ToolGPA

NOVEMBER 2026

CM.com

The Insider's Guide

Messaging APIs, WhatsApp and SMS channels, and marketing automation



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

Made by CM.com · checked Nov 13, 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 CM.com's own pages, its app-store listings and our grades. Every fact in it is on CM.com'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

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

CM.com is a Netherlands-based communications platform. It sells channel connections (SMS, WhatsApp, RCS, email and more) through APIs, a marketing product called Activate for campaigns and automated workflows, and AI agents with an agent inbox for support. Pricing is split by product, with subscriptions plus usage-based channel fees.

To get you started, here are **8 things to know about CM.com**, taken from its own pages and our grades.

> **The Connect plans are API-first and the Activate side has workflows to build, so there's set-up either way.**
>
> From our grade for ease of use

1 **Best for messaging APIs and campaigns billed in euros**

But channel usage is billed on top of that, the Connect plans want an annual contract, and the AI support product has no published price.

2 **Paid plans start at about $54.74 a month**

As its pricing page puts it: €49 per month (Activate Core or Connect Go).

3 It runs on Web

Web.

4 Channel connections

One connection for SMS, WhatsApp Business, RCS, email, Instagram, Messenger, Viber, Telegram, Apple Messages and voice, via API or platform.

5 Marketing campaigns and automation

Activate has a campaign builder, automated workflows and insights, with AI recommendations on Plus and Max.

6 AI agents and inbox

HALO AI agents handle routine support and hand off to an agent inbox; pricing for this product is on request.

7 A 1.6 GPA, above 2 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.

8 Keep it

To replace CM.com 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.

CM.com at a glance

PRICING
Paid, from €49 per month (Activate Core or Connect Go)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
CM.com, since 1999

CATEGORY
SMS & Chat Marketing

OUR GRADE
1.6 GPA, weak

The report card

Best for messaging APIs and campaigns billed in euros

CM.com sells SMS, WhatsApp and email connections through an API, plus a campaign product called Activate, from €49 a month. But channel usage is billed on top of that, the Connect plans want an annual contract, and the AI support product has no published price.

TOOLGPA REPORT CARD — **CM.com** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	€49 a month for Activate Core or Connect Go, rising to €749 and €1,499 for Activate Plus and Max. Channel fees are billed on top by usage, so the real bill is higher than the plan price.
Free plan and trial	F	No free plan and no trial on the pricing page.
Features	C	Channel connections, campaign automation, AI agents and an inbox. The gaps in the listing: the support product and Connect Pro have no published price, and WhatsApp and SMS rates vary by country.
Ease of use	C	No store rating on record. The Connect plans are API-first and the Activate side has workflows to build, so there's set-up either way.
Platforms and integrations	C	Web only, with no integrations listed on the listing. Channels run from SMS and WhatsApp to RCS and email, but the connections to other software aren't spelled out.

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 CM.com is for

- ✓ Fits if you're in Europe and want one provider for SMS, WhatsApp and email
- ✓ Works for developers who want a messaging API with routing and fallback between channels

Who it is not for

- ✗ Not for you if you want a flat monthly bill, since WhatsApp and SMS are billed by use on top
- ✗ Watch out: Connect prices assume an annual contract, and monthly invoicing adds 5%
- ✗ Skip it if you want to try before paying, as there's no trial
- ✗ Tight if you need the AI support product or Connect Pro, which have no published price

Good to know

Good for

- ✓ Developers and companies in Europe sending SMS, OTP and WhatsApp traffic by API
- ✓ Retailers wanting campaigns and AI recommendations from one vendor

Worth knowing

- ⓘ Prices are shown in euros. Connect prices are based on an annual contract, and monthly invoicing adds 5%.
- ⓘ WhatsApp, SMS and other channels are billed by usage on top of subscriptions, at rates that vary by channel and country.
- ⓘ The support product (AI agents and inbox) and the Connect Pro plan have no published price.
- ⓘ CM.com also sells payments, ticketing and e-signing; this entry covers its messaging and marketing products.

PART 02 · PRICING

What it costs

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

~$54.74

A month to start

CM.com is a paid product, starting at €49 per month (Activate Core or Connect Go).

> **Channel fees are billed on top by usage, so the real bill is higher than the plan price.**
>
> From our grade for value for money

ACTIVATE CORE

€49

per month, 10,000 activations included

Campaign builder, email as the standard channel, automated workflows and the Customer Context Platform.

ACTIVATE PLUS

€749

per month, 100,000 activations included

Adds personalized AI recommendations and AI-driven workflows with dynamic responses.

ACTIVATE MAX

€1499

per month, 1,000,000 activations included

Adds AI agentic commerce such as recommendations and inventory checks, and Pro insights.

CONNECT GO

€49

per month, annual contract,
1 profile

Channel connection over an HTTP endpoint with managed routing, multichannel fallback and webhooks.

CONNECT BASIC

€149

per month, annual contract,
5 profiles

Adds 50 messages a second, mail-to-text, a unique reference generator and phone support.

CONNECT ADVANCED

€499

per month, annual contract,
15 profiles

100 messages a second, SMPP connections, high-priority processing and live chat support.

Read from cm.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

RCS channel with no onboarding fee

A promotion on CM.com's homepage waives the usual RCS onboarding fee and charges no subscription until January 1.

Stated on cm.com

What it does

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

1

Place it runs: Web

Messaging APIs, WhatsApp and SMS channels, and marketing automation. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, email campaigns, sMS marketing, whatsApp messaging.

"

Channel connections, campaign automation, AI agents and an inbox.

From our grade for features

Channel connections

One connection for SMS, WhatsApp Business, RCS, email, Instagram, Messenger, Viber, Telegram, Apple Messages and voice, via API or platform.

Marketing campaigns and automation

Activate has a campaign builder, automated workflows and insights, with AI recommendations on Plus and Max.

AI agents and inbox

HALO AI agents handle routine support and hand off to an agent inbox; pricing for this product is on request.

Verification

A One Time Password API and verification APIs, with one stated price per country for all operators.

Routing and delivery controls

Managed global routing across 1000+ connections, channel fallback and, on higher plans, direct operator routes.

Customer Context Platform

Brings customer interactions into one shared context that marketing and AI features use.

Where it runs

Web

What it works with

Its own pages name no integrations.

CM.com is made by CM.com, and has been around since 1999.

PART 04 · STANDING

Where it stands

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

2/77

Other SMS and chat marketing tools it is graded above

CM.com's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

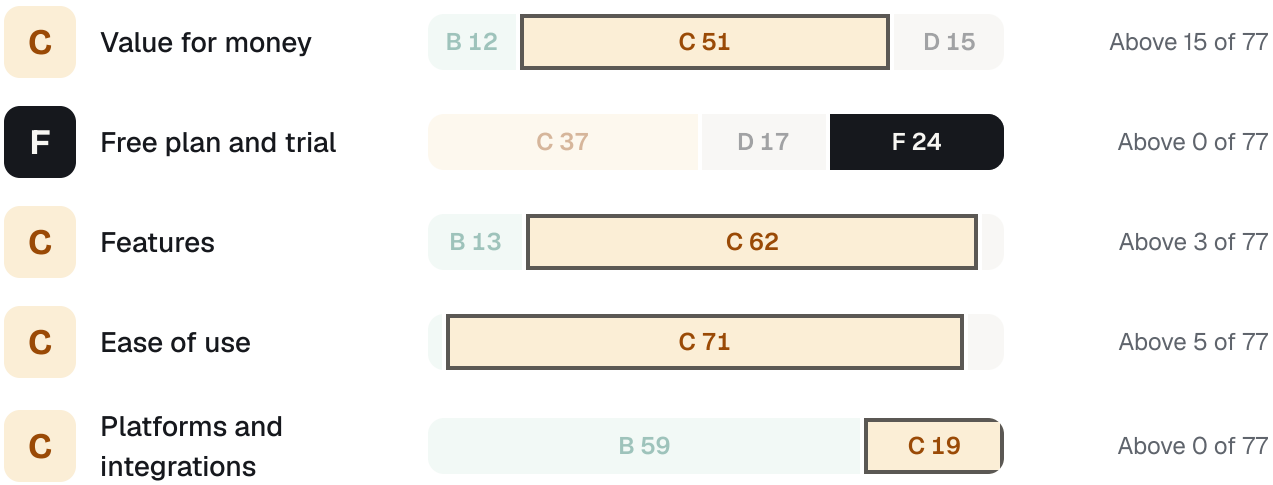
It stands best on value for money (C, above 15 of 77) and worst on free plan and trial (F, above 0).

Its paid plans start at about $54.74 a month, against a middle price of $36 for the category: 35 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 29 tools score higher and cost less.

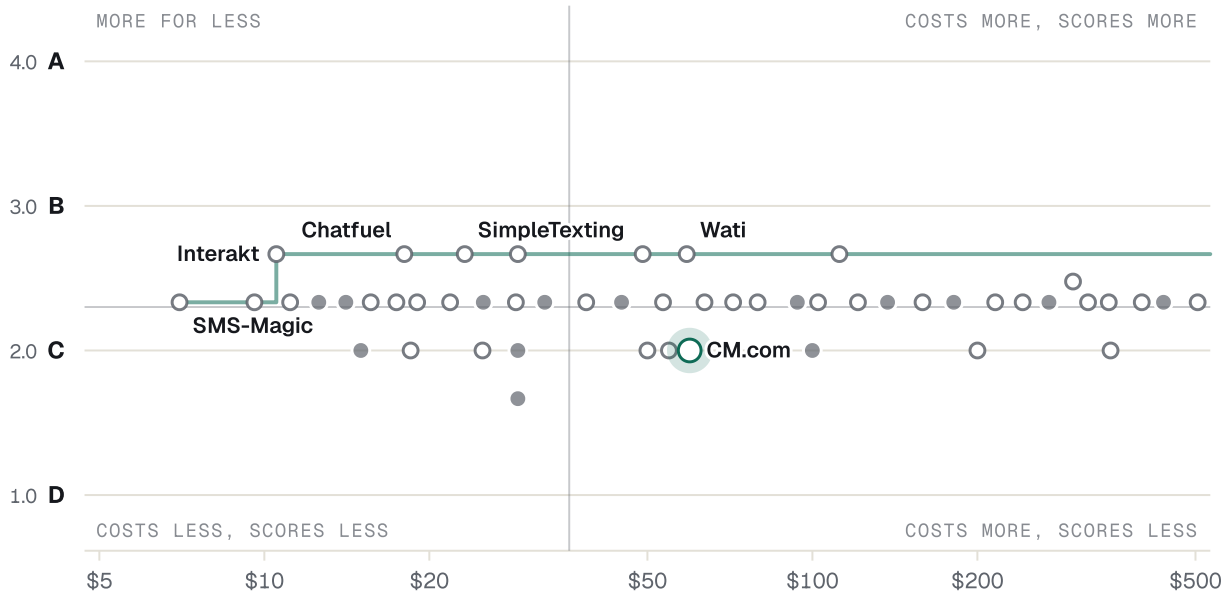
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. CM.com'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. CM.com 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 CM.com 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: 62 of the 77 other SMS and chat marketing tools grade higher. It costs $656.91 a year.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.

- ✕ Email sent in volume that still reaches the inbox.
- ✕ Newsletters sent to thousands of people that still reach the inbox.
- ✕ An API that other software can build on.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. CM.com'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

Sinch, Infobip, MessageMedia (now Sinch Engage), Clickatell and Messente

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

2.0 GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- CM.com also covers marketing automation.
- Sinch also covers chatbots.

CM.com and Sinch compared in full

2.2 GPA

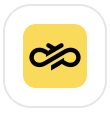
Infobip

Free trial

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

- CM.com also covers email campaigns.
- Infobip also covers chatbots.

CM.com and Infobip 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.

- CM.com also covers email campaigns.
- MessageMedia (now Sinch Engage) also covers shared inbox and business texting.

CM.com and MessageMedia (now Sinch Engage) compared in full



1.6
GPA

Clickatell

Paid

Chat commerce platform and SMS APIs for large brands.

- CM.com also covers marketing automation and email campaigns.
- Clickatell also covers workflow automation, AI agents and chatbots.

CM.com and Clickatell compared in full



1.6
GPA

Messente

Paid

Business messaging API for SMS, Viber and WhatsApp.

- CM.com also covers marketing automation and email campaigns.
- Messente also covers business texting and email verification.

CM.com and Messente 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 CM.com free?

No. CM.com is a paid product, starting at €49 per month (Activate Core or Connect Go).

How much does CM.com cost?

CM.com lists 6 plans. Activate Core: €49 per month, 10,000 activations included.

What platforms does CM.com work on?

CM.com is available on Web.

Does CM.com offer any discounts?

CM.com publicly lists the following: RCS channel with no onboarding fee.

Does CM.com have an Android app?

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

Does CM.com have an iPhone app?

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

Is CM.com open source?

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

Does CM.com have an API?

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

Who makes CM.com?

CM.com is made by a company of the same name. It dates from 1999.

What are the alternatives to CM.com?

The closest alternatives to CM.com in our directory are Sinch, Infobip, MessageMedia (now Sinch Engage), Clickatell and Messente.

How does CM.com compare with other SMS and chat marketing tools?

CM.com's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Is CM.com good value for money?

ToolGPA grades CM.com C for value for money. Its paid plans start at about $54.74 a month, against a middle price of $36 for the category: 35 of the 50 others that charge start lower.

Could I make my own version of CM.com?

To replace CM.com 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 CM.com'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 CM.com'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 CM.com. Prices change, so check cm.com before you buy.

cm.com/pricing/activate/
cm.com/pricing/
cm.com/
cm.com/pricing/conversational-channels/
cm.com/about-cm/

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

CM.com, kept up to date

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

toolgpa.com/tools/cm-com

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, "CM.com: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/cm-com
```

Know someone choosing between SMS and chat marketing tools?

Send them this guide:
toolgpa.com/tools/cm-com/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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