

# Digital Engagement\*



Conversations and messages involve the sending and receiving of electronic messages between two parties. There are many different messaging types and applications and ways in which these electronic messages can be transmitted. Certain messaging types may not be supported by Messaging - please see the product's technical documentation for details. Messaging types include:

- 1 Short Message Services (SMS)**  
A text-based conversation exchange between two parties
- 2 Multimedia Message Services (MMS)**  
A picture-based conversation exchange between two parties (only available in the United States)
- 3 Long-Code Number**  
A typical phone number
- 4 Short-Code Number**  
A country-specific, 3-7 digit phone number used for messaging between one person/application and lots of people at once
- 5 Person to Person (P2P)**  
Conversations exchanged between two mobile subscribers; usually takes place via a long code phone number
- 6 Application to Person (A2P)**  
Conversations exchanged from an application (must be done via 800/toll-free number or short code) to mobile subscribers
- 7 Over-the-Top Messaging (OTT)**  
Instant messaging services provided by a third party (e.g., Facebook Messenger, WhatsApp, Apple)

## U.S. / Canada Domestic Messaging (non-OTT messaging)

Message-enable your business's existing 800/toll-free or business phone number in the U.S. and Canada, so your customers can engage in two-way conversations with a number with which they are already familiar. Messaging only supports "in-country messaging", i.e., a phone number of one country messaging another phone number of the same country.

## Non-U.S. / Canada Messaging (non-OTT messaging)

Messaging in non-U.S./Canada countries requires a new number provisioned by Salesforce for each country you decide to send messages to. Messaging only supports "in-country messaging" in the countries listed in the Rate Card below.

In-country numbers are not tied to a Customer's geographic location. For example, if you have a contact center in the United States that uses a German phone number to communicate with your customers who are located in Germany, the SMS Zone 3 conversation multiplier set forth in the Rate Card below would apply.

## Sandbox Messaging

Conversations in connection with a Customer's Sandbox are deducted from the total number of Customer's conversation entitlement under the applicable Order Form(s).

With Digital Engagement Messaging, companies can enable their existing 1-800 and business phone numbers to allow two-way messaging conversations. This allows consumers to directly connect with brands via the messaging apps of their choice.



## Rate Card

For each SMS message sent, Customer will consume Triggered & Bulk Messages and conversations based on the zone of that SMS channel. For example, for every one (1) outbound SMS message sent from a Customer phone number in Spain, two (2) Triggered & Bulk Messages or conversations (as applicable) will be consumed. Only in-country SMS messaging is supported.

For purposes of Messaging, a conversation is one or more messages between a Customer agent and end customer in a single message session. A conversation begins when: (1) a Customer agent accepts a message initiated by an end customer; or (2) a Customer agent sends an initial outbound message. A conversation ends when a Customer agent disconnects from the conversation or is logged off. All conversations automatically end after 24 hours have elapsed from the start of the conversation. A Triggered & Bulk Message is an outbound message that is: (i) triggered to send when a record creation or modification event occurs; or (ii) sent from a list view or campaign objects.

| Messaging Category                  | Triggered & Bulk Message and Conversation Multiplier | Messaging Type & Country Availability <sup>5</sup>                                                          |
|-------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Included OTT Messaging <sup>1</sup> | 0                                                    | All Countries                                                                                               |
| WhatsApp Messaging <sup>2</sup>     | 0                                                    | All Countries                                                                                               |
| SMS / MMS Zone One <sup>3</sup>     | 1                                                    | Long Code (U.S.-P2P, U.S.-A2P <sup>4</sup> , Canada)                                                        |
| SMS Zone One <sup>3</sup>           | 1                                                    | Toll Free (U.S., Canada), Short Code (U.S., Canada), Denmark, Malaysia, Poland, Portugal, Singapore, Taiwan |
| SMS Zone Two <sup>3</sup>           | 2                                                    | Australia, Brazil, Ireland, Norway, Sweden, Switzerland, Spain, United Kingdom                              |
| SMS Zone Three <sup>3</sup>         | 3                                                    | Austria, Belgium, Finland, France, Germany, Hungary, Hong Kong                                              |

<sup>1</sup>Includes Facebook Messenger, enhanced Facebook Messenger and Apple Messages for Business

<sup>2</sup>Includes inbound WhatsApp messages and responsive outbound WhatsApp messages (sent within 24 hours of the inbound message). Reference to WhatsApp messages includes standard WhatsApp messaging and enhanced WhatsApp messaging.

<sup>3</sup>Includes standard SMS messaging and enhanced SMS messaging.

<sup>4</sup>May be subject to carrier restrictions

<sup>5</sup>Country availability is dependent on aggregator and carrier requirements and is subject to change

## Add-on Subscriptions

For each WhatsApp outbound message, Customer will consume outbound messages based on the zone of recipient's country code. For example, for every one (1) WhatsApp outbound notification message sent to Germany, three (3) outbound messages will be consumed.

| Messaging Category         | Outbound Messages Multiplier | Country Availability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WhatsApp Outbound Messages |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Outbound Zone One          | 1                            | United States, Canada, Colombia, India, Indonesia, Israel, South Africa, Turkey, United Arab Emirates                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Outbound Zone Two          | 2                            | Afghanistan, Argentina, Australia, Bahrain, Bangladesh, Bolivia, Brazil, Cambodia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Hong Kong, Iraq, Italy, Jamaica, Japan, Jordan, Kuwait, Laos, Lebanon, Malaysia, Mexico, Mongolia, Nepal, New Zealand, Nicaragua, Nigeria, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Puerto Rico, Qatar, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, United Kingdom, Uruguay, Uzbekistan, Vietnam, Yemen                                                                                                                               |
| Outbound Zone Three        | 3                            | Albania, Algeria, Angola, Armenia, Austria, Azerbaijan, Belarus, Belgium, Benin, Botswana, Bulgaria, Burkina Faso, Burundi, Cameroon, Chad, Chile, Congo, Croatia, Czech Republic, Denmark, Egypt, Eritrea, Ethiopia, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Guinea-Bissau, Hungary, Ireland, Ivory Coast, Kenya, Latvia, Lesotho, Liberia, Libya, Lithuania, Macedonia, Madagascar, Malawi, Mali, Mauritania, Moldova, Morocco, Mozambique, Namibia, Netherlands, Niger, Norway, Poland, Portugal, Romania, Rwanda, Senegal, Serbia, Sierra Leone, Slovakia, Slovenia, Somalia, Swaziland, Sweden, Switzerland, Tanzania, Togo, Tunisia, Uganda, Ukraine, Zambia |

Updated as of November 2024. Technical restrictions may apply. Please see technical documentation.

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