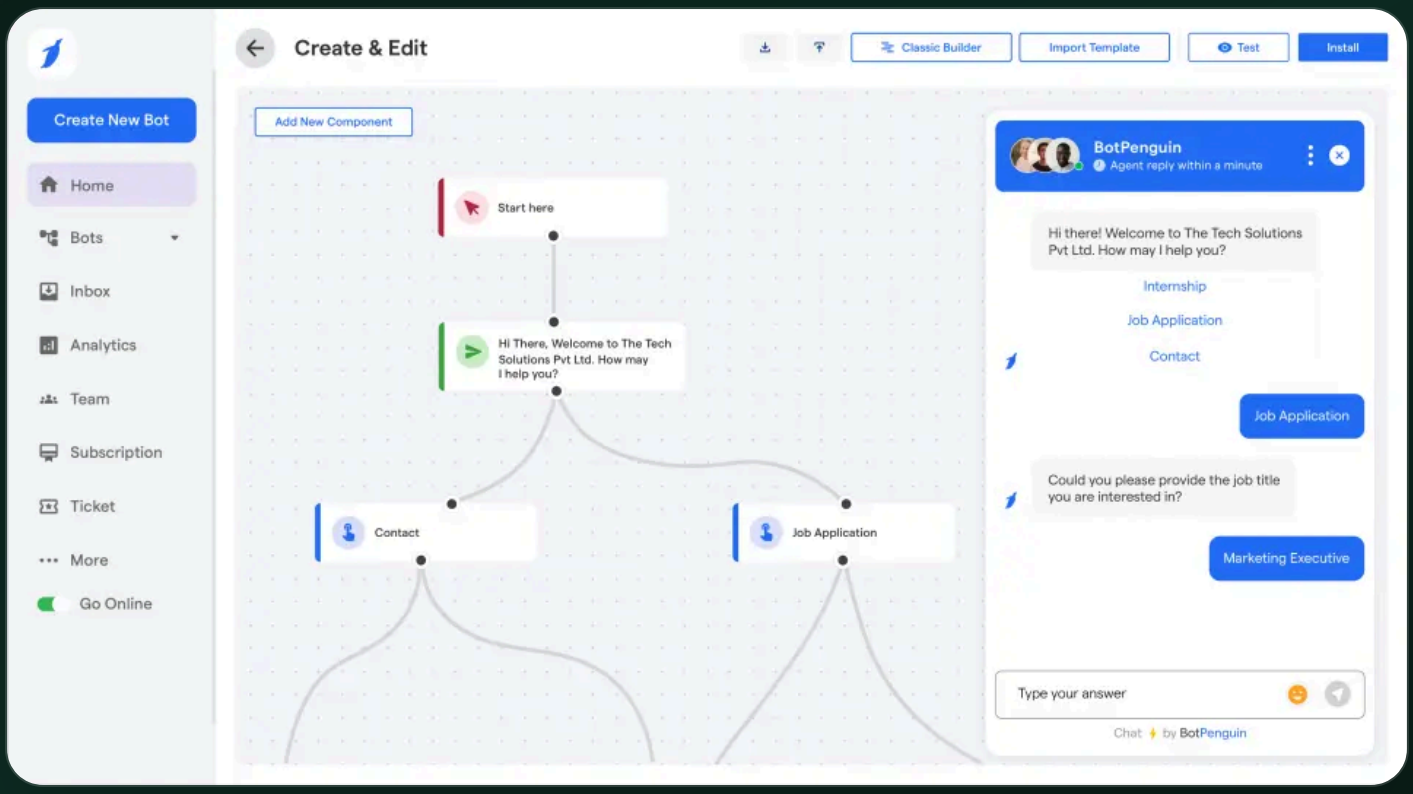
ToolGPA

NOVEMBER 2026

BotPenguin

The Insider's Guide

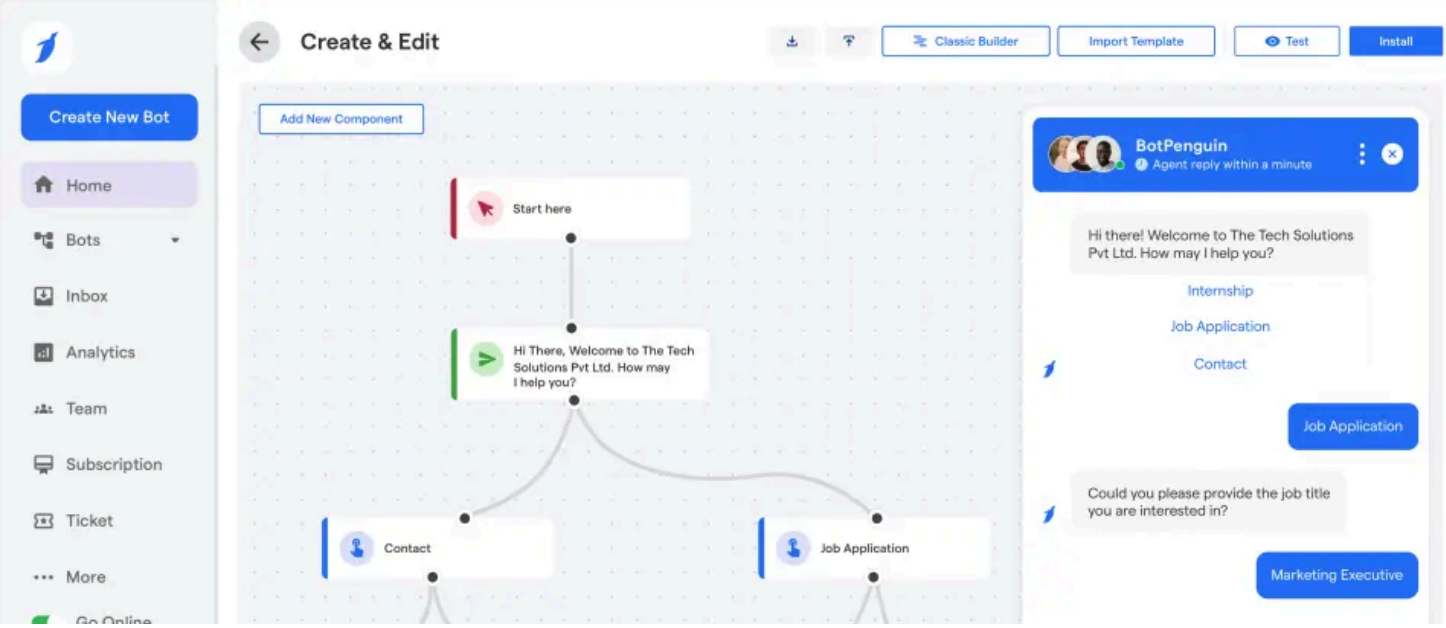
No-code chatbot builder for WhatsApp, Instagram, Messenger and web



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

Made by Relinns Technologies Pvt. Ltd. · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



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

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

2.2

GPA, above 47 of the 77 other SMS and chat marketing tools we grade

BotPenguin builds chatbots and AI agents that run on WhatsApp, Instagram, Facebook Messenger, Telegram and websites. Plans are set by the number of bot messages per month, with a free plan to start. The paid tiers add bulk WhatsApp messaging, appointment booking, integrations and AI voice agents.

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

1 **Best for chatbots for websites and WhatsApp**

BotPenguin builds chatbots for websites, WhatsApp and Instagram, with a free plan for 1,000 messages a month.

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

As its pricing page puts it: $29 per month for 3,000 bot messages.

3 **There is a free plan**

Baby plan: 1,000 bot messages a month, 1 chatbot, unlimited leads, unified inbox, live chat and a basic LLM knowledge base.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Multi-platform chatbots**

Deploy one bot on WhatsApp, Instagram, Facebook, Telegram and websites, with the Emperor plan adding WeChat, LINE, Viber, SMS and Slack.

6 **AI knowledge-base training**

Train a bot on website content, PDFs and FAQs, with Google Sheets, Drive and Notion sources on higher plans.

7 **Unified inbox and live chat**

One inbox for all platform conversations, with a handover from bot to human agent at any time.

8 **A 2.2 GPA, above 47 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.

9 **Keep it**

To replace BotPenguin 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.

BotPenguin at a glance

PRICING
Free plan, from $29 per month for 3,000 bot messages

FREE PLAN
Yes

FREE TRIAL
7-day free trial, no credit card required

RUNS ON
Web, iOS, Android

MADE BY
Relinns Technologies Pvt. Ltd.

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.2 GPA, fair

The report card

Best for chatbots for websites and WhatsApp

BotPenguin builds chatbots for websites, WhatsApp and Instagram, with a free plan for 1,000 messages a month. Paid plans start at $29 for 3,000 messages and extras add up quickly.

TOOLGPA REPORT CARD — **BotPenguin** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$29 a month for 3,000 messages, in the middle band of chat tools.
Free plan and trial	C	Free: 1,000 messages a month, 1 chatbot and a unified inbox, which a live site passes quickly. A 7-day trial needs no card.
Features	C	Multi-platform bots, knowledge-base training, inbox, WhatsApp bulk and voice agents. WhatsApp flows start at King.
Ease of use	C	No store rating on record. You build flows and connect channels.
Platforms and integrations	B	Web, iPhone and Android with Shopify, WooCommerce, Zendesk, Zapier, HubSpot and Salesforce.

Grade point average — Fair, out of 4.0 **2.2**

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 BotPenguin is for

- ✓ Fits if you want a chatbot on a small site or shop
- ✓ Works for a team trying a bot before paying

Who it is not for

- ✕ Tight if you stay free, as that is 1,000 messages and 1 chatbot
- ✕ Pricey if you grow: extra messages are $5 per 1,000 and extra AI messages $15 per 1,000
- ✕ Watch out: extra team members are $7 each, an MS Teams bot $100 and a whitelabel window $20 a bot
- ✕ Watch out: Meta's WhatsApp fees are on top
- ✕ Watch out: yearly prices were not shown, and the vendor says yearly means 10 months

Good to know

Good for

- ✓ Small businesses that want a free no-code bot to start with
- ✓ Teams that want bots across WhatsApp, Instagram and a website from one account
- ✓ Agencies that may later resell it under their own brand

Worth knowing

- ⓘ Prices follow the monthly message allowance; extra messages cost $5 a month per 1,000 and extra AI messages $15 a month per 1,000.
- ⓘ The vendor says paying yearly means paying for 10 months, but the yearly prices were not shown in the page text read.
- ⓘ Extra team members cost $7 a month each, an MS Teams bot is a $100 a month add-on and a whitelabel chat window is $20 a month per bot.
- ⓘ WhatsApp fees charged by Meta are billed on top; BotPenguin says it adds no markup to them.

PART 02 · PRICING

What it costs

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

$29

A month to start. There is a free plan too

BotPenguin has a free plan. Paid plans start at $29 per month for 3,000 bot messages.

BABY PLAN

$0

Free forever: 1,000 messages a month (AI and regular share the limit), 1 chatbot, chat flow templates and a unified inbox.

LITTLE PLAN

$29

per month for 3,000 messages and 5 team members, billed monthly

Adds WhatsApp bulk messaging, Instagram DM automation, appointment booking, reports, mobile apps for agents and 30+ integrations.

KING PLAN

$99

per month for 12,000 messages, billed monthly

Adds WhatsApp flows, department routing, 50+ integrations, AI voice agents (10) and connections to models such as Gemini, Claude and DeepSeek.

EMPEROR PLAN

$990

per month and up, billed monthly

Custom volume with unlimited bots, agents and team members, extra channels such as SMS, Slack and LINE, and a build-it-for-you setup. Sold through sales.

The free plan

Baby plan: 1,000 bot messages a month, 1 chatbot, unlimited leads, unified inbox, live chat and a basic LLM knowledge base.

Trying it first

7-day free trial, no credit card required

Read from botpenguin.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on yearly billing

The pricing FAQ says a yearly plan costs 10 months instead of 12.

Stated on botpenguin.com

NONPROFIT

50% off for nonprofits

The pricing page lists a 50% discount for nonprofit organizations and 100% for those working in animal welfare.

Stated on botpenguin.com

What it does

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

3

Places it runs: Web, iOS and Android

No-code chatbot builder for WhatsApp, Instagram, Messenger and web. Here is what it does, as its own site describes it, and what it covers: AI features, shared inbox, no-code, live chat, AI support agent, whatsApp messaging, chatbots.

"

Multi-platform bots, knowledge-base training, inbox, WhatsApp bulk and voice agents.

From our grade for features

Multi-platform chatbots

Deploy one bot on WhatsApp, Instagram, Facebook, Telegram and websites, with the Emperor plan adding WeChat, LINE, Viber, SMS and Slack.

AI knowledge-base training

Train a bot on website content, PDFs and FAQs, with Google Sheets, Drive and Notion sources on higher plans.

Unified inbox and live chat

One inbox for all platform conversations, with a handover from bot to human agent at any time.

WhatsApp bulk messages and flows

Little adds bulk WhatsApp sending and shop automation; King adds WhatsApp flows for forms inside the chat.

AI voice agents

The King plan includes up to 10 AI voice agents; extra voice minutes are sold as add-ons.

Integrations

30+ integrations on Little and 50+ on King, including Shopify, Zendesk, Zapier, HubSpot and Salesforce.

Where it runs

Web · iOS · Android

What it works with

Shopify · WooCommerce · Zendesk · Zapier · HubSpot · Salesforce · Google Calendar · Razorpay

BotPenguin is made by Relinns Technologies Pvt. Ltd.

Where it stands

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

47 /77

Other SMS and chat marketing tools it is graded above

BotPenguin's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

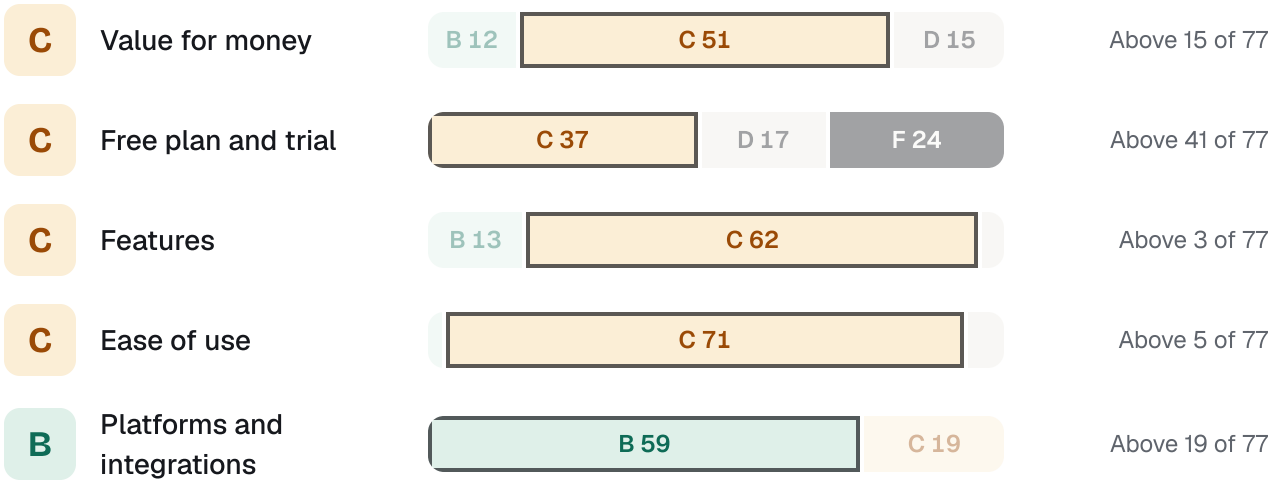
It stands best on platforms and integrations (B, above 19 of 77) and worst on features (C, above 3).

Its paid plans start at $29 a month, against a middle price of $36 for the category: 16 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

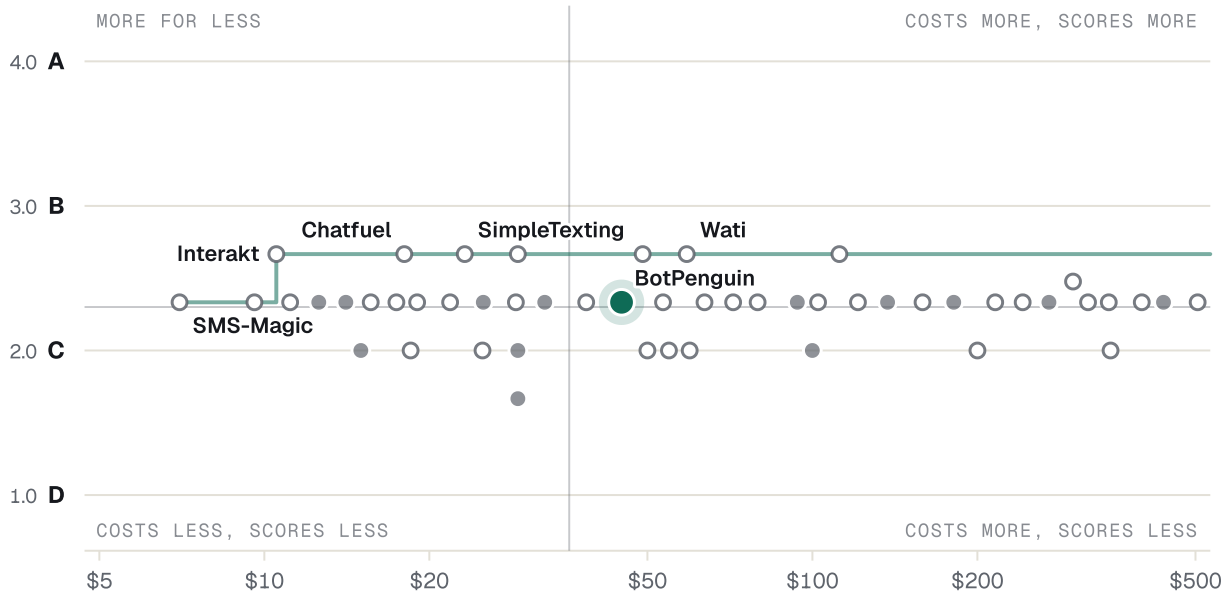
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. BotPenguin'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. BotPenguin 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 BotPenguin 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.

It costs $348 a year.

What you could not

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ An AI model answering your customers from your own help articles.

- ✕ One mailbox that several people work at once.
- ✕ A builder that other people can use without writing code.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It plugs into other products, Shopify, WooCommerce and Zendesk among them.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. BotPenguin'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



Chatfuel, Landbot, Manychat, Botsify and Chatrace

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

2.6 GPA

Chatfuel

Free trial · from $18/mo

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

- BotPenguin has a free plan. Chatfuel does not, though it has a free trial.
- Only BotPenguin lists iOS and Android apps.
- BotPenguin also covers shared inbox and no-code.

BotPenguin and Chatfuel compared in full

2.0 GPA

Landbot

Free plan · from $36/mo

No-code chatbot and AI agent builder for websites and WhatsApp.

- Only BotPenguin lists iOS and Android apps.
- BotPenguin also covers shared inbox.

BotPenguin and Landbot compared in full



2.4
GPA

Manychat

Free plan · from $169/yr

Instagram, WhatsApp and Messenger DM automation for creators and shops.

- BotPenguin also covers shared inbox, no-code and AI support agent.
- Manychat also covers marketing automation.

BotPenguin and Manychat compared in full



1.6
GPA

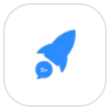
Botsify

From $149/mo

AI agent builder sold to agencies as a whitelabel platform.

- BotPenguin has a free plan. Botsify does not.
- Only BotPenguin lists iOS and Android apps.
- BotPenguin also covers shared inbox and live chat.

BotPenguin and Botsify compared in full



2.2
GPA

Chatrace

Free trial · from $39/mo

AI chatbot and inbox for Messenger, Instagram and WhatsApp.

- BotPenguin has a free plan. Chatrace does not, though it has a free trial.
- Only BotPenguin lists iOS and Android apps.
- BotPenguin also covers live chat.

BotPenguin and Chatrace compared in full

PART 06 · QUESTIONS

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 BotPenguin free?

BotPenguin has a free plan. Baby plan: 1,000 bot messages a month, 1 chatbot, unlimited leads, unified inbox, live chat and a basic LLM knowledge base.

How much does BotPenguin cost?

BotPenguin lists 4 plans. Baby Plan: $0.

What platforms does BotPenguin work on?

BotPenguin is available on Web, iOS and Android.

Does BotPenguin offer any discounts?

BotPenguin publicly lists the following: Two months free on yearly billing; 50% off for nonprofits.

Does BotPenguin have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. BotPenguin is listed for Web, iOS and Android.

Does BotPenguin have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. BotPenguin is listed for Web, iOS and Android.

Is BotPenguin open source?

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

What does BotPenguin integrate with?

BotPenguin's listing names Shopify, WooCommerce, Zendesk, Zapier, HubSpot, Salesforce, Google Calendar and Razorpay.

Does BotPenguin have a free trial?

Yes. 7-day free trial, no credit card required.

Who makes BotPenguin?

BotPenguin is made by Relinns Technologies Pvt. Ltd.

What are the alternatives to BotPenguin?

The closest alternatives to BotPenguin in our directory are Chatfuel, Landbot, Manychat, Botsify and Chatrace.

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

BotPenguin's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

Is BotPenguin good value for money?

ToolGPA grades BotPenguin C for value for money. Its paid plans start at $29 a month, against a middle price of $36 for the category: 16 of the 50 others that charge start lower.

Could I make my own version of BotPenguin?

To replace BotPenguin 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 BotPenguin'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 BotPenguin'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 Relinns Technologies Pvt. Ltd. Prices change, so check botpenguin.com before you buy.

botpenguin.com/pricing
botpenguin.com/about-us
botpenguin.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

BotPenguin, kept up to date

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

toolgpa.com/tools/botpenguin

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, "BotPenguin: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/botpenguin
```

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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