

Sinch MessageMedia Critical Information Summary

Service description: This service is a bulk messaging service available to business customers with a valid ABN or ACN. It is a telecommunication service for sending, receiving, and processing SMS and MMS messages. It allows you to send, receive and process SMS and MMS messages via an online portal, email or API integration with certain customer applications (additional charges may apply).

Information about the service

All prices are in Australian dollars (AUD) and are GST exclusive unless otherwise stated

Plan Fee (Monthly Minimum Spend Amount)	Prepaid	\$45	\$115	\$279	\$439	\$789
Included standard national SMS each month	0	570	1600	4000	7300	13500
Maximum monthly messaging limit	N/A	8000	8000	8000	18000	35000
Minimum service period	N/A	12 months				
Web Portal	Included					
Email to SMS	Included					
REST API	Included					
Phone, email and live chat support	Included					
Ecosystem integrations	X	Included				
Users	1	1	3	5	10	20
Dedicated Standard National Number (displayed as sender on each SMS sent)	X	X	Included			
Included Short Trackable Links (built-in URL shortener) (per SMS message)	X	X	500	1500	3300	6600
Included Mobile Landing Pages (per SMS message)	X	X	X	1500	3300	6600
Minimum monthly cost (ex GST)	N/A	\$45	\$115	\$279	\$439	\$789
Total minimum cost over 12 months (ex GST)	N/A	\$540	\$1380	\$3348	\$5268	\$9468
Total minimum cost over 12 months (incl GST)	N/A	\$594	\$1518	\$3682.80	\$5794.80	\$10414.80

Additional Charges and Optional Add-ons

Sending SMS to standard national numbers (overage)	8c	7.9c	7.3c	6.9c	6c	5.9c
Sending SMS to international numbers (default)	X	30c	30c	30c	30c	30c
Sending national MMS	X	25c	20c	20c	20c	20c
Sending national MMS For new customers effective 5 th February 2025	X	15c	12c	12c	12c	12c
Short Trackable Links Overage (per SMS)	N/A	2c	2c	2c	2c	2c
Mobile Landing Page Overage (per SMS)	N/A	N/A	N/A	2c	2c	2c
Additional Dedicated Standard National Number	\$29 (Bronze) \$59 (Silver) \$99 (Gold) per month					
Familiar sender	\$10 /month					
HLR Lookup (price per number)	X	N/A	N/A	2.5c	2.5c	2.5c
Number type look-up	X	2.5c	2.5c	2.5c	2.5c	2.5c
Carrier look-up	X	2.5c	2.5c	2.5c	2.5c	2.5c
Custom domain for SMS links	X	Custom sub-domain: \$149 /month. Custom domain: \$249 /month				
Call forwarding	X	\$49 /month + cost per call (rate varies based on duration and call type)				
Enterprise webhooks	X	\$500 /month				
Text-to-speech	X	15c /message				
Social Channels Add on	X	\$15 per month				
– Included Templated Messages & Conversations	1000 Templated Messages & Conversations	(Meta surcharges for WhatsApp conversations are passed on, which vary for category and country)				
– Additional Templated Messages & Conversations	10c per Templated Message and Conversation					
Salesforce integration	X	\$15 /seat/month (min 5 seats)				
Zoho integration	X	USD\$1 /month (payable via Zoho Marketplace)				
Netsuite integration	X	\$100 /month (unlimited seats)				
Microsoft Dynamics integrations	X	\$280 setup fee + \$95 /month				

Features

Alpha tag	An alphanumeric sender ID used to send one-way SMS.
Email2SMS	Text messages sent via email capability.
Mobile Landing Page	Standalone webpages for mobile that recipients can click through.
Short Trackable Links	Shortens URLs in text messages to 22 characters and tracks which recipients click a link.
REST API	This API can integrate text messaging with certain applications.
Web Portal	The online portal to send text messages (among other functions)

Other information

Service availability	The service will not operate free from faults, errors or interruptions. More information about the service availability is available here .
Equipment	None provided by Sinch MessageMedia. You need an active internet connection to log in to the messaging portal, and an email address if you want to send SMS via email.
Unused allowances	Any unused allowances expire at the end of your billing cycle each month.
Billing	Bills are issued each month. If you need help understanding your bill, you can contact us via telephone on 1800 155 228 (Monday to Friday, 9am – 5pm).
Paper billing	Paper billing is available as an option with an additional fee. The details are set out here and you need to contact us to request paper billing.
Definition of SMS	Plain text content that contains no more than 160 characters counts as one SMS. Where content contains Unicode (e.g. emojis), one SMS contains no more than 70 characters. Longer messages will result in more than one SMS being transmitted and will be charged accordingly. For full details about the calculation of number of SMS can be found here .
Definition of MMS	An MMS can be a maximum total file size of 600kb which includes a maximum of 190kb for text content and a maximum of 410kb for an image. It is not possible to send an MMS any larger than this through the platform. Where an MMS is sent to multiple End Users, each one is counted separately. Full details about the calculation of number of SMS can be found here .
Definition of social channel ‘conversation’	Messaging on ‘over-the-top’ channels (e.g. Messenger, Instagram Direct, WhatsApp) is charged per ‘conversation’. A conversation is a 24-hour session of unlimited two-way messaging with one end user on one social channel. The 24-hour conversation session starts with the first business message sent in reply to an end user message.
International SMS	Advertised ‘default’ international SMS rate is for small volumes and/or regular sending. For large international SMS volumes and/or regular sending, please contact us for an international rate plan. International rate plans vary based on destination country.
Usage information	For information about your current usage log into the Messaging Hub portal or contact us.
Early Termination Charge	If you cancel the service within the contract term, Early Termination Charge (ETC) may apply. The ETC is set out in your agreement with Sinch MessageMedia.
We’re here to help	Check out our online support section at support.messagemedia.com . Otherwise call us on 1800 155 228. If, after speaking with us, you aren’t happy with the outcome you may also contact the Telecommunications Industry Ombudsman on 1800 062 068, or head to www.tio.com.au . Note that the TIO will expect that you have attempted to resolve the complaint with us before lodging a TIO complaint.
Full terms	This service is supplied under Sinch MessageMedia terms. The Acceptable Use Policy applies to this service. This is a summary only and the full legal terms are available here .