ToolGPA

NOVEMBER 2026

Flow XO

The Insider's Guide

No-code chatbot and workflow builder for web chat and messaging apps



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

Made by Flow XO · checked Nov 13, 2026 · toolgpa.com

2.4
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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 Flow XO's own pages, its app-store listings and our grades. Every fact in it is on Flow XO'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

2.4

GPA, above 68 of the 77 other SMS and chat marketing tools we grade

Flow XO is a builder for chatbots and automated workflows. A flow connects a trigger, such as an incoming message, to actions in more than 100 listed integrations, and bots can run on channels including Messenger, WhatsApp, Telegram, Slack, web chat and SMS. A live chat handoff and AI assistants are included in the paid plan.

> "
>
> **You build flows, so there's a learning curve.**
>
> From our grade for ease of use

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

1 **Best for no-code chatbots and workflows**

Flow XO builds chatbots and automations without code, with a free plan and Standard at $25 a month.

2 **Paid plans start at $25 a month**

As its pricing page puts it: $25 per month for 5,000 interactions.

3 **There is a free plan**

Free Forever plan: 100 interactions a month (resetting monthly), 5 bots or active flows, 2 weeks of logs and community support.

4 **It runs on Web**

Web.

5 **Trigger and action flows**

Each flow starts from a trigger such as a message and runs actions across the listed integrations.

6 **Multi-channel bots**

Channels listed include Facebook Messenger, WhatsApp, Telegram, Slack, web chat, SMS and HTTP.

7 **Live chat handoff**

A bot can pass a conversation to a human agent with the earlier exchange already in place.

8 **A 2.4 GPA, above 68 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 Flow XO you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Flow XO at a glance

PRICING Free plan, from $25 per month for 5,000 interactions	FREE PLAN Yes
FREE TRIAL 14-day free trial of the Standard plan.	RUNS ON Web
MADE BY Flow XO	CATEGORY SMS & Chat Marketing
OUR GRADE 2.4 GPA, fair	

The report card

Best for no-code chatbots and workflows

Flow XO builds chatbots and automations without code, with a free plan and Standard at $25 a month. But the free plan is 100 interactions a month, add-ons cost extra, and time-based triggers on the free plan are checked only every 5 minutes.

TOOLGPA REPORT CARD

Flow XO

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$25 a month for 5,000 interactions sits at the bottom of this category's range, which starts at $25 for the cheaper quarter. Extras such as 25,000 more interactions ($25) or a team member ($5) add up.
Free plan and trial	C	Free Forever gives 100 interactions a month, 5 bots or flows and 2 weeks of logs, which you'll reach quickly. A 14-day Standard trial is also listed.
Features	C	Trigger and action flows, multi-channel bots, live chat handoff, AI assistants and lead capture. Metering by interactions is the main limit.
Ease of use	C	No store rating on record. You build flows, so there's a learning curve.
Platforms and integrations	B	Web, with Google Sheets, Slack, Salesforce, Stripe, ActiveCampaign and more listed.

Grade point average — Fair, out of 4.0 **2.4**

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 Flow XO is for

- ✓ Fits if you want a bot or workflow without writing code and don't mind building it
- ✓ Works for small projects that stay under 5,000 interactions a month

Who it is not for

- ✗ Tight if you need volume: the free plan is 100 interactions a month
- ✗ Watch out: add-ons are extra, including 5 more bots at $10 and a team member at $5
- ✗ Skip it if you want fast triggers free, since time-based ones run every 5 minutes there
- ✗ Not for you if you want the annual discount at checkout; it's arranged through support

Good to know

Good for

- ✓ Small teams building a lead-capture bot without writing code
- ✓ Agencies that want one flow builder across several messaging channels
- ✓ Teams that want to try a bot on a free plan with a monthly interaction cap

Worth knowing

- ⓘ Usage is metered in interactions: one triggered flow counts as one, and Standard includes 5,000.
- ⓘ Add-ons are extra: 25,000 interactions are $25 a month, 5 more bots $10, a team member $5, 100 AI credits $1.
- ⓘ The free plan checks time-based triggers every 5 minutes, Standard every minute.
- ⓘ Annual prepay carries a 10% discount, but it is arranged through support rather than at checkout.

PART 02 · PRICING

What it costs

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

$25

A month to start. There is a free plan too

Flow XO has a free plan. Paid plans start at $25 per month for 5,000 interactions.

FREE FOREVER

$0

100 interactions a month, 5 bots or active flows, 2 weeks of logs, community support.

STANDARD

$25

per month for 5,000 interactions

15 bots or flows, 5 team members, AI assistants, knowledge base, 250 AI credits and priority support.

The free plan

Free Forever plan: 100 interactions a month (resetting monthly), 5 bots or active flows, 2 weeks of logs and community support.

Trying it first

14-day free trial of the Standard plan.

Read from flowxo.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off when you prepay annually

The pricing FAQ says a 10% discount applies when you pay a year ahead, arranged by contacting support.

Stated on flowxo.com

What it does

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

1

Place it runs: Web

No-code chatbot and workflow builder for web chat and messaging apps. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, no-code, live chat, whatsApp messaging, chatbots.

> **Trigger and action flows, multi-channel bots, live chat handoff, AI assistants and lead capture.**
>
> From our grade for features

Trigger and action flows

Each flow starts from a trigger such as a message and runs actions across the listed integrations.

Multi-channel bots

Channels listed include Facebook Messenger, WhatsApp, Telegram, Slack, web chat, SMS and HTTP.

Live chat handoff

A bot can pass a conversation to a human agent with the earlier exchange already in place.

AI assistants and knowledge base

Included on Standard; AI credits let you use its AI features without your own OpenAI account.

Lead capture and payments

Bots can ask and validate questions to qualify leads and take a payment such as a deposit.

Where it runs

- Web

What it works with

- Google Sheets
- Google Calendar
- Slack
- Salesforce
- Stripe
- ActiveCampaign
- Bigcommerce
- Buffer

Flow XO is made by Flow XO.

PART 04 · STANDING

Where it stands

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

68/77

Other SMS and chat marketing tools it is graded above

Flow XO's GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade, and level with 7.

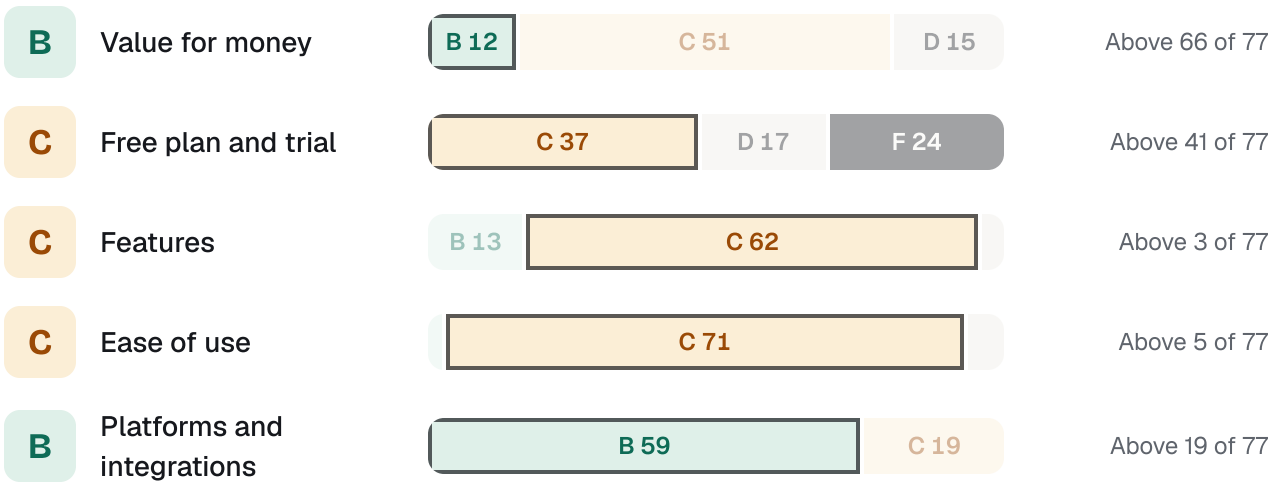
It stands best on value for money (B, above 66 of 77) and worst on features (C, above 3).

Its paid plans start at $25 a month, against a middle price of $36 for the category: 13 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

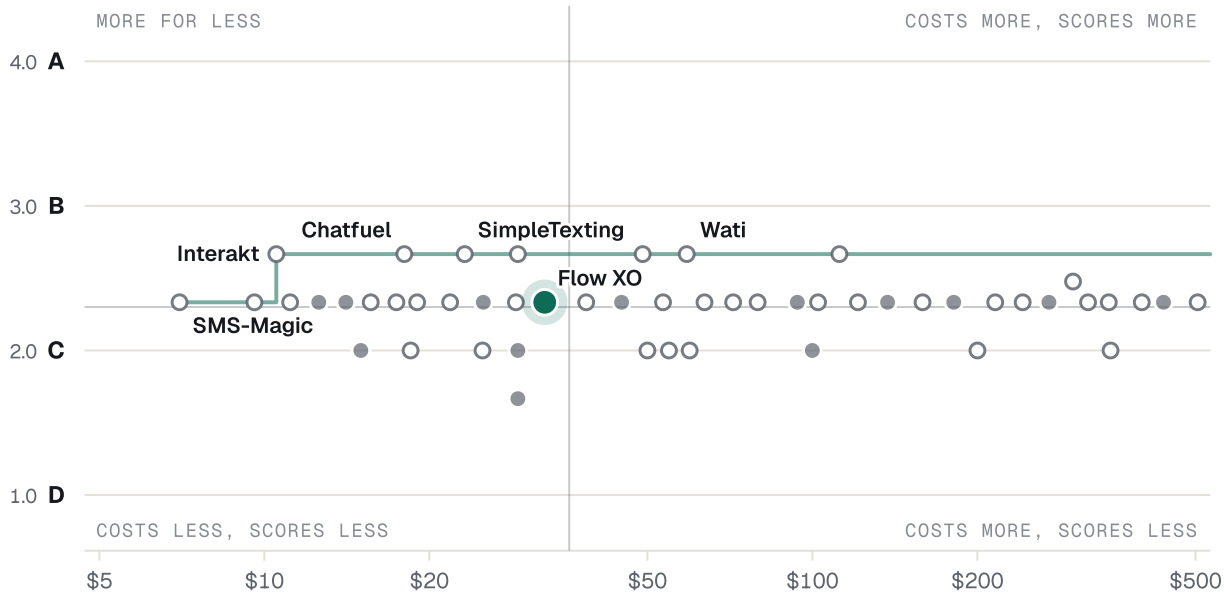
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Flow XO'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. Flow XO 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 Flow XO you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade. It costs $300 a year.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.

- ✕ A builder that other people can use without writing code.
- ✕ 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. Flow XO'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



Manychat, Chatfuel, Landbot, BotPenguin and Botsify

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

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Manychat

Free plan · from $169/yr

Instagram, WhatsApp and Messenger DM automation for creators and shops.

- Only Manychat lists iOS and Android apps.
- Flow XO also covers workflow automation and no-code.
- Manychat also covers marketing automation.

Flow XO and Manychat compared in full

2.6 GPA

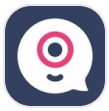
Chatfuel

Free trial · from $18/mo

AI chatbots for WhatsApp, Instagram and Facebook with a usage wallet.

- Flow XO has a free plan. Chatfuel does not, though it has a free trial.
- Flow XO also covers workflow automation and no-code.
- Chatfuel also covers marketing automation and AI support agent.

Flow XO and Chatfuel compared in full



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Landbot

Free plan · from $36/mo

No-code chatbot and AI agent builder for websites and WhatsApp.

- Flow XO also covers workflow automation.
- Landbot also covers AI support agent.

Flow XO and Landbot compared in full



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BotPenguin

Free plan · from $29/mo

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

- Only BotPenguin lists iOS and Android apps.
- Flow XO also covers workflow automation.
- BotPenguin also covers shared inbox and AI support agent.

Flow XO and BotPenguin compared in full



1.6
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Botsify

From $149/mo

AI agent builder sold to agencies as a whitelabel platform.

- Flow XO has a free plan. Botsify does not.
- Flow XO also covers workflow automation and live chat.
- Botsify also covers AI agents and AI support agent.

Flow XO and Botsify compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Flow XO free?

Flow XO has a free plan. Free Forever plan: 100 interactions a month (resetting monthly), 5 bots or active flows, 2 weeks of logs and community support.

How much does Flow XO cost?

Flow XO lists 2 plans. Free Forever: $0.

What platforms does Flow XO work on?

Flow XO is available on Web.

Does Flow XO offer any discounts?

Flow XO publicly lists the following: 10% off when you prepay annually.

Does Flow XO have an Android app?

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

Does Flow XO have an iPhone app?

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

Is Flow XO open source?

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

What does Flow XO integrate with?

Flow XO's listing names Google Sheets, Google Calendar, Slack, Salesforce, Stripe, ActiveCampaign, Bigcommerce and Buffer.

Does Flow XO have a free trial?

Yes. 14-day free trial of the Standard plan.

Who makes Flow XO?

Flow XO is made by a company of the same name.

What are the alternatives to Flow XO?

The closest alternatives to Flow XO in our directory are Manychat, Chatfuel, Landbot, BotPenguin and Botsify.

How does Flow XO compare with other SMS and chat marketing tools?

Flow XO's GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade, and level with 7.

Is Flow XO good value for money?

ToolGPA grades Flow XO B for value for money. Its paid plans start at $25 a month, against a middle price of $36 for the category: 13 of the 50 others that charge start lower.

Could I make my own version of Flow XO?

To replace Flow XO you would be making connections to other products, each kept working as those products change.

Where this guide comes from

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

flowxo.com/pricing/
flowxo.com

flowxo.com/integrations/

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

Flow XO, kept up to date

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

toolgpa.com/tools/flow-xo

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, "Flow XO: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/flow-xo
```

Know someone choosing between SMS and chat marketing tools?

Send them this guide: toolgpa.com/tools/flow-xo/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Flow XO, 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

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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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Flow XO'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. Flow XO is a trademark of its owner, and this guide is not made, paid for or approved by Flow XO. Prices and plans change: check flowxo.com before you buy.