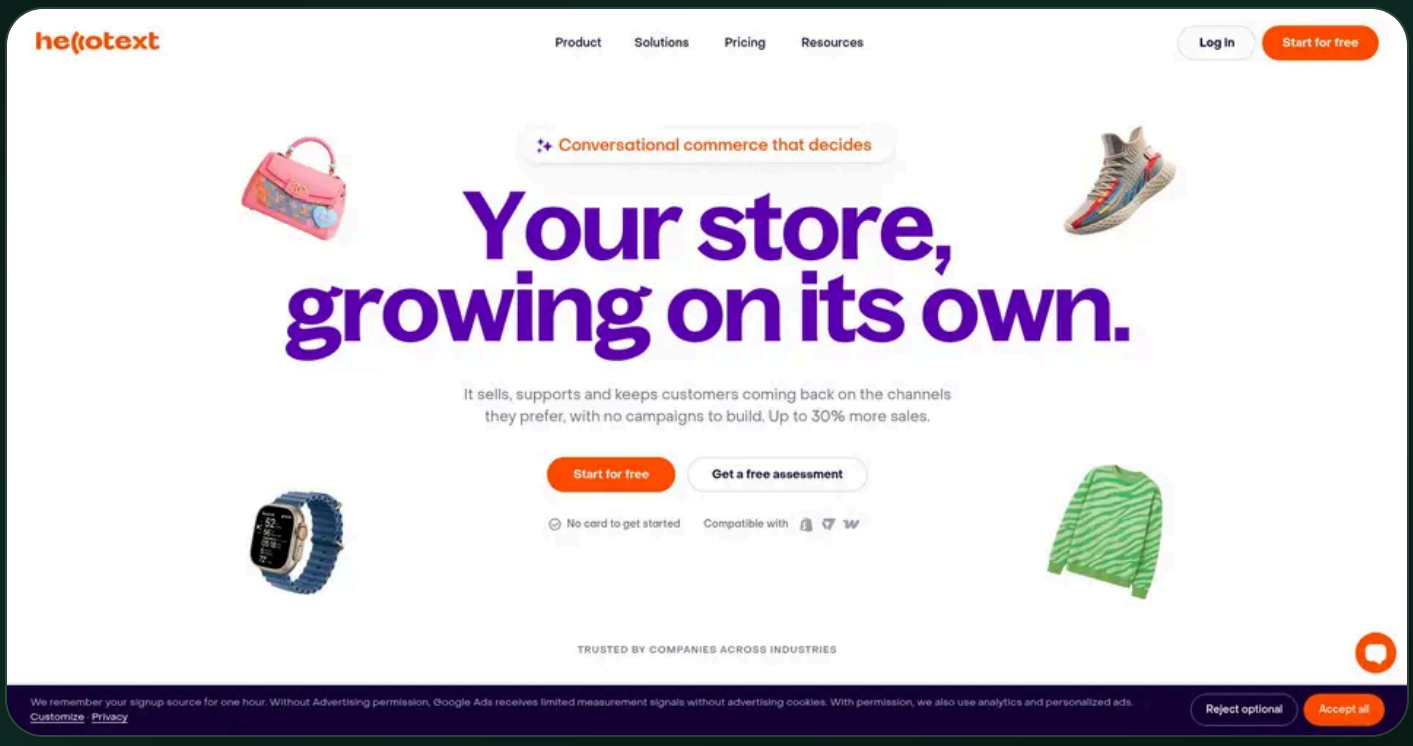
ToolGPA

NOVEMBER 2026

Hellotext

The Insider's Guide

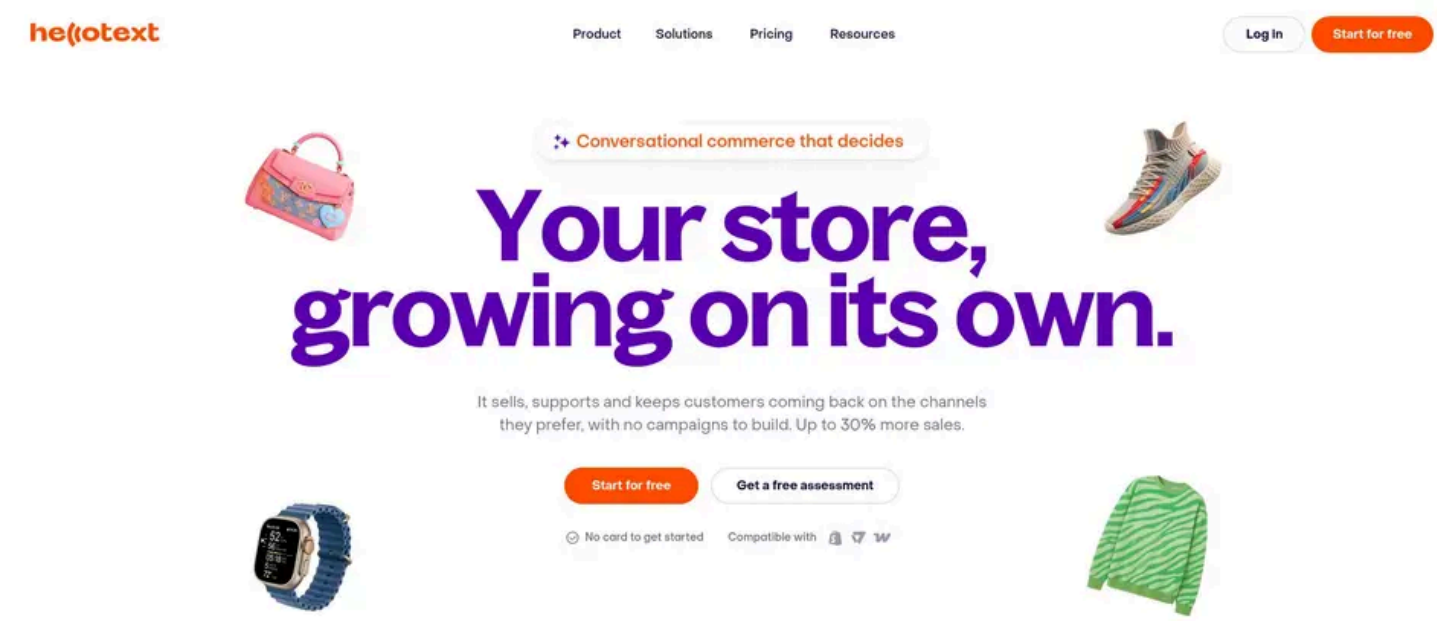
Online-store messaging on WhatsApp, SMS and Instagram, with AI agents



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

Made by Hellotext · 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 Hellotext's own pages, its app-store listings and our grades. Every fact in it is on Hellotext'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

Hellotext is a messaging platform for online stores. It connects to store platforms and runs ready-made playbooks such as cart recovery, back-in-stock alerts and order tracking over WhatsApp, SMS, Instagram, Messenger and webchat. Plans can be paid as a monthly fee or as a share of the sales Hellotext is credited with.

> "
>
> **No store rating on record, and a store connection and playbooks need setting up.**
>
> From our grade for ease of use

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

1 **Best for WhatsApp and SMS playbooks for online stores**

Hellotext runs ready-made playbooks such as cart recovery over WhatsApp, SMS and Instagram.

2 **Paid plans start at $67 a month**

As its pricing page puts it: $67 per month, billed yearly ($74 billed monthly).

3 **There is a free plan**

Starter: no monthly fee, 5% of attributed sales, 1 WhatsApp line, 1 Instagram account, single-user workspace and 2 months of history.

4 **It runs on Web**

Web.

5 Playbooks

Prebuilt automations for cart saving, price-drop alerts, back-in-stock notices, order tracking and win-back; 38 in total, with the count rising by plan.

6 Multiple channels

Reach shoppers on WhatsApp, Instagram DM, Messenger, webchat and SMS, with email and push on the Pro plan.

7 AI agents

Custom AI agents answer customer questions and recommend products; Grow allows 2, and Pro unlimited with external API access.

8 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.

9 Keep it

To replace Hellotext 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.

Hellotext at a glance

PRICING
Free plan, from $67 per month, billed yearly ($74 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Hellotext

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.2 GPA, fair

The report card

Best for WhatsApp and SMS playbooks for online stores

Hellotext runs ready-made playbooks such as cart recovery over WhatsApp, SMS and Instagram. But the free plan costs 5% of attributed sales and has one user, and the paid plans start at $67 a month.

TOOLGPA REPORT CARD	Hellotext	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$67 a month on yearly billing is above the middle of the category's $36; the free plan takes 5% of sales.
Free plan and trial	C	A free Starter plan with no monthly fee, but it has one user, one WhatsApp line and 2 months of history.
Features	C	Playbooks, an inbox and AI agents over several channels, with email and push only on Pro.
Ease of use	C	No store rating on record, and a store connection and playbooks need setting up.
Platforms and integrations	B	Web service connecting to store platforms and WhatsApp, SMS and Instagram.
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 Hellotext is for

- ✓ Fits if you run an online store and want cart recovery by WhatsApp
- ✓ Works for stores that would rather pay a share of sales than a fee

Who it is not for

- ✕ Tight if you have a team: collaborators start on the Small plan
- ✕ Pricey if you grow: $269 and $629 a month on yearly billing
- ✕ Watch out: Meta's WhatsApp fees are billed to you, and SMS is $0.01 each after the allowance
- ✕ Watch out: prices and SMS rates vary by country

Good to know

Good for

- ✓ Online stores on Shopify, WooCommerce, VTEX or Wix that want WhatsApp and SMS follow-ups
- ✓ Small shops that prefer paying a share of sales to a fixed fee

Worth knowing

- ⓘ Starter is limited to a single-user workspace; collaborators start on the Small plan.
- ⓘ WhatsApp conversation fees are Meta's and are billed to you; SMS is billed at $0.01 each in the US once the included amount is used.
- ⓘ Messages beyond the plan allowance on WhatsApp, Instagram, Messenger and webchat are billed at $2 per 1,000.
- ⓘ Prices and SMS rates vary by country; the US page was read. Email and push are only on Pro.

What it costs

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

$67

A month to start. There is a free plan too

Hellotext has a free plan. Paid plans start at $67 per month, billed yearly ($74 billed monthly).

STARTER

$0

No monthly fee; pays 5% of sales Hellotext is credited with. Single-user workspace, 1 WhatsApp line, basic reporting.

SMALL

$67

per month, billed yearly ($74 billed monthly)

Or 4% of attributed sales above $2K. Unlimited collaborators, 8 playbooks, 37K messages, up to 7K US SMS.

GROW

$269

per month, billed yearly ($299 billed monthly)

Or 3% of attributed sales above $10K. 25 playbooks, 150K AI messages, 2 custom AI agents, 2 WhatsApp lines.

PRO

$629

per month, billed yearly ($699 billed monthly)

Or 2.5% of attributed sales above $30K. All 38 playbooks, 350K AI messages, email and push, unlimited AI agents.

The free plan

Starter: no monthly fee, 5% of attributed sales, 1 WhatsApp line, 1 Instagram account, single-user workspace and 2 months of history.

Read from hellotext.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 10% when paid yearly

Hellotext's pricing page has a Paid yearly option marked 'Save 10%'.

Stated on hellotext.com

What it does

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

1

Place it runs: Web

Online-store messaging on WhatsApp, SMS and Instagram, with AI agents. Here is what it does, as its own site describes it, and what it covers: AI features, shared inbox, marketing automation, sMS marketing, whatsApp messaging, chatbots, popups.

> **Playbooks, an inbox and AI agents over several channels, with email and push only on Pro.**
>
> From our grade for features

Playbooks

Prebuilt automations for cart saving, price-drop alerts, back-in-stock notices, order tracking and win-back; 38 in total, with the count rising by plan.

Multiple channels

Reach shoppers on WhatsApp, Instagram DM, Messenger, webchat and SMS, with email and push on the Pro plan.

AI agents

Custom AI agents answer customer questions and recommend products; Grow allows 2, and Pro unlimited with external API access.

Subscriber capture

Webchat and WhatsApp widgets, popups, forms and QR codes collect SMS and WhatsApp subscribers.

Shared inbox

A team inbox for selling and support, with AI assignment and reporting on Grow and above.

Attributed-revenue reporting

Reports show orders credited to Hellotext using stated attribution windows of 7 days from a click and 24 hours from a delivery.

Where it runs

Web

What it works with

Shopify
VTEX
WooCommerce
Wix

Hellotext is made by Hellotext.

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

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

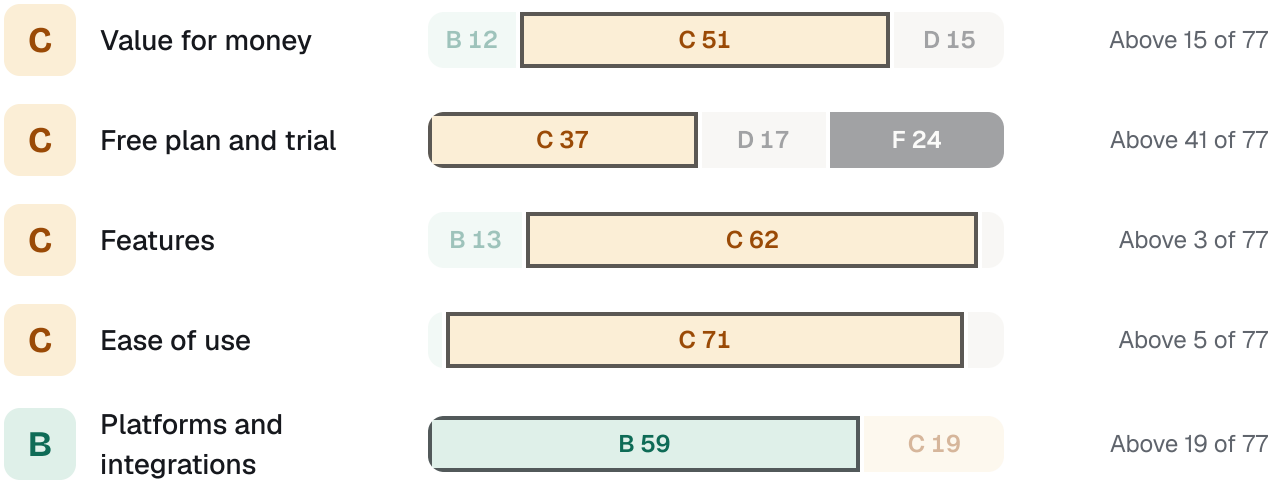
It stands best on platforms and integrations (B, above 19 of 77) and worst on features (C, above 3).

Its paid plans start at $67 a month, against a middle price of $36 for the category: 39 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

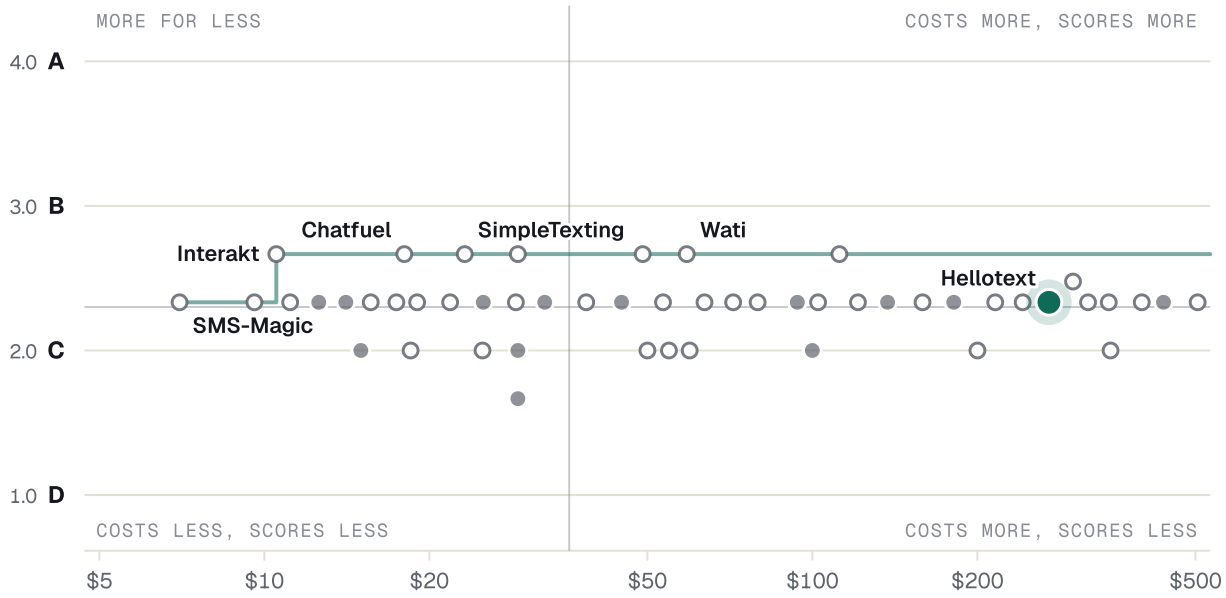
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Hellotext'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. Hellotext 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 Hellotext 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 $804 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- The WhatsApp Business API, which Meta opens only through approved partners.

- Texts to thousands of numbers, registered with the carriers.
- 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.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.

What this rests on. Hellotext'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, Emotive and Manychat

The 5 tools Hellotext 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.

- Hellotext has a free plan. Postscript does not, though it has a free trial.
- Hellotext also covers shared inbox, whatsApp messaging and chatbots.

Hellotext and Postscript compared in full

2.0 GPA

Attentive

Paid

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

- Hellotext has a free plan. Attentive does not.
- Hellotext also covers shared inbox, whatsApp messaging and chatbots.
- Attentive also covers email campaigns.

Hellotext and Attentive compared in full

1.4
GPA

Recart

From $200/mo

SMS marketing and popup list growth for Shopify stores.

- Hellotext has a free plan. Recart does not.
- Hellotext also covers shared inbox, whatsApp messaging and chatbots.
- Recart also covers online store.

Hellotext and Recart compared in full

1.8
GPA

Emotive

Free trial

SMS marketing and ad attribution for ecommerce brands.

- Hellotext has a free plan. Emotive does not, though it has a free trial.
- Hellotext also covers shared inbox, whatsApp messaging, chatbots and popups.
- Emotive also covers ad creative and online store.

Hellotext and Emotive compared in full

2.4
GPA

Manychat

Free plan · from $169/yr

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

- Only Manychat lists iOS and Android apps.
- Hellotext also covers shared inbox, sMS marketing and popups.
- Manychat also covers live chat.

Hellotext and Manychat compared in full

PART 06 · QUESTIONS

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 Hellotext free?

Hellotext has a free plan. Starter: no monthly fee, 5% of attributed sales, 1 WhatsApp line, 1 Instagram account, single-user workspace and 2 months of history.

How much does Hellotext cost?

Hellotext lists 4 plans. Starter: $0.

What platforms does Hellotext work on?

Hellotext is available on Web.

Does Hellotext offer any discounts?

Hellotext publicly lists the following: Save 10% when paid yearly.

Does Hellotext have an Android app?

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

Does Hellotext have an iPhone app?

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

Is Hellotext open source?

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

What does Hellotext integrate with?

Hellotext's listing names Shopify, VTEX, WooCommerce and Wix. A listing names up to eight integrations, so it may connect to more.

Who makes Hellotext?

Hellotext is made by a company of the same name.

What are the alternatives to Hellotext?

The closest alternatives to Hellotext in our directory are Postscript, Attentive, Recart, Emotive and Manychat.

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

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

Is Hellotext good value for money?

ToolGPA grades Hellotext C for value for money. Its paid plans start at $67 a month, against a middle price of $36 for the category: 39 of the 50 others that charge start lower.

Could I make my own version of Hellotext?

To replace Hellotext 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 Hellotext'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 Hellotext'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 Hellotext. Prices change, so check hellotext.com before you buy.

hellotext.com/pricing/us
hellotext.com/pricing/my
hellotext.com/

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

Hellotext, kept up to date

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

toolgpa.com/tools/hellotext

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

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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