ToolGPA

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Chaty

The Insider's Guide

Chat-channel button widget for WordPress sites

Every plan, grade, refund rule and rival among popup and widget tools, read from Chaty's own pages.

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

2.4

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ToolGPA put this guide together from Chaty's own pages, its app-store listings and our grades. Every fact in it is on Chaty'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

2.4

GPA, above 34 of the 54 other popup and widget tools we grade

Chaty is a WordPress plugin from Premio that adds a floating button linking visitors to chat channels such as WhatsApp, Messenger and Telegram. A free edition is listed on WordPress.org, and the paid edition adds more channels, targeting rules and widget analytics. Premio also sells versions for Shopify, Wix and Ecwid.

> "
>
> **A WordPress plugin you install and set up, channel by channel.**
>
> From our grade for ease of use

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

1 **Best for chat buttons on a WordPress site**

Chaty adds a floating button to a WordPress site that opens WhatsApp, Messenger, Telegram and other chat apps.

2 **Paid plans start at $4.92 a month when paid by the year**

As its pricing page puts it: $59 per year for 1 website.

3 There is a free plan

Free edition on WordPress.org; the pricing page does not list its limits, only that the paid edition unlocks the features below.

4 It runs on Web

Web.

5 Up to 25 chat channels

Shows up to 25 channels in one button, including WhatsApp, Messenger and Telegram, with your own icons and hover text.

6 Multiple agents per channel

Lets visitors pick between several agents under one channel, for example separate pre-sales and support WhatsApp contacts.

7 Targeting rules

Show the widget by page, country, traffic source, device, and days and hours, or schedule it for a date range.

8 A 2.4 GPA, above 34 of 54

That is against the other popup and widget tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Chaty 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.

Chaty at a glance

PRICING Free plan, from $59 per year for 1 website	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Premio	CATEGORY Popups & Website Widgets
OUR GRADE 2.4 GPA, fair	

The report card

Best for chat buttons on a WordPress site

Chaty adds a floating button to a WordPress site that opens WhatsApp, Messenger, Telegram and other chat apps. It isn't a chat inbox, so replies happen in those apps, and most targeting and analytics need the paid edition at $59 a year per site.

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

SUBJECT	GRADE	COMMENT
Value for money	B	$59 a year for one site, about $4.92 a month, inside the category's cheapest quarter. A lifetime licence is $169.
Free plan and trial	C	A free edition is on WordPress.org, but the pricing page doesn't list its limits, only what the paid edition adds.
Features	C	Up to 25 channels, several agents, targeting, analytics and a chat pop-up, but it only adds buttons and is not a live-chat inbox.
Ease of use	C	No store rating on record. A WordPress plugin you install and set up, channel by channel.
Platforms and integrations	B	WordPress, with Shopify, Wix and Ecwid as separate products, and links to WhatsApp, Messenger, Telegram, WooCommerce and Google Analytics.

Grade point average — Fair, out of 4.0 **2.4**

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 Chaty is for

- ✓ Fits if you run WordPress and want visitors to message you on WhatsApp
- ✓ Works for small sites that need one site licence

Who it is not for

- ✕ Not for you if you want a live-chat inbox: replies happen in the other apps
- ✕ Tight if you stay free: targeting, analytics and more channels are paid
- ✕ Watch out: prices shown are for one site, and the 5 to 1,000 site tiers weren't priced on the page
- ✕ Skip it if you aren't on WordPress, as Shopify, Wix and Ecwid are separate versions

Good to know

Good for

- ✓ WordPress sites that want visitors to reach them on WhatsApp or Messenger
- ✓ Agencies managing many client sites on a multi-site license
- ✓ Stores that want a click-to-chat button instead of a chat inbox

Worth knowing

- ⓘ It adds buttons that open other chat apps; it is not a live-chat inbox, so replies happen in those apps.
- ⓘ The WordPress edition runs only inside WordPress; Shopify, Wix and Ecwid versions are separate products.
- ⓘ Prices read here are for 1 website; the 5 to 1,000 site tiers were selectable but their prices were not shown in the page text.
- ⓘ The page offers a 30-day money-back guarantee on all plans.

PART 02 · PRICING

What it costs

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

$4.92

A month to start, paid by the year. There is a free plan too

Chaty has a free plan. Paid plans start at $59 per year for 1 website.

> **A free edition is on WordPress.org, but the pricing page doesn't list its limits, only what the paid edition adds.**
>
> From our grade for free plan and trial

1 YEAR

$59

per year for 1 website

Up to 25 channels, multiple agents, widget analytics, page, country and traffic-source targeting. 5 to 1,000 site tiers also sold.

2 YEARS

$89

for 2 years for 1 website, billed yearly after 2 years

Same features as the 1 Year plan, prepaid for two years; the page says it saves $126 against buying yearly.

LIFETIME

$169

one-time, for 1 website

Same features for the life of the plugin on 1 website; higher site counts (5 to 1,000) are chosen from a dropdown.

The free plan

Free edition on WordPress.org; the pricing page does not list its limits, only that the paid edition unlocks the features below.

Read from premio.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Longer terms cost less per year

The pricing page lists $59 for 1 year, $89 for 2 years and $169 for a lifetime license on 1 website.

Stated on premio.io

LIFETIME LICENSE

Lifetime license

A $169 one-time lifetime license is sold for 1 website, with higher site counts in a dropdown.

Stated on premio.io

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Chat-channel button widget for WordPress sites. Here is what it does, as its own site describes it, and what it covers: whatsApp messaging, popups.

> **WordPress, with Shopify, Wix and Ecwid as separate products, and links to WhatsApp, Messenger, Telegram, WooCommerce and Google Analytics.**
>
> From our grade for platforms and integrations

Up to 25 chat channels

Shows up to 25 channels in one button, including WhatsApp, Messenger and Telegram, with your own icons and hover text.

Multiple agents per channel

Lets visitors pick between several agents under one channel, for example separate pre-sales and support WhatsApp contacts.

Targeting rules

Show the widget by page, country, traffic source, device, and days and hours, or schedule it for a date range.

Dynamic chat pop-up

A pop-up message with merge tags such as the page URL and title, or the WooCommerce product name.

Widget analytics

Counts clicks on the widget and on each channel, and sends channel clicks to Google Analytics.

Several widgets

Create different widgets for different pages, with different channels on mobile and desktop.

Where it runs

Web

What it works with

WhatsApp
Messenger
Telegram
WooCommerce
Google Analytics
WeChat

Chaty is made by Premio.

PART 04 · STANDING

Where it stands

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

34/54

Other popup and widget tools it is graded above

Chaty's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

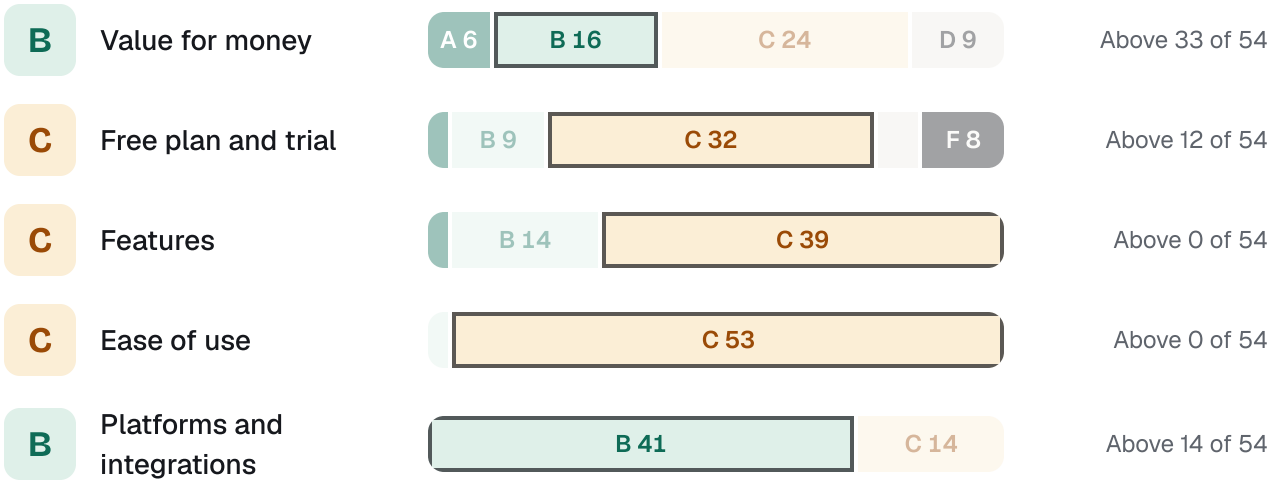
It stands best on value for money (B, above 33 of 54) and worst on features (C, above 0).

Its paid plans start at $4.92 a month when paid by the year, against a middle price of $14 for the category: 5 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

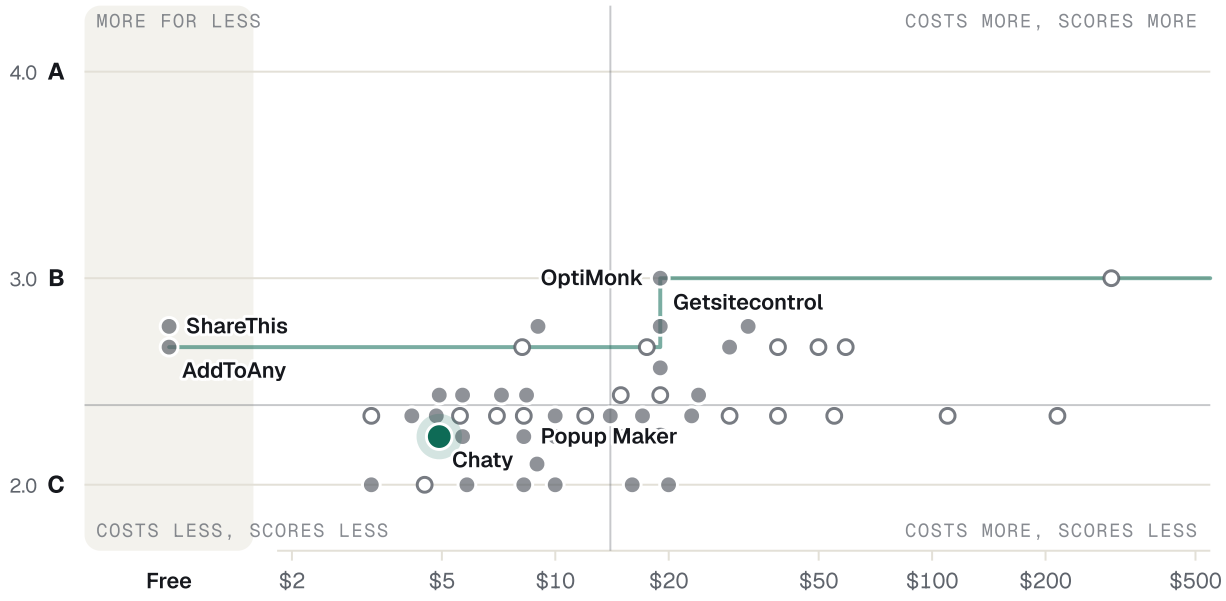
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Chaty's own letter is outlined.



Price against what you get

Each dot is one of 51 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Chaty 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 Chaty 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 $59 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- The WhatsApp Business API, which Meta opens only through approved partners.

- It plugs into other products, WhatsApp, Messenger and Telegram among them.
- Hooks into the device itself: widgets.

What this rests on. Chaty'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



Joinchat, Elfsight, POWR and OptinMonster

The 4 tools Chaty is most often weighed against, with where each one differs from it.

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Joinchat

Free plan · from €96/yr

WhatsApp chat button and AI assistant for WordPress sites.

- Joinchat also covers chatbots.

Chaty and Joinchat compared in full

2.2 GPA

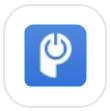
Elfsight

Free plan · from $5/mo

Library of 90+ website widgets, from popups to reviews and feeds.

- Chaty also covers whatsApp messaging.
- Elfsight also covers templates, no-code, forms and chatbots.

Chaty and Elfsight compared in full



2.4
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POWR

Free plan · from $4.83/mo

Library of 60+ website widgets, from popups and forms to feeds.

- Chaty also covers whatsApp messaging.
- POWR also covers templates, no-code and forms.

Chaty and POWR compared in full



1.8
GPA

OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- Chaty has a free plan. OptinMonster does not.
- Chaty also covers whatsApp messaging.
- OptinMonster also covers templates, no-code, forms and a/B testing.

Chaty and OptinMonster 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 Chaty free?

Chaty has a free plan. Free edition on WordPress.org; the pricing page does not list its limits, only that the paid edition unlocks the features below.

How much does Chaty cost?

Chaty lists 3 plans. 1 Year: $59 per year for 1 website.

What platforms does Chaty work on?

Chaty is available on Web.

Does Chaty offer any discounts?

Chaty publicly lists the following: Longer terms cost less per year; Lifetime license.

Does Chaty have an Android app?

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

Does Chaty have an iPhone app?

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

Is Chaty open source?

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

What does Chaty integrate with?

Chaty's listing names WhatsApp, Messenger, Telegram, WooCommerce, Google Analytics and WeChat.

Who makes Chaty?

Chaty is made by Premio.

What are the alternatives to Chaty?

The closest alternatives to Chaty in our directory are Joinchat, Elfsight, POWR and OptinMonster.

How does Chaty compare with other popup and widget tools?

Chaty's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

Is Chaty good value for money?

ToolGPA grades Chaty B for value for money. Its paid plans start at $4.92 a month when paid by the year, against a middle price of $14 for the category: 5 of the 48 others that charge start lower.

Could I make my own version of Chaty?

To replace Chaty 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 Chaty'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 Chaty'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 Premio. Prices change, so check premio.io before you buy.

premio.io/downloads/chaty/

wordpress.org/plugins/chaty/

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

Chaty, kept up to date

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

toolgpa.com/tools/chaty

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, "Chaty: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/chaty
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Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Chaty, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

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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 Chaty'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. Chaty is a trademark of its owner, and this guide is not made, paid for or approved by Premio. Prices and plans change: check premio.io before you buy.