ToolGPA

NOVEMBER 2026

MoEngage

The Insider's Guide

Customer engagement platform for push, email, SMS and in-app



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from MoEngage's own pages.

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

1.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from MoEngage's own pages, its app-store listings and our grades. Every fact in it is on MoEngage'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 102 other email marketing and newsletter tools we grade

MoEngage is a customer engagement platform for consumer brands. It covers mobile and web push, email, SMS, in-app and on-site messages, with analytics, segmentation and flows. The plans page lists two tiers, Growth and Enterprise, priced by monthly tracked users, with no dollar figures shown.

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

> **Plans are by monthly tracked users with no dollar figures, and WhatsApp, other connected channels and several analytics views are add-ons.**
>
> From our report card of MoEngage

1 **Best for push, email and in-app messages for consumer apps**

MoEngage covers push, email, SMS, in-app and on-site messages with analytics and flows for consumer brands.

2 **It runs on Web**

Web.

3 **Channels**

Mobile app push, web push, email, SMS, in-app messages, on-site messages (popups, forms and surveys) and in-app cards.

4 **Connected channels**

WhatsApp, RCS, Line, Viber and Telegram are listed as add-ons, as are Facebook and Google Ads audience sync.

5 **Analytics**

Basic analytics on every plan, with customer journey analytics such as funnels, retention and user paths listed as add-ons.

6 **A 1.6 GPA, above 2 of 102**

That is against the other email marketing and newsletter tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace MoEngage you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

MoEngage at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY MoEngage	CATEGORY Email Marketing & Newsletters
OUR GRADE 1.6 GPA, weak	

The report card

Best for push, email and in-app messages for consumer apps

MoEngage covers push, email, SMS, in-app and on-site messages with analytics and flows for consumer brands. Plans are by monthly tracked users with no dollar figures, and WhatsApp, other connected channels and several analytics views are add-ons.

TOOLGPA REPORT CARD

MoEngage

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices are shown; the plans page compares Growth and Enterprise by feature and sends you to a demo. Priced by monthly tracked users, which makes it a C.
Free plan and trial	F	No free plan or trial is described on the page read.
Features	C	Channels, analytics, segmentation and flows. But WhatsApp and other connected channels and several analytics views are add-ons, which is a gap in the core job.
Ease of use	C	No store rating on record. It is a platform that needs data and channels connected first.
Platforms and integrations	C	Web only. The listing names no apps or integrations.

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 MoEngage is for

- ✓ Fits if you run a consumer app and want push, email and in-app from one tool
- ✓ Works for teams that price by tracked users and can book a demo

Who it is not for

- ✗ Skip it if you want a price list, as none is shown
- ✗ Pricey if you want WhatsApp or other connected channels, which are add-ons
- ✗ Not for you if you want a free plan or trial
- ✗ Tight if you grow fast, since cost follows monthly tracked users

Good to know

Good for

- ✓ Mobile app and e-commerce brands that need push, email and SMS in one tool
- ✓ Teams that want to start on one plan and add features such as analytics or personalization later

Worth knowing

- ⓘ No prices are shown; the plans page compares Growth and Enterprise by feature and sends visitors to a demo request.
- ⓘ Priced by monthly tracked users, each unique user engaged or monitored in a month.
- ⓘ Many features, including WhatsApp and other connected channels and several analytics views, are add-ons.
- ⓘ No free plan or trial is described on the page read.

What it costs

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

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

> **No prices are shown; the plans page compares Growth and Enterprise by feature and sends you to a demo.**
>
> From our grade for value for money

We could not confirm MoEngage's current prices from its own site, so this guide lists no plans. moengage.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

Customer engagement platform for push, email, SMS and in-app. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, reports, email campaigns, sMS marketing, whatsApp messaging, popups.

"

Channels, analytics, segmentation and flows.

From our grade for features

Channels

Mobile app push, web push, email, SMS, in-app messages, on-site messages (popups, forms and surveys) and in-app cards.

Connected channels

WhatsApp, RCS, Line, Viber and Telegram are listed as add-ons, as are Facebook and Google Ads audience sync.

Analytics

Basic analytics on every plan, with customer journey analytics such as funnels, retention and user paths listed as add-ons.

Segmentation and flows

Audience segments and a flows builder for automated multi-step campaigns.

Merlin AI

AI agents, AI decisioning and message content personalization are listed under the intelligence features.

Where it runs

Web

What it works with

Its own pages name no integrations.

MoEngage is made by MoEngage.

PART 04 · STANDING

Where it stands

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

2/102

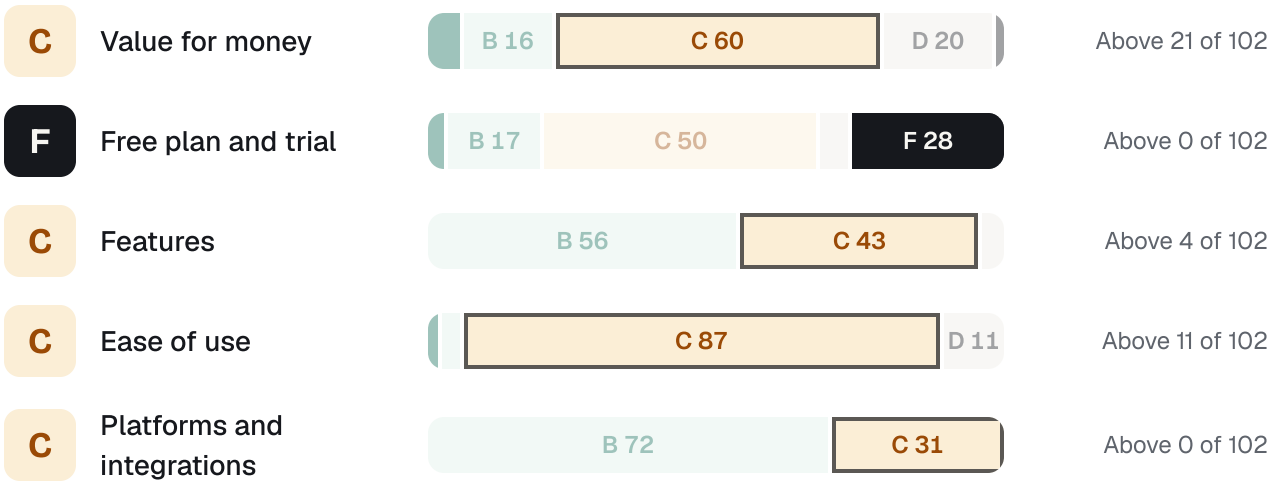
Other email marketing and newsletter tools it is graded above

MoEngage's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

It stands best on value for money (C, above 21 of 102) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. MoEngage'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 MoEngage you would be making email sent in volume that still reaches the inbox. 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: 91 of the 102 other email marketing and newsletter tools grade higher.

What you could make

- Popups and reports: an app builder makes these well.

What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- The WhatsApp Business API, which Meta opens only through approved partners.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. MoEngage'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



CleverTap, WebEngage, Braze, Bloomreach and Iterable

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

2.0 GPA

CleverTap

Free trial · from $85/mo

Customer engagement platform for push, email, SMS and WhatsApp.

- MoEngage also covers popups.
- CleverTap also covers a/B testing.

MoEngage and CleverTap compared in full

1.8 GPA

WebEngage

Paid

Customer data and engagement platform across fifteen channels.

- MoEngage also covers popups.

MoEngage and WebEngage compared in full

2.0 GPA

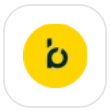
Braze

Free trial

Customer engagement platform for email, push, SMS and in-app.

- MoEngage also covers reports and popups.
- Braze also covers a/B testing.

MoEngage and Braze compared in full



1.6
GPA

Bloomreach

From $60,000/yr

Enterprise email, marketing automation and commerce search suite.

- MoEngage also covers reports and popups.
- Bloomreach also covers a/B testing.

MoEngage and Bloomreach compared in full



1.8
GPA

Iterable

Paid

Cross-channel customer engagement platform for large brands.

- MoEngage also covers reports, whatsApp messaging and popups.

MoEngage and Iterable compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 MoEngage free?

No. MoEngage is a paid product.

What platforms does MoEngage work on?

MoEngage is available on Web.

Does MoEngage have an Android app?

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

Does MoEngage have an iPhone app?

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

Is MoEngage open source?

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

Who makes MoEngage?

MoEngage is made by a company of the same name.

What are the alternatives to MoEngage?

The closest alternatives to MoEngage in our directory are CleverTap, WebEngage, Braze, Bloomreach and Iterable.

How does MoEngage compare with other email marketing and newsletter tools?

MoEngage's GPA of 1.6 is higher than 2 of the 102 other email marketing and newsletter tools we grade, and level with 9.

Could I make my own version of MoEngage?

To replace MoEngage you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

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

moengage.com/plans-and-pricing/

moengage.com/about-us/

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

MoEngage, kept up to date

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

toolgpa.com/tools/moengage

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:

```
ToolGPA, "MoEngage: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/moengage
```

Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after MoEngage, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

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