



## Super Messages

Multipliers vary by edition and start date, always verify your version by checking here.  
For subscriptions prior to August 17, 2021 different multipliers apply.

### For Subscriptions with Start Dates of June 16, 2020 and later:

A quantity of Super Message types is included in each Basic, Pro, Corporate and Enterprise Edition and additional Super Messages can be purchased at any time during a subscription term. Entitlements for each category can be applied to one or more messaging channels and each messaging channel consumes one or more entitlements. The details of messaging channels and applicable multipliers are outlined below:

Usage Type	Multiplier
CloudPages Impressions	1
Einstein Content Selection Impressions	2
Email Impressions	1
Emails	1
GroupConnect Reseller Messages	10
GroupConnect Transactional Messages	3
High Priority Triggered Emails	4
Interactive Email	1
Landing Page Impressions	1
Live Weather Block Impressions	1
MobilePush Messages	1
Web Impressions	2

## SMS & MMS Messages

- The multiplier applied to each SMS/MMS message is determined by country destination for each individual message sent according to the table below. 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 as further explained [here](#).
  - Customer will be charged for all outbound, mobile terminated (MT) SMS or MMS messages, whether delivered or undelivered.
  - Customer will not be charged for inbound, mobile originated (MO) SMS or MMS messages.

ISO - Country - Multiplier	ISO - Country - Multiplier	ISO - Country - Multiplier
AD - Andorra - 86	HK - Hong Kong - 50	OM - Oman - 75
AE - United Arab Emirates - 23	HN - Honduras - 30	PE - Peru - 36
AL - Albania - 68	HR - Croatia - 44	PH - Philippines - 31
AR - Argentina - 75	HU - Hungary - 74	PK - Pakistan - 90
AT - Austria - 57	ID - Indonesia - 53	PL - Poland - 23
AU - Australia - 22	IE - Ireland - 53	PR - Puerto Rico - 75
BA - Bosnia and Herzegovina - 83	IL - Israel - 48	PT - Portugal - 17
BE - Belgium - 98	IN - India - 35	PY - Paraguay - 30
BG - Bulgaria - 68	IS - Iceland - 47	QA - Qatar - 38
BH - Bahrain - 21	IT - Italy - 43	RO - Romania - 70
BR - Brazil - 25	JM - Jamaica - 80	RS - Serbia - 60
BY - Belarus - 143	JO - Jordan - 128	RU - Russia - 56
CA - Canada - 30	JP - Japan - 74	SA - Saudi Arabia - 53
CH - Switzerland - 33	KE - Kenya - 53	SE - Sweden - 36
CL - Chile - 32	KR - South Korea - 20	SG - Singapore - 29
CN - China - 38	KW - Kuwait - 57	SI - Slovenia - 53
CO - Colombia - 18	KZ - Kazakhstan - 116	SK - Slovak Republic - 68
CR - Costa Rica - 32	LB - Lebanon - 50	SN - Senegal - 113
CY - Cyprus - 75	LI - Liechtenstein - 21	SV - El Salvador - 80
CZ - Czechia - 70	LK - Sri Lanka - 75	TH - Thailand - 13
DE - Germany - 84	LT - Lithuania - 23	TJ - Tajikistan - 151
DK - Denmark - 21	LU - Luxembourg - 93	TN - Tunisia - 113
DO - Dominican Republic - 45	LV - Latvia - 42	TR - Turkey - 5
DZ - Algeria - 92	MA - Morocco - 54	TT - Trinidad and Tobago - 38 TW
EC - Ecuador - 100	ME - Montenegro - 24	- Taiwan - 35
EE - Estonia - 50	MK - North Macedonia - 68	TZ - Tanzania - 80
EG - Egypt - 90	ML - Mali - 98	UA - Ukraine - 66
ES - Spain - 39	MO - Macau - 20	UG - Uganda - 105
FI - Finland - 59	MT - Malta - 63	US - United States - 12(SMS)
FR - France - 46	MX - Mexico - 25	US - United States - 40 (MMS)
GB - Great Britain - 28	MY - Malaysia - 33	UY - Uruguay - 41
GE - Georgia - 151	MZ - Mozambique - 41	UZ - Uzbekistan - 128
GH - Ghana - 53	NG - Nigeria - 65	VE - Venezuela - 26
GR - Greece - 57	NL - Netherlands - 75	VN - Vietnam - 60
GT - Guatemala - 80	NO - Norway - 41	WF - Wallis & Futuna Islands - 87
	NP - Nepal - 120	YT - Mayotte - 120
	NZ - New Zealand - 80	ZA - South Africa - 15
		ZW - Zimbabwe - 90

Additional information about each Usage Type can be found [here](#).

For Subscriptions with Start Dates prior to June 16, 2020 - [Click Here](#).