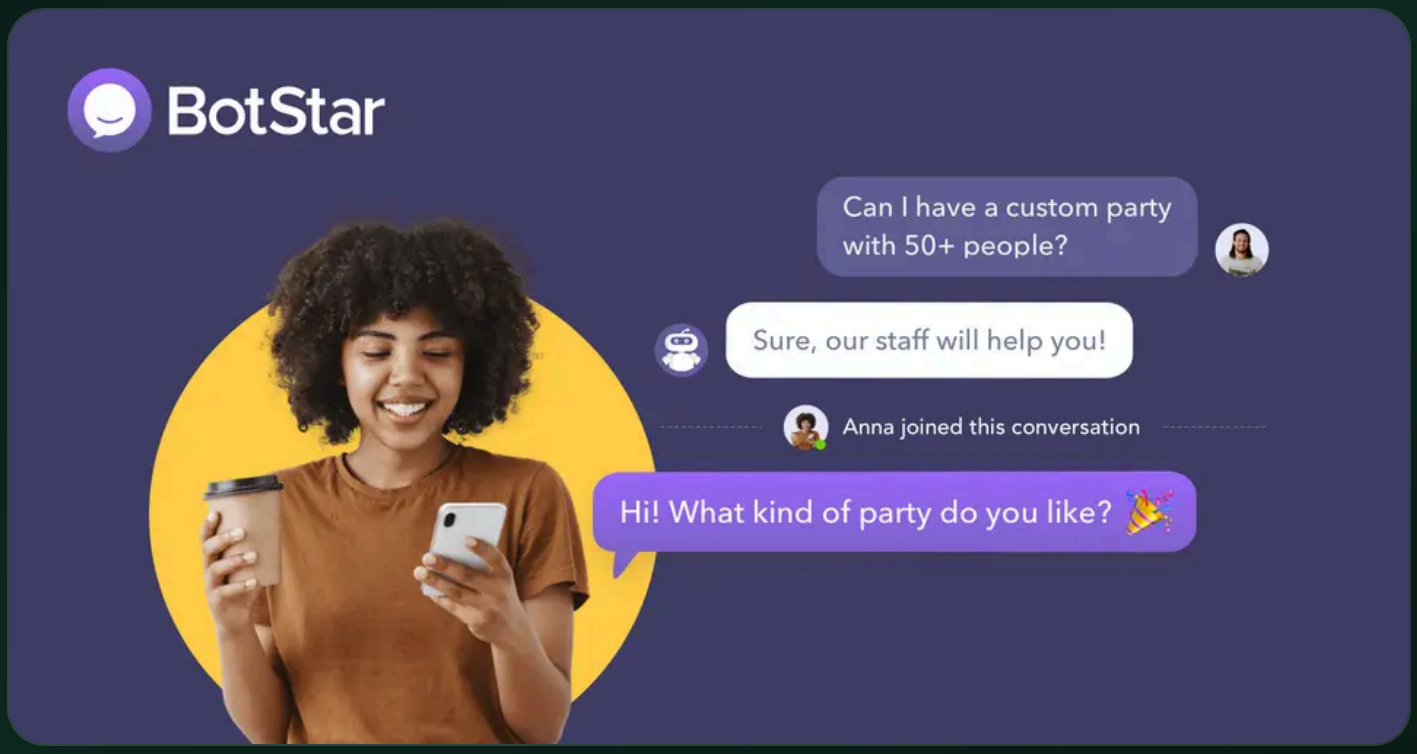
ToolGPA

NOVEMBER 2026

BotStar

The Insider's Guide

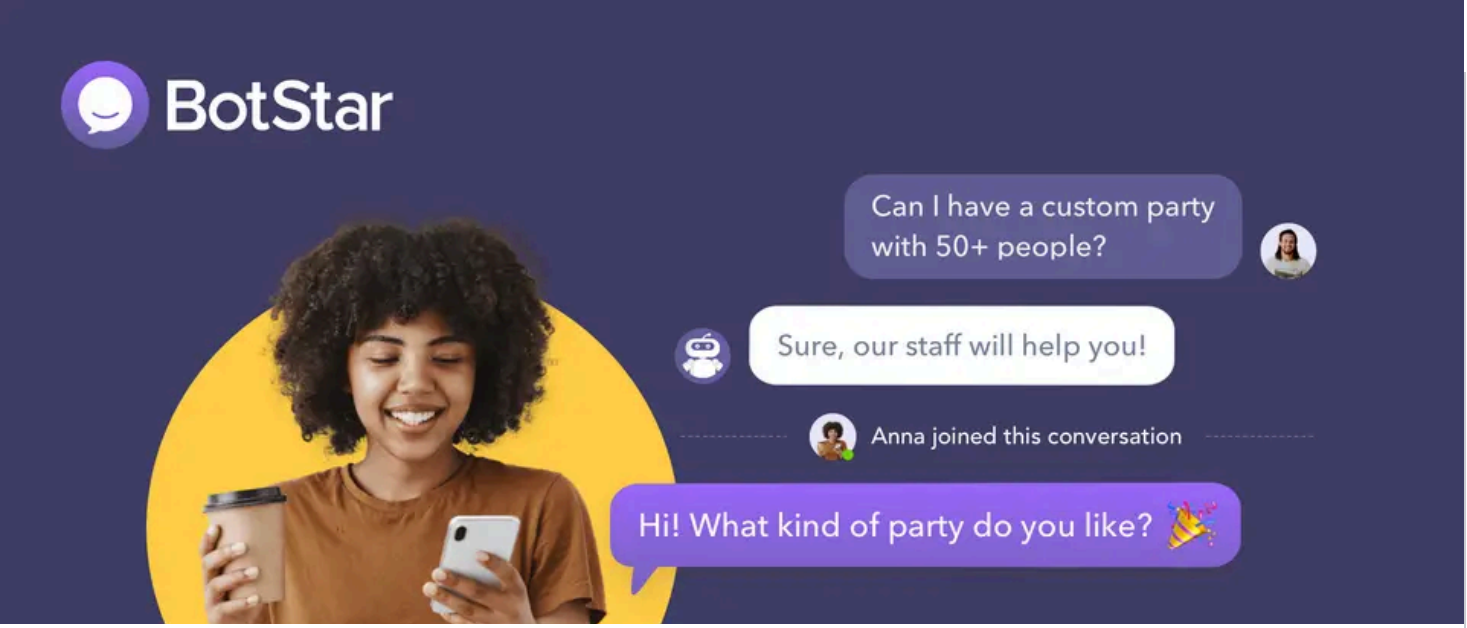
Visual chatbot builder with live chat and a Facebook chat plugin



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

Made by WiseBit Pte. Ltd. · checked Nov 13, 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 BotStar's own pages, its app-store listings and our grades. Every fact in it is on BotStar'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

2.0

GPA, above 27 of the 77 other SMS and chat marketing tools we grade

BotStar is a chatbot platform with a visual flow editor, a built-in content manager and a code editor for inline scripting. Bots answer questions and collect lead details for sending to other systems, and a Facebook chat plugin carries website chats into Messenger. Plans are priced by active bots and monthly sessions.

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

> "
>
> **Building a bot flow takes some learning.**
>
> From our grade for ease of use

1 **Best for a visual chatbot builder with live chat**

BotStar is a visual chatbot builder with human handover and a Facebook chat plugin.

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

As its pricing page puts it: $29 per month for 1 active bot and 1,000 sessions.

3 **There is a free plan**

Basic plan: 1 active bot, 100 monthly sessions, a single seat, dynamic CMS, keywords and training, and human handover.

4 **It runs on Web**

Web.

5 **Visual flow editor**

Build chat flows without code, with a built-in content management system for media-rich replies.

6 **Developer code editor**

Inline scripting lets developers run code and API calls inside a chat flow.

7 **Human handover**

Conversations can be passed to a person; the Basic plan includes it.

8 **A 2.0 GPA, above 27 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 BotStar you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

BotStar at a glance

PRICING Free plan, from $29 per month for 1 active bot and 1,000 sessions	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY WiseBit Pte. Ltd.	CATEGORY SMS & Chat Marketing
OUR GRADE 2.0 GPA, fair	

The report card

Best for a visual chatbot builder with live chat

BotStar is a visual chatbot builder with human handover and a Facebook chat plugin. But the free plan is 1 bot and 100 sessions a month, Pro covers one bot, and the public pages look dated.

TOOLGPA REPORT CARD

BotStar

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$29 a month for 1 active bot and 1,000 sessions on Pro, and $299 for 3 bots on Agency. It's in the middle band, but the bot and session caps are tight.
Free plan and trial	C	Basic is free with 1 active bot, 100 sessions a month and a single seat. You'll hit that fast.
Features	C	A visual flow editor, a code editor, human handover, broadcasts and a Facebook chat plugin. The listing doesn't say what counts as a session.
Ease of use	C	No store rating on record. Building a bot flow takes some learning.
Platforms and integrations	C	Web only, with no integrations listed on the pricing or plugin pages.

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 BotStar is for

- ✓ Fits if you want one small bot with a handover to a person
- ✓ Works for a Facebook page that wants a chat plugin

Who it is not for

- ✗ Tight if you get traffic: 100 sessions a month is the free limit
- ✗ Watch out: Pro covers 1 active bot and Agency 3
- ✗ Not for you if you want a yearly option, as none is shown
- ✗ Skip it if freshness matters: the footer says 2024 and a plugin promotion ended in 2021

Good to know

Good for

- ✓ Small sites testing a chatbot on a free plan
- ✓ Developers who want scripting inside a visual flow
- ✓ Agencies building bots for clients under custom branding

Worth knowing

- ⓘ Plans are capped by monthly sessions: 100 on Basic, 1,000 on Pro and 5,000 on Agency.
- ⓘ Pro and Agency each cover limited active bots: 1 on Pro and 3 on Agency.
- ⓘ The pricing section does not show a yearly option or say what counts as a session.
- ⓘ The public pages read as dated: the footer says 2024 and a promotion on the plugin page ended in 2021.

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

BotStar has a free plan. Paid plans start at $29 per month for 1 active bot and 1,000 sessions.

> **It's in the middle band, but the bot and session caps are tight.**

From our grade for value for money

BASIC

$0

1 active bot, 100 monthly sessions, single seat, human handover.

PRO

$29

per month for 1 active bot and 1,000 sessions

Unlimited member seats, live chat customization, broadcast and drip campaigns, API and integrations.

AGENCY

$299

per month for 3 active bots and 5,000 sessions

Unlimited seats, custom permissions, custom app branding, template exports and cloning.

The free plan

Basic plan: 1 active bot, 100 monthly sessions, a single seat, dynamic CMS, keywords and training, and human handover.

Read from botstar.com 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

Visual chatbot builder with live chat and a Facebook chat plugin. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, no-code, live chat, chatbots.

> **A visual flow editor, a code editor, human handover, broadcasts and a Facebook chat plugin.**
>
> From our grade for features

Visual flow editor

Build chat flows without code, with a built-in content management system for media-rich replies.

Developer code editor

Inline scripting lets developers run code and API calls inside a chat flow.

Human handover

Conversations can be passed to a person; the Basic plan includes it.

Broadcasts and drip campaigns

Listed on the Pro plan, along with API access and integrations.

Facebook chat plugin

Website chats can continue over Messenger from one inbox after the visitor leaves the site.

Where it runs

Web

What it works with

Its own pages name no integrations.

BotStar is made by WiseBit Pte. Ltd.

PART 04 · STANDING

Where it stands

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

27 /77

Other SMS and chat marketing tools it is graded above

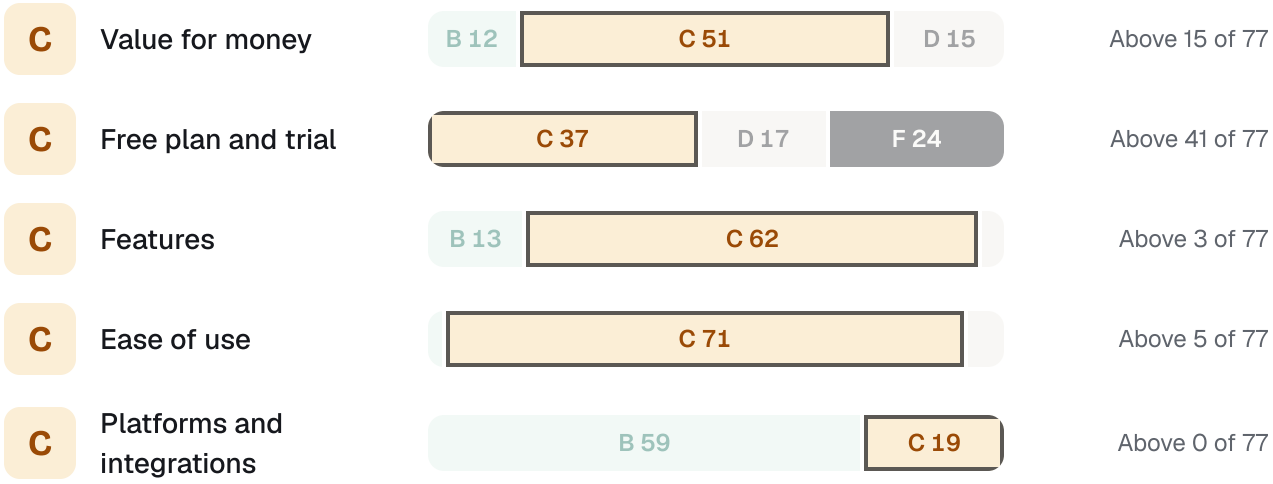
BotStar's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

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 2.0 out of 4. 13 tools score higher and cost less.

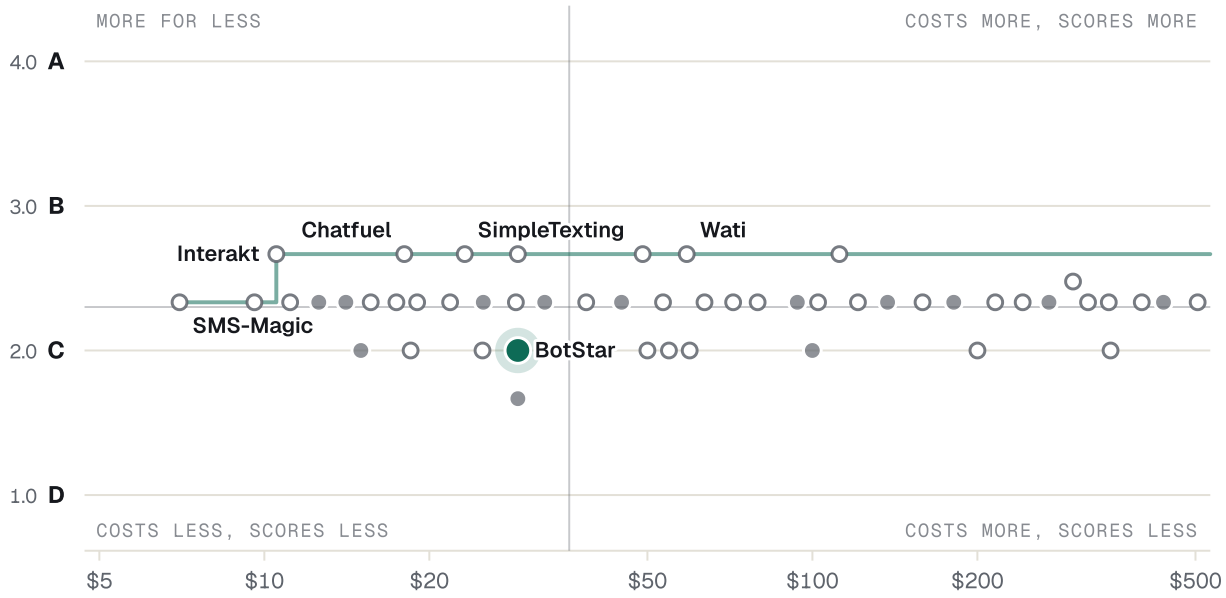
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. BotStar'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. BotStar 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 BotStar you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

It costs $348 a year.

What you could not

- ✕ A builder that other people can use without writing code.
- ✕ Email sent in volume that still reaches the inbox.

- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ An API that other software can build on.

What this rests on. BotStar'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, BotPenguin, Botsify and Manychat

The 5 tools BotStar 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.

- BotStar has a free plan. Chatfuel does not, though it has a free trial.
- BotStar also covers no-code.
- Chatfuel also covers AI support agent and whatsApp messaging.

BotStar 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.

- BotStar also covers marketing automation.
- Landbot also covers AI support agent and whatsApp messaging.

BotStar and Landbot compared in full



2.2
GPA

BotPenguin

Free plan · from $29/mo

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

- Only BotPenguin lists iOS and Android apps.
- BotStar also covers marketing automation.
- BotPenguin also covers shared inbox, AI support agent and whatsApp messaging.

BotStar and BotPenguin compared in full



1.6
GPA

Botsify

From $149/mo

AI agent builder sold to agencies as a whitelabel platform.

- BotStar has a free plan. Botsify does not.
- BotStar also covers marketing automation and live chat.
- Botsify also covers AI agents, AI support agent and whatsApp messaging.

BotStar and Botsify compared in full



2.4
GPA

Manychat

Free plan · from $169/yr

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

- Only Manychat lists iOS and Android apps.
- BotStar also covers no-code.
- Manychat also covers whatsApp messaging.

BotStar and Manychat 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 BotStar free?

BotStar has a free plan. Basic plan: 1 active bot, 100 monthly sessions, a single seat, dynamic CMS, keywords and training, and human handover.

How much does BotStar cost?

BotStar lists 3 plans. Basic: $0.

What platforms does BotStar work on?

BotStar is available on Web.

Does BotStar have an Android app?

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

Does BotStar have an iPhone app?

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

Is BotStar open source?

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

Does BotStar have an API?

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

Who makes BotStar?

BotStar is made by WiseBit Pte. Ltd.

What are the alternatives to BotStar?

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

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

BotStar's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

Is BotStar good value for money?

ToolGPA grades BotStar C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of BotStar?

To replace BotStar you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from BotStar'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 BotStar'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 WiseBit Pte. Ltd. Prices change, so check botstar.com before you buy.

botstar.com/

botstar.com/chat-plugin

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

BotStar, kept up to date

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

toolgpa.com/tools/botstar

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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