

## Salesforce Message Credits - Email

A quantity of Salesforce Message Credits - Email is included with certain Services as set forth on the applicable Order Form. Additional Salesforce Message Credits - Email can be purchased at any time during a subscription term.

## **Email Multipliers**

The multiplier applied to each email usage type is outlined below.

## - TABLE BELOW EFFECTIVE AS OF JULY 15, 2025:

Usage Type	Multiplier
Email Standard	1
Email Standard CC *	1
Email Standard BCC *	1
Email Priority *	4
Email Interactive Impression *	1
Email Einstein Content Selection Impression *	2
Email Einstein Recommendation Impression *	1
Email Attachment *	5
LINE Standard Reseller *	10
LINE Standard Transactional *	3
CloudPages Impression *	1
Einstein Web Recommendation Impression *	2

<sup>\*</sup>This type of message can be sent only by using the Marketing Cloud Engagement Platform

## Multipliers and usage types are subject to change at any time.

Updated as of July 2025. Technical restrictions may apply.

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