code | 47.43 | Unified Messaging Platform Only |
| NO | Norway | 1-way Intl Long code | 59 | Unified Messaging Platform Only |
| NO | Norway | Alpha / Long Code / Short Code/1-way Intl Long code | 47.43 | Marketing Cloud Engagement Platform Only |
| OM | Oman | Alpha | 130 | |
| OM - D | Oman Domestic | Alpha (Local Registered) | 36 | |
| PL | Poland | Alpha / Long Code | 16.2 | |
| PT | Portugal | Alpha / Long Code / 1-way Intl Long code | 12.2 | |
| QA | Qatar | Alpha | 173 | |
| QA - D | Qatar Domestic | Alpha (Local Registered) | 21.57 | |
| RO | Romania | Alpha | 35.91 | |
| RU | Russia | Alpha | 415 | |
| RS | Serbia | Alpha / 1-way Intl Long code | 174 | |
| RS - D | Serbia Domestic | Alpha Domestic | 19 | |

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|---|---|---|---|---|
| SA | Saudi Arabia | Alpha | 145 | |
| SA - D | Saudi Arabia Domestic* | Alpha Domestic | 1 | Marketing Cloud Engagement Platform Only |
| SK | Slovakia | Alpha / Long Code / 1-way Intl Long code | 36 | |
| SI | Slovenia | Alpha / 1-way Intl Long code | 173 | |
| ES | Spain | Alpha / Long Code / Short Code / 1-way Intl Long code | 28.46 | |
| SE | Sweden | Alpha / Long Code / Short Code / 1-way Intl Long code | 38 | |
| ZA | South Africa | Short code / 1-way Intl Long code | 9.35 | |
| CH | Switzerland | Alpha / Long Code / 1-way Intl Long code | 63.69 | |
| UA | Ukraine | Alpha / 1-way Intl Long code | 159 | |
| GB | United Kingdom | Alpha / Long Code / Short Code | 37.39 | |
| TR | Turkey | Alpha | 6.07 | |
| ZW | Zimbabwe | Alpha / 1-way Intl Long code | 209 | |
| DO | Dominican Republic | 1-way Intl Long code | 72 | |
| EC | Ecuador | 1-way Intl Long code | 144 | |
| EC - D | Ecuador Domestic | Short code | 23.46 | |
| HN | Honduras | Alpha / 1-way Intl Long code | 216 | |
| MX - D | Mexico | Short Code | 12.66 | |
| MX | Mexico | Short Code - Carrier Marked INTL | 71.9 | |
| MX | Mexico | 1-way Intl Long code | 12.17 | Marketing Cloud Engagement Platform Only |
| MX | Mexico | 1-way Intl Long code | 12.17 | Unified Messaging Platform Only |
| PA | Panama | 1-way Intl Long code | 101 | |
| PY | Paraguay | 1-way Intl Long code | 72 | |
| PE | Peru | 1-way Intl Long code | 116 | |
| PE - D | Peru Domestic | Short code | 21.57 | |
| TT | Trinidad & Tobago | 1-way Intl Long code | 288 | |
| UY | Uruguay | 1-way Intl Long code | 47 | |
| VE | Venezuela | 1-way Intl Long code | 202 | |
| CN | China | Short Code | 36 | |
| ID | Indonesia | Alpha | 374 | |
| ID - D | Indonesia Domestic | Alpha (Local Registered) | 50.33 | |
| JP | Japan | Alpha / Short Code | 46.5 | |
| KR | South Korea | 1-way Intl Long code | 13 | |

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|---|---|---|---|---|
| LK | Sri Lanka | Alpha | 374 | |
| MO | Macau | Alpha / 1-way Intl Long code | 22 | |
| MY | Malaysia | Short Code | 281 | |
| MY | Malaysia | 1 way intl Long code | 25.17 | Unified Messaging Platform Only |
| MY | Malaysia | 2-way Long Code | 38.28 | ACC - Digital only |
| MY - D | Malaysia Domestic | Alpha (Local Registered) | 26.6 | |
| HK | Hong Kong | Long code / 1-way Intl Long code | 49 | Marketing Cloud Engagement Platform Only |
| IN | India | 1-way Intl Long code | 71 | |
| IN - D | India | Alpha (Local Registered) | 2.37 | |
| SG | Singapore | Long Code / Short Code / Alpha | 37.39 | |
| NZ | New Zealand | Short Code / 1-way Intl Long code | 50 | |
| PH | Philippines | Alpha / Long Code | 187 | |
| PH - D | Philippines Domestic | Alpha (Local Registered) | 4.61 | |
| PK | Pakistan | Alpha / 1-way Intl Long code | 432 | |
| PK - D | Pakistan Domestic | Alpha (Local Registered) | 36 | |
| TH | Thailand | Alpha / Long Code | 6 | |
| TW | Taiwan | Long Code / 1-way Intl Long code | 27 | |
| VN | Vietnam | Alpha | 590 | |

## UNSUPPORTED COUNTRIES

| ISO | COUNTRY | MT MULTIPLIER | ISO | COUNTRY | MT MULTIPLIER |
|---|---|---|---|---|---|
| AF | Afghanistan | 374 | CD | Congo D.R. | 216 |
| AI | Anguilla | 144 | CI | Cote d'Ivoire | 360 |
| AW | Aruba | 101 | CM | Cameroon | 173 |
| AZ | Azerbaijan | 360 | DM | Dominica | 195 |
| BB | Barbados | 180 | ET | Ethiopia | 302 |
| BD | Bangladesh | 432 | FJ | Fiji | 183 |
| BF | Burkina Faso | 144 | GA | Gabon | 202 |
| BJ | Benin | 216 | GD | Grenada | 144 |
| BM | Bermuda | 288 | GE | Georgia | 108 |
| BN | Brunei | 80 | GM | Gambia | 140 |
| BO | Bolivia | 187 | GN | Guinea | 259 |
| BS | Bahamas | 144 | GT | Guatemala | 245 |

| ISO | COUNTRY | MT MULTIPLIER | ISO | COUNTRY | MT MULTIPLIER |
|---|---|---|---|---|---|
| BT | Bhutan | 317 | GY | Guyana | 231 |
| BZ | Belize | 187 | HT | Haiti | 274 |
| IQ | Iraq | 274 | RW | Rwanda | 259 |
| JM | Jamaica | 288 | SL | Sierra Leone | 346 |
| KG | Kyrgyzstan | 274 | SN | Senegal | 360 |
| KH | Cambodia | 302 | SR | Suriname | 274 |
| KN | St Kitts & Nevis | 195 | SD | Sudan | 360 |
| KY | Cayman Islands | 202 | SY | Syria | 346 |
| KZ | Kazakhstan | 288 | TC | Turks & Caicos Islands | 159 |
| LA | Laos | 331 | TD | Chad | 288 |
| LC | St Lucia | 288 | TG | Togo | 389 |
| LR | Liberia | 173 | TJ | Tajikistan | 338 |
| LY | Libya | 324 | TL | Timor Leste | 216 |
| MG | Madagascar | 432 | TM | Turkmenistan | 252 |
| ML | Mali | 238 | TN | Tunisia | 302 |
| MM | Myanmar | 360 | TO | Tonga | 144 |
| MN | Mongolia | 195 | TZ | Tanzania | 374 |
| MS | Montserrat | 173 | UG | Uganda | 259 |
| ME | Montenegro | 159 | UZ | Uzbekistan | 432 |
| MU | Mauritius | 121 | VC | St Vincent & the Grenadines | 144 |
| MW | Malawi | 216 | VG | Virgin Islands British | 166 |
| NE | Niger | 317 | WS | Samoa | 216 |
| NP | Nepal | 346 | YE | Yemen | 187 |
| PG | Papua New Guinea | 195 | YT | Mayotte | 116 |
| PS | Palestinian Territory | 295 | ZM | Zambia | 259 |
| PW | Palau | 180 | | | |