

# Salesforce Customer Data Cloud

## Segments and Activations Rate Card



A quantity of Segments and Activations Credits or Segments and Activations Credits for Sandbox (collectively, Credits) is included with certain Services as set forth on the applicable Order Form. Credits must be used before the Order End Date set forth in the Usage Details table on the applicable Order Form and no rollover will be permitted. Customer consumes Credits at the applicable multiplier rate based on the Usage Type, as further described below.

Usage Type*	Unit	Production	Sandbox
Segment Rows Processed	Per 1 Million Rows Processed	20	16
Batch activation (With or without related attributes)	Per 1 Million Rows Processed	10	8
Activate DMO - Streaming	Per 1 Million Rows Processed	1600	1280

\* Usage Types may be updated from time to time.

Additional information about usage types can be found at:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_usage\\_types.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_usage_types.htm&type=5)

Updated as of June 2025. Technical restrictions may apply.

© 2023 Salesforce, Inc. Salesforce and any Salesforce product names referenced in this document are the trademarks of Salesforce, Inc. The Salesforce Cloud logo and other creative assets are owned and protected under copyright and/or trademark law. For more information, please visit [www.salesforce.com](https://www.salesforce.com).