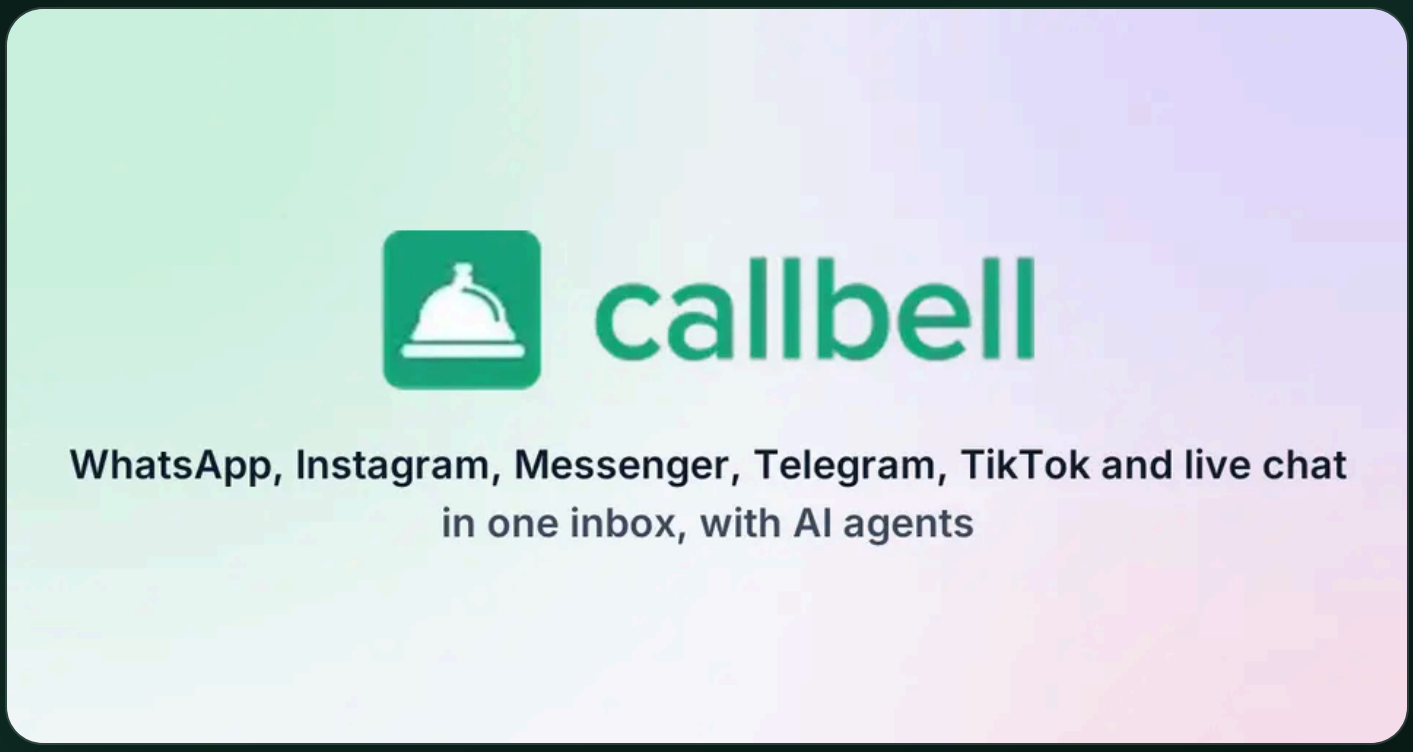
ToolGPA

NOVEMBER 2026

Callbell

The Insider's Guide

Shared team inbox for WhatsApp, Instagram, Messenger and more



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

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

2.2
GPA

callbell

WhatsApp, Instagram, Messenger, Telegram, TikTok and live chat in one inbox, with AI agents

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

Callbell brings WhatsApp, Instagram Direct, Facebook Messenger, Telegram, TikTok and website chat into one shared inbox for a sales or support team. It adds chatbots, an AI agent, WhatsApp campaigns and an API for CRM connections. Pricing is per agent per month, with each connected channel account billed separately.

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

> "
>
> **Add Meta's own WhatsApp fees and it is hard to guess your total before you try it.**
>
> From our report card of Callbell

1 **Best for a shared WhatsApp and Instagram inbox for a small team**

Callbell puts WhatsApp, Instagram, Messenger, Telegram and TikTok chats into one inbox your team shares.

2 **Paid plans start at about $15.64 a month for each person**

As its pricing page puts it: €14 per agent / month, plus €20 a month for each WhatsApp or Instagram account.

3 **You can try it first**

7-day free trial, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Shared multi-channel inbox**

WhatsApp, Instagram Direct, Messenger, Telegram, TikTok and web chat in one place, with chat assignment to team members.

6 **Chatbot builder**

Automate conversations with flows; the advanced bot builder is a paid add-on.

7 **AI Agent**

An AI agent that answers customer chats around the clock and is set up without code.

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 Callbell you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

Callbell at a glance

PRICING
Free trial, from €14 per agent / month, plus €20 a month for each WhatsApp or Instagram account

FREE PLAN
No

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

RUNS ON
Web, iOS, Android

MADE BY
Callbell

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.2 GPA, fair

The report card

Best for a shared WhatsApp and Instagram inbox for a small team

Callbell puts WhatsApp, Instagram, Messenger, Telegram and TikTok chats into one inbox your team shares. The headline €14 an agent is not the real bill, because every connected WhatsApp or Instagram account adds €20 a month, and API access, campaigns and the advanced bot builder cost more again. Add Meta's own WhatsApp fees and it is hard to guess your total before you try it.

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

SUBJECT	GRADE	COMMENT
Value for money	C	€14 an agent a month, but each WhatsApp or Instagram account is another €20, so one agent on one WhatsApp number is about €34. That sits in the middle of what chat-marketing tools charge, and API and integrations only arrive on the €18 Plus plan.
Free plan and trial	C	7 days free with no card needed. There is no free plan after that.
Features	C	Shared inbox across five channels, chatbot flows, an AI agent, campaigns and an API. The gaps are in the listing though: the advanced bot builder is €59 a month extra and campaigns are billed at €0.02 per contact reached.
Ease of use	C	No store rating on record. You have to connect your channel accounts and build bot flows before it does much.

SUBJECT	GRADE	COMMENT
Platforms and integrations	B	Web plus iPhone and Android apps, an API and webhooks, and links to a CRM. No desktop app is listed.

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 Callbell is for

- ✓ Fits if a small team answers customers on WhatsApp and Instagram from one inbox
- ✓ Works for companies that only want to pay for the few agents who use it

Who it is not for

- ✗ Skip it if you want one clear monthly price: every channel account is €20 a month on top of the per-agent fee
- ✗ Pricey if you need the API or integrations, which start on the €18 Plus plan
- ✗ Watch out: WhatsApp campaigns cost €0.02 per contact and the advanced bot builder €59 a month, both extra
- ✗ Watch out: Meta's WhatsApp conversation fees and VAT are not in the listed prices
- ✗ Tight if you need a free plan, because there is only a 7-day trial

Good to know

Good for

- ✓ European small teams that answer customers on WhatsApp and Instagram
- ✓ Companies that want to pay only for the agents who actually use the inbox
- ✓ Teams that want a live demo and English-language support

Worth knowing

- ⓘ Each WhatsApp, Instagram, Telegram, TikTok or web chat account costs €20 a month on top of the per-agent price.
- ⓘ WhatsApp campaigns cost €0.02 per contact reached, and the advanced bot builder is €59 a month; both are add-ons.
- ⓘ Meta's WhatsApp conversation fees are not included, and listed prices exclude VAT.
- ⓘ The pricing page has a currency switch; only euro prices could be read, so dollar prices may differ.

PART 02 · PRICING

What it costs

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

~$15.64

A month to start, for each person

Callbell is a paid product with a free trial, starting at €14 per agent / month, plus €20 a month for each WhatsApp or Instagram account.

MULTI-AGENT CHAT

€14

per agent / month, excluding VAT

Shared inbox for WhatsApp, Instagram and Messenger with the mobile and desktop app. The first Messenger account is included.

MULTI-AGENT CHAT PLUS

€18

per agent / month, excluding VAT

Adds dedicated support, advanced analytics, API and integrations and a WhatsApp verified badge request.

ENTERPRISE

Custom

For 50+ agents: adds ChatGPT integration and SAML / SSO sign-in.

Trying it first

7-day free trial, no credit card required

Read from callbell.eu on Nov 13, 2026.

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

Shared team inbox for WhatsApp, Instagram, Messenger and more. Here is what it does, as its own site describes it, and what it covers: public API, shared inbox, live chat, AI support agent, whatsApp messaging, chatbots.

> **Shared inbox across five channels, chatbot flows, an AI agent, campaigns and an API.**

From our grade for features

Shared multi-channel inbox

WhatsApp, Instagram Direct, Messenger, Telegram, TikTok and web chat in one place, with chat assignment to team members.

Chatbot builder

Automate conversations with flows; the advanced bot builder is a paid add-on.

AI Agent

An AI agent that answers customer chats around the clock and is set up without code.

WhatsApp campaigns

Send marketing messages to contacts, billed per contact reached.

API and webhooks

Connect a CRM or send automated e-commerce notifications through the API and webhooks.

Callbell Shop

A tool for taking orders over WhatsApp.

Where it runs

Web · iOS · Android

What it works with

WhatsApp Business · Instagram · Facebook Messenger · Telegram · TikTok · ChatGPT

Callbell is made by Callbell.

PART 04 · STANDING

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

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

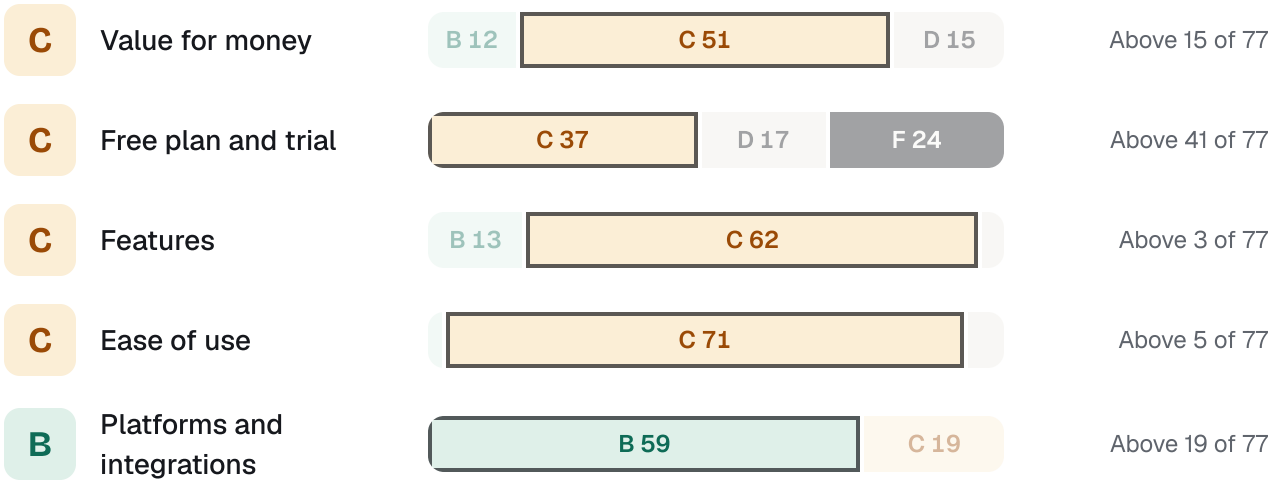
It stands best on platforms and integrations (B, above 19 of 77) and worst on features (C, above 3).

Its paid plans start at about $15.64 a month for each person, against a middle price of $36 for the category: 4 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

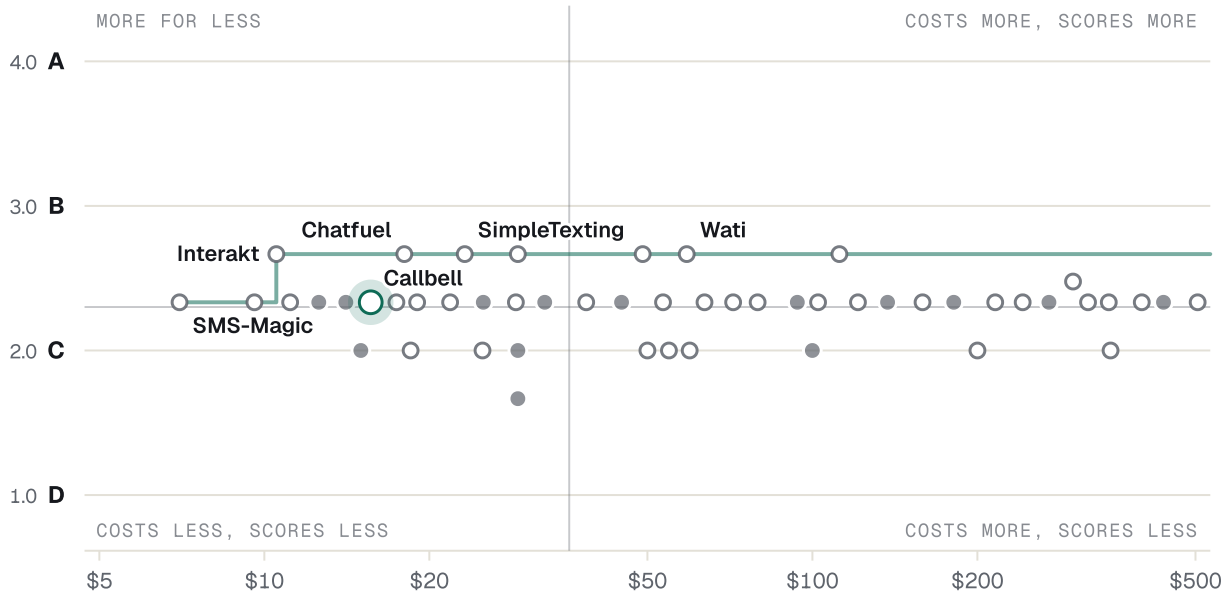
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Callbell'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. Callbell 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 Callbell you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

It costs $187.69 a year.

What you could not

- ✕ One mailbox that several people work at once.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.

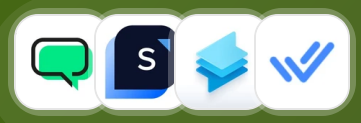
- ✕ An AI model answering your customers from your own help articles.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It is priced for each person, which means accounts and billing for a team.
- ✕ It plugs into other products, WhatsApp Business, Instagram and Facebook Messenger among them, and has an API.

What this rests on. Callbell'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.

PART 05 · ALTERNATIVES

The alternatives

The tools it is most often weighed against, side by side



Wati, SleekFlow, Superchat and respond.io

The 4 tools Callbell 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.

- Callbell also covers live chat and AI support agent.
- Wati also covers marketing automation.

Callbell and Wati compared in full

2.2 GPA

SleekFlow

Free trial · from $49/mo

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

- Callbell also covers live chat and chatbots.
- SleekFlow also covers marketing automation.

Callbell and SleekFlow compared in full



2.0
GPA

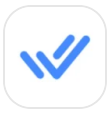
Superchat

Free plan · from €89/mo

Shared inbox for WhatsApp, Instagram, email, SMS and live chat.

- Superchat has a free plan. Callbell does not, though it has a free trial.
- Callbell also covers chatbots.
- Superchat also covers workflow automation.

Callbell and Superchat compared in full



2.6
GPA

respond.io

Free trial · from $79/mo

Team inbox for WhatsApp, social chats, email and calls with AI agents.

- Callbell also covers whatsApp messaging and chatbots.
- respond.io also covers workflow automation.

Callbell and respond.io compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Callbell free?

No, Callbell is a paid product, but you can try it first. 7-day free trial, no credit card required.

How much does Callbell cost?

Callbell lists 3 plans. Multi-agent chat: €14 per agent / month, excluding VAT.

What platforms does Callbell work on?

Callbell is available on Web, iOS and Android.

Does Callbell have a Windows app?

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

Does Callbell have a macOS app?

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

Is Callbell open source?

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

Does Callbell have an API?

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

What does Callbell integrate with?

Callbell's listing names WhatsApp Business, Instagram, Facebook Messenger, Telegram, TikTok and ChatGPT.

Who makes Callbell?

Callbell is made by a company of the same name.

What are the alternatives to Callbell?

The closest alternatives to Callbell in our directory are Wati, SleekFlow, Superchat and respond.io.

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

Callbell'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 Callbell good value for money?

ToolGPA grades Callbell C for value for money. Its paid plans start at about $15.64 a month for each person, against a middle price of $36 for the category: 4 of the 50 others that charge start lower.

Could I make my own version of Callbell?

To replace Callbell you would be making one mailbox that several people work at once.

Where this guide comes from

The prices, plans, platforms and features were read from Callbell'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 Callbell'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 Callbell. Prices change, so check callbell.eu before you buy.

callbell.eu/en/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

Callbell, kept up to date

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

toolgpa.com/tools/callbell

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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