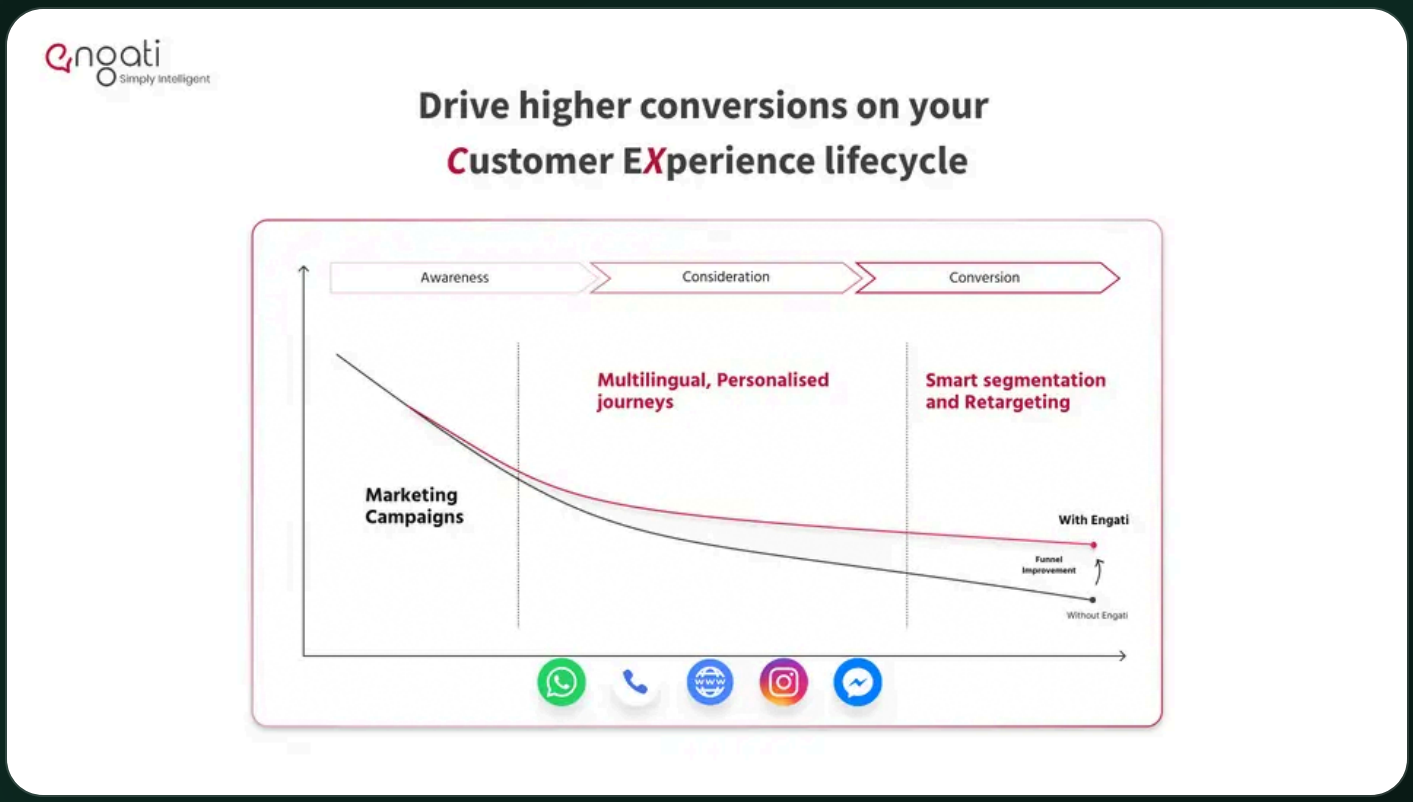
ToolGPA

NOVEMBER 2026

Engati

The Insider's Guide

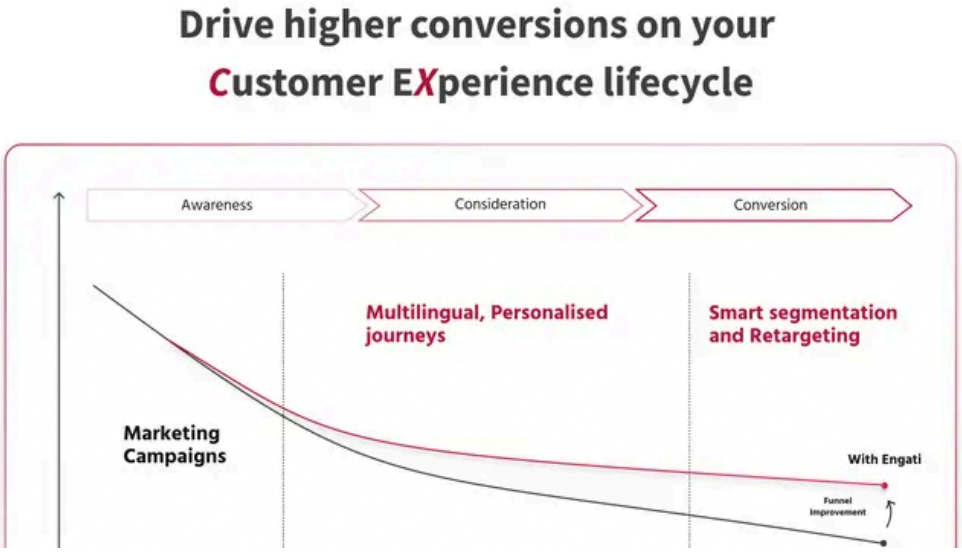
AI chatbot and WhatsApp marketing platform with live chat inbox



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

Made by Engati Technologies Inc. · checked Nov 13, 2026 · toolgpa.com

2.2
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 Engati's own pages, its app-store listings and our grades. Every fact in it is on Engati'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

2.2

GPA, above 47 of the 77 other SMS and chat marketing tools we grade

Engati is a conversational AI platform for building chatbots and AI agents on WhatsApp, websites, voice and other channels. It also offers WhatsApp broadcasts and campaigns, a live chat inbox, and e-commerce automations such as abandoned-checkout and order notifications. Plans are split into a WhatsApp set and an omnichannel set.

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

> "
>
> **You'll be building bots and flows and connecting WhatsApp, which takes learning.**
>
> From our grade for ease of use

1 **Best for WhatsApp campaigns and chatbots for online shops**

Engati builds chatbots and WhatsApp campaigns with a live chat inbox, and offers a 7-day trial with no card.

2 **You can try it first**

7-day free trial, no credit card required

3 **It runs on Web**

Web.

4 **WhatsApp broadcasts and campaigns**

Send bulk WhatsApp messages through the WhatsApp API with scheduling, a message template catalog and Click-to-WhatsApp ad support.

5 **Chatbot and AI agent builder**

A low-code bot builder plus eSenseGPT, the vendor's generative AI layer, for conversations on WhatsApp, voice, websites and mobile apps.

6 **Live chat inbox**

A WhatsApp inbox with up to 5 agents on the entry plan, and an omnichannel live chat inbox on the Pro plan.

7 **A 2.2 GPA, above 47 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 Engati 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.

Engati at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL 7-day free trial, no credit card required	RUNS ON Web
MADE BY Engati Technologies Inc.	CATEGORY SMS & Chat Marketing
OUR GRADE 2.2 GPA, fair	

The report card

Best for WhatsApp campaigns and chatbots for online shops

Engati builds chatbots and WhatsApp campaigns with a live chat inbox, and offers a 7-day trial with no card. But the pricing page gives no plan prices, only "less than $1 a day", and WhatsApp conversation charges, extra agents and extra bots all cost more.

TOOLGPA REPORT CARD **Engati** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	The page shows no plan prices, just a line saying it starts at less than $1 a day. WhatsApp conversation fees are separate, and extra agent licences, bots and languages are add-ons.
Free plan and trial	C	A 7-day trial with no credit card needed. There's no free plan, so after a week it's paid or nothing.
Features	C	WhatsApp broadcasts, a bot and AI agent builder, a live chat inbox and shop automations. Voice, eSenseGPT and unlimited flows are Enterprise only.
Ease of use	C	No store rating on record. You'll be building bots and flows and connecting WhatsApp, which takes learning.
Platforms and integrations	B	Web, with Shopify, WooCommerce, Shiprocket and Google Sheets listed. Phone and desktop apps aren't on record.

Grade point average Fair, out of 4.0 **2.2**

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 Engati is for

- ✓ Fits if you run an online shop and want WhatsApp campaigns and a bot in one place
- ✓ Works for teams that want to try a bot builder for a week without a card

Who it is not for

- ✗ Not for you if you want a price before a sales call, since only "less than $1 a day" is shown
- ✗ Watch out: WhatsApp conversation charges, extra agents and extra bots are billed on top
- ✗ Tight if you need voice, eSenseGPT or unlimited flows, which are Enterprise only
- ✗ Skip it if you want a free plan, as there's only the 7-day trial

Good to know

Good for

- ✓ E-commerce stores that want WhatsApp order alerts and cart recovery
- ✓ Agencies that want to resell a chatbot platform under their own branding

Worth knowing

- ⓘ The pricing page publishes no plan prices apart from a 'starts at less than $1 per day' line; quotes are requested from sales.
- ⓘ WhatsApp conversation charges are separate; its FAQ quotes India rates in rupees by conversation type.
- ⓘ Some features are add-ons on every plan, including extra agent licenses, additional bots and messaging languages.
- ⓘ Advanced capabilities such as eSenseGPT, voice and unlimited flows are limited to Enterprise plans.

What it costs

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

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

> **WhatsApp conversation fees are separate, and extra agent licences, bots and languages are add-ons.**
>
> From our grade for value for money

We could not confirm Engati's current prices from its own site, so this guide lists no plans. engati.ai 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 chatbot and WhatsApp marketing platform with live chat inbox. Here is what it does, as its own site describes it, and what it covers: AI features, shared inbox, marketing automation, live chat, whatsApp messaging, chatbots.

> **WhatsApp broadcasts, a bot and AI agent builder, a live chat inbox and shop automations.**
>
> From our grade for features

WhatsApp broadcasts and campaigns

Send bulk WhatsApp messages through the WhatsApp API with scheduling, a message template catalog and Click-to-WhatsApp ad support.

Chatbot and AI agent builder

A low-code bot builder plus eSenseGPT, the vendor's generative AI layer, for conversations on WhatsApp, voice, websites and mobile apps.

Live chat inbox

A WhatsApp inbox with up to 5 agents on the entry plan, and an omnichannel live chat inbox on the Pro plan.

E-commerce automations

Shopify and WooCommerce integrations with order notifications, abandoned-checkout automation and cash-on-delivery to prepaid nudges.

Analytics

Reports cover broadcasts and live chat on the entry plan, with campaign, chatbot and Click-to-WhatsApp analytics on higher plans.

Reseller programs

Partner plans let agencies resell Engati, including a version with its own branding and a master account.

Where it runs

Web

What it works with

Shopify
WooCommerce
Shiprocket
Google Sheets

Engati is made by Engati Technologies Inc.

PART 04 · STANDING

Where it stands

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

47 /77

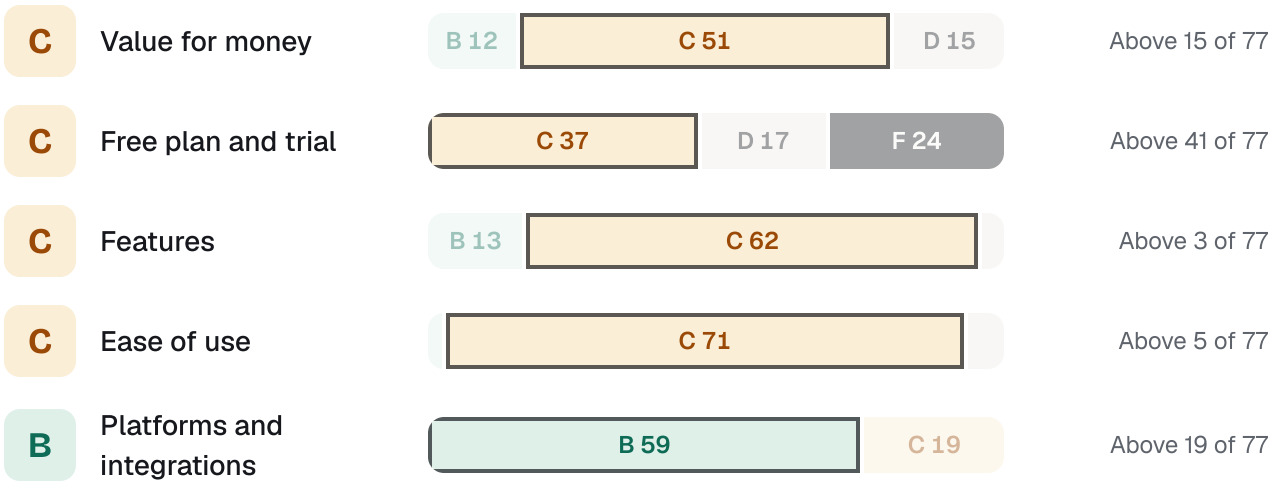
Other SMS and chat marketing tools it is graded above

Engati's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

It stands best on platforms and integrations (B, above 19 of 77) and worst on features (C, above 3).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Engati'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 Engati 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.

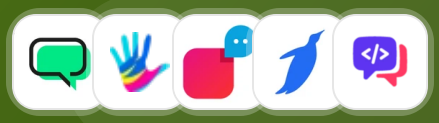
What you could not

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ One mailbox that several people work at once.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Engati'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, Haptik, Verloop.io, BotPenguin and Gupshup

The 5 tools Engati 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.

- Only Wati lists iOS and Android apps.
- Engati also covers live chat.

Engati and Wati compared in full

1.6 GPA

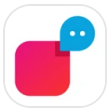
Haptik

Paid

Enterprise AI agents for customer service on chat, voice and WhatsApp.

- Engati also covers marketing automation and live chat.
- Haptik also covers AI support agent and dashboards.

Engati and Haptik compared in full



1.8
GPA

Verloop.io

Paid

Conversational AI platform for customer support on chat and voice.

- Engati also covers shared inbox and marketing automation.
- Verloop.io also covers AI support agent.

Engati and Verloop.io compared in full



2.2
GPA

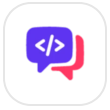
BotPenguin

Free plan · from $29/mo

No-code chatbot builder for WhatsApp, Instagram, Messenger and web.

- BotPenguin has a free plan. Engati does not, though it has a free trial.
- Only BotPenguin lists iOS and Android apps.
- Engati also covers marketing automation.

Engati and BotPenguin compared in full



2.0
GPA

Gupshup

Paid

WhatsApp, RCS, SMS and voice messaging with AI agents.

- Engati also covers shared inbox and live chat.
- Gupshup also covers AI agents and sMS marketing.

Engati and Gupshup 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 Engati free?

No, Engati is a paid product, but you can try it first. 7-day free trial, no credit card required.

What platforms does Engati work on?

Engati is available on Web.

Does Engati have an Android app?

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

Does Engati have an iPhone app?

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

Is Engati open source?

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

What does Engati integrate with?

Engati's listing names Shopify, WooCommerce, Shiprocket and Google Sheets.

Who makes Engati?

Engati is made by Engati Technologies Inc.

What are the alternatives to Engati?

The closest alternatives to Engati in our directory are Wati, Haptik, Verloop.io, BotPenguin and Gupshup.

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

Engati's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

Could I make my own version of Engati?

To replace Engati 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 Engati'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 Engati'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 Engati Technologies Inc. Prices change, so check engati.ai before you buy.

engati.ai/pricing

engati.ai/

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

Engati, kept up to date

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

toolgpa.com/tools/engati

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

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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