sms made easy
firetext

Pricing Document for G-Cloud 15
Including rates for Education & Healthcare

JANUARY 2026 - PRICES EXCLUDE VAT

SMS Pricing for UK Tier 1 SMS Connectivity

FireText Pricing Model	FireText Rate pence per credit	FireText Healthcare pence per credit	FireText Education pence per credit
5,000+ credits (minimum)	5.0p	4.8p	4.9p

Other SMS Services

Service	Cost	Notes
SMS Set Up	Free of charge	
SMS Web Platform Access	Free of charge	
SMS Dynamic Sender ID	Free of charge	
SMS Content Personalisation	Free of charge	
SMS URL Tracking	Free of charge	
SMS API Access	Free of charge	
SMS Dedicated Virtual Mobile Number (07)	£108 per year per number	
SMS Short Code Keyword	£228 per year per keyword on 82228	Non premium rate
International SMS	6 credits*	
International Virtual Mobile Numbers	£100 per month per unit, £100 set up per unit	12 month minimum, dependent on country availability 12 month minimum, dependent on country availability
International Short Codes	£1000 per month per unit, £1000 set up per unit	12 month minimum, dependent on country availability 12 month minimum, dependent on country availability

International capabilities will depend on availability and network limitations within each country.

Contact gcloud@firetext.co.uk to discuss your requirements in more depth.

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1 credit = 160 characters to a UK registered mobile phone (+447)
Longer concatenated messages can be sent, and will be charged as follows:
2 credits = up to 306 characters, 3 credits = up to 459 characters, 4 credits = up to 612 characters
*International destinations (non-UK) are charged at 6 credits per SMS (160 GSM characters) for each recipient.
Credits can be added upon receipt of valid PO number. Payment terms are 30 days from date of invoice. All prices ex VAT

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Other Messaging Services

Service	Set Up Fee	Monthly Fee	Message/Conversation/ Session Fee	Notes
Freetext UK Dedicated Shortcode	£1,000 per unit	£1,000 per month per unit	Received SMS £0.20	12 month minimum
Additional Charges	£50 per unit	£50 per unit		
FireText NHS Gateway	–	–	£0.026	Price available up to 31 March 2028 10,000+ credits (minimum)
WhatsApp	£1,000 per unit	£1,000 per month per unit	£0.20	Monthly fee is per sender ID
RCS	£1,000 per unit	£1,000 per month per unit	Basic RCS - £0.05 Rich RCS - £0.15 Conversation (24hr) - £0.30	Monthly fee is per Sender ID Conversation defined as any number of messages within 24hr period during conversation with customer
Facebook Messenger	£1,000 per unit	£1,000 per month per unit	£0.20	Monthly fee is per Sender ID
Instagram Messenger	£1,000 per unit	£1,000 per month per unit	£0.20	Monthly fee is per Sender ID
Apple Messages for Business	£1,000 per unit	£1,000 per month per unit	£0.20	Monthly fee is per Sender ID
Viber	£1,000 per unit	£1,000 per month per unit	£0.20	Monthly fee is per Sender ID

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