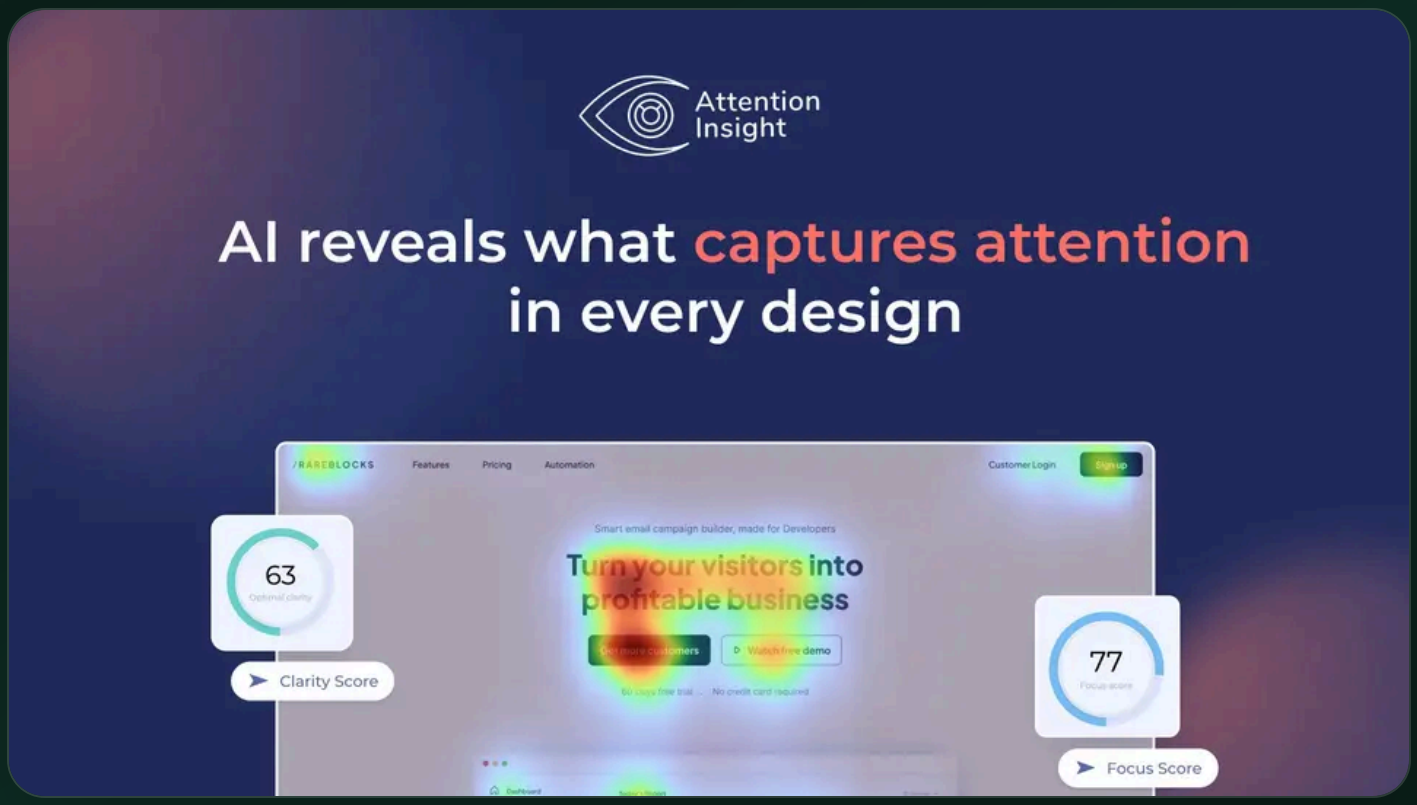
ToolGPA

NOVEMBER 2026

Attention Insight

The Insider's Guide

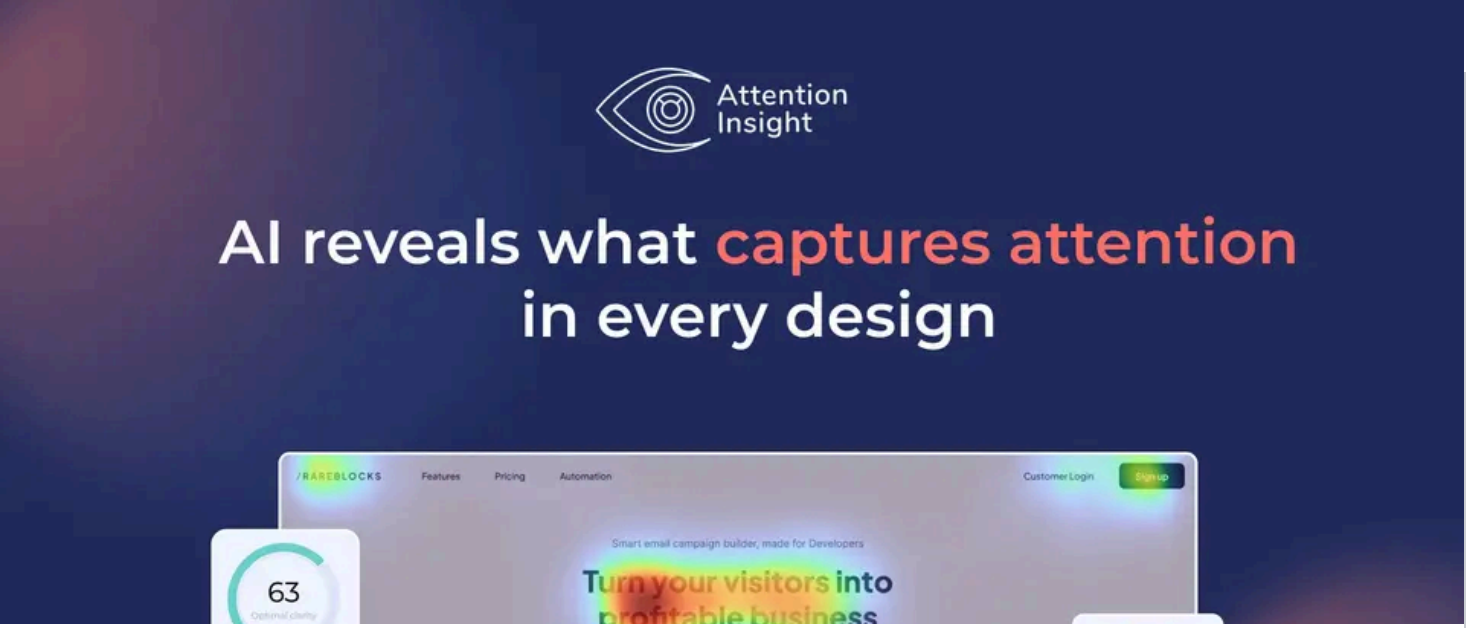
AI attention heatmaps for designs, ads and web pages



Every plan, grade, refund rule and rival among website and product analytics tools, read from Attention Insight's own pages.

Made by Attention Insight · checked Nov 13, 2026 · toolgpa.com

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

2.2

GPA, above 29 of the 100 other website and product analytics tools we grade

Attention Insight predicts where people will look on a design, web page, ad or short video, using a model trained on eye-tracking data instead of live participants. It returns attention heatmaps and scores such as clarity and focus. Plans are sold by monthly credits, with an API and design-tool plugins.

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

1 **Best for predicting where people look on a design**

Attention Insight predicts where people will look on a page, ad or design, using a model instead of real visitors.

2 **Paid plans start at $24 a month**

As its pricing page puts it: $24 per month, billed annually ($31 billed monthly).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web, with a browser extension too.

5 **Predicted attention heatmaps**

Generates a heatmap of where viewers are likely to look on an image, live URL or short clip, without recruiting participants.

6 **Attention metrics**

Reports clarity score, focus score, percentage of attention on chosen areas and a contrast map for each design.

7 **AI recommendations**

Suggests changes to a design based on the attention results; each recommendation uses one credit.

8 **A 2.2 GPA, above 29 of 100**

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

9 **Keep it**

The plain part of Attention Insight you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Attention Insight at a glance

PRICING Free trial, from $24 per month, billed annually ($31 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card required	RUNS ON Web, Browser extension
MADE BY Attention Insight	CATEGORY Website & Product Analytics
OUR GRADE 2.2 GPA, fair	

The report card

Best for predicting where people look on a design

Attention Insight predicts where people will look on a page, ad or design, using a model instead of real visitors. Basic is $24 a month with 40 credits and a watermark, and the results are predictions, not measurements.

TOOLGPA REPORT CARD	**Attention Insight**	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$24 a month billed yearly, between the $13 cheaper quarter and the $32 middle. Pro is $98.
Free plan and trial	C	14-day trial with no card. No free plan.
Features	C	Predicted heatmaps, attention scores and AI recommendations. It does that one job fully, but it's a narrower one.
Ease of use	C	No rating read. Uploads and credits to manage.
Platforms and integrations	B	Web, a Chrome extension, Figma, Sketch and InDesign plugins, and an API on Pro.
Grade point average		Fair, out of 4.0 **2.2**

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 Attention Insight is for

- ✓ Fits if you want a quick check of a design before it ships
- ✓ Works for designers who work in Figma or Sketch

Who it is not for

- ✗ Skip it if you need real visitor data, because results are predictions
- ✗ Tight on Basic, with 40 credits a month and a watermark
- ✗ Watch out: the API and video testing start on Pro at $98
- ✗ Pricey if you add people, since extra seats cost more
- ✗ Watch out: the page defaults to euros, and dollars come from a toggle

Good to know

Good for

- ✓ Designers checking visual hierarchy before launch
- ✓ Marketers comparing ad or landing page variants
- ✓ Agencies that need to justify design choices to clients

Worth knowing

- ⓘ Results are predictions from a model, not measurements of real visitors.
- ⓘ Basic adds a watermark and limits you to 40 credits a month.
- ⓘ Extra seats are charged per month on Pro, Hero and Enterprise.
- ⓘ The page defaults to euro pricing; the dollar prices here come from its currency toggle.

What it costs

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

$24
A month to start

Attention Insight is a paid product with a free trial, starting at $24 per month, billed annually ($31 billed monthly).

BASIC

$24

per month, billed annually ($31 billed monthly)

1 seat and 40 credits a month, with an Attention Insight watermark. A credit covers one image, one URL or one AI recommendation.

PRO

$98

per month, billed annually ($129 billed monthly)

2 seats (extra seats cost more), 200 credits, no watermark, quick video testing and API access.

HERO

$271

per month, billed annually ($324 billed monthly)

2 seats, unlimited credits under fair use, longer video testing, 3,000 API transactions and up to 2 hours of expert design feedback.

ENTERPRISE

Custom

Custom seats and added SSO, a dedicated account manager, security review and procurement support, and an SLA.

Trying it first

14-day free trial, no credit card required

Read from attentioninsight.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off yearly billing

The pricing page labels yearly billing as 20% off, for example $24 a month against $31 on Basic.

Stated on attentioninsight.com

What it does

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

2

Places it runs: Web and Browser extension

AI attention heatmaps for designs, ads and web pages. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports.

> **Predicted heatmaps, attention scores and AI recommendations.**

From our grade for features

Predicted attention heatmaps

Generates a heatmap of where viewers are likely to look on an image, live URL or short clip, without recruiting participants.

Attention metrics

Reports clarity score, focus score, percentage of attention on chosen areas and a contrast map for each design.

AI recommendations

Suggests changes to a design based on the attention results; each recommendation uses one credit.

Shareable reports

Creates instant reports and shareable links to analyses, for showing design decisions to clients or stakeholders.

Plugins and API

The features page lists a Figma plugin, a Chrome extension, an Adobe InDesign plugin, Sketch and an API.

Where it runs

Web

Browser extension

What it works with

Figma

Chrome

Adobe InDesign

Sketch

Attention Insight is made by Attention Insight.

PART 04 · STANDING

Where it stands

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

29/100

Other website and product analytics tools it is graded above

Attention Insight's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

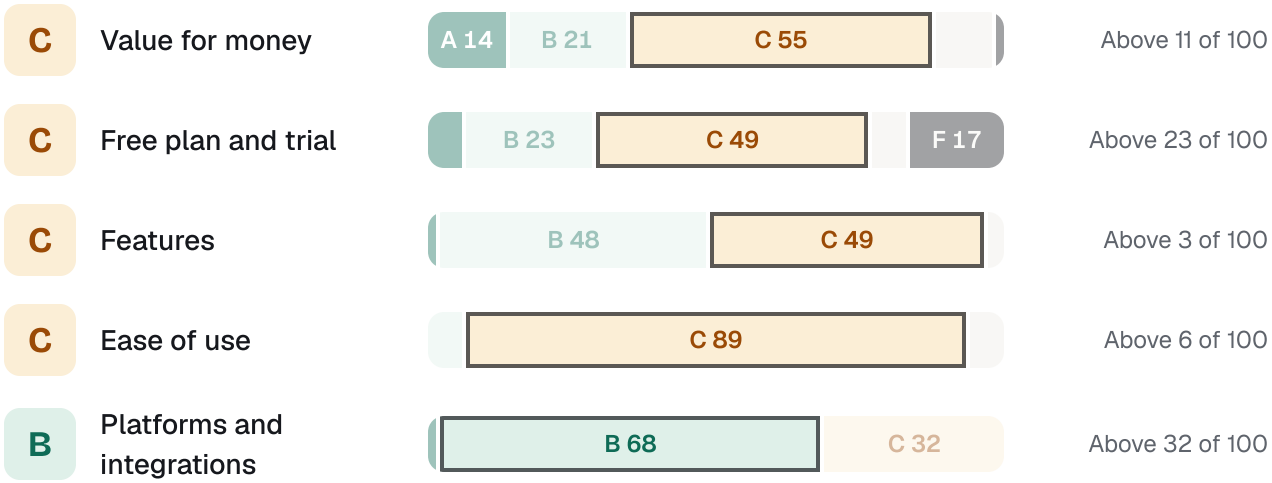
It stands best on platforms and integrations (B, above 32 of 100) and worst on features (C, above 3).

Its paid plans start at $24 a month, against a middle price of $25 for the category: 29 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 22 tools score higher and cost less.

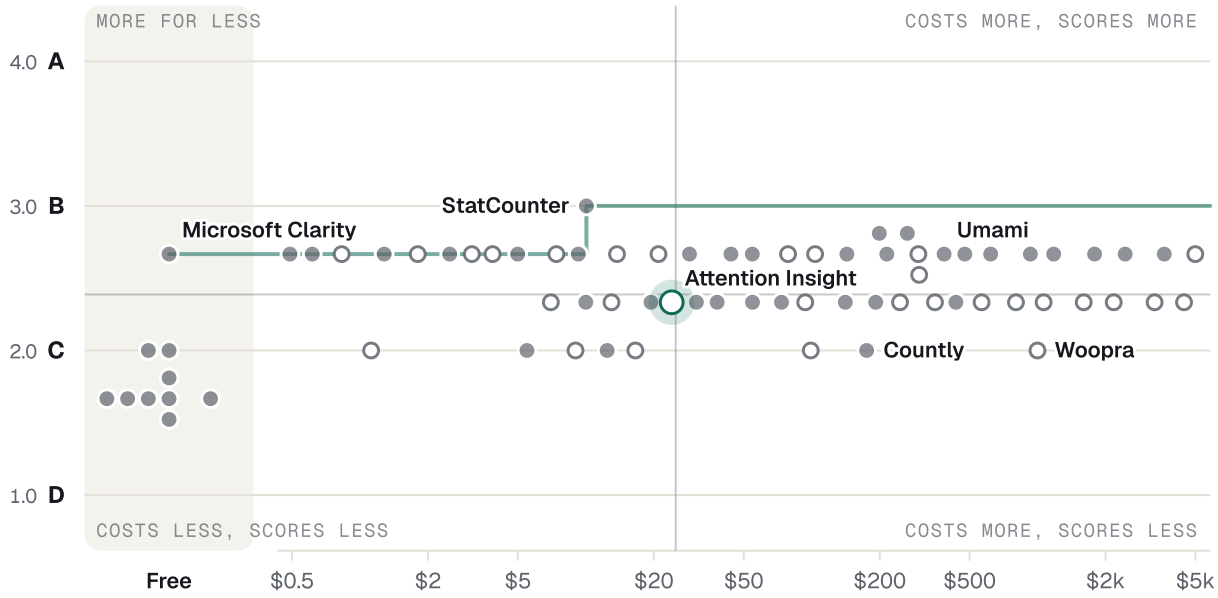
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Attention Insight's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Attention Insight 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

The plain part of Attention Insight you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 46 of the 100 other website and product analytics tools grade higher. It costs $288 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- It plugs into other products, Figma, Chrome and Adobe InDesign among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Attention Insight'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



Contentsquare, Crazy Egg, Mouseflow and Lucky Orange

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

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Contentsquare

Free plan · from $39/mo

Heatmaps, session replays and surveys, formerly sold as Hotjar.

- Contentsquare has a free plan. Attention Insight does not, though it has a free trial.
- Only Attention Insight lists a browser extension.
- Attention Insight also covers reports.

Attention Insight and Contentsquare compared in full

2.2 GPA

Crazy Egg

Free plan · from $29/mo

Heatmaps, session recordings and A/B testing for websites.

- Crazy Egg has a free plan. Attention Insight does not, though it has a free trial.
- Only Attention Insight lists a browser extension.
- Attention Insight also covers reports.

Attention Insight and Crazy Egg compared in full



2.2
GPA

Mouseflow

Free plan · from $25/mo

Session replay, heatmaps and funnels for website behavior.

- Mouseflow has a free plan. Attention Insight does not, though it has a free trial.
- Only Attention Insight lists a browser extension.
- Attention Insight also covers reports.

Attention Insight and Mouseflow compared in full



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GPA

Lucky Orange

Free trial · from $32/mo

Heatmaps, session recordings, surveys and live chat in one tool.

- Only Attention Insight lists a browser extension.
- Attention Insight also covers reports.
- Lucky Orange also covers forms, surveys, live chat, web analytics and session replay.

Attention Insight and Lucky Orange compared in full

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 Attention Insight free?

No, Attention Insight is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Attention Insight cost?

Attention Insight lists 4 plans. Basic: $24 per month, billed annually ($31 billed monthly).

What platforms does Attention Insight work on?

Attention Insight is available on Web. It also has a browser extension.

Does Attention Insight offer any discounts?

Attention Insight publicly lists the following: 20% off yearly billing.

Does Attention Insight have an Android app?

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

Does Attention Insight have an iPhone app?

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

Is Attention Insight open source?

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

Does Attention Insight have an API?

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

What does Attention Insight integrate with?

Attention Insight's listing names Figma, Chrome, Adobe InDesign and Sketch.

Who makes Attention Insight?

Attention Insight is made by a company of the same name.

What are the alternatives to Attention Insight?

The closest alternatives to Attention Insight in our directory are Contentsquare, Crazy Egg, Mouseflow and Lucky Orange.

How does Attention Insight compare with other website and product analytics tools?

Attention Insight's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Is Attention Insight good value for money?

ToolGPA grades Attention Insight C for value for money. Its paid plans start at $24 a month, against a middle price of $25 for the category: 29 of the 63 others that charge start lower.

Could I make my own version of Attention Insight?

The plain part of Attention Insight you could make: reports. What surrounds it you could not.

Where this guide comes from

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

attentioninsight.com/billing-plans/
attentioninsight.com/features/

attentioninsight.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

Attention Insight, kept up to date

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

toolgpa.com/tools/attention-insight

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, "Attention Insight: The Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/attention-insight
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Know someone choosing between website and product analytics tools?

Send them this guide: toolgpa.com/tools/attention-insight/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Attention Insight, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

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Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

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