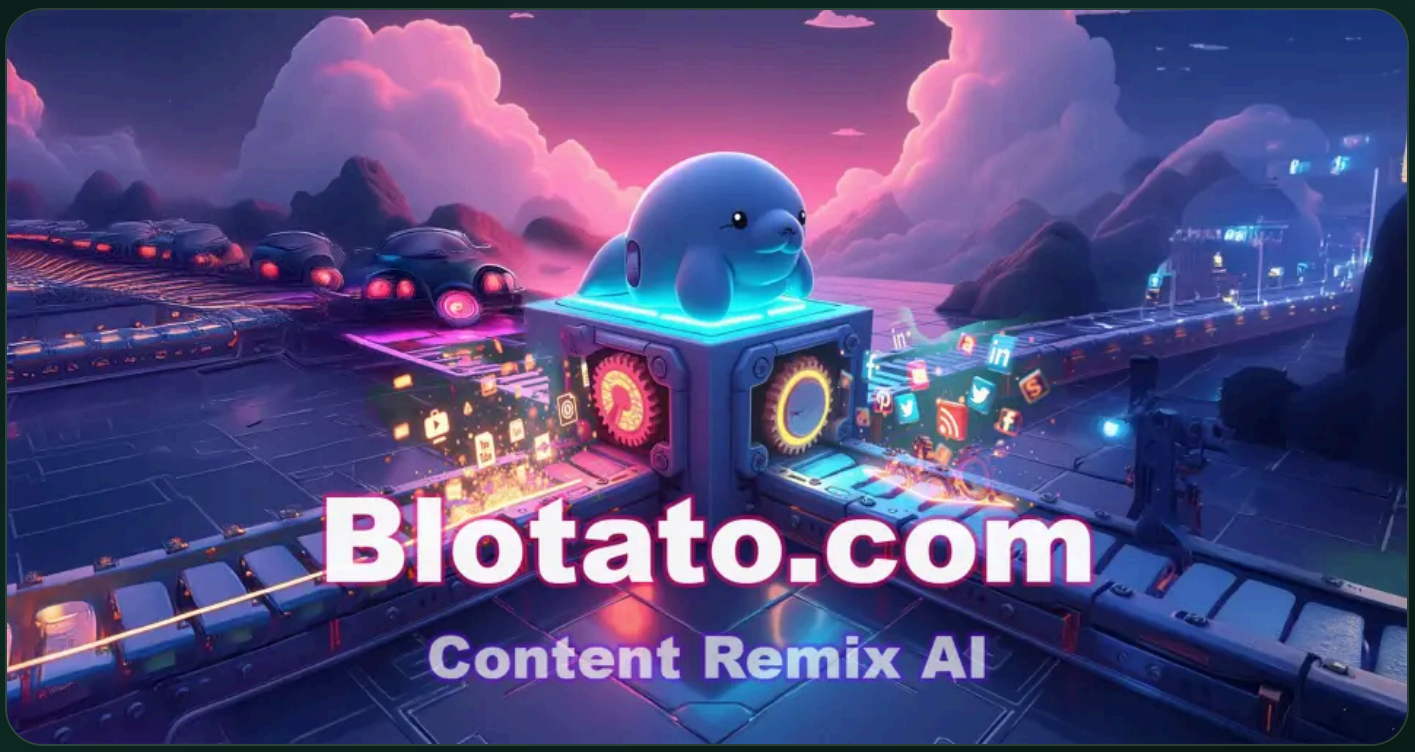
ToolGPA

NOVEMBER 2026

Blotato

The Insider's Guide

AI content creator and scheduler with an API and MCP server



Every plan, grade, refund rule and rival among social media schedulers, read from Blotato's own pages.

Made by Blotato Inc. · checked Nov 12, 2026 · toolgpa.com

2.0
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 Blotato's own pages, its app-store listings and our grades. Every fact in it is on Blotato's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

2.0

GPA, above 8 of the 49 other social media schedulers we grade

Blotato generates social media content with AI, including carousels, infographics, slideshows and avatar videos, and publishes to nine networks. It is built to be driven by AI agents through a hosted MCP server and a REST API, as well as through a web app with a calendar. Plans are flat monthly prices that include 20 or more connected accounts.

> "If you want a plain scheduler with no credits to count, it's the wrong shape.
>
> From our report card of Blotato

To get you started, here are **9 things to know about Blotato**, taken from its own pages and our grades.

1 **Best for posting and AI content from Claude, ChatGPT or n8n**

AI use is metered in monthly credits, and the trial leaves out the API and MCP server.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month, billed monthly.

3 **You can try it first**

7-day free trial on every plan, without API and MCP server access

4 **It runs on Web**

Web.

5 **Unified publishing API and MCP**

One call publishes to X, LinkedIn, Facebook, Instagram, TikTok, YouTube, Threads, Bluesky and Pinterest, from a hosted MCP server or a REST API.

6 **Visual and video generation**

Creates infographics, carousels, slideshows, quote cards and avatar video with generated B-roll, using a monthly pool of AI credits.

7 **Sources to posts**

Turns a YouTube link, TikTok, article, PDF, audio file or text into draft posts for the connected networks.

8 **A 2.0 GPA, above 8 of 49**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Blotato you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

Blotato at a glance

PRICING Free trial, from $29 per month, billed monthly	FREE PLAN No
FREE TRIAL 7-day free trial on every plan, without API and MCP server access	RUNS ON Web
MADE BY Blotato Inc.	CATEGORY Social Media Schedulers
OUR GRADE 2.0 GPA, fair	

The report card

Best for posting and AI content from Claude, ChatGPT or n8n

Blotato schedules posts and makes AI carousels and short videos, and it connects to Claude, ChatGPT, n8n and Make. AI use is metered in monthly credits, and the trial leaves out the API and MCP server. If you want a plain scheduler with no credits to count, it's the wrong shape.

TOOLGPA REPORT CARD **Blotato** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$29 a month billed monthly, which is the category middle. Creator is $97 and Agency $499.
Free plan and trial	D	7-day free trial on every plan, without the API and MCP server; the listing doesn't say whether it needs a card. No free plan.
Features	C	Scheduling, AI video and image making, comments and DM automation, and a posting API. Analytics come from eight platforms and don't include LinkedIn.
Ease of use	C	No store rating on record. Accounts to connect and credits to budget.
Platforms and integrations	B	Web, with an API and links to Claude, ChatGPT, n8n, Make and Cursor.

Grade point average Fair, out of 4.0 **2.0**

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 Blotato is for

- ✓ Fits if you run your social media through Claude, ChatGPT or n8n
- ✓ Works for creators who want AI-made carousels and short videos

Who it is not for

- ✕ Skip it if you need LinkedIn analytics, as they aren't included
- ✕ Tight if you generate a lot: AI images and video draw on monthly credits that differ by plan
- ✕ Watch out: the trial leaves out API and MCP access, and holds only 60 AI credits
- ✕ Watch out: only monthly prices are shown; yearly saves about 17% via the billing portal

Good to know

Good for

- ✓ People who run their social media from Claude, ChatGPT or n8n
- ✓ Creators who want AI-made carousels and short videos
- ✓ Agencies needing many connected accounts for a flat fee

Worth knowing

- ⓘ Pricing shown is monthly; yearly billing saves about 17% and is switched on from the billing portal.
- ⓘ AI image and video generation draws on monthly credits, which differ by plan.
- ⓘ The free trial excludes the API and MCP server and includes 60 AI credits.
- ⓘ Analytics come from eight platforms and do not include LinkedIn.

What it costs

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

$29
A month to start

Blotato is a paid product with a free trial, starting at $29 per month, billed monthly.

STARTER
$29
per month, billed monthly

20 social accounts, 1,250 AI credits and 1,000 active contacts a month, API and n8n and Make nodes.

CREATOR
$97
per month, billed monthly

40 social accounts, 5,000 AI credits and 6,000 active contacts a month, faster video processing.

AGENCY
$499
per month, billed monthly

28,000 AI credits and 15,000 active contacts a month, dedicated video processing and support channel.

Trying it first

7-day free trial on every plan, without API and MCP server access

Read from blotato.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

About 17% off with yearly billing

The pricing FAQ says yearly billing means paying for 10 months and getting 12, switched on in the billing portal.

Stated on blotato.com

What it does

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

1

Place it runs: Web

AI content creator and scheduler with an API and MCP server. Here is what it does, as its own site describes it, and what it covers: public API, AI features, workflow automation, AI agents, image generation, video generation.

> "
>
> **Scheduling, AI video and image making, comments and DM automation, and a posting API.**

From our grade for features

Unified publishing API and MCP

One call publishes to X, LinkedIn, Facebook, Instagram, TikTok, YouTube, Threads, Bluesky and Pinterest, from a hosted MCP server or a REST API.

Visual and video generation

Creates infographics, carousels, slideshows, quote cards and avatar video with generated B-roll, using a monthly pool of AI credits.

Sources to posts

Turns a YouTube link, TikTok, article, PDF, audio file or text into draft posts for the connected networks.

Scheduling and calendar

Post now, schedule for a time, or fill the next open slot, with recurring weekly slots per platform and account.

Comments and DM automation

Read and reply to comments and DMs, and set keyword triggers on Instagram and Facebook that send a DM after a comment.

Automation connectors

Official n8n and Make nodes and webhooks, with analytics available for eight platforms (all except LinkedIn).

Where it runs

Web

What it works with

Claude ChatGPT n8n Make Cursor

Blotato is made by Blotato Inc.

PART 04 · STANDING

Where it stands

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

8/49

Other social media schedulers it is graded above

Blotato's GPA of 2.0 is higher than 8 of the 49 other social media schedulers we grade, and level with 7.

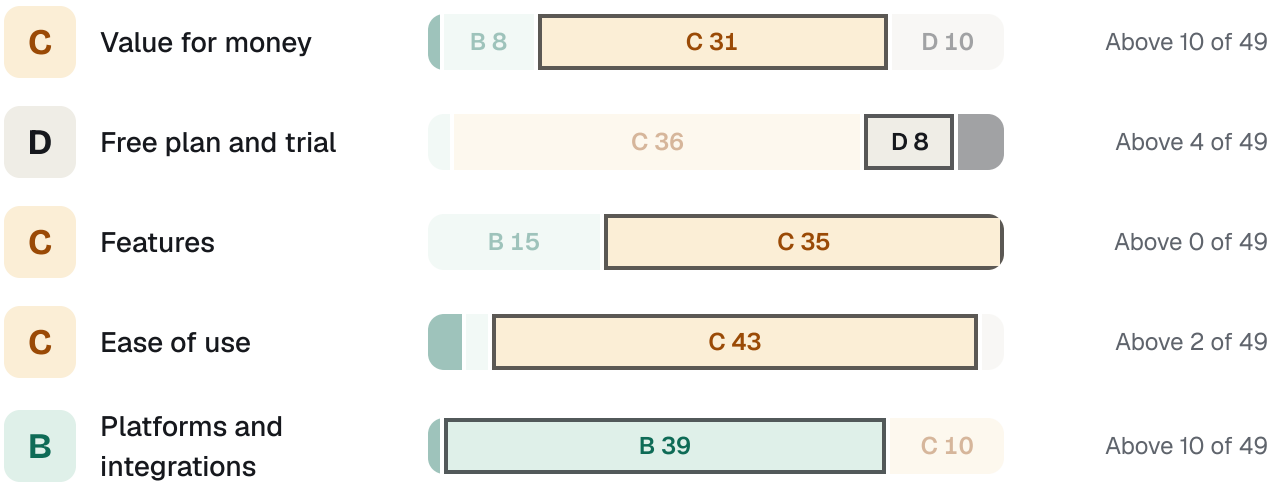
It stands best on platforms and integrations (B, above 10 of 49) and worst on free plan and trial (D, above 4).

Its paid plans start at $29 a month, against a middle price of $29 for the category: 20 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

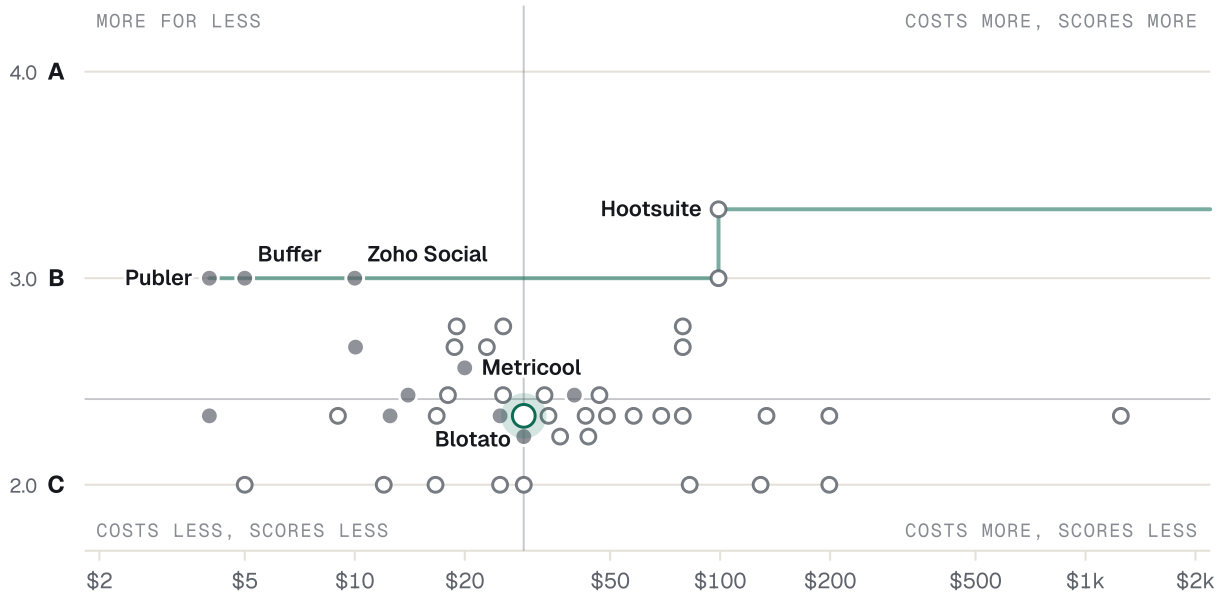
Each grade against the category

Every bar is all 50 social media schedulers we grade, cut by the letter each got. Blotato's own letter is outlined.



Price against what you get

Each dot is one of 45 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Blotato 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 Blotato you would be making an AI agent, with the models and the safeguards behind it. 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: 34 of the 49 other social media schedulers grade higher. It costs $348 a year.

What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ An image model, which you can rent by the picture but not make.

- ✕ A video model, which you can rent by the second but not make.
- ✕ Connections to other products, each kept working as those products change.

What this rests on. Blotato'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



Ayrshare, Postiz, Publer, FeedHive and Ocoya

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

1.6 GPA

Ayrshare

Free trial · from $129/mo

Social media API for posting, analytics and comments in your product.

- Blotato also covers workflow automation, image generation and video generation.
- Ayrshare also covers reports.

Blotato and Ayrshare compared in full

2.4 GPA

Postiz

Free trial · from $23/mo

Social scheduler with an API, MCP server and self-host option.

- Postiz is open source and self-hostable, according to its own site.
- Blotato also covers workflow automation, AI agents, image generation and video generation.
- Postiz also covers calendar and reports.

Blotato and Postiz compared in full



2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Publer has a free plan. Blotato does not, though it has a free trial.
- Only Publer lists iOS and Android apps.
- Only Publer lists a browser extension.

Blotato and Publer compared in full



2.2 GPA

FeedHive

Free trial · from €15/mo

AI social media scheduler with automation and agent connections.

- Blotato also covers AI agents, image generation and video generation.
- FeedHive also covers templates.

Blotato and FeedHive compared in full



2.0 GPA

Ocoya

Free trial · from $29/mo

AI-assisted social scheduler with a design studio and workflows.

- Blotato also covers AI agents, image generation and video generation.
- Ocoya also covers templates, calendar and shared inbox.

Blotato and Ocoya compared in full

Quick answers

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

14

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 Blotato free?

No, Blotato is a paid product, but you can try it first. 7-day free trial on every plan, without API and MCP server access.

How much does Blotato cost?

Blotato lists 3 plans. Starter: $29 per month, billed monthly.

What platforms does Blotato work on?

Blotato is available on Web.

Does Blotato offer any discounts?

Blotato publicly lists the following: About 17% off with yearly billing.

Does Blotato have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Blotato is listed for Web.

Does Blotato have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Blotato is listed for Web.

Is Blotato open source?

Blotato is not described as open source on its own site, as read on Nov 12, 2026.

Does Blotato have an API?

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

What does Blotato integrate with?

Blotato's listing names Claude, ChatGPT, n8n, Make and Cursor. A listing names up to eight integrations, so it may connect to more.

Who makes Blotato?

Blotato is made by Blotato Inc.

What are the alternatives to Blotato?

The closest alternatives to Blotato in our directory are Ayrshare, Postiz, Publer, FeedHive and Ocoya.

How does Blotato compare with other social media schedulers?

Blotato's GPA of 2.0 is higher than 8 of the 49 other social media schedulers we grade, and level with 7.

Is Blotato good value for money?

ToolGPA grades Blotato C for value for money. Its paid plans start at $29 a month, against a middle price of $29 for the category: 20 of the 44 others that charge start lower.

Could I make my own version of Blotato?

To replace Blotato you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from Blotato's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Blotato's own pages on 12 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 Blotato Inc. Prices change, so check blotato.com before you buy.

blotato.com/pricing

blotato.com

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Blotato, kept up to date

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

toolgpa.com/tools/blotato

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, "Blotato: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/blotato
```

Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Blotato, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 50 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

Mixpost Insider's Guide

Self-hosted social media scheduler sold with a one-time license

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