



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.

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.

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

*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.