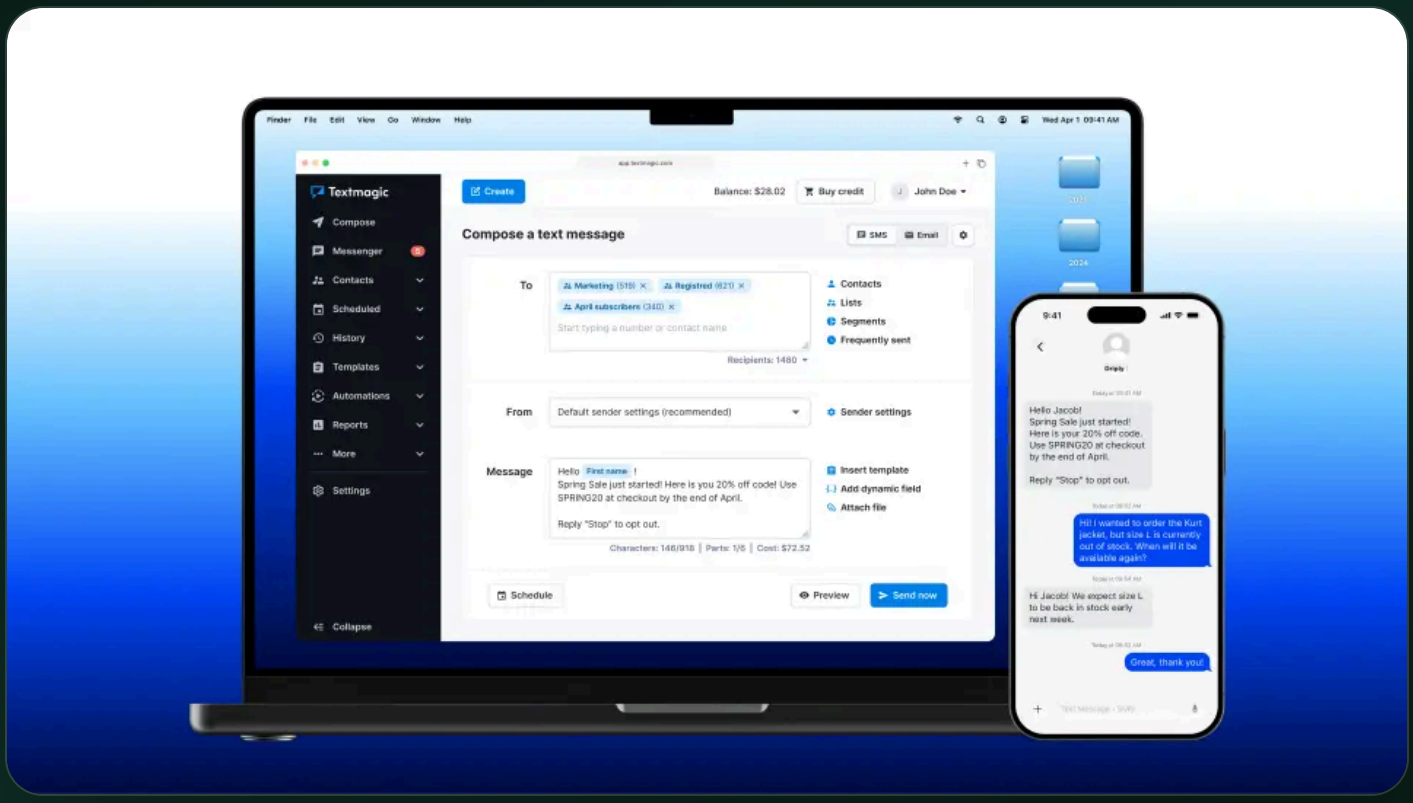
ToolGPA

NOVEMBER 2026

TextMagic

The Insider's Guide

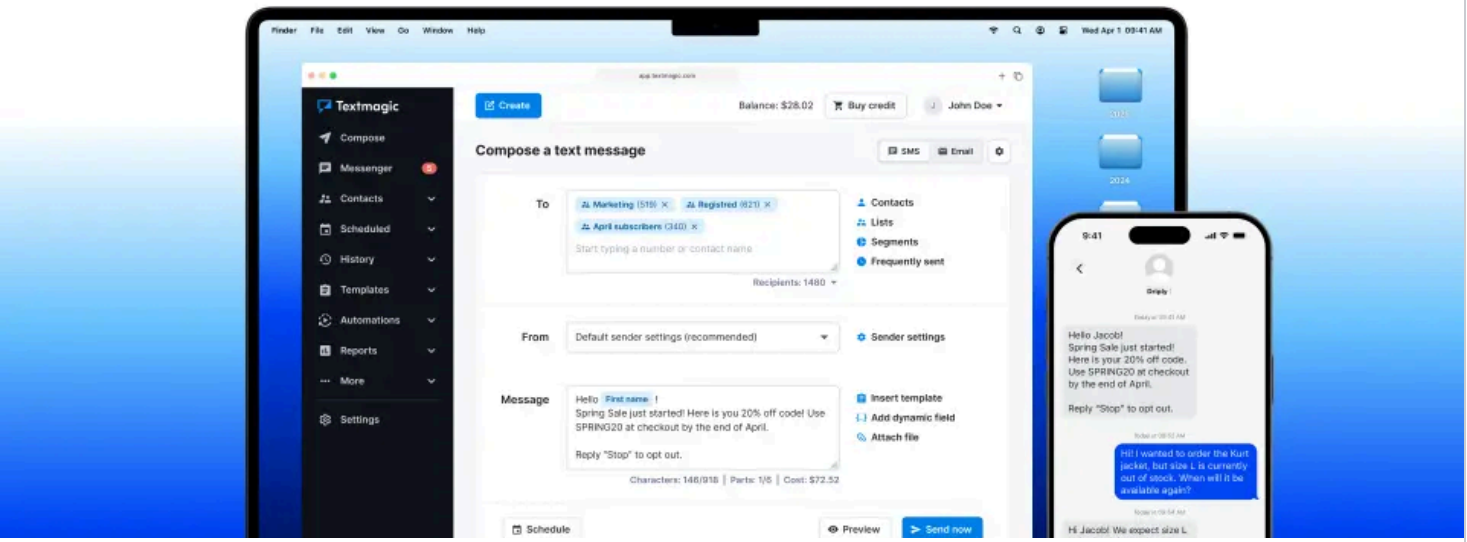
Pay-as-you-go business SMS and email with a shared inbox



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

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

2.2
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 TextMagic's own pages, its app-store listings and our grades. Every fact in it is on TextMagic'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

2.2

GPA, above 47 of the 77 other SMS and chat marketing tools we grade

Textmagic is a business texting service for mass SMS, two-way conversations, automation flows and email campaigns. It has no monthly subscription: you buy credits and pay per message, with unlimited contacts and users. It works mainly in the US, UK, Canada and Australia, and has web, iOS and Android apps.

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

1 **Best for pay-as-you-go business texting**

Textmagic has no monthly fee: you buy credit and pay about 4.9 cents a US text, with unlimited contacts and users.

2 **What it costs**

Paid plans start at No monthly fee; 4.9¢ per US text, billed from prepaid credit.

3 **You can try it first**

Free trial; 10,000 emails included as a one-time welcome bonus

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Mass texting**

Send campaigns and scheduled texts to unlimited contacts, with two-way messaging and delivery reporting included.

6 **Automation flows**

A flow builder for drip campaigns and message sequences, with follow-ups across SMS and email.

7 **Shared inbox and chat widget**

Connects SMS, live chat and social channels in one inbox for the whole team, and the page says there is no per-seat charge.

8 **A 2.2 GPA, above 47 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 TextMagic 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.

TextMagic at a glance

PRICING
Free trial, from No monthly fee; 4.9¢ per US text, billed from prepaid credit

FREE PLAN
No

FREE TRIAL
Free trial; 10,000 emails included as a one-time welcome bonus

RUNS ON
Web, iOS, Android

MADE BY
Textmagic, since 2001

CATEGORY
SMS & Chat Marketing

OUR GRADE
2.2 GPA, fair

The report card

Best for pay-as-you-go business texting

Textmagic has no monthly fee: you buy credit and pay about 4.9 cents a US text, with unlimited contacts and users. But numbers cost $10 a month after the first, US registration has a fee, and the trial terms aren't clear.

TOOLGPA REPORT CARD

TextMagic

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No subscription; 4.9 cents a US text from prepaid credit, plus $10 a month for each number after the first.
Free plan and trial	D	A free trial exists, but its length and card terms aren't stated; the 10,000 email credits are a one-off.
Features	B	Mass texting, automation flows, a shared inbox, chat widget, email campaigns and bring-your-own-number.
Ease of use	C	No store rating on record, and US 10DLC registration is yours to finish.
Platforms and integrations	B	Web, iPhone and Android, with 8 integrations; no desktop app.

Grade point average — Fair, out of 4.0 **2.2**

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 TextMagic is for

- ✓ Fits if you send occasional texts and don't want a subscription
- ✓ Works for teams with many users, since seats are unlimited

Who it is not for

- ✗ Pricey if you send a lot: every text costs 4.9 cents
- ✗ Watch out: US local numbers need 10DLC registration, and the page lists a fee
- ✗ Watch out: long or non-Latin messages count as several parts
- ✗ Tight if you want email: past 10,000 emails it is billed per message

Good to know

Good for

- ✓ Small businesses that text unevenly and want no monthly commitment
- ✓ Teams that want unlimited users and contacts
- ✓ Businesses texting in the US, UK, Canada or Australia

Worth knowing

- ⓘ Cost depends on volume: 4.9¢ per US text, plus $10 per month for each number after its first free month.
- ⓘ Longer messages cost extra; one part is 160 plain or 70 Unicode characters.
- ⓘ US 10DLC brand and campaign registration is required for local numbers, and the pricing page lists a fee for it.
- ⓘ After the first 10,000 emails, email is billed per message at $0.001 at the volumes the page lists.

What it costs

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

1
plan

TextMagic is a paid product with a free trial, starting at No monthly fee; 4.9¢ per US text, billed from prepaid credit.

PAY AS YOU GO

$0

no monthly fee, billed per message from credit

Buy credit and spend it on SMS at 4.9¢ per 160-character text; 1¢ per text via a connected Twilio, Vonage, Sinch or Bandwidth account.

Trying it first

Free trial; 10,000 emails included as a one-time welcome bonus

Read from textmagic.com on Nov 13, 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

Pay-as-you-go business SMS and email with a shared inbox. Here is what it does, as its own site describes it, and what it covers: shared inbox, workflow automation, email campaigns, live chat, business texting, sMS marketing.

> **Mass texting, automation flows, a shared inbox, chat widget, email campaigns and bring-your-own-number.**
>
> From our grade for features

Mass texting

Send campaigns and scheduled texts to unlimited contacts, with two-way messaging and delivery reporting included.

Automation flows

A flow builder for drip campaigns and message sequences, with follow-ups across SMS and email.

Shared inbox and chat widget

Connects SMS, live chat and social channels in one inbox for the whole team, and the page says there is no per-seat charge.

Email campaigns

Drag-and-drop and AI template builder with open and click tracking, billed per email after the first 10,000.

Bring your own number

Connect an existing Twilio, Vonage, Sinch or Bandwidth account to send from your own numbers at a lower per-text rate.

Numbers and compliance tools

Local and toll-free numbers, alphanumeric sender IDs, and guided 10DLC brand and campaign registration for US texting.

Where it runs

Web · iOS · Android

What it works with

HubSpot · Shopify · WooCommerce · Twilio · Vonage · Sinch · Bandwidth · ChatGPT

TextMagic is made by Textmagic, and has been around since 2001.

PART 04 · STANDING

Where it stands

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

47 /77

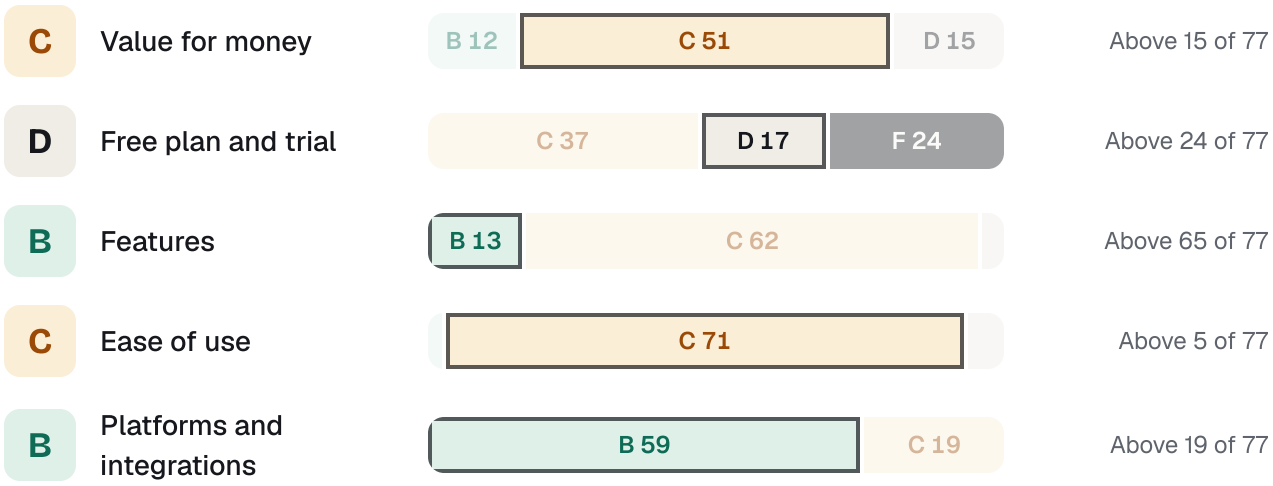
Other SMS and chat marketing tools it is graded above

TextMagic's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

It stands best on features (B, above 65 of 77) and worst on free plan and trial (D, above 24).

Each grade against the category

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

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ One mailbox that several people work at once.
- ✕ 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.
- ✕ A chat box on your site that reaches you the moment a customer types.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ Hooks into the device itself: widgets.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. TextMagic'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, ClickSend, EZ Texting, Sinch and SlickText

The 5 tools TextMagic 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.

- TextMagic also covers shared inbox, workflow automation, email campaigns and live chat.
- SimpleTexting also covers marketing automation and forms.

TextMagic and SimpleTexting 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.

- Only TextMagic lists iOS and Android apps.
- TextMagic also covers shared inbox, workflow automation, email campaigns and live chat.

TextMagic and ClickSend compared in full



2.2
GPA

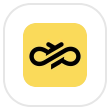
EZ Texting

Free trial · from $20/mo

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

- TextMagic also covers shared inbox, workflow automation, email campaigns and live chat.
- EZ Texting also covers marketing automation and qR codes.

TextMagic and EZ Texting compared in full



2.0
GPA

Sinch

Paid

Messaging, voice and email APIs plus campaign apps.

- Only TextMagic lists iOS and Android apps.
- TextMagic also covers shared inbox, workflow automation, live chat and business texting.
- Sinch also covers whatsApp messaging and chatbots.

TextMagic and Sinch compared in full



2.2
GPA

SlickText

Free trial · from $24.17/mo

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

- TextMagic also covers shared inbox, workflow automation, email campaigns and live chat.
- SlickText also covers marketing automation, forms and popups.

TextMagic and SlickText compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 TextMagic free?

No, TextMagic is a paid product, but you can try it first. Free trial; 10,000 emails included as a one-time welcome bonus.

How much does TextMagic cost?

TextMagic lists one plan. Pay as you go: $0 no monthly fee, billed per message from credit.

What platforms does TextMagic work on?

TextMagic is available on Web, iOS and Android.

Does TextMagic have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. TextMagic is listed for Web, iOS and Android.

Does TextMagic have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. TextMagic is listed for Web, iOS and Android.

Is TextMagic open source?

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

What does TextMagic integrate with?

TextMagic's listing names HubSpot, Shopify, WooCommerce, Twilio, Vonage, Sinch, Bandwidth and ChatGPT.

Who makes TextMagic?

TextMagic is made by Textmagic. It dates from 2001.

What are the alternatives to TextMagic?

The closest alternatives to TextMagic in our directory are SimpleTexting, ClickSend, EZ Texting, Sinch and SlickText.

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

TextMagic's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

Could I make my own version of TextMagic?

To replace TextMagic 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 TextMagic'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 TextMagic'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 Textmagic. Prices change, so check textmagic.com before you buy.

textmagic.com/pricing/
textmagic.com/features/
textmagic.com/about-us/
textmagic.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

TextMagic, kept up to date

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

toolgpa.com/tools/textmagic

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

Know someone choosing between SMS and chat marketing tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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