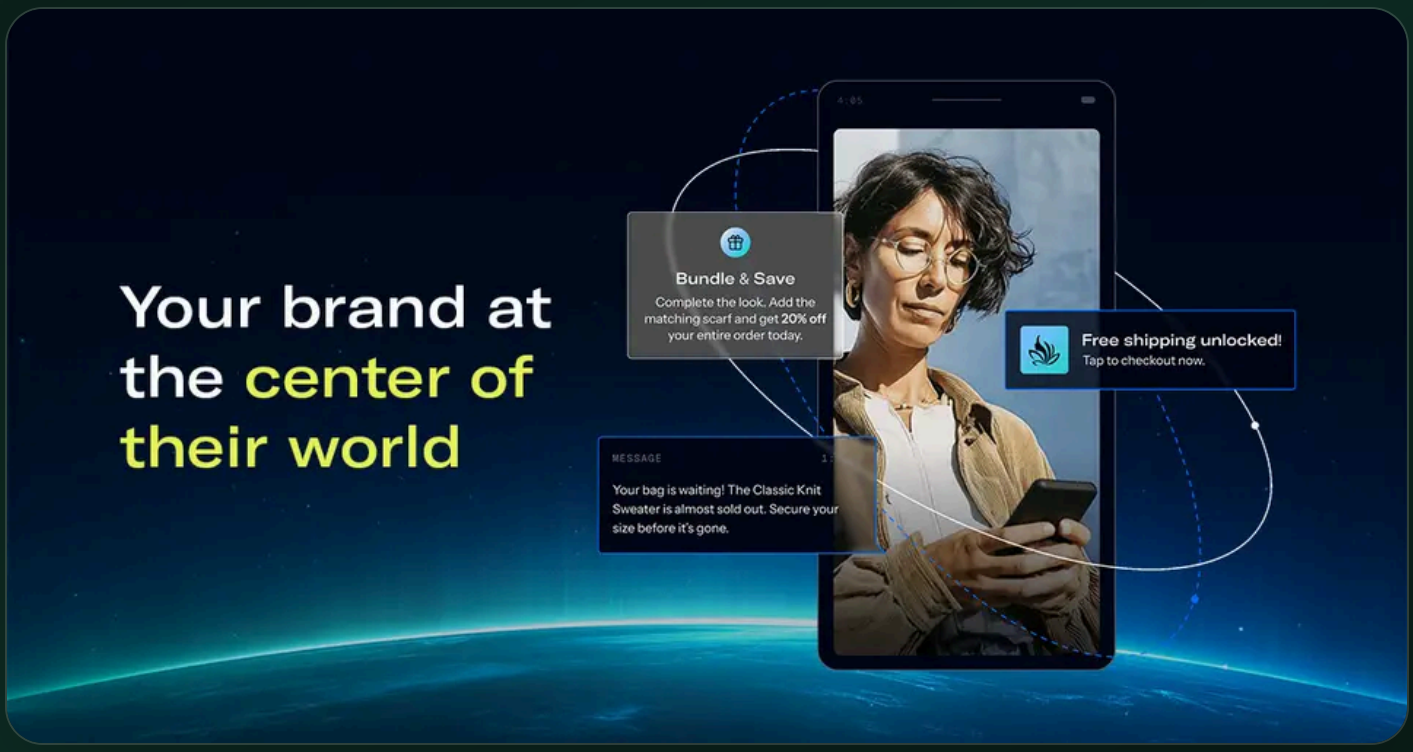
ToolGPA

NOVEMBER 2026

Airship

The Insider's Guide

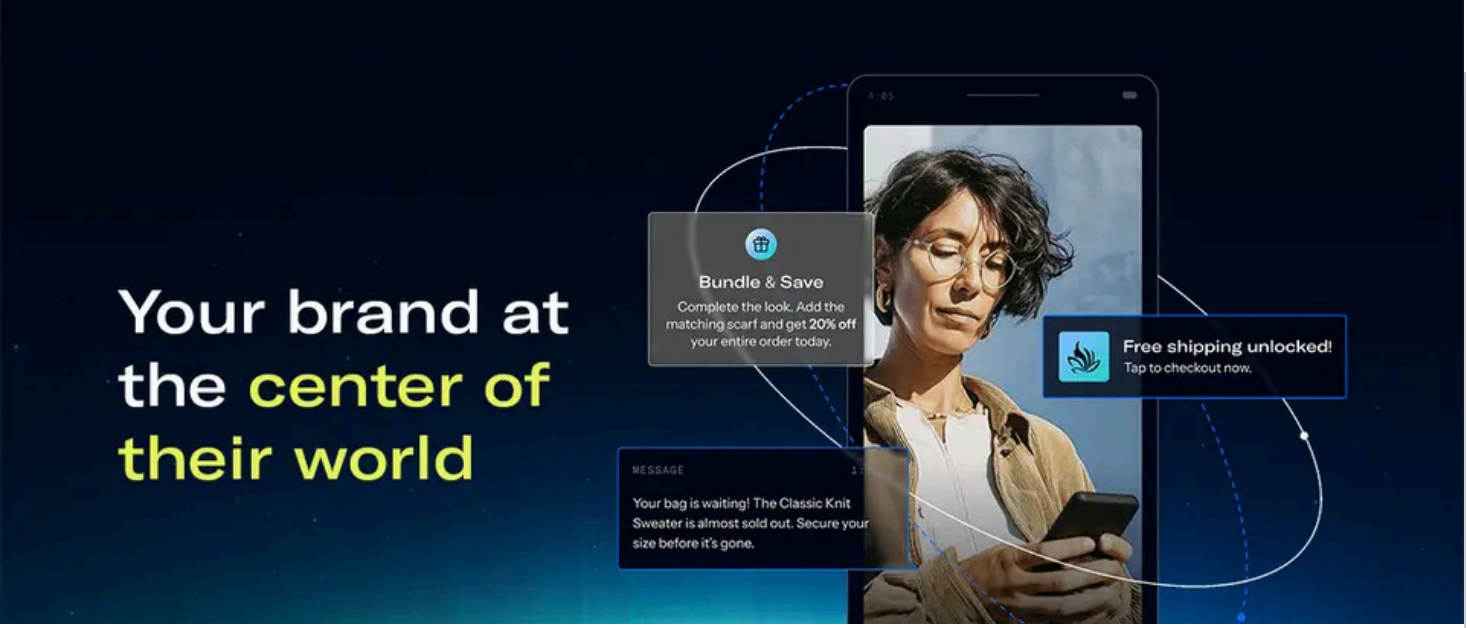
Cross-channel push, SMS, email and wallet messaging platform for apps



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

Made by Airship · checked Nov 13, 2026 · toolgpa.com

1.8
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 Airship's own pages, its app-store listings and our grades. Every fact in it is on Airship'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

1.8

GPA, above 16 of the 77 other SMS and chat marketing tools we grade

Airship is a customer experience platform that orchestrates messages across push notifications, SMS, RCS and MMS, email, mobile wallet, app and web. It adds customer data management, segmentation, journey building, testing and AI agents. The pricing page offers a sales quote for the full platform and a self-service Essentials edition.

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

> **But the pricing page publishes no figures, the full platform is a quote, and it's heavier than a plain SMS tool.**
>
> From our report card of Airship

1 **Best for push, SMS and email for mobile apps**

Airship runs push, SMS, email and wallet-pass messaging with journey tools and a no-code builder, aimed at apps.

2 **It runs on Web**

Web.

3 **Journey orchestration**

Connects messaging, app and web experiences into flows that guide a customer toward a conversion.

4 **Channels in one platform**

Push, SMS, RCS and MMS, email, web notifications and mobile wallet passes are managed together.

5 **Customer data and segments**

Builds dynamic segments from behavior and preferences, and captures preferences through forms and surveys.

6 **A 1.8 GPA, above 16 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.

7 **Keep it**

To replace Airship you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Airship at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Airship	CATEGORY SMS & Chat Marketing
OUR GRADE 1.8 GPA, weak	

The report card

Best for push, SMS and email for mobile apps

Airship runs push, SMS, email and wallet-pass messaging with journey tools and a no-code builder, aimed at apps. But the pricing page publishes no

figures, the full platform is a quote, and it's heavier than a plain SMS tool.

TOOLGPA REPORT CARD	Airship	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published: the full platform is a quote, and Essentials has a sign-up button but no figure.
Free plan and trial	F	No free plan and no trial is listed on its pages, so you pay from the first day.
Features	B	Journey orchestration, several channels in one place, customer segments, testing and a no-code builder. Nothing in the listing shows a gap in the core job, though services and onboarding are part of the full offer.
Ease of use	C	No store rating on record. It's a large platform with journeys to build.
Platforms and integrations	C	Web only on the listing, with no integrations named.
Grade point average		Weak, out of 4.0 **1.8**

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 Airship is for

- ✓ Fits if you run a mobile app and want push, SMS and email in one platform
- ✓ Works for firms with a team to set up journeys and a budget for a quote

Who it is not for

- ✕ Not for you if you want a price before a sales call
- ✕ Not for you if you only need to send texts, since it's heavier than a plain SMS tool
- ✕ Watch out: Essentials shows a sign-up button with no price
- ✕ Skip it if you want a free plan or trial, as none is listed

Good to know

Good for

- ✓ Brands with a mobile app that coordinate push, SMS and email
- ✓ Larger retail, finance, travel and media teams buying through sales
- ✓ Product and growth teams that want testing built into messaging

Worth knowing

- ⓘ The pricing page publishes no figures: the full platform is a quote, and Essentials has a sign-up button but no price.
- ⓘ Strategic services, training and onboarding are described as part of the full platform offer.
- ⓘ It is built around mobile apps and wallet passes, so it is heavier than a plain SMS tool.

What it costs

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

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

> **No price is published: the full platform is a quote, and Essentials has a sign-up button but no figure.**
>
> From our grade for value for money

We could not confirm Airship's current prices from its own site, so this guide lists no plans. airship.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

Cross-channel push, SMS, email and wallet messaging platform for apps. 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, a/B testing.

> **Journey orchestration, several channels in one place, customer segments, testing and a no-code builder.**
>
> From our grade for features

Journey orchestration

Connects messaging, app and web experiences into flows that guide a customer toward a conversion.

Channels in one platform

Push, SMS, RCS and MMS, email, web notifications and mobile wallet passes are managed together.

Customer data and segments

Builds dynamic segments from behavior and preferences, and captures preferences through forms and surveys.

Testing and optimization

Experiments and automatic tuning of timing, content and channel are described for each campaign goal.

No-code builder

Scenes and in-app experiences are built without developers, according to the vendor.

Airship Essentials

A self-service edition aimed at growth teams building app and web experiences; its price is not on the pricing page.

Where it runs

Web

What it works with

Its own pages name no integrations.

Airship is made by Airship.

PART 04 · STANDING

Where it stands

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

16/77

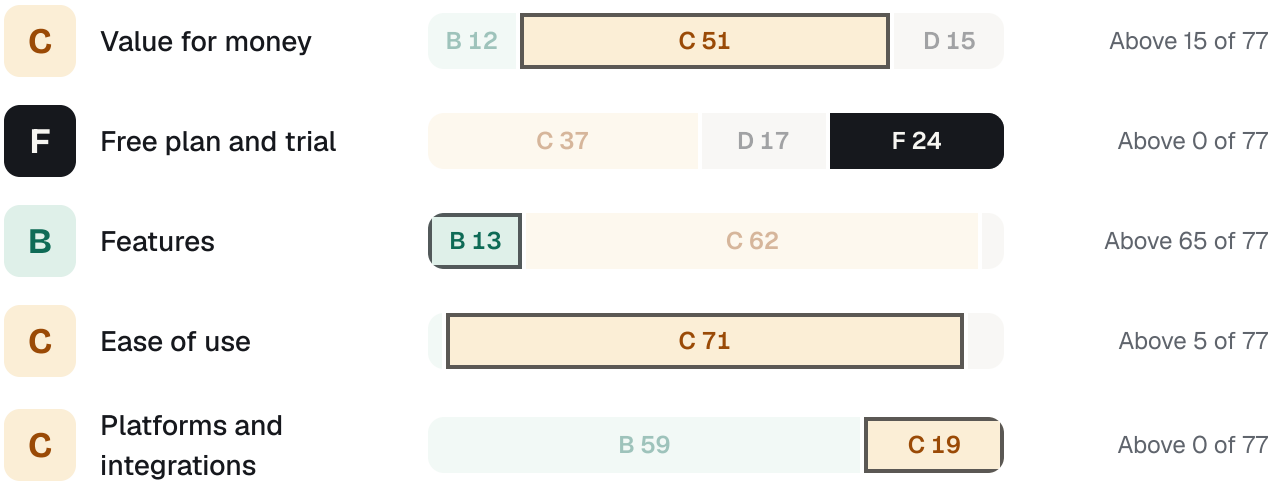
Other SMS and chat marketing tools it is graded above

Airship's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

It stands best on features (B, above 65 of 77) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Airship'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 Airship you would be making email sent in volume that still reaches 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: 51 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ Splitting visitors between versions and telling you which won.
- ✕ An API that other software can build on.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Airship'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



Attentive, Sinch, Infobip, Clickatell and Emotive

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

2.0 GPA

Attentive

Paid

SMS, email, RCS and push marketing for retail brands, sold by quote.

- Airship also covers a/B testing.
- Attentive also covers popups.

Airship and Attentive compared in full

2.0 GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- Airship also covers marketing automation and a/B testing.
- Sinch also covers whatsApp messaging and chatbots.

Airship and Sinch compared in full



2.2
GPA

Infobip

Free trial

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

- Airship also covers email campaigns and a/B testing.
- Infobip also covers whatsApp messaging and chatbots.

Airship and Infobip compared in full



1.6
GPA

Clickatell

Paid

Chat commerce platform and SMS APIs for large brands.

- Airship also covers marketing automation, email campaigns and a/B testing.
- Clickatell also covers workflow automation, AI agents, whatsApp messaging and chatbots.

Airship and Clickatell compared in full



1.8
GPA

Emotive

Free trial

SMS marketing and ad attribution for ecommerce brands.

- Airship also covers email campaigns and a/B testing.
- Emotive also covers ad creative and online store.

Airship and Emotive 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 Airship free?

No. Airship is a paid product.

What platforms does Airship work on?

Airship is available on Web.

Does Airship have an Android app?

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

Does Airship have an iPhone app?

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

Is Airship open source?

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

Does Airship have an API?

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

Who makes Airship?

Airship is made by a company of the same name.

What are the alternatives to Airship?

The closest alternatives to Airship in our directory are Attentive, Sinch, Infobip, Clickatell and Emotive.

How does Airship compare with other SMS and chat marketing tools?

Airship's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

Could I make my own version of Airship?

To replace Airship you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

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

airship.com/pricing/

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

Airship, kept up to date

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

toolgpa.com/tools/airship

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Airship, 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 Airship'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. Airship is a trademark of its owner, and this guide is not made, paid for or approved by Airship. Prices and plans change: check airship.com before you buy.