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Reach-Data Ltd

SMS Pricing Definition

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1. Outbound SMS Pricing

We operate on a simple and transparent pricing model.

SMS Fragments	Cost per SMS fragment (£)
0 – 499,999	£0.04
500,000 – 999,999	£0.035
1,000,000 – 1,999,999	£0.033
2,000,000 – 4,999,999	£0.032
5,000,000 – 9,999,999	£0.031
10,000,000+	£0.029

Notes:

- The above pricing is based on messages sent to UK mobile numbers. If you have international SMS requirements, please contact us to discuss the pricing.
- The pricing quoted is excluding VAT.

2. Inbound Long Number Pricing

Quantity of Numbers	Setup cost per Long Number	Monthly rental cost per Long Number	Cost per inbound SMS
1 – 249	£10.00	£3.00	£0.00 (No Charge)
250 – 499	£7.00	£1.50	£0.00 (No Charge)
500+	£4.00	£1.00	£0.00 (No Charge)

Notes:

- The above pricing is based on UK long numbers.
- We do not charge customers to receive inbound messages.
- The pricing quoted is excluding VAT.

3. Short Code Pricing

Type	Setup Cost	Monthly rental cost	Cost per inbound SMS
Dedicated Short Code	£700.00	£850.00	£0.00 (No Charge)
Shared Short Code – Keyword	£0.00	£25.00	£0.00 (No Charge)

Notes:

- The above pricing is based on UK short codes.
- We do not charge customers to receive inbound messages.
- Shared short codes are charged on a per keyword basis.
- The pricing quoted is excluding VAT.

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