Salesforce Message Credits - SMS

Salesforce Message Credits - SMS must be purchased as an add-on to eligible Marketing Cloud subscriptions.

SMS Multipliers

The multiplier applied to each SMS message is determined by country destination and Salesforce assigned originating Phone Number Type for each individual message sent according to the table below. All messages sent to countries or Salesforce assigned originating Phone Number Type not listed in the table below will be charged at a multiplier of 80.

- Customers will be charged for all outbound, mobile terminated (MT) SMS messages, whether delivered or undelivered.
- Customers will be charged for inbound, mobile originated (MO) SMS messages. All MO messages will be charged a multiplier of 5.

TABLE BELOW EFFECTIVE AS OF NOVEMBER 12, 2024:

Supported Countries, Phone Number Types, with Multipliers

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier
US	United States	Short Code	4
US	United States	Long Code	5
CA	Canada	Short Code	9
AL	Albania	Alpha	61
AT	Austria	Alpha / Long Code	34
BY	Belarus	Alpha	177
BE	Belgium	Short Code	80
BA	Bosnia & Herzgovia	Alpha	75
BG	Bulgaria	Alpha	98.14
BG-D	Bulgaria - Domestic	Alpha (Local Registered)	60.2
HR	Croatia	Alpha	61.5
CY	Cyprus	Alpha	68
CZ-D	Czech Republic - Domestic	Alpha (Local Registered)	36
CZ	Czech Republic	Long code	48

DK	Denmark	Alpha / Long Code	38
EE	Estonia	Alpha / Long Code	45
FI	Finland	Alpha / Long Code / Short Code	53
FR	France	Alpha / Short Code	42
DE	Germany	Alpha / Long Code	75
GR	Greece	Alpha	41
HU	Hungary	Long code	67
IS	Iceland	Alpha	45
IE	Ireland	Alpha / Long Code	48
IT	Italy	Alpha / Long Code	35
LV	Lativa	Alpha	31
LI	Liechtenstein	Alpha	19
LT	Lithuania	Alpha / Long Code	35
LU	Luxembourg	Alpha	75
MT	Malta	Alpha	55
NL	Netherlands	Alpha / Long Code / Short Code	66
NO	Norway	Alpha / Long Code / Short Code	41
PL	Poland	Alpha / Long Code	17
PT	Portugal	Alpha / Long Code	17
RO	Romania	Alpha	37
RU	Russia	Alpha	415
RS	Serbia	Alpha	189.76
SK	Slovakia	Alpha / Long Code	38
SI	Slovenia	Alpha	108
ES	Spain	Alpha / Long Code / Short Code	31
SE	Sweden	Alpha / Long Code / Short Code	33
SE	Sweden	Long code / Short Code	33
CH	Switzerland	Alpha / Long Code	28
UA	Ukraine	Alpha	144
UK	United Kingdom	Alpha / Long Code / Short Code	31.41
AR-D	Argentina Domestic	Short code	49
BR	Brazil	Short Code	12
CL-D	Chile Domestic	Short code	21.07
CL	Chile	Long code	13.09

CO	Colombia	Short code	0.71
CR	Costa Rica	1-way Intl Long code	33.00
DR	Dominican Republic	1-way Intl Long code	54.00
EC-D	Ecuador Domestic	Short code	48.00
HN	Honduras	Alpha	196.30
MX	Mexico	Short Code	11.78
PY	Paraguay	1-way Intl Long code	49.39
PE-D	Peru Domestic	Short code	19.63
TT	Trinidad & Tobago	1-way Intl Long code	164.00
UY	Uruguay	1-way Intl Long code	43.00
VE	Venezuela	1-way Intl Long code	74.60

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

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