ToolGPA

NOVEMBER 2026

# Conversica

## The Insider's Guide

AI agents that hold sales and service conversations by email and text




**Every plan, grade, refund rule and rival among AI agents, read from Conversica's own pages.**

Made by Conversica · 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 Conversica's own pages, its app-store listings and our grades. Every fact in it is on Conversica'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 0 of the 178 other AI agents we grade

Conversica sells AI agents that start and carry on conversations with leads and customers across email, SMS, chat and messaging apps. They are aimed at follow-up after events, ads, content downloads and web forms, at customer service requests, and at renewals and upsells. Each agent is configured on the customer's own policies, tone and workflows, and pricing is arranged through the sales team.

> **Pricing is arranged through its sales team, and its pages name no integrations.**
>
> From our report card of Conversica

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

**1** **Best for AI follow-up by email and text**

Conversica sells AI agents that hold sales and service conversations with leads and customers by email, SMS and chat.

**2** **It runs on Web**

Web.

**3** **Lead engagement**

Agents follow up on event attendees, ad clicks, content downloads, web form inquiries and ABM targets with two-way conversations that qualify interest.

**4** **Customer service conversations**

Agents answer common questions, update plans and payment details, handle subscription pauses, and escalate complex cases to a person.

**5** **Renewals and upsell**

Agents start conversations to trigger renewals, offer upgrades and re-engage inactive accounts.

**6** **A 1.6 GPA, above 0 of 178**

That is against the other AI agents we grade, on value, the free plan, features, ease of use and platforms.

**7** **Keep it**

To replace Conversica you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

### Conversica at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Conversica | CATEGORY<br>AI Agents |
| OUR GRADE<br>1.6 GPA, weak | |

## The report card

### Best for AI follow-up by email and text

Conversica sells AI agents that hold sales and service conversations with leads and customers by email, SMS and chat. Pricing is arranged through its sales team, and its pages name no integrations.

| TOOLGPA REPORT CARD | Conversica | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | C | No price is published; buyers are sent to a team meeting. |
| **Free plan and trial** | F | No free plan and no trial on record, and access starts with a demo request. |
| **Features** | C | Lead follow-up, service conversations, renewals and upsell across email, SMS and chat. The pages read name no specific integrations. |
| **Ease of use** | C | No rating on record. Agents are configured to your policies, tone and workflows, which takes work. |
| **Platforms and integrations** | C | Web platform only, with no named integrations on the pages read. |
| **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 Conversica is for

- ✓ Fits if you have a backlog of leads that need follow-up by email and text
- ✓ Works for sales teams that renew or upsell on a schedule

### Who it is not for

- ✗ Not for you if you want self-serve signup, as the path starts with a meeting
- ✗ Skip it if you need a price before talking to sales, because none is published
- ✗ Watch out: the pages do not name specific integrations, only a customer's tech stack

## Good to know

### Good for

- ✓ B2B marketing teams following up on events, ads and inbound leads
- ✓ Higher education, hospitality, automotive and sports organizations
- ✓ Teams that want AI conversations to hand off to human reps

### Worth knowing

- ⓘ No prices are published; the site routes buyers to a team meeting and a Get Started form.
- ⓘ The pages read do not name specific integrations, only that agents connect to a customer's tech stack.
- ⓘ The conversion path starts with a meeting with the vendor's team; no self-serve signup or free plan is shown.

# What it costs

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

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

> **No price is published; buyers are sent to a team meeting.**
>
> From our grade for value for money

We could not confirm Conversica's current prices from its own site, so this guide lists no plans. conversica.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

AI agents that hold sales and service conversations by email and text. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, AI agents, AI support agent, sMS marketing.

> **Lead follow-up, service conversations, renewals and upsell across email, SMS and chat.**
>
> From our grade for features

### Lead engagement

Agents follow up on event attendees, ad clicks, content downloads, web form inquiries and ABM targets with two-way conversations that qualify interest.

### Customer service conversations

Agents answer common questions, update plans and payment details, handle subscription pauses, and escalate complex cases to a person.

### Renewals and upsell

Agents start conversations to trigger renewals, offer upgrades and re-engage inactive accounts.

### Multichannel, multilingual

Runs conversations around the clock across email, SMS, chat and messaging apps in the languages a customer needs.

## Brand training

Each agent is trained on a customer's policies, tone and workflows.

## Security and compliance

The site lists GDPR, SOC 2, data residency and encryption as part of the platform.

### Where it runs

Web

### What it works with

Its own pages name no integrations.

Conversica is made by Conversica.

PART 04 · STANDING

# Where it stands

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

**0/178**

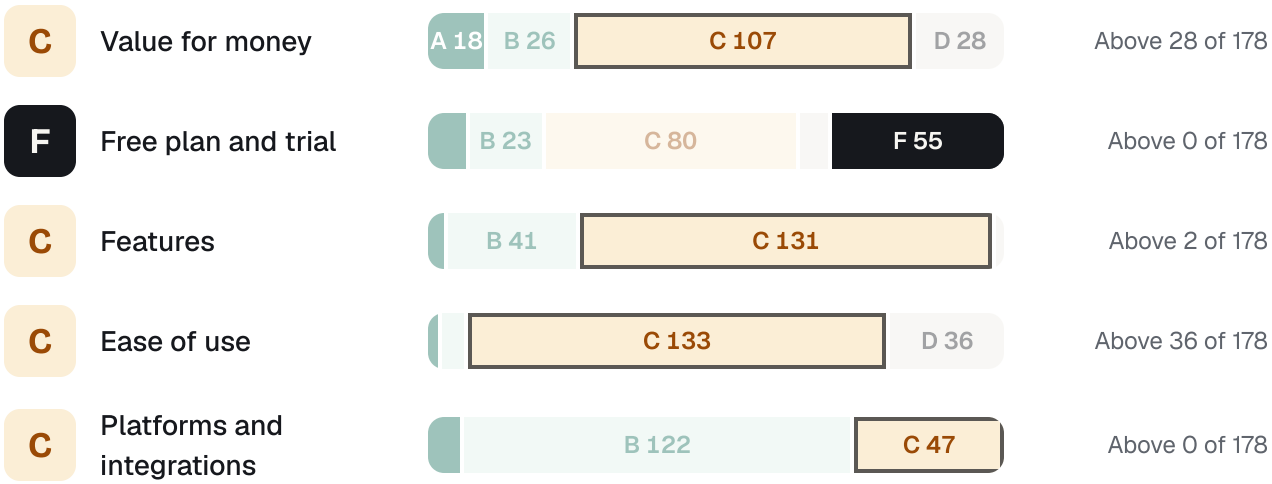
Other AI agents it is graded above

Conversica's GPA of 1.6 is higher than 0 of the 178 other AI agents we grade, and level with 29.

It stands best on ease of use (C, above 36 of 178) and worst on free plan and trial (F, above 0).

## Each grade against the category

Every bar is all 179 AI agents we grade, cut by the letter each got. Conversica'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 Conversica you would be making an AI agent, with the models and the safeguards behind it. 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: 149 of the 178 other AI agents grade higher.

### What you could not

- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ 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.
- ✕ What a company asks for before it lets staff use something: SOC 2.

**What this rests on.** Conversica'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



11x, Artisan, Regal, Intercom Fin and Ada

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

**1.8** GPA

## 11x

Paid

AI sales agents for inbound, outbound and expansion.

- Conversica also covers marketing automation, AI support agent and sMS marketing.
- 11x also covers whatsApp messaging.

Conversica and 11x compared in full

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**1.6** GPA

## Artisan

Paid

Ava, an AI sales agent that runs outbound and books meetings.

- Conversica also covers marketing automation, AI support agent and sMS marketing.
- Artisan also covers email campaigns.

Conversica and Artisan compared in full



1.6
GPA

## Regal

Paid

AI voice, SMS and chat agents for enterprise contact centers.

- Conversica also covers marketing automation and sMS marketing.
- Regal also covers a/B testing.

Conversica and Regal compared in full



2.2
GPA

## Intercom Fin

Free trial · from $19/mo

AI customer service agent billed per resolved conversation.

- Conversica also covers marketing automation and sMS marketing.
- Intercom Fin also covers help desk, live chat and chatbots.

Conversica and Intercom Fin compared in full



1.6
GPA

## Ada

Paid

AI customer service agent platform for chat, email, voice and social.

- Conversica also covers marketing automation and sMS marketing.
- Ada also covers chatbots.

Conversica and Ada compared in full

PART 06 · QUESTIONS

# Quick answers

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

9

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 Conversica free?

No. Conversica is a paid product.

### What platforms does Conversica work on?

Conversica is available on Web.

### Does Conversica have an Android app?

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

### Does Conversica have an iPhone app?

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

### Is Conversica open source?

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

### Who makes Conversica?

Conversica is made by a company of the same name.

### What are the alternatives to Conversica?

The closest alternatives to Conversica in our directory are 11x, Artisan, Regal, Intercom Fin and Ada.

### How does Conversica compare with other AI agents?

Conversica's GPA of 1.6 is higher than 0 of the 178 other AI agents we grade, and level with 29.

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

To replace Conversica you would be making an AI agent, with the models and the safeguards behind it.

## Where this guide comes from

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

conversica.com

conversica.com/about

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

### Conversica, kept up to date

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

toolgpa.com/tools/conversica

### 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, "Conversica: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/conversica
```

### Know someone choosing between AI agents?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded AI agents after Conversica, each with an Insider's Guide of its own.

### AI Agents Insider's Guide

Every one of the 179 AI agents we grade, compared

### Genspark Insider's Guide

AI workspace with an agent for research, slides, sheets and docs

3.2 GPA

### Manus Insider's Guide

General AI agent for research, slides, websites and browser tasks

3.2 GPA

### OpenClaw Insider's Guide

Open-source personal AI agent you run yourself and message in chat

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