

# Chat Platform Pricing Comparison

This document provides a comparison of pricing and features across popular in-app chat platforms for product-based applications, suitable for internal user communication without WhatsApp API limits.

Platform	Free / Entry Tier	Key Paid Tier	Large Scale Tier	Notes
Platform: CometChat				
Free: Free for up to ~100 users.				
Paid: Starts from ~\$109/month for ~1,000 MAU.				
Large: At 50k MAU ~\$1,579/month.				
Notes: Transparent pricing; good value.				
Platform: Stream Chat				
Free: Free for very small usage (Maker).				
Paid: Startup ~\$499/month for ~10k MAU.				
Large: Premium ~50k MAU at ~\$2,299/month.				
Notes: Best UI polish; great moderation.				
Platform: Sendbird				
Free: Free trial for ~100 MAU.				
Paid: Starter ~\$399-499/month for 5k MAU.				
Large: Enterprise for 100k+ MAU (custom).				
Notes: Feature-rich; higher cost.				

- Recommendation Summary:*
- For budget & speed: CometChat
  - For best polish: Stream Chat
  - For large scale enterprise: Sendbird

MAU = Monthly Active Users. Pricing is USD-based; may vary by region.