ToolGPA

NOVEMBER 2026

Novu

The Insider's Guide

Open-source notification infrastructure for apps and agents



Every plan, grade, refund rule and rival among email sending services, read from Novu's own pages.

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

2.4
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ToolGPA put this guide together from Novu's own pages, its app-store listings and our grades. Every fact in it is on Novu'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

2.4

GPA, above 25 of the 50 other email sending services we grade

Novu is open-source notification infrastructure that sends in-app, email, push, SMS and chat messages from one API, with a prebuilt Inbox component for in-product notifications. Plans are priced by workflow runs per month rather than by recipient. Self-hosted deployment is listed as an Enterprise option.

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

> "
>
> **You build workflows in code and connect providers.**
>
> From our grade for ease of use

1 **Best for open-source notifications on many channels**

Novu sends in-app, email, push, SMS and chat messages from one API, and the free plan covers 10,000 workflow runs a month.

2 **Paid plans start at $30 a month**

As its pricing page puts it: $30 per month for 30,000 workflow runs.

3 **There is a free plan**

10,000 workflow runs a month, up to 5 workflows, 2 environments, 3 team members and 24-hour activity feed retention.

4 **It runs on Web**

Web.

5 **Multi-channel workflows**

Workflows deliver across email, in-app, SMS, chat and push, with delay, digest and throttle steps.

6 **Inbox component**

A prebuilt React Inbox component adds a notification feed with unread counts, preferences, filters and snoozing, and headless components are available.

7 **Code-first workflows**

The pricing page lists code-first workflows, topics and multi-tenancy support, with the feature set widening on higher plans.

8 **A 2.4 GPA, above 25 of 50**

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

9 **Keep it**

To replace Novu you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

Novu at a glance

PRICING Free plan, from $30 per month for 30,000 workflow runs	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Novu	CATEGORY Email Sending Services
OUR GRADE 2.4 GPA, fair	

The report card

Best for open-source notifications on many channels

Novu sends in-app, email, push, SMS and chat messages from one API, and the free plan covers 10,000 workflow runs a month. Email still goes through a provider you connect, and the free plan stops at 5 workflows.

TOOLGPA REPORT CARD — **Novu** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $30 a month for 30,000 workflow runs, with extra runs at $1.20 per 1,000. That's above the category's dearer quarter at $20 but under the dearest tenth at $68.
Free plan and trial	B	Free plan: 10,000 workflow runs a month, no card needed. The caps are 5 workflows, 3 team members and 24 hours of activity history.
Features	C	Multi-channel workflows, an Inbox component, a code-first setup and an email editor. Email is sent through a provider you connect, so it isn't a sending service itself.
Ease of use	C	No store rating on record. You build workflows in code and connect providers.
Platforms and integrations	B	Web dashboard with an API, an Inbox component and connections to Slack, Teams, WhatsApp, Telegram, Discord and more.

Grade point average — Fair, out of 4.0 **2.4**

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 Novu is for

- ✓ Fits if you're building an app and want one API for in-app, email and chat messages
- ✓ Makes sense if you want US or EU data residency without paying for it

Who it is not for

- ✗ Skip it if you want a plain email sending service, because email goes through your own provider
- ✗ Tight if you stay on free: 5 workflows, 3 team members and 24-hour activity history
- ✗ Pricey if you grow, as Team starts at $250 a month and extra runs cost $1.20 per 1,000
- ✗ Watch out: self-hosting, SSO, SCIM and the HIPAA BAA are Enterprise only

Good to know

Good for

- ✓ Developers adding an in-app inbox plus email and push to a product
- ✓ Teams that want an open-source notification layer
- ✓ Prototypes and small apps: the free plan covers 10,000 runs a month

Worth knowing

- ⓘ Novu orchestrates notifications; email is sent through an email provider you connect rather than a standalone sending service.
- ⓘ The Free plan is capped at 5 workflows, 3 team members and 24-hour activity feed retention.
- ⓘ Pro and Team prices are starting prices tied to 30,000 and 250,000 runs; overage is $1.20 per 1,000 runs.
- ⓘ Self-hosting, SSO, SCIM and the HIPAA BAA are Enterprise features.

PART 02 · PRICING

What it costs

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

$30

A month to start. There is a free plan too

Novu has a free plan. Paid plans start at $30 per month for 30,000 workflow runs.

FREE

$0

10,000 workflow runs a month across all channels, US and EU data residency, up to 5 workflows and 3 team members.

PRO

$30

per month and up, for 30,000 workflow runs

20 workflows, 7-day activity feed retention, advanced email editor, removal of Novu branding, higher rate limits. Extra runs are $1.20 per 1,000.

TEAM

$250

per month and up, for 250,000 workflow runs

Up to 10 environments, 90-day retention, unlimited team members, role-based access control and 600 requests per second for triggers. Extra runs are $1.20 per 1,000.

ENTERPRISE

Custom

10 million or more workflow runs, HIPAA BAA, SAML/OIDC SSO, SCIM, additional data residency regions and self-hosted deployment options.

The free plan

10,000 workflow runs a month, up to 5 workflows, 2 environments, 3 team members and 24-hour activity feed retention.

Read from novu.co on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Open-source notification infrastructure for apps and agents. Here is what it does, as its own site describes it, and what it covers: open source, public API, workflow automation, transactional email.

> **Multi-channel workflows, an Inbox component, a code-first setup and an email editor.**

From our grade for features

Multi-channel workflows

Workflows deliver across email, in-app, SMS, chat and push, with delay, digest and throttle steps.

Inbox component

A prebuilt React Inbox component adds a notification feed with unread counts, preferences, filters and snoozing, and headless components are available.

Code-first workflows

The pricing page lists code-first workflows, topics and multi-tenancy support, with the feature set widening on higher plans.

Email editor and layouts

A block-based email editor and custom layouts come with Pro and above.

Conversational channels

Novu Connect is described as two-way communication with users and agents across WhatsApp, Slack and other channels.

Data residency

US and EU regions are on every plan. Singapore, UK, Australia, Japan, South Korea and custom regions are listed on Enterprise.

Where it runs

Web

What it works with

Slack
Microsoft Teams
WhatsApp Business
Telegram
Discord
Google Chat
Zoom
Linear

Novu is made by Novu.

PART 04 · STANDING

Where it stands

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

25/50

Other email sending services it is graded above

Novu's GPA of 2.4 is higher than 25 of the 50 other email sending services we grade, and level with 8.

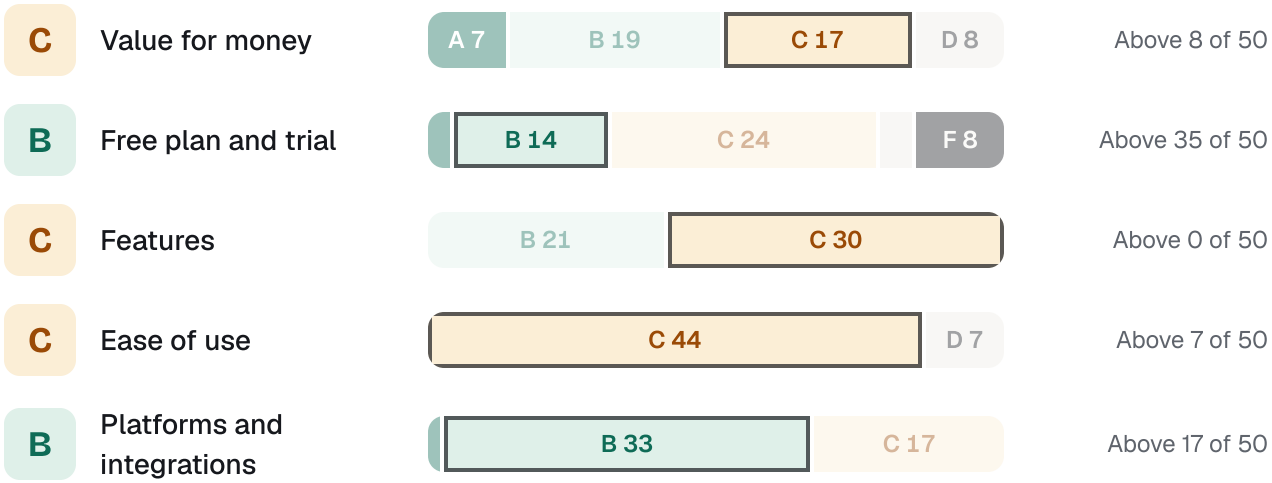
It stands best on free plan and trial (B, above 35 of 50) and worst on features (C, above 0).

Its paid plans start at $30 a month, against a middle price of $15 for the category: 31 of the 41 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 14 tools score higher and cost less.

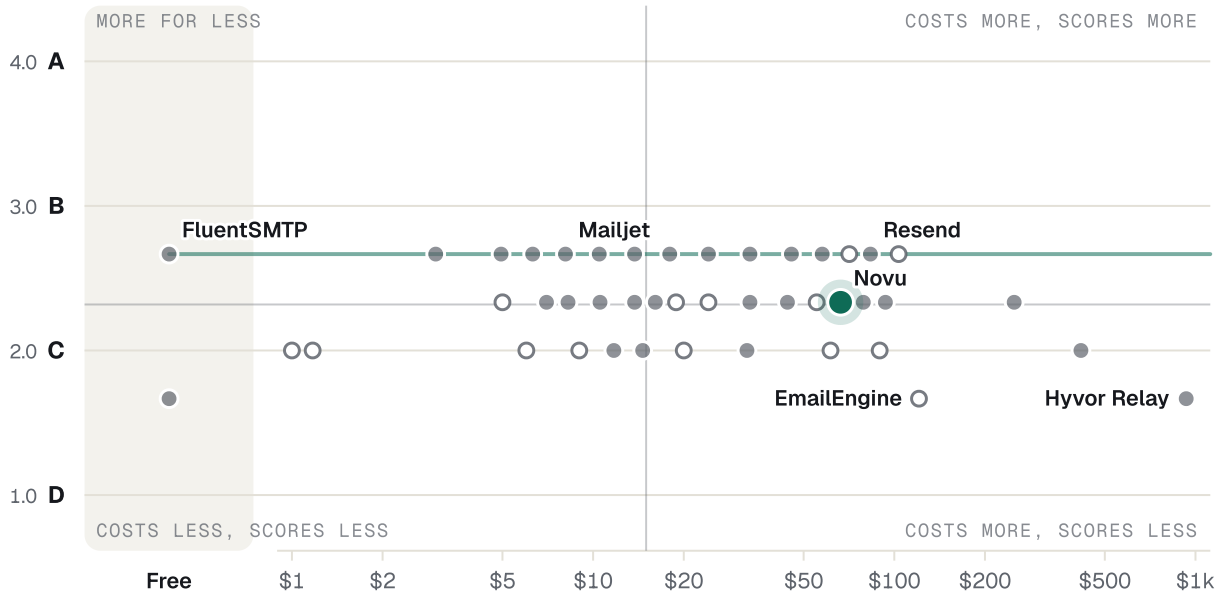
Each grade against the category

Every bar is all 51 email sending services we grade, cut by the letter each got. Novu's own letter is outlined.



Price against what you get

Each dot is one of 44 email sending services. Further left costs less; higher up scores better on features, ease of use and platforms. Novu 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 Novu you would be making mail servers with a good name among inbox providers. That is not a weekend's work, with an AI app builder or without one.

It costs $360 a year. Novu is open source, so there is a third way: take its code and run it yourself.

What you could not

- ✕ Mail servers with a good name among inbox providers.
- ✕ Connections to other products, each kept working as those products change.

What this rests on. Novu'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



Knock, Courier, Twilio SendGrid, Resend and Postmark

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

Knock

2.2 GPA

Free plan · from $250/mo

Cross-channel notification and messaging workflows for products.

- Novu is open source, according to its own site.

Novu and Knock compared in full

Courier

2.4 GPA

Free plan

Notification and messaging API across email, SMS, push and chat.

- Novu is open source, according to its own site.
- Courier also covers chatbots.

Novu and Courier compared in full



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Twilio SendGrid

Free trial · from $19.95/mo

Twilio's email API and SMTP service, priced by monthly email volume.

- Novu has a free plan. Twilio SendGrid does not, though it has a free trial.
- Novu is open source, according to its own site.
- Novu also covers workflow automation.

Novu and Twilio SendGrid compared in full



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Resend

Free plan · from $20/mo

Developer email API with React Email templates and a free tier.

- Novu is open source, according to its own site.
- Novu also covers workflow automation.
- Resend also covers email campaigns.

Novu and Resend compared in full



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Postmark

Free plan · from $15/mo

Transactional email API and SMTP, with broadcasts on a separate stream.

- Novu is open source, according to its own site.
- Novu also covers workflow automation.
- Postmark also covers dMARC.

Novu and Postmark 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 Novu free?

Novu has a free plan. 10,000 workflow runs a month, up to 5 workflows, 2 environments, 3 team members and 24-hour activity feed retention.

How much does Novu cost?

Novu lists 4 plans. Free: $0.

What platforms does Novu work on?

Novu is available on Web.

Does Novu have an Android app?

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

Does Novu have an iPhone app?

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

Is Novu open source?

Yes. Novu is open source, according to its own site.

Does Novu have an API?

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

What does Novu integrate with?

Novu's listing names Slack, Microsoft Teams, WhatsApp Business, Telegram, Discord, Google Chat, Zoom and Linear.

Who makes Novu?

Novu is made by a company of the same name.

What are the alternatives to Novu?

The closest alternatives to Novu in our directory are Knock, Courier, Twilio SendGrid, Resend and Postmark.

How does Novu compare with other email sending services?

Novu's GPA of 2.4 is higher than 25 of the 50 other email sending services we grade, and level with 8.

Is Novu good value for money?

ToolGPA grades Novu C for value for money. Its paid plans start at $30 a month, against a middle price of $15 for the category: 31 of the 41 others that charge start lower.

Could I make my own version of Novu?

To replace Novu you would be making mail servers with a good name among inbox providers.

Where this guide comes from

The prices, plans, platforms and features were read from Novu'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 Novu'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 Novu. Prices change, so check novu.co before you buy.

novu.co/pricing

novu.co

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

Novu, kept up to date

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

toolgpa.com/tools/novu

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, "Novu: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/novu
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Know someone choosing between email sending services?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email sending services after Novu, each with an Insider's Guide of its own.

Email Sending Services Insider's Guide

Every one of the 51 email sending services we grade, compared

FluentSMTP Insider's Guide

Free WordPress plugin for sending site email through your provider

3.2 GPA

Amazon SES Insider's Guide

AWS email sending and receiving, paid per 1,000 emails

2.8 GPA

Forward Email Insider's Guide

Open-source email forwarding and hosting for custom domains

2.8 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 Novu'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. Novu is a trademark of its owner, and this guide is not made, paid for or approved by Novu. Prices and plans change: check novu.co before you buy.