ToolGPA

NOVEMBER 2026

SendWo

The Insider's Guide

WhatsApp marketing and chatbot platform with a free plan



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

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

2.4

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 SendWo's own pages, its app-store listings and our grades. Every fact in it is on SendWo'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 68 of the 77 other SMS and chat marketing tools we grade

SendWo is a WhatsApp automation platform with broadcasts, chatbots, AI replies, a shared team inbox, e-commerce catalogs and simple CRM tools. It also connects Instagram, Facebook Messenger, Telegram, web chat and SMS through a connected provider. The vendor says it adds no markup to WhatsApp's official API prices.

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

> "
>
> **You connect a WhatsApp account and build chatbot flows before it does anything.**
>
> From our grade for ease of use

1 **Best for WhatsApp broadcasts and chatbots on a small budget**

Meta's WhatsApp fees come on top, and it runs in the browser only.

2 **Paid plans start at $23 a month**

As its pricing page puts it: $23 per month, billed annually ($29 billed monthly).

3 **There is a free plan**

1 user, 1 WhatsApp and 1 web chat account, 1K contacts, 500 message credits and 500 AI tokens.

4 **It runs on Web**

Web.

5 WhatsApp broadcasts and templates

Send personalized broadcasts and template messages, with broadcast analytics and drip campaigns.

6 Chatbots and AI replies

Keyword replies, user-input flows and AI bots trained on your content, on WhatsApp and the other connected channels.

7 Shared team inbox

Handle conversations from every channel in one inbox with handoff between bot and team; the free plan limits the live chat view to 10 customers.

8 A 2.4 GPA, above 68 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 SendWo you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

SendWo at a glance

PRICING Free plan, from $23 per month, billed annually ($29 billed monthly)	FREE PLAN Yes
FREE TRIAL 7-day free trial on the Starter plan	RUNS ON Web
MADE BY SendWo	CATEGORY SMS & Chat Marketing
OUR GRADE 2.4 GPA, fair	

The report card

Best for WhatsApp broadcasts and chatbots on a small budget

SendWo is a WhatsApp marketing and chatbot tool with a free plan, and its paid plans start at $23 a month on yearly billing. The free plan is small, with 1 user, 500 message credits and a live chat view for only 10 customers, and Instagram, Facebook and Telegram channels only arrive on Starter. Meta's WhatsApp fees come on top, and it runs in the browser only.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is $23 a month on yearly billing ($29 monthly), inside the cheapest quarter of chat-marketing tools, which start at $25. It buys 3 users, 20K contacts and 100K message credits.
Free plan and trial	C	A free plan with 1 user, 1,000 contacts and 500 message credits, plus a 7-day trial of Starter. You will hit the 500 credits and the 10-customer live chat view quickly.
Features	C	Broadcasts, chatbots, AI replies, catalogs and an API. The gaps are in the listing: only WhatsApp and web chat on the free plan, and SMS needs a separate provider such as Twilio.
Ease of use	C	No store rating on record. You connect a WhatsApp account and build chatbot flows before it does anything.
Platforms and integrations	B	Web only, but with an API, webhooks and Shopify, WooCommerce, Stripe and Twilio connections.

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 SendWo is for

- ✓ Fits if you want to try WhatsApp broadcasts and a bot for free before paying
- ✓ Works for small shops that sell through WhatsApp catalogs

Who it is not for

- ✗ Tight if you stay on the free plan: 500 message credits, 1 user and a live chat view for 10 customers
- ✗ Skip it if you need Instagram, Facebook or Telegram, which start on Starter
- ✗ Watch out: WhatsApp's official per-message fees are paid at Meta's rates on top of the plan
- ✗ Watch out: SMS needs a connected provider such as Twilio, billed separately
- ✗ Not for you if you want phone apps, as only a web version is listed

Good to know

Good for

- Small businesses that want to test WhatsApp marketing on a free plan
- Online stores that sell through WhatsApp catalogs
- Agencies and teams that need Telegram and Instagram automation beside WhatsApp

Worth knowing

- WhatsApp's official per-message fees are paid at Meta's rates on top of the plan; the vendor says it adds no markup.
- Instagram, Facebook and Telegram channels start at the Starter plan; the free plan covers one WhatsApp and one web chat account.
- Paid plans require a card, and checkout runs through Stripe payment links in US dollars.
- SMS runs through a connected provider such as Twilio, which bills separately.

PART 02 · PRICING

What it costs

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

$23

A month to start. There is a free plan too

SendWo has a free plan. Paid plans start at $23 per month, billed annually ($29 billed monthly).

FREE

$0

1 user, 1K contacts, 500 message credits, live chat view for 10 customers, AI bot and a WhatsApp website widget.

STARTER

$23

per month, billed annually ($29 billed monthly)

3 users, 20K contacts, 100K message credits, Instagram, Facebook and Telegram channels, 5 catalogs and 5 WhatsApp flows.

PRO

$47

per month, billed annually ($59 billed monthly)

5 users, 40K contacts, 500K message credits, 1M AI tokens, 50 catalogs, 10 WhatsApp flows and ticketing support.

ENTERPRISE

$67

per month, billed annually ($84 billed monthly)

Custom users, accounts, contacts and credits, unlimited catalog capacity, a support SLA and a dedicated WhatsApp support group.

The free plan

1 user, 1 WhatsApp and 1 web chat account, 1K contacts, 500 message credits and 500 AI tokens.

Trying it first

7-day free trial on the Starter plan

Read from sendwo.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with yearly billing

The pricing page states a 20% saving for yearly billing; for example Starter is $23 a month yearly against $29 monthly.

Stated on sendwo.com

What it does

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

1

Place it runs: Web

WhatsApp marketing and chatbot platform with a free plan. Here is what it does, as its own site describes it, and what it covers: public API, AI features, shared inbox, marketing automation, sMS marketing, whatsApp messaging, chatbots.

"

Broadcasts, chatbots, AI replies, catalogs and an API.

From our grade for features

WhatsApp broadcasts and templates

Send personalized broadcasts and template messages, with broadcast analytics and drip campaigns.

Chatbots and AI replies

Keyword replies, user-input flows and AI bots trained on your content, on WhatsApp and the other connected channels.

Shared team inbox

Handle conversations from every channel in one inbox with handoff between bot and team; the free plan limits the live chat view to 10 customers.

WhatsApp commerce

Catalogs, appointment booking, payments and click-to-WhatsApp ad journeys, with catalog counts rising by plan.

Instagram, Messenger and Telegram

Comment-to-DM automation on Instagram and Messenger and bot or broadcast tools for Telegram, from Starter upward.

HTTP API and webhooks

Inbound and outbound webhooks and a developer API for connecting other systems.

Where it runs

Web

What it works with

Twilio
Shopify
WooCommerce
Stripe

SendWo is made by SendWo.

Where it stands

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

68/77

Other SMS and chat marketing tools it is graded above

SendWo's GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade, and level with 7.

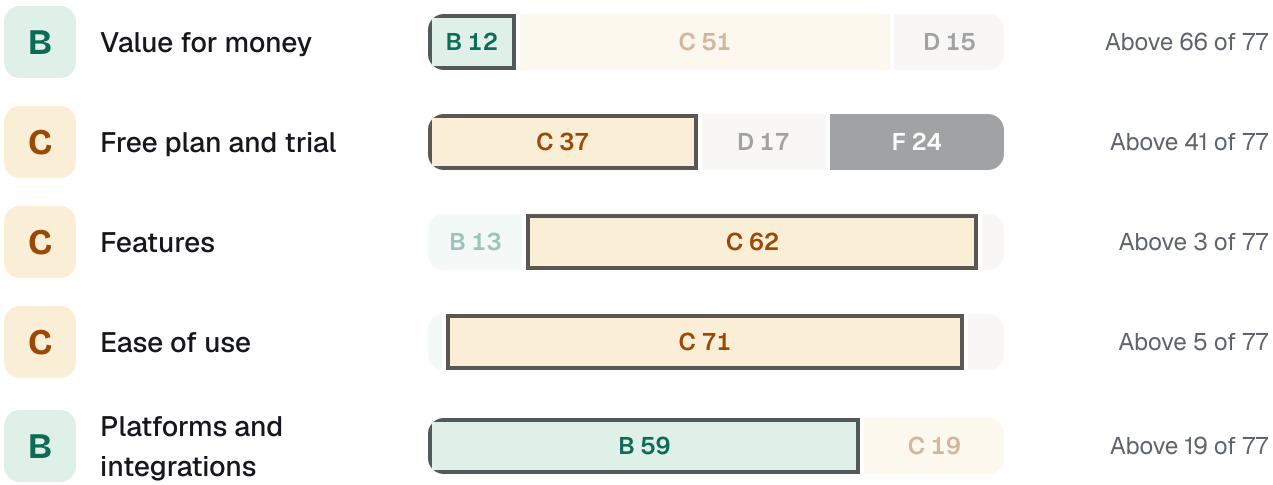
It stands best on value for money (B, above 66 of 77) and worst on features (C, above 3).

Its paid plans start at $23 a month, against a middle price of $36 for the category: 10 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

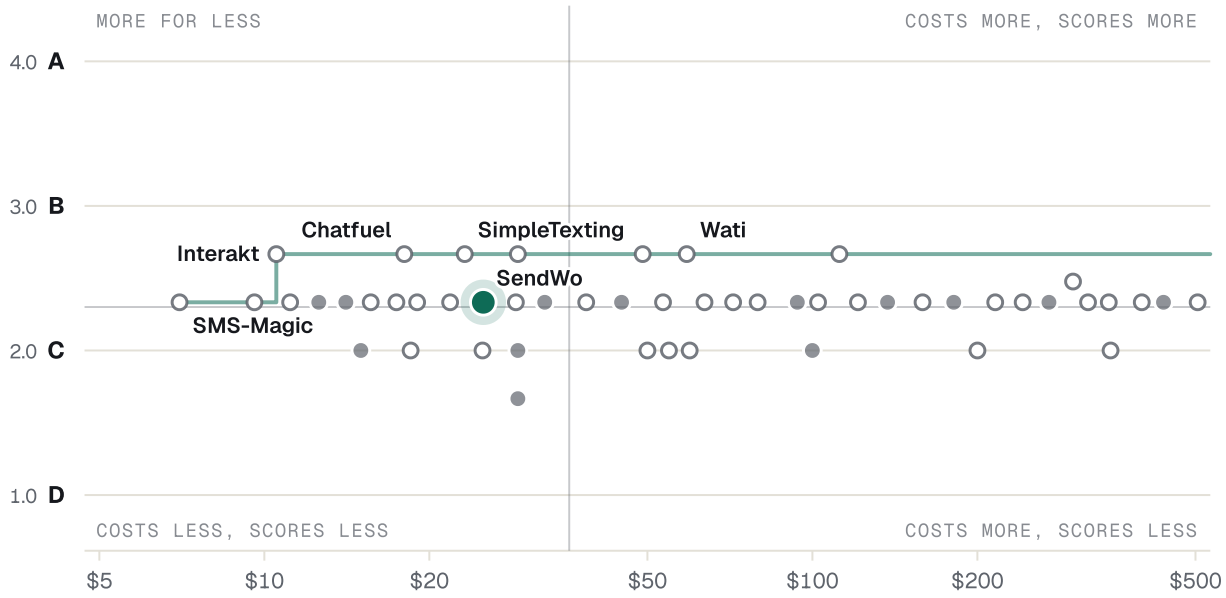
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. SendWo'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. SendWo 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 SendWo you would be making the WhatsApp Business API, which Meta opens only through approved partners. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade. It costs $276 a year.

What you could not

- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ One mailbox that several people work at once.

- ✕ Email sent in volume that still reaches the inbox.
- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ A chatbot builder hooked into the messaging apps.
- ✕ It plugs into other products, Twilio, Shopify and WooCommerce among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. SendWo'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



Wati, AiSensy, Interakt, Gallabox and YCloud

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

2.4 GPA

Wati

Free trial · from $59/mo

WhatsApp Business API inbox with broadcasts, chatbots and ad flows.

- SendWo has a free plan. Wati does not, though it has a free trial.
- Only Wati lists iOS and Android apps.
- SendWo also covers sMS marketing.

SendWo and Wati compared in full

2.4 GPA

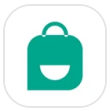
AiSensy

Free plan · from $40.50/mo

WhatsApp API for broadcasts, retargeting and click-to-WhatsApp ads.

- Only AiSensy lists iOS and Android apps.
- SendWo also covers sMS marketing.

SendWo and AiSensy compared in full



2.6 GPA

Interakt

Free trial · from ₹999/mo

WhatsApp and Instagram marketing, inbox and chatbots for Indian brands.

- SendWo has a free plan. Interakt does not, though it has a free trial.
- Only Interakt lists iOS and Android apps.
- SendWo also covers sMS marketing.

SendWo and Interakt compared in full



2.2 GPA

Gallabox

Free trial · from $112/mo

WhatsApp, Instagram and web chat with AI agents for lead follow-up.

- SendWo has a free plan. Gallabox does not, though it has a free trial.
- Only Gallabox lists iOS and Android apps.
- SendWo also covers sMS marketing.

SendWo and Gallabox compared in full



2.2 GPA

YCloud

Free plan · from $39/mo

WhatsApp API platform with campaigns, inbox, AI agents and a free plan.

- SendWo also covers sMS marketing.

SendWo and YCloud compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 SendWo free?

SendWo has a free plan. 1 user, 1 WhatsApp and 1 web chat account, 1K contacts, 500 message credits and 500 AI tokens.

How much does SendWo cost?

SendWo lists 4 plans. Free: $0.

What platforms does SendWo work on?

SendWo is available on Web.

Does SendWo offer any discounts?

SendWo publicly lists the following: Save 20% with yearly billing.

Does SendWo have an Android app?

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

Does SendWo have an iPhone app?

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

Is SendWo open source?

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

Does SendWo have an API?

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

What does SendWo integrate with?

SendWo's listing names Twilio, Shopify, WooCommerce and Stripe. A listing names up to eight integrations, so it may connect to more.

Does SendWo have a free trial?

Yes. 7-day free trial on the Starter plan.

Who makes SendWo?

SendWo is made by a company of the same name.

What are the alternatives to SendWo?

The closest alternatives to SendWo in our directory are Wati, AiSensy, Interakt, Gallabox and YCloud.

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

SendWo's GPA of 2.4 is higher than 68 of the 77 other SMS and chat marketing tools we grade, and level with 7.

Is SendWo good value for money?

ToolGPA grades SendWo B for value for money. Its paid plans start at $23 a month, against a middle price of $36 for the category: 10 of the 50 others that charge start lower.

Could I make my own version of SendWo?

To replace SendWo you would be making the WhatsApp Business API, which Meta opens only through approved partners.

Where this guide comes from

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

sendwo.com/pricing/

sendwo.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

SendWo, kept up to date

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

toolgpa.com/tools/sendwo

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

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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