



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 March 1, 2026:

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	88	BR	Brazil	13.91
AR	Argentina	90	BY	Belarus	183
AR - D	Argentina Domestic (domestic short code)	51	CA	Canada (SMS)	9
AT	Austria	20	CA	Canada (MMS)	20
AU	Australia	13.2	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	40	JO - D	Jordan Domestic	27
CY	Cyprus	68	JP	Japan	53
CZ	Czechia	49	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	271
EC	Ecuador	136	LB - D	Lebanon Domestic	19
EC - D	Ecuador Domestic (<i>short code</i>)	25.68	LI	Liechtenstein	19
EE	Estonia	45	LT	Lithuania	35
EG	Egypt	242	LU	Luxembourg	75
EG - D	Egypt Domestic	13.52	LV	Latvia	44
ES	Spain	31	LK	Sri Lanka	301
FI	Finland	64	MA	Morocco	169
FR	France	42	MA - D	Morocco Domestic	44
GB	Great Britain	33.78	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	217
HN	Honduras	203	MY - D	Malaysia Domestic	25
HR	Croatia	83	MZ	Mozambique	271
HU	Hungary	67	NG	Nigeria	237
ID	Indonesia	328	NG - D	Nigeria Domestic	27
ID - D	Indonesia Domestic	46	NL	Netherlands	66
IE	Ireland	48	NO	Norway	44
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 (<i>short code</i>)	20.27

Supported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
PH	Philippines	168	SI	Slovenia	163
PH - D	Philippines Domestic	4.45	SK	Slovak Republic	40
PK	Pakistan	379	TH	Thailand	6
PK - D	Pakistan-Domestic	34	TL	Timor Leste	149
PL	Poland	17	TN	Tunisia	244
PT	Portugal	14.6	TR	Turkey	5.71
PY	Paraguay	67.56	TT	Trinidad & Tobago	271
QA	Qatar	163	TW	Taiwan	25
QA - D	Qatar Domestic	20.27	UA	Ukraine	149
RO	Romania	38	US	United States (MMS)	16
RS	Serbia	271	US	United States (SMS)	4.96
RS - D	Serbia Domestic	18	US - D	United States Domestic (FTEU only)	45
RU	Russia	415	UY	Uruguay	44
SA	Saudi Arabia	137	VE	Venezuela	136
SA - D	Saudi Arabia Domestic	22.30	VN	Vietnam	169
SE	Sweden	38	ZA	South Africa	10
SG	Singapore	34.46	ZW	Zimbabwe	196

Unsupported Countries with Multipliers :

ISO	COUNTRY	MULTIPLIER	ISO	COUNTRY	MULTIPLIER
AF	Afghanistan	352	LR	Liberia	163
AI	Anguilla	136	LY	Libya	305
AW	Aruba	95	MG	Madagascar	406
AZ	Azerbaijan	338	ML	Mali	223
BB	Barbados	169	MM	Myanmar	262
BD	Bangladesh	311	MN	Mongolia	167
BF	Burkina Faso	136	MS	Montserrat	163
BJ	Benin	176	ME	Montenegro	122
BM	Bermuda	271	MU	Mauritius	114
BN	Brunei	80	MW	Malawi	203
BO	Bolivia	176	NE	Niger	298
BS	Bahamas	136	NP	Nepal	298
BT	Bhutan	298	PG	Papua New Guinea	167
BZ	Belize	171	PS	Palestinian Territory	277
CD	Congo D.R.	203	PW	Palau	169
CI	Cote d'Ivoire	338	RW	Rwanda	244
CM	Cameroon	163	SL	Sierra Leone	325
DM	Dominica	183	SN	Senegal	183
ET	Ethiopia	284	SR	Suriname	257
FJ	Fiji	157	SD	Sudan	271
GA	Gabon	190	SY	Syria	325
GD	Grenada	136	TC	Turks & Caicos Islands	144
GE	Georgia	127	TD	Chad	271
GM	Gambia	132	TG	Togo	365
GN	Guinea	244	TJ	Tajikistan	318
GT	Guatemala	80	TM	Turkmenistan	237
GY	Guyana	155	TO	Tonga	136
HT	Haiti	257	TZ	Tanzania	352
IQ	Iraq	257	UG	Uganda	244
JM	Jamaica	271	UZ	Uzbekistan	379
KG	Kyrgyzstan	244	VC	St Vincent & the Grenadines	136
KH	Cambodia	237	VG	Virgin Islands British	156
KN	St Kitts & Nevis	142	WS	Samoa	172
KY	Cayman Islands	190	XK	Kosovo	183
KZ	Kazakhstan	237	YE	Yemen	176
LA	Laos	203	YT	Mayotte	109
LC	St Lucia	271	ZM	Zambia	244

