Research on zipwhip

* Can be embedded on a CRM (Customer Relationship Management)
* Zipwhip text enables your existing number so you can simply give customers the option to “text or call” you.
* Free 14-day trial period after that there are pricing options
* Customized pricing is an option
* Some nice features like, text templates, BCC (up to 100 people), automated replies, you can set work hours to get the automated replies running
* Code to embed zipwhip is given on their website but you need to login/ you should be logged in to use it (idk if it’s the user who would have to be logged in or the creator can do that for the users)

Competitors/ Alternatives:

**\*Twilio and Nexmo** (now Vonage) **are the most used companies that provide API services for SMS and voice calling**

1. Twilio (Twilio is acquiring zipwhip for $... million): has a **social impact benefit/ Impact Access Program that gives discounts and other benefits to non-profits**, but the organization needs to meet the eligibility requirements, specifically the organization must be a **501(c)(3)** organization i.e. **exempt from the federal income tax** (this is a specific tax category for non-profit organizations).
2. Nexmo: (Nexmo is now Vonage)
3. Telesign
4. SMSly
5. MessageBird
6. Sinch
7. Plivo
8. Bandwidth: claims to be better than Twilio