ToolGPA

NOVEMBER 2026

Chatrace

The Insider's Guide

AI chatbot and inbox for Messenger, Instagram and WhatsApp



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

Made by Chatrace LTD · checked Nov 13, 2026 · toolgpa.com

2.2
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 Chatrace's own pages, its app-store listings and our grades. Every fact in it is on Chatrace'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

Chatrace is a chatbot and customer messaging platform that automates conversations on Facebook Messenger, Instagram, WhatsApp, SMS and email. It combines AI agents trained on a business's own files with a drag-and-drop flow builder, a shared inbox with human takeover and a small CRM. A whitelabel version lets agencies resell it under their own brand.

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

1 **Best for chatbots across WhatsApp and Messenger**

Larger lists need a conversation with the vendor, and Meta's WhatsApp fees are not in the plan price.

2 **Paid plans start at $39 a month**

As its pricing page puts it: $39 per month for up to 3,000 contacts.

3 **You can try it first**

7-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **AI agents**

Agents trained on your files and business data answer support questions, qualify leads and handle sales questions. The vendor says no separate OpenAI account is needed.

6 **Drag-and-drop flow builder**

Build conversation flows without code and install them as templates in other accounts.

7 **Omnichannel inbox**

One team inbox for Messenger, Instagram and WhatsApp conversations, with human takeover from the bot.

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 Chatrace 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.

Chatrace at a glance

PRICING Free trial, from $39 per month for up to 3,000 contacts	FREE PLAN No
FREE TRIAL 7-day free trial, no credit card required	RUNS ON Web
MADE BY Chatrace LTD	CATEGORY SMS & Chat Marketing
OUR GRADE 2.2 GPA, fair	

The report card

Best for chatbots across WhatsApp and Messenger

Chatrace builds chatbots and AI agents for WhatsApp, Instagram and Messenger, at $39 a month for 3,000 contacts. Larger lists need a conversation with the vendor, and Meta's WhatsApp fees are not in the plan price.

TOOLGPA REPORT CARD	Chatrace	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$39 a month for 3,000 contacts, just above the $36 chat-tools middle.
Free plan and trial	C	A 7-day trial with no card, and no free plan.
Features	C	AI agents, flow builder, inbox, comment automation, broadcasts and whitelabel. Anything over 3,000 contacts is by conversation.
Ease of use	C	No store rating on record. You build flows and connect channels.
Platforms and integrations	B	Web with Messenger, Instagram and the WhatsApp Business API. No apps are 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 Chatrace is for

- ✓ Fits if you want a chatbot on Instagram and Messenger as well as WhatsApp
- ✓ Works for agencies wanting a whitelabel offer

Who it is not for

- ✗ Skip it if you want a free plan, as only a 7-day trial is offered
- ✗ Pricey if your list passes 3,000 contacts, as the page gives no further steps
- ✗ Watch out: Meta's WhatsApp fees are on top and not listed
- ✗ Watch out: whitelabel shows 499 with no billing period
- ✗ Skip it if you want a native app, as none is listed

Good to know

Good for

- ✓ Small businesses that sell through Facebook and Instagram messages
- ✓ Agencies that build chatbots for several clients
- ✓ Teams that want one flat price with unlimited team members

Worth knowing

- ⓘ The listed Pro price covers up to 3,000 contacts per account; larger lists need a conversation with the vendor, as the page shows no further steps.
- ⓘ Pricing is per account (chatbot); one account can have several channels and unlimited accounts can be created.
- ⓘ The whitelabel offer shows 499 with 50 client accounts and 500,000 contacts, but the page text gives no billing period.
- ⓘ WhatsApp message fees charged by Meta are not part of the plan price, and the page does not list them.

What it costs

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

$39
A month to start

Chatrace is a paid product with a free trial, starting at $39 per month for up to 3,000 contacts.

PRO

$39

per month for up to 3,000 contacts

AI agents, omnichannel inbox with human takeover, CRM and sales pipelines, unlimited team members and all integrations. Price rises with contacts beyond 3,000.

Trying it first

7-day free trial, no credit card required

Read from chatrace.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

AI chatbot and inbox for Messenger, Instagram and WhatsApp. Here is what it does, as its own site describes it, and what it covers: shared inbox, marketing automation, no-code, AI support agent, sMS marketing, whatsApp messaging, chatbots.

> **AI agents, flow builder, inbox, comment automation, broadcasts and whitelabel.**

From our grade for features

AI agents

Agents trained on your files and business data answer support questions, qualify leads and handle sales questions. The vendor says no separate OpenAI account is needed.

Drag-and-drop flow builder

Build conversation flows without code and install them as templates in other accounts.

Omnichannel inbox

One team inbox for Messenger, Instagram and WhatsApp conversations, with human takeover from the bot.

Comment and story automation

Reply automatically to Facebook and Instagram comments and to Instagram story mentions.

WhatsApp broadcasts

Send campaigns and updates through the official WhatsApp Business API.

Whitelabel for agencies

A separate whitelabel offer lets an agency use its own domain, name and logo and set its own prices for clients.

Where it runs

Web

What it works with

Facebook Messenger

Instagram

WhatsApp Business API

Chatrace is made by Chatrace LTD.

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

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

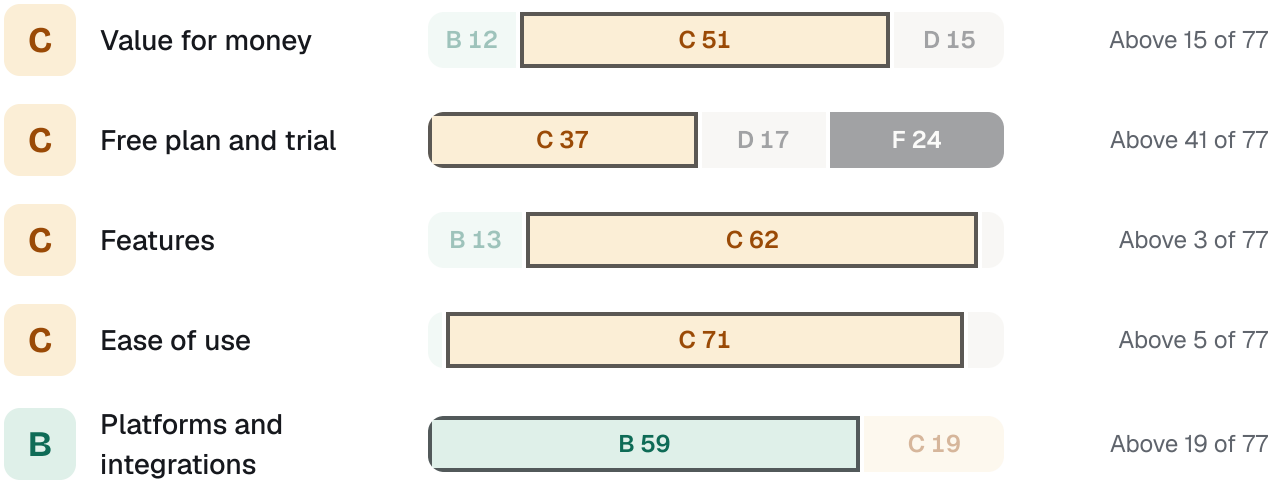
It stands best on platforms and integrations (B, above 19 of 77) and worst on features (C, above 3).

Its paid plans start at $39 a month, against a middle price of $36 for the category: 26 of the 50 others that charge start lower.

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

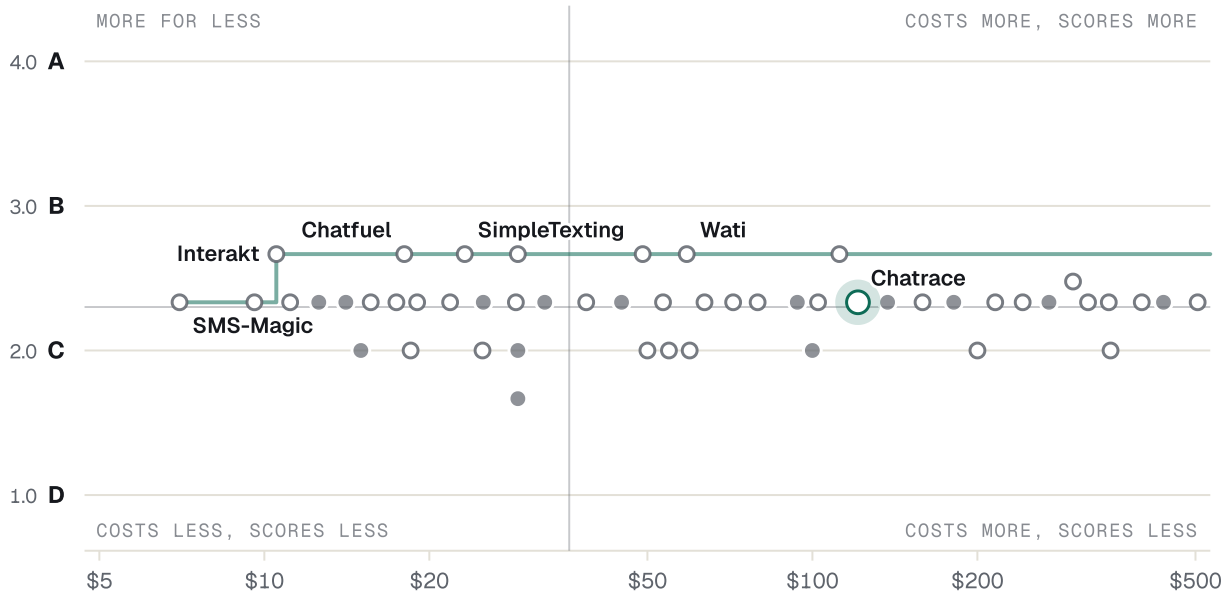
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Chatrace'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. Chatrace 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 Chatrace 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 $468 a year.

What you could not

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

- ✕ An AI model answering your customers from your own help articles.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ A builder that other people can use without writing code.
- ✕ A chatbot builder hooked into the messaging apps.

What this rests on. Chatrace'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



Manychat, Chatfuel, Botsify, BotPenguin and Landbot

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

2.4 GPA

Manychat

Free plan · from $169/yr

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

- Manychat has a free plan. Chatrace does not, though it has a free trial.
- Only Manychat lists iOS and Android apps.
- Chatrace also covers shared inbox, no-code, AI support agent and sMS marketing.

Chatrace and Manychat compared in full

2.6 GPA

Chatfuel

Free trial · from $18/mo

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

- Chatrace also covers shared inbox, no-code and sMS marketing.
- Chatfuel also covers live chat.

Chatrace and Chatfuel compared in full

1.6 GPA

Botsify

From $149/mo

AI agent builder sold to agencies as a whitelabel platform.

- Chatrace also covers shared inbox, marketing automation and sMS marketing.
- Botsify also covers AI agents.

Chatrace and Botsify compared in full

2.2 GPA

BotPenguin

Free plan · from $29/mo

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

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

Chatrace and BotPenguin compared in full

2.0 GPA

Landbot

Free plan · from $36/mo

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

- Landbot has a free plan. Chatrace does not, though it has a free trial.
- Chatrace also covers shared inbox, marketing automation and sMS marketing.
- Landbot also covers live chat.

Chatrace and Landbot compared in full

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 Chatrace free?

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

How much does Chatrace cost?

Chatrace lists one plan. Pro: $39 per month for up to 3,000 contacts.

What platforms does Chatrace work on?

Chatrace is available on Web.

Does Chatrace have an Android app?

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

Does Chatrace have an iPhone app?

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

Is Chatrace open source?

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

What does Chatrace integrate with?

Chatrace's listing names Facebook Messenger, Instagram and WhatsApp Business API.

Who makes Chatrace?

Chatrace is made by Chatrace LTD.

What are the alternatives to Chatrace?

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

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

Chatrace'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 Chatrace good value for money?

ToolGPA grades Chatrace C for value for money. Its paid plans start at $39 a month, against a middle price of $36 for the category: 26 of the 50 others that charge start lower.

Could I make my own version of Chatrace?

To replace Chatrace 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 Chatrace'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 Chatrace'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 Chatrace LTD. Prices change, so check chatrace.com before you buy.

chatrace.com/pricing

chatrace.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

Chatrace, kept up to date

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

toolgpa.com/tools/chatrace

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

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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