

Instant Messaging

Purchase Guide

Product Documentation



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Purchase Guide

Billing Overview

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Billing Overview

IM is billed on a monthly billing cycle:

- Fees are billed by calendar month. Fees incurred in a calendar month will be deducted within the first 3 days of the next month.

Basic Services

The basic service fee covers two parts: the **resource plan** fee and **resource usage exceeding the quota in a plan** fee.

- Resource plan: IM offers the Free, Pro, and Ultimate editions. The edition for a created application defaults to the Free edition (free). You can choose a plan based on your needs. For resource plan comparison, see [Comparison of billing plans](#).
- Fees for out-of-plan resource usage: The fees charged for DAU count and peak group count that exceed the free quota of the Pro or Ultimate edition plan.

Notes:

- The feature of pushing to all users is available only to users with Ultimate edition accounts. You can apply for this feature as instructed in [Configuration Change Ticket](#). The feature will be enabled **48 hours** after your application is approved.
- The community feature is available in native SDK 5.8.1668 (enhanced) or later and web SDK 2.17.0 or later and only to users with Ultimate edition accounts (it will be unavailable after you change to the Pro edition). You can apply for this feature as instructed in [Configuration Change Ticket](#). You can create up to 100,000 communities.
- The feature of read receipts for group messages is available in native SDK 6.1.2155 or later and only to Ultimate edition users. It is applicable to work groups (Work), public groups (Public), and meeting groups (Meeting) that support up to 200 members per group.

The following table compares the features of different plans:

Feature	Free	Pro	Ultimate
Global coverage	Supported	Supported	Supported
Maximum users	100	Unlimited	Unlimited
Maximum friends for a single user	20	3,000	3,000
Maximum groups a single user can join	50	500	1,000
Maximum members per group (non-audio-video group)	20	200	2,000
Maximum non-audio-video groups (excluding disbanded ones)	100	Unlimited	Unlimited
Maximum audio-video groups that can be created	10	50	Unlimited
Maximum net increase in group quantity per day	10,000	10,000	10,000
Free retention period of historical messages	7 days	7 days	30 days
Quota of free daily active users (DAU)	100/month	10,000/month	10,000/month
Free peak group count	100,000/month	100,000/month	100,000/month
Pushing to all users	Not supported	Not supported	Supported. You need to apply for it as instructed here
Concurrent logins on multiple devices on the same platform	Not supported	Not supported	Supported
Local message search (Android and iOS)	Not supported	Not supported	Supported
Message history for new members in audio-video groups	Not supported	Not supported	Supported
Community	Not supported	Not supported	100,000. You need to apply for it as instructed here

Feature	Free	Pro	Ultimate
Read receipts for group messages	Not supported	Not supported	Supported
Targeted group messages	Not supported	Not supported	Supported
List of online audio-video group members	Not supported	Not supported	Supported
Broadcast messaging of audio-video group	Not supported	Not supported	Supported
User status	Not supported	Not supported	Supported
Conversation mark	Not supported	Not supported	Supported
Conversation group	Not supported	Not supported	Supported
Audio-video group member banning	Not supported	Not supported	Supported

- **Maximum audio-video groups that can be created:** The total number of audio-video groups that can be created by all users under an application (SDKAppID). Audio-video groups support only text, image, short audio, and custom messages. Services such as [Cloud Streaming Services](#) and [Tencent Real-Time Communication](#) need to be activated separately.
- **Maximum net increase in group quantity per day:** The net total number of groups (of all types) that can be created by all users under an application (SDKAppID) in a calendar day. Its value is 10,000, and up to 5 online broadcasting chat rooms can be created. If the quantity of groups created reaches the threshold of the day, but you need to create more groups, delete the groups that are no longer needed. For more information, see [Groups](#).
- **DAU:** The number of unique users that log in to IM on a given day. A user that logs in repeatedly on the same day only counts as one DAU.
- **Peak group count:** indicates the total number of groups created and joined by all users under an application (SDKAppID). Charges are billed according to the peak value in a calendar month.
- **Community:** A community allows users to join and leave freely. It is suitable for chat scenarios with a super large number of community members, such as knowledge sharing and game discussion. For more information, see [Groups](#).

Value-Added Services

Each value-added service is subject to a separate billing method. Value-added services are available only in Pro and Ultimate editions.

Note :

The free edition of the audio/video call feature (a value-added service) is available under the Free edition plan.

Billable Item	Description
Setting the number of audio-video groups (AvChatRoom) to unlimited	Applies to all users under an application (SDKAppID).
Increasing the maximum members per non-audio-video group	Applies to all groups under an application (SDKAppID). Different group types have different member limits. For more information, see Group Features .
Increasing the maximum number of groups a single user can join	Applies to all users under an application (SDKAppID).
Extending the retention period of historical messages	Applies to a single application (SDKAppID). While this service supports extending the retention periods of text, image, short audio, short video, file, and custom messages, specific message types supported vary by SDK version. For more information, see Message Storage . You can extend the retention period to up to 360 days in the console .
Audio/video call feature	<ul style="list-style-type: none"> • It is currently in beta, with a 60-day free edition provided. • It applies to an individual application (SDKAppID) and supports status display, multi-client login, and cutting in a group call. The free edition of the audio/video call feature provides all feature items. For more details, see Audio/video call feature details.

Audio/video call feature details:

Feature	Free Edition
Audio/video call	Supported
Complete chat UI	Supported
Call status display	Supported
Calling notification	Supported
Floating window for call	Supported

Feature	Free Edition
Custom calling ringtone	Supported
Call launching/answering/rejecting/hanging up	Supported
Group call	Supported
Launching/Cutting in a group call	Supported
Switch from video call to audio call	Supported
AI-based noise reduction	Supported
Outdoor calls optimization	Supported
Platform	iOS, Android, Web

Notes:

- A value-added service applies to the application (SDKAppID) bound only. To upgrade the services for multiple applications (SDKAppID), handle them one by one.
- Increasing the maximum members per group:
- Different group types have different member limits. For more information, see [Group Features](#).
- After you purchase the [Increasing the max members per group](#) service or upgrade your plan, call [RESTful API](#) to update the group member limits before adjusting the member limits of existing non-audio-video groups.
- Extending the retention period of historical messages: The service supports extending the retention period of text, image, short audio, short video, file and custom messages, but specific message types supported vary by SDK version. For more information, see [Message Storage](#). Since this service requires additional resources, fees will be charged by month from the month the service is activated. We recommend you activate the service at a proper time.
- **Audio/video call feature:**
 - **The Audio/video call feature is currently in beta, with a 60-day free edition provided.**
 - It is implemented based on IM and TRTC services. Therefore, the TRTC service will be activated and applications created for you by default if you enable this feature.
 - Its free edition **only grants you the right to use the free edition free of charge. Your calls launched via this feature will be charged as stated in [Billing of TRTC Basic Services](#), and relevant IM services will be charged as stated in [Billing Overview of IM](#).**

References

- [Pricing](#)
- [Purchase Guide](#)

Pricing

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Basic Service Pricing

IM Plan Prices

A plan can be applied only to a single `SDKAppID`. You must purchase a plan for each `SDKAppID` if you want to [upgrade](#) multiple ones to the Pro or Ultimate edition.

IM plans are billed on a monthly basis. Fees incurred in a calendar month will be deducted within the first 3 days of the next month. See the table below for billing details:

Item	Free Edition	Pro Edition	Ultimate Edition
Unit price	Free	449.99 USD/month	899.99 USD/month
Validity period	Permanent	Monthly billing	Monthly billing

Fees for out-of-plan resource usage

DAU and peak group count that exceed the quota in a plan will be charged according to their peak values within the calendar month on a pay-as-you-go basis. Billing starts from the calendar month the plan is activated, and fees will be deducted within the first 3 days of the next month. See the table below for billing details:

Billable Item	Pro Edition	Ultimate Edition
DAU	449.99 USD/10,000. Those less than 10,000 will be billed as 10,000.	449.99 USD/10,000. Those less than 10,000 will be billed as 10,000.
Peak group count	449.99 USD/100,000 per month. Those less than 100,000 will be billed as 100,000.	449.99 USD/100,000 per month. Those less than 100,000 will be billed as 100,000.

Value-Added Service Pricing

Value-added services are available only under the Pro and Ultimate editions. See the table below for billing details:

Billable Item	Billing Cycle	Pro Edition	Ultimate Edition

Setting the number of audio-video groups (AvChatRoom) to unlimited	Billed by calendar month. Fees incurred in a calendar month will be deducted within the first 3 days of the next month.	449.99 USD/month	-
Increasing the maximum members per non-audio-video group		2,000 members per group: 239.99 USD/month	6,000 members per group: 239.99 USD/month
Increasing the maximum groups one user can join		1,000 groups per user: 449.99 USD/month	3,000 groups per user: 449.99 USD/month
Extending the retention period of historical messages	Billed by calendar month. Billing starts from the month the service is activated, and fees incurred in a calendar month will be deducted within the first 3 days of the next month.	30 days: 99.99 USD/month 90 days: 179.99 USD/month 180 days: 269.99 USD/month 360 days: 399.99 USD/month	90 days: 99.99 USD/month 180 days: 179.99 USD/month 360 days: 319.99 USD/month
Audio/video call feature	It is currently in beta, with a 60-day free edition provided.		

Operation Guide

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You can log in to the [IM Console](#) and click the target app card to go to the **Basic Configuration** page of the app, where you can **Upgrade**, **Modify feature configuration**, or **Disable app**. For a comparison of billing plans and value-added services of IM, see [Billing Overview](#).

Upgrading Your App

Upgrade is available only when the plan for your app is **Free**. The upgrade operation allows you to upgrade the plan edition, enable the feature of unlimited number of audio-video groups, increase the maximum number of groups one user can join, and increase the maximum number of members one group can accommodate (non-audio-video group). The upgrade may incur corresponding fees. For price details, see [Pricing](#).

1. Log in to the [IM Console](#) and click the target app card to go to the basic configuration page of the app.
2. Click **Upgrade** in the **Standard Billing Plan** section of the app, and set the following configuration items based on your needs.

Item	Pro	Ultimate
Plan edition	The Free edition can be upgraded to the Pro or Ultimate edition. IM does not support separately upgrading the feature configuration of the Free edition.	
Unlimited number of audio-video groups	The maximum number of audio-video groups that an app with the Pro plan can create defaults to 50. It can be set as unlimited based on your needs, and value-added service fees will be charged accordingly.	The maximum number of audio-video groups defaults to unlimited under the Ultimate edition.
Increasing maximum number of groups one user can join	The maximum number of groups a single user can create	The maximum number of groups a single user can create and

	and join defaults to 500. A larger number can be set if needed, and value-added service fees will be charged when the number is more than 500.	join defaults to 1,000. A larger number can be set if needed, and value-added service fees will be charged when the number is more than 1,000.
Maximum members one group can accommodate (non-audio-video group)	The maximum members per group defaults to 200. It is subject to features of the group type . A larger number can be set if needed, and value-added service fees will be charged when the number is more than 200.	The maximum members per group defaults to 2,000. It is subject to features of the group type . A larger number can be set if needed, and value-added service fees will be charged when the number is more than 2,000.

3. Click **Confirm** to complete the operation.

After the successful upgrade, the plan for this app will be [Pro -postpaid] or [Ultimate-postpaid]. To adjust the configuration, you can **Modify feature configuration** or **Disable app** in the console.

Note :

- The plan for the app can be upgraded from the Free edition to the Pro or Ultimate edition, but the reverse is not supported. To use the Free edition again, create a new app.
- After the successful upgrade, the plan and value-added services will take effect immediately, and the fees in the month of upgrade will be charged by day and the bill issued to your account within the first three days of the next month.

Modify Feature Configuration

The "Modify feature configuration" operation is available only when the plan for the app is [Pro -postpaid] or [Ultimate-postpaid]. This operation allows you to modify the plan edition, configure the feature of unlimited number of audio-video groups, adjust the maximum number of groups one user can join and the maximum members one group can accommodate (non-audio-video group). This operation may incur corresponding fees. For price details, see [Pricing](#).

1. Log in to the [IM Console](#) and click the target app card to go to the **Basic Configuration** page of the app.
2. Click **Modify feature configuration** in the **Standard Billing Plan** section of the app, and set the **plan edition**, **unlimited audio-video groups**, **max groups per user**, **** max members per group****, and other value-added service items.
3. Click **Confirm** to complete the operation.

Note :

- You can modify the plan and value-added services of an app only once in a calendar month.
- After the successful modification, the configurations take effect immediately, and the fees for the month of modification will be charged by day and the bill issued to your account within the first three days of the next month.
- To extend the storage period of historical messages, go to **Feature Configuration > Login and Message** page in the console to set it. For more details, see [Feature Configuration](#).

Disabling Your App

The app service will stop immediately upon the disabling operation. Please operate with caution.

1. Log in to the [IM Console](#) and click the target app card to go to the **Basic Configuration** page of the app.
2. Click **More** in the **** Standard Billing Plan**** section of the app, and select **Disable app**, where **Disabling Reminder** is shown.
3. Click **Confirm** to disable the app immediately. The data and services associated with this app will be irrecoverable after disabling of 90 days or longer.

Payment Overdue

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Your Tencent Cloud account is past due for over 1 days after the bill was generated, the service will be suspended. For customers whose services have been suspended for an extended period of time, their resources will be repossessed and **cannot be recovered**.

Service Suspension Policies

Accounts with overdue payments

The postpaid bill for using related resources will be pushed to your account on the first to third day of the next month. At that point, your account is past due if your Tencent Cloud account does not have a sufficient balance to pay the bill or your balance is below zero. If your Tencent Cloud account is past due for over 1 days after the bill was pushed to you, the service will be suspended. You will not be able to continue using any Tencent Cloud services after the suspension.

Resource Repossession

After the service suspension, your SDKAppID resources will be retained for 90 days (including the day on which the service was suspended). If you fail to top up your account in 90 days, your resources will be repossessed and **cannot be recovered**.

References

- [Pricing](#)