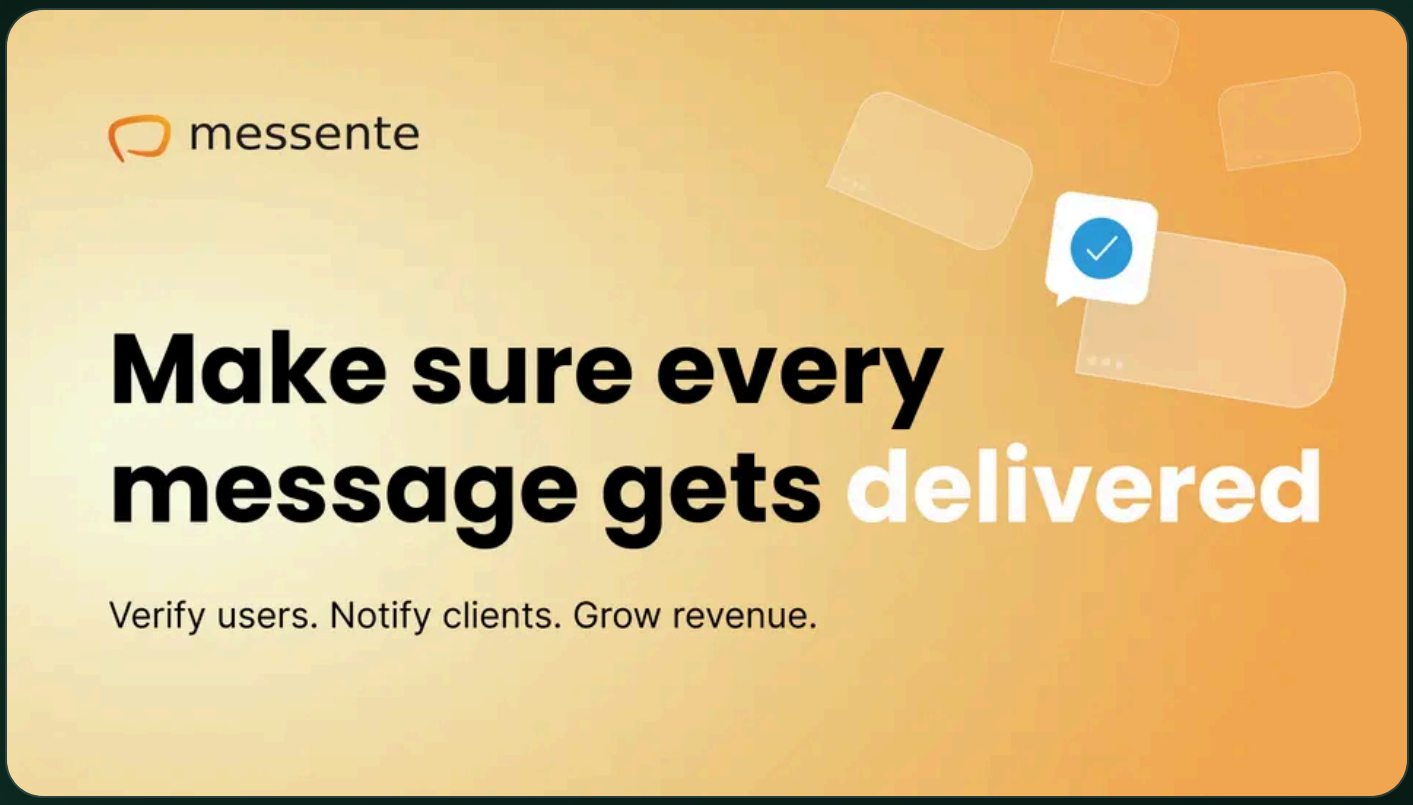
ToolGPA

NOVEMBER 2026

Messente

The Insider's Guide

Business messaging API for SMS, Viber and WhatsApp



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

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

1.6
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 Messente's own pages, its app-store listings and our grades. Every fact in it is on Messente'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

1.6

GPA, above 2 of the 77 other SMS and chat marketing tools we grade

Messente is a messaging provider that sends SMS, Viber and WhatsApp messages through one API, and also offers one-time-password verification and phone number lookup. It is used for notifications, authentication and marketing messages by companies across Europe. Prices depend on destination country, channel and volume.

To get you started, here are **7 things to know about Messente**, taken from its own pages and our grades.

> **But no per-message prices are published, WhatsApp and Viber rates come from an account manager, and it isn't an inbox or chatbot builder.**
>
> From our report card of Messente

1 **Best for developers sending SMS, Viber and WhatsApp by API**

Messente is an API for sending SMS, Viber and WhatsApp, with pay-as-you-go and no monthly fee.

2 **It runs on Web**

Web.

3 **SMS, Viber and WhatsApp in one API**

The same API sends SMS and rich messages on Viber and WhatsApp, with backup channels if one fails.

4 **Global SMS reach**

SMS goes to 197+ countries through partnerships with close to 1,000 mobile operators, with a stated 98% average delivery rate.

5 **Authentication messages**

Verigator sends one-time passwords for sign-up and two-factor checks, with custom or pre-registered sender IDs.

6 **A 1.6 GPA, above 2 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.

7 **Keep it**

To replace Messente 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.

Messente at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Messente	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for developers sending SMS, Viber and WhatsApp by API

Messente is an API for sending SMS, Viber and WhatsApp, with pay-as-you-go and no monthly fee. But no per-message prices are published, WhatsApp and Viber rates come from an account manager, and it isn't an inbox or chatbot builder.

TOOLGPA REPORT CARD

Messente

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan prices are published. Pay-as-you-go has no monthly fee, but per-message rates depend on region and channel, and Number Lookup is €199 a month plus €0.002 a number.
Free plan and trial	F	Nothing free. There's no monthly fee, but you pay for every message and no trial is listed.
Features	C	SMS, Viber and WhatsApp in one API, with authentication messages, number lookup and delivery controls. It does the sending job fully, but it's a smaller job: no inbox, no chatbot builder.
Ease of use	D	It's a messaging API, so someone has to write the code that calls it. No store rating on record.
Platforms and integrations	B	Web account and API, with Zapier listed. It's a sending service for other software to call rather than something with its own apps.

Grade point average Weak, out of 4.0 **1.6**

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 Messente is for

- ✓ Fits if you have a developer and want one API for SMS, Viber and WhatsApp
- ✓ Works for login codes and alerts sent from your own app

Who it is not for

- ✕ Not for you if you want a chatbot builder or shared inbox, as it has neither
- ✕ Watch out: WhatsApp and Viber rates are quoted by an account manager, not published
- ✕ Skip it if you can't write code, because the product is an API
- ✕ Pricey if you need Number Lookup, which carries a €199 monthly fee

Good to know

Good for

- ✓ Developers adding SMS, Viber or WhatsApp notifications to a product
- ✓ Fintech and logistics teams in Europe sending verification codes and alerts

Worth knowing

- ⓘ No plan prices are published: the page offers pay-as-you-go with no monthly fee, or a committed-volume plan priced through sales.
- ⓘ Per-message rates depend on the destination region and channel; WhatsApp and Viber rates are quoted by an account manager.
- ⓘ Number Lookup is listed at a €199 monthly fee plus €0.002 per number.
- ⓘ This is a messaging API and sending service, not an inbox or chatbot builder.

What it costs

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

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

> **There's no monthly fee, but you pay for every message and no trial is listed.**

From our grade for free plan and trial

We could not confirm Messente's current prices from its own site, so this guide lists no plans. messente.com has them.

What it does

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

1

Place it runs: Web

Business messaging API for SMS, Viber and WhatsApp. Here is what it does, as its own site describes it, and what it covers: public API, business texting, sMS marketing, whatsApp messaging, email verification.

> **SMS, Viber and WhatsApp in one API, with authentication messages, number lookup and delivery controls.**
>
> From our grade for features

SMS, Viber and WhatsApp in one API

The same API sends SMS and rich messages on Viber and WhatsApp, with backup channels if one fails.

Global SMS reach

SMS goes to 197+ countries through partnerships with close to 1,000 mobile operators, with a stated 98% average delivery rate.

Authentication messages

Verigator sends one-time passwords for sign-up and two-factor checks, with custom or pre-registered sender IDs.

Number Lookup

Checks a database of phone numbers for validity before sending, to keep lists clean.

Delivery controls

Traffic priority, message validity times, GSM character auto-replace and an option to hide message content from Messente.

Access management

Multiple API keys with IP-based permissions, and roles and permissions for team members.

Where it runs

Web

What it works with

Zapier

Messente is made by Messente.

PART 04 · STANDING

Where it stands

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

2/77

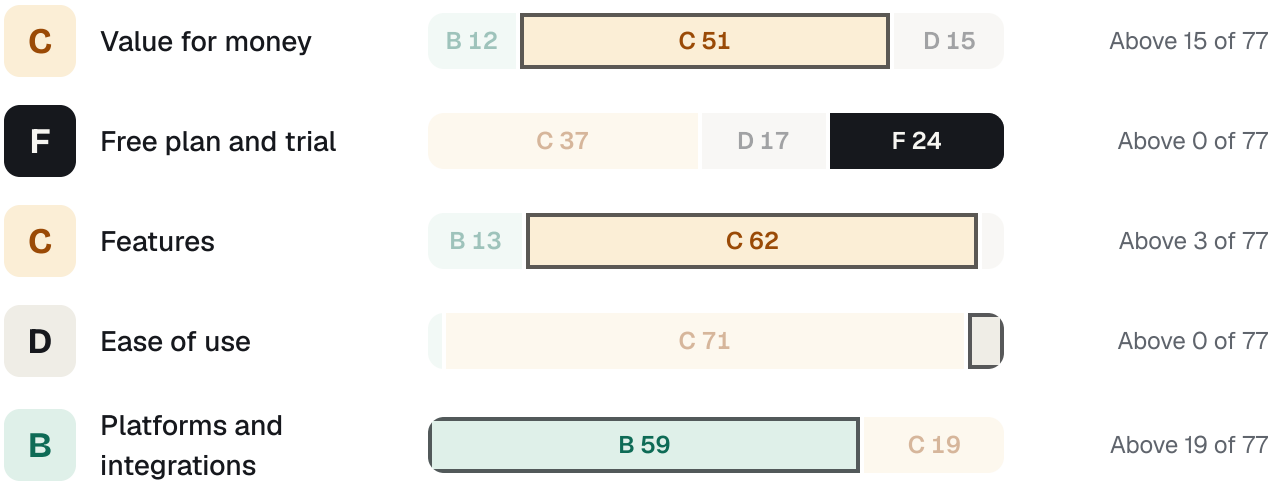
Other SMS and chat marketing tools it is graded above

Messente's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

It stands best on platforms and integrations (B, above 19 of 77) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Messente'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 Messente 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: 62 of the 77 other SMS and chat marketing tools grade higher.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Texts from a business number, registered with the carriers.
- ✕ Checking that an address exists without writing to it.
- ✕ It plugs into other products, Zapier among them, and has an API.
- ✕ What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Messente'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, Infobip, ClickSend, CM.com and BulkSMS

The 5 tools Messente 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.

- Messente also covers business texting and email verification.
- Sinch also covers email campaigns and chatbots.

Messente and Sinch compared in full

2.2 GPA

Infobip

Free trial

Omnichannel messaging platform with SMS, WhatsApp, RCS and AI agents.

- Messente also covers business texting and email verification.
- Infobip also covers marketing automation and chatbots.

Messente and Infobip compared in full



1.8
GPA

ClickSend

Free trial · from $20

Prepaid SMS and MMS sending by app, API or email, with no monthly fee.

- Messente also covers whatsApp messaging and email verification.

Messente and ClickSend compared in full



1.6
GPA

CM.com

From €49/mo

Messaging APIs, WhatsApp and SMS channels, and marketing automation.

- Messente also covers business texting and email verification.
- CM.com also covers marketing automation and email campaigns.

Messente and CM.com compared in full



1.6
GPA

BulkSMS

Paid

Prepaid bulk SMS with web platform, API, RCS and incoming numbers.

- Messente also covers email verification.

Messente and BulkSMS compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Messente free?

No. Messente is a paid product.

What platforms does Messente work on?

Messente is available on Web.

Does Messente have an Android app?

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

Does Messente have an iPhone app?

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

Is Messente open source?

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

Does Messente have an API?

Yes. Messente offers a public API, according to its own site.

What does Messente integrate with?

Messente's listing names Zapier. A listing names up to eight integrations, so it may connect to more.

Who makes Messente?

Messente is made by a company of the same name.

What are the alternatives to Messente?

The closest alternatives to Messente in our directory are Sinch, Infobip, ClickSend, CM.com and BulkSMS.

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

Messente's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Could I make my own version of Messente?

To replace Messente 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 Messente'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 Messente'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 Messente. Prices change, so check messente.com before you buy.

messente.com/pricing

messente.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

Messente, kept up to date

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

toolgpa.com/tools/messente

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, "Messente: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/messente
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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