ToolGPA

NOVEMBER 2026

SMSGlobal

The Insider's Guide

Pay-as-you-go SMS, WhatsApp and voice messaging with an API

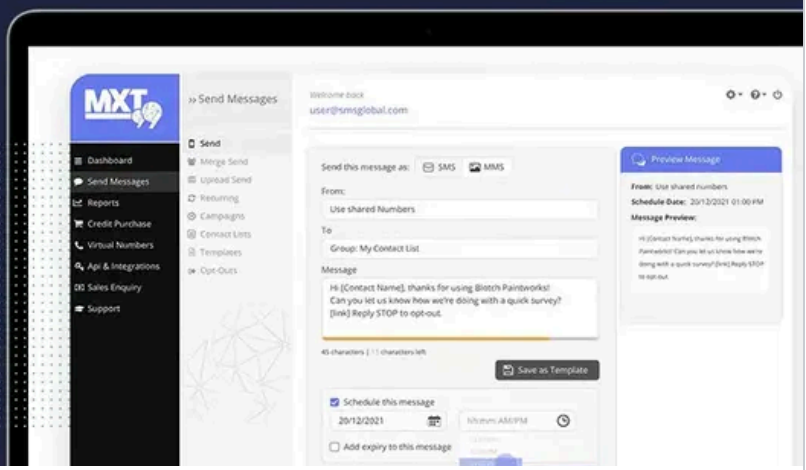


Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from SMSGlobal's own pages.

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

1.6
GPA

smsglobal



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

SMSGlobal is an Australian-owned messaging provider selling SMS, MMS, two-way messaging, email to SMS, one-time passwords, virtual numbers, voice and WhatsApp messaging. Accounts are free to open and prepaid with no subscription. The company says customer data is hosted and managed in Australia, and offers an SMS gateway and API.

To get you started, here are **7 things to know about SMSGlobal**, taken from its own pages and our grades.

> "
>
> **The web account is straightforward, and the gateway and API need developer work.**
>
> From our grade for ease of use

1 **Best for pay-as-you-go SMS with Australian data hosting**

SMSGlobal sells prepaid SMS, WhatsApp and voice with no subscription, and says customer data is hosted in Australia.

2 **It runs on Web**

Web.

3 **Bulk SMS campaigns**

Scheduling, merge and upload sending, templates, keyword responses and opt-out management are listed.

4 **Two-way and MMS**

Customers can reply to messages, and MMS access is listed in the toolkit.

5 **Email to SMS and OTP**

Messages can be triggered from email, and one-time password sending is offered as a product.

6 **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.

7 **Keep it**

To replace SMSGlobal 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.

SMSGlobal at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY SMSGlobal	CATEGORY SMS & Chat Marketing
OUR GRADE 1.6 GPA, weak	

The report card

Best for pay-as-you-go SMS with Australian data hosting

SMSGlobal sells prepaid SMS, WhatsApp and voice with no subscription, and says customer data is hosted in Australia. But the price table loads by script and couldn't be read, the default Australian rate excludes GST, and WhatsApp and voice prices aren't on the SMS page.

TOOLGPA REPORT CARD	SMSGlobal	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No plan price is recorded. Rates are by country and by volume, and the default view is in Australian dollars before GST.
Free plan and trial	F	Accounts are free to open and prepaid, but no free credits or trial are listed, so you pay to send.
Features	C	Bulk campaigns, two-way and MMS, email to SMS, one-time passwords, virtual numbers and an SMS gateway. WhatsApp and voice are listed as new.
Ease of use	C	No store rating on record. The web account is straightforward, and the gateway and API need developer work.
Platforms and integrations	C	Web only, with an API and SDK libraries but no integrations list.
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 SMSGlobal is for

- ✓ Fits if you send reminders and alerts across several regions and want to pay as you go
- ✓ Works for Australian firms that want their data kept in Australia

Who it is not for

- ✗ Not for you if you want a price list you can read, as the rates sit behind a script
- ✗ Watch out: the default rate is in Australian dollars and leaves out GST
- ✗ Skip it if you need to know what WhatsApp and voice cost, because the SMS page doesn't say
- ✗ Tight if you expect a trial, since only an empty prepaid account is free

Good to know

Good for

- ✓ Organizations sending reminders and alerts across several regions
- ✓ Businesses that want Australian data hosting
- ✓ Developers wanting an SMS and WhatsApp API on prepaid billing

Worth knowing

- ⓘ The pricing page shows rates by country and by single-transaction volume, loaded by script; the tier table could not be read, so no plan prices are recorded.
- ⓘ The default view shows an Australian-dollar rate that excludes GST; US, UK, Canada and NZ are separate views.
- ⓘ WhatsApp and voice are listed as new products, and their prices are not on the SMS pricing page.

What it costs

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

SMSGlobal's current pricing could not be confirmed from its own site.

> **Rates are by country and by volume, and the default view is in Australian dollars before GST.**
>
> From our grade for value for money

We could not confirm SMSGlobal's current prices from its own site, so this guide lists no plans. smsglobal.com has them.

What it does

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

1

Place it runs: Web

Pay-as-you-go SMS, WhatsApp and voice messaging with an API. Here is what it does, as its own site describes it, and what it covers: public API, business texting, sMS marketing, whatsApp messaging.

> **Bulk campaigns, two-way and MMS, email to SMS, one-time passwords, virtual numbers and an SMS gateway.**
>
> From our grade for features

Bulk SMS campaigns

Scheduling, merge and upload sending, templates, keyword responses and opt-out management are listed.

Two-way and MMS

Customers can reply to messages, and MMS access is listed in the toolkit.

Email to SMS and OTP

Messages can be triggered from email, and one-time password sending is offered as a product.

Virtual numbers and sender IDs

Virtual numbers and sender ID registration are sold, along with an A2P 10DLC number for the US.

SMS gateway and API

The MXT gateway, a developer hub, API references and SDK libraries are published.

Where it runs

Web

What it works with

Its own pages name no integrations.

SMSGlobal is made by SMSGlobal.

PART 04 · STANDING

Where it stands

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

2/77

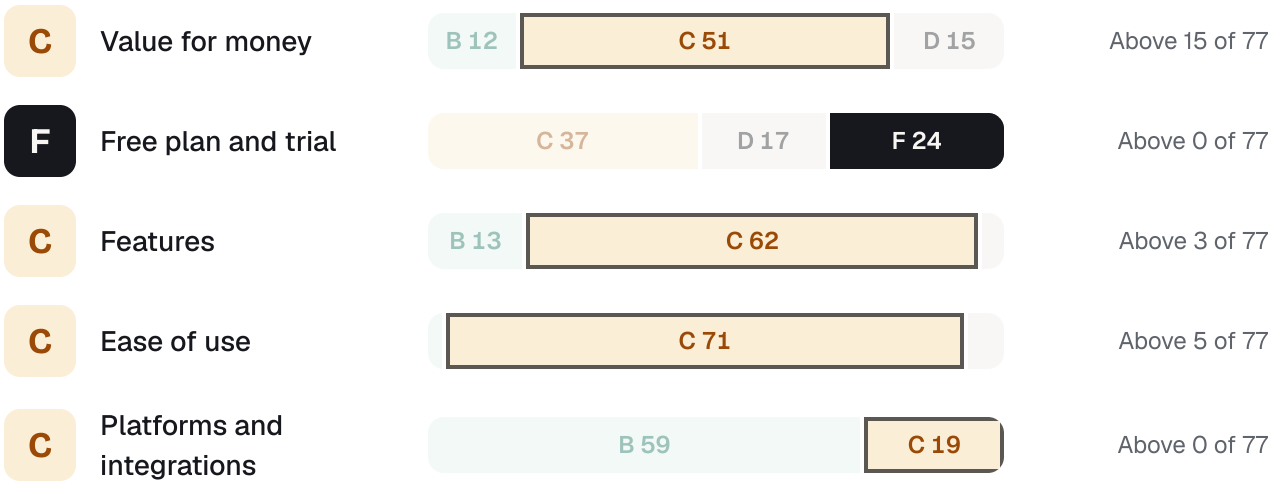
Other SMS and chat marketing tools it is graded above

SMSGlobal'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 value for money (C, above 15 of 77) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 SMSGlobal 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.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ The WhatsApp Business API, which Meta opens only through approved partners.
- ✕ Texts from a business number, registered with the carriers.
- ✕ An API that other software can build on.

What this rests on. SMSGlobal'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



BulkSMS, ClickSend, Kudosity, MessageMedia (now Sinch Engage) and Sinch

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

1.6 GPA

BulkSMS

Paid

Prepaid bulk SMS with web platform, API, RCS and incoming numbers.

SMSGlobal and BulkSMS compared in full

1.8 GPA

ClickSend

Free trial · from $20

Prepaid SMS and MMS sending by app, API or email, with no monthly fee.

- SMSGlobal also covers whatsApp messaging.

SMSGlobal and ClickSend compared in full

2.0 GPA

Kudosity

Free trial

Pay-as-you-go SMS, MMS, WhatsApp and RCS platform from Australia.

SMSGlobal and Kudosity compared in full

2.0
GPA

MessageMedia (now Sinch Engage)

Free trial · from $99/mo

Business SMS, MMS, RCS and WhatsApp platform with a team inbox.

- MessageMedia (now Sinch Engage) also covers shared inbox and marketing automation.

SMSGlobal and MessageMedia (now Sinch Engage) compared in full

2.0
GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- SMSGlobal also covers business texting.
- Sinch also covers email campaigns and chatbots.

SMSGlobal and Sinch compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 SMSGlobal free?

No. SMSGlobal is a paid product.

What platforms does SMSGlobal work on?

SMSGlobal is available on Web.

Does SMSGlobal have an Android app?

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

Does SMSGlobal have an iPhone app?

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

Is SMSGlobal open source?

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

Does SMSGlobal have an API?

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

Who makes SMSGlobal?

SMSGlobal is made by a company of the same name.

What are the alternatives to SMSGlobal?

The closest alternatives to SMSGlobal in our directory are BulkSMS, ClickSend, Kudosity, MessageMedia (now Sinch Engage) and Sinch.

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

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

Could I make my own version of SMSGlobal?

To replace SMSGlobal 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 SMSGlobal'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 SMSGlobal'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 SMSGlobal. Prices change, so check smsglobal.com before you buy.

smsglobal.com/pricing

smsglobal.com/us/pricing

smsglobal.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
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

SMSGlobal, kept up to date

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

toolgpa.com/tools/smsglobal

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, "SMSGlobal: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/smsglobal
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Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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