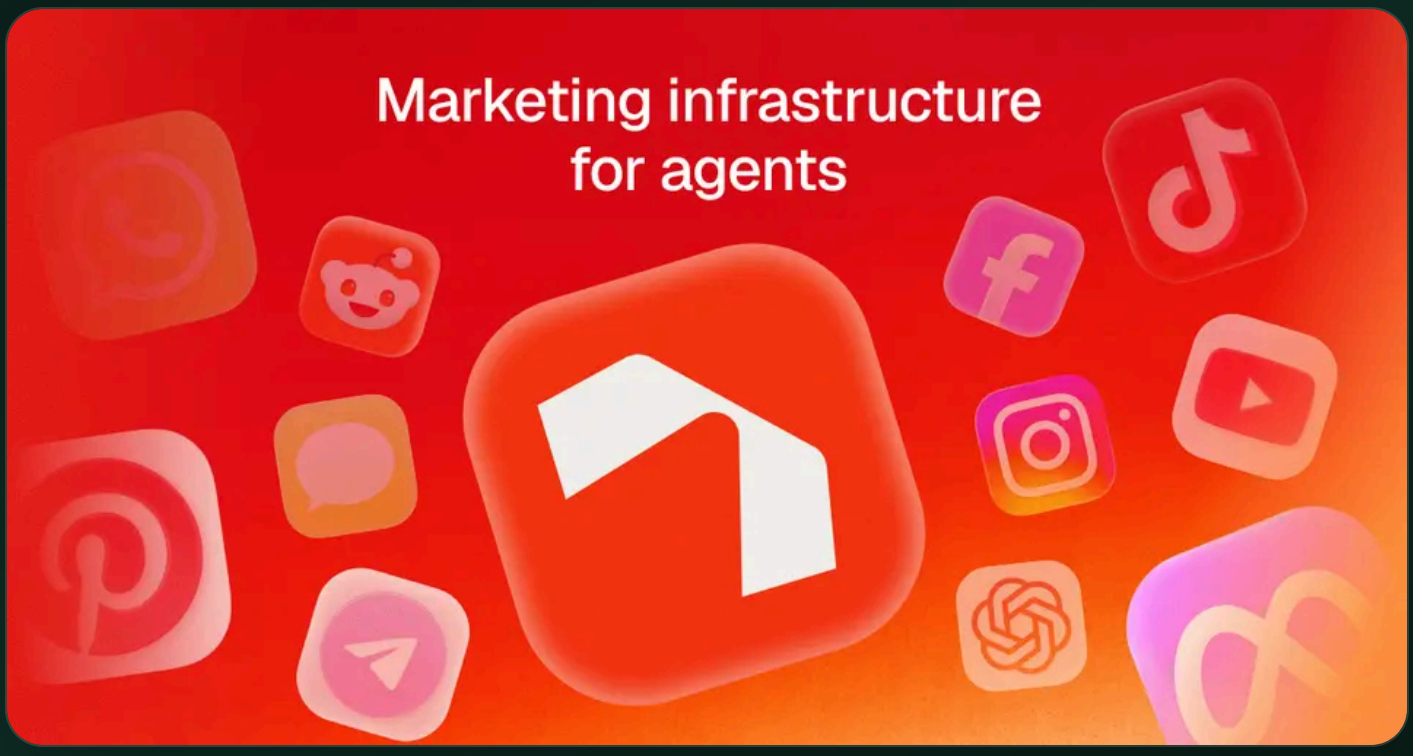
ToolGPA

NOVEMBER 2026

Zernio

The Insider's Guide

One API for posting, messaging and ads across social networks



Every plan, grade, refund rule and rival among social media schedulers, read from Zernio's own pages.

Made by Zernio · 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 Zernio's own pages, its app-store listings and our grades. Every fact in it is on Zernio'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 65 of the 90 other social media schedulers we grade

Zernio, formerly called Late, is a developer-focused API that lets an app or an AI agent post to, read from and message across many social networks through one integration. It also covers blog publishing, ad managers, and phone numbers for SMS, calls and WhatsApp. Billing is per connected social account, with every feature on every account.

> "
>
> **It's an API: you build against it with SDKs, so it needs a developer.**
>
> From our grade for ease of use

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

1 **Best for a posting API for apps and AI agents**

Zernio, formerly called Late, is one API for posting to, reading from and messaging across many social networks.

2 **Paid plans start at $6 a month**

As its pricing page puts it: $6 per connected account / month, after 2 free accounts.

3 **There is a free plan**

The first 2 connected social accounts are free, with no credit card required.

4 **It runs on Web**

Web.

5 **Posting and scheduling API**

Unlimited posts, threads, first comments, queues and a calendar across its supported social networks.

6 **Comments, reviews and DMs**

Reply to comments, manage reviews and read and send direct messages through the same API; the first 10,000 messages a month are free.

7 **Analytics and webhooks**

Impressions, reach, engagement and follower tracking, plus real-time events for post status, messages and comments.

8 **A 2.4 GPA, above 65 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Zernio 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.

Zernio at a glance

PRICING Free plan, from $6 per connected account / month, after 2 free accounts	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Zernio, since 2025	CATEGORY Social Media Schedulers
OUR GRADE 2.4 GPA, fair	

The report card

Best for a posting API for apps and AI agents

Zernio, formerly called Late, is one API for posting to, reading from and messaging across many social networks. The first 2 accounts are free with every feature, but it's written for developers, not people after a content calendar, and X usage is billed at X's rates on top.

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

SUBJECT	GRADE	COMMENT
Value for money	B	2 accounts free, then $6 per account for accounts 3 to 10, so five accounts cost $18, near the $14 cheaper quarter, and it gets cheaper per account after 10.
Free plan and trial	B	The first 2 connected accounts are free with every feature and no card, enough for one person or a prototype.
Features	C	Posting and scheduling API, comments, DMs, analytics, webhooks, ads and phone numbers. The listing itself says it isn't a ready-made content calendar.
Ease of use	D	No store rating on record. It's an API: you build against it with SDKs, so it needs a developer.
Platforms and integrations	B	Web dashboard and an API with SDKs, an MCP server, WordPress and about a dozen networks. No desktop or phone app.

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 Zernio is for

- ✓ Fits if you're a developer adding social posting to your own app or agent
- ✓ Works for people who only need 2 connected accounts for free

Who it is not for

- ✕ Not for you if you want a scheduler with a content calendar, since it's an API
- ✕ Skip it if you don't write code, because the pages are written for developers
- ✕ Watch out: X API usage is passed through at X's rates and billed separately
- ✕ Watch out: phone numbers, calls, ads and messages past 10,000 a month are metered on top, and prepaid balance is not refundable

Good to know

Good for

- ✓ Developers adding social posting to their own app
- ✓ AI agents and automation workflows that publish to many networks
- ✓ Agencies building their own tools on a single integration

Worth knowing

- ⓘ It is an API product: the pages are written for developers, not for people wanting a ready-made content calendar.
- ⓘ X (Twitter) API usage is passed through at X's rates and billed separately from the per-account price.
- ⓘ Prepaid balance does not expire and is not refundable, per its FAQ.
- ⓘ Phone numbers, calls, SMS, WhatsApp, ads and messages beyond 10,000 a month are metered on top.

PART 02 · PRICING

What it costs

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

$6

A month to start. There is a free plan too

Zernio has a free plan. Paid plans start at $6 per connected account / month, after 2 free accounts.

FREE (FIRST 2 ACCOUNTS)

$0

The first 2 connected social accounts cost nothing and carry every feature.

BUILD

$6

per connected account / month for accounts 3 to 10, usage-based

Accounts 11 to 100 are $3 each and 101 and up are $1 each. Card on file, cancel anytime.

ENTERPRISE

Custom

Offered past 2,000 accounts: custom rates, SAML SSO, SCIM, audit logs and a dedicated Slack channel.

The free plan

The first 2 connected social accounts are free, with no credit card required.

Read from zernio.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

One API for posting, messaging and ads across social networks. Here is what it does, as its own site describes it, and what it covers: public API, AI agents, reports, business texting, whatsApp messaging.

> **Posting and scheduling API, comments, DMs, analytics, webhooks, ads and phone numbers.**
>
> From our grade for features

Posting and scheduling API

Unlimited posts, threads, first comments, queues and a calendar across its supported social networks.

Comments, reviews and DMs

Reply to comments, manage reviews and read and send direct messages through the same API; the first 10,000 messages a month are free.

Analytics and webhooks

Impressions, reach, engagement and follower tracking, plus real-time events for post status, messages and comments.

Ads and blogs APIs

Boost posts and create campaigns on several ad managers, and publish articles to WordPress, Shopify, Wix and Webflow.

Phone numbers and messaging

Buy numbers for SMS, calls and WhatsApp, itemized by usage, alongside the social inbox.

MCP server and SDKs

Offers an MCP server and client libraries so coding assistants and agents can call it.

Where it runs

Web

What it works with

Instagram · TikTok · LinkedIn · Facebook · YouTube · Pinterest · Bluesky · WordPress

Zernio is made by Zernio, and has been around since 2025.

PART 04 · STANDING

Where it stands

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

65/90

Other social media schedulers it is graded above

Zernio's GPA of 2.4 is higher than 65 of the 90 other social media schedulers we grade, and level with 16.

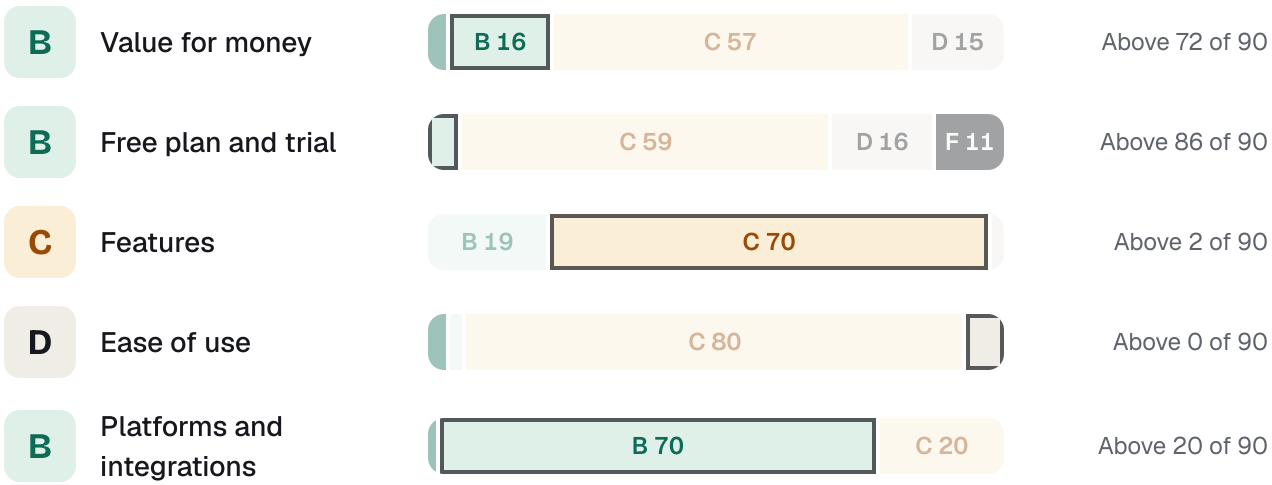
It stands best on free plan and trial (B, above 86 of 90) and worst on ease of use (D, above 0).

Its paid plans start at $6 a month, against a middle price of $24.46 for the category: 6 of the 79 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.

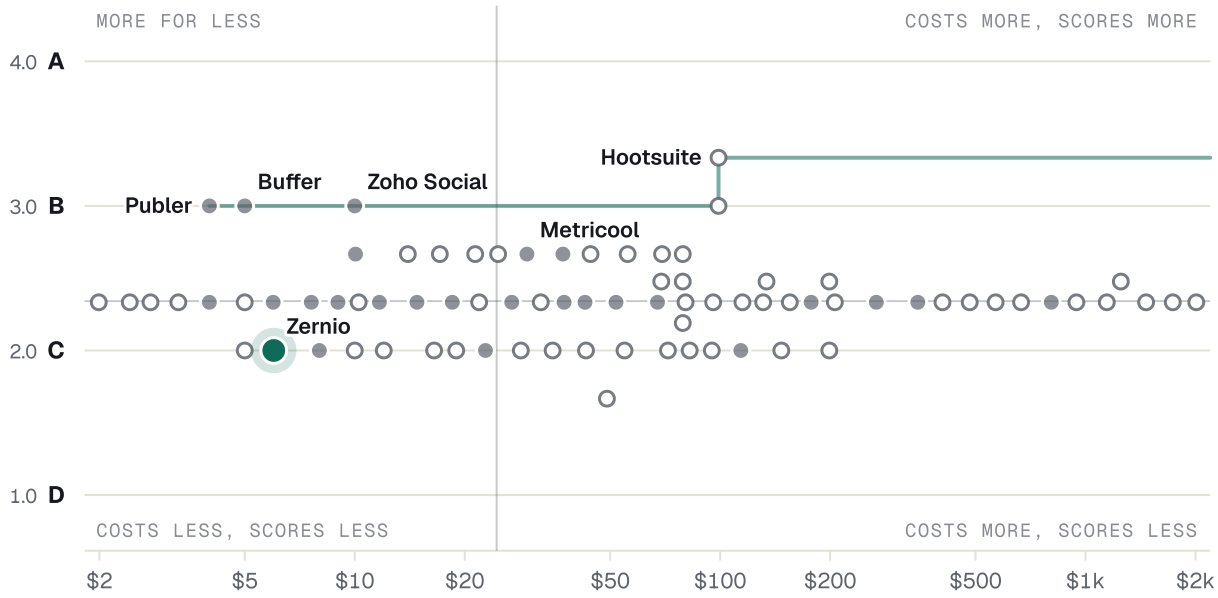
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Zernio's own letter is outlined.



Price against what you get

Each dot is one of 80 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Zernio 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 Zernio 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 65 of the 90 other social media schedulers we grade. It costs $72 a year.

What you could make

- Reports: an app builder makes this well.

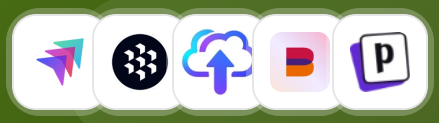
What you could not

- The WhatsApp Business API, which Meta opens only through approved partners.
- An AI agent, with the models and the safeguards behind it.
- Texts from a business number, registered with the carriers.
- It plugs into other products, Instagram, TikTok and LinkedIn among them, and has an API.

What this rests on. Zernio'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



Ayrshare, Post for Me, Upload-Post, Bundle Social and Postiz

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

1.6 GPA

Ayrshare

Free trial · from $129/mo

Social media API for posting, analytics and comments in your product.

- Zernio has a free plan. Ayrshare does not, though it has a free trial.
- Zernio also covers business texting and whatsApp messaging.

Zernio and Ayrshare compared in full

1.8 GPA

Post for Me

From $10/mo

Social media posting API for apps, priced by post volume.

- Zernio has a free plan. Post for Me does not.
- Post for Me is open source, according to its own site.
- Zernio also covers business texting and whatsApp messaging.

Zernio and Post for Me compared in full



2.2
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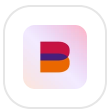
Upload-Post

Free plan · from $16/mo

Posting API and scheduler for 22 social networks.

- Zernio also covers business texting and whatsApp messaging.
- Upload-Post also covers workflow automation.

Zernio and Upload-Post compared in full



1.8
GPA

Bundle Social

Free plan · from $100/mo

Social media API with unlimited connected accounts.

- Zernio also covers business texting and whatsApp messaging.
- Bundle Social also covers calendar and chatbots.

Zernio and Bundle Social compared in full



2.4
GPA

Postiz

Free trial · from $23/mo

Social scheduler with an API, MCP server and self-host option.

- Zernio has a free plan. Postiz does not, though it has a free trial.
- Postiz is open source and self-hostable, according to its own site.
- Zernio also covers AI agents, business texting and whatsApp messaging.

Zernio and Postiz compared in full

PART 06 · QUESTIONS

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 Zernio free?

Zernio has a free plan. The first 2 connected social accounts are free, with no credit card required.

How much does Zernio cost?

Zernio lists 3 plans. Free (first 2 accounts): $0.

What platforms does Zernio work on?

Zernio is available on Web.

Does Zernio have an Android app?

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

Does Zernio have an iPhone app?

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

Is Zernio open source?

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

Does Zernio have an API?

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

What does Zernio integrate with?

Zernio's listing names Instagram, TikTok, LinkedIn, Facebook, YouTube, Pinterest, Bluesky and WordPress.

Who makes Zernio?

Zernio is made by a company of the same name. It dates from 2025.

What are the alternatives to Zernio?

The closest alternatives to Zernio in our directory are Ayrshare, Post for Me, Upload-Post, Bundle Social and Postiz.

How does Zernio compare with other social media schedulers?

Zernio's GPA of 2.4 is higher than 65 of the 90 other social media schedulers we grade, and level with 16.

Is Zernio good value for money?

ToolGPA grades Zernio B for value for money. Its paid plans start at $6 a month, against a middle price of $24.46 for the category: 6 of the 79 others that charge start lower.

Could I make my own version of Zernio?

To replace Zernio 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 Zernio'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 Zernio'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 Zernio. Prices change, so check zernio.com before you buy.

zernio.com/pricing
zernio.com/about
zernio.com/
zernio.com/rebrand

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

Zernio, kept up to date

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

toolgpa.com/tools/zernio

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, "Zernio: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/zernio
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Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Zernio, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 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 Zernio'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. Zernio is a trademark of its owner, and this guide is not made, paid for or approved by Zernio. Prices and plans change: check zernio.com before you buy.