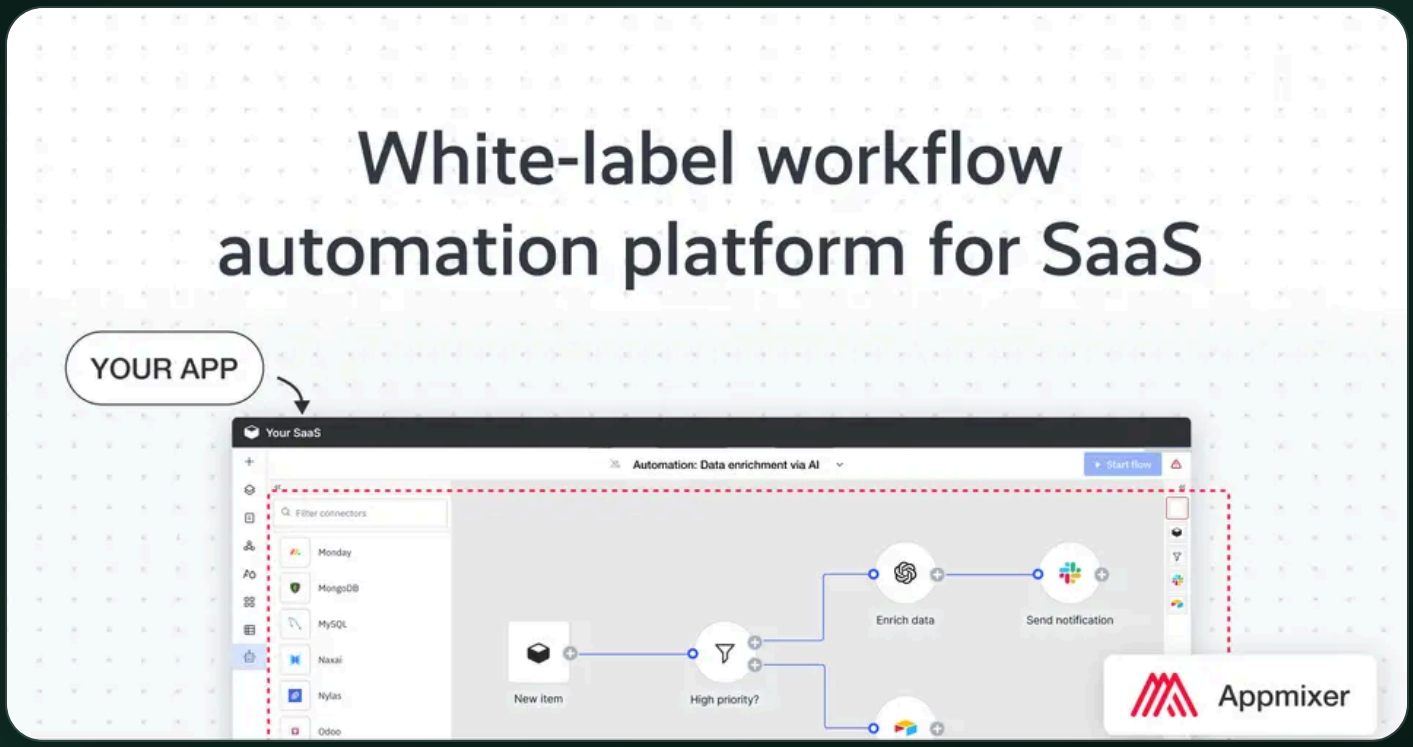
ToolGPA

NOVEMBER 2026

Appmixer

The Insider's Guide

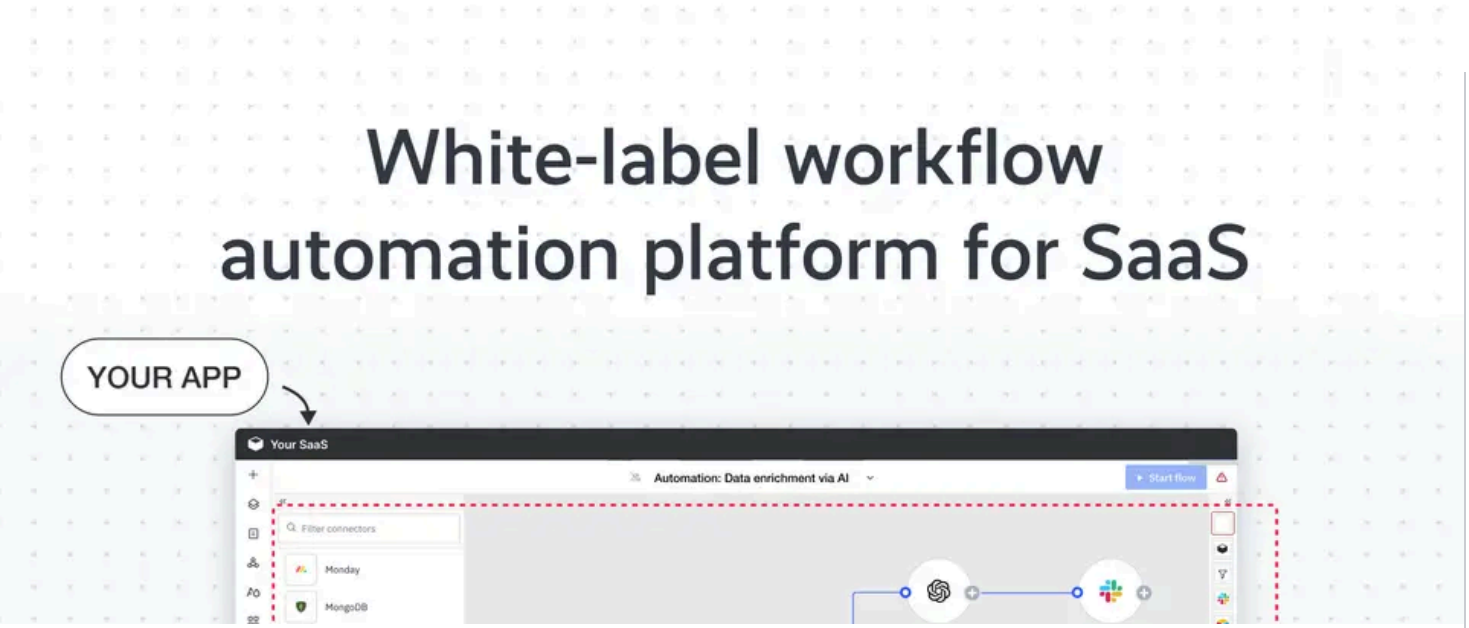
White-label workflow automation embedded in your own SaaS



Every plan, grade, refund rule and rival among automation tools, read from Appmixer's own pages.

Made by Appmixer s.r.o. · checked Nov 13, 2026 · toolgpa.com

1.8
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 Appmixer's own pages, its app-store listings and our grades. Every fact in it is on Appmixer'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

1.8

GPA, above 10 of the 134 other automation tools we grade

Appmixer is an automation platform that software companies embed in their own product under their own brand, so their customers can build workflows by describing them to an AI builder or starting from templates. It runs in Appmixer's cloud or on the buyer's own infrastructure, and it ships a connector library and tools for custom connectors.

To get you started, here are **9 things to know about Appmixer**, taken from its own pages and our grades.

> **The page doesn't say whether that is billed monthly or annually, and single sign-on sits in Enterprise.**
>
> From our report card of Appmixer

1 **Best for embedding automation inside your own product**

Appmixer is an automation platform that software companies embed under their own brand, with an AI builder, templates and a JavaScript SDK.

2 **Paid plans start at $500 a month**

As its pricing page puts it: $500 per month for 10 users and 1,000 data messages.

3 You can try it first

Free trial on Starter and Professional; length not stated

4 It runs on Web

Web.

5 AI automation builder

End customers describe a routine task in plain words and the AI drafts a workflow for them to review and activate. Version 6.5 adds an AI copilot.

6 Templates

A software company can prepare automation templates that its customers connect to their apps and switch on in a few clicks.

7 Embedding via JavaScript SDK

The workflow designer is embedded in the vendor's own product with a native look under the vendor's brand.

8 A 1.8 GPA, above 10 of 134

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

9 Keep it

To replace Appmixer you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Appmixer at a glance

PRICING
Free trial, from $500 per month for 10 users and 1,000 data messages

FREE PLAN
No

FREE TRIAL
Free trial on Starter and Professional; length not stated

RUNS ON
Web

MADE BY
Appmixer s.r.o.

CATEGORY
Automation

OUR GRADE
1.8 GPA, weak

The report card

Best for embedding automation inside your own product

Appmixer is an automation platform that software companies embed under their own brand, with an AI builder, templates and a JavaScript SDK. Starter is $500 a month for 10 users and 1,000 data messages. The page doesn't say whether that is billed monthly or annually, and single sign-on sits in Enterprise.

TOOLGPA REPORT CARD — **Appmixer** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$500 a month for 10 users, in the dearest tenth of automation tools. Professional is $1,300 a month and up.
Free plan and trial	D	A free trial on Starter and Professional, but its length and card needs aren't stated.
Features	C	AI builder, templates, SDK embedding, custom connectors, cloud or self-hosted. Starter keeps data for only 1 month.
Ease of use	C	No store rating on record. Embedding it means working with the SDK, though customers can start from templates.
Platforms and integrations	B	Web, with 5 integrations and a self-managed option on AWS, Azure, GCP or a private cloud.

Grade point average — Weak, out of 4.0 — **1.8**

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 Appmixer is for

- ✓ Fits if you run a software product and want customers to build automations inside it
- ✓ Works for companies that need to host the platform on their own cloud

Who it is not for

- ✕ Pricey if you're small: $500 a month, and extra users are $10 each
- ✕ Tight on Starter: 1,000 data messages a month, then $1 per 1,000
- ✕ Watch out: single sign-on and audit logs are Enterprise, and a dedicated integration engineer is $2,500 a month
- ✕ Not for you if you want to automate your own apps, since it's built for software vendors
- ✕ Watch out: the page doesn't say whether prices are billed monthly or annually

Good to know

Good for

- ✓ B2B SaaS companies adding customer-facing automation to their product
- ✓ Product teams that want an AI workflow builder under their own brand
- ✓ Companies that need to keep data on their own infrastructure

Worth knowing

- ⓘ Starter is capped at 10 users and 1,000 data messages a month before overage charges, and keeps data for 1 month.
- ⓘ Single sign-on and audit logs are listed under the Enterprise plan, and a dedicated integration engineer is $2,500 a month.
- ⓘ The pricing page does not say whether the monthly prices are billed monthly or annually.
- ⓘ It is built for software vendors embedding automation, not for individuals automating their own apps.

PART 02 · PRICING

What it costs

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

$500

A month to start

Appmixer is a paid product with a free trial, starting at $500 per month for 10 users and 1,000 data messages.

> **A free trial on Starter and Professional, but its length and card needs aren't stated.**
>
> From our grade for free plan and trial

STARTER

$500

per month for 10 users, billing basis not stated

Includes 1,000 data messages a month, then $1 per 1,000; extra users $10 each. 1 month of data retention, community support.

PROFESSIONAL

$1,300

per month and up

Custom number of users and data messages, all features including AI agent tooling, a ticketing system and 3 months of retention.

ENTERPRISE

Custom

Unlimited users and data messages, SSO, audit logs, a dedicated account manager and SOC 2 Type II reports. Quote on request.

SELF-MANAGED

Custom

Deployed on your own infrastructure on AWS, Azure, GCP or a private cloud, with unlimited users. Quote on request.

Trying it first

Free trial on Starter and Professional; length not stated

Read from appmixer.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

White-label workflow automation embedded in your own SaaS. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, AI features, workflow automation, no-code.

"

AI builder, templates, SDK embedding, custom connectors, cloud or self-hosted.

From our grade for features

AI automation builder

End customers describe a routine task in plain words and the AI drafts a workflow for them to review and activate. Version 6.5 adds an AI copilot.

Templates

A software company can prepare automation templates that its customers connect to their apps and switch on in a few clicks.

Embedding via JavaScript SDK

The workflow designer is embedded in the vendor's own product with a native look under the vendor's brand.

Custom connectors

Developers can add any API as a connector using Node.js or TypeScript, with a CLI for building and deploying from the terminal.

Cloud or self-hosted

The platform runs in Appmixer's hosted cloud or in the customer's own infrastructure, and the vendor lists SOC 2 Type II and GDPR compliance.

Bring your own LLM

The vendor lists support for connecting your own large language model, alongside AI agent tooling and a connector and MCP library.

Where it runs

Web

What it works with

Shopify
HubSpot
Jira
Microsoft Teams
Slack

Appmixer is made by Appmixer s.r.o.

Where it stands

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

10/134

Other automation tools it is graded above

Appmixer's GPA of 1.8 is higher than 10 of the 134 other automation tools we grade, and level with 15.

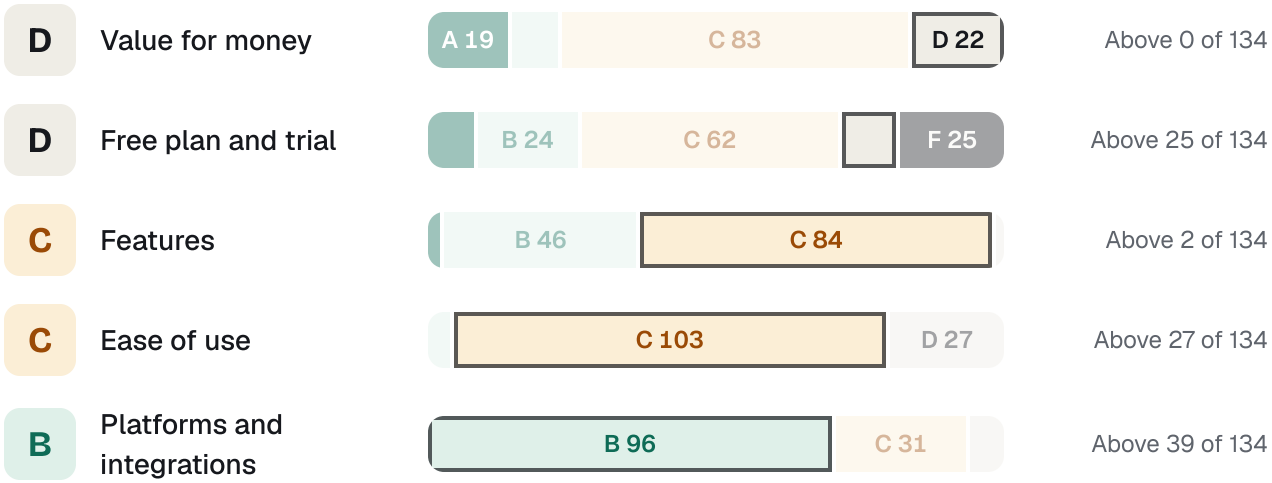
It stands best on platforms and integrations (B, above 39 of 134) and worst on value for money (D, above 0).

Its paid plans start at $500 a month, against a middle price of $22.17 for the category: 60 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 19 tools score higher and cost less.

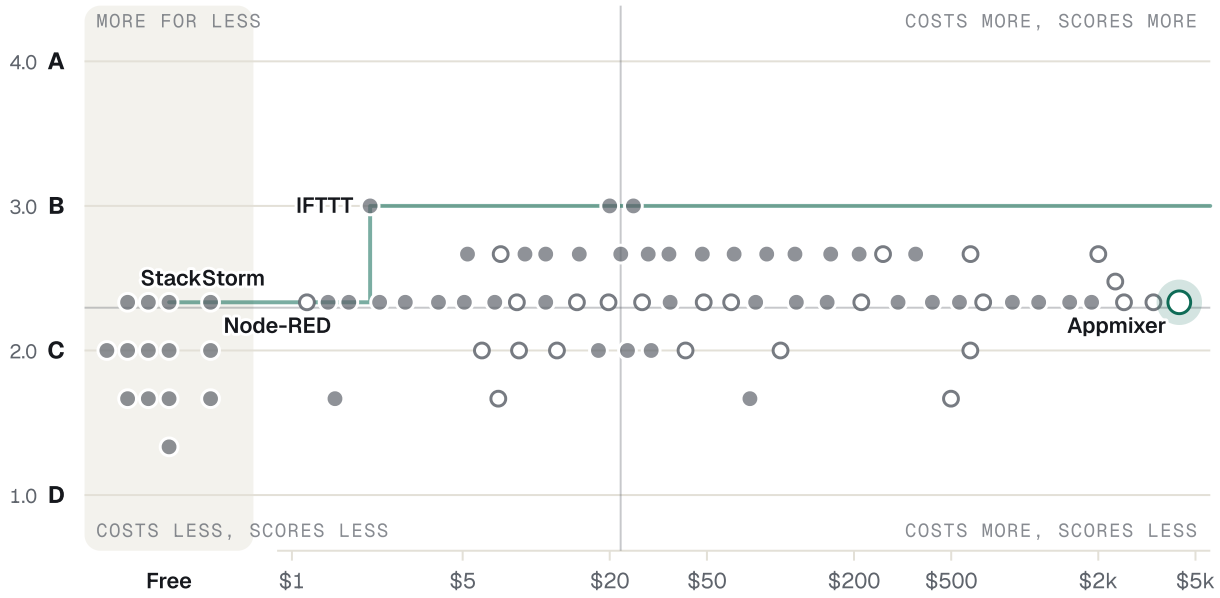
Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. Appmixer's own letter is outlined.



Price against what you get

Each dot is one of 80 automation tools. Further left costs less; higher up scores better on features, ease of use and platforms. Appmixer is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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.

Keep it

To replace Appmixer you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 109 of the 134 other automation tools grade higher. It costs $6,000 a year.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ A builder that other people can use without writing code.

- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: SOC 2.

What this rests on. Appmixer'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



Paragon, Prismatic, Pandium, Cyclr and Workato

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

2.2 GPA

Paragon

Free trial

Integration infrastructure for customer-facing integrations.

- Appmixer is self-hostable, according to its own site.
- Appmixer also covers no-code.

Appmixer and Paragon compared in full

1.8 GPA

Prismatic

Free trial

Embedded integration platform for B2B software companies.

- Appmixer is self-hostable, according to its own site.
- Appmixer also covers no-code.

Appmixer and Prismatic compared in full



1.2
GPA

Pandium

From $499/mo

Embedded integration platform for B2B SaaS companies.

- Appmixer is self-hostable, according to its own site.
- Appmixer also covers no-code.
- Pandium also covers dashboards.

Appmixer and Pandium compared in full



1.8
GPA

Cyclr

Free trial · from $1,595/mo

Embedded integration platform for SaaS and service companies.

- Appmixer is self-hostable, according to its own site.

Appmixer and Cyclr compared in full



2.0
GPA

Workato

Paid

Enterprise integration and automation platform with AI agents.

- Appmixer is self-hostable, according to its own site.
- Appmixer also covers no-code.
- Workato also covers AI agents.

Appmixer and Workato compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Appmixer free?

No, Appmixer is a paid product, but you can try it first. Free trial on Starter and Professional; length not stated.

How much does Appmixer cost?

Appmixer lists 4 plans. Starter: $500 per month for 10 users, billing basis not stated.

What platforms does Appmixer work on?

Appmixer is available on Web.

Does Appmixer have an Android app?

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

Does Appmixer have an iPhone app?

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

Is Appmixer open source?

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

Can Appmixer be self-hosted?

Yes. Appmixer's own site says it can be run on a server of your own.

Does Appmixer have an API?

Yes. Appmixer offers a public API, according to its own site.

What does Appmixer integrate with?

Appmixer's listing names Shopify, HubSpot, Jira, Microsoft Teams and Slack.

Who makes Appmixer?

Appmixer is made by Appmixer s.r.o.

What are the alternatives to Appmixer?

The closest alternatives to Appmixer in our directory are Paragon, Prismatic, Pandium, Cyclr and Workato.

How does Appmixer compare with other automation tools?

Appmixer's GPA of 1.8 is higher than 10 of the 134 other automation tools we grade, and level with 15.

Is Appmixer good value for money?

ToolGPA grades Appmixer D for value for money. Its paid plans start at $500 a month, against a middle price of $22.17 for the category: 60 of the 65 others that charge start lower.

Could I make my own version of Appmixer?

To replace Appmixer you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Appmixer'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 Appmixer'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 Appmixer s.r.o. Prices change, so check appmixer.com before you buy.

appmixer.com/pricing

appmixer.com

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

Appmixer, kept up to date

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

toolgpa.com/tools/appmixer

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, "Appmixer: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/appmixer
```

Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Appmixer, each with an Insider's Guide of its own.

Automation Insider's Guide

Every one of the 135 automation tools we grade, compared

Knime Insider's Guide

Open-source visual workflows for data analysis and automation

3.2 GPA

IFTTT Insider's Guide

Simple trigger-and-action automations for apps and smart devices

3.0 GPA

Node-RED Insider's Guide

Open-source, flow-based programming tool for event-driven apps

3.0 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 Appmixer'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. Appmixer is a trademark of its owner, and this guide is not made, paid for or approved by Appmixer s.r.o. Prices and plans change: check appmixer.com before you buy.