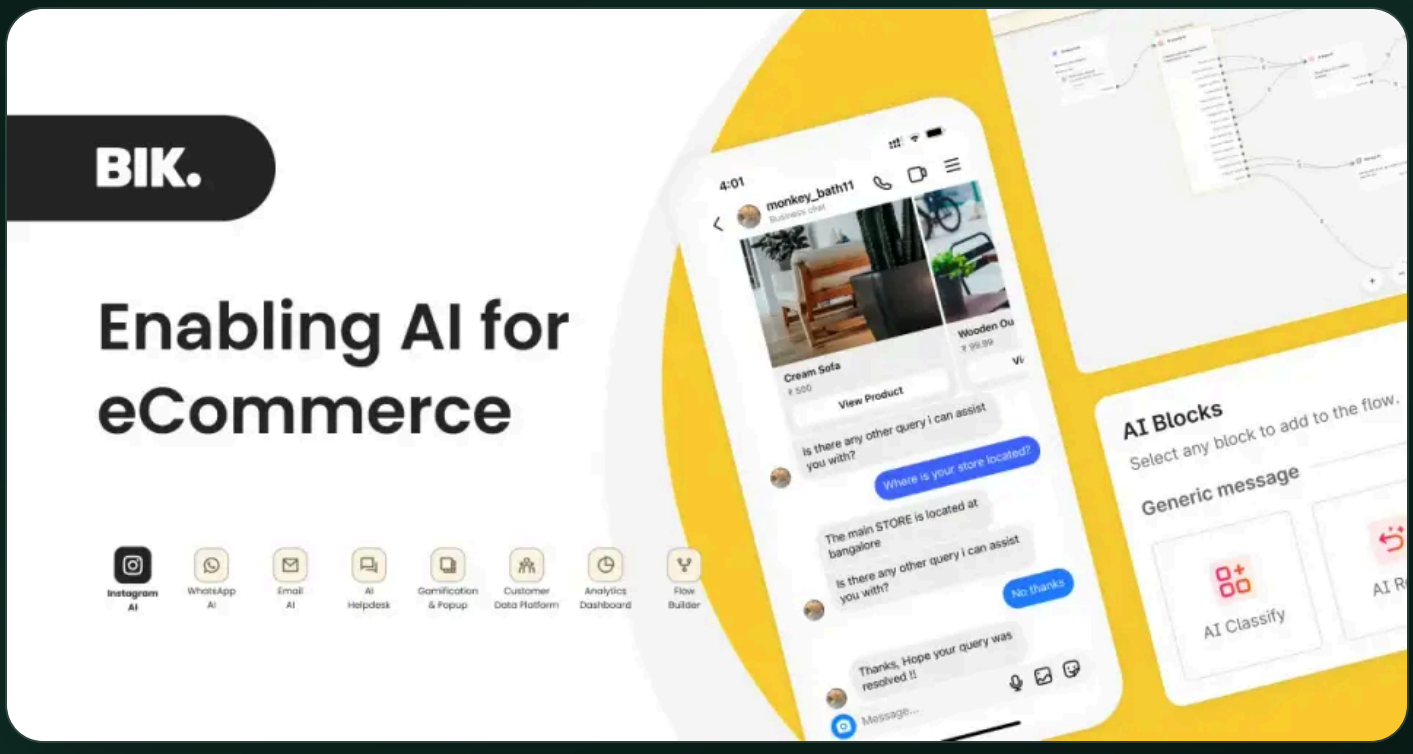
ToolGPA

NOVEMBER 2026

Bik

The Insider's Guide

AI CRM for online stores: WhatsApp, Instagram and helpdesk



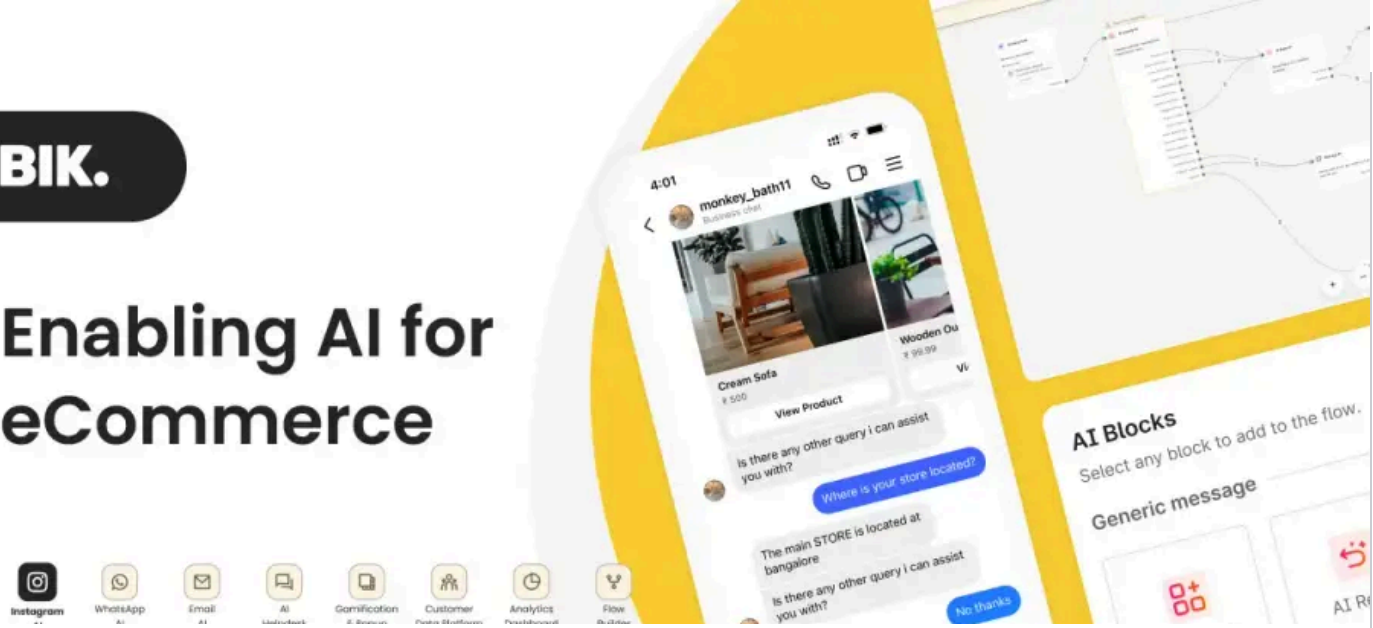
Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from Bik's own pages.

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

1.4
GPA

BIK.

Enabling AI for eCommerce



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

1.4

GPA, above 0 of the 77 other SMS and chat marketing tools we grade

Bik (BIK.ai) is a customer messaging and CRM platform built for e-commerce stores. It combines campaigns and journeys across WhatsApp, Instagram and other channels with a helpdesk and a library of prebuilt AI commerce agents. Plans are set by contact count, helpdesk users and monthly AI credits.

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

> **It connects to a store and needs journeys and automations built before it does anything.**
>
> From our grade for ease of use

1 **Best for WhatsApp and Instagram messaging for online stores**

Bik is a customer platform for online stores, with WhatsApp and Instagram journeys, a helpdesk and AI agents.

2 **Paid plans start at $350 a month**

As its pricing page puts it: $350 per month for up to 10,000 contacts.

3 **It runs on Web**

Web.

4 **Multichannel journeys and campaigns**

Build journeys, drip campaigns and broadcasts across channels, with RFM segments and dynamic variables.

5 **Helpdesk**

A helpdesk with custom inboxes, canned responses and support routing and assignment sits beside the marketing tools.

6 **AI agents and assist**

Pick from prebuilt AI commerce agents or build your own, with AI summaries, replies and translation in the helpdesk. Usage draws on monthly AI credits.

7 **A 1.4 GPA, above 0 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 Bik 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.

Bik at a glance

PRICING
Paid, from $350 per month for up to 10,000 contacts

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
BIK

CATEGORY
SMS & Chat Marketing

OUR GRADE
1.4 GPA, weak

The report card

Best for WhatsApp and Instagram messaging for online stores

Bik is a customer platform for online stores, with WhatsApp and Instagram journeys, a helpdesk and AI agents. But it starts at $350 a month for 10,000 contacts, has no free plan or trial, and role-based access is held back for the $499 plan.

TOOLGPA REPORT CARD	Bik	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$350 a month for Growth and $499 for Scale, both capped at 10,000 contacts. That's well above the $149 where this category's dearest tenth begins.
Free plan and trial	F	No free plan and no trial on the pricing page.
Features	C	Journeys, helpdesk, AI agents, a customer data platform and several WhatsApp numbers. Growth has 1 workspace and 20 automations, and WhatsApp message fees from Meta aren't shown.
Ease of use	C	No store rating on record. It connects to a store and needs journeys and automations built before it does anything.
Platforms and integrations	C	Web only, with Shopify and Google Sheets listed. No phone or desktop app is on record.
Grade point average		Weak, out of 4.0 **1.4**

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 Bik is for

- ✓ Fits if you run a Shopify-type store with real WhatsApp volume and a budget for it
- ✓ Works for teams that want helpdesk and campaigns in the same tool

Who it is not for

- ✗ Pricey if you're small: $350 a month is where it starts
- ✗ Not for you if you want to try first, as there's no trial or free plan
- ✗ Watch out: both plans stop at 10,000 contacts, and the next step has no published price
- ✗ Tight if you need role-based access control, which isn't on Growth
- ✗ Watch out: Meta's WhatsApp message fees aren't on the pricing page

Good to know

Good for

- ✓ Shopify-style online stores that want marketing and support in one tool
- ✓ Stores with a contact list of around 10,000 and a small support team

Worth knowing

- ⓘ There is no free plan or free trial on the pricing page; the entry plan is $350 a month.
- ⓘ Both listed plans stop at 10,000 contacts; larger lists need the Custom plan, which has no published price.
- ⓘ Role-based access control is not on Growth, which also has 1 workspace and 20 automations.
- ⓘ WhatsApp message fees charged by Meta are not shown on the pricing page.

PART 02 · PRICING

What it costs

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

$350

A month to start

Bik is a paid product, starting at $350 per month for up to 10,000 contacts.

> **No free plan and no trial on the pricing page.**

From our grade for free plan and trial

GROWTH

$350

per month for up to 10,000 contacts

10 helpdesk users, 20 automations, 1 workspace and 2,000 BIK AI credits. Price rises with contacts; not shown.

SCALE

$499

per month for up to 10,000 contacts

25 helpdesk users, 50 automations, 3 workspaces, 5,000 AI credits and role-based access control.

CUSTOM

Custom

Contacts as required, unlimited automations, volume pricing and a dedicated success manager; sold through sales.

Read from bik.ai on Nov 13, 2026.

What it does

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

1

Place it runs: Web

AI CRM for online stores: WhatsApp, Instagram and helpdesk. Here is what it does, as its own site describes it, and what it covers: AI features, shared inbox, marketing automation, help desk, whatsApp messaging, chatbots.

"

Journeys, helpdesk, AI agents, a customer data platform and several WhatsApp numbers.

From our grade for features

Multichannel journeys and campaigns

Build journeys, drip campaigns and broadcasts across channels, with RFM segments and dynamic variables.

Helpdesk

A helpdesk with custom inboxes, canned responses and support routing and assignment sits beside the marketing tools.

AI agents and assist

Pick from prebuilt AI commerce agents or build your own, with AI summaries, replies and translation in the helpdesk. Usage draws on monthly AI credits.

Customer data platform

Customer 360 profiles and retargeting automations, with website widgets and Click-to-WhatsApp ad integration.

Multiple WhatsApp numbers

Every plan can connect more than one WhatsApp number, alongside webhook and Google Sheets connections.

Reporting and security

Node-level analytics, advanced reporting and two-factor authentication on all plans; role-based access from Scale.

Where it runs

Web

What it works with

Shopify

Google Sheets

Bik is made by BIK.

Where it stands

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

0/77

Other SMS and chat marketing tools it is graded above

Bik's GPA of 1.4 is higher than 0 of the 77 other SMS and chat marketing tools we grade, and level with 1.

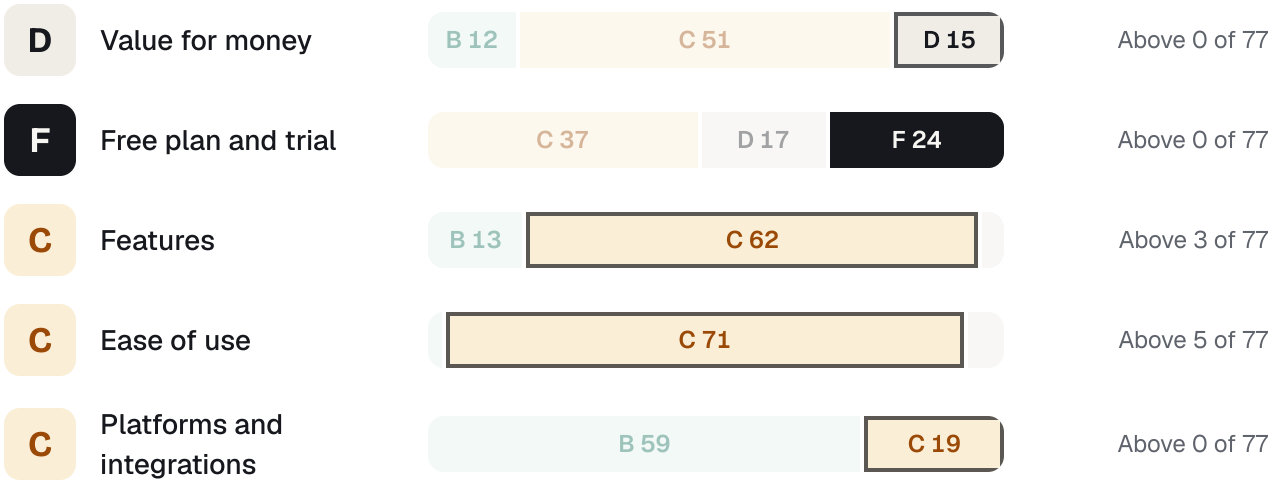
It stands best on ease of use (C, above 5 of 77) and worst on free plan and trial (F, above 0).

Its paid plans start at $350 a month, against a middle price of $36 for the category: 50 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 40 tools score higher and cost less.

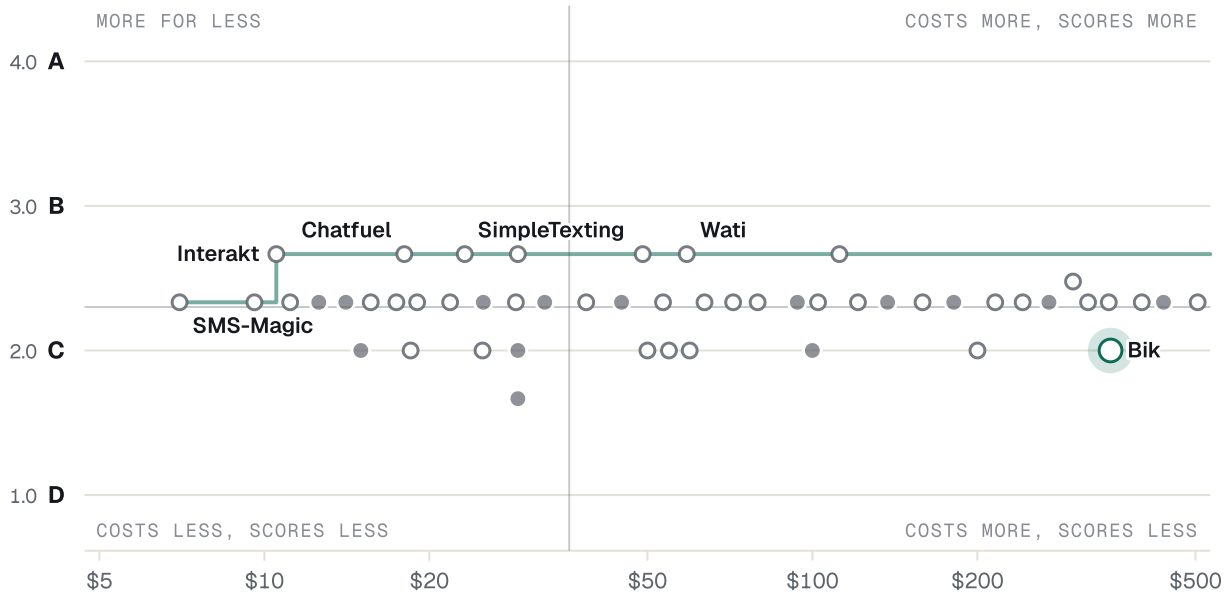
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Bik'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. Bik 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 Bik 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: 76 of the 77 other SMS and chat marketing tools grade higher. It costs $4,200 a year.

What you could make

- Help desk: an app builder makes this well.

What you could not

- The WhatsApp Business API, which Meta opens only through approved partners.
- Email sent in volume that still reaches the inbox.
- One mailbox that several people work at once.
- A chatbot builder hooked into the messaging apps.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Bik'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, Interakt, SleekFlow, Recart and Emotive

The 5 tools Bik 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.
- Bik also covers help desk.

Bik and Wati compared in full

2.6 GPA

Interakt

Free trial · from ₹999/mo

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands.

- Only Interakt lists iOS and Android apps.
- Bik also covers help desk.

Bik and Interakt compared in full



2.2
GPA

SleekFlow

Free trial · from $49/mo

Shared inbox and AI agents for WhatsApp, social chats, SMS and email.

- Only SleekFlow lists iOS and Android apps.
- Bik also covers help desk and chatbots.
- SleekFlow also covers AI support agent.

Bik and SleekFlow compared in full



1.4
GPA

Recart

From $200/mo

SMS marketing and popup list growth for Shopify stores.

- Bik also covers shared inbox, help desk, whatsApp messaging and chatbots.
- Recart also covers sMS marketing, online store and popups.

Bik and Recart compared in full



1.8
GPA

Emotive

Free trial

SMS marketing and ad attribution for ecommerce brands.

- Bik also covers shared inbox, help desk, whatsApp messaging and chatbots.
- Emotive also covers sMS marketing, ad creative and online store.

Bik and Emotive compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Bik free?

No. Bik is a paid product, starting at $350 per month for up to 10,000 contacts.

How much does Bik cost?

Bik lists 3 plans. Growth: $350 per month for up to 10,000 contacts.

What platforms does Bik work on?

Bik is available on Web.

Does Bik have an Android app?

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

Does Bik have an iPhone app?

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

Is Bik open source?

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

What does Bik integrate with?

Bik's listing names Shopify and Google Sheets. A listing names up to eight integrations, so it may connect to more.

Who makes Bik?

Bik is made by BIK.

What are the alternatives to Bik?

The closest alternatives to Bik in our directory are Wati, Interakt, SleekFlow, Recart and Emotive.

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

Bik's GPA of 1.4 is higher than 0 of the 77 other SMS and chat marketing tools we grade, and level with 1.

Is Bik good value for money?

ToolGPA grades Bik D for value for money. Its paid plans start at $350 a month, against a middle price of $36 for the category: 50 of the 50 others that charge start lower.

Could I make my own version of Bik?

To replace Bik 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 Bik'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 Bik'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 BIK. Prices change, so check bik.ai before you buy.

bik.ai/pricing

bik.ai/

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

Bik, kept up to date

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

toolgpa.com/tools/bik

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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