ToolGPA

NOVEMBER 2026

Cellcast

The Insider's Guide

Australian SMS and MMS on prepaid credits, plus monthly Infinity plans



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

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

1.8
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 Cellcast's own pages, its app-store listings and our grades. Every fact in it is on Cellcast'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

1.8

GPA, above 16 of the 77 other SMS and chat marketing tools we grade

Cellcast is an Australian business messaging provider. Customers can buy prepaid SMS and MMS credits with no subscription, or take a monthly Infinity plan that adds a shared inbox, review requests, email marketing and AI agents. The company describes itself as Australian owned and independently operated.

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

> "
>
> **There are accounts to connect and a plan to pick, but the basics are quick.**
>
> From our grade for ease of use

1 **Best for Australian SMS on prepaid credits**

Cellcast sells Australian SMS and MMS on prepaid credits, with monthly Infinity plans that add a chat inbox and AI replies.

2 **What it costs**

Paid plans start at A$87 per month for Infinity Essential; pay as you go from A$0.028 per SMS.

3 **There is a free plan**

Pay-as-you-go account at A$0 a month: you buy credits for SMS and MMS and get two-way replies, delivery reports, API and email to SMS.

4 **It runs on Web**

Web.

5 **Bulk SMS and MMS**

Send single or bulk messages from shared numbers, a business name or a dedicated number.

6 **Two-way inbox**

Replies are free and land in one inbox; Infinity plans add live chat and AI-drafted replies.

7 **Review requests**

Review templates, flows and automatic triggers are listed on every Infinity plan, with Google Business Profile on Pro.

8 **A 1.8 GPA, above 16 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 Cellcast 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.

Cellcast at a glance

PRICING
Free plan, from A$87 per month for Infinity Essential; pay as you go from A$0.028 per SMS

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Cellcast

CATEGORY
SMS & Chat Marketing

OUR GRADE
1.8 GPA, weak

The report card

Best for Australian SMS on prepaid credits

Cellcast sells Australian SMS and MMS on prepaid credits, with monthly Infinity plans that add a chat inbox and AI replies. But the plans start at A$87 a month, a dedicated number costs extra, and AI agents only come on the A$587 plan.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Pay as you go from A$0.028 an SMS, and Infinity from A$87 a month for 500 credits, rising to A$159 and A$587. Prices exclude GST, and credits past the allowance are billed by use.
Free plan and trial	F	The pay-as-you-go account costs A$0 a month, but you buy credits to send anything. No free credits or trial are on the pricing page.
Features	C	Bulk SMS and MMS, a two-way inbox, review requests, API, email to SMS and 2FA. AI agents need Advanced, and call recording and IVR sit on higher plans.
Ease of use	C	No store rating on record. There are accounts to connect and a plan to pick, but the basics are quick.
Platforms and integrations	B	Web, with Zapier, HubSpot, Mailchimp, Salesforce, WooCommerce and Shopify listed.

Grade point average — Weak, out of 4.0 **1.8**

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 Cellcast is for

- ✓ Fits if you're an Australian business that wants texts with an inbox and review requests
- ✓ Works for a shop that sends rarely and wants credits that never expire

Who it is not for

- ✗ Pricey if you want the AI agents, which start at A$587 a month
- ✗ Watch out: prices are in Australian dollars and leave out GST
- ✗ Not for you if you need a dedicated number included, since that is a paid add-on
- ✗ Tight if you want a free trial, as only the empty pay-as-you-go account is free

Good to know

Good for

- ✓ Australian businesses sending SMS without a monthly contract
- ✓ Small multi-location businesses that want texting and review requests together
- ✓ Developers who need an SMS API on prepaid credit

Worth knowing

- ⓘ All prices are in Australian dollars and exclude GST.
- ⓘ Credits above the monthly allowance on Infinity plans are billed by usage.
- ⓘ A dedicated number is a paid add-on, and call recording and IVR are limited to higher plans.
- ⓘ MMS bundles are listed at A$0.28 to A$0.34 a message, with a lower sale price shown beside each.

PART 02 · PRICING

What it costs

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

$87/mo

To start. There is a free plan too

Cellcast has a free plan. Paid plans start at A$87 per month for Infinity Essential; pay as you go from A$0.028 per SMS.

> **Prices exclude GST, and credits past the allowance are billed by use.**
>
> From our grade for value for money

PAY AS YOU GO

A$0

per month, credits bought as needed

SMS from A$0.028 on a 100K bundle, A$0.047 for 10 credits. Credits never expire; replies are free.

INFINITY ESSENTIAL

A$87

per month, with 500 SMS credits

Adds live chat, AI replies and contact summaries, multi-location and up to 10 digital business cards.

INFINITY PRO

A$159

per month, with 2,000 SMS credits

Adds email marketing and a Google Business Profile connection; up to 20 business cards.

INFINITY ADVANCED

A$587

per month, with 4,000 SMS credits

Adds AI lead, sales, booking, support and reputation agents, smart campaigns and lead routing.

The free plan

Pay-as-you-go account at A$0 a month: you buy credits for SMS and MMS and get two-way replies, delivery reports, API and email to SMS.

Read from infinity.cellcast.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

Australian SMS and MMS on prepaid credits, plus monthly Infinity plans. Here is what it does, as its own site describes it, and what it covers: public API, AI features, live chat, business texting, sMS marketing, review collection.

> **AI agents need Advanced, and call recording and IVR sit on higher plans.**

From our grade for features

Bulk SMS and MMS

Send single or bulk messages from shared numbers, a business name or a dedicated number.

Two-way inbox

Replies are free and land in one inbox; Infinity plans add live chat and AI-drafted replies.

Review requests

Review templates, flows and automatic triggers are listed on every Infinity plan, with Google Business Profile on Pro.

API, email to SMS and 2FA

Send from your own software, by email, or as one-time codes.

AI agents on Advanced

Lead, sales, booking, support and reputation agents sit on the top Infinity plan.

Where it runs

Web

What it works with

Zapier
HubSpot
Mailchimp
Salesforce
WooCommerce
Shopify

Cellcast is made by Cellcast.

Where it stands

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

16/77

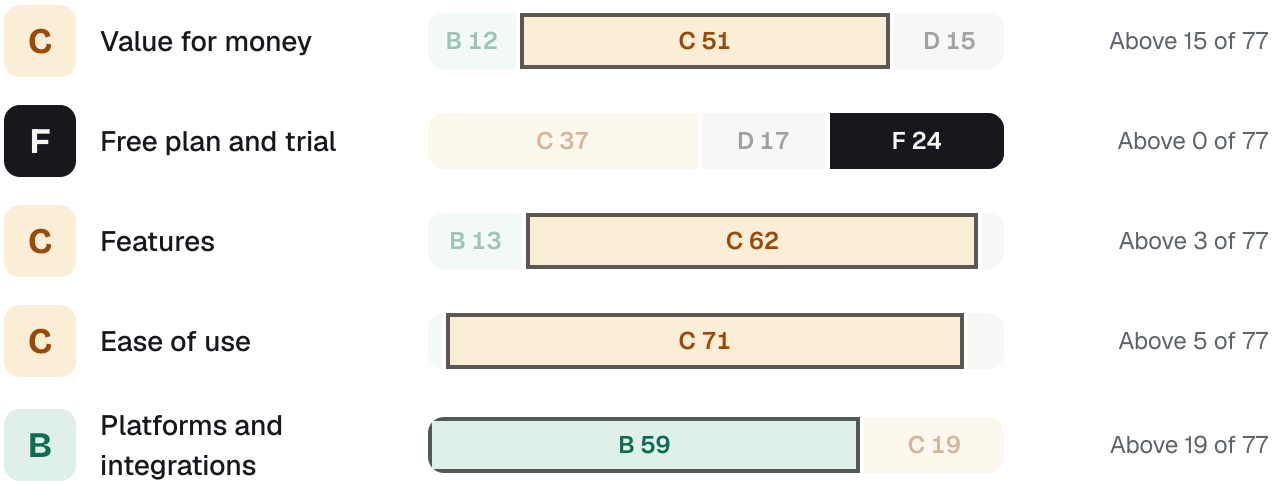
Other SMS and chat marketing tools it is graded above

Cellcast's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

It stands best on platforms and integrations (B, above 19 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. Cellcast'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 Cellcast 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: 51 of the 77 other SMS and chat marketing tools grade higher.

What you could make

- Review collection: an app builder makes this well.

What you could not

- Texts to thousands of numbers, registered with the carriers.
- Texts from a business number, registered with the carriers.
- A chat box on your site that reaches you the moment a customer types.
- It plugs into other products, Zapier, HubSpot and Mailchimp among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Cellcast'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



Mobile Message, Kudosity, ClickSend, SMSGlobal and MessageMedia (now Sinch Engage)

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

2.0 GPA

Mobile Message

Free trial · from $20

Prepaid bulk SMS for Australian businesses, with API and email to SMS.

- Cellcast has a free plan. Mobile Message does not, though it has a free trial.
- Cellcast also covers live chat and review collection.
- Mobile Message also covers workflow automation.

Cellcast and Mobile Message compared in full

2.0 GPA

Kudosity

Free trial

Pay-as-you-go SMS, MMS, WhatsApp and RCS platform from Australia.

- Cellcast has a free plan. Kudosity does not, though it has a free trial.
- Cellcast also covers live chat and review collection.
- Kudosity also covers whatsApp messaging.

Cellcast and Kudosity 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.

- Cellcast has a free plan. ClickSend does not, though it has a free trial.
- Cellcast also covers live chat and review collection.

Cellcast and ClickSend compared in full



1.6
GPA

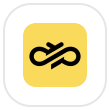
SMSGlobal

Paid

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

- Cellcast has a free plan. SMSGlobal does not.
- Cellcast also covers live chat and review collection.
- SMSGlobal also covers whatsApp messaging.

Cellcast and SMSGlobal compared in full



2.0
GPA

MessageMedia (now Sinch Engage)

Free trial · from $99/mo

Business SMS, MMS, RCS and WhatsApp platform with a team inbox.

- Cellcast has a free plan. MessageMedia (now Sinch Engage) does not, though it has a free trial.
- Cellcast also covers live chat and review collection.
- MessageMedia (now Sinch Engage) also covers shared inbox, marketing automation and whatsApp messaging.

Cellcast and MessageMedia (now Sinch Engage) 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 Cellcast free?

Cellcast has a free plan. Pay-as-you-go account at A$0 a month: you buy credits for SMS and MMS and get two-way replies, delivery reports, API and email to SMS.

How much does Cellcast cost?

Cellcast lists 4 plans. Pay as you go: A$0 per month, credits bought as needed.

What platforms does Cellcast work on?

Cellcast is available on Web.

Does Cellcast have an Android app?

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

Does Cellcast have an iPhone app?

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

Is Cellcast open source?

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

Does Cellcast have an API?

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

What does Cellcast integrate with?

Cellcast's listing names Zapier, HubSpot, Mailchimp, Salesforce, WooCommerce and Shopify.

Who makes Cellcast?

Cellcast is made by a company of the same name.

What are the alternatives to Cellcast?

The closest alternatives to Cellcast in our directory are Mobile Message, Kudosity, ClickSend, SMSGlobal and MessageMedia (now Sinch Engage).

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

Cellcast's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

Could I make my own version of Cellcast?

To replace Cellcast 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 Cellcast'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 Cellcast'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 Cellcast. Prices change, so check cellcast.com before you buy.

infinity.cellcast.com/pricing
cellcast.com/au/integrations
cellcast.com/au/pricing
cellcast.com/au/about-us

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

Cellcast, kept up to date

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

toolgpa.com/tools/cellcast

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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