ToolGPA

NOVEMBER 2026

TXT180

The Insider's Guide

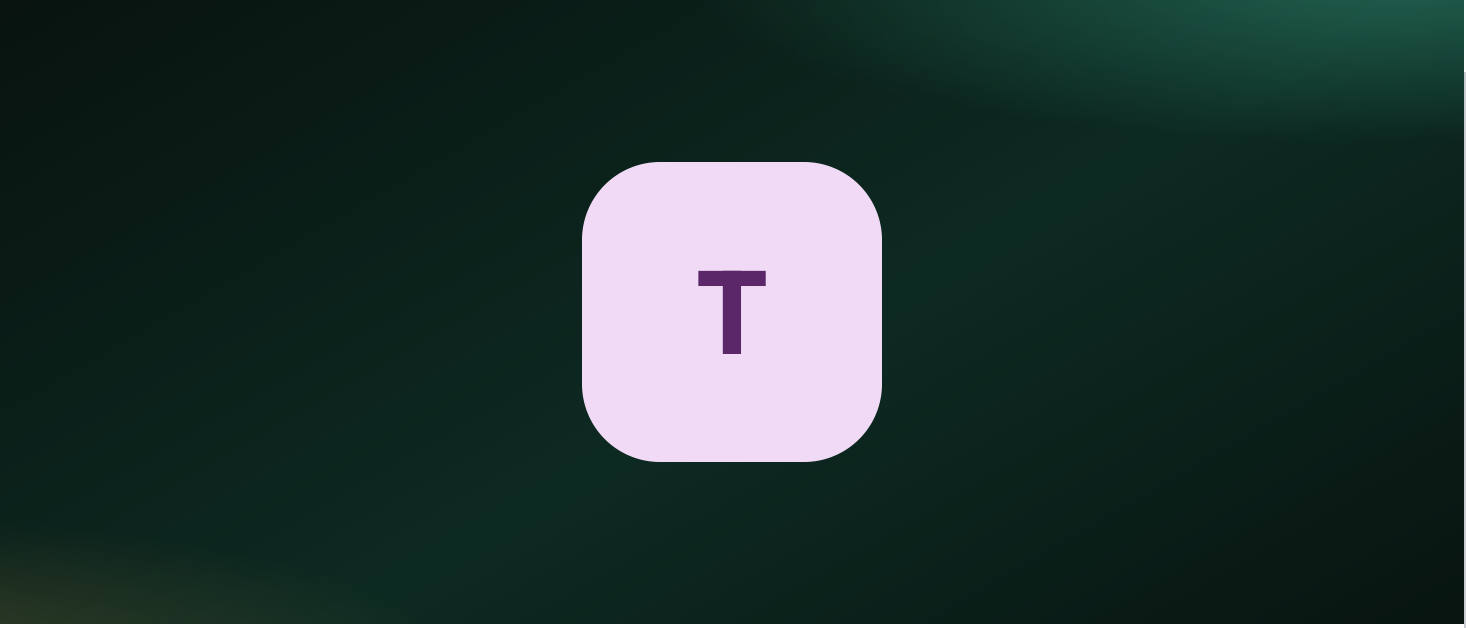
Low-cost US text message marketing with a reseller program



Every plan, grade, refund rule and rival among SMS and chat marketing tools, read from TXT180's own pages.

Made by TXT180 · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from TXT180's own pages, its app-store listings and our grades. Every fact in it is on TXT180'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

TXT180 is a US-only text marketing service sold by monthly message credits, starting at 500. Each account gets a dedicated number, unlimited keywords, unlimited contacts and groups, and free incoming texts. It is based in St. George, Utah, and also runs a reseller and an affiliate program.

To get you started, here are **9 things to know about TXT180**, taken from its own pages and our grades.

> "
>
> **No store rating on record, and you set up a keyword and number.**
>
> From our grade for ease of use

1 **Best for cheap US-only text marketing**

TXT180 sells US text marketing by monthly credits, from $18.49 a month on annual billing, with a 15-day trial that needs no card.

2 **Paid plans start at $18.49 a month**

As its pricing page puts it: $18.49 per month for 500 credits, billed annually ($24.95 month to month).

3 **You can try it first**

15-day free trial with 50 messages, a dedicated number and a keyword; no card required

4 **It runs on Web**

Web.

5 **Credit-based texting**

One SMS costs one credit and one MMS costs three, with plans from 500 up to 50,000 credits a month.

6 **Dedicated number and keywords**

Each account gets a dedicated number and unlimited keywords on toll-free plans, so people can opt in by texting a keyword.

7 **Unlimited contacts and groups**

Contact and group counts are not capped, and incoming messages are free.

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 TXT180 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.

TXT180 at a glance

PRICING Free trial, from $18.49 per month for 500 credits, billed annually ($24.95 month to month)	FREE PLAN No
FREE TRIAL 15-day free trial with 50 messages, a dedicated number and a keyword; no card required	RUNS ON Web
MADE BY TXT180	CATEGORY SMS & Chat Marketing
OUR GRADE 2.2 GPA, fair	

The report card

Best for cheap US-only text marketing

TXT180 sells US text marketing by monthly credits, from $18.49 a month on annual billing, with a 15-day trial that needs no card. But the page only shows the 500-credit price, it is US only, and it does little beyond sending texts.

TOOLGPA REPORT CARD	TXT180	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$18.49 a month on annual billing is inside the cheaper quarter of the category, though it covers only 500 credits.
Free plan and trial	C	A 15-day trial with 50 messages and no card, and no free plan.
Features	C	A dedicated number, keywords and groups for sending texts, and nothing else on the page.
Ease of use	C	No store rating on record, and you set up a keyword and number.
Platforms and integrations	C	Web only, with no integrations on record.
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 TXT180 is for

- ✓ Fits if you send a small number of texts to US customers
- ✓ Works for people who want a low starting price

Who it is not for

- ✗ Not for you if you text outside the US, as it is US only
- ✗ Tight if you send more: only the 500-credit price is shown, and extra credits are 4 cents
- ✗ Watch out: an MMS costs 3 credits, and extra numbers are $10 to set up and $10 a month
- ✗ Too light for teams: no inbox or integrations are listed

Good to know

Good for

- ✓ Small US businesses starting with a low-volume text plan
- ✓ Agencies that want to resell texting under their own brand

Worth knowing

- ⓘ Only the 500-credit price is readable on the page; prices for the larger steps up to 50,000 credits are picked in a selector.
- ⓘ The service is US only.
- ⓘ Extra credits cost $0.04 each at small packs, falling to $0.0125 at 100,000.
- ⓘ Additional numbers cost $10 to set up and $10 a month.

PART 02 · PRICING

What it costs

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

$18.49

A month to start

TXT180 is a paid product with a free trial, starting at $18.49 per month for 500 credits, billed annually ($24.95 month to month).

500 CREDITS

$18.49

per month for 500 credits, billed annually ($24.95 month to month)

Dedicated number, unlimited keywords and contacts, free incoming SMS and phone, email and chat support. 1 SMS is 1 credit; 1 MMS is 3.

Trying it first

15-day free trial with 50 messages, a dedicated number and a keyword; no card required

Read from txt180.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Lower price on annual billing

The 500-credit plan is $18.49 a month billed annually against $24.95 month to month.

Stated on txt180.com

What it does

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

1

Place it runs: Web

Low-cost US text message marketing with a reseller program. Here is what it does, as its own site describes it, and what it covers: business texting, sMS marketing.

> **A dedicated number, keywords and groups for sending texts, and nothing else on the page.**
>
> From our grade for features

Credit-based texting

One SMS costs one credit and one MMS costs three, with plans from 500 up to 50,000 credits a month.

Dedicated number and keywords

Each account gets a dedicated number and unlimited keywords on toll-free plans, so people can opt in by texting a keyword.

Unlimited contacts and groups

Contact and group counts are not capped, and incoming messages are free.

Reseller program

Agencies can resell the service, with a buy-rate page, a signup and an optional billing system.

Where it runs

Web

What it works with

Its own pages name no integrations.

TXT180 is made by TXT180.

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

TXT180's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

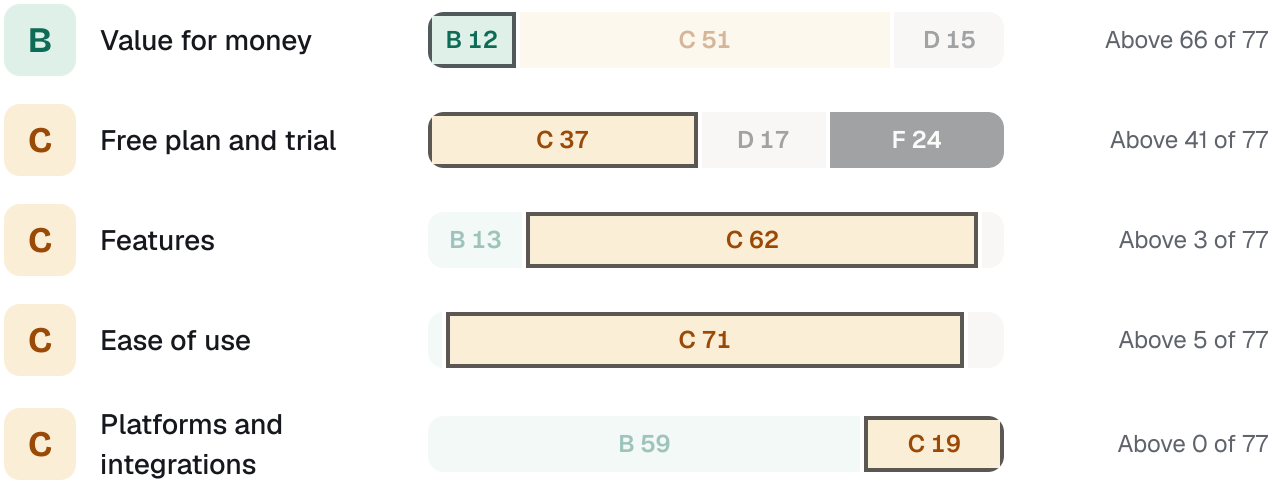
It stands best on value for money (B, above 66 of 77) and worst on platforms and integrations (C, above 0).

Its paid plans start at $18.49 a month, against a middle price of $36 for the category: 6 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 5 tools score higher and cost less.

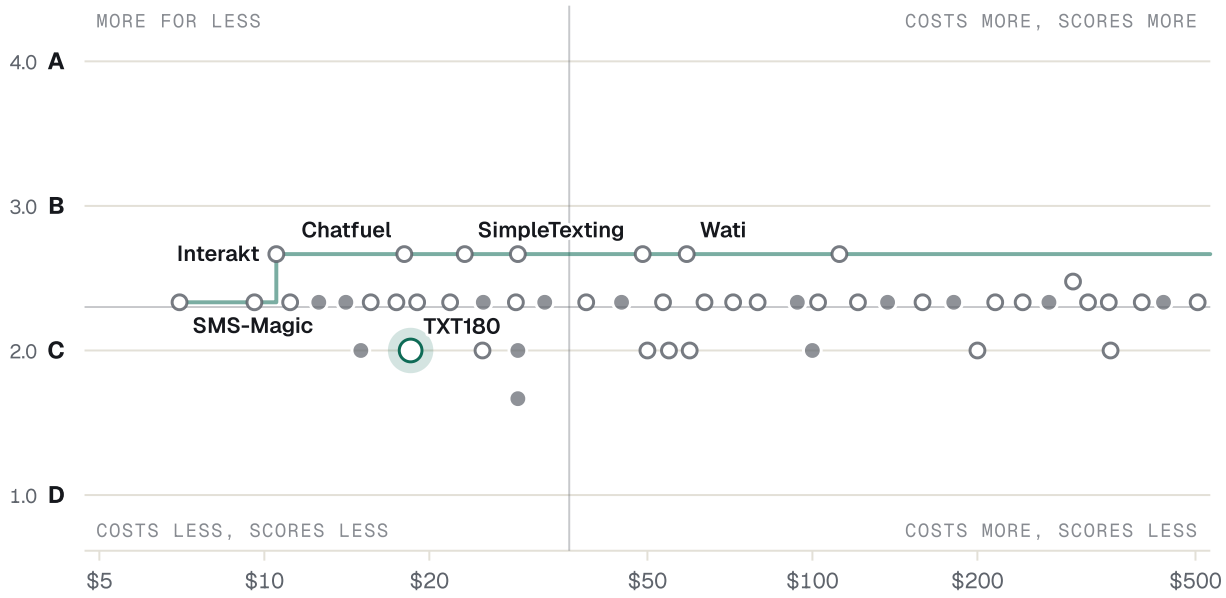
Each grade against the category

Every bar is all 78 SMS and chat marketing tools we grade, cut by the letter each got. TXT180'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. TXT180 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 TXT180 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 $221.88 a year.

What you could not

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Texts from a business number, registered with the carriers.

What this rests on. TXT180'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



Textedly, SimpleTexting, SlickText, EZ Texting and Mozeo

The 5 tools TXT180 is most often weighed against, with where each one differs from it.

2.2 GPA

Textedly

Free trial · from $29/mo

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

- Only Textedly lists iOS and Android apps.
- Textedly also covers marketing automation and review collection.

TXT180 and Textedly compared in full

2.4 GPA

SimpleTexting

Free trial · from $23.20/mo

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

- Only SimpleTexting lists iOS and Android apps.
- SimpleTexting also covers marketing automation and forms.

TXT180 and SimpleTexting compared in full



2.2
GPA

SlickText

Free trial · from $24.17/mo

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

- Only SlickText lists iOS and Android apps.
- SlickText also covers marketing automation, forms and popups.

TXT180 and SlickText compared in full



2.2
GPA

EZ Texting

Free trial · from $20/mo

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

- Only EZ Texting lists iOS and Android apps.
- EZ Texting also covers marketing automation and qR codes.

TXT180 and EZ Texting compared in full



2.0
GPA

Mozeo

Free trial · from $25/mo

Business texting plans sold by monthly message credits.

- Mozeo also covers shared inbox, live chat and chatbots.

TXT180 and Mozeo compared in full

Quick answers

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

12

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 TXT180 free?

No, TXT180 is a paid product, but you can try it first. 15-day free trial with 50 messages, a dedicated number and a keyword; no card required.

How much does TXT180 cost?

TXT180 lists one plan. 500 credits: $18.49 per month for 500 credits, billed annually ($24.95 month to month).

What platforms does TXT180 work on?

TXT180 is available on Web.

Does TXT180 offer any discounts?

TXT180 publicly lists the following: Lower price on annual billing.

Does TXT180 have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. TXT180 is listed for Web.

Does TXT180 have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. TXT180 is listed for Web.

Is TXT180 open source?

TXT180 is not described as open source on its own site, as read on Nov 13, 2026.

Who makes TXT180?

TXT180 is made by a company of the same name.

What are the alternatives to TXT180?

The closest alternatives to TXT180 in our directory are Textedly, SimpleTexting, SlickText, EZ Texting and Mozeo.

How does TXT180 compare with other SMS and chat marketing tools?

TXT180's GPA of 2.2 is higher than 47 of the 77 other SMS and chat marketing tools we grade, and level with 20.

Is TXT180 good value for money?

ToolGPA grades TXT180 B for value for money. Its paid plans start at $18.49 a month, against a middle price of $36 for the category: 6 of the 50 others that charge start lower.

Could I make my own version of TXT180?

To replace TXT180 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 TXT180'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 TXT180'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 TXT180. Prices change, so check txt180.com before you buy.

txt180.com/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

TXT180, kept up to date

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

toolgpa.com/tools/txt180

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, "TXT180: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/txt180
```

Know someone choosing between SMS and chat marketing tools?

Send them this guide: toolgpa.com/tools/txt180/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SMS and chat marketing tools after TXT180, 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 TXT180'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. TXT180 is a trademark of its owner, and this guide is not made, paid for or approved by TXT180. Prices and plans change: check txt180.com before you buy.