ToolGPA

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Sakari

The Insider's Guide

SMS marketing and two-way texting with a dedicated number



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

Made by Sakari · checked Nov 12, 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 Sakari's own pages, its app-store listings and our grades. Every fact in it is on Sakari's page too, where it is kept up to date. Checked Nov 12, 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

Sakari is a business texting service for mass texts, two-way conversations, auto-replies and drip campaigns. Every plan includes unlimited users and contacts and a dedicated phone number, and messaging is sold as a monthly or annual allowance of message segments. A mobile app is optional.

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

> **But you're billed for each segment sent and received, and you can't text from your current mobile number.**
>
> From our report card of Sakari

1 **Best for mass texts and two-way business SMS**

Sakari is business texting with mass sends, two-way chats, auto-replies and drip campaigns.

2 **Paid plans start at $25 a month**

As its pricing page puts it: $25 per month.

3 You can try it first

14-day free trial; the FAQ mentions 100 free messaging credits

4 It runs on 3 platforms

Web, iOS and Android.

5 Mass texting and two-way messages

Send texts to large lists and handle replies in conversation, with MMS available in the United States and Canada.

6 Auto-replies and drip campaigns

Schedule messages and set automatic replies and follow-ups so texts go out without manual sending.

7 Opt-in forms and compliance

Customizable opt-in forms are meant to keep lists 10DLC compliant, and a URL shortener is included.

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 Sakari 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.

Sakari at a glance

PRICING
Free trial, from $25 per month

FREE PLAN
No

FREE TRIAL
14-day free trial; the FAQ mentions 100 free messaging credits

RUNS ON
Web, iOS, Android

MADE BY
Sakari

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.0 GPA, fair

The report card

Best for mass texts and two-way business SMS

Sakari is business texting with mass sends, two-way chats, auto-replies and drip campaigns. Every plan has unlimited users and contacts, starting at $25 a month. But you're billed for each segment sent and received, and you can't text from your current mobile number.

TOOLGPA REPORT CARD — **Sakari** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$25 a month for the entry allowance, just above the category's cheaper quarter at $23.20. Price then rises with the slider, and only the entry step was readable.
Free plan and trial	D	14-day free trial, and the FAQ mentions 100 free messaging credits. No free plan, and the page doesn't say whether a card is needed.
Features	C	Mass texts, two-way chats, auto-replies and drip campaigns with unlimited users. But it can't text from your current mobile number, and every segment in and out is billed.
Ease of use	C	No store rating on record. A web app that needs a new number picked and registered before you send.
Platforms and integrations	B	Web, iPhone and Android, with HubSpot, ActiveCampaign, Pipedrive and Slack. No desktop app.

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 Sakari is for

- ✓ Fits if a small team wants texting with unlimited users and contacts
- ✓ Works for businesses that can take a new local or toll-free number

Who it is not for

- ✕ Not for you if you need to text from your existing mobile number
- ✕ Watch out: every segment sent and received is billed, about 160 characters each
- ✕ Pricey if you add numbers, which start at $4 a month and aren't refundable
- ✕ Tight if you send MMS, which costs $0.02 more than the plan rate

Good to know

Good for

- ✓ Small and mid-size teams sending promotional and reminder texts
- ✓ Teams that want unlimited users and contacts on one plan
- ✓ HubSpot and Pipedrive users who text from their CRM

Worth knowing

- ⓘ You are billed for every segment sent and received, about 160 characters each, and MMS costs $0.02 more than the plan's rate.
- ⓘ Sakari cannot message from your current mobile number; you choose a new local, toll-free, landline or VoIP number.
- ⓘ Additional numbers start at $4 a month, and purchases are non-refundable per the pricing FAQ.
- ⓘ Only the $25 entry price was readable; the slider's higher steps and annual prices are not shown in page text.

What it costs

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

$25

A month to start

Sakari is a paid product with a free trial, starting at $25 per month.

> **Price then rises with the slider, and only the entry step was readable.**
>
> From our grade for value for money

STANDARD

$25

per month for the entry allowance; billing basis not shown

Price rises with the monthly segment allowance chosen on a slider. Unlimited users and contacts, one free number; 90-day credit rollover.

ENTERPRISE

Custom

Higher-volume plans and custom integrations. Priced by contacting Sakari.

Trying it first

14-day free trial; the FAQ mentions 100 free messaging credits

Read from sakari.io on Nov 12, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

SMS marketing and two-way texting with a dedicated number. Here is what it does, as its own site describes it, and what it covers: public API, shared inbox, marketing automation, business texting, sMS marketing.

> **Mass texts, two-way chats, auto-replies and drip campaigns with unlimited users.**

From our grade for features

Mass texting and two-way messages

Send texts to large lists and handle replies in conversation, with MMS available in the United States and Canada.

Auto-replies and drip campaigns

Schedule messages and set automatic replies and follow-ups so texts go out without manual sending.

Opt-in forms and compliance

Customizable opt-in forms are meant to keep lists 10DLC compliant, and a URL shortener is included.

API and integrations

An API is included, along with native integrations such as HubSpot, ActiveCampaign, Pipedrive and Slack at no extra charge.

Reporting

Analytics track conversion rates, open rates and return on investment for campaigns.

Where it runs

Web · iOS · Android

What it works with

HubSpot · ActiveCampaign · Pipedrive · Slack

Sakari is made by Sakari.

PART 04 · STANDING

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

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

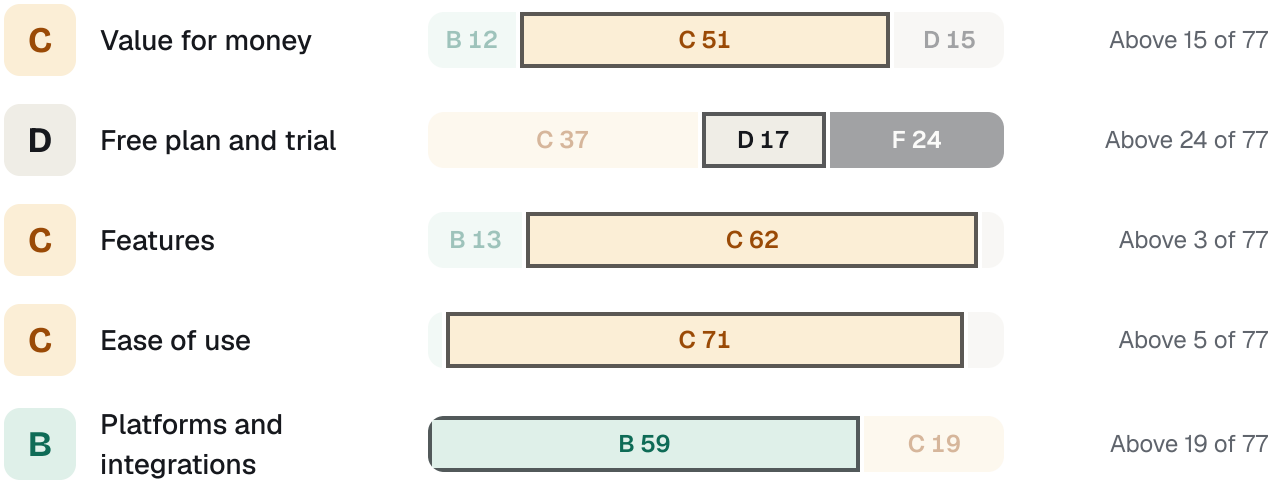
It stands best on platforms and integrations (B, above 19 of 77) and worst on free plan and trial (D, above 24).

Its paid plans start at $25 a month, against a middle price of $36 for the category: 13 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

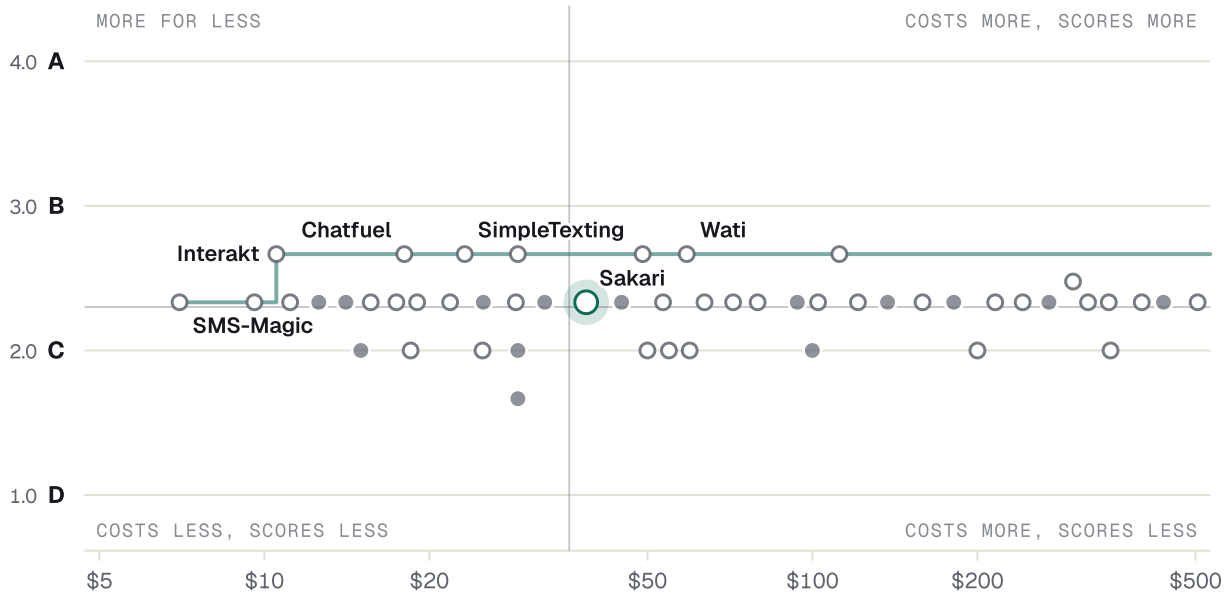
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. Sakari's own letter is outlined.



Price against what you get

Each dot is one of 51 SMS and chat marketing tools. Further left costs less; higher up scores better on features, ease of use and platforms. Sakari 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 Sakari 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.

It costs $300 a year.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Email sent in volume that still reaches the inbox.

- ✕ One mailbox that several people work at once.
- ✕ Texts from a business number, registered with the carriers.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It plugs into other products, HubSpot, ActiveCampaign and Pipedrive among them, and has an API.

What this rests on. Sakari'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



SimpleTexting, EZ Texting, Textedly, SlickText and Heymarket

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

2.4 GPA

SimpleTexting

Free trial · from $23.20/mo

SMS marketing and two-way texting priced by monthly message credits.

- Sakari also covers shared inbox.
- SimpleTexting also covers forms.

Sakari and SimpleTexting compared in full

2.2 GPA

EZ Texting

Free trial · from $20/mo

SMS, MMS and RCS marketing for US and Canadian businesses.

- Sakari also covers shared inbox.
- EZ Texting also covers qR codes.

Sakari and EZ Texting compared in full

2.2 GPA

Textedly

Free trial · from $29/mo

Mass texting with every feature on every plan, priced by volume.

- Sakari also covers shared inbox.
- Textedly also covers review collection.

Sakari and Textedly compared in full

2.2 GPA

SlickText

Free trial · from $24.17/mo

SMS marketing with workflows and popups, every feature on every plan.

- Sakari also covers shared inbox.
- SlickText also covers forms and popups.

Sakari and SlickText compared in full

2.0 GPA

Heymarket

Free trial · from $49/mo

Shared inbox for business texting and email.

- Only Sakari lists iOS and Android apps.
- Heymarket also covers AI agents.

Sakari and Heymarket compared in full

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 Sakari free?

No, Sakari is a paid product, but you can try it first. 14-day free trial; the FAQ mentions 100 free messaging credits.

How much does Sakari cost?

Sakari lists 2 plans. Standard: $25 per month for the entry allowance; billing basis not shown.

What platforms does Sakari work on?

Sakari is available on Web, iOS and Android.

Does Sakari have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. Sakari is listed for Web, iOS and Android.

Does Sakari have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. Sakari is listed for Web, iOS and Android.

Is Sakari open source?

Sakari is not described as open source on its own site, as read on Nov 12, 2026.

Does Sakari have an API?

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

What does Sakari integrate with?

Sakari's listing names HubSpot, ActiveCampaign, Pipedrive and Slack. A listing names up to eight integrations, so it may connect to more.

Who makes Sakari?

Sakari is made by a company of the same name.

What are the alternatives to Sakari?

The closest alternatives to Sakari in our directory are SimpleTexting, EZ Texting, Textedly, SlickText and Heymarket.

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

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

Is Sakari good value for money?

ToolGPA grades Sakari C for value for money. Its paid plans start at $25 a month, against a middle price of $36 for the category: 13 of the 50 others that charge start lower.

Could I make my own version of Sakari?

To replace Sakari 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 Sakari's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Sakari's own pages on 12 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 Sakari. Prices change, so check sakari.io before you buy.

sakari.io/pricing

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

Sakari, kept up to date

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

toolgpa.com/tools/sakari

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, "Sakari: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/sakari
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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