ToolGPA

NOVEMBER 2026

Emotive

The Insider's Guide

SMS marketing and ad attribution for ecommerce brands



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

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

1.8
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

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

1.8

GPA, above 16 of the 77 other SMS and chat marketing tools we grade

Emotive is an SMS marketing platform for ecommerce brands, with campaigns, automation, multi-touch attribution and a done-for-you service team. Its site now says Privy has acquired it. Pricing is not published: the pricing page is a form to talk to an SMS expert, and a 14-day free trial is advertised.

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

> **But no prices are published, its site now says Privy acquired it, and the trial terms aren't clear.**
>
> From our report card of Emotive

1 **Best for SMS marketing for online stores**

Emotive is an SMS marketing platform for ecommerce brands with attribution and a managed service team.

2 **You can try it first**

14-day free trial

3 **It runs on Web**

Web.

4 **SMS marketing**

Campaign and automation tools for texting subscribers, with templates and a library of message ideas.

5 **Attribution**

Multi-touch attribution that shows where and how shoppers purchased, with ad creative insights.

6 **TextPros service team**

A managed team that the vendor says helps build automations and train staff, offered at no extra charge.

7 **A 1.8 GPA, above 16 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 Emotive 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.

Emotive at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL 14-day free trial	RUNS ON Web
MADE BY Emotive	CATEGORY SMS & Chat Marketing
OUR GRADE 1.8 GPA, weak	

The report card

Best for SMS marketing for online stores

Emotive is an SMS marketing platform for ecommerce brands with attribution and a managed service team. But no prices are published, its site

now says Privy acquired it, and the trial terms aren't clear.

TOOLGPA REPORT CARD	Emotive	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it cannot be set against the category.
Free plan and trial	D	A 14-day trial is advertised, but the card terms aren't stated, and there is no free plan.
Features	C	Campaigns, attribution and a compliance filter for stores, but the page lists no inbox or other channels.
Ease of use	C	No store rating on record, and store platforms need connecting.
Platforms and integrations	C	Web only, built around Shopify Plus, WooCommerce and BigCommerce.
Grade point average		Weak, out of 4.0 **1.8**

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 Emotive is for

- ✓ Fits if you run an online store that wants SMS campaigns
- ✓ Works for brands that want a team to run campaigns for them

Who it is not for

- ✕ Not for you if you want a price first: the pricing page is a lead form
- ✕ Watch out: the site says Privy acquired Emotive, so plans may change
- ✕ Watch out: the 5x ROI guarantee has no terms on the page
- ✕ Not for you if you are not an online store, as it is built for ecommerce

Good to know

Good for

- ✓ Ecommerce brands that want hands-on help running SMS
- ✓ Shopify, WooCommerce and BigCommerce stores weighing SMS vendors

Worth knowing

- ⓘ Prices are not published; the pricing page asks for a phone number, email and annual online sales.
- ⓘ The site announces that Privy acquired Emotive, so plans and packaging may change.
- ⓘ The vendor states a 5x SMS ROI guarantee on the page; the terms are not shown there.
- ⓘ Built for ecommerce; the lead form lists Shopify Plus, WooCommerce and BigCommerce.

What it costs

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

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

> **No price is published, so it cannot be set against the category.**
>
> From our grade for value for money

We could not confirm Emotive's current prices from its own site, so this guide lists no plans. emotive.io has them.

What it does

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

1

Place it runs: Web

SMS marketing and ad attribution for ecommerce brands. Here is what it does, as its own site describes it, and what it covers: marketing automation, sMS marketing, ad creative, online store.

> **Campaigns, attribution and a compliance filter for stores, but the page lists no inbox or other channels.**
>
> From our grade for features

SMS marketing

Campaign and automation tools for texting subscribers, with templates and a library of message ideas.

Attribution

Multi-touch attribution that shows where and how shoppers purchased, with ad creative insights.

TextPros service team

A managed team that the vendor says helps build automations and train staff, offered at no extra charge.

Compliance filter and branded links

An automatic filter for litigation-prone numbers, and RealLink short links that use the brand's own domain.

Where it runs

Web

What it works with

Shopify Plus

WooCommerce

BigCommerce

Emotive is made by Emotive.

PART 04 · STANDING

Where it stands

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

16/77

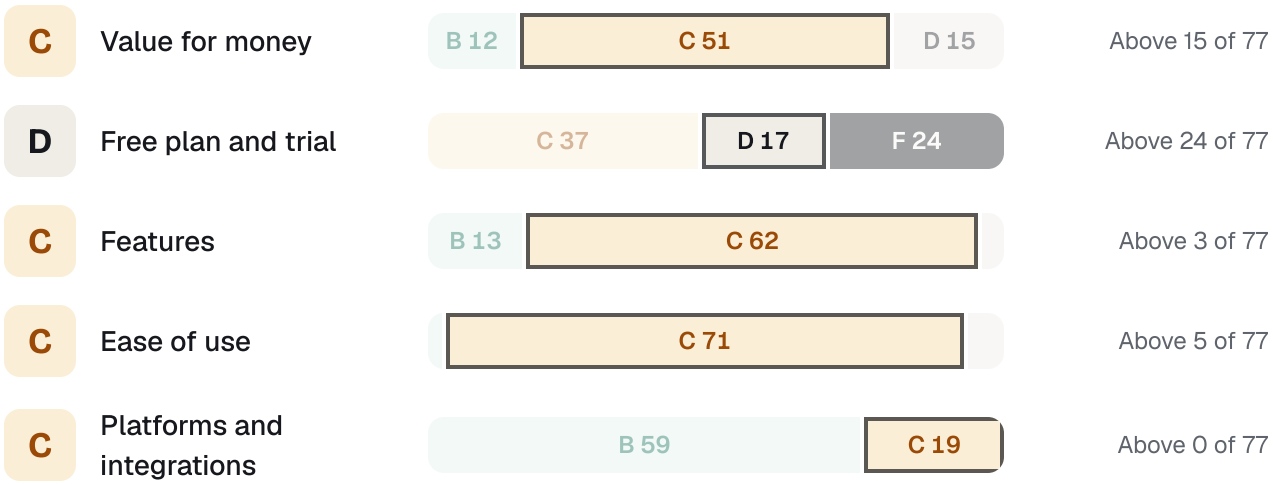
Other SMS and chat marketing tools it is graded above

Emotive's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

It stands best on value for money (C, above 15 of 77) and worst on free plan and trial (D, above 24).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Emotive'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 Emotive 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: 51 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Checkout, card payments and sales tax handled for you.
- ✕ Ad images and videos made to each network's sizes.

What this rests on. Emotive'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



Postscript, Attentive, Recart, Octane AI and SimpleTexting

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

2.2 GPA

Postscript

Free trial · from $49/mo

SMS and RCS marketing for Shopify stores, billed per message sent.

- Emotive also covers ad creative and online store.
- Postscript also covers popups.

Emotive and Postscript compared in full

2.0 GPA

Attentive

Paid

SMS, email, RCS and push marketing for retail brands, sold by quote.

- Emotive also covers ad creative and online store.
- Attentive also covers email campaigns and popups.

Emotive and Attentive compared in full



1.4
GPA

Recart

From $200/mo

SMS marketing and popup list growth for Shopify stores.

- Emotive also covers ad creative.
- Recart also covers popups.

Emotive and Recart compared in full



2.0
GPA

Octane AI

Free trial · from $43/mo

AI quiz maker and analytics for Shopify brands.

- Emotive also covers marketing automation, sMS marketing, ad creative and online store.
- Octane AI also covers a/B testing.

Emotive and Octane AI compared in full



2.4
GPA

SimpleTexting

Free trial · from $23.20/mo

SMS marketing and two-way texting priced by monthly message credits.

- Only SimpleTexting lists iOS and Android apps.
- Emotive also covers ad creative and online store.
- SimpleTexting also covers forms and business texting.

Emotive and SimpleTexting 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 Emotive free?

No, Emotive is a paid product, but you can try it first. 14-day free trial.

What platforms does Emotive work on?

Emotive is available on Web.

Does Emotive have an Android app?

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

Does Emotive have an iPhone app?

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

Is Emotive open source?

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

What does Emotive integrate with?

Emotive's listing names Shopify Plus, WooCommerce and BigCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes Emotive?

Emotive is made by a company of the same name.

What are the alternatives to Emotive?

The closest alternatives to Emotive in our directory are Postscript, Attentive, Recart, Octane AI and SimpleTexting.

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

Emotive's GPA of 1.8 is higher than 16 of the 77 other SMS and chat marketing tools we grade, and level with 10.

Could I make my own version of Emotive?

To replace Emotive 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 Emotive'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 Emotive'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 Emotive. Prices change, so check emotive.io before you buy.

emotive.io/pricing/sms

emotive.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

Emotive, kept up to date

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

toolgpa.com/tools/emotive

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, "Emotive: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/emotive
```

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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