

SMS Pricing

Messaging is priced on a sliding scale that rewards higher volume. Rates are tiered — each rate applies only to the messages within that band, so your effective per-message cost decreases as you scale.

10DLC OUTBOUND BILLED · INBOUND FREE

For 10DLC messaging, **only outbound messages are billed**; inbound is free. Outbound MMS is billed at **3×** the tiered outbound SMS rate, and inbound MMS at **2×** the tiered outbound rate per segment. **Carrier fees are passed through in addition to the rates below — these prices are not all-inclusive.**

MONTHLY VOLUME	RATE PER MESSAGE SEGMENT
300K – 1M	\$0.0065
1M – 2.5M	\$0.0057
2.5M – 5M	\$0.0050
5M+	\$0.0046

HOW TIERED BILLING WORKS

Each rate applies only to messages within that band — not your entire monthly volume. Crossing into a higher band charges only the messages above that threshold at the lower rate. Example: 1,500,000 messages → first 1M @ \$0.0065 + next 500K @ \$0.0057 = **\$9,350.00** (blended \$0.00623/msg).

Toll-Free INBOUND & OUTBOUND BILLED

For toll-free messaging, **both inbound and outbound messages are billed** — each direction consumes one credit per segment. Outbound MMS is billed at **3×** the tiered outbound SMS rate, and inbound MMS at **2×** the tiered outbound SMS rate per segment. **Carrier fees are passed through in addition to the rates below — these prices are not all-inclusive.**

MONTHLY VOLUME	RATE PER MESSAGE SEGMENT
300K – 1M	\$0.0120
1M – 2.5M	\$0.0110
2.5M – 5M	\$0.0100
5M+	\$0.0088

HOW TIERED BILLING WORKS

Toll-free uses the same banded structure shown above. Because both inbound and outbound segments are billable, each direction counts toward your monthly volume and is charged at the applicable band rate.

Rates shown are per SMS segment. MMS, carrier pass-through fees, and platform charges billed separately where applicable. Volume is measured per calendar month. Pricing subject to the terms of your service agreement.

10DLC Carrier Pass-Through Fees

Carrier fees are billed at cost with no markup, in addition to the per-segment platform rates. Rates are charged per message part (segment) and are set by the wireless carriers. The rates below reflect major carriers; all other carriers are billed at the applicable pass-through rate.

Carrier	SMS (per message part)		MMS (per message part)	
	Outbound Rate	Inbound Rate	Outbound Rate	Inbound Rate
AT&T	\$0.0035	\$0.0035	\$0.0090	\$0.0090
T-Mobile USA	\$0.0045	\$0.0025	\$0.0100	\$0.0100
Verizon	\$0.0040	\$0.0000	\$0.0065	\$0.0000
U.S. Cellular	\$0.0050	\$0.0000	\$0.0100	\$0.0000
All other carriers	\$0.0035	\$0.0000	\$0.0100	\$0.0000

NOTE ON 10DLC

For 10DLC, only outbound messages are billed at the platform rate; inbound is free. Carrier pass-through fees, however, may apply to both directions depending on the carrier, and are passed through at cost. Rates are subject to change by the carriers.

Toll-Free Carrier Pass-Through Fees

Carrier fees are billed at cost with no markup, in addition to the per-segment platform rates. Rates are charged per message part (segment) and are set by the wireless carriers. Toll-free bills both inbound and outbound directions.

Carrier	SMS (per message part)		MMS (per message part)	
	Outbound Rate	Inbound Rate	Outbound Rate	Inbound Rate
AT&T	\$0.0035	\$0.0035	\$0.0090	\$0.0090
T-Mobile USA	\$0.0045	\$0.0025	\$0.0100	\$0.0100
Verizon	\$0.0045	\$0.0000	\$0.0070	\$0.0000
U.S. Cellular	\$0.0045	\$0.0025	\$0.0100	\$0.0010
All other carriers	\$0.0035	\$0.0000	\$0.0100	\$0.0000

NOTE ON TOLL-FREE

For toll-free, both inbound and outbound segments are billable at the platform rate, and carrier pass-through fees apply per the schedule above, at cost. Rates are subject to change by the carriers.