SMS / MMS Messaging

Applicable to orders with Contract Start Dates on or after September 1, 2022

A quantity of SMS/MMS Messages is included in each Marketing Cloud Engagement - Corporate and Enterprise Edition or MobileConnect Add-on. Additional SMS/MMS Messages can be purchased at any time during a subscription term.

The multiplier applied to each SMS Message is determined by country destination for each individual message sent according to the table below. Multipliers are subject to change upwards or downwards at any time. Messages sent to countries not listed in the table below will be charged at a multiplier of 80. Marketing Cloud does not support all markets listed below as further explained here. Supported and Unsupported markets are subject to change at any time. Additional information about SMS Messages can be found here.

- Customers will be charged for all outbound, mobile terminated (MT) SMS messages, whether delivered or undelivered.
- Customers will not be charged for inbound, mobile originated (MO) SMS messages.
- Multimedia short messages (MMS) have a multiplier separate from SMS and are available in the US and Canada only.
- Multipliers suffixed with "- D" 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.

TABLES BELOW EFFECTIVE AS OF August 1, 2025 :

Supported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
AE	United Arab Emirates (incl. Short Codes)	47.29	BG - D	Bulgaria Domestic	62.16
AE - D	United Arab Emirates Domestic	18.92	BH	Bahrain	34
AL	Albania	87.83	BR	Brazil	13.17
AR	Argentina	89.18	BY	Belarus	182.41
AR - D	Argentina Domestic (domestic short code)	51	CA	Canada (SMS)	9
AT	Austria	34	CA	Canada (MMS)	22
AU	Australia	14.3	CH	Switzerland	28.51
BA	Bosnia and Herzegovina	399	CL	Chile	13.52
BE	Belgium	80	CL - D	Chile Domestic (short codes)	21.07
BG	Bulgaria	102	CN	China	34

Supported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
CO	Colombia	0.71	JO	Jordan	229.69
CR	Costa Rica	34	JO - D	Jordan Domestic	27
CY	Cyprus	68	JP	Japan	53
CZ	Czechia	48	KE	Kenya	203
CZ - D	Czechia Domestic	39.19	KE - D	Kenya Domestic	14
DE	Germany	77.69	KR	South Korea	12
DK	Denmark	39.19	KW	Kuwait	136
DO	Dominican Republic	56	KW - D	Kuwait Domestic	49.32
DZ	Algeria	210	LB	Lebanon	243.21
EC	Ecuador	136	LB - D	Lebanon Domestic	19
EC - D	Ecuador Domestic (short code)	48	LI	Liechtenstein	19
EE	Estonia	45	LT	Lithuania	35
EG	Egypt	223	LU	Luxembourg	75
EG - D	Egypt Domestic	13.52	LV	Latvia	31
ES	Spain	31	LK	Sri Lanka	301
FI	Finland	64	MA	Morocco	169
FR	France	42	MA - D	Morocco Domestic	44
GB	Great Britain	35.13	MO	Macau	21
GH	Ghana	311	MT	Malta	57
GH - D	Ghana Domestic	17	MX	Mexico	67.56
GR	Greece	41	MX-D	Mexico Domestic	11.42
HK	Hong Kong	47	MY	Malaysia	202.67
HN	Honduras	203	MY - D	Malaysia Domestic	25
HR	Croatia	83	MZ	Mozambique	271
HU	Hungary	67	NG	Nigeria	203
ID	Indonesia	328	NG - D	Nigeria Domestic	27
ID - D	Indonesia Domestic	46	NL	Netherlands	66
IE	Ireland	48	NO	Norway	43.50
IL	Israel	176	NZ	New Zealand	50
IL - D	Israel Domestic	4	OM	Oman	122
IN	India	67	OM - D	Oman Domestic	34
IN - D	India domestic	2.37	PA	Panama	95
IS	Iceland	45	PE	Peru	109
IT	Italy	35	PE - D	Peru Domestic (Short Code)	20.27

Supported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
PH	Philippines	148.63	SI	Slovenia	122
PH - D	Philippines Domestic	4.45	SK	Slovak Republic	40
PK	Pakistan	379	TH	Thailand	6
PK - D	Pakistan-Domestic	34	TR	Turkey	5.71
PL	Poland	17	TT	Trinidad & Tobago	271
PT	Portugal	17	TW	Taiwan	25
PY	Paraguay	67.56	UA	Ukraine	149
QA	Qatar	163	US	United States (MMS)	16
QA - D	Qatar Domestic	20.27	US	United States (SMS)	4.07
RO	Romania	38	US - D	United States Domestic FTEU only	45
RS	Serbia	271	UY	Uruguay	44
RS - D	Serbia Domestic	18	VE	Venezuela	81.07
RU	Russia	415	VN	Vietnam	115
SA	Saudi Arabia	111	ZA	South Africa	10
SA - D	Saudi Arabia Domestic	21	ZW	Zimbabwe	196
SE	Sweden	35.13			
SG	Singapore	33			

Unsupported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
AF	Afghanistan	352	CD	Congo D.R.	158
AI	Anguilla	136	CI	Cote d'Ivoire	244
AW	Aruba	94.58	CM	Cameroon	163
AZ	Azerbaijan	338	DM	Dominica	183
BB	Barbados	169	ET	Ethiopia	284
BD	Bangladesh	284	FJ	Fiji	157
BF	Burkina Faso	136	GA	Gabon	190
BJ	Benin	176	GD	Grenada	136
BM	Bermuda	271	GE	Georgia	127
BN	Brunei	80	GM	Gambia	102
BO	Bolivia	176	GN	Guinea	244
BS	Bahamas	80	GT	Guatemala	203
BT	Bhutan	298	GY	Guyana	155
BZ	Belize	171	HT	Haiti	257

Unsupported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
IQ	Iraq	257	RW	Rwanda	183
JM	Jamaica	271	SL	Sierra Leone	271
KG	Kyrgyzstan	244	SN	Senegal	183
KH	Cambodia	237	SR	Suriname	257
KN	St Kitts & Nevis	142	SD	Sudan	271
KY	Cayman Islands	190	SY	Syria	257
KZ	Kazakhstan	230	TC	Turks & Caicos Islands	144
LA	Laos	203	TD	Chad	210
LC	St Lucia	271	TG	Togo	298
LR	Liberia	163	TJ	Tajikistan	318
LY	Libya	305	TL	Timor Leste	149
MG	Madagascar	352	TM	Turkmenistan	237
ML	Mali	223	TN	Tunisia	244
MM	Myanmar	262	TO	Tonga	136
MN	Mongolia	167	TZ	Tanzania	271
MS	Montserrat	163	UG	Uganda	203
ME	Montenegro	95	UZ	Uzbekistan	379
MU	Mauritius	114	VC	St Vincent & the Grenadines	136
MW	Malawi	126	VG	Virgin Islands British	156
NE	Niger	244	WS	Samoa	172
NP	Nepal	228	XK	Kosovo	183
PG	Papua New Guinea	167	YE	Yemen	176
PS	Palestinian Territory	277	YT	Mayotte	109
PW	Palau	169	ZM	Zambia	244