ToolGPA

NOVEMBER 2026

Acoustic

The Insider's Guide

Real-time customer engagement platform across email, SMS and push



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from Acoustic's own pages.

Made by Acoustic · 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 Acoustic's own pages, its app-store listings and our grades. Every fact in it is on Acoustic'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 102 other email marketing and newsletter tools we grade

Acoustic is a marketing platform for B2C teams that sends email, SMS, mobile push and WhatsApp messages and tracks behavior on websites and apps. It sells two plans, Essentials and Advanced, with no published prices, and includes an assistant called Acoustic AI on every plan.

To get you started, here are **7 things to know about Acoustic**, taken from its own pages and our grades.

> **No prices are published, both plans go through a conversation with the vendor, and web personalization isn't in the entry plan.**
>
> From our report card of Acoustic

1 **Best for enterprise messaging across email, SMS and push**

Acoustic is a large customer-messaging platform covering email, SMS and push, with behavioral tracking and AI.

2 **It runs on Web**

Web.

3 **Multichannel messaging**

Email, SMS, mobile push and WhatsApp, with scheduled, triggered and manual campaigns on both plans.

4 **Behavioral tracking**

Website and app tracking with standard and custom signals; the Advanced plan adds inferred signals and a no-code Signal Studio.

5 **Acoustic AI**

An assistant included in every plan that analyzes campaigns and audiences and drafts messages, campaigns or segments for review.

6 **A 1.6 GPA, above 2 of 102**

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

7 **Keep it**

To replace Acoustic you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Acoustic at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Acoustic	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.6 GPA, weak	

The report card

Best for enterprise messaging across email, SMS and push

Acoustic is a large customer-messaging platform covering email, SMS and push, with behavioral tracking and AI. No prices are published, both plans go through a conversation with the vendor, and web personalization isn't in the entry plan.

TOOLGPA REPORT CARD

Acoustic

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; both plans come from a conversation with the vendor, so we can't place it against the $20 category middle.
Free plan and trial	F	No free plan and no trial is stated. You book a demo.
Features	C	Multichannel messaging, tracking, AI and analytics, but web personalization and behavioral analytics aren't in Essentials.
Ease of use	C	No store rating on record. An enterprise platform with campaigns and data to set up.
Platforms and integrations	C	A web platform, with no integrations listed on the pricing page.

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 Acoustic is for

- ✓ Fits if you are a large sender mixing email, SMS and push
- ✓ Makes sense if you want a managed service alongside the software

Who it is not for

- ✕ Not for you if you want a price before you talk to anyone
- ✕ Skip it if you want to try it free, as there's no plan or trial
- ✕ Too light for personalization on Essentials, as web personalization and behavioral analytics aren't in it
- ✕ Watch out: volumes are counted annually, with Essentials at 5 million contact records and 30 recurring campaigns a year
- ✕ Watch out: extra volume, SMS short codes and deliverability audits are add-ons

Good to know

Good for

- ✓ Consumer brands that want triggers based on customer behavior
- ✓ Teams outgrowing basic email and SMS tools
- ✓ Larger programs that expect to buy by volume

Worth knowing

- ⓘ No prices are published; both plans go through a conversation with the vendor.
- ⓘ Volumes are measured annually; Essentials includes 5 million contact records a year and 30 recurring campaigns a year.
- ⓘ Web personalization and behavioral analytics are not in Essentials.
- ⓘ Extra volume, SMS short codes, deliverability audits and managed services are sold as add-ons.

What it costs

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

Acoustic's current pricing could not be confirmed from its own site.

We could not confirm Acoustic's current prices from its own site, so this guide lists no plans. acoustic.com has them.

What it does

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

1

Place it runs: Web

Real-time customer engagement platform across email, SMS and push. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, email campaigns, sMS marketing, whatsApp messaging, session replay.

> **Multichannel messaging, tracking, AI and analytics, but web personalization and behavioral analytics aren't in Essentials.**
>
> From our grade for features

Multichannel messaging

Email, SMS, mobile push and WhatsApp, with scheduled, triggered and manual campaigns on both plans.

Behavioral tracking

Website and app tracking with standard and custom signals; the Advanced plan adds inferred signals and a no-code Signal Studio.

Acoustic AI

An assistant included in every plan that analyzes campaigns and audiences and drafts messages, campaigns or segments for review.

Analytics and personalization

Advanced adds session-level insights, executive dashboards and web personalization.

Session Replay add-on

A paid add-on for Advanced showing recorded customer sessions with rage-click and form-error signals.

Where it runs

Web

What it works with

Its own pages name no integrations.

Acoustic is made by Acoustic.

PART 04 · STANDING

Where it stands

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

2/102

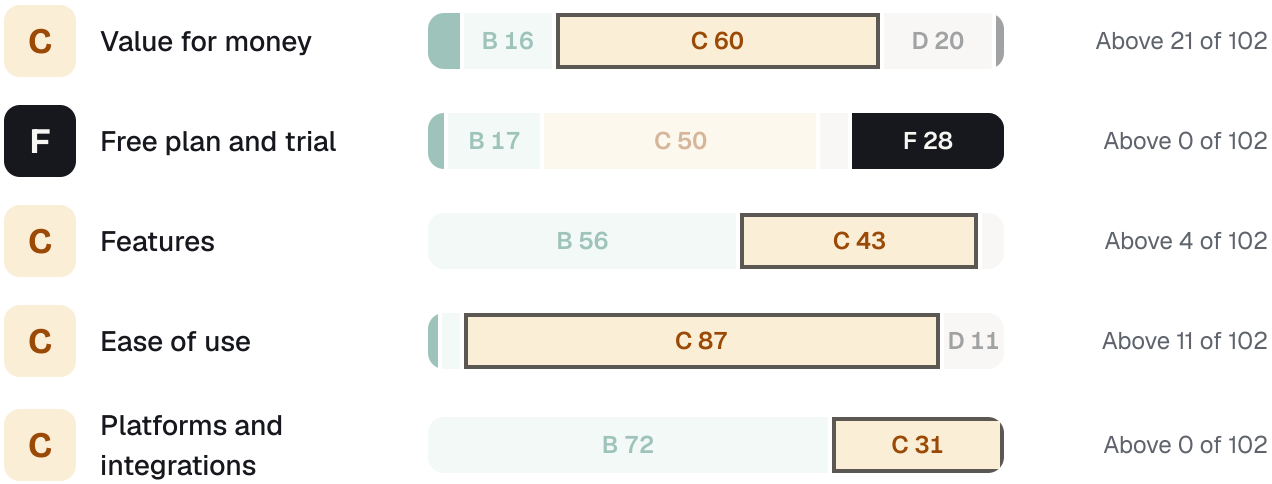
Other email marketing and newsletter tools it is graded above

Acoustic's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

It stands best on value for money (C, above 21 of 102) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. Acoustic's own letter is outlined.



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 Acoustic you would be making newsletters sent to thousands of people that still reach the inbox. 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: 91 of the 102 other email marketing and newsletter tools grade higher.

What you could not

- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Recordings of what each visitor did on your pages.
- ✕ An API that other software can build on.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Acoustic'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



Braze, Iterable, Bloomreach and Klaviyo

The 4 tools Acoustic is most often weighed against, with where each one differs from it.

2.0 GPA

Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- Acoustic also covers session replay.
- Braze also covers a/B testing.

Acoustic and Braze compared in full

1.8 GPA

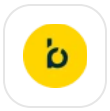
Iterable

Paid

Cross-channel customer engagement platform for large brands.

- Acoustic also covers whatsApp messaging and session replay.

Acoustic and Iterable compared in full



1.6
GPA

Bloomreach

From $60,000/yr

Enterprise email, marketing automation and commerce search suite.

- Acoustic also covers session replay.
- Bloomreach also covers a/B testing.

Acoustic and Bloomreach compared in full



2.4
GPA

Klaviyo

Free plan · from $20/mo

Email, text and push marketing built on online-store customer data.

- Klaviyo has a free plan. Acoustic does not.
- Acoustic also covers sMS marketing, whatsApp messaging and session replay.
- Klaviyo also covers forms and reports.

Acoustic and Klaviyo compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Acoustic free?

No. Acoustic is a paid product.

What platforms does Acoustic work on?

Acoustic is available on Web.

Does Acoustic have an Android app?

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

Does Acoustic have an iPhone app?

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

Is Acoustic open source?

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

Does Acoustic have an API?

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

Who makes Acoustic?

Acoustic is made by a company of the same name.

What are the alternatives to Acoustic?

The closest alternatives to Acoustic in our directory are Braze, Iterable, Bloomreach and Klaviyo.

How does Acoustic compare with other email marketing and newsletter tools?

Acoustic's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Could I make my own version of Acoustic?

To replace Acoustic you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Acoustic'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 Acoustic'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 Acoustic. Prices change, so check acoustic.com before you buy.

acoustic.com/pricing

acoustic.com

PART 07 · ABOUT

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

Acoustic, kept up to date

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

toolgpa.com/tools/acoustic

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, "Acoustic: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/acoustic
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Know someone choosing between email marketing and newsletter tools?

Send them this guide:
toolgpa.com/tools/acoustic/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after Acoustic, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 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 Acoustic'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. Acoustic is a trademark of its owner, and this guide is not made, paid for or approved by Acoustic. Prices and plans change: check acoustic.com before you buy.