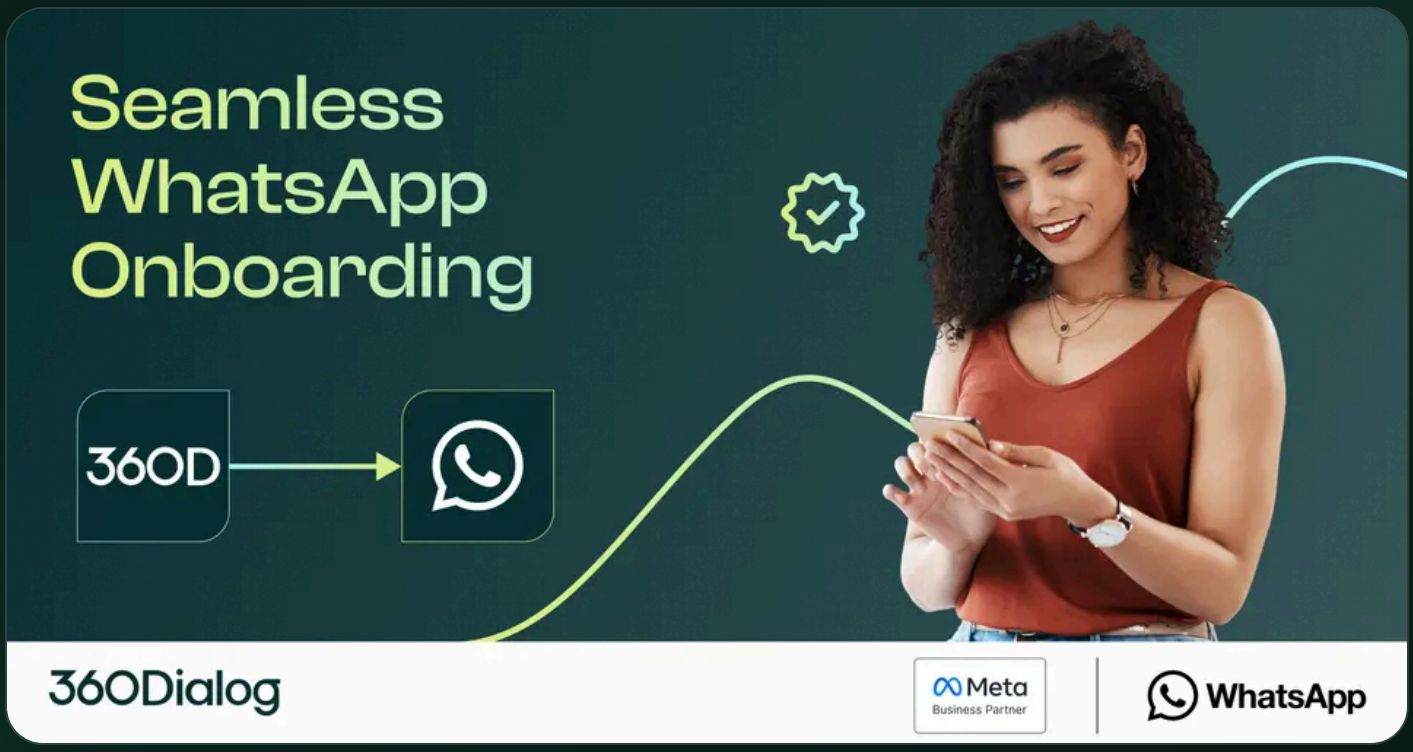
ToolGPA

NOVEMBER 2026

360dialog

The Insider's Guide

WhatsApp Business API access priced per number, plus a partner plan



Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from 360dialog's own pages.

Made by 360dialog GmbH · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from 360dialog's own pages, its app-store listings and our grades. Every fact in it is on 360dialog's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

360dialog is an official WhatsApp Business Solution Provider that gives developers and software companies direct access to the WhatsApp API. Businesses pay a flat monthly fee per phone number and Meta's messaging fees on top. A separate partner platform lets software vendors manage many client accounts through one API.

To get you started, here are **8 things to know about 360dialog**, taken from its own pages and our grades.

> "
>
> **The Regular plan is an API connection, so it takes a developer.**
>
> From our grade for ease of use

1 **Best for a direct WhatsApp Business API connection**

360dialog gives direct access to the WhatsApp Business API from EUR 49 per number a month, with no markup on Meta's fees.

2 **Paid plans start at about $54.74 a month**

As its pricing page puts it: €49 per number / month, plus Meta WhatsApp messaging fees.

3 **It runs on Web**

Web.

4 **Direct WhatsApp API access**

Send all message types, receive webhooks and build custom flows against the WhatsApp Business API, with documentation for developers.

5 **No markup on Meta fees**

The vendor says it passes Meta's per-message fees through at cost, so the bill is the monthly number fee plus those fees.

6 **Partner platform**

Software companies can onboard and manage many client WhatsApp accounts through one API, with month-to-month pricing.

7 **A 1.6 GPA, above 2 of 77**

That is against the other SMS and chat marketing tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace 360dialog you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

360dialog at a glance

PRICING Paid, from €49 per number / month, plus Meta WhatsApp messaging fees	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY 360dialog GmbH	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for a direct WhatsApp Business API connection

360dialog gives direct access to the WhatsApp Business API from EUR 49 per number a month, with no markup on Meta's fees. Meta's message fees come on top and vary by country, and the Regular plan is an API connection, so the inbox and bulk sending come with Premium add-ons.

TOOLGPA REPORT CARD — **360dialog** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	EUR 49 per number a month on Regular, between the middle of chat tools at $36 and the dearer quarter at $59, with Meta fees on top.
Free plan and trial	F	No free plan and no trial on the pages read.
Features	C	API access, support tiers, partner platform and add-ons. A ready-made inbox and bulk sending come with Premium.
Ease of use	D	No store rating on record. The Regular plan is an API connection, so it takes a developer.
Platforms and integrations	B	Web with Zapier, Make and n8n. No apps are listed.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who 360dialog is for

- ✓ Fits if you want the WhatsApp Business API directly, with no markup
- ✓ Works for developers or agencies running several numbers

Who it is not for

- ✕ Skip it if you want a free plan or trial, as none is listed
- ✕ Watch out: Meta's per-message fees are on top and are not listed on the pricing page
- ✕ Pricey if you run several numbers, as the fee is per number
- ✕ Tight if you want an inbox or bulk sending, which come from Premium at EUR 99
- ✕ Watch out: only euro prices could be read

Good to know

Good for

- ✓ Developers who want raw WhatsApp API access rather than a finished inbox
- ✓ Software vendors reselling WhatsApp to their own customers
- ✓ Companies migrating a WhatsApp number from another provider

Worth knowing

- ⓘ Meta's per-message fees are charged on top of every plan and vary by country and conversation type; the pricing page links a calculator and does not list them.
- ⓘ Prices are per number: a business with several WhatsApp numbers pays the monthly fee for each one.
- ⓘ The pricing page has a currency switch; only euro prices could be read, so dollar figures may differ.
- ⓘ The Regular plan is an API connection; a ready-made inbox and bulk sending come as add-ons included from Premium.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$54.74

A month to start

360dialog is a paid product, starting at €49 per number / month, plus Meta WhatsApp messaging fees.

"

No free plan and no trial on the pages read.

From our grade for free plan and trial

REGULAR

€49

per number / month, plus Meta WhatsApp messaging fees

API access with 24/7 human support, a first response in under 4 hours, a direct Meta escalation path, and Zapier, Make and n8n integrations.

PREMIUM

€99

per number / month, plus Meta WhatsApp messaging fees

Adds a first response in under 30 minutes, business verification in 48 hours, a messaging MCP for agents, and the Inbox, Sendout, Automation and Measurement add-ons.

SCALE

€500

per number / month, plus Meta WhatsApp messaging fees

Adds a 30-day assessment of current messaging, access to measurement experts, migration support, 360Pilot tracking and up to 1,000 messages per second.

Read from 360dialog.com on Nov 13, 2026.

PARTNER PLATFORM STARTER

€250

per month, plus a charge per regular channel

For software vendors: includes 5 regular channels, managed onboarding and partner support with a first response under 24 hours. Premium channel upgrade is +€50.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

WhatsApp Business API access priced per number, plus a partner plan. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, whatsApp messaging, chatbots.

"

API access, support tiers, partner platform and add-ons.

From our grade for features

Direct WhatsApp API access

Send all message types, receive webhooks and build custom flows against the WhatsApp Business API, with documentation for developers.

No markup on Meta fees

The vendor says it passes Meta's per-message fees through at cost, so the bill is the monthly number fee plus those fees.

Partner platform

Software companies can onboard and manage many client WhatsApp accounts through one API, with month-to-month pricing.

Support tiers and escalation

All API plans include 24/7 human support; the first-response promise tightens from 4 hours to 30 minutes on Premium.

Inbox, broadcast and automation add-ons

Premium includes the Inbox, Sendout, Automation and Measurement add-ons for teams that do not build their own interface.

Marketplace and performance messaging

A marketplace matches businesses to a WhatsApp tool, and a managed performance service handles campaign strategy for brands and agencies.

Where it runs

Web

What it works with

Zapier
Make
n8n
Vercel
Lovable

360dialog is made by 360dialog GmbH.

Where it stands

Its grades against its category, and whether to keep it or make your own

2/77

Other SMS and chat marketing tools it is graded above

360dialog's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

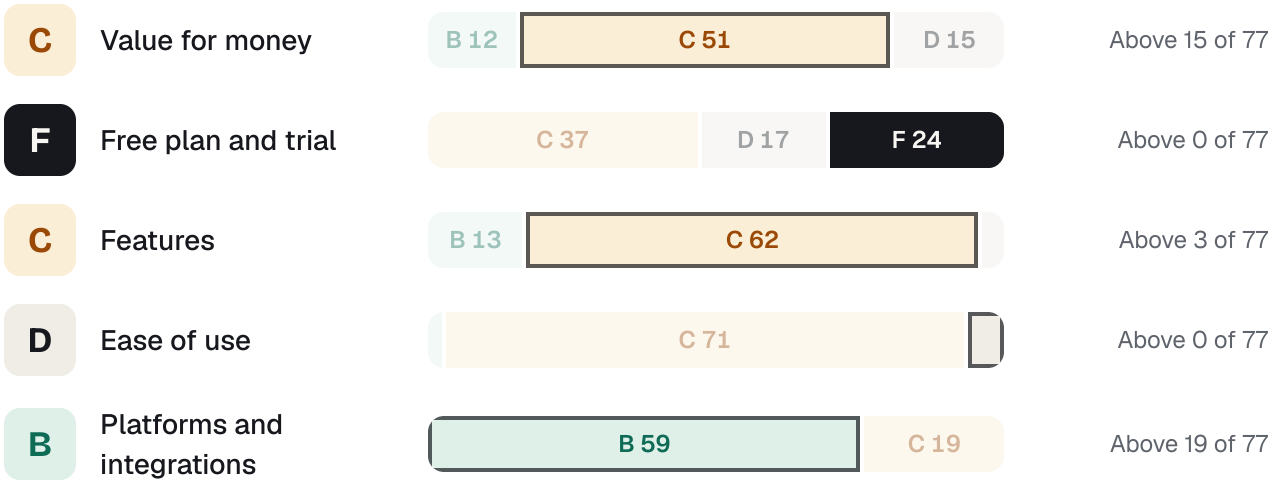
It stands best on platforms and integrations (B, above 19 of 77) and worst on free plan and trial (F, above 0).

Its paid plans start at about $54.74 a month, against a middle price of $36 for the category: 35 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 29 tools score higher and cost less.

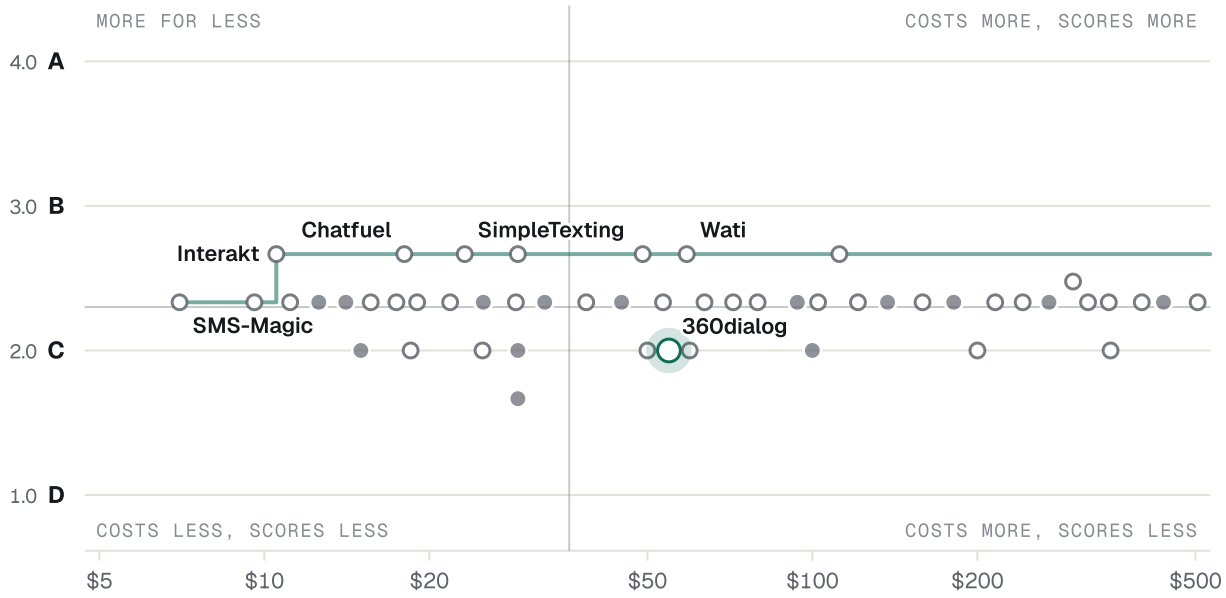
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. 360dialog's own letter is outlined.



Price against what you get

Each dot is one of 51 SMS and chat marketing tools. Further left costs less; higher up scores better on features, ease of use and platforms. 360dialog is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace 360dialog you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 62 of the 77 other SMS and chat marketing tools grade higher. It costs $656.91 a year.

What you could not

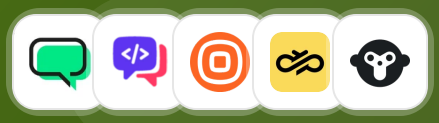
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Connections to other products, each kept working as those products change.

- ✕ A chatbot builder hooked into the messaging apps.

What this rests on. 360dialog's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Wati, Gupshup, Infobip, Sinch and YCloud

The 5 tools 360dialog is most often weighed against, with where each one differs from it.

2.4 GPA

Wati

Free trial · from $59/mo

WhatsApp Business API inbox with broadcasts, chatbots and ad flows.

- Only Wati lists iOS and Android apps.
- 360dialog also covers workflow automation.
- Wati also covers shared inbox and marketing automation.

360dialog and Wati compared in full

2.0 GPA

Gupshup

Paid

WhatsApp, RCS, SMS and voice messaging with AI agents.

- 360dialog also covers workflow automation.
- Gupshup also covers marketing automation, AI agents and sMS marketing.

360dialog and Gupshup compared in full



2.2
GPA

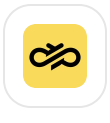
Infobip

Free trial

Omnichannel messaging platform with SMS, WhatsApp, RCS and AI agents.

- 360dialog also covers workflow automation.
- Infobip also covers marketing automation and sMS marketing.

360dialog and Infobip compared in full



2.0
GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- 360dialog also covers workflow automation.
- Sinch also covers email campaigns and sMS marketing.

360dialog and Sinch compared in full



2.2
GPA

YCloud

Free plan · from $39/mo

WhatsApp API platform with campaigns, inbox, AI agents and a free plan.

- YCloud has a free plan. 360dialog does not.
- 360dialog also covers workflow automation.
- YCloud also covers shared inbox and marketing automation.

360dialog and YCloud compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is 360dialog free?

No. 360dialog is a paid product, starting at €49 per number / month, plus Meta WhatsApp messaging fees.

How much does 360dialog cost?

360dialog lists 4 plans. Regular: €49 per number / month, plus Meta WhatsApp messaging fees.

What platforms does 360dialog work on?

360dialog is available on Web.

Does 360dialog have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. 360dialog is listed for Web.

Does 360dialog have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. 360dialog is listed for Web.

Is 360dialog open source?

360dialog is not described as open source on its own site, as read on Nov 13, 2026.

Does 360dialog have an API?

Yes. 360dialog offers a public API, according to its own site.

What does 360dialog integrate with?

360dialog's listing names Zapier, Make, n8n, Vercel and Lovable. A listing names up to eight integrations, so it may connect to more.

Who makes 360dialog?

360dialog is made by 360dialog GmbH.

What are the alternatives to 360dialog?

The closest alternatives to 360dialog in our directory are Wati, Gupshup, Infobip, Sinch and YCloud.

How does 360dialog compare with other SMS and chat marketing tools?

360dialog's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Is 360dialog good value for money?

ToolGPA grades 360dialog C for value for money. Its paid plans start at about $54.74 a month, against a middle price of $36 for the category: 35 of the 50 others that charge start lower.

Could I make my own version of 360dialog?

To replace 360dialog you would be making the WhatsApp Business API, which Meta opens only through approved partners.

Where this guide comes from

The prices, plans, platforms and features were read from 360dialog's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from 360dialog's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by 360dialog GmbH. Prices change, so check 360dialog.com before you buy.

360dialog.com/pricing

360dialog.com/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

360dialog, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/360dialog

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "360dialog: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/360dialog
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Know someone choosing between SMS and chat marketing tools?

Send them this guide:
toolgpa.com/tools/360dialog/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after 360dialog, each with an Insider's Guide of its own.

SMS & Chat Marketing Insider's Guide

Every one of the 78 SMS and chat marketing tools we grade, compared

Chatfuel Insider's Guide

AI chatbots for WhatsApp, Instagram and Facebook with a usage wallet

2.6 GPA

Interakt Insider's Guide

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands

2.6 GPA

AiSensy Insider's Guide

WhatsApp API for broadcasts, retargeting and click-to-WhatsApp ads

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what 360dialog's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. 360dialog is a trademark of its owner, and this guide is not made, paid for or approved by 360dialog GmbH. Prices and plans change: check 360dialog.com before you buy.