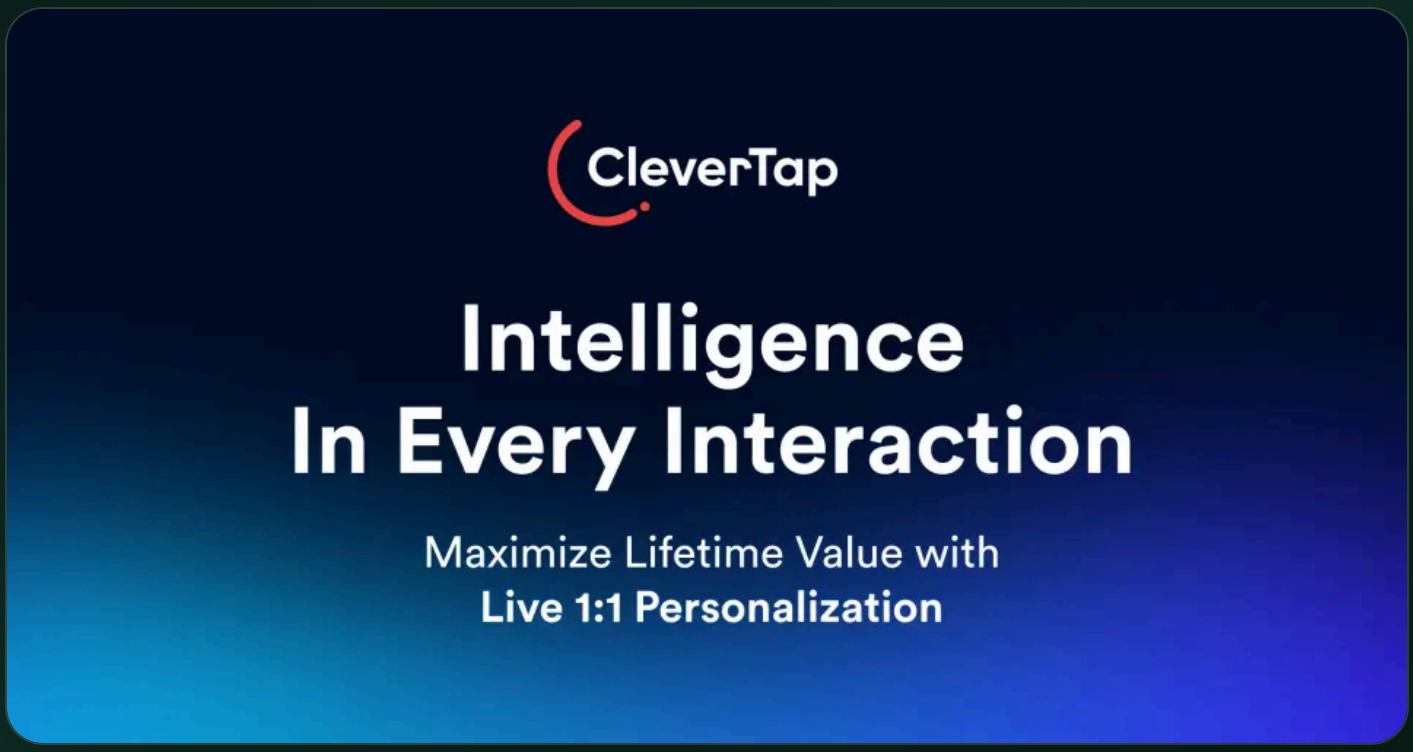
ToolGPA

NOVEMBER 2026

# CleverTap

## The Insider's Guide

Customer engagement platform for push, email, SMS and WhatsApp




**Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from CleverTap's own pages.**

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

2.0
GPA




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

**2.0**

GPA, above 25 of the 102 other email marketing and newsletter tools we grade

CleverTap is a customer engagement and retention platform for consumer apps and websites. It combines customer data, analytics, segmentation and campaign orchestration with messaging over push, email, WhatsApp, in-app, web, RCS and SMS. Plans are priced by monthly active users, with an AI token allowance included.

> "
>
> **You connect your app and data first, and build your own campaigns.**
>
> From our grade for ease of use

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

**1** **Best for retention messaging for apps and sites, from $85 a month**

CleverTap handles push, email, WhatsApp, in-app, web, RCS and SMS with analytics and segmentation, from $85 a month for 5,000 monthly active users.

**2** **Paid plans start at $85 a month**

As its pricing page puts it: $85 per month for up to 5,000 monthly active users.

**3** **You can try it first**

30-day free trial on the Core plan; billing starts after the trial

**4** **It runs on Web**

Web.

**5** **Omnichannel messaging**

Push notifications, email, WhatsApp, in-app messages, web messaging, RCS and SMS from one platform.

**6** **Segmentation and analytics**

Real-time behavioral segments plus analytics; Pro adds automated segmentation and in-depth insights.

**7** **Campaign orchestration**

Builds omnichannel journeys; Pro adds send-time and channel optimization.

**8** **A 2.0 GPA, above 25 of 102**

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

**9** **Keep it**

To replace CleverTap you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

### CleverTap at a glance

| | |
|---|---|
| PRICING<br>Free trial, from $85 per month for up to 5,000 monthly active users | FREE PLAN<br>No |
| FREE TRIAL<br>30-day free trial on the Core plan; billing starts after the trial | RUNS ON<br>Web |
| MADE BY<br>CleverTap, since 2013 | CATEGORY<br>Email Marketing & Newsletters |
| OUR GRADE<br>2.0 GPA, fair | |

## The report card

### Best for retention messaging for apps and sites, from $85 a month

CleverTap handles push, email, WhatsApp, in-app, web, RCS and SMS with analytics and segmentation, from $85 a month for 5,000 monthly active users. Pro and Ultimate have no published price, and the trial bills you after 30 days.

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

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | Core is $85 a month for up to 5,000 monthly active users, $275 at 20,000 and $550 at 40,000, which is above what most email tools charge. Pro and Ultimate are sold through a demo. |
| **Free plan and trial** | D | A 30-day trial on Core with billing starting after it, so it is a D and no free plan. |
| **Features** | B | Omnichannel messaging, segmentation, analytics, experiments and orchestration. Automated segmentation and send-time optimisation are on Pro. |
| **Ease of use** | C | No store rating on record. You connect your app and data first, and build your own campaigns. |
| **Platforms and integrations** | C | Web only. The listing names WhatsApp as the one integration. |
| **Grade point average** | | Fair, out of 4.0 **2.0** |

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 CleverTap is for

- ✓ Fits if you run an app and want retention messaging across several channels
- ✓ Works for teams that price by monthly active users

### Who it is not for

- ✗ Pricey if you grow: $85 at 5,000 users becomes $550 at 40,000
- ✗ Skip it if you need Pro features, whose price is only given on a demo
- ✗ Watch out: Core excludes add-ons and taxes, which are charged on top
- ✗ Not for you if you want a free plan, as there is only a 30-day trial
- ✗ Watch out: AI features draw on a token allowance

## Good to know

### Good for

- ✓ Mobile app and subscription businesses that message users on several channels
- ✓ E-commerce, financial services and gaming teams, the industries the site highlights

### Worth knowing

- ⓘ Pro and Ultimate have no published price; they are reached through a demo request.
- ⓘ Core is priced by monthly active users, with steps to 100,000 and a 100,000+ option that shows no price.
- ⓘ Core excludes add-ons and taxes, which are charged on top.
- ⓘ AI features draw on tokens; each plan includes a starting allowance.

# What it costs

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

**$85**

A month to start

CleverTap is a paid product with a free trial, starting at $85 per month for up to 5,000 monthly active users.

> **Pro and Ultimate are sold through a demo.**

From our grade for value for money

CORE

## $85

per month for up to 5,000 monthly active users

Omnichannel engagement, behavioral segmentation, experimentation and analytics. $275 a month at 20,000 users, $550 at 40,000. A sale is shown.

PRO

## Custom

Everything in Core plus automated segmentation, in-depth insights, send time and channel optimization and personalization across touchpoints. Sold through a demo.

ULTIMATE

## Custom

Everything in Pro plus agentic orchestration, predictions and recommendations, and up to 10 years of data retention. Sold through a demo.

### Trying it first

30-day free trial on the Core plan; billing starts after the trial

Read from clevertap.com on Nov 13, 2026.

# Ways to pay less

OTHER SAVINGS

### Sale on the Core plan

At the time of reading, the pricing page advertised 75% off the Core plan for 12 months, or 50% off for 6 months; the price afterwards reverts to the regular monthly price. No end date was stated beyond a countdown.

Stated on clevertap.com

# What it does

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

1

Place it runs: Web

Customer engagement platform for push, email, SMS and WhatsApp. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, reports, email campaigns, sMS marketing, whatsApp messaging, a/B testing.

"

**Omnichannel messaging, segmentation, analytics, experiments and orchestration.**

From our grade for features

### Omnichannel messaging

Push notifications, email, WhatsApp, in-app messages, web messaging, RCS and SMS from one platform.

### Segmentation and analytics

Real-time behavioral segments plus analytics; Pro adds automated segmentation and in-depth insights.

### Campaign orchestration

Builds omnichannel journeys; Pro adds send-time and channel optimization.

### Experimentation

Built-in experimentation on Core, with AI-driven optimization named on higher plans.

### CleverAI tokens

AI features such as content and image creation draw on tokens, with a starting allowance included in each plan.

### Promos and loyalty

A rewards management product for promotions and loyalty programs.

### Where it runs

Web

### What it works with

WhatsApp

CleverTap is made by CleverTap, and has been around since 2013.

# Where it stands

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

**25/102**

Other email marketing and newsletter tools it is graded above

CleverTap's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

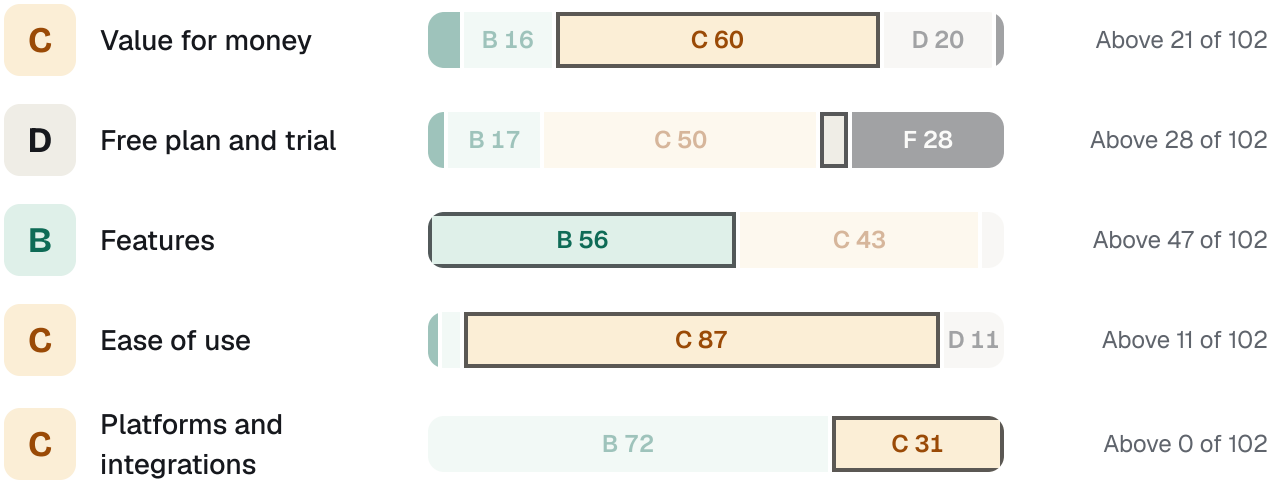
It stands best on features (B, above 47 of 102) and worst on free plan and trial (D, above 28).

Its paid plans start at $85 a month, against a middle price of $19 for the category: 64 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 31 tools score higher and cost less.

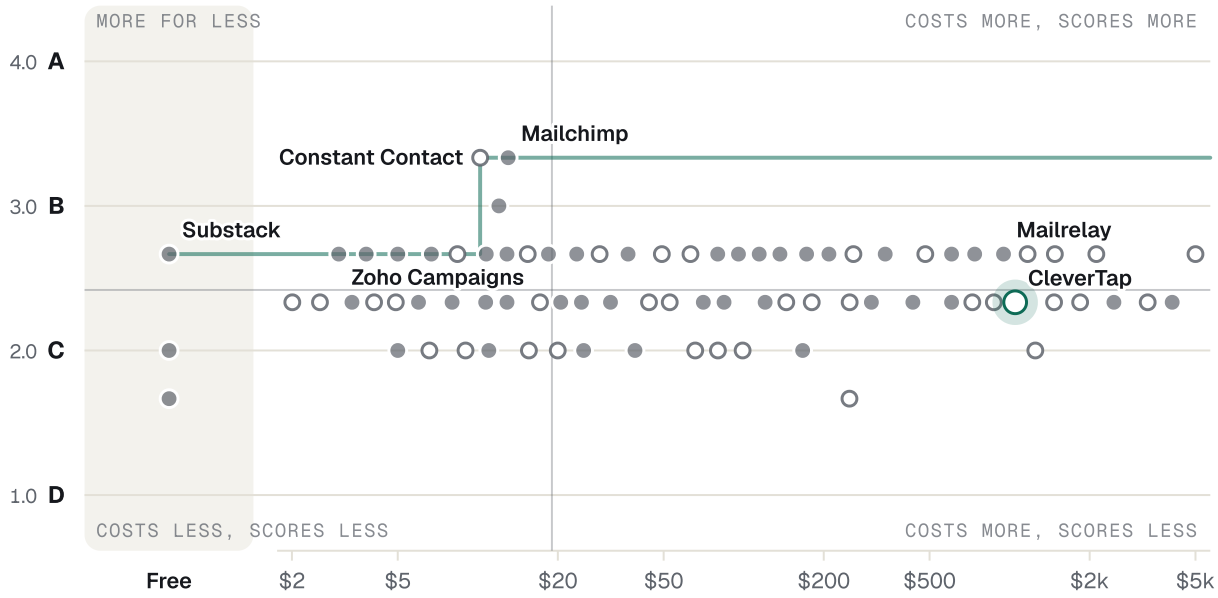
## Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. CleverTap's own letter is outlined.



## Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. CleverTap 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 CleverTap you would be making email sent in volume that still reaches the inbox. 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: 61 of the 102 other email marketing and newsletter tools grade higher. It costs $1,020 a year.

### What you could make

- Reports: an app builder makes this well.

### What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- The WhatsApp Business API, which Meta opens only through approved partners.
- Splitting visitors between versions and telling you which won.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** CleverTap'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



MoEngage, WebEngage, Braze, Iterable and Customer.io

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

1.6 GPA

## MoEngage

Paid

Customer engagement platform for push, email, SMS and in-app.

- CleverTap also covers a/B testing.
- MoEngage also covers popups.

CleverTap and MoEngage compared in full

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1.8 GPA

## WebEngage

Paid

Customer data and engagement platform across fifteen channels.

- CleverTap also covers a/B testing.

CleverTap and WebEngage compared in full

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2.0 GPA

## Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- CleverTap also covers reports.

CleverTap and Braze compared in full



1.8
GPA

## Iterable

Paid

Cross-channel customer engagement platform for large brands.

- CleverTap also covers reports, whatsApp messaging and a/B testing.

CleverTap and Iterable compared in full



2.2
GPA

## Customer.io

Free trial · from $100/mo

Data-driven email, SMS, push and in-app messaging for product teams.

- CleverTap also covers reports, sMS marketing, whatsApp messaging and a/B testing.
- Customer.io also covers business texting.

CleverTap and Customer.io compared in full

# 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 CleverTap free?

No, CleverTap is a paid product, but you can try it first. 30-day free trial on the Core plan; billing starts after the trial.

### How much does CleverTap cost?

CleverTap lists 3 plans. Core: $85 per month for up to 5,000 monthly active users.

### What platforms does CleverTap work on?

CleverTap is available on Web.

### Does CleverTap offer any discounts?

CleverTap publicly lists the following: Sale on the Core plan.

### Does CleverTap have an Android app?

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

### Does CleverTap have an iPhone app?

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

### Is CleverTap open source?

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

### What does CleverTap integrate with?

CleverTap's listing names WhatsApp. A listing names up to eight integrations, so it may connect to more.

### Who makes CleverTap?

CleverTap is made by a company of the same name. It dates from 2013.

### What are the alternatives to CleverTap?

The closest alternatives to CleverTap in our directory are MoEngage, WebEngage, Braze, Iterable and Customer.io.

### How does CleverTap compare with other email marketing and newsletter tools?

CleverTap's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

### Is CleverTap good value for money?

ToolGPA grades CleverTap C for value for money. Its paid plans start at $85 a month, against a middle price of $19 for the category: 64 of the 78 others that charge start lower.

### Could I make my own version of CleverTap?

To replace CleverTap you would be making email sent in volume that still reaches the inbox.

## Where this guide comes from

The prices, plans, platforms and features were read from CleverTap'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 CleverTap'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 CleverTap. Prices change, so check clevertap.com before you buy.

clevertap.com/pricing/
clevertap.com/
clevertap.com/about-us/

# 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

### CleverTap, kept up to date

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

toolgpa.com/tools/clevertap

### 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:

```
ToolGPA, "CleverTap: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/clevertap
```

### Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded email marketing and newsletter tools after CleverTap, each with an Insider's Guide of its own.

### Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

### Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

### Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

### SendFox Insider's Guide

Email newsletters and list building for creators on a budget

3.0 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 CleverTap'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. CleverTap is a trademark of its owner, and this guide is not made, paid for or approved by CleverTap. Prices and plans change: check clevertap.com before you buy.