ToolGPA

NOVEMBER 2026

Clickatell

The Insider's Guide

Chat commerce platform and SMS APIs for large brands



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

Made by Clickatell · checked Nov 12, 2026 · toolgpa.com

1.6
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 Clickatell's own pages, its app-store listings and our grades. Every fact in it is on Clickatell's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 0 of the 31 other SMS and chat marketing tools we grade

Clickatell is a chat commerce platform for large consumer brands. It sends broadcasts and automated conversations over SMS, WhatsApp, Apple Messages, web chat and USSD, and adds AI chatbots, a live agent inbox and in-chat payments. SMS pricing is calculated by country, and the platform itself is sold through sales.

To get you started, here are **7 things to know about Clickatell**, taken from its own pages and our grades.

> "
>
> **Platform and API setup with sales involvement.**
>
> From our grade for ease of use

1 **Best for large brands sending chat and SMS at scale**

Clickatell is a chat commerce platform and SMS API aimed at large global brands, with broadcasts, chatbots and in-chat payments.

2 **It runs on Web**

Web.

3 Broadcasts

Campaigns are defined, personalized and scheduled across countries and time zones, from a web interface or through the API, with sign-up and opt-out management.

4 Automations

A drag-and-drop workflow editor and integration hub build automated self-service journeys, with buttons, lists and catalogs inside chat.

5 AI chatbots

Chatbots can be trained on business-specific information, and Clickatell describes a private model kept in a secure environment.

6 A 1.6 GPA, above 0 of 31

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

7 Keep it

To replace Clickatell 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.

Clickatell at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Clickatell, since 2000	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for large brands sending chat and SMS at scale

Clickatell is a chat commerce platform and SMS API aimed at large global brands, with broadcasts, chatbots and in-chat payments. No plan prices are published and the SMS rate depends on a country-by-country calculator, so a small team will find it heavier than it needs.

TOOLGPA REPORT CARD

Clickatell

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan price is published; platform pricing goes through sales and SMS rates come from a calculator, so it sits at the middle.
Free plan and trial	F	No free plan and no trial on the pages read.
Features	C	Broadcasts, automations, AI chatbots, a live agent inbox and in-chat payments. It is aimed at large brands, and the pages show little for small teams.
Ease of use	C	No store rating on record. Platform and API setup with sales involvement.
Platforms and integrations	C	Web platform and APIs only; no separate mobile or desktop apps are listed.

Grade point average Weak, out of 4.0 **1.6**

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 Clickatell is for

- ✓ Fits if you are a large brand that wants chat commerce and SMS in one platform
- ✓ Works for developers who want an SMS API with global reach

Who it is not for

- ✗ Skip it if you want a published price, as platform pricing goes through sales
- ✗ Too light for a quick start: the pricing page is an estimate tool, so a country's rate was not captured
- ✗ Not for you if you are a small team, since the site says it serves large global brands
- ✗ Watch out: only a web platform and APIs are listed, with no mobile or desktop apps

Good to know

Good for

- ✓ Banks, telecoms, airlines and retailers messaging customers at scale
- ✓ Developers who need an SMS API with country coverage
- ✓ Teams that want payments inside WhatsApp or SMS chats

Worth knowing

- ⓘ No plan prices are published: platform pricing goes through the sales team, and SMS rates come from a country-by-country calculator.
- ⓘ The pricing page we could read is an interactive estimate tool, so the rates for a given country were not captured.
- ⓘ The site says it serves large global brands, so small teams may find it heavier than they need.
- ⓘ Pages read list a web platform and APIs only, with no separate desktop or mobile apps.

What it costs

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

Clickatell's current pricing could not be confirmed from its own site.

> **No plan price is published; platform pricing goes through sales and SMS rates come from a calculator, so it sits at the middle.**
>
> From our grade for value for money

We could not confirm Clickatell's current prices from its own site, so this guide lists no plans. clickatell.com has them.

What it does

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

1

Place it runs: Web

Chat commerce platform and SMS APIs for large brands. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, AI agents, sMS marketing, whatsApp messaging, chatbots.

"

Broadcasts, automations, AI chatbots, a live agent inbox and in-chat payments.

From our grade for features

Broadcasts

Campaigns are defined, personalized and scheduled across countries and time zones, from a web interface or through the API, with sign-up and opt-out management.

Automations

A drag-and-drop workflow editor and integration hub build automated self-service journeys, with buttons, lists and catalogs inside chat.

AI chatbots

Chatbots can be trained on business-specific information, and Clickatell describes a private model kept in a secure environment.

Live agent inbox

A unified inbox lets agents take over chats, transfer them between agents and departments, and use tags, notes and chat history.

In-chat payments

Customers can pay inside the chat thread through a hosted checkout page or a one-tap tokenized flow.

Where it runs

Web

What it works with

Its own pages name no integrations.

Clickatell is made by Clickatell, and has been around since 2000.

PART 04 · STANDING

Where it stands

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

0/31

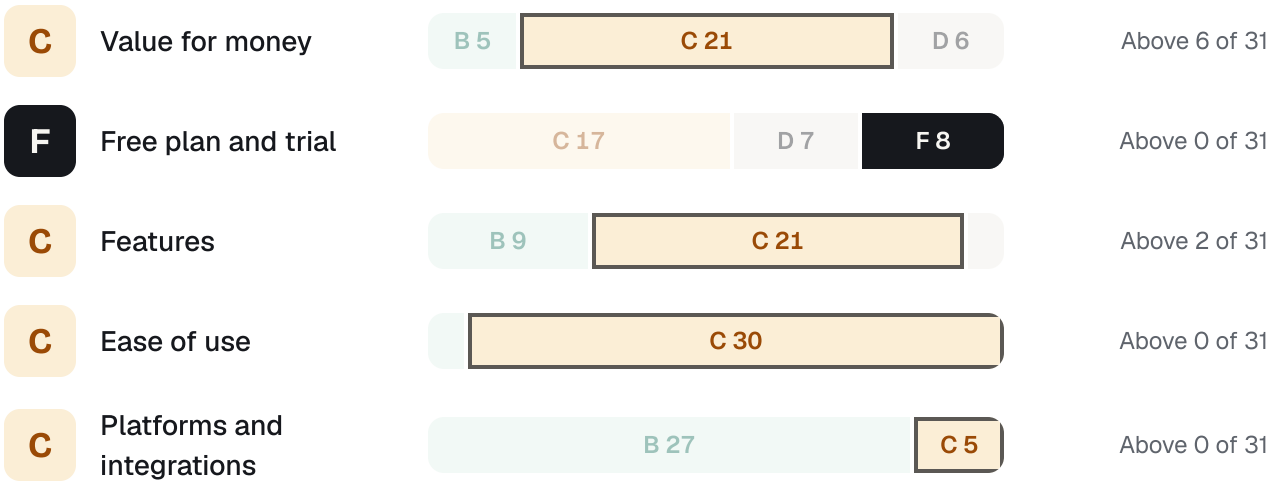
Other SMS and chat marketing tools it is graded above

Clickatell's GPA of 1.6 is higher than 0 of the 31 other SMS and chat marketing tools we grade, and level with 2.

It stands best on value for money (C, above 6 of 31) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 32 SMS and chat marketing tools we grade, cut by the letter each got. Clickatell'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 Clickatell 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: 29 of the 31 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ Connections to other products, each kept working as those products change.
- ✕ A chatbot builder hooked into the messaging apps.

What this rests on. Clickatell'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



Infobip, Sinch, ClickSend and Kudosity

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

2.2 GPA

Infobip

Free trial

Omnichannel messaging platform with SMS, WhatsApp, RCS and AI agents.

- Clickatell also covers workflow automation and AI agents.
- Infobip also covers marketing automation.

Clickatell and Infobip compared in full

2.0 GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- Clickatell also covers workflow automation and AI agents.
- Sinch also covers email campaigns.

Clickatell and Sinch 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.

- Clickatell also covers workflow automation, AI agents, whatsApp messaging and chatbots.
- ClickSend also covers business texting.

Clickatell and ClickSend compared in full



2.0
GPA

Kudosity

Free trial

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

- Clickatell also covers workflow automation, AI agents and chatbots.
- Kudosity also covers business texting.

Clickatell and Kudosity compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Clickatell free?

No. Clickatell is a paid product.

What platforms does Clickatell work on?

Clickatell is available on Web.

Does Clickatell have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Clickatell is listed for Web.

Does Clickatell have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Clickatell is listed for Web.

Is Clickatell open source?

Clickatell is not described as open source on its own site, as read on Nov 12, 2026.

Does Clickatell have an API?

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

Who makes Clickatell?

Clickatell is made by a company of the same name. It dates from 2000.

What are the alternatives to Clickatell?

The closest alternatives to Clickatell in our directory are Infobip, Sinch, ClickSend and Kudosity.

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

Clickatell's GPA of 1.6 is higher than 0 of the 31 other SMS and chat marketing tools we grade, and level with 2.

Could I make my own version of Clickatell?

To replace Clickatell 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 Clickatell's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Clickatell's own pages on 12 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 Clickatell. Prices change, so check clickatell.com before you buy.

clickatell.com

clickatell.com/pricing-and-coverage/message-pri…

clickatell.com/about-us/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Clickatell, kept up to date

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

toolgpa.com/tools/clickatell

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, "Clickatell: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/clickatell
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Clickatell, each with an Insider's Guide of its own.

SMS & Chat Marketing Insider's Guide

Every one of the 32 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 Clickatell'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. Clickatell is a trademark of its owner, and this guide is not made, paid for or approved by Clickatell. Prices and plans change: check clickatell.com before you buy.