# Digital Engagement Pricing

Meet customers on their preferred channels from your website, mobile app, SMS, WhatsApp, Facebook Messenger, and more.

## Digital Engagement

Connect every digital experience on one platform.

**$75**

USD/user/month*
(billed annually)

## Digital Engagement

| | Digital Engagement |
|---|---|
| **Inbound Messaging**<br>Drive CSAT with customer-initiated messaging across SMS, WhatsApp, and Facebook Messenger. Includes 25 conversations for SMS or WhatsApp with every license purchased. | ✓ |
| **Outbound Messaging**<br>Reach customers with outbound SMS messages that can turn into a two-way conversation with a reply. Includes a one-time amount of 1,000 SMS outbound messages per org. | ✓ |
| **Chat**<br>Support customers on your websites and mobile apps with personalized live chat experiences. Includes unlimited number of conversations with every license purchased. | ✓ |
| **Einstein Bots**<br>Help customers automatically resolve top, routine issues on real-time digital channels like chat and messaging with AI. Includes 25 bot conversations with every license purchased. | ✓ |

# Support and Success Plans

### Included Support:

Everyone can access our Standard Success Plan, which includes self-guided and self-service resources: Trailhead, Help Portal, communities, knowledge articles, and webinars.

### Additional Support:

Our Premier and Signature Success Plans offer expert guidance and support for additional fees, with features like expert coaching sessions and 24/7 support.

# Extend Digital Engagement

## Additional Einstein Bot Conversations

Help customers automatically, at scale, with AI-powered chatbots.

**$50**

USD/100 conversations/ month* (billed annually)

## Additional Channel Conversations

Engage with and support customers via two-way SMS or WhatsApp inbound conversations.

**$30**

USD/100 conversations/ month* (billed annually)

## Additional Triggered & Bulk Messages**

Send triggered notifications and updates using SMS outbound messages.

**$30**

USD/1000 conversations/per contract term* (billed annually)

## WhatsApp Outbound Messages***

Send triggered notifications and updates using WhatsApp outbound messages.

**$30**

USD/1000 conversations/per contract term* (billed annually)

* This edition requires an annual contract.

** Note: This add-on SKU applies to SMS Outbound Messages only.

*** This requires use of a WhatsApp approved message template. A customer response to this company-initiated message turns into a conversation. Any outbound messages sent from the business during this conversation (within a 24-hour period) do not count as a WhatsApp Outbound Message, but instead a Channel Conversation (25 SMS or WhatsApp inbound conversations are included in the Digital Engagement SKU).

This page is provided for informational purposes only and is subject to change. Contact a sales representative for detailed pricing information.

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