ToolGPA

NOVEMBER 2026

Mobile Message

The Insider's Guide

Prepaid bulk SMS for Australian businesses, with API and email to SMS



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

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

Mobile Message is an Australian bulk SMS service sold on prepaid credits instead of a subscription. It covers bulk sends, an API, email to SMS and automations, with a free virtual number included. The company says messages go directly to Australian mobile carriers.

> **You top up, send from the web, or wire up the API.**
>
> From our grade for ease of use

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

1 **Best for cheap prepaid texts for Australian businesses**

Mobile Message sells prepaid SMS credits for Australian businesses, from A$20 for 500 credits, with 50 free credits on sign-up and a free dedicated number.

2 **What it costs**

Paid plans start at A$20 for 500 credits, prepaid, at 4 cents per SMS.

3 **You can try it first**

50 free SMS credits when you sign up.

4 **It runs on Web**

Web.

5 **Bulk SMS and marketing**

Send campaigns to contact lists, with scheduling and contact import.

6 **SMS API and gateway**

Connect websites and software to send and receive messages through the API.

7 **Email to SMS**

Trigger texts from an email, useful for order alerts and similar notifications.

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 Mobile Message 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.

Mobile Message at a glance

PRICING
Free trial, from A$20 for 500 credits, prepaid, at 4 cents per SMS

FREE PLAN
No

FREE TRIAL
50 free SMS credits when you sign up.

RUNS ON
Web

MADE BY
Mobile Message

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.0 GPA, fair

The report card

Best for cheap prepaid texts for Australian businesses

Mobile Message sells prepaid SMS credits for Australian businesses, from A$20 for 500 credits, with 50 free credits on sign-up and a free dedicated number. But prices are Australian dollars before GST, the cheap first-purchase rate lasts only 30 days, and the pages don't say it reaches other countries.

TOOLGPA REPORT CARD

Mobile Message

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	A$20 buys 500 credits at 4 cents a text, falling to 2 cents at 1,000,000. The 1.6 cent first-purchase rate lasts 30 days, and prices exclude GST. There's no monthly fee, so it sits in the middle.
Free plan and trial	C	50 free SMS credits on sign-up, no card shown. That's a few texts, not a plan.
Features	C	Bulk SMS, an API and gateway, email to SMS, a free dedicated number and auto top-up. It does the sending job and little else.
Ease of use	C	No store rating on record. You top up, send from the web, or wire up the API.
Platforms and integrations	C	Web only, with an API but no integrations listed.

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 Mobile Message is for

- ✓ Fits if you're an Australian business that sends texts and wants no subscription
- ✓ Works for a small shop that wants a dedicated number without paying for it

Who it is not for

- ✗ Not for you if you send outside Australia, because the pages don't say it covers other countries
- ✗ Watch out: the 1.6 cent first-purchase rate lasts 30 days from signup
- ✗ Skip it if you want a chatbot or inbox, as this is sending only
- ✗ Tight if you need to pay in US dollars, since all prices are Australian and exclude GST

Good to know

Good for

- ✓ Australian businesses that text a few hundred to a few thousand people
- ✓ Developers who want a low-cost SMS API with prepaid billing
- ✓ Teams that dislike monthly SMS plans with unused messages

Worth knowing

- ⓘ Prices are in Australian dollars and exclude GST.
- ⓘ A credit covers one SMS up to 160 characters; longer messages use additional credits.
- ⓘ The 1.6 cent first-purchase rate lasts 30 days from signup.
- ⓘ The company positions itself on Australian delivery; the pages do not say it covers other countries.

What it costs

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

$20

To start

Mobile Message is a paid product with a free trial, starting at A$20 for 500 credits, prepaid, at 4 cents per SMS.

> "
>
> **There's no monthly fee, so it sits in the middle.**
>
> From our grade for value for money

500 CREDITS

A$20

prepaid, never expires, at 4 cents per credit

Minimum purchase. The first purchase is 1.6 cents a credit for 30 days after signup.

10,000 CREDITS

A$300

prepaid, never expires, at 3 cents per credit

Marked Best Seller. The first purchase is 1.6 cents a credit, which is A$160.

1,000,000 CREDITS

A$20,000

prepaid, never expires, at 2 cents per credit

Largest tier shown; first-purchase pricing of 1.6 cents also applies at any volume.

Trying it first

50 free SMS credits when you sign up.

Read from mobilemessage.com.au on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

1.6 cents per SMS on a first purchase

New accounts pay 1.6 cents a credit at any volume on their first purchase, available for 30 days after signup.

Stated on mobilemessage.com.au

What it does

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

1

Place it runs: Web

Prepaid bulk SMS for Australian businesses, with API and email to SMS. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, business texting, sMS marketing.

> **Bulk SMS, an API and gateway, email to SMS, a free dedicated number and auto top-up.**

From our grade for features

Bulk SMS and marketing

Send campaigns to contact lists, with scheduling and contact import.

SMS API and gateway

Connect websites and software to send and receive messages through the API.

Email to SMS

Trigger texts from an email, useful for order alerts and similar notifications.

Free dedicated number

A free dedicated virtual number is listed with the account.

Auto top-up

Credits refill automatically when the balance runs low, and it can be switched off any time.

Where it runs

Web

What it works with

Its own pages name no integrations.

Mobile Message is made by Mobile Message.

Where it stands

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

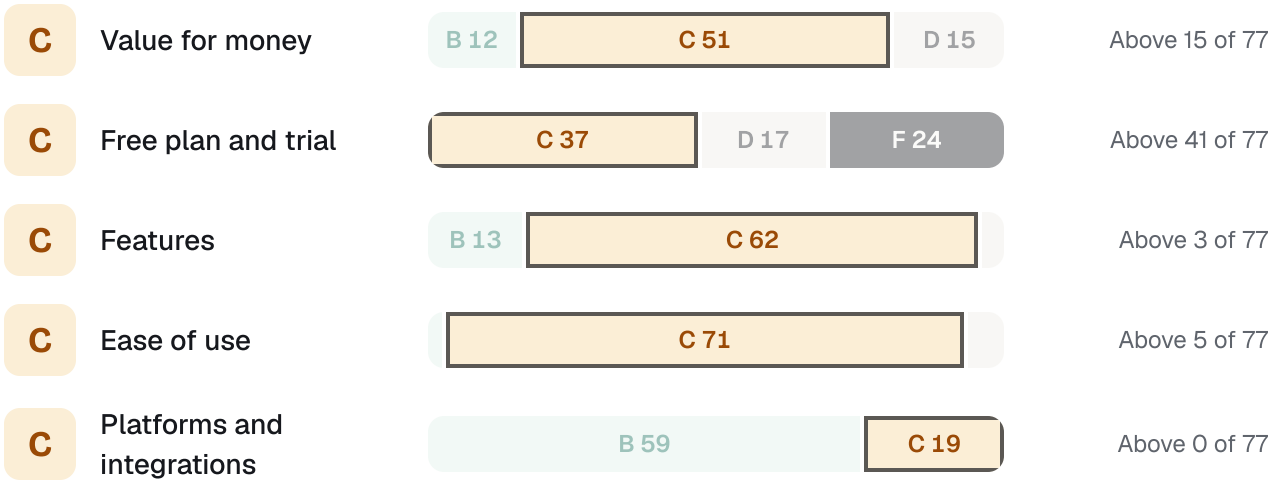
27 /77

Other SMS and chat marketing tools it is graded above

Mobile Message's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

Each grade against the category

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

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Connections to other products, each kept working as those products change.
- ✕ Texts from a business number, registered with the carriers.

What this rests on. Mobile Message'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



Cellcast, ClickSend, Kudosity, SMSGlobal and BulkSMS

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

1.8 GPA

Cellcast

Free plan · from $87/mo

Australian SMS and MMS on prepaid credits, plus monthly Infinity plans.

- Cellcast has a free plan. Mobile Message does not, though it has a free trial.
- Mobile Message also covers workflow automation.
- Cellcast also covers live chat and review collection.

Mobile Message and Cellcast 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.

- Mobile Message also covers workflow automation.

Mobile Message and ClickSend compared in full



2.0
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Kudosity

Free trial

Pay-as-you-go SMS, MMS, WhatsApp and RCS platform from Australia.

- Mobile Message also covers workflow automation.
- Kudosity also covers whatsApp messaging.

Mobile Message and Kudosity compared in full



1.6
GPA

SMSGlobal

Paid

Pay-as-you-go SMS, WhatsApp and voice messaging with an API.

- Mobile Message also covers workflow automation.
- SMSGlobal also covers whatsApp messaging.

Mobile Message and SMSGlobal compared in full



1.6
GPA

BulkSMS

Paid

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

- Mobile Message also covers workflow automation.
- BulkSMS also covers whatsApp messaging.

Mobile Message and BulkSMS compared in full

Quick answers

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

12

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 Mobile Message free?

No, Mobile Message is a paid product, but you can try it first. 50 free SMS credits when you sign up.

How much does Mobile Message cost?

Mobile Message lists 3 plans. 500 credits: A$20 prepaid, never expires, at 4 cents per credit.

What platforms does Mobile Message work on?

Mobile Message is available on Web.

Does Mobile Message offer any discounts?

Mobile Message publicly lists the following: 1.6 cents per SMS on a first purchase.

Does Mobile Message have an Android app?

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

Does Mobile Message have an iPhone app?

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

Is Mobile Message open source?

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

Does Mobile Message have an API?

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

Who makes Mobile Message?

Mobile Message is made by a company of the same name.

What are the alternatives to Mobile Message?

The closest alternatives to Mobile Message in our directory are Cellcast, ClickSend, Kudosity, SMSGlobal and BulkSMS.

How does Mobile Message compare with other SMS and chat marketing tools?

Mobile Message's GPA of 2.0 is higher than 27 of the 77 other SMS and chat marketing tools we grade, and level with 19.

Could I make my own version of Mobile Message?

To replace Mobile Message 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 Mobile Message'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 Mobile Message'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 Mobile Message. Prices change, so check mobilemessage.com.au before you buy.

mobilemessage.com.au/pricing

mobilemessage.com.au

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

Mobile Message, kept up to date

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

toolgpa.com/tools/mobile-message

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, "Mobile Message: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/mobile-message
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Know someone choosing between SMS and chat marketing tools?

Send them this guide:
toolgpa.com/tools/mobile-message/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after Mobile Message, 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

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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 Mobile Message'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. Mobile Message is a trademark of its owner, and this guide is not made, paid for or approved by Mobile Message. Prices and plans change: check mobilemessage.com.au before you buy.