ToolGPA

NOVEMBER 2026

BulkSMS

The Insider's Guide

Prepaid bulk SMS with web platform, API, RCS and incoming numbers



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

Made by Celerity Systems (Pty) Ltd · checked Nov 13, 2026 · toolgpa.com

1.6
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 BulkSMS's own pages, its app-store listings and our grades. Every fact in it is on BulkSMS'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

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

BulkSMS is a business SMS service sold on prepaid credits, with a web platform, a Text Messenger, an SMS API and two-way messaging. It also offers RCS and WhatsApp business messaging, incoming long numbers and five-digit shortcodes. The site says it reaches over 180 countries through more than 800 local networks.

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

> **Sending from a web account is simple, but the API and number set-up take work.**
>
> From our grade for ease of use

1 **Best for prepaid bulk SMS without a subscription**

BulkSMS sells prepaid SMS credits with a web platform, an API and two-way numbers, valid for 2 years.

2 **It runs on Web**

Web.

3 **Web platform**

Send and receive SMS from an online account in any browser, with two-way messaging.

4 **SMS API**

A REST API lets a website, application or CRM send messages.

5 **Incoming numbers and shortcodes**

Long numbers receive replies from customers, and five-digit shortcodes are available.

6 **A 1.6 GPA, above 2 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 BulkSMS you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

BulkSMS at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Celerity Systems (Pty) Ltd	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for prepaid bulk SMS without a subscription

BulkSMS sells prepaid SMS credits with a web platform, an API and two-way numbers, valid for 2 years. But there's no price list, only an estimator, and the number of credits per message changes by network, so you don't know the cost until you ask.

TOOLGPA REPORT CARD

BulkSMS

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No fixed price is published. Credit packages run from 200 to 50,000, but the pricing page is an estimator and the credits a text uses vary by network.
Free plan and trial	F	Nothing free. A money-back guarantee on credits isn't a trial.
Features	C	A web platform, SMS API, incoming long numbers and shortcodes, plus RCS and WhatsApp. Larger volumes are a quote from sales.
Ease of use	C	No store rating on record. Sending from a web account is simple, but the API and number set-up take work.
Platforms and integrations	C	Web only, with an API but no integrations listed.

Grade point average — Weak, out of 4.0 **1.6**

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 BulkSMS is for

- ✓ Fits if you send bulk texts now and then and don't want a monthly plan
- ✓ Works for developers who need an SMS API that covers many countries

Who it is not for

- ✗ Not for you if you want a clear price per text, as costs are only estimates until you ask
- ✗ Watch out: the credits one SMS uses differ by network
- ✗ Pricey if you send in large volumes, since those are quoted by sales
- ✗ Skip it if you want a free trial, as only a money-back guarantee is offered

Good to know

Good for

- ✓ Businesses that send occasional bulk SMS without a subscription
- ✓ Developers adding SMS to an application through an API
- ✓ Teams texting across many countries

Worth knowing

- ⓘ The pricing page shows an estimator, not a fixed price list; the cost per message depends on destination network and credits used.
- ⓘ The number of credits per SMS varies by network, so message costs are only estimates until you ask for a quote.
- ⓘ Larger volumes are priced through a quote from sales.
- ⓘ Customers in South Africa contract with Celerity Systems; others with Celerity Messaging UK.

What it costs

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

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

> **A money-back guarantee on credits isn't a trial.**
>
> From our grade for free plan and trial

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

Prepaid bulk SMS with web platform, API, RCS and incoming numbers. Here is what it does, as its own site describes it, and what it covers: public API, business texting, sMS marketing, whatsApp messaging.

> "
>
> **A web platform, SMS API, incoming long numbers and shortcodes, plus RCS and WhatsApp.**

From our grade for features

Web platform

Send and receive SMS from an online account in any browser, with two-way messaging.

SMS API

A REST API lets a website, application or CRM send messages.

Incoming numbers and shortcodes

Long numbers receive replies from customers, and five-digit shortcodes are available.

RCS and WhatsApp messaging

RCS business messaging and WhatsApp Business messaging are listed beside SMS.

Credit packages

Credits are bought in packages from 200 to 50,000, are valid for 2 years, and carry a money-back guarantee.

Where it runs

Web

What it works with

Its own pages name no integrations.

BulkSMS is made by Celerity Systems (Pty) Ltd.

PART 04 · STANDING

Where it stands

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

2/77

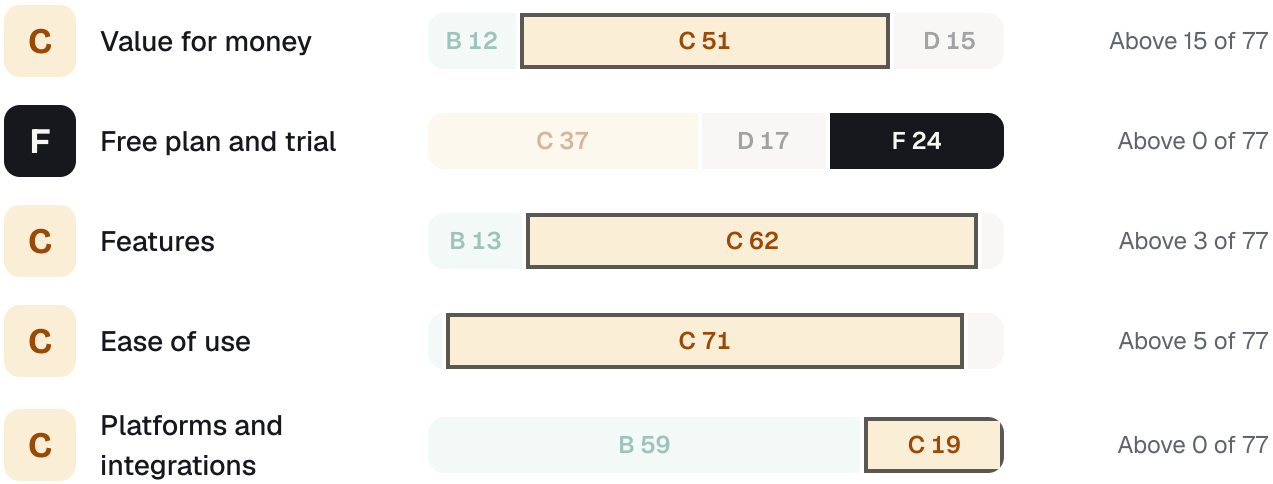
Other SMS and chat marketing tools it is graded above

BulkSMS's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

It stands best on value for money (C, above 15 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. BulkSMS'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 BulkSMS you would be making texts to thousands of numbers, registered with the carriers. 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: 62 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Texts from a business number, registered with the carriers.
- ✕ An API that other software can build on.

What this rests on. BulkSMS'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



SMSGlobal, ClickSend, TextMagic, Clickatell and Sinch

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

1.6 GPA

SMSGlobal

Paid

Pay-as-you-go SMS, WhatsApp and voice messaging with an API.

BulkSMS and SMSGlobal compared in full

1.8 GPA

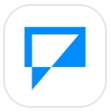
ClickSend

Free trial · from $20

Prepaid SMS and MMS sending by app, API or email, with no monthly fee.

- BulkSMS also covers whatsApp messaging.

BulkSMS and ClickSend compared in full



2.2
GPA

TextMagic

Free trial

Pay-as-you-go business SMS and email with a shared inbox.

- Only TextMagic lists iOS and Android apps.
- BulkSMS also covers whatsApp messaging.
- TextMagic also covers shared inbox, workflow automation, email campaigns and live chat.

BulkSMS and TextMagic compared in full



1.6
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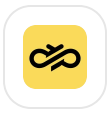
Clickatell

Paid

Chat commerce platform and SMS APIs for large brands.

- BulkSMS also covers business texting.
- Clickatell also covers workflow automation, AI agents and chatbots.

BulkSMS and Clickatell compared in full



2.0
GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- BulkSMS also covers business texting.
- Sinch also covers email campaigns and chatbots.

BulkSMS and Sinch compared in full

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 BulkSMS free?

No. BulkSMS is a paid product.

What platforms does BulkSMS work on?

BulkSMS is available on Web.

Does BulkSMS have an Android app?

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

Does BulkSMS have an iPhone app?

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

Is BulkSMS open source?

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

Does BulkSMS have an API?

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

Who makes BulkSMS?

BulkSMS is made by Celerity Systems (Pty) Ltd.

What are the alternatives to BulkSMS?

The closest alternatives to BulkSMS in our directory are SMSGlobal, ClickSend, TextMagic, Clickatell and Sinch.

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

BulkSMS's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Could I make my own version of BulkSMS?

To replace BulkSMS you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from BulkSMS'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 BulkSMS'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 Celerity Systems (Pty) Ltd. Prices change, so check bulksms.com before you buy.

bulksms.com/

bulksms.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

BulkSMS, kept up to date

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

toolgpa.com/tools/bulksms

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after BulkSMS, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what BulkSMS'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. BulkSMS is a trademark of its owner, and this guide is not made, paid for or approved by Celerity Systems (Pty) Ltd. Prices and plans change: check bulksms.com before you buy.