

Usage Based Costs

****AI Pricing****

AI billing structure — you can choose between a monthly subscription (per enabled location) or usage-based (pay-per-use). It provides cost control for you.

How It Works?

Pay-Per-Use – No monthly fee; each feature is billed based on model/token or unit usage — such as tokens (Conversation AI), minutes (Voice AI), reviews (Reviews AI), images or words (Content AI).

AI Growth (\$75/month per location) – Includes 1,000 Conversation AI responses, 100 Voice AI minutes, and unlimited Content AI & Reviews AI per month. Additional usage beyond these limits will be charged at pay-per-use rates.

AI Unlimited (\$147/month per location) – Unlimited usage for Conversation, Voice, Reviews, Content and more (subject to fair-use policy).

****Key Pricing****

AI Services Pricing

Service	Pay-Per-Use Rate	AI Growth (included/month)	AI Unlimited
Conversation AI	Token-based (GPT-5: \$2.50/\$20.00 per 1M tokens; GPT-4.1: \$4.00/\$16.00; GPT-4.1 Mini: \$0.80/\$3.20; GPT-5 Mini: \$0.50/\$4.00)	1,000 agent responses	Unlimited
Voice AI	Voice Engine \$0.09/min + TTS fees (OpenAI TTS \$0.03/min, ElevenLabs v3 \$0.34/min, ElevenLabs v2.5 \$0.07/min) + LLM token costs	100 minutes (combined)	Unlimited
Reviews AI	\$0.02/review	Unlimited	Unlimited

Content AI	\$0.126/image; \$0.189/1,000 words	Unlimited	Unlimited
Voice AI Prompt Optimizer	Token/min cost	100 minutes	Unlimited (fair use)
Workflow AI	Token-based (model-dependent)	Included	Included
Ask AI	Token-based (model-dependent)	Included	Included
Knowledge Base	Not separately documented	—	—

Monthly Plans

Plan	Price	Includes
AI Growth	\$75/mo	Conversation AI 1,000 responses, Voice AI 100 min, Content AI & Reviews AI unlimited
AI Unlimited	\$147/mo	All AI services unlimited (fair use policy applies)

=====

Phone System Pricing

Phone Number (Monthly):

Number Type	Monthly Cost
Local Number	\$2.3/mo
Toll-Free Number	\$4.3/mo

Calls (Per Minute):

Type	Cost
Outbound (USA)	\$0.0332/min
Inbound (Web/Mobile)	\$0.0233/min
Inbound (Forwarded)	\$0.04/min

SMS/MMS (Per Segment):

Type	Cost
Outbound SMS	\$0.01494
Inbound SMS	\$0.01494
Outbound MMS	\$0.044
Inbound MMS (Local)	\$0.033
Inbound MMS (Toll-Free)	\$0.0400

A2P Registration:

Item	Cost
One-time Brand + Campaign (Low Volume)	\$48.98
One-time Brand + Campaign (High Volume)	\$143.82
Monthly Campaign Fee	\$22.06/campaign
Daily Segment Limit (Low Volume)	6,000 segments/day
Daily Segment Limit (High Volume)	600,000 segments/day

Number Intelligence:

Item	Cost
Number Validation	\$0.01/call
Spam Detection	\$0.01/test
Name Lookup	\$0.02/lookup

=====

WhatsApp pricing — Meta conversation & template charges after the 24-hour window.

WhatsApp per-message pricing — Meta's country-based per-message rates are passed through and charged per delivered template message; service conversations and in-window replies are free. This gives transparent, per-message billing instead of a flat 24-hour conversation fee.

How It Works

- WhatsApp charges per delivered message (not per 24-hour conversation), using Meta's market-specific rates.
- **Message categories:** Marketing, Utility, Authentication, Service.
- Service conversations (free-form messages used to resolve support issues) are FREE in all markets.
- Customer Service Window (CSW): a 24-hour timer starts when a user messages you — free-form replies and utility messages sent inside CSW are free.
- Template messages (Marketing / Utility / Authentication) are billable when delivered outside a CSW or Free Entry Point.
- Free Entry Point (e.g., Click-to-WhatsApp ad) grants a 72-hour free window for all message types.
- Subscription: \$20/month per WhatsApp-enabled account.

Key Features

- Service messages – FREE globally.
- Marketing templates – Charged per delivered message (market-specific Meta rate).
- Utility templates – Charged per delivered message when sent outside an open CSW; free if delivered inside CSW.
- Authentication templates – Charged per delivered message (market-specific).

Limits to Know

Message Category	Charge after 24-hour CSW
Service Conversations	FREE (all markets)
Utility Template Messages	Charged per delivered message (market-specific rate)
Marketing Template Messages	Charged per delivered message (market-specific rate)
Authentication Template Messages	Charged per delivered message (market-specific rate)
Free Entry Point Conversation	FREE for 72 hours after CTWA/CTA initiation

Subscription	\$20/month per WhatsApp-enabled sub-account
--------------	---