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 Growth or Marketing Cloud Advanced, Marketing Cloud Engagement+ or Agentforce Contact Center Digital subscriptions.

The multiplier applied to each SMS message is determined by country destination, Salesforce assigned originating Phone Number Type and if applicable, if Customers have been approved for Domestic sending, for each individual message sent according to the table below.

When SMS is sent through the Marketing Cloud Engagement Platform:
All SMS messages sent to countries or Salesforce assigned originating Phone Number Type not listed in the tables below will be charged at a multiplier of 80. Not all markets listed below are supported, as further explained [here](). Some unsupported countries have multipliers due to cost, as listed in table below.

When SMS is sent through the Unified Messaging Platform:
SMS messages can only be sent to supported countries using stated supported assigned originating Phone Number Type.

Additionally:
● Customers will be charged for all outbound, mobile terminated (MT) SMS messages, whether delivered or undelivered.
● Where supported, Customers will be charged for inbound, mobile originated (MO) SMS messages. All MO messages will be charged a multiplier of 5.
● Multipliers noted as Domestic 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.
● 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

Multipliers, countries, phone number and usage types are subject to change at any time.
TABLE BELOW EFFECTIVE AS OF November 1, 2025:

Supported Countries with Multipliers

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
US	United States	Short Code	4.07	
US	United States	10DLC Code	5	Unified Messaging Platform Only
US - D	United States - Domestic	FTEU Code	45	Marketing Cloud Engagement Platform Only
US	United States	MMS - Short Code	16	Marketing Cloud Engagement Platform Only
US	United Status	MMS - Long Code	31.49	AFCC Digital Only
US	United States	Toll Free	8.03	Unified Messaging Platform & AFCC Digital
US	United States	MMS Toll Free	31.49	Unified Messaging Platform & AFCC Digital
CA	Canada	Short Code	9	
CA	Canada	MMS - Long Code	27.78	AFCC Digital Only
CA	Canada	Toll Free	8.03	AFCC Digital Only
CA	Canada	MMS Toll Free	31.49	AFCC Digital Only
AE	United Arab Emirates	Alpha / Short Code	47.29	
AE - D	United Arab Emirates - Domestic	Alpha (Local Registered)	18.92	
AL	Albania	Alpha	87.83	
AR	Argentina	1-way Intl Long code	89.18	
AR - D	Argentina Domestic	Short code	51	
DZ	Algeria	Alpha	210	
AT	Austria	Alpha / Long Code	20	
AU	Australia	Alpha / Long Code	13.2	
BY	Belarus	Alpha	182.41	
BE	Belgium	Short Code / 1-way Intl Long code	80	
BA	Bosnia & Herzegovina	Alpha / 1-way Intl Long code	399	
BR	Brazil	Short Code / 1-way Intl Long code	13.17	
BG	Bulgaria	Alpha	102	
BG-D	Bulgaria - Domestic	Alpha (Local Registered)	62.16	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
BH	Bahrain	Alpha / 1-way Intl Long code	34	
CL - D	Chile Domestic	Short code	21.07	
CL	Chile	Long code / 1-way Intl Long code	13.52	
CO	Colombia	Short code / 1-way Intl Long code	0.71	
CR	Costa Rica	1-way Intl Long code	40	
HR	Croatia	Alpha / 1-way Intl Long code	83	
CY	Cyprus	Alpha / 1-way Intl Long code	68	
CZ	Czech Republic	Long code	49	
CZ-D	Czech Republic - Domestic	Alpha (Local Registered)	39.19	
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	242	
EG - D	Egypt - Domestic	Alpha (Local Registered)	13.52	
FI	Finland	Alpha / Long Code / FI Short Code / 1-way Intl Long code	64	
FR	France	Alpha / Short Code	42	
DE	Germany	Alpha / Long Code / 1-way Intl Long code	77.69	
GH	Ghana	Alpha - Pre-Reg	311	
GH - D	Ghana Domestic	Alpha (Local Registered)	17	
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	Israel	Long Code / 1-way Intl Long code	176	
IL - D	Israel Domestic	Alpha (Local Registered)	4	
IT	Italy	Alpha / Long Code	35	
JO	Jordan	Alpha	229.69	
JO - D	Jordan Domestic	Alpha (Local Registered)	27	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
KE	Kenya	Alpha	203	
KE - D	Kenya Domestic	Alpha (Local Registered)	14	
KW	Kuwait	Alpha	136	
KW - D	Kuwait Domestic	Alpha (Local Registered)	49.32	
LV	Latvia	Alpha / 1-way Intl Long code	31	
LB	Lebanon	Alpha / 1-way Intl Long code	243.21	
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	Morocco	Alpha	169	
MA - D	Morocco Domestic	Alpha (Local Registered)	44	
MT	Malta	Alpha / 1-way Intl Long code	57	
MZ	Mozambique	Alpha / 1-way Intl Long code	271	
NG	Nigeria	Alpha	203	
NG - D	Nigeria Domestic	Alpha (Local Registered)	27	
NL	Netherlands	Alpha / Long Code / Short Code /1-way Intl Long code	66	
NO	Norway	Alpha / Long Code / Short Code	43.5	Unified Messaging Platform Only
NO	Norway	1-way Intl Long code	58.10	Unified Messaging Platform Only
NO	Norway	Alpha / Long Code / Short Code/1-way Intl Long code	44.59	Marketing Cloud Engagement Platform Only
OM	Oman	Alpha	122	
OM - D	Oman Domestic	Alpha (Local Registered)	34	
PL	Poland	Alpha / Long Code	17	
PT	Portugal	Alpha / Long Code / 1-way Intl Long code	14.6	
QA	Qatar	Alpha	163	
QA - D	Qatar Domestic	Alpha (Local Registered)	20.27	
RO	Romania	Alpha	38	
RU	Russia	Alpha	415	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
RS	Serbia	Alpha / 1-way Intl Long code	271	
RS - D	Serbia Domestic	Alpha Domestic	18	
SA	Saudi Arabia	Alpha	137	
SA - D	Saudi Arabia Domestic	Alpha Domestic	21	
SK	Slovakia	Alpha / Long Code / 1-way Intl Long code	40	
SI	Slovenia	Alpha / 1-way Intl Long code	163	
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	38	
ZA	South Africa	Short code / 1-way Intl Long code	10	
CH	Switzerland	Alpha / Long Code / 1-way Intl Long code	28.51	
UA	Ukraine	Alpha / 1-way Intl Long code	149	
GB	United Kingdom	Alpha / Long Code / Short Code	33.78	
TR	Turkey	Alpha	5.71	
ZW	Zimbabwe	Alpha / 1-way Intl Long code	196	
DR	Dominican Republic	1-way Intl Long code	56	
EC	Ecuador	1-way Intl Long code	136	
EC - D	Ecuador Domestic	Short code	48	
HN	Honduras	Alpha / 1-way Intl Long code	203	
MX-D	Mexico	Short Code	11.42	
MX	Mexico	Short Code - Carrier Marked INTL	67.6	
MX	Mexico	1-way Intl Long code	12.17	Marketing Cloud Engagement Platform Only
MX	Mexico	1-way Intl Long code	12.17	Unified Messaging Platform Only
PA	Panama	1-way Intl Long code	95	

ISO	Country	Salesforce Assigned Originating Phone Number Type	MT (Outbound) Multiplier	Platform Restriction
PY	Paraguay	1-way Intl Long code	67.56	
PE	Peru	1-way Intl Long code	109	
PE - D	Peru Domestic	Short code	20.27	
TT	Trinidad & Tobago	1-way Intl Long code	271	
UY	Uruguay	1-way Intl Long code	44	
VE	Venezuela	1-way Intl Long code	81.07	
CN	China	Short Code	34	
ID	Indonesia	Alpha	328	
ID - D	Indonesia Domestic	Alpha (Local Registered)	46	
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	Malaysia	1-way Intl Long code	157.04	Unified Messaging Platform Only
MY	Malaysia	1-way Intl Long code	202.67	Marketing Cloud Engagement Platform Only
MY	Malaysia	Short Code	202.67	
MY - D	Malaysia Domestic	Alpha (Local Registered)	25	
HK	Hong Kong	Long code / 1-way Intl Long code	47	Marketing Cloud Engagement Platform Only
IN	India	1-way Intl Long code	67	Marketing Cloud Engagement Platform Only
IN - D	India	Alpha (Local Registered)	2.37	Marketing Cloud Engagement Platform Only
SG	Singapore	Long Code / Short Code / Alpha	33	
NZ	New Zealand	Short Code / 1-way Intl Long code	50	
PH	Philippines	Alpha / Long Code	164	
PH - D	Philippines Domestic	Alpha (Local Registered)	4.45	
PK	Pakistan	Alpha / 1-way Intl Long code	379	
PK - D	Pakistan Domestic	Alpha (Local Registered)	21	
TH	Thailand	Alpha / Long Code	6	
TW	Taiwan	Long Code / 1-way Intl Long code	25	
VN	Vietnam	Alpha	129	

Unsupported Countries with Multipliers

ISO	COUNTRY	MT MULTIPLIER		ISO	COUNTRY	MT MULTIPLIER
AF	Afghanistan	352		CD	Congo D.R.	158
AI	Anguilla	136		CI	Cote d'Ivoire	338
AW	Aruba	94.58		CM	Cameroon	163
AZ	Azerbaijan	338		DM	Dominica	183
BB	Barbados	169		ET	Ethiopia	284
BD	Bangladesh	284		FJ	Fiji	157
BF	Burkina Faso	136		GA	Gabon	190
BJ	Benin	176		GD	Grenada	136
BM	Bermuda	271		GE	Georgia	127
BN	Brunei	80		GM	Gambia	102
BO	Bolivia	176		GN	Guinea	244
BS	Bahamas	80		GT	Guatemala	80
BT	Bhutan	298		GY	Guyana	155
BZ	Belize	171		HT	Haiti	257
IQ	Iraq	257		RW	Rwanda	244
JM	Jamaica	271		SL	Sierra Leone	271
KG	Kyrgyzstan	244		SN	Senegal	183
KH	Cambodia	237		SR	Suriname	257
KN	St Kitts & Nevis	142		SD	Sudan	271
KY	Cayman Islands	190		SY	Syria	257
KZ	Kazakhstan	230		TC	Turks & Caicos Islands	144
LA	Laos	203		TD	Chad	271
LC	St Lucia	271		TG	Togo	298
LR	Liberia	163		TJ	Tajikistan	318
LY	Libya	305		TL	Timor Leste	149
MG	Madagascar	406		TM	Turkmenistan	237
ML	Mali	223		TN	Tunisia	244
MM	Myanmar	262		TO	Tonga	136
MN	Mongolia	167		TZ	Tanzania	352
MS	Montserrat	163		UG	Uganda	244
ME	Montenegro	95		UZ	Uzbekistan	379
MU	Mauritius	114		VC	St Vincent & the Grenadines	136
MW	Malawi	203		VG	Virgin Islands British	156
NE	Niger	298		WS	Samoa	172
NP	Nepal	288		YE	Yemen	176
PG	Papua New Guinea	167		YT	Mayotte	109
PS	Palestinian Territory	277		ZM	Zambia	244
PW	Palau	169				