Salesforce Message Credits – WhatsApp

Rate Card – Effective August 1, 2026 - October 31, 2026

This Rate Card is applicable to Salesforce Message Credits - WhatsApp and Salesforce Message Credits - WhatsApp for Marketing as set forth on the applicable Order Form. Customers will be charged per message, with the applicable multiplier rate based on the message category and the message recipient's country code as set forth below. Additional Salesforce Message Credits - WhatsApp and Salesforce Message Credits - WhatsApp for Marketing can be purchased during the applicable Order Term. Customers do not consume Salesforce Message Credits - WhatsApp / Salesforce Message Credits - WhatsApp for Marketing messages for inbound WhatsApp messages sent by users.

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.

For the purposes of this Rate Card, references to "user" means a recipient of a WhatsApp message sent by Customer, or a person who sends a WhatsApp message to Customer.

Category Conversation Templates:

There are currently 4 Category Conversation Templates, and described as follows:

1. **Utility:** Facilitates a specific, agreed-upon request or transaction or update to a user about an ongoing transaction, including post-purchase notifications and recurring billing statements.
2. **Authentication:** Enables businesses to authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).
3. **Marketing:** Includes promotions or offers, informational updates, or invitations for customers to respond/take action. Any message that does not qualify as utility or authentication is a marketing message.
4. **Service:** Helps customers resolve user inquiries. Service messages are free-form messages which can be sent in a 24 hr customer service window.

Marketing Messages Lite

Marketing Cloud Engagement customers with Salesforce Message Credits - WhatsApp (1,000) + Salesforce Message Credits - WhatsApp Marketing (1,000) that use the Marketing Messages Lite (MM Lite) API for marketing messages are currently subject to the same rate multipliers as those that apply for Marketing, provided the usage type on monthly usage statements for such message will be shown as WhatsApp Marketing Lite Conversation.

Customer Service Window

When a user messages to a customer, a 24-hour timer known as Customer Service Window starts. Within these 24 hours, customers can send any type of message to the user. Depending on the category of the message, it could either be chargeable or free of cost for the customers.

1. **Free Messages** - Utility template messages or free form Service messages delivered during this window will be free of cost for the customers
2. **Chargeable Messages** - Marketing or Authentication messages delivered during this window will be charged as per the applicable rate card (Multiplier).

How Conversation Multipliers are Consumed

The delivery of a template message to an end user results in charges for the customer, based on the message category multiplier. This applies to all template messages except Utility template messages delivered within the Customer Service Window. Since the 24- hour conversation window will no longer be available, all delivered template messages will incur individual charges based on their message category multiplier. For example, sending two marketing templates and two utility templates to a user will result in four separate charges (2 marketing, 2 utility). However, any utility templates delivered during an open customer service window will not be charged.

Free Entry Point/Referral Message Types

Referral conversations are initiated when users message Customers using call-to-action buttons on Ads that Click to WhatsApp or Facebook Page call-to-action buttons* and customers respond to that message within 24 hours.

Once the free entry point window is opened, it lasts for 72 hours. Within this window, customers can send any type of template message to the users without incurring additional charges. Free form messages can be sent till the customer service window is open i.e. 24 hours from the last time a user messaged the customer.

*Standard pricing applies for Ads that Click to WhatsApp. The message that initiates from the ad is free, but not the ad itself.

Transition to Per-Message Pricing

Effective Jul 1, 2025, all our customers will transition to a per-message pricing model. Existing Salesforce Message Credits - WhatsApp and Salesforce Message Credits - WhatsApp for Marketing will be honored and can be used to pay for messages under the new pricing structure.

FAQ

- **How are message categories determined?**
  - Message categories are determined by Meta based on the content and purpose of the message.
- **Where can I find the most up-to-date pricing?**
  - Refer to this Rate Card or contact your Salesforce representative for the latest pricing information.
- **What happens to my existing credits?**
  - Your existing credits will be honored and can be used to pay for messages under the new pricing model.

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

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Country ISO	Market	Marketing	Utility	Authentication	Service
AF	Afghanistan	90.38	13.96	13.96	0
AL	Albania	106.18	26.18	26.18	0
DZ	Algeria	27.78	4.94	4.94	0
AO	Angola	27.78	4.94	4.94	0
AR	Argentina	76.3	32.1	32.1	0
AM	Armenia	106.18	26.18	26.18	0
AU	Australia	90.38	13.96	13.96	0
AT	Austria	73.09	21.12	21.12	0
AZ	Azerbaijan	106.18	26.18	26.18	0
BH	Bahrain	42.1	11.24	11.24	0
BD	Bangladesh	90.38	13.96	13.96	0
BY	Belarus	106.18	26.18	26.18	0
BE	Belgium	73.09	21.12	21.12	0
BJ	Benin	27.78	4.94	4.94	0
BO	Bolivia	91.36	13.96	13.96	0
BW	Botswana	27.78	4.94	4.94	0
BR	Brazil	73.86	8.04	8.04	0
BG	Bulgaria	106.18	26.18	26.18	0
BF	Burkina Faso	27.78	4.94	4.94	0
BI	Burundi	27.78	4.94	4.94	0
KH	Cambodia	90.38	13.96	13.96	0
CM	Cameroon	27.78	4.94	4.94	0
CA	Canada	30.87	4.2	4.2	0
TD	Chad	27.78	4.94	4.94	0
CL	Chile	109.76	24.7	24.7	0
CN	China	90.38	13.96	13.96	0
CO	Colombia	15.44	0.99	0.99	0
CG	Congo	27.78	4.94	4.94	0
CD	Congo, Democratic of Republic	27.78	4.94	4.94	0

Country ISO	Market	Marketing	Utility	Authentication	Service
CR	Costa Rica	91.36	13.96	13.96	0
HR	Croatia	106.18	26.18	26.18	0
CZ	Czech Republic	106.18	26.18	26.18	0
DK	Denmark	73.09	21.12	21.12	0
DO	Dominican Republic	91.36	13.96	13.96	0
EC	Ecuador	91.36	13.96	13.96	0
EG	Egypt	79.51	4.45	4.45	0
SV	El Salvador	91.36	13.96	13.96	0
ER	Eritrea	27.78	4.94	4.94	0
SZ	Eswatini	27.78	4.94	4.94	0
ET	Ethiopia	27.78	4.94	4.94	0
FI	Finland	73.09	21.12	21.12	0
FR	France	106.05	37.04	37.04	0
GA	Gabon	27.78	4.94	4.94	0
GM	Gambia	27.78	4.94	4.94	0
GE	Georgia	106.18	26.18	26.18	0
DE	Germany	168.52	67.91	67.91	0
GH	Ghana	27.78	4.94	4.94	0
GR	Greece	106.18	26.18	26.18	0
GT	Guatemala	91.36	13.96	13.96	0
GW	Guinea-Bissau	27.78	4.94	4.94	0
HT	Haiti	91.36	13.96	13.96	0
HN	Honduras	91.36	13.96	13.96	0
HK	Hong Kong	90.38	13.96	13.96	0
HU	Hungary	106.18	26.18	26.18	0
IN	India	14.57	1.94	1.94	0
ID	Indonesia	50.75	30.87	30.87	0
IQ	Iraq	42.1	11.24	11.24	0
IE	Ireland	73.09	21.12	21.12	0
IL	Israel	43.59	6.55	6.55	0
IT	Italy	85.31	37.04	37.04	0

Country ISO	Market	Marketing	Utility	Authentication	Service
CI	Ivory Coast	27.78	4.94	4.94	0
JM	Jamaica	91.36	13.96	13.96	0
JP	Japan	90.38	13.96	13.96	0
JO	Jordan	42.1	11.24	11.24	0
KZ	Kazakhstan	106.18	26.18	26.18	0
KE	Kenya	27.78	4.94	4.94	0
KW	Kuwait	42.1	11.24	11.24	0
LA	Laos	90.38	13.96	13.96	0
LV	Latvia	106.18	26.18	26.18	0
LB	Lebanon	42.1	11.24	11.24	0
LS	Lesotho	27.78	4.94	4.94	0
LR	Liberia	27.78	4.94	4.94	0
LY	Libya	27.78	4.94	4.94	0
LT	Lithuania	106.18	26.18	26.18	0
MO	Macau	90.38	13.96	13.96	0
MK	Macedonia	106.18	26.18	26.18	0
MG	Madagascar	27.78	4.94	4.94	0
MW	Malawi	27.78	4.94	4.94	0
MY	Malaysia	106.18	17.29	17.29	0
ML	Mali	27.78	4.94	4.94	0
MR	Mauritania	27.78	4.94	4.94	0
MX	Mexico	37.66	10.5	10.5	0
MD	Moldova	106.18	26.18	26.18	0
MN	Mongolia	90.38	13.96	13.96	0
MA	Morocco	27.78	4.94	4.94	0
MZ	Mozambique	27.78	4.94	4.94	0
NA	Namibia	27.78	4.94	4.94	0
NP	Nepal	90.38	13.96	13.96	0
NL	Netherlands	197.17	61.73	61.73	0
NG	Nigeria	63.71	8.28	8.28	0
NZ	New Zealand	90.38	13.96	13.96	0

Country ISO	Market	Marketing	Utility	Authentication	Service
NI	Nicaragua	91.36	13.96	13.96	0
NE	Niger	27.78	4.94	4.94	0
NO	Norway	73.09	21.12	21.12	0
OM	Oman	42.1	11.24	11.24	0
PK	Pakistan	58.4	12.35	12.35	0
PA	Panama	91.36	13.96	13.96	0
PG	Papua New Guinea	90.38	13.96	13.96	0
PY	Paraguay	91.36	13.96	13.96	0
PE	Peru	86.8	24.7	24.7	0
PH	Philippines	90.38	13.96	13.96	0
PL	Poland	106.18	26.18	26.18	0
PT	Portugal	73.09	21.12	21.12	0
PR	Puerto Rico	91.36	13.96	13.96	0
QA	Qatar	42.1	11.24	11.24	0
RO	Romania	106.18	26.18	26.18	0
RU	Russia	99.02	49.39	49.39	0
RW	Rwanda	27.78	4.94	4.94	0
SA	Saudi Arabia	61.86	13.21	13.21	0
SN	Senegal	27.78	4.94	4.94	0
RS	Serbia	106.18	26.18	26.18	0
SL	Sierra Leone	27.78	4.94	4.94	0
SG	Singapore	90.38	13.96	13.96	0
SK	Slovakia	106.18	26.18	26.18	0
SI	Slovenia	106.18	26.18	26.18	0
SO	Somalia	27.78	4.94	4.94	0
ZA	South Africa	46.8	9.39	9.39	0
SS	South Sudan	27.78	4.94	4.94	0
ES	Spain	75.93	24.7	24.7	0
LK	Sri Lanka	90.38	13.96	13.96	0
SD	Sudan	27.78	4.94	4.94	0
SE	Sweden	73.09	21.12	21.12	0

Country ISO	Market	Marketing	Utility	Authentication	Service
CH	Switzerland	73.09	21.12	21.12	0
TW	Taiwan	90.38	13.96	13.96	0
TJ	Tajikistan	90.38	13.96	13.96	0
TZ	Tanzania	27.78	4.94	4.94	0
TH	Thailand	90.38	13.96	13.96	0
TG	Togo	27.78	4.94	4.94	0
TN	Tunisia	27.78	4.94	4.94	0
TR	Turkey	13.46	1.12	1.12	0
TM	Turkmenistan	90.38	13.96	13.96	0
UG	Uganda	27.78	4.94	4.94	0
UA	Ukraine	106.18	26.18	26.18	0
AE	United Arab Emirates	61.61	19.39	19.39	0
GB	United Kingdom	65.31	27.17	27.17	0
US	United States	30.87	4.2	4.2	0
UY	Uruguay	91.36	13.96	13.96	0
UZ	Uzbekistan	90.38	13.96	13.96	0
VE	Venezuela	91.36	13.96	13.96	0
VN	Vietnam	90.38	13.96	13.96	0
YE	Yemen	42.1	11.24	11.24	0
ZM	Zambia	27.78	4.94	4.94	0
-	Other	74.57	9.51	9.51	0