ToolGPA

NOVEMBER 2026

DoubleTick

The Insider's Guide

WhatsApp Business API team inbox, broadcasts and AI agents



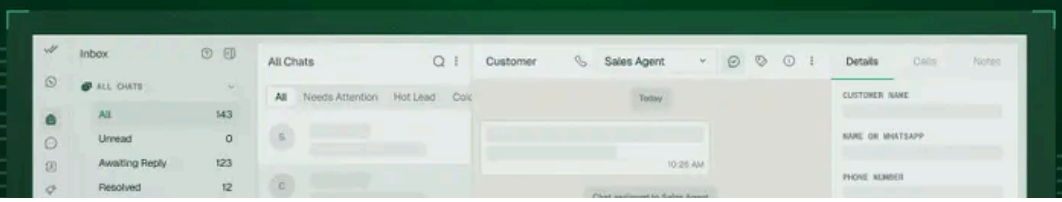
Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from DoubleTick's own pages.

Made by Apport Software Solutions Private Limited · checked Nov 13, 2026 · toolgpa.com

2.0
GPA

DoubleTick

The Operating System for WhatsApp at Scale



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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 DoubleTick's own pages, its app-store listings and our grades. Every fact in it is on DoubleTick'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 27 of the 77 other SMS and chat marketing tools we grade

DoubleTick is a WhatsApp Business API platform with a shared team inbox, bulk broadcasts, bot and workflow builders and AI agents. It is built by an Indian company and aimed at sales and support teams that run customer conversations on WhatsApp. WhatsApp's per-conversation charges are billed separately from the plan.

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

1 **Best for a WhatsApp team inbox with broadcasts**

DoubleTick is a WhatsApp team inbox with broadcasts and AI agents, at $170 a month billed yearly for Starter.

2 **Paid plans start at $170 a month**

As its pricing page puts it: $170 per month, billed yearly ($2,039).

3 **You can try it first**

7-day free trial on the Pro + AI plan

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Unified team inbox**

Many WhatsApp conversations in one inbox, with agent assignment; Starter includes 5 agents and Pro 10.

6 **Bulk broadcasts**

Send template messages to segmented contact lists, with broadcast analytics and Excel import and export.

7 **AI agents and bot builder**

A no-code builder for AI agents and bots. Pro + AI allows up to 10 AI agents with a 50 MB knowledge base.

8 **A 2.0 GPA, above 27 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.

9 **Keep it**

To replace DoubleTick 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.

DoubleTick at a glance

PRICING
Free trial, from $170 per month, billed yearly ($2,039)

FREE PLAN
No

FREE TRIAL
7-day free trial on the Pro + AI plan

RUNS ON
Web, iOS, Android

MADE BY
Apport Software Solutions Private Limited

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.0 GPA, fair

The report card

Best for a WhatsApp team inbox with broadcasts

DoubleTick is a WhatsApp team inbox with broadcasts and AI agents, at $170 a month billed yearly for Starter. That is several times what chat tools usually cost, there is no free plan, and the API, reports and roles need the $308 Pro + AI plan.

TOOLGPA REPORT CARD

DoubleTick

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$170 a month billed yearly, in the dearest tenth of chat tools, which start at $149.
Free plan and trial	C	A 7-day trial of Pro + AI, with its card requirement not stated, and no free plan.
Features	C	Team inbox, broadcasts, AI agents, co-pilot, API and SDK. Starter has no AI agents.
Ease of use	C	No store rating on record. You connect WhatsApp, agents and bots.
Platforms and integrations	B	Web, iPhone and Android, with Google Sheets and Salesforce, and a developer API on Pro + AI.

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 DoubleTick is for

- ✓ Fits if a team answers customers on WhatsApp all day
- ✓ Works for sales teams sending broadcasts to segments

Who it is not for

- ✗ Pricey if you are small: $170 a month for Starter and $308 for Pro + AI
- ✗ Tight if you need AI agents, roles, reports or the API, which are Pro + AI
- ✗ Skip it if you want a free plan, as only a 7-day trial exists
- ✗ Watch out: WhatsApp conversation charges are separate and vary by country
- ✗ Watch out: the pricing page was read from India, so dollar prices elsewhere were not confirmed

Good to know

Good for

- ✓ Sales teams that run lead follow-up through shared WhatsApp numbers
- ✓ Indian and international businesses that want help with green tick verification
- ✓ Teams that want AI agents bundled into the subscription

Worth knowing

- ⓘ WhatsApp conversation charges are separate from the plan and vary by country; the vendor lists them on its conversation-cost page.
- ⓘ Starter has no AI agents, and roles and permissions, reports and the developer API need Pro + AI.
- ⓘ The pricing page defaults to yearly billing; a Quarterly option exists but its prices were not shown in the page text read.
- ⓘ The pricing page was read from India and shows dollar prices; whether they match what a US buyer sees was not confirmed.

PART 02 · PRICING

What it costs

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

$170

A month to start

DoubleTick is a paid product with a free trial, starting at $170 per month, billed yearly ($2,039).

STARTER

$170

per month, billed yearly ($2,039)

Team inbox with 5 agents included, bulk broadcasts, customer segments, catalogs and 10 custom contact fields. No AI agents.

PRO + AI

$308

per month, billed yearly ($3,694)

Team inbox with 10 agents included, roles and permissions, developer API, reports, up to 10 AI agents and 3,500 AI credits a month.

ENTERPRISE + AI

Custom

Up to 50 AI agents, 20,000 AI credits a month, complex journeys and custom integrations, with pricing per agent set by the vendor.

Trying it first

7-day free trial on the Pro + AI plan

Read from doubletick.io on Nov 13, 2026.

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, iOS and Android

WhatsApp Business API team inbox, broadcasts and AI agents. Here is what it does, as its own site describes it, and what it covers: public API, AI features, shared inbox, marketing automation, whatsApp messaging, chatbots.

"

Team inbox, broadcasts, AI agents, co-pilot, API and SDK.

From our grade for features

Unified team inbox

Many WhatsApp conversations in one inbox, with agent assignment; Starter includes 5 agents and Pro 10.

Bulk broadcasts

Send template messages to segmented contact lists, with broadcast analytics and Excel import and export.

AI agents and bot builder

A no-code builder for AI agents and bots. Pro + AI allows up to 10 AI agents with a 50 MB knowledge base.

AI co-pilot for agents

Suggested replies, reply drafting and flags for chats that await an answer, plus AI chat and call summaries.

Developer API and embedded SDK

The Pro plan adds a developer API, and an embedded SDK lets teams put the inbox inside their own CRM.

Mobile apps

The vendor links apps for iOS and Android alongside the web version.

Where it runs

Web · iOS · Android

What it works with

Google Sheets · Salesforce

DoubleTick is made by Apport Software Solutions Private Limited.

Where it stands

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

27 /77

Other SMS and chat marketing tools it is graded above

DoubleTick's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

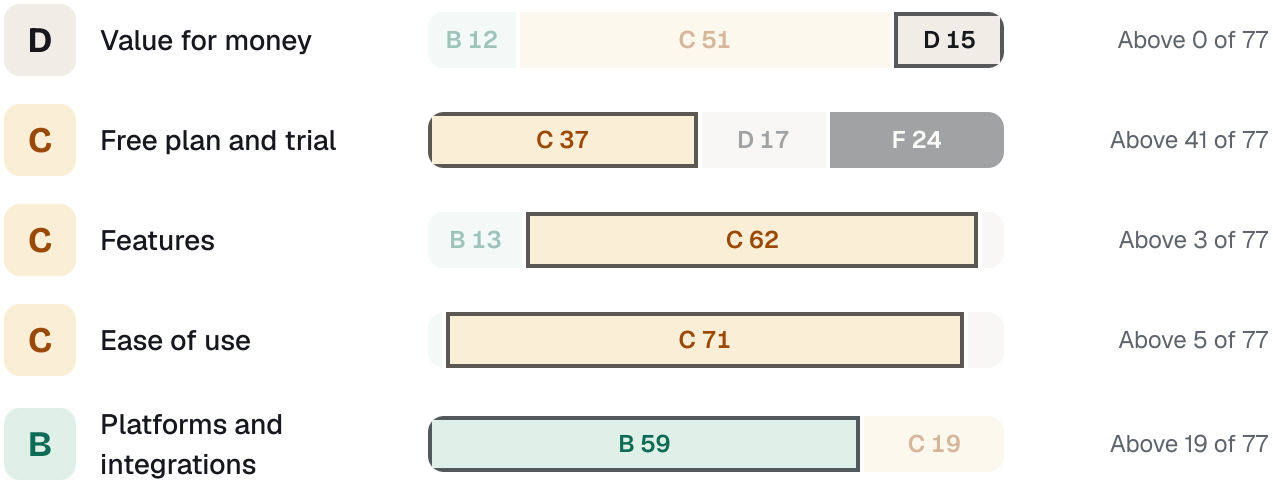
It stands best on platforms and integrations (B, above 19 of 77) and worst on value for money (D, above 0).

Its paid plans start at $170 a month, against a middle price of $36 for the category: 47 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 7 tools score higher and cost less.

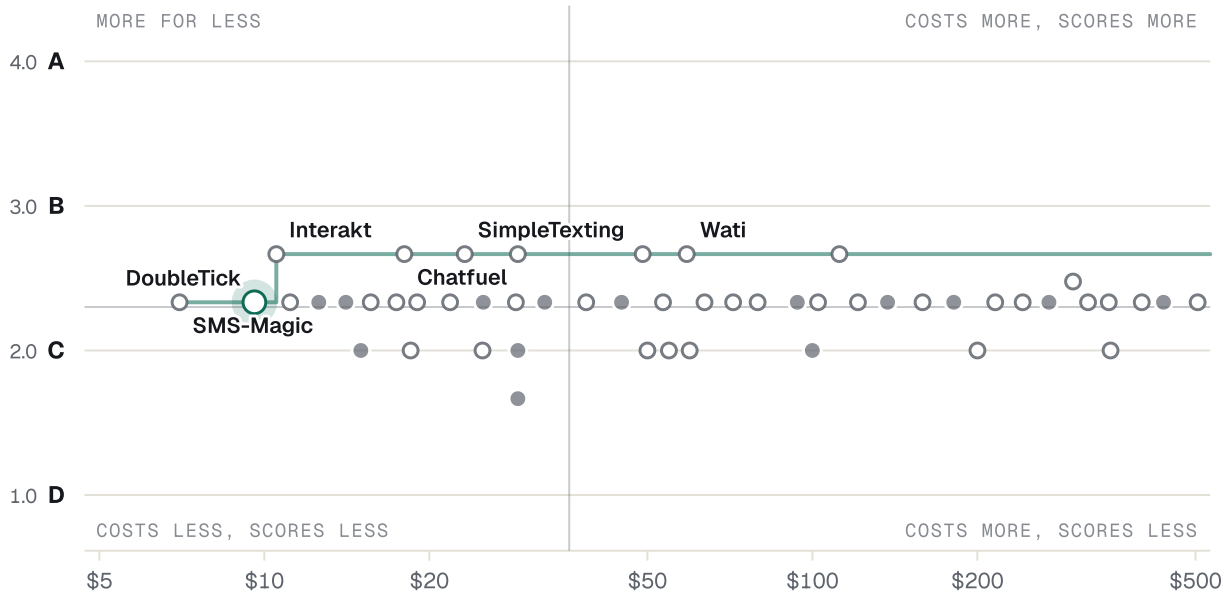
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. DoubleTick'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. DoubleTick 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 DoubleTick 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 $2,040 a year.

What you could not

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ One mailbox that several people work at once.

- ✕ Email sent in volume that still reaches the inbox.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It plugs into other products, Google Sheets and Salesforce among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. DoubleTick'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



Wati, Interakt, AiSensy, SleekFlow and Gallabox

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

2.4 GPA

Wati

Free trial · from $59/mo

WhatsApp Business API inbox with broadcasts, chatbots and ad flows.

DoubleTick and Wati compared in full

2.6 GPA

Interakt

Free trial · from ₹999/mo

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands.

DoubleTick and Interakt compared in full

2.4 GPA

AiSensy

Free plan · from $40.50/mo

WhatsApp API for broadcasts, retargeting and click-to-WhatsApp ads.

- AiSensy has a free plan. DoubleTick does not, though it has a free trial.

DoubleTick and AiSensy compared in full

2.2
GPA

SleekFlow

Free trial · from $49/mo

Shared inbox and AI agents for WhatsApp, social chats, SMS and email.

- DoubleTick also covers chatbots.
- SleekFlow also covers AI support agent.

DoubleTick and SleekFlow compared in full

2.2
GPA

Gallabox

Free trial · from $112/mo

WhatsApp, Instagram and web chat with AI agents for lead follow-up.

- Gallabox also covers AI support agent.

DoubleTick and Gallabox 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 DoubleTick free?

No, DoubleTick is a paid product, but you can try it first. 7-day free trial on the Pro + AI plan.

How much does DoubleTick cost?

DoubleTick lists 3 plans. Starter: $170 per month, billed yearly ($2,039).

What platforms does DoubleTick work on?

DoubleTick is available on Web, iOS and Android.

Does DoubleTick have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. DoubleTick is listed for Web, iOS and Android.

Does DoubleTick have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. DoubleTick is listed for Web, iOS and Android.

Is DoubleTick open source?

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

Does DoubleTick have an API?

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

What does DoubleTick integrate with?

DoubleTick's listing names Google Sheets and Salesforce. A listing names up to eight integrations, so it may connect to more.

Who makes DoubleTick?

DoubleTick is made by Apport Software Solutions Private Limited.

What are the alternatives to DoubleTick?

The closest alternatives to DoubleTick in our directory are Wati, Interakt, AiSensy, SleekFlow and Gallabox.

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

DoubleTick's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

Is DoubleTick good value for money?

ToolGPA grades DoubleTick D for value for money. Its paid plans start at $170 a month, against a middle price of $36 for the category: 47 of the 50 others that charge start lower.

Could I make my own version of DoubleTick?

To replace DoubleTick 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 DoubleTick'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 DoubleTick's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews. Its pricing page showed no prices as plain text when we checked, so the figures are the listing's.

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 Apport Software Solutions Private Limited. Prices change, so check doubletick.io before you buy.

doubletick.io/pricing

doubletick.io/

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

DoubleTick, kept up to date

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

toolgpa.com/tools/doubletick

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, "DoubleTick: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/doubletick
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after DoubleTick, 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 DoubleTick'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. DoubleTick is a trademark of its owner, and this guide is not made, paid for or approved by Apport Software Solutions Private Limited. Prices and plans change: check doubletick.io before you buy.