8. Credits, plans, rollover and upgrades

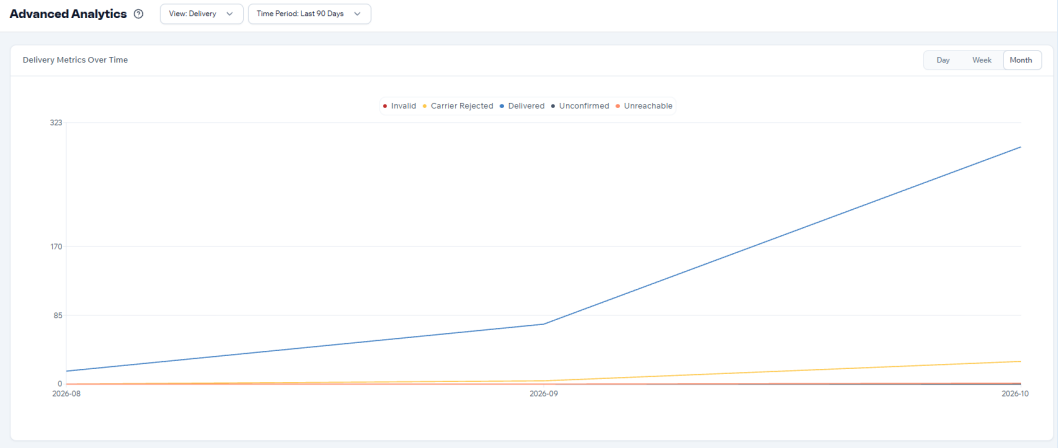
Greg Smith - 2026-11-18 - Comments (0) - Coaches

HELP ARTICLE

Credits, plans, rollover and upgrades

If you run short most months, upgrade; for a one-time spike, buy extra messages; if you run out near renewal, renew early. Review your last two or three months of sending to decide.

Account usage page showing messages sent over the last 3 months



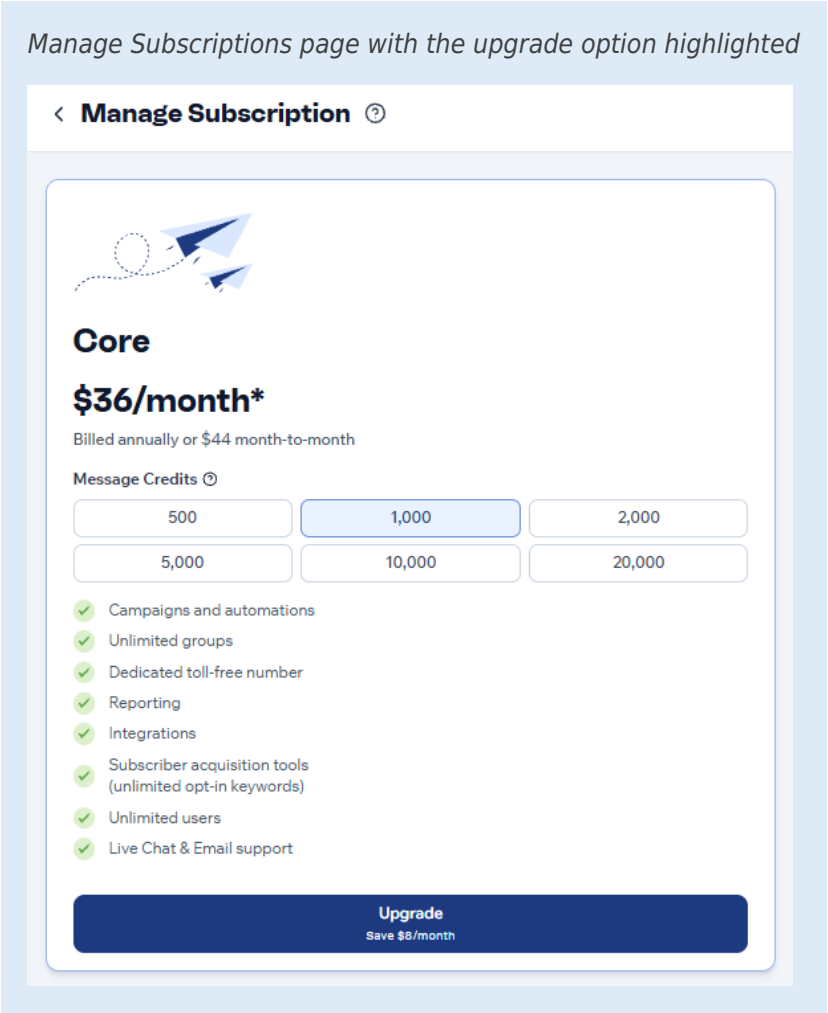
Which option fits

Situation	Best option
One-time spike, such as a launch	Buy extra messages
Ran out close to your renewal date	Renew early (often cheaper than add-on credits)
Running short most months	Upgrade your plan

Upgrading

Upgrades are on the Manage Subscriptions page and are prorated, so you can upgrade mid-cycle. If you're already on the highest tier, support can upgrade you manually with your Account Manager.

Manage Subscriptions page with the upgrade option highlighted



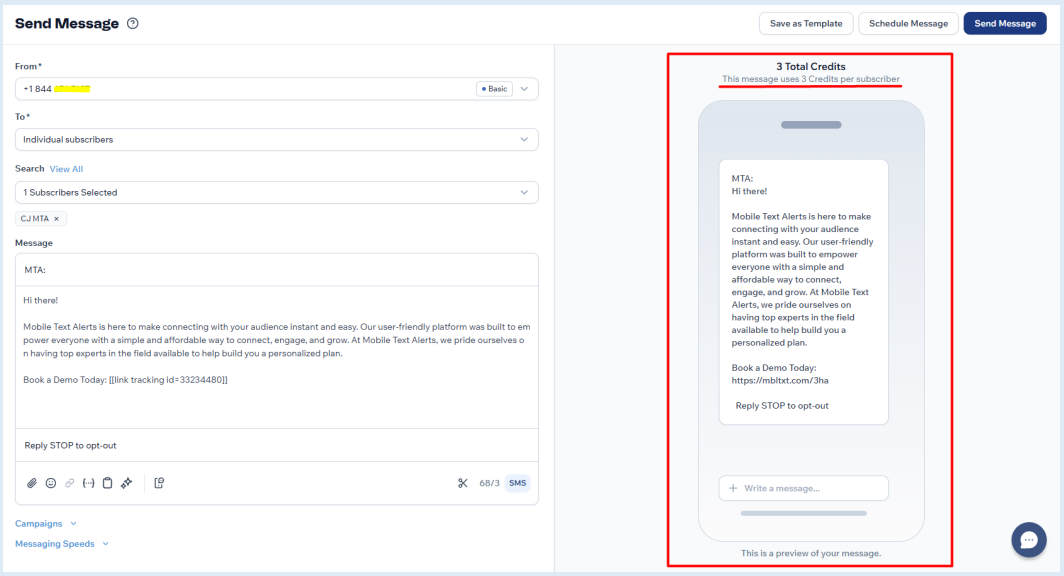
Rollover

Unused credits roll over for 1 month, then expire. On annual billing, rollover credits don't expire.

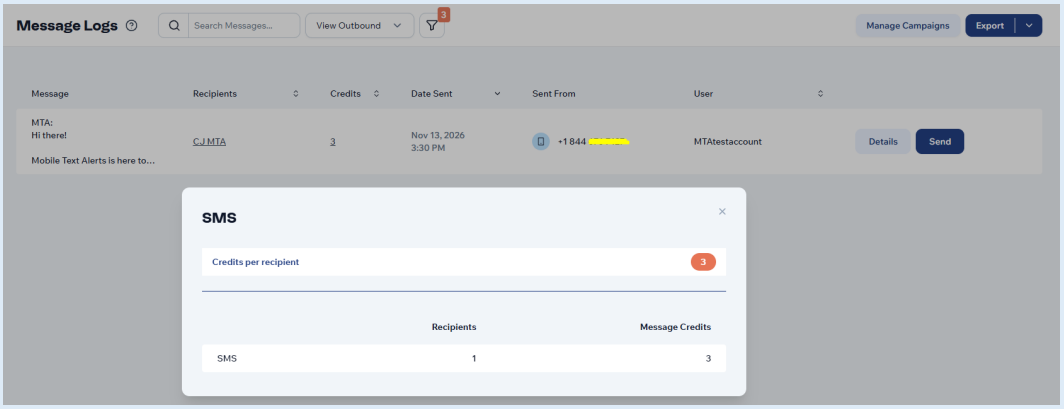
Why a send cost more than expected

Cost per recipient rises with longer messages (split into multiple segments), links, images, and international recipients. Use the credit counter while composing, and check the credit breakdown and message logs after a send.

Credit counter on a long message with a link, showing segment count



Credit breakdown for a completed send



Other billing questions

- **Renewal date:** often movable. Contact support to align it with your business cycle.
- **Pausing:** a paused account can't send messages. Talk to support if your needs have changed.
- **New card:** update your payment method in the platform. Support can't run a card for you.

Payment method settings

