

Pricing Comparison

Compare your total monthly cost for the same number of texts.

SAMPLE PRICING ONLY: Enter your own plan pricing and current Square costs for the most accurate comparison.

YOUR PLAN	TEXTS INCLUDED	YOUR PRICE Total Monthly Cost	SQUARE COST Total Monthly Cost
Starter Best for smaller lists and getting started.	5,000 texts	\$120 per month	\$186.50 per month
Growth A great fit for businesses sending regular campaigns.	10,000 texts	\$210 per month	\$261.50 per month
Pro For businesses with growing audiences.	20,000 texts	\$360 per month	\$411.50 per month
Advanced Built for higher volume and more frequent messaging.	30,000 texts	\$480 per month	\$561.50 per month
High Volume For larger lists and consistent campaigns.	40,000 texts	\$600 per month	\$711.50 per month

SQUARE PRICING NOTES

- Square Premium plan: \$149/month includes 2,500 texts.
- Additional texts: \$0.015 per text over 2,500.

EXAMPLE CALCULATION

Square Cost = \$149 + (Total Texts - 2,500) × \$0.015
 Rounded to the nearest \$0.50