ToolGPA

NOVEMBER 2026

Appinio

The Insider's Guide

Market research platform with a built-in consumer panel



Every plan, grade, refund rule and rival among form and survey tools, read from Appinio's own pages.

Made by Appinio · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Appinio's own pages, its app-store listings and our grades. Every fact in it is on Appinio's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 2 of the 148 other form and survey tools we grade

Appinio is a market research platform where teams design a survey, send it to its own consumer panel and read results in a live dashboard. It is aimed at brand, product and marketing teams that want answers without running fieldwork themselves. Payment is made in credits.

To get you started, here are **7 things to know about Appinio**, taken from its own pages and our grades.

> "
>
> **No package has a published price, and cost depends on the study, paid in credits.**
>
> From our report card of Appinio

1 **Best for market research with a built-in consumer panel**

Appinio is a research platform built around its own consumer panel, with unlimited platform users.

2 **It runs on Web**

Web.

3 **Consumer panel access**

Appinio says it reaches 190+ markets through a panel of 38 million voices, with more than 8,500 attributes for targeting niche groups.

4 **Survey builder**

Packages list up to 80 questions per survey and over 20 question types, with target groups set by age, gender and region.

5 **Live dashboard**

Results appear in a real-time analysis dashboard, with options to export them and build customized reports.

6 **A 1.6 GPA, above 2 of 148**

That is against the other form and survey tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Your call**

A form at its plainest is questions, a button and a table of answers.

Appinio at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Appinio	CATEGORY Forms & Surveys
OUR GRADE 1.6 GPA, weak	

The report card

Best for market research with a built-in consumer panel

Appinio is a research platform built around its own consumer panel, with unlimited platform users. No package has a published price, and cost depends on the study, paid in credits.

TOOLGPA REPORT CARD	Appinio	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Four packages (Starter, Team, Business, Enterprise) with no prices, reached through a talk-to-us form, so value sits at C.
Free plan and trial	F	A free sign-up is offered for one-off projects, but the studies are paid and no free plan limits are published.
Features	C	Panel access, survey builder, live dashboard and industry report data. It is built around Appinio's own panel.
Ease of use	C	No rating on record. You design the study and choose the audience.
Platforms and integrations	C	Web only, with no integrations listed on the vendor pages.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Appinio is for

- ✓ Fits if you want to buy respondents and run the survey in one place
- ✓ Works for teams that need many users, as platform users are unlimited

Who it is not for

- ✗ Skip it if you want a price list, as all four packages need a talk-to-us form
- ✗ Skip it if you want to use your own respondents, as the pricing page says nothing about importing them
- ✗ Watch out: payment is made in credits, so cost depends on the study
- ✗ Watch out: no free plan limits are published

Good to know

Good for

- ✓ Marketing and brand teams running concept or creative tests
- ✓ Insights teams tracking a brand across several countries
- ✓ Teams without their own fieldwork or panel provider

Worth knowing

- ⓘ The pricing page shows four packages (Starter, Team, Business, Enterprise) with no prices; each is reached through a talk-to-us form.
- ⓘ Payment on the platform is made in credits, so cost depends on the study.
- ⓘ A free sign-up is offered for one-off projects, but no free plan limits are published.
- ⓘ It is built around Appinio's own panel; the pricing page says nothing about importing your own respondents.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Appinio's current pricing could not be confirmed from its own site.

> **Four packages (Starter, Team, Business, Enterprise) with no prices, reached through a talk-to-us form, so value sits at C.**
>
> From our grade for value for money

We could not confirm Appinio’s current prices from its own site, so this guide lists no plans. appinio.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Market research platform with a built-in consumer panel. Here is what it does, as its own site describes it, and what it covers: surveys, reports, dashboards.

"

Panel access, survey builder, live dashboard and industry report data.

From our grade for features

Consumer panel access

Appinio says it reaches 190+ markets through a panel of 38 million voices, with more than 8,500 attributes for targeting niche groups.

Survey builder

Packages list up to 80 questions per survey and over 20 question types, with target groups set by age, gender and region.

Live dashboard

Results appear in a real-time analysis dashboard, with options to export them and build customized reports.

Unlimited platform users

Every package lists unlimited user access to the platform, so colleagues can share insights without per-seat charges.

Industry report data

Packages include unlimited access to Appinio's industry report data alongside your own studies.

Where it runs

Web

What it works with

Its own pages name no integrations.

Appinio is made by Appinio.

Where it stands

Its grades against its category, and whether to keep it or make your own

2/148

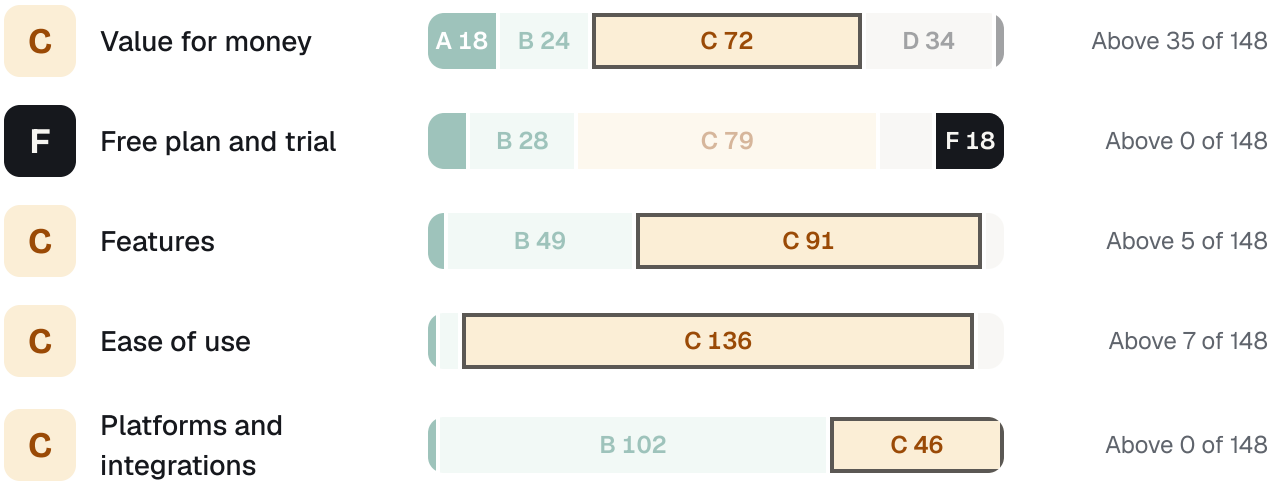
Other form and survey tools it is graded above

Appinio's GPA of 1.6 is higher than 2 of the 148 other form and survey tools we grade, and level with 5.

It stands best on value for money (C, above 35 of 148) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Appinio's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Your call

A form at its plainest is questions, a button and a table of answers.

You could make the core of Appinio for yourself: surveys and reports. What you would give up is listed below. Whether that is worth the price is your call.

What you could make

- Surveys and reports: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- Connections that pull numbers from dozens of other services.

What this rests on. Appinio's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Qualtrics, SurveyMonkey, Conjointly, Pollfish and Medallia

The 5 tools Appinio is most often weighed against, with where each one differs from it.

Qualtrics

2.2 GPA

Free plan · from $420/mo

Survey and experience research platform with a free account.

- Qualtrics has a free plan. Appinio does not.
- Qualtrics also covers forms.

Appinio and Qualtrics compared in full

SurveyMonkey

2.4 GPA

Free plan · from $39/mo

Online survey and form platform with built-in analysis tools.

- SurveyMonkey has a free plan. Appinio does not.
- Only SurveyMonkey lists iOS and Android apps.
- Appinio also covers dashboards.

Appinio and SurveyMonkey compared in full

2.0
GPA

Conjointly

Free plan · from $2,895/yr

Survey platform with built-in conjoint, MaxDiff and pricing tests.

- Conjointly has a free plan. Appinio does not.
- Appinio also covers dashboards.
- Conjointly also covers templates.

Appinio and Conjointly compared in full

1.8
GPA

Pollfish

Free plan

Survey platform that sells responses from its own panel.

- Pollfish has a free plan. Appinio does not.
- Appinio also covers dashboards.
- Pollfish also covers templates and forms.

Appinio and Pollfish compared in full

1.8
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Medallia

Paid

Enterprise customer and employee experience feedback platform.

Appinio and Medallia compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Appinio free?

No. Appinio is a paid product.

What platforms does Appinio work on?

Appinio is available on Web.

Does Appinio have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Appinio is listed for Web.

Does Appinio have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Appinio is listed for Web.

Is Appinio open source?

Appinio is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Appinio?

Appinio is made by a company of the same name.

What are the alternatives to Appinio?

The closest alternatives to Appinio in our directory are Qualtrics, SurveyMonkey, Conjointly, Pollfish and Medallia.

How does Appinio compare with other form and survey tools?

Appinio's GPA of 1.6 is higher than 2 of the 148 other form and survey tools we grade, and level with 5.

Could I make my own version of Appinio?

A form at its plainest is questions, a button and a table of answers. You could make the core of Appinio for yourself: surveys and reports.

Where this guide comes from

The prices, plans, platforms and features were read from Appinio's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Appinio's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Appinio. Prices change, so check appinio.com before you buy.

appinio.com/en/
appinio.com/en/pricing
appinio.com/en/how-it-works

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Appinio, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/appinio

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Appinio: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/appinio
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Know someone choosing between form and survey tools?

Send them this guide: toolgpa.com/tools/appinio/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Appinio, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Appinio's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Appinio is a trademark of its owner, and this guide is not made, paid for or approved by Appinio. Prices and plans change: check appinio.com before you buy.