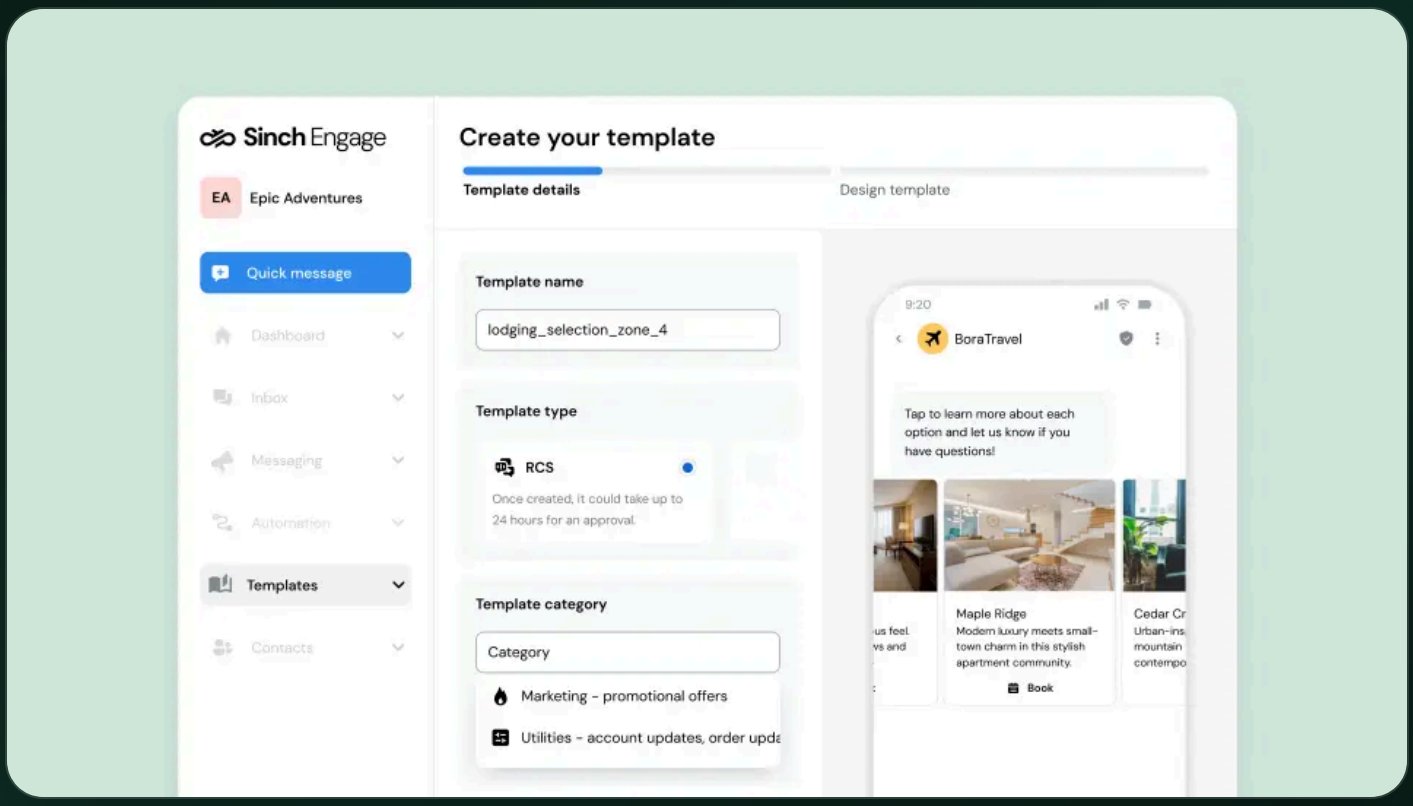
ToolGPA

NOVEMBER 2026

MessageMedia (now Sinch Engage)

The Insider's Guide

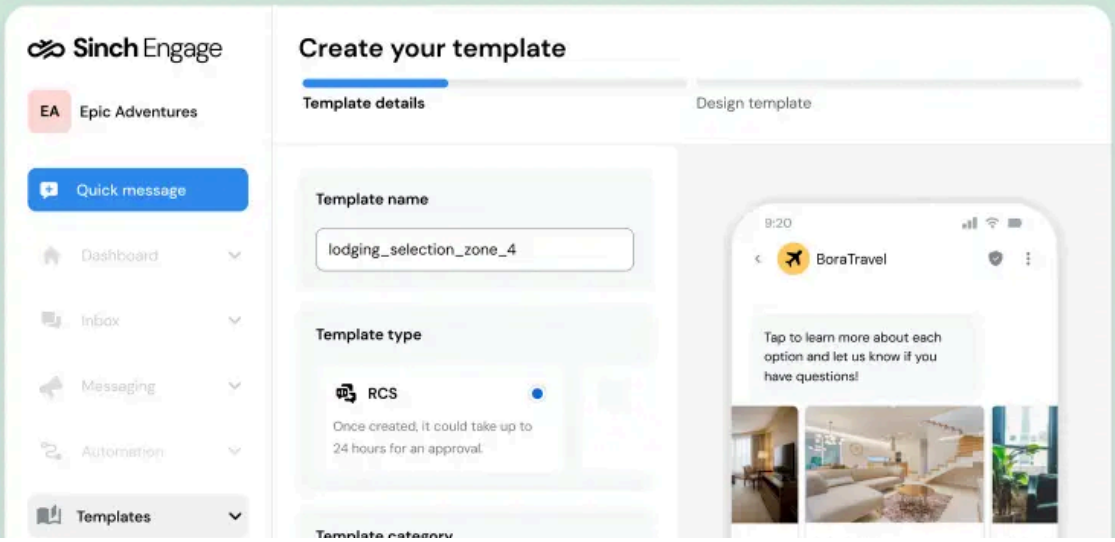
Business SMS, MMS, RCS and WhatsApp platform with a team inbox



Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from MessageMedia (now Sinch Engage)'s own pages.

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

2.0
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 MessageMedia (now Sinch Engage)'s own pages, its app-store listings and our grades. Every fact in it is on MessageMedia (now Sinch Engage)'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

MessageMedia is the business texting platform that Sinch now sells as Sinch Engage. Teams send campaigns and automated messages by SMS, MMS and RCS, and the Conversations plan and above add a shared inbox for replies. Native connections cover CRMs and online stores such as HubSpot, Salesforce and Shopify.

> "
>
> **You connect contacts, a number and integrations.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about MessageMedia (now Sinch Engage)**, taken from its own pages and our grades.

1 **Best for business SMS campaigns and two-way texting**

MessageMedia sends SMS, MMS and RCS campaigns and handles two-way texting, from $99 a month for 3,000 texts.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 3,000 SMS, billed monthly.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 SMS, MMS and RCS campaigns

Send promotions and notices to a contact list, with images, GIFs and video on MMS and RCS. RCS needs the Pro plan or above.

6 Two-way inbox

Replies land in a shared inbox where conversations can be assigned to teammates and answered from templates. The inbox starts at the Conversations plan.

7 Automations and reminders

Schedule reminders and drip messages such as welcome and abandoned-cart texts. Basics includes 3 automation workflows.

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 MessageMedia (now Sinch Engage) 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.

MessageMedia (now Sinch Engage) at a glance

PRICING
Free trial, from $99 per month for 3,000 SMS, billed monthly

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web

MADE BY
Sinch

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.0 GPA, fair

The report card

Best for business SMS campaigns and two-way texting

MessageMedia sends SMS, MMS and RCS campaigns and handles two-way texting, from $99 a month for 3,000 texts. The price climbs steeply with volume, and the shared inbox and mobile app start at $249 a month. It is being rebranded to Sinch Engage.

TOOLGPA REPORT CARD

Graded Nov 13, 2026

MessageMedia (now Sinch Engage)

SUBJECT	GRADE	COMMENT
Value for money	D	$99 a month for 3,000 texts, and the inbox plan is $249, against a category middle of $36.
Free plan and trial	C	A 14-day trial with no card, and no free plan.
Features	C	Campaigns, two-way inbox, automations, WhatsApp, CRM integrations and subaccounts. The inbox starts at Conversations.
Ease of use	C	No store rating on record. You connect contacts, a number and integrations.
Platforms and integrations	B	Web with a mobile app from Conversations, HubSpot, Salesforce, NetSuite, Shopify and more.

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 MessageMedia (now Sinch Engage) is for

- ✓ Fits if a business sends SMS campaigns to its customers
- ✓ Works for shops on Shopify or a CRM such as HubSpot

Who it is not for

- ✗ Pricey if you send volume: $249 a month at 10,000 texts and $799 at 40,000
- ✗ Skip it if you want a free plan, as only a 14-day trial is offered
- ✗ Tight if you need a shared inbox or roles, which start at $249
- ✗ Watch out: only monthly prices are shown, with annual savings of 16% not priced
- ✗ Watch out: it is being rebranded to Sinch Engage, and the old address redirects

Good to know

Good for

- ✓ Businesses that send appointment reminders and order updates by text
- ✓ Teams that want texting inside HubSpot, Salesforce or Shopify
- ✓ Companies that expect to move into higher monthly message volumes

Worth knowing

- ⓘ Every plan is a monthly SMS allowance with a fixed price, so the cost climbs steeply with volume: $249 a month at 10,000 messages and $799 at 40,000.
- ⓘ The pricing page shows only monthly prices; it offers a 16% saving for annual payment but does not display the yearly figures.
- ⓘ The inbox, role-based access and mobile app start at the $249 Conversations plan, and the Basics plan has a single user.
- ⓘ MessageMedia is being rebranded to Sinch Engage, and the old messagemedia.com address now redirects to sinch.com/engage.

What it costs

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

$99
A month to start

MessageMedia (now Sinch Engage) is a paid product with a free trial, starting at $99 per month for 3,000 SMS, billed monthly.

BASICS

$99

per month for 3,000 SMS and 1 user, billed monthly

Campaigns, scheduled sends and two-way messaging with 3 automation workflows. The price rises with the monthly SMS allowance.

CONVERSATIONS

$249

per month for 10,000 SMS and 2 users, billed monthly

Adds shared contacts and inbox, role-based access and a mobile app.

PRO

$799

per month for 40,000 SMS and 3 users, billed monthly

Adds RCS messaging, single sign-on and 1 subaccount.

PRO PLUS

$1,799

per month for 100,000 SMS, billed monthly

Adds customer success onboarding and 2 subaccounts.

ADVANCED

$2,399

per month for 150,000 SMS, billed monthly

3 subaccounts and the lowest per-message rates of the five plans. Above 150,000 messages a month, pricing is custom.

Trying it first

14-day free trial, no credit card required

Read from sinch.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 16% with annual payment

The pricing page offers an annual payment option labeled as saving 16% against monthly billing.

Stated on sinch.com

What it does

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

1

Place it runs: Web

Business SMS, MMS, RCS and WhatsApp platform with a team inbox. Here is what it does, as its own site describes it, and what it covers: shared inbox, marketing automation, business texting, sMS marketing, whatsApp messaging.

"

Campaigns, two-way inbox, automations, WhatsApp, CRM integrations and subaccounts.

From our grade for features

SMS, MMS and RCS campaigns

Send promotions and notices to a contact list, with images, GIFs and video on MMS and RCS. RCS needs the Pro plan or above.

Two-way inbox

Replies land in a shared inbox where conversations can be assigned to teammates and answered from templates. The inbox starts at the Conversations plan.

Automations and reminders

Schedule reminders and drip messages such as welcome and abandoned-cart texts. Basics includes 3 automation workflows.

WhatsApp channel

The product page lists WhatsApp campaigns alongside SMS, and HubSpot users can message over WhatsApp from there.

CRM and store integrations

Native connections to HubSpot, Salesforce, NetSuite, Shopify and Zoho, plus 19 listed integrations in all.

Subaccounts and access control

Pro and above add subaccounts so departments can work in separate spaces, with role-based permissions.

Where it runs

- Web

What it works with

- HubSpot
- Salesforce
- NetSuite
- Shopify
- Zoho
- ActiveCampaign
- Microsoft Dynamics 365
- BigCommerce

MessageMedia (now Sinch Engage) is made by Sinch.

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

MessageMedia (now Sinch Engage)'s GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

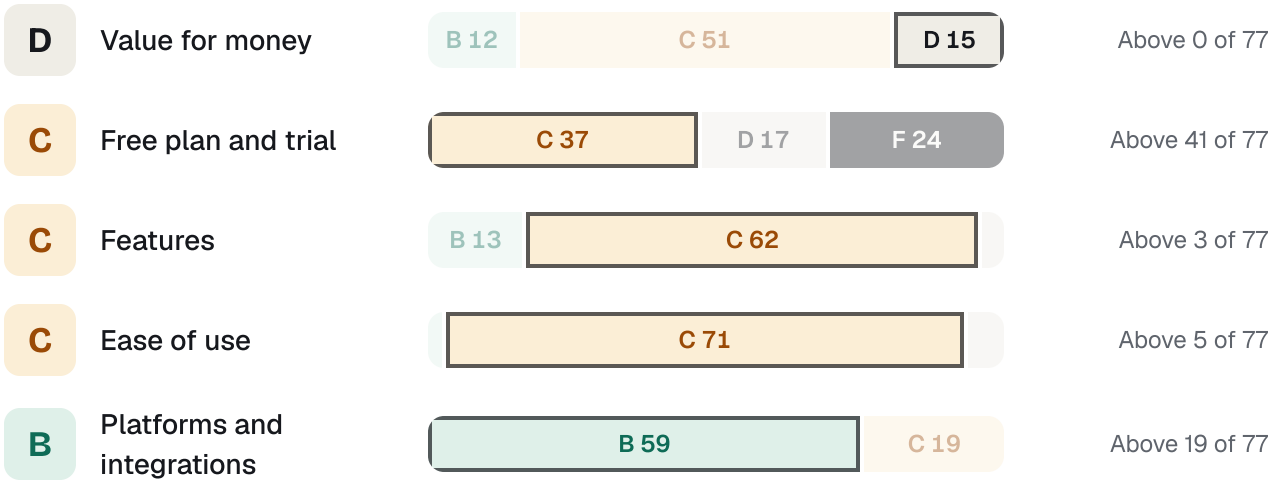
It stands best on platforms and integrations (B, above 19 of 77) and worst on value for money (D, above 0).

Its paid plans start at $99 a month, against a middle price of $36 for the category: 42 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.

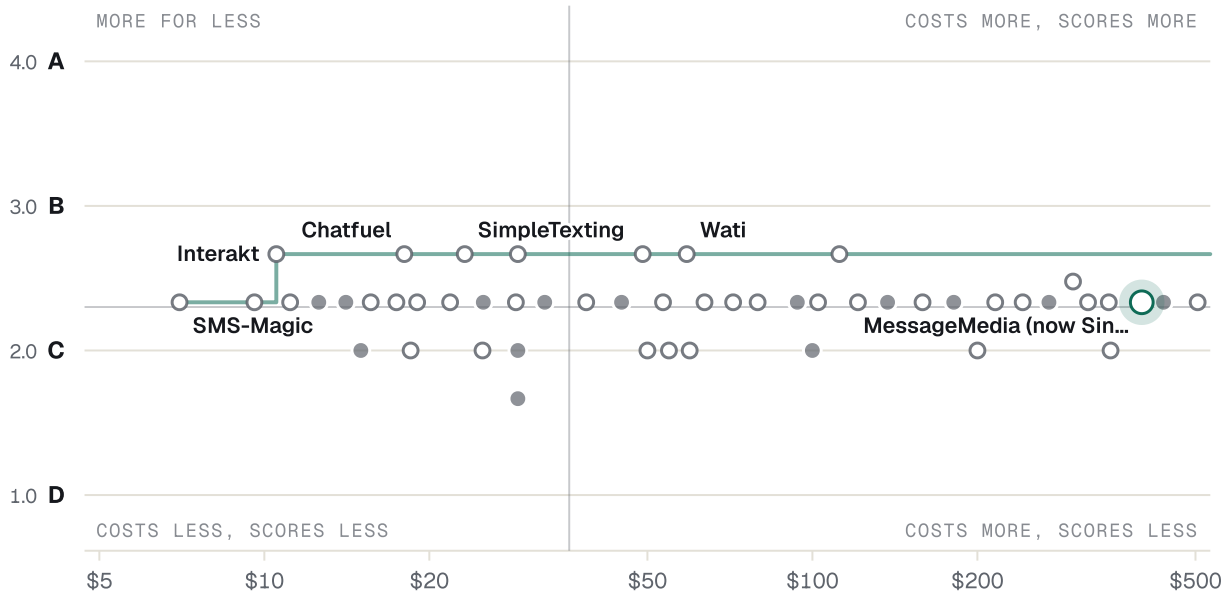
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. MessageMedia (now Sinch Engage)'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. MessageMedia (now Sinch Engage) 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 MessageMedia (now Sinch Engage) 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.

It costs $1,188 a year.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ One mailbox that several people work at once.

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts from a business number, registered with the carriers.
- ✕ It plugs into other products, HubSpot, Salesforce and NetSuite among them.
- ✕ What a company asks for before it lets staff use something: roles and permissions.

What this rests on. MessageMedia (now Sinch Engage)'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



Sinch, SimpleTexting, EZ Texting, TextMagic and Heymarket

The 5 tools MessageMedia (now Sinch Engage) is most often weighed against, with where each one differs from it.

2.0 GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- MessageMedia (now Sinch Engage) also covers shared inbox, marketing automation and business texting.
- Sinch also covers email campaigns and chatbots.

MessageMedia (now Sinch Engage) and Sinch 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.
- MessageMedia (now Sinch Engage) also covers shared inbox and whatsApp messaging.
- SimpleTexting also covers forms.

MessageMedia (now Sinch Engage) and SimpleTexting compared in full

2.2 GPA

EZ Texting

Free trial · from $20/mo

SMS, MMS and RCS marketing for US and Canadian businesses.

- Only EZ Texting lists iOS and Android apps.
- MessageMedia (now Sinch Engage) also covers shared inbox and whatsApp messaging.
- EZ Texting also covers qR codes.

MessageMedia (now Sinch Engage) and EZ Texting compared in full

2.2 GPA

TextMagic

Free trial

Pay-as-you-go business SMS and email with a shared inbox.

- Only TextMagic lists iOS and Android apps.
- MessageMedia (now Sinch Engage) also covers marketing automation and whatsApp messaging.
- TextMagic also covers workflow automation, email campaigns and live chat.

MessageMedia (now Sinch Engage) and TextMagic compared in full

2.0 GPA

Heymarket

Free trial · from $49/mo

Shared inbox for business texting and email.

- MessageMedia (now Sinch Engage) also covers whatsApp messaging.
- Heymarket also covers AI agents.

MessageMedia (now Sinch Engage) and Heymarket 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 MessageMedia (now Sinch Engage) free?

No, MessageMedia (now Sinch Engage) is a paid product, but you can try it first.

How much does MessageMedia (now Sinch Engage) cost?

MessageMedia (now Sinch Engage) lists 5 plans. Basics: $99 per month for 3,000 SMS and 1 user, billed monthly.

What platforms does MessageMedia (now Sinch Engage) work on?

MessageMedia (now Sinch Engage) is available on Web.

Does MessageMedia (now Sinch Engage) offer any discounts?

MessageMedia (now Sinch Engage) publicly lists the following: Save 16% with annual payment.

Does MessageMedia (now Sinch Engage) have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. MessageMedia (now Sinch Engage) is listed for Web.

Does MessageMedia (now Sinch Engage) have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. MessageMedia (now Sinch Engage) is listed for Web.

Is MessageMedia (now Sinch Engage) open source?

MessageMedia (now Sinch Engage) is not described as open source on its own site, as read on Nov 13, 2026.

What does MessageMedia (now Sinch Engage) integrate with?

MessageMedia (now Sinch Engage)'s listing names HubSpot, Salesforce, NetSuite, Shopify, Zoho, ActiveCampaign, Microsoft Dynamics 365 and BigCommerce.

Who makes MessageMedia (now Sinch Engage)?

MessageMedia (now Sinch Engage) is made by Sinch.

What are the alternatives to MessageMedia (now Sinch Engage)?

The closest alternatives to MessageMedia (now Sinch Engage) in our directory are Sinch, SimpleTexting, EZ Texting, TextMagic and Heymarket.

How does MessageMedia (now Sinch Engage) compare with other SMS and chat marketing tools?

MessageMedia (now Sinch Engage)'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 MessageMedia (now Sinch Engage) good value for money?

ToolGPA grades MessageMedia (now Sinch Engage) D for value for money. Its paid plans start at $99 a month, against a middle price of $36 for the category: 42 of the 50 others that charge start lower.

Could I make my own version of MessageMedia (now Sinch Engage)?

To replace MessageMedia (now Sinch Engage) 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 MessageMedia (now Sinch Engage)'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 Sinch'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 Sinch. Prices change, so check sinch.com before you buy.

sinch.com/engage/pricing/
sinch.com/engage/integrations/
sinch.com/engage/

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

MessageMedia (now Sinch Engage), kept up to date

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

toolgpa.com/tools/messagemedia

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, "MessageMedia (now Sinch Engage): The Insider's Guide", checked Nov 13, 2026. https://toolgpa.com/tools/messagemedia
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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