ToolGPA

NOVEMBER 2026

Ringy

The Insider's Guide

Sales CRM with built-in calling, texting and drip campaigns



Every plan, grade, refund rule and rival among CRM tools, read from Ringy's own pages.

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

1.8
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 Ringy's own pages, its app-store listings and our grades. Every fact in it is on Ringy'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

1.8

GPA, above 16 of the 116 other CRM tools we grade

Ringy is a sales CRM that puts a cloud phone, SMS and email drip campaigns inside the same system as lead and deal tracking. It targets insurance agents, financial services, recruiters and other outbound sales teams. A power dialer, call scripting and AI reply tools are optional add-ons.

> "
>
> **You'll connect numbers, set up lead distribution and campaigns.**
>
> From our grade for ease of use

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

1 **Best for sales teams that call and text leads from the CRM**

Ringy is a sales CRM with a built-in softphone, texting and drip campaigns.

2 **Paid plans start at $119 a month**

As its pricing page puts it: $119 per month (user basis not stated).

3 **You can try it first**

Free trial; length not stated on the pricing page

4 **It runs on Web**

Web.

5 **CRM with cloud softphone**

Click-to-call dialing, local caller ID and call recording sit alongside lead management and a sales pipeline.

6 **Lead distribution**

Leads can be distributed across agents and sorted with tags, with agent coaching and reporting on top.

7 **SMS and email drip campaigns**

Automated texts and emails nurture cold leads on a schedule while reps work other deals.

8 **A 1.8 GPA, above 16 of 116**

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

9 **Keep it**

To replace Ringy you would be making phone numbers and calls carried over the phone network. That is not a weekend's work, with an AI app builder or without one.

Ringy at a glance

PRICING Free trial, from $119 per month (user basis not stated)	FREE PLAN No
FREE TRIAL Free trial; length not stated on the pricing page	RUNS ON Web
MADE BY Ringy	CATEGORY CRM Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for sales teams that call and text leads from the CRM

Ringy is a sales CRM with a built-in softphone, texting and drip campaigns. The pricing page shows $119 a month without saying per user or per account, usage is metered past 1,000 minutes and texts, and the dialer and AI tools cost extra.

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

SUBJECT	GRADE	COMMENT
Value for money	D	$119 a month against a CRM middle of $29, and the page doesn't say per user or per account. Calls and texts are metered past 1,000 a month, and the dialer and AI tools are add-ons.
Free plan and trial	D	A free trial exists, but the pricing page doesn't give its length, so we can't count it as a week or more.
Features	C	CRM with softphone, lead distribution, call recording and drip campaigns. The listing's gaps: the power dialer, call scripting and AI tools are paid add-ons.
Ease of use	C	No store rating on record. You'll connect numbers, set up lead distribution and campaigns.
Platforms and integrations	B	Web CRM with a mobile app and an API. No desktop app or integrations list on the page.

Grade point average — Weak, out of 4.0 **1.8**

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 Ringy is for

- ✓ Fits if your team works leads by phone and text all day
- ✓ Works for sales teams that want calling inside the CRM

Who it is not for

- ✗ Skip it if you need to know the price per seat, as the page doesn't say
- ✗ Watch out: past 1,000 minutes and 1,000 texts a month, each costs $0.01
- ✗ Pricey if you want the power dialer, call scripting or AI, which cost extra
- ✗ Watch out: local numbers are $1 a month each, and the free trial length isn't stated

Good to know

Good for

- ✓ Insurance and financial agents who live on the phone and text
- ✓ Outbound sales teams that want calling and CRM in one bill
- ✓ Small teams that need lead distribution among agents

Worth knowing

- ⓘ The pricing page does not say whether $119 is per user or per account, and it shows an offer banner that mentions only a date.
- ⓘ Usage is metered: 1,000 minutes and 1,000 texts a month are included, then $0.01 per outbound minute or text.
- ⓘ Local phone numbers cost $1 a month each and emails $0.001 each.
- ⓘ The power dialer, call scripting and AI tools cost extra.

PART 02 · PRICING

What it costs

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

$119

A month to start

Ringy is a paid product with a free trial, starting at $119 per month (user basis not stated).

> **A free trial exists, but the pricing page doesn't give its length, so we can't count it as a week or more.**
>
> From our grade for free plan and trial

RINGY CRM

$119

per month; seats and billing basis not stated

CRM plus cloud softphone, lead distribution, reports, call recording and SMS and email drip. Page also shows a $20 off banner.

Trying it first

Free trial; length not stated on the pricing page

Read from ringy.com 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

Sales CRM with built-in calling, texting and drip campaigns. Here is what it does, as its own site describes it, and what it covers: public API, sales pipeline, workflow automation, reports, email campaigns, business phone line, business texting.

"

CRM with softphone, lead distribution, call recording and drip campaigns.

From our grade for features

CRM with cloud softphone

Click-to-call dialing, local caller ID and call recording sit alongside lead management and a sales pipeline.

Lead distribution

Leads can be distributed across agents and sorted with tags, with agent coaching and reporting on top.

SMS and email drip campaigns

Automated texts and emails nurture cold leads on a schedule while reps work other deals.

Power dialer add-on

An optional +$70 per month add-on that lists unlimited voice minutes, voicemail drops and real-time reporting.

AI add-ons

Call scripting and AI-written reply suggestions are each +$10 per month.

Mobile app and API

The vendor lists a mobile CRM app, two-factor authentication and SSO, and an API for integrations.

Where it runs

Web

What it works with

Its own pages name no integrations.

Ringy is made by Ringy.

PART 04 · STANDING

Where it stands

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

16/116

Other CRM tools it is graded above

Ringy's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

It stands best on platforms and integrations (B, above 24 of 116) and worst on value for money (D, above 0).

Its paid plans start at $119 a month, against a middle price of $29 for the category: 80 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 43 tools score higher and cost less.

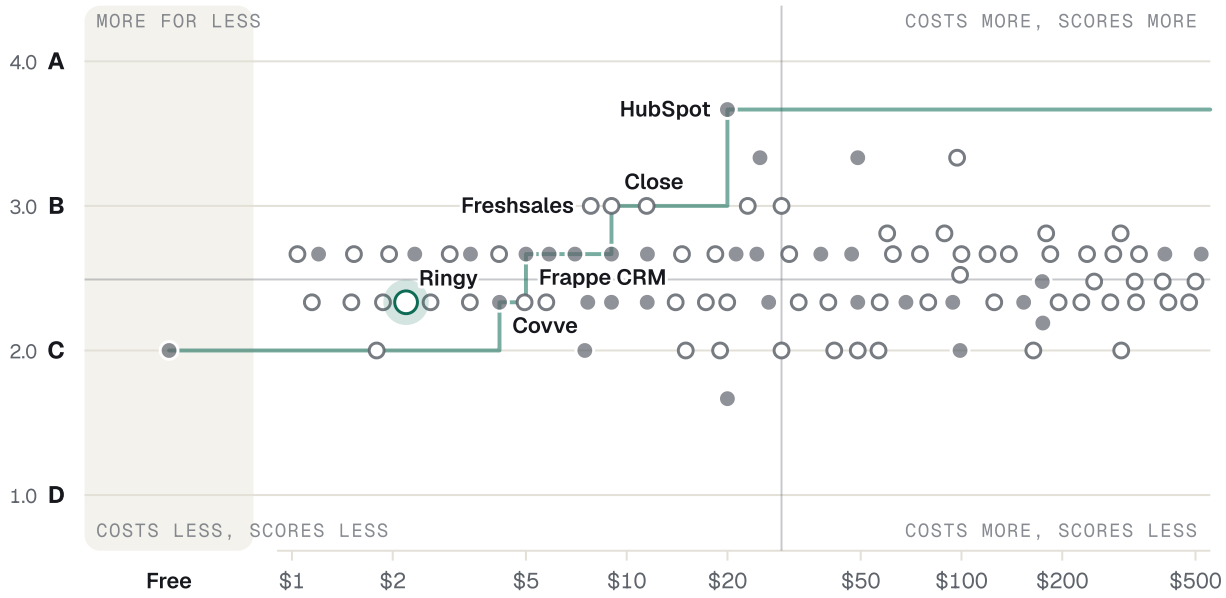
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Ringy's own letter is outlined.

D	Value for money	B 13 · C 64 · **D 37**	Above 0 of 116
D	Free plan and trial	B 18 · C 54 · **D 12** · F 32	Above 32 of 116
C	Features	B 43 · **C 69**	Above 1 of 116
C	Ease of use	**C 100**	Above 5 of 116
B	Platforms and integrations	**B 86** · C 24	Above 24 of 116

Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Ringy 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 Ringy you would be making phone numbers and calls carried over the phone network. 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: 80 of the 116 other CRM tools grade higher. It costs $1,428 a year.

What you could make

- Sales pipeline and reports: an app builder makes these well.

What you could not

- Phone numbers and calls carried over the phone network.

- Newsletters sent to thousands of people that still reach the inbox.
- Connections to other products, each kept working as those products change.
- Texts from a business number, registered with the carriers.
- People on the other end: coaches. No app builder makes those.
- What a company asks for before it lets staff use something: single sign-on.

What this rests on. Ringy'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



Close, HighLevel, Kommo, Follow Up Boss and Nutshell

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

2.4 GPA

Close

Free trial · from $9/mo

Sales CRM with built-in calling, SMS, email and an AI teammate.

- Only Close lists macOS, Windows, iOS and Android apps.
- Ringy also covers reports, email campaigns, business phone line and business texting.
- Close also covers transcription.

Ringy and Close compared in full

2.6 GPA

HighLevel

Free trial · from $97/mo

Sales and marketing platform that agencies can resell to clients.

- Only HighLevel lists macOS, Windows, Linux, iOS and Android apps.
- Ringy also covers reports, email campaigns, business phone line and business texting.
- HighLevel also covers booking links, marketing automation and forms.

Ringy and HighLevel compared in full



2.4
GPA

Kommo

Free trial · from $25/mo

Messaging-first sales CRM for WhatsApp, Instagram and TikTok.

- Only Kommo lists iOS and Android apps.
- Ringy also covers reports, email campaigns, business phone line and business texting.
- Kommo also covers booking links, AI agents and forms.

Ringy and Kommo compared in full



2.0
GPA

Follow Up Boss

Free trial · from $58/mo

Real estate CRM that routes and follows up on incoming leads.

- Ringy also covers email campaigns, business phone line and business texting.
- Follow Up Boss also covers shared inbox.

Ringy and Follow Up Boss compared in full



2.4
GPA

Nutshell

Free trial · from $13/mo

Sales CRM with email marketing, forms and AI built into every plan.

- Only Nutshell lists iOS and Android apps.
- Ringy also covers email campaigns, business phone line and business texting.
- Nutshell also covers booking links and forms.

Ringy and Nutshell compared in full

PART 06 · QUESTIONS

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 Ringy free?

No, Ringy is a paid product, but you can try it first. Free trial; length not stated on the pricing page.

How much does Ringy cost?

Ringy lists one plan. Ringy CRM: $119 per month; seats and billing basis not stated.

What platforms does Ringy work on?

Ringy is available on Web.

Does Ringy have an Android app?

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

Does Ringy have an iPhone app?

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

Is Ringy open source?

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

Does Ringy have an API?

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

Who makes Ringy?

Ringy is made by a company of the same name.

What are the alternatives to Ringy?

The closest alternatives to Ringy in our directory are Close, HighLevel, Kommo, Follow Up Boss and Nutshell.

How does Ringy compare with other CRM tools?

Ringy's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

Is Ringy good value for money?

ToolGPA grades Ringy D for value for money. Its paid plans start at $119 a month, against a middle price of $29 for the category: 80 of the 93 others that charge start lower.

Could I make my own version of Ringy?

To replace Ringy you would be making phone numbers and calls carried over the phone network.

Where this guide comes from

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

ringy.com/pricing

ringy.com/

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

Ringy, kept up to date

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

toolgpa.com/tools/ringy

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, "Ringy: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/ringy
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Send them this guide: toolgpa.com/tools/ringy/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Ringy, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

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