

Cost per conversation in EUR

Updated 1 Nov 2024

Conversation prices vary based on the recipient's country and message category.

Conversation that initiates from the CTWA Ad is free.

All service conversions are free.

Conversations are categorized with one of the following categories:

- **Marketing** — Enables you to achieve a wide range of goals, from generating awareness to driving sales and retargeting customers. Examples include new product, service, or feature announcements, targeted promotions/offers, and cart abandonment reminders.
- **Utility** — Enables you to follow-up on user actions or requests. Examples include opt-in confirmation, order/delivery management (e.g., delivery update); account updates or alerts (for example., payment reminder); or feedback surveys.
- **Authentication** — Enables you authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges).
- **Service** — Enables you to resolve customer inquiries.

Marketing, utility, and authentication conversations can only be opened with template messages. Service conversations can be opened with any type of message other than a template message.

Country	ISO Code	Country Code	Marketing	Utility	Authentication
Afghanistan	AF	93	€0.08784	€0.01884	€0.05100
Albania	AL	355	€0.10320	€0.04236	€0.06684
Algeria	DZ	213	€0.02700	€0.00732	€0.01728
American Samoa	AS	1 684	€0.07248	€0.00924	€0.03648
Andorra	AD	376	€0.07248	€0.00924	€0.03648
Angola	AO	244	€0.02700	€0.00732	€0.01728
Anguilla	AI	1 264	€0.07248	€0.00924	€0.03648
Antarctica	AQ	672	€0.07248	€0.00924	€0.03648
Antigua and Barbuda	AG	1 268	€0.07248	€0.00924	€0.03648
Argentina	AR	54	€0.07416	€0.04080	€0.04404
Armenia	AM	374	€0.10320	€0.04236	€0.06684
Aruba	AW	297	€0.07248	€0.00924	€0.03648
Australia	AU	61	€0.08784	€0.01884	€0.05100
Austria	AT	43	€0.07104	€0.03600	€0.04536
Azerbaijan	AZ	994	€0.10320	€0.04236	€0.06684
Bahamas	BS	1 242	€0.07248	€0.00924	€0.03648
Bahrain	BH	973	€0.04092	€0.01884	€0.02136
Bangladesh	BD	880	€0.08784	€0.01884	€0.05100
Barbados	BB	1 246	€0.07248	€0.00924	€0.03648
Belarus	BY	375	€0.10320	€0.04236	€0.06684
Belgium	BE	32	€0.07104	€0.03600	€0.04536
Belize	BZ	501	€0.07248	€0.00924	€0.03648
Benin	BJ	229	€0.02700	€0.00732	€0.01728
Bermuda	BM	1 441	€0.07248	€0.00924	€0.03648
Bhutan	BT	975	€0.07248	€0.00924	€0.03648
Bolivia	BO	591	€0.08880	€0.01356	€0.05340
Bosnia and Herzegovina	BA	387	€0.07248	€0.00924	€0.03648
Botswana	BW	267	€0.02700	€0.00732	€0.01728
Brazil	BR	55	€0.07500	€0.00960	€0.03780
British Indian Ocean Territory	IO	246	€0.07248	€0.00924	€0.03648
British Virgin Islands	VG	1 284	€0.07248	€0.00924	€0.03648
Brunei	BN	673	€0.07248	€0.00924	€0.03648
Bulgaria	BG	359	€0.10320	€0.04236	€0.06684
Burkina Faso	BF	226	€0.02700	€0.00732	€0.01728
Burundi	BI	257	€0.02700	€0.00732	€0.01728
Cambodia	KH	855	€0.08784	€0.01884	€0.05100
Cameroon	CM	237	€0.02700	€0.00732	€0.01728
Canada	CA	1	€0.03000	€0.00480	€0.01620
Cape Verde	CV	238	€0.07248	€0.00924	€0.03648
Cayman Islands	KY	1 345	€0.07248	€0.00924	€0.03648
Central African Republic	CF	236	€0.07248	€0.00924	€0.03648
Chad	TD	235	€0.02700	€0.00732	€0.01728
Chile	CL	56	€0.10668	€0.02400	€0.06324
China	CN	86	€0.08784	€0.01884	€0.05100
Christmas Island	CX	61	€0.07248	€0.00924	€0.03648

Country	ISO Code	Country Code	Marketing	Utility	Authentication
Cocos Islands	CC	61	€0.07248	€0.00924	€0.03648
Colombia	CO	57	€0.01500	€0.00024	€0.00924
Comoros	KM	269	€0.07248	€0.00924	€0.03648
Cook Islands	CK	682	€0.07248	€0.00924	€0.03648
Costa Rica	CR	506	€0.08880	€0.01356	€0.05340
Croatia	HR	385	€0.10320	€0.04236	€0.06684
Cuba	CU	53	€0.07248	€0.00924	€0.03648
Curacao	CW	599	€0.07248	€0.00924	€0.03648
Cyprus	CY	357	€0.07248	€0.00924	€0.03648
Czech Republic	CZ	420	€0.10320	€0.04236	€0.06684
Democratic Republic of the Congo	CD	243	€0.02700	€0.00924	€0.01728
Denmark	DK	45	€0.07100	€0.03600	€0.04536
Djibouti	DJ	253	€0.07104	€0.00924	€0.03648
Dominica	DM	1767	€0.07248	€0.00924	€0.03648
Dominican Republic	DO	1809	€0.08880	€0.01356	€0.05340
Dominican Republic	DO	1829	€0.08880	€0.01356	€0.05340
Dominican Republic	DO	1849	€0.08880	€0.01356	€0.05340
East Timor	TL	670	€0.07248	€0.00924	€0.03648
Ecuador	EC	593	€0.08880	€0.01356	€0.05340
Egypt	EG	20	€0.12876	€0.00624	€0.07416
El Salvador	SV	503	€0.08880	€0.01356	€0.05340
Equatorial Guinea	GQ	240	€0.07248	€0.00924	€0.03648
Eritrea	ER	291	€0.02700	€0.00732	€0.01728
Estonia	EE	372	€0.07248	€0.00924	€0.03648
Ethiopia	ET	251	€0.02700	€0.00732	€0.01728
Falkland Islands	FK	500	€0.07248	€0.00924	€0.03648
Faroe Islands	FO	298	€0.07248	€0.00924	€0.03648
Fiji	FJ	679	€0.07248	€0.00924	€0.03648
Finland	FI	358	€0.07104	€0.03600	€0.04536
France	FR	33	€0.17184	€0.03600	€0.08292
French Polynesia	PF	689	€0.07248	€0.00924	€0.03648
Gabon	GA	241	€0.02700	€0.00732	€0.01728
Gambia	GM	220	€0.02700	€0.00732	€0.01728
Georgia	GE	995	€0.10320	€0.04236	€0.06684
Germany	DE	49	€0.16380	€0.06600	€0.09216
Ghana	GH	233	€0.02700	€0.00732	€0.01728
Gibraltar	GI	350	€0.07248	€0.00924	€0.03648
Greece	GR	30	€0.10320	€0.04236	€0.06684
Greenland	GL	299	€0.07248	€0.00924	€0.03648
Grenada	GD	1473	€0.07248	€0.00924	€0.03648
Guam	GU	1671	€0.07248	€0.00924	€0.03648
Guatemala	GT	502	€0.08880	€0.01356	€0.05340
Guernsey	GG	44 1481	€0.07248	€0.00924	€0.03648
Guinea	GN	224	€0.07248	€0.00924	€0.03648
Guinea-Bissau	GW	245	€0.02700	€0.00732	€0.01728

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Guyana	GY	592	€0.07248	€0.00924	€0.03648
Haiti	HT	509	€0.08880	€0.01356	€0.05340
Honduras	HN	504	€0.08880	€0.01356	€0.05340
Hong Kong	HK	852	€0.08784	€0.01884	€0.05100
Hungary	HU	36	€0.10320	€0.04236	€0.06684
Iceland	IS	354	€0.07248	€0.00924	€0.03648
India	IN	91	€0.01284	€0.00168	€0.00168
Indonesia	ID	62	€0.04932	€0.02400	€0.03600
Iran	IR	98	€0.07248	€0.00924	€0.03648
Iraq	IQ	964	€0.04092	€0.01884	€0.02136
Ireland	IE	353	€0.07104	€0.03600	€0.04536
Isle of Man	IM	44 1624	€0.07248	€0.00924	€0.03648
Israel	IL	972	€0.04236	€0.00636	€0.02028
Italy	IT	39	€0.08292	€0.03600	€0.04536
Ivory Coast	CI	225	€0.02700	€0.00732	€0.01728
Jamaica	JM	1 876	€0.08880	€0.01356	€0.05340
Japan	JP	81	€0.08784	€0.01884	€0.05100
Jersey	JE	44 1534	€0.07248	€0.00924	€0.03648
Jordan	JO	962	€0.04092	€0.01884	€0.02136
Kazakhstan	KZ	7	€0.07248	€0.00924	€0.03648
Kenya	KE	254	€0.02700	€0.00732	€0.01728
Kiribati	KI	686	€0.07248	€0.00924	€0.03648
Kosovo	XK	383	€0.07248	€0.00924	€0.03648
Kuwait	KW	965	€0.04092	€0.01884	€0.02136
Kyrgyzstan	KG	996	€0.07248	€0.00924	€0.03648
Laos	LA	856	€0.08784	€0.01884	€0.05100
Latvia	LV	371	€0.10320	€0.04236	€0.06684
Lebanon	LB	961	€0.04092	€0.01884	€0.02136
Lesotho	LS	266	€0.02700	€0.00732	€0.01728
Liberia	LR	231	€0.02700	€0.00732	€0.01728
Libya	LY	218	€0.02700	€0.00732	€0.01728
Liechtenstein	LI	423	€0.07248	€0.00924	€0.03648
Lithuania	LT	370	€0.10320	€0.04236	€0.06684
Luxembourg	LU	352	€0.07248	€0.00924	€0.03648
Macau	MO	853	€0.07248	€0.00924	€0.03648
Macedonia	MK	389	€0.10320	€0.04236	€0.06684
Madagascar	MG	261	€0.02700	€0.00732	€0.01728
Malawi	MW	265	€0.02700	€0.00732	€0.01728
Malaysia	MY	60	€0.10320	€0.01680	€0.02160
Maldives	MV	960	€0.07248	€0.00924	€0.03648
Mali	ML	223	€0.02700	€0.00732	€0.01728
Malta	MT	356	€0.07248	€0.00924	€0.03648
Marshall Islands	MH	692	€0.07248	€0.00924	€0.03648
Mauritania	MR	222	€0.02700	€0.00732	€0.01728
Mauritius	MU	230	€0.07248	€0.00924	€0.03648

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Mayotte	YT	262	€0.07248	€0.00924	€0.03648
Mexico	MX	52	€0.05232	€0.01200	€0.02868
Micronesia	FM	691	€0.07248	€0.00924	€0.03648
Moldova	MD	373	€0.10320	€0.04236	€0.06684
Monaco	MC	377	€0.07248	€0.00924	€0.03648
Mongolia	MN	976	€0.08784	€0.01884	€0.05100
Montenegro	ME	382	€0.07248	€0.00924	€0.03648
Montserrat	MS	1664	€0.07248	€0.00924	€0.03648
Morocco	MA	212	€0.02700	€0.00732	€0.01728
Mozambique	MZ	258	€0.02700	€0.00732	€0.01728
Myanmar	MM	95	€0.07248	€0.00924	€0.03648
Namibia	NA	264	€0.02700	€0.00732	€0.01728
Nauru	NR	674	€0.07248	€0.00924	€0.03648
Nepal	NP	977	€0.08784	€0.01884	€0.05100
Netherlands	NL	31	€0.19164	€0.06000	€0.08640
Netherlands Antilles	AN	599	€0.07248	€0.00924	€0.03648
New Caledonia	NC	687	€0.07248	€0.00924	€0.03648
New Zealand	NZ	64	€0.08784	€0.01884	€0.05100
Nicaragua	NI	505	€0.08880	€0.01356	€0.05340
Niger	NE	227	€0.02700	€0.00732	€0.01728
Nigeria	NG	234	€0.06192	€0.00804	€0.03444
Niue	NU	683	€0.07248	€0.00924	€0.03648
North Korea	KP	850	€0.07248	€0.00924	€0.03648
Northern Mariana Islands	MP	1670	€0.07248	€0.00924	€0.03648
Norway	NO	47	€0.07104	€0.03600	€0.04536
Oman	OM	968	€0.04092	€0.01884	€0.02136
Other	XX		€0.07248	€0.00924	€0.03648
Pakistan	PK	92	€0.05676	€0.00648	€0.02736
Palau	PW	680	€0.07248	€0.00924	€0.03648
Palestine	PS	970	€0.07248	€0.00924	€0.03648
Panama	PA	507	€0.08880	€0.01356	€0.05340
Papua New Guinea	PG	675	€0.08784	€0.01884	€0.05100
Paraguay	PY	595	€0.08880	€0.01356	€0.05340
Peru	PE	51	€0.08436	€0.02400	€0.04524
Philippines	PH	63	€0.08784	€0.01884	€0.05100
Pitcairn	PN	64	€0.07248	€0.00924	€0.03648
Poland	PL	48	€0.10320	€0.04236	€0.06684
Portugal	PT	351	€0.07104	€0.03600	€0.04536
Puerto Rico	PR	1787	€0.08880	€0.01356	€0.02136
Puerto Rico	PR	1939	€0.08880	€0.01356	€0.05340
Qatar	QA	974	€0.04092	€0.01884	€0.02136
Republic of the Congo	CG	242	€0.02700	€0.00732	€0.01728
Reunion	RE	262	€0.07248	€0.00924	€0.03648
Romania	RO	40	€0.10320	€0.04236	€0.06684
Russia	RU	7	€0.09624	€0.04800	€0.05148

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Rwanda	RW	250	€0.02700	€0.00732	€0.01728
Saint Barthelemy	BL	590	€0.07248	€0.00924	€0.03648
Saint Helena	SH	290	€0.07248	€0.00924	€0.03648
Saint Kitts and Nevis	KN	1 869	€0.07248	€0.00924	€0.03648
Saint Lucia	LC	1 758	€0.07248	€0.00924	€0.03648
Saint Martin	MF	590	€0.07248	€0.00924	€0.03648
Saint Pierre and Miquelon	PM	508	€0.07248	€0.00924	€0.03648
Saint Vincent and the Grenadines	VC	1 784	€0.07248	€0.00924	€0.03648
Samoa	WS	685	€0.07248	€0.00924	€0.03648
San Marino	SM	378	€0.07248	€0.00924	€0.03648
Sao Tome and Principe	ST	239	€0.07248	€0.00924	€0.03648
Saudi Arabia	SA	966	€0.05460	€0.01380	€0.02712
Senegal	SN	221	€0.02700	€0.00732	€0.01728
Serbia	RS	381	€0.10320	€0.04236	€0.06684
Seychelles	SC	248	€0.07248	€0.00924	€0.03648
Sierra Leone	SL	232	€0.02700	€0.00732	€0.01728
Singapore	SG	65	€0.08784	€0.01884	€0.05100
Sint Maarten	SX	1 721	€0.07248	€0.00924	€0.03648
Slovakia	SK	421	€0.10320	€0.04236	€0.06684
Slovenia	SI	386	€0.10320	€0.04236	€0.06684
Solomon Islands	SB	677	€0.07248	€0.00924	€0.03648
Somalia	SO	252	€0.02700	€0.00732	€0.01728
South Africa	ZA	27	€0.04548	€0.00912	€0.02160
South Korea	KR	82	€0.07248	€0.00924	€0.03648
South Sudan	SS	211	€0.02700	€0.00732	€0.01728
Spain	ES	34	€0.07380	€0.02400	€0.04104
Sri Lanka	LK	94	€0.08784	€0.01884	€0.05100
Sudan	SD	249	€0.02700	€0.00732	€0.01728
Suriname	SR	597	€0.07248	€0.00924	€0.03648
Svalbard and Jan Mayen	SJ	47	€0.07248	€0.00924	€0.03648
Swaziland	SZ	268	€0.02700	€0.00732	€0.01728
Sweden	SE	46	€0.07104	€0.03600	€0.04536
Switzerland	CH	41	€0.07104	€0.03600	€0.04536
Syria	SY	963	€0.07248	€0.00924	€0.03648
Taiwan	TW	886	€0.08784	€0.01884	€0.05100
Tajikistan	TJ	992	€0.08784	€0.01884	€0.05100
Tanzania	TZ	255	€0.02700	€0.00732	€0.01728
Thailand	TH	66	€0.08784	€0.01884	€0.05100
Togo	TG	228	€0.02700	€0.00732	€0.01728
Tokelau	TK	690	€0.07248	€0.00924	€0.03648
Tonga	TO	676	€0.07248	€0.00924	€0.03648
Trinidad and Tobago	TT	1 868	€0.07248	€0.00924	€0.03648
Tunisia	TN	216	€0.02700	€0.00732	€0.01728
Turkey	TR	90	€0.01308	€0.00636	€0.00996
Turkmenistan	TM	993	€0.08784	€0.01884	€0.05100

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Turks and Caicos Islands	TC	1 649	€0.07248	€0.00924	€0.03648
Tuvalu	TV	688	€0.07248	€0.00924	€0.03648
U.S. Virgin Islands	VI	1 340	€0.07248	€0.00924	€0.03648
Uganda	UG	256	€0.02700	€0.00732	€0.01728
Ukraine	UA	380	€0.10320	€0.04236	€0.06684
United Arab Emirates	AE	971	€0.04608	€0.01884	€0.02136
United Kingdom	GB	44	€0.06348	€0.02640	€0.04296
United States	US	1	€0.03000	€0.00480	€0.01620
Uruguay	UY	598	€0.08880	€0.01356	€0.05340
Uzbekistan	UZ	998	€0.08784	€0.01884	€0.05100
Vanuatu	VU	678	€0.07248	€0.00924	€0.03648
Vatican	VA	379	€0.07248	€0.00924	€0.03648
Venezuela	VE	58	€0.08880	€0.01356	€0.05340
Vietnam	VN	84	€0.08784	€0.01884	€0.05100
Wallis and Futuna	WF	681	€0.07248	€0.00924	€0.03648
Western Sahara	EH	212	€0.07248	€0.00924	€0.03648
Yemen	YE	967	€0.04092	€0.01884	€0.02136
Zambia	ZM	260	€0.02700	€0.00732	€0.01728
Zimbabwe	ZW	263	€0.07248	€0.00924	€0.03648