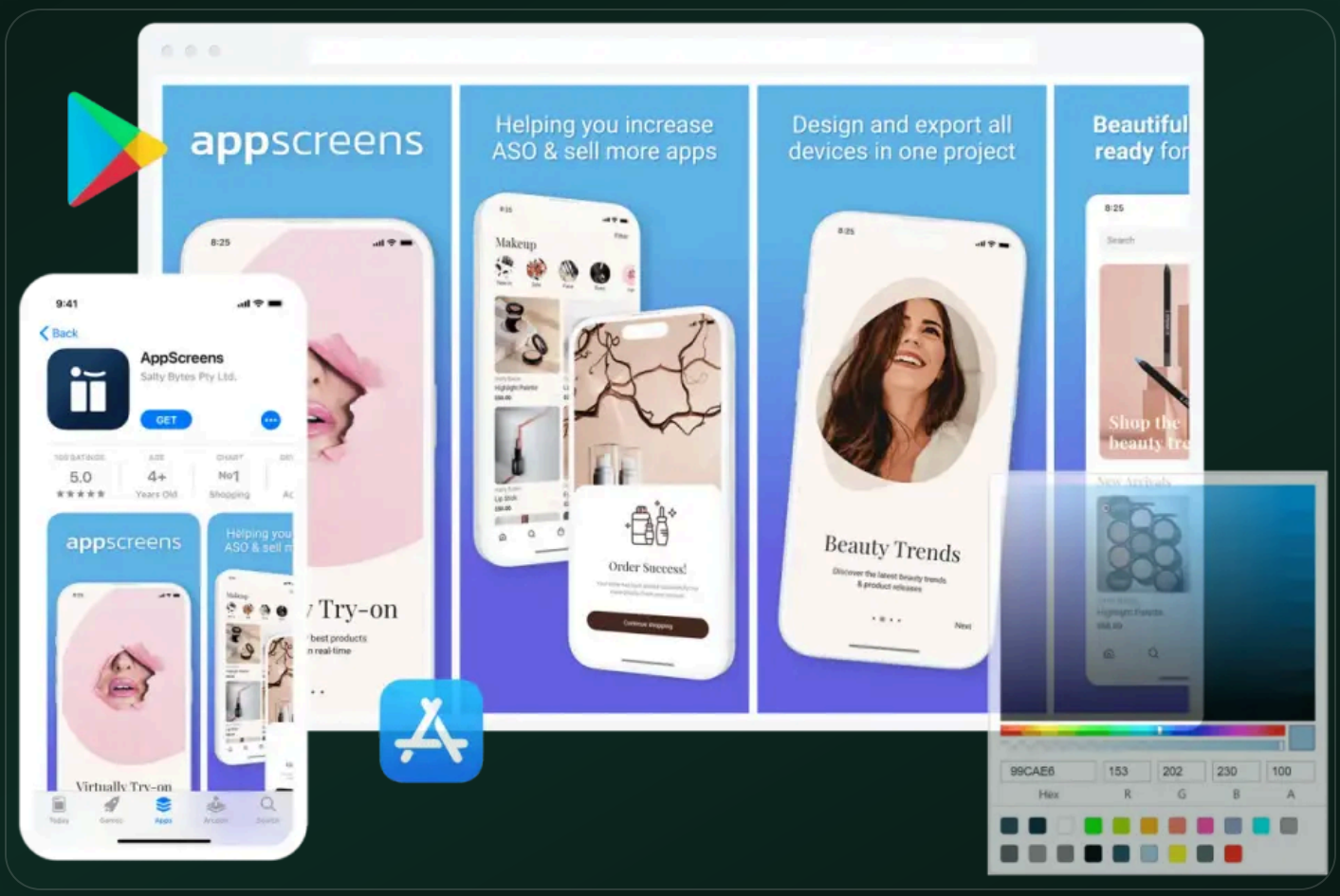
ToolGPA

NOVEMBER 2026

AppScreens

The Insider's Guide

App Store and Google Play screenshot designer with localization

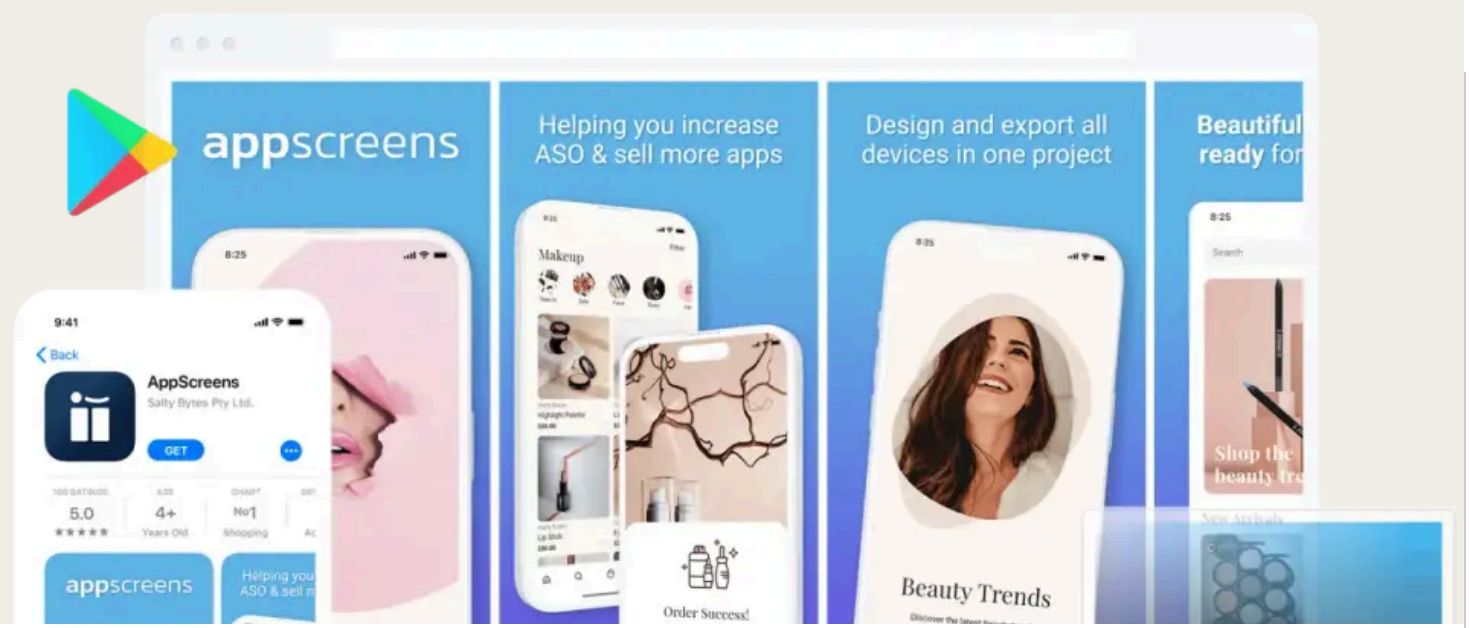


Every plan, grade, refund rule and rival among app store optimization tools, read from AppScreens's own pages.

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

2.4

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

2.4

GPA, above 34 of the 49 other app store optimization tools we grade

AppScreens is a web editor for making App Store and Google Play screenshots from one responsive design. It exports every device size, translates captions into 80+ languages and can upload finished sets to App Store Connect and Google Play. AI captions and an MCP server for AI agents are part of the product.

> "
>
> **It's a web editor where you build each screenshot set yourself.**
>
> From our grade for ease of use

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

1 **Best for designing App Store screenshots in many languages**

AppScreens makes App Store and Google Play screenshots in a browser and translates them into 80+ languages on Pro.

2 **Paid plans start at $8.25 a month**

As its pricing page puts it: $8.25 per month, billed annually ($99 per year).

3 **There is a free plan**

1 saved project, up to 5 screens per project, essential iOS and Android sizes, starter templates; no card required.

4 **It runs on Web**

Web.

5 One design, every size

A single responsive design is exported to the device sizes the stores ask for. Free covers essential iOS and Android sizes; paid plans cover all of them.

6 Localization

Pro and Scale translate captions into 80+ languages, including right-to-left ones, and keep the localized layouts in the same project.

7 Direct store upload

Pro and Scale upload to App Store Connect and Google Play Console in one click, including Apple Custom Product Pages and Product Page Optimization variants.

8 A 2.4 GPA, above 34 of 49

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

9 Keep it

To replace AppScreens you would be making keyword rankings and popularity scores from both app stores, gathered every day. That is not a weekend's work, with an AI app builder or without one.

AppScreens at a glance

PRICING
Free plan, from $8.25 per month, billed annually ($99 per year)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
AppScreens, since 2019

CATEGORY
App Store Optimization (ASO)

OUR GRADE
2.4 GPA, fair

The report card

Best for designing App Store screenshots in many languages

AppScreens makes App Store and Google Play screenshots in a browser and translates them into 80+ languages on Pro. The free plan is 1 project and 5 screens, and client work needs the $15 Scale plan.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Pro is $8.25 a month on yearly billing, under the $9.90 where the cheaper quarter of this category starts. Scale is $15 and is the one that licenses client work.
Free plan and trial	C	Free for good with no card, but 1 saved project, 5 screens and watermarked previews of Pro features. You'll hit that on a second app.
Features	C	One design exported to every store size, translation, store upload, templates and AI captions. It does the screenshot job fully, which is a smaller job than keywords or A/B results; it doesn't track test results.
Ease of use	C	No store rating on record. It's a web editor where you build each screenshot set yourself.
Platforms and integrations	B	Web only, but it connects to App Store Connect and Google Play Console and has an MCP server.

Grade point average — Fair, out of 4.0 **2.4**

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 AppScreens is for

- ✓ Fits if you ship one app and want screenshots in a few languages
- ✓ Works for solo developers who upload straight to the stores

Who it is not for

- ✕ Skip it if you design for clients on Pro, since that needs the Scale plan's Extended Licence
- ✕ Tight if you stay free: 1 project, 5 screens and watermarks on Pro features
- ✕ Too light for A/B testing, because it makes variants but doesn't track results
- ✕ Watch out: the pricing page shows yearly billing only, so the monthly price is unclear

Good to know

Good for

- ✓ Developers shipping localized store screenshots for several markets
- ✓ Teams that want upload to App Store Connect and Google Play from the editor
- ✓ Agencies producing screenshots for clients (Scale plan)

Worth knowing

- ⓘ The page shows annual billing; the monthly-billed price was not in the page text we could read.
- ⓘ Free is capped at 5 screens and 1 saved project, and Pro features show with watermarks.
- ⓘ Client work needs the Scale plan's Extended Licence; Pro covers only apps you or your organization own.
- ⓘ AppScreens does not track A/B test results itself; it produces variants to test in the stores.

What it costs

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

$8.25

A month to start. There is a free plan too

AppScreens has a free plan. Paid plans start at $8.25 per month, billed annually ($99 per year).

FREE

$0

1 saved project and 1 app, up to 5 screens, essential sizes, AI caption suggestions; Pro features preview with watermarks.

PRO

$8.25

per month, billed annually ($99 per year)

50 saved projects, 10 apps, 80+ languages, all sizes, 1-click store upload and a Standard Licence for your own apps.

SCALE

$15

per month, billed annually ($180 per year)

Everything in Pro plus an Extended Licence for client work, unlimited apps and projects, and up to 25 screens per project.

The free plan

1 saved project, up to 5 screens per project, essential iOS and Android sizes, starter templates; no card required.

Read from appscreens.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 67% with annual billing

The pricing page marks annual billing as saving 67% against monthly billing; Pro is shown at $8.25 a month billed at $99 a year.

Stated on appscreens.com

What it does

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

1

Place it runs: Web

App Store and Google Play screenshot designer with localization. Here is what it does, as its own site describes it, and what it covers: public API, AI features, templates, screenshots, app store optimization.

> **One design exported to every store size, translation, store upload, templates and AI captions.**
>
> From our grade for features

One design, every size

A single responsive design is exported to the device sizes the stores ask for. Free covers essential iOS and Android sizes; paid plans cover all of them.

Localization

Pro and Scale translate captions into 80+ languages, including right-to-left ones, and keep the localized layouts in the same project.

Direct store upload

Pro and Scale upload to App Store Connect and Google Play Console in one click, including Apple Custom Product Pages and Product Page Optimization variants.

AI captions and restyling

Free plans get initial caption suggestions. Pro and Scale add AI restyling and an advanced caption toolkit.

MCP server for AI agents

An MCP server lets an AI agent create, edit, localize and upload screenshot projects. All plans include API and MCP access within monthly request allowances.

Templates and device frames

Pro and Scale include 150+ template sets and 500+ layouts, plus 3D and clay device frames, custom fonts and panoramic backgrounds.

Where it runs

Web

What it works with

App Store Connect

Google Play Console

MCP

AppScreens is made by AppScreens, and has been around since 2019.

PART 04 · STANDING

Where it stands

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

34/49

Other app store optimization tools it is graded above

AppScreens's GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade, and level with 8.

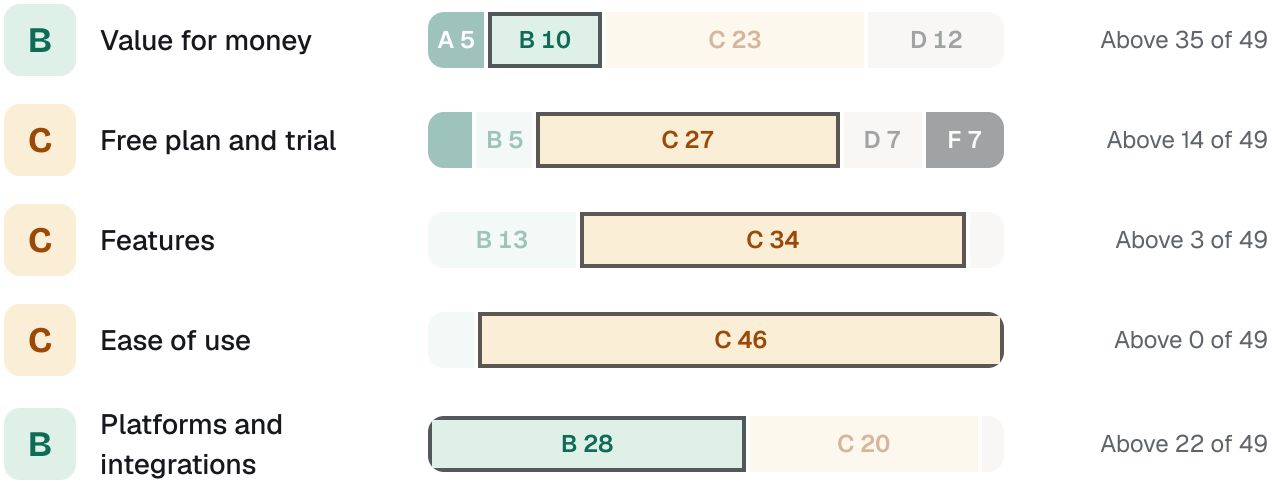
It stands best on value for money (B, above 35 of 49) and worst on ease of use (C, above 0).

Its paid plans start at $8.25 a month, against a middle price of $19 for the category: 3 of the 37 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

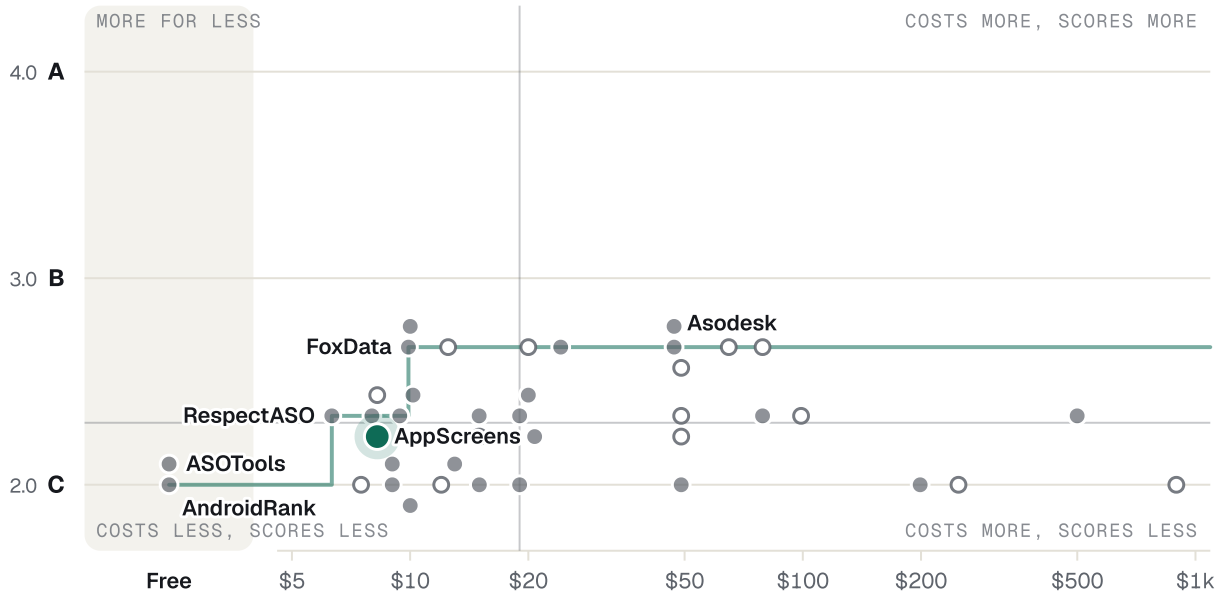
Each grade against the category

Every bar is all 50 app store optimization tools we grade, cut by the letter each got. AppScreens's own letter is outlined.



Price against what you get

Each dot is one of 40 app store optimization tools. Further left costs less; higher up scores better on features, ease of use and platforms. AppScreens 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 AppScreens you would be making keyword rankings and popularity scores from both app stores, gathered every day. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade. It costs $99 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- Keyword rankings and popularity scores from both app stores, gathered every day.
- Capture tools hooked into the operating system.
- It plugs into other products, App Store Connect, Google Play Console and MCP among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. AppScreens'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



AppMockUp Studio, Shotlingo, AppLaunchpad and SplitMetrics

The 4 tools AppScreens is most often weighed against, with where each one differs from it.

2.8 GPA

AppMockUp Studio

Free plan

Free browser editor for App Store and Google Play screenshots.

AppScreens and AppMockUp Studio compared in full

2.4 GPA

Shotlingo

Free plan · from $9/mo

App Store screenshot generator with built-in localization.

AppScreens and Shotlingo compared in full

2.2 GPA

AppLaunchpad

Free plan · from $10/mo

Browser-based App Store and Google Play screenshot generator.

- AppScreens also covers screenshots.

AppScreens and AppLaunchpad compared in full

2.2
GPA

SplitMetrics

Free plan · from $500/mo

Store page A/B testing and Apple Ads campaign automation.

- AppScreens also covers templates and screenshots.
- SplitMetrics also covers AI agents, reports, keyword research and a/B testing.

AppScreens and SplitMetrics 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 AppScreens free?

AppScreens has a free plan. 1 saved project, up to 5 screens per project, essential iOS and Android sizes, starter templates; no card required.

How much does AppScreens cost?

AppScreens lists 3 plans. Free: $0.

What platforms does AppScreens work on?

AppScreens is available on Web.

Does AppScreens offer any discounts?

AppScreens publicly lists the following: Save 67% with annual billing.

Does AppScreens have an Android app?

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

Does AppScreens have an iPhone app?

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

Is AppScreens open source?

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

Does AppScreens have an API?

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

What does AppScreens integrate with?

AppScreens's listing names App Store Connect, Google Play Console and MCP.

Who makes AppScreens?

AppScreens is made by a company of the same name. It dates from 2019.

What are the alternatives to AppScreens?

The closest alternatives to AppScreens in our directory are AppMockUp Studio, Shotlingo, AppLaunchpad and SplitMetrics.

How does AppScreens compare with other app store optimization tools?

AppScreens's GPA of 2.4 is higher than 34 of the 49 other app store optimization tools we grade, and level with 8.

Is AppScreens good value for money?

ToolGPA grades AppScreens B for value for money. Its paid plans start at $8.25 a month, against a middle price of $19 for the category: 3 of the 37 others that charge start lower.

Could I make my own version of AppScreens?

To replace AppScreens you would be making keyword rankings and popularity scores from both app stores, gathered every day.

Where this guide comes from

The prices, plans, platforms and features were read from AppScreens'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 AppScreens'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 AppScreens. Prices change, so check appscreens.com before you buy.

appscreens.com/pricing

appscreens.com/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

AppScreens, kept up to date

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

toolgpa.com/tools/appscreens

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:

```
ToolGPA, "AppScreens: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/appscreens
```

Know someone choosing between app store optimization tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded app store optimization tools after AppScreens, each with an Insider's Guide of its own.

App Store Optimization (ASO) Insider's Guide

Every one of the 50 app store optimization tools we grade, compared

RespectASO Insider's Guide

Open-source Mac app for App Store keyword research, with AI Pro tools

3.0 GPA

AndroidRank Insider's Guide

Free Google Play rankings with install and rating history

2.8 GPA

AppMockUp Studio Insider's Guide

Free browser editor for App Store and Google Play screenshots

2.8 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 AppScreens'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. AppScreens is a trademark of its owner, and this guide is not made, paid for or approved by AppScreens. Prices and plans change: check appscreens.com before you buy.