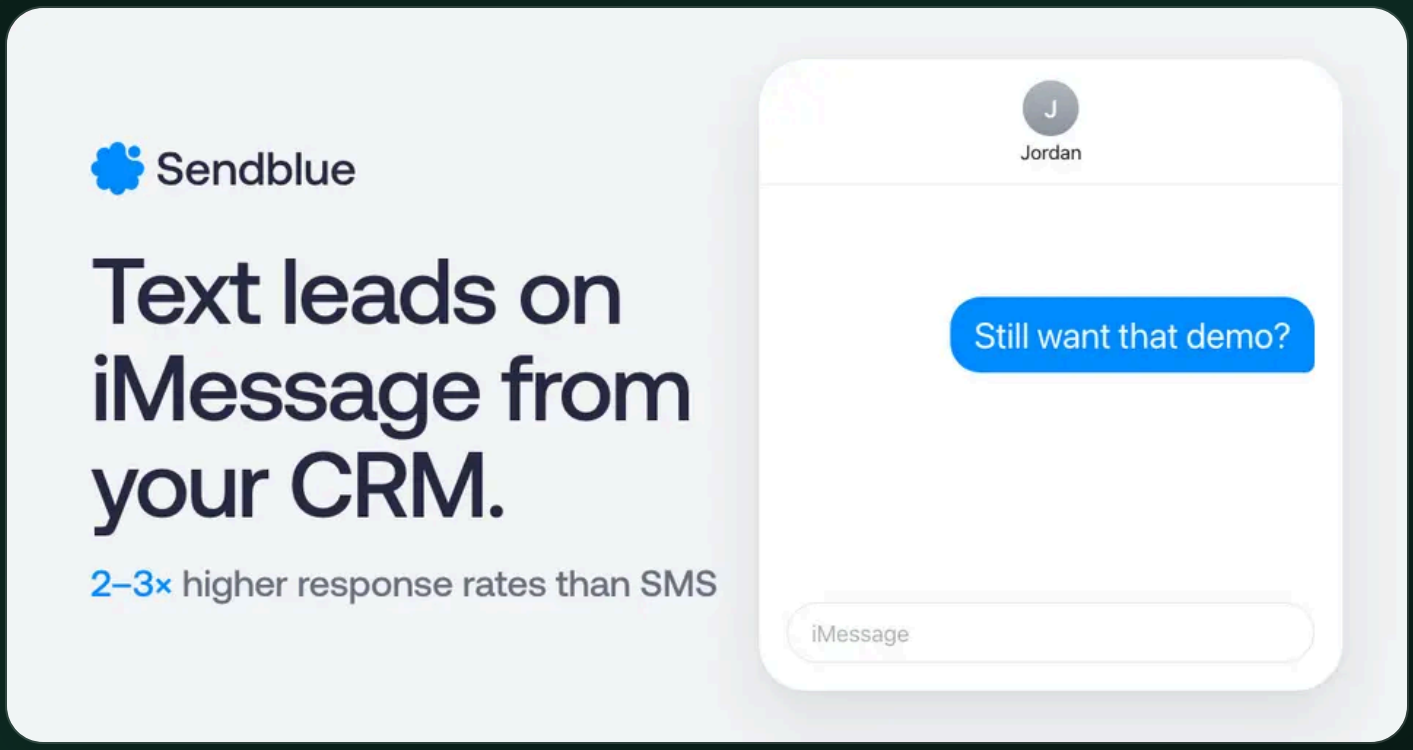
ToolGPA

NOVEMBER 2026

Sendblue

The Insider's Guide

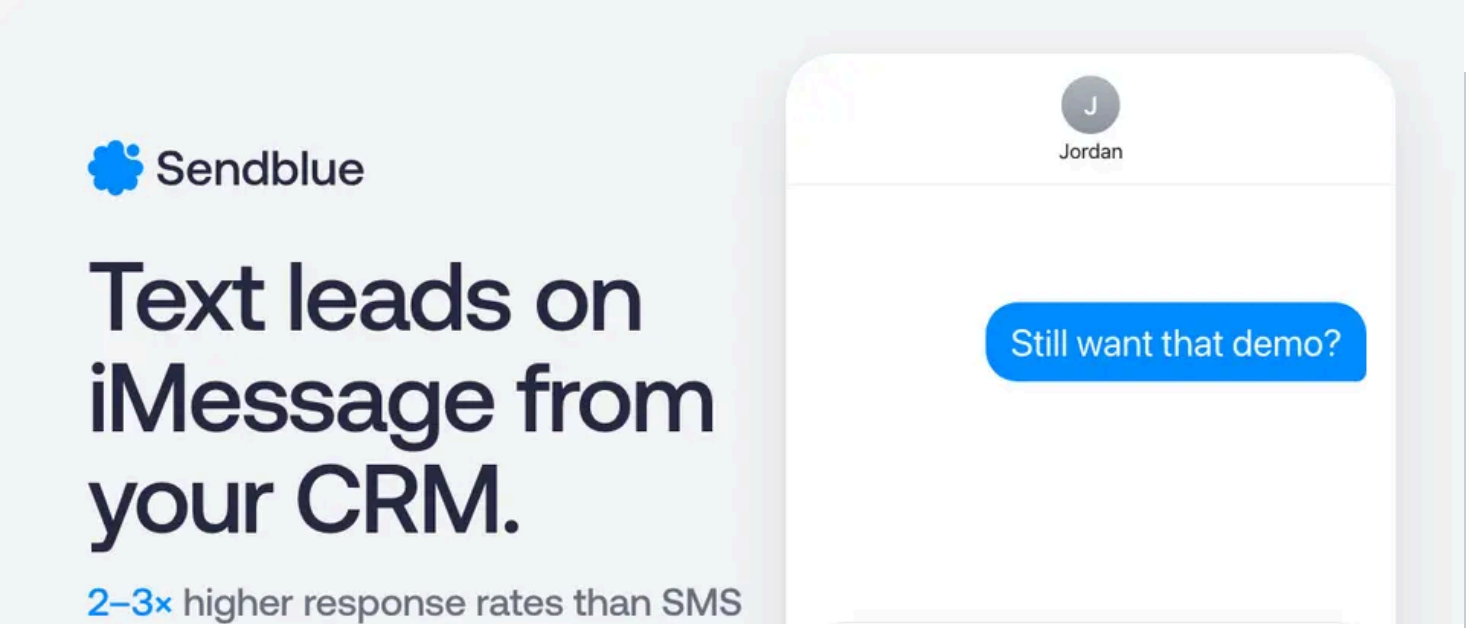
iMessage, SMS and RCS messaging API sold per phone line



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

Made by Round One Inc. · checked Nov 13, 2026 · toolgpa.com

1.6
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 Sendblue's own pages, its app-store listings and our grades. Every fact in it is on Sendblue'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 77 other SMS and chat marketing tools we grade

Sendblue provides an API and a CRM add-on for sending and receiving iMessages, SMS and RCS from a dedicated phone number. It is used by sales teams that want blue-bubble messages from their CRM and by developers building messaging agents. Pricing is a flat monthly fee per line with no per-message charge.

> "
>
> **It is an API, SDK and CLI to build against.**
>
> From our grade for ease of use

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

1 **Best for iMessage and SMS through an API**

That plan is inbound-first, full outbound messaging is on the custom Enterprise tier, and the free sandbox has no outbound messages.

2 **Paid plans start at $100 a month for each person**

As its pricing page puts it: $100 per month per dedicated line.

3 There is a free plan

Free Sandbox: full API access with a shared number and up to 10 verified contacts; inbound-first, with no outbound messaging or webhooks.

4 It runs on Web

Web.

5 iMessage, SMS and RCS from one line

Each dedicated line can send and receive iMessages, SMS and RCS, according to the pricing FAQ.

6 Messaging API, SDK and CLI

A REST API with an npm package and CLI lets developers provision a number and send messages in code.

7 CRM integrations

Native connections for GoHighLevel, HubSpot, Salesforce, Close and Monday.com log messages on contact timelines.

8 A 1.6 GPA, above 2 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 Sendblue 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.

Sendblue at a glance

PRICING
Free plan, from $100 per month per dedicated line

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Round One Inc.

CATEGORY
SMS & Chat Marketing

OUR GRADE
1.6 GPA, weak

The report card

Best for iMessage and SMS through an API

Sendblue sends iMessage, SMS and RCS from one line through an API, at $100 a month per dedicated line. That plan is inbound-first, full outbound messaging is on the custom Enterprise tier, and the free sandbox has no outbound messages.

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

SUBJECT	GRADE	COMMENT
Value for money	D	$100 a month per dedicated line, in the dearer part of chat tools, where the middle is $36.
Free plan and trial	D	A free sandbox with a shared number and 10 verified contacts, but no outbound messages or webhooks, so it is a test only.

SUBJECT	GRADE	COMMENT
Features	C	iMessage, SMS and RCS, an SDK, CLI, MCP server and CRM links. Outbound messaging is Enterprise.
Ease of use	D	No store rating on record. It is an API, SDK and CLI to build against.
Platforms and integrations	B	Web with HubSpot, Salesforce, GoHighLevel, Close, Pipedrive and more. No apps are listed.
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 Sendblue is for

- ✓ Fits if a developer wants iMessage from an AI agent or app
- ✓ Works for teams wiring messages into a CRM

Who it is not for

- ✕ Tight if you want outbound messaging, as the $100 plan is inbound-first with 1,000 contacts a day
- ✕ Skip it if you want a working free plan, as the sandbox is for testing only
- ✕ Pricey if you need many lines, as each is $100 and annual billing goes through sales
- ✕ Watch out: iMessage reaches Apple devices only
- ✕ Not for you if you do not code, as it is an API

Good to know

Good for

- ✓ Developers building AI agents that talk to people over iMessage
- ✓ Sales teams that want blue-bubble messages triggered from a CRM
- ✓ Teams that prefer a flat per-line fee to per-message billing

Worth knowing

- ⓘ The $100 AI Agent plan is inbound-first with 1,000 inbound contacts a day; full outbound messaging is part of the custom Enterprise tier.
- ⓘ The free sandbox has no dedicated number, no outbound messaging and no webhooks.
- ⓘ Annual billing and volume discounts for 10 or more lines are available only by contacting sales.
- ⓘ iMessage reaches Apple devices only; the vendor says each line can also send SMS and RCS.

PART 02 · PRICING

What it costs

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

$100

A month to start, for each person. There is a free plan too

Sendblue has a free plan. Paid plans start at $100 per month per dedicated line.

FREE SANDBOX

$0

Test environment with a shared number, up to 10 verified contacts, CLI and SDK support and community support.

AI AGENT

$100

per month per dedicated line

A dedicated phone number for inbound-first messaging, 1,000 inbound contacts a day, webhooks, media, typing indicators, reactions and priority support.

ENTERPRISE

Custom

Volume pricing with full outbound messaging, multiple dedicated lines, SOC 2 and HIPAA plans and a dedicated account manager.

The free plan

Free Sandbox: full API access with a shared number and up to 10 verified contacts; inbound-first, with no outbound messaging or webhooks.

Read from sendblue.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

iMessage, SMS and RCS messaging API sold per phone line. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, AI agents, business texting, sMS marketing.

> **iMessage, SMS and RCS, an SDK, CLI, MCP server and CRM links.**

From our grade for features

iMessage, SMS and RCS from one line

Each dedicated line can send and receive iMessages, SMS and RCS, according to the pricing FAQ.

Messaging API, SDK and CLI

A REST API with an npm package and CLI lets developers provision a number and send messages in code.

CRM integrations

Native connections for GoHighLevel, HubSpot, Salesforce, Close and Monday.com log messages on contact timelines.

MCP server for AI tools

A Sendblue MCP server lets AI coding tools and agents built on Anthropic's SDK send and receive iMessages.

No per-message fees

The page states there are no per-message fees, A2P registration charges, carrier surcharges or SMS fallback fees.

Compliance

The vendor says it is SOC 2 Type II certified and offers HIPAA plans on enterprise terms.

Where it runs

Web

What it works with

HubSpot
Salesforce
GoHighLevel
Close
Monday.com
Pipedrive
Clay
Apollo.io

Sendblue is made by Round One Inc.

Where it stands

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

2/77

Other SMS and chat marketing tools it is graded above

Sendblue's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

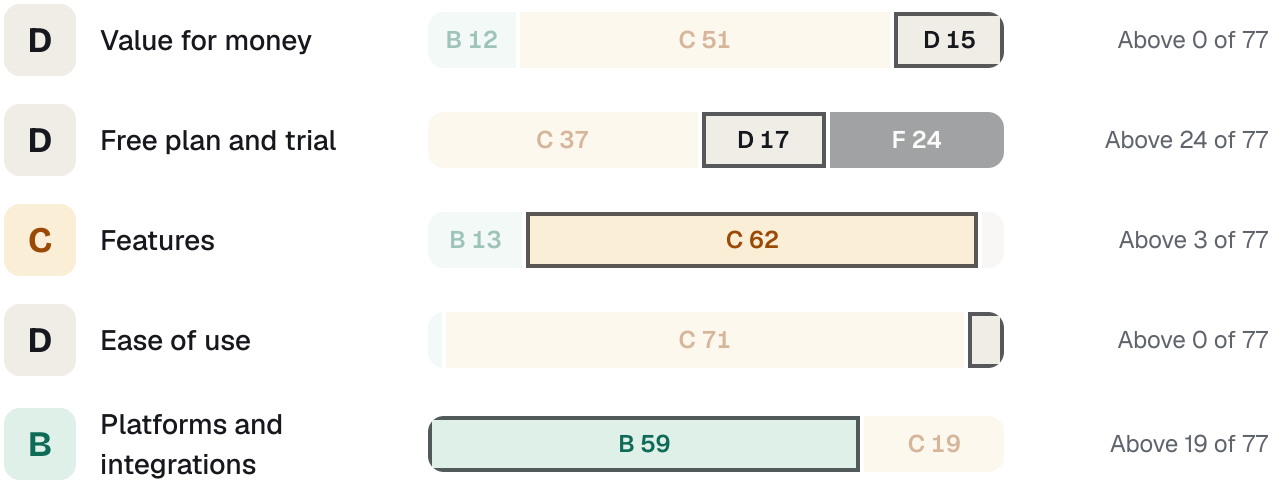
It stands best on platforms and integrations (B, above 19 of 77) and worst on value for money (D, above 0).

Its paid plans start at $100 a month for each person, against a middle price of $36 for the category: 44 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 36 tools score higher and cost less.

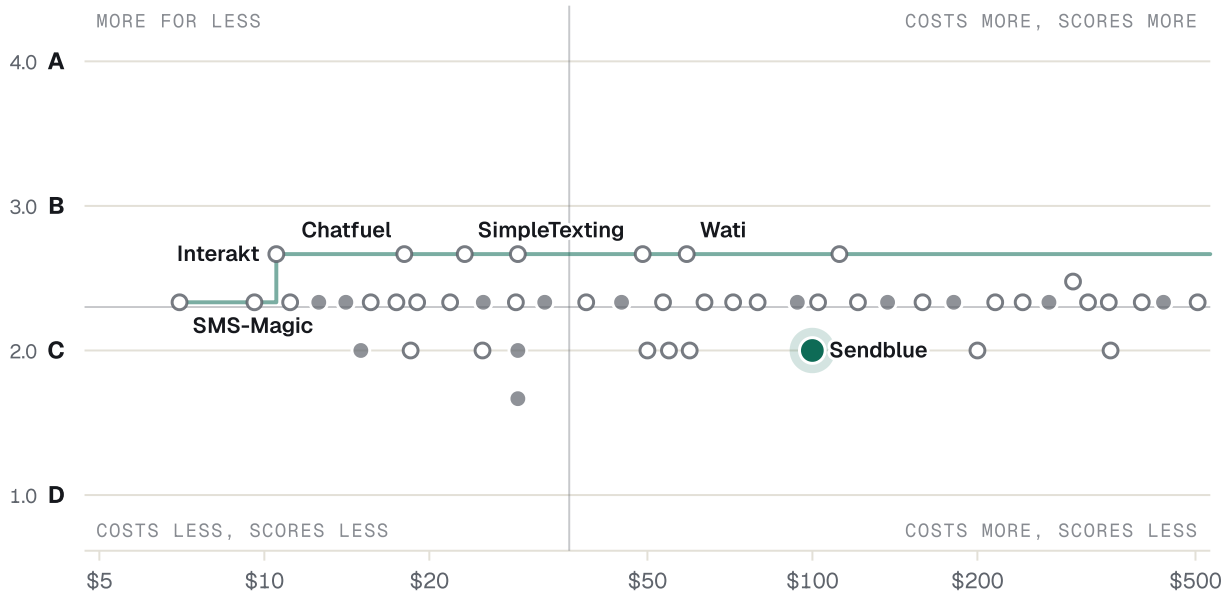
Each grade against the category

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

That makes this kind of software worth paying for, not this one in particular: 62 of the 77 other SMS and chat marketing tools grade higher. It costs $1,200 a year.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ An AI agent, with the models and the safeguards behind it.

- ✕ Connections to other products, each kept working as those products change.
- ✕ Texts from a business number, registered with the carriers.
- ✕ It is priced for each person, which means accounts and billing for a team.
- ✕ What a company asks for before it lets staff use something: SOC 2 and HIPAA.

What this rests on. Sendblue'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



Heymarket, TextUs, Text Request, SimpleTexting and Avochato

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

2.0 GPA

Heymarket

Free trial · from $49/mo

Shared inbox for business texting and email.

- Sendblue has a free plan. Heymarket does not, though it has a free trial.
- Sendblue also covers workflow automation.
- Heymarket also covers shared inbox and marketing automation.

Sendblue and Heymarket compared in full

1.6 GPA

TextUs

From $299/mo

Business texting for recruiting, sales and customer teams.

- Sendblue has a free plan. TextUs does not.
- Sendblue also covers workflow automation and AI agents.
- TextUs also covers shared inbox, marketing automation and whatsApp messaging.

Sendblue and TextUs compared in full

1.8 GPA

Text Request

Free trial · from $59.99/mo

Business texting with a shared dashboard, priced by included texts.

- Sendblue has a free plan. Text Request does not, though it has a free trial.
- Only Text Request lists a browser extension.
- Sendblue also covers AI agents.

Sendblue and Text Request compared in full

2.4 GPA

SimpleTexting

Free trial · from $23.20/mo

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

- Sendblue has a free plan. SimpleTexting does not, though it has a free trial.
- Only SimpleTexting lists iOS and Android apps.
- Sendblue also covers workflow automation and AI agents.

Sendblue and SimpleTexting compared in full

2.2 GPA

Avochato

Free trial · from $0

Business texting with a shared inbox, broadcasts and AI agents.

- Sendblue has a free plan. Avochato does not, though it has a free trial.
- Only Avochato lists iOS and Android apps.
- Only Avochato lists a browser extension.

Sendblue and Avochato 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 Sendblue free?

Sendblue has a free plan. Free Sandbox: full API access with a shared number and up to 10 verified contacts; inbound-first, with no outbound messaging or webhooks.

How much does Sendblue cost?

Sendblue lists 3 plans. Free Sandbox: $0.

What platforms does Sendblue work on?

Sendblue is available on Web.

Does Sendblue have an Android app?

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

Does Sendblue have an iPhone app?

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

Is Sendblue open source?

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

Does Sendblue have an API?

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

What does Sendblue integrate with?

Sendblue's listing names HubSpot, Salesforce, GoHighLevel, Close, Monday.com, Pipedrive, Clay and Apollo.io.

Who makes Sendblue?

Sendblue is made by Round One Inc.

What are the alternatives to Sendblue?

The closest alternatives to Sendblue in our directory are Heymarket, TextUs, Text Request, SimpleTexting and Avochato.

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

Sendblue's GPA of 1.6 is higher than 2 of the 77 other SMS and chat marketing tools we grade, and level with 13.

Is Sendblue good value for money?

ToolGPA grades Sendblue D for value for money. Its paid plans start at $100 a month for each person, against a middle price of $36 for the category: 44 of the 50 others that charge start lower.

Could I make my own version of Sendblue?

To replace Sendblue 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 Sendblue'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 Sendblue'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 Round One Inc. Prices change, so check sendblue.com before you buy.

sendblue.com/pricing
sendblue.com/integrations
sendblue.com/

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

Sendblue, kept up to date

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

toolgpa.com/tools/sendblue

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, "Sendblue: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/sendblue
```

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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