



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 September 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	5.34	
US	United States	10DLC Code	5.99	Unified Messaging Platform Only
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 Status	MMS - Long Code	27.78	Unified Messaging Platform & AFCC Digital
US	United States	Toll Free	8.03	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	8.03	Unified Messaging Platform & AFCC Digital
CA	Canada	MMS Toll Free	31.49	AFCC Digital Only
AE	United Arab Emirates	Alpha / Short Code	50.33	
AE - D	United Arab Emirates - Domestic (A Registered)		20.13	
AL	Albania	Alpha	94	
AR	Argentina	1-way Intl Long code	95	
AR - D	Argentina Domestic	Short code	54	
DZ	Algeria	Alpha	223	
AT	Austria	Alpha / Long Code	21	
AU	Australia	Alpha / Long Code	13.2	
BY	Belarus	Alpha	195	
BE	Belgium	Short Code / 1-way Intl Long code	85	
BE	Belgium	2-way Long code	134	AFCC Digital Only
BA	Bosnia & Herzegovina	Alpha / 1-way Intl Long code	425	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
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	72	
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	68	
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	44	
HU	Hungary	Long code / 1-way Intl Long code	67	
IS	Iceland	Alpha / 1-way Intl Long code	48	
IE	Ireland	Alpha / Long Code	51	
IL	Israel	Long Code / 1-way Intl Long code / Pre registered Alpha	187	
IL - D	Israel Domestic	Alpha (Local Registered)	1.27	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
IT	Italy	Alpha / Long Code	33.88	
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	47	
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	80	
MA	Morocco	Alpha	180	
MA - D	Morocco Domestic	Alpha (Local Registered)	47	
MT	Malta	Alpha / 1-way Intl Long code	61	
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	70	
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	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
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	288	
RS - D	Serbia Domestic	Alpha Domestic	19	
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	42	
ZA	South Africa	Short code / 1-way Intl Long code	9	
CH	Switzerland	Alpha / Long Code / 1-way Intl Long code	31.17	
UA	Ukraine	Alpha / 1-way Intl Long code	159	
GB	United Kingdom	Alpha / Long Code / Short Code	38.83	
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	25.68	
HN	Honduras	Alpha / 1-way Intl Long code	216	
MX - D	Mexico	Short Code	11.94	
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	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
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	
LK	Sri Lanka	Alpha	346	
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)	25	
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	36.67	
NZ	New Zealand	Short Code / 1-way Intl Long code	50	
PH	Philippines	Alpha / Long Code	179	
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	202	

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	127
BN	Brunei	80	GM	Gambia	140
BO	Bolivia	187	GN	Guinea	259
BS	Bahamas	144	GT	Guatemala	245
BT	Bhutan	317	GY	Guyana	180
BZ	Belize	187	HT	Haiti	274
IQ	Iraq	274	RW	Rwanda	259
JM	Jamaica	288	SL	Sierra Leone	346
KG	Kyrgyzstan	259	SN	Senegal	360
KH	Cambodia	274	SR	Suriname	274
KN	St Kitts & Nevis	195	SD	Sudan	360
KY	Cayman Islands	202	SY	Syria	346
KZ	Kazakhstan	252	TC	Turks & Caicos Islands	159
LA	Laos	216	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	288	TO	Tonga	144
MN	Mongolia	195	TZ	Tanzania	374
MS	Montserrat	173	UG	Uganda	259
ME	Montenegro	130	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			