



Salesforce Message Credits - SMS

Salesforce Message Credits - SMS (1,000) and Salesforce Message Credits - SMS for Marketing (1,000) must be purchased as an add-on to eligible Marketing Cloud subscriptions or Digital Engagement.

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 May 1, 2025 - July 14, 2025:

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
DZ	Algeria	Alpha	203
AT	Austria	Alpha / Long Code	34
AU	Australia	Alpha / Long Code	14.3
BY	Belarus	Alpha	177
BE	Belgium	Short Code / 1-way Intl Long code	80
BA	Bosnia & Herzgovia	Alpha / 1-way Intl Long code	399
BG	Bulgaria	Alpha	98.14
BG-D	Bulgaria - Domestic	Alpha (Local Registered)	60.2
BH	Bahrain	Alpha / 1-way Intl Long code	34
HR	Croatia	Alpha / 1-way Intl Long code	61.5

CY	Cyprus	Alpha / 1-way Intl Long code	68
CZ-D	Czech Republic - Domestic	Alpha (Local Registered)	38
CZ	Czech Republic	Long code	48
DK	Denmark	Alpha / Long Code / 1-way Intl Long code	39.19
EE	Estonia	Alpha / Long Code / 1-way Intl Long code	45
EG	Egypt	Alpha	216
EG-D	Egypt - Domestic	Alpha (Local Registered)	13.09
FI	Finland	Alpha / Long Code / Short Code / 1-way Intl Long code	62
FR	France	Alpha / Short Code	42
DE	Germany	Alpha / Long Code / 1-way Intl Long code	77.69
GH-D	Ghana Domestic	Alpha (Local Registered)	17
GH	Ghana	Alpha	197
GR	Greece	Alpha / 1-way Intl Long code	41
HU	Hungary	Long code / 1-way Intl Long code	67
IS	Iceland	Alpha / 1-way Intl Long code	45
IE	Ireland	Alpha / Long Code	48
IL-D	Israel Domestic	Alpha (Local Registered)	4
IL	Israel	Long Code / 1-way Intl Long code	129
IT	Italy	Alpha / Long Code	35
JO-D	Jordan Domestic	Alpha (Local Registered)	27
JO	Jordan	Alpha	222.47
KE-D	Kenya Domestic	Alpha (Local Registered)	14
KE	Kenya	Alpha	92
KW-D	Kuwait Domestic	Alpha (Local Registered)	48
KW	Kuwait	Alpha	131
LV	Lativa	Alpha / 1-way Intl Long code	31
LB	Lebanon	Alpha / 1-way Intl Long code	235.56
LB-D	Lebanon Domestic	Alpha (Local Registered)	19
LI	Liechtenstein	Alpha / 1-way Intl Long code	19
LT	Lithuania	Alpha / Long Code / 1-way Intl Long code	35
LU	Luxembourg	Alpha / 1-way Intl Long code	75
MA-D	Morocco Domestic	Alpha (Local Registered)	44
MA	Morocco	Alpha	169
MT	Malta	Alpha / 1-way Intl Long code	55

MZ	Mozambique	Alpha / 1-way Intl Long code	136
MG-D	Nigeria Domestic	Alpha (Local Registered)	27
NG	Nigeria	Alpha	197
NL	Netherlands	Alpha / Long Code / Short Code / 1-way Intl Long code	66
NO	Norway	Alpha / Long Code / Short Code	43.5
NO	Norway	1-way Intl Long code	56.3
OM-D	Oman Domestic	Alpha (Local Registered)	33
OM	Oman	Alpha	117.78
PL	Poland	Alpha / Long Code	17
PT	Portugal	Alpha / Long Code / 1-way Intl Long code	17
QA-D	Qatar Domestic	Alpha (Local Registered)	20
QA	Qatar	Alpha	157.02
RO	Romania	Alpha	37
RU	Russia	Alpha	415
RS-D	Serbia Domestic	Alpha Domestic	18
RS	Serbia	Alpha / 1-way Intl Long code	217
SA-D	Saudi Arabia Domestic	Alpha Domestic	21
SA	Saudi Arabia	Alpha	108
SK	Slovakia	Alpha / Long Code / 1-way Intl Long code	38
SI	Slovenia	Alpha / 1-way Intl Long code	118
ES	Spain	Alpha / Long Code / Short Code / 1-way Intl Long code	31
SE	Sweden	Alpha / Long Code / Short Code / 1-way Intl Long code	33
CH	Switzerland	Alpha / Long Code / 1-way Intl Long code	28
UA	Ukraine	Alpha / 1-way Intl Long code	144
UK	United Kingdom	Alpha / Long Code / Short Code	31.41
ZA	South Africa	Short code / 1-way Intl Long code	10
ZW	Zimbabwe	Alpha / 1-way Intl Long code	190
AR-D	Argentina Domestic	Short code	49
AR	Argentina	1-way Intl Long code	86.38
BR	Brazil	Short Code / 1-way Intl Long code	12.88
CL	Chile	Short code	21.07
CL	Chile	Long code / 1-way Intl Long code	13.09
CO	Colombia	Short code / 1-way Intl Long code	0.71
CR	Costa Rica	1-way Intl Long code	33

DR	Dominican Republic	1-way Intl Long code	54
EC-D	Ecuador Domestic	Short code	48
EC	Ecuador	1-way Intl Long code	113
HN	Honduras	Alpha / 1-way Intl Long code	196.30
MX	Mexico	Short Code	11
MX-INTL	Mexico	Short Code - INTL	66
MX	Mexico	1-way Intl Long code	12
PA	Panama	1-way Intl Long code	92
PY	Paraguay	1-way Intl Long code	67.56
PE-D	Peru Domestic	Short code	19.63
PE	Peru	1-way Intl Long code	109
TT	Trinidad & Tobago	1-way Intl Long code	271
UY	Uruguay	1-way Intl Long code	43
VE	Venezuela	1-way Intl Long code	74.60
CN	China	Short Code	34
ID-D	Indonesia Domestic	Alpha (Local Registered)	46
ID	Indonesia	Alpha	328
JP	Japan	Alpha / Short Code	53
KR	South Korea	1-way Intl Long code	12
LK	Sri Lanka	Alpha	301
MO	Macau	Alpha / 1-way Intl Long code	21
MY-D	Malaysia Domestic	Alpha (Local Registered)	25
MY	Malaysia	1-way Intl Long code	157.04
MY	Malaysia	Short Code	170.13
NZ	New Zealand	Short Code / 1-way Intl Long code	50
PH-D	Philippines Domestic	Alpha (Local Registered)	4.45
PH	Philippines	Alpha / Long Code	135.81
PK-D	Pakistan Domestic	Alpha (Local Registered)	21
PK	Pakistan	Alpha / 1-way Intl Long code	328
TH	Thailand	Alpha / Long Code	6
TW	Taiwan	Long Code / 1-way Intl Long code	25
VN	Vietnam	Alpha	112

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

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