ToolGPA

NOVEMBER 2026

Automa

The Insider's Guide

No-code RPA and AI agent platform with a desktop client



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

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

2.0
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from Automa's own pages, its app-store listings and our grades. Every fact in it is on Automa'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

2.0

GPA, above 26 of the 134 other automation tools we grade

Automa is an automation platform that pairs a visual no-code builder with AI features, so bots can click, type and move data between desktop and web applications. It has a free plan, a Pro plan with a 14-day trial, and an Enterprise tier with a management console and support services.

To get you started, here are **8 things to know about Automa**, taken from its own pages and our grades.

> "
>
> **You build automations in a visual builder, which has a learning curve.**
>
> From our grade for ease of use

1 **Best for no-code automation with a Windows and Mac client**

Automa is a no-code automation and AI agent tool with a visual builder and a desktop client for Windows and Mac.

2 **There is a free plan**

1 developed app and 30 minutes a day of runtime for third-party apps.

3 **It runs on 2 platforms**

Windows and macOS.

4 **Visual no-code builder**

Workflows are designed by drag and drop, and the vendor describes bots that click and type the way a person would.

5 **AI features**

Pro lists AI-assisted features such as magic commands and flows, OCR and NLP, and advanced element capturing with XPath.

6 **Triggers and scheduling**

The plan table lists cloud triggers, work queues, dispatch mode and an advanced scheduler on paid plans.

7 **A 2.0 GPA, above 26 of 134**

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

8 **Keep it**

To replace Automa you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Automa at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL 14-day free trial of the Pro plan	RUNS ON macOS, Windows
MADE BY Automa	CATEGORY Automation
OUR GRADE 2.0 GPA, fair	

The report card

Best for no-code automation with a Windows and Mac client

Automa is a no-code automation and AI agent tool with a visual builder and a desktop client for Windows and Mac. The free plan allows one app and 30 minutes of runtime a day, and the Pro price is not shown.

TOOLGPA REPORT CARD	Automa	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	A Pro plan exists but no price is shown on the page read, so it sits in the middle until one is published.
Free plan and trial	C	The free plan has one developed app and 30 minutes a day of runtime for third-party apps, plus a 14-day Pro trial. You will hit those caps.
Features	C	Visual builder, AI features, triggers and scheduling, a virtual desktop with an API, and a marketplace. The listing shows free-plan limits on runtime.
Ease of use	C	No store rating on record. You build automations in a visual builder, which has a learning curve.
Platforms and integrations	C	Desktop clients for Windows and Mac only; no phone apps and no integrations named.
Grade point average		Fair, out of 4.0 **2.0**

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 Automa is for

- ✓ Fits if you want to try desktop and web automation on a free plan first
- ✓ Works for teams automating repetitive desktop tasks without code

Who it is not for

- ✗ Tight if you run automations for long, as the free plan stops at 30 minutes a day
- ✗ Skip it if you need to know the price, since Pro has no figure on the page
- ✗ Watch out: the free plan allows one developed app, and the paid plan's billing choices are only described in words

Good to know

Good for

- ✓ Teams automating repetitive desktop and web tasks without code
- ✓ Trying RPA on a free plan before paying

Worth knowing

- ⓘ The pricing page lists a Pro plan but no price appears in the page text that could be read, so the cost of Pro is not recorded here.
- ⓘ The Free plan limits third-party app runtime to 30 minutes a day and one developed app.
- ⓘ The download page offers Windows and Mac clients.
- ⓘ The vendor says paid plans can be billed monthly or annually, with a discount for annual, and offers pro-rata refunds on standard plans bought on its site.

What it costs

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

3
plans to choose from

Automa has a free plan.

> **A Pro plan exists but no price is shown on the page read, so it sits in the middle until one is published.**
>
> From our grade for value for money

FREE

$0

1 developed app and 30 minutes a day of third-party app runtime. No credit card required.

PRO

Not shown

Unlimited apps and runtime, plus AI (OCR and NLP), cloud triggers, work queues and API access. No price appears in the page text.

ENTERPRISE

Custom

Adds a management console, an enterprise marketplace and a private section, and expert success and support services.

The free plan

1 developed app and 30 minutes a day of runtime for third-party apps.

Trying it first

14-day free trial of the Pro plan

Read from goautoma.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing discount

The pricing page has an Annually toggle marked 50% off and its FAQ says annual subscriptions include a discount; the prices themselves were not readable.

Stated on goautoma.com

What it does

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

2

Places it runs: macOS and Windows

No-code RPA and AI agent platform with a desktop client. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, AI agents, no-code.

> **Visual builder, AI features, triggers and scheduling, a virtual desktop with an API, and a marketplace.**
>
> From our grade for features

Visual no-code builder

Workflows are designed by drag and drop, and the vendor describes bots that click and type the way a person would.

AI features

Pro lists AI-assisted features such as magic commands and flows, OCR and NLP, and advanced element capturing with XPath.

Triggers and scheduling

The plan table lists cloud triggers, work queues, dispatch mode and an advanced scheduler on paid plans.

Virtual desktop and API

Pro also lists a cloud virtual desktop and API access, which the Free plan does not include.

Marketplace

Public marketplace access is part of the plan table, and Enterprise adds an enterprise marketplace and a private section.

Where it runs

macOS Windows

What it works with

Its own pages name no integrations.

Automa is made by Automa.

PART 04 · STANDING

Where it stands

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

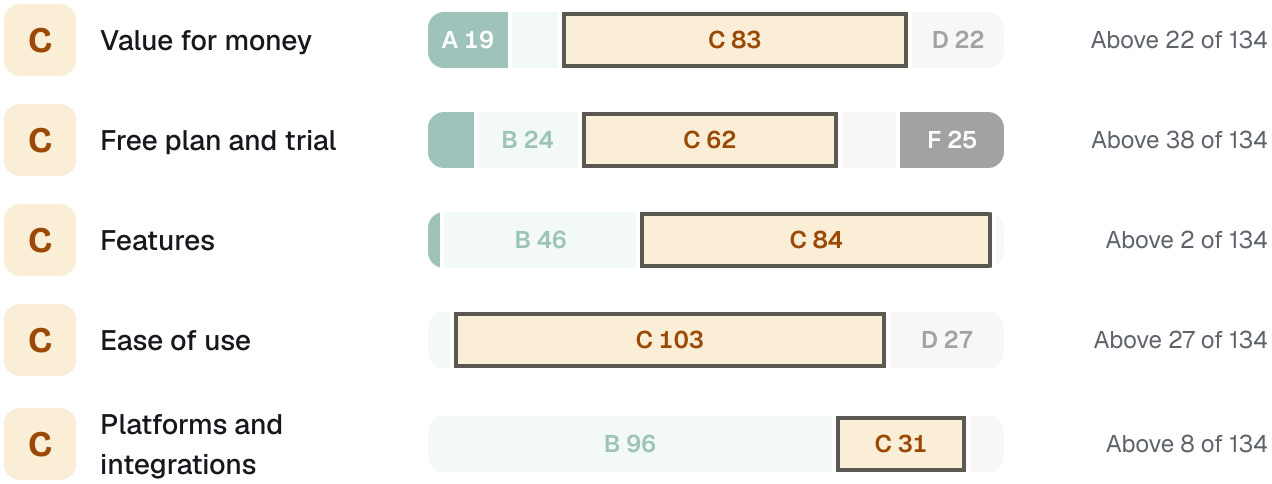
26/134

Other automation tools it is graded above

Automa's GPA of 2.0 is higher than 26 of the 134 other automation tools we grade, and level with 27.

Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. Automa'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.

Keep it

To replace Automa you would be making a builder that other people can use without writing code. 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: 81 of the 134 other automation tools grade higher.

What you could not

- ✕ A builder that other people can use without writing code.
- ✕ Connections to other products, each kept working as those products change.
- ✕ An AI agent, with the models and the safeguards behind it.
- ✕ A real app for macOS and Windows. Something home-made would be a web page.

What this rests on. Automa'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



UiPath, Automation Anywhere, Robomotion, Ui.Vision and Zapier

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

UiPath

2.6 GPA

Free plan · from $25/mo

Enterprise platform for RPA, AI agents and process orchestration.

- Only UiPath lists a web app.
- Only UiPath lists a Linux app.
- UiPath is self-hostable, according to its own site.

Automa and UiPath compared in full

Automation Anywhere

2.4 GPA

Free plan

RPA and agentic process automation for enterprises.

- Automa also covers no-code.
- Automation Anywhere also covers documents.

Automa and Automation Anywhere compared in full



2.0
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Robomotion

Free plan · from $49/mo

RPA platform for building workflows, AI agents and apps.

- Only Robomotion lists a web app.
- Only Robomotion lists a Linux app.
- Robomotion is self-hostable, according to its own site.

Automa and Robomotion compared in full



3.0
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Ui.Vision

Free plan · from €11.90/mo

Open-source browser and desktop automation with computer vision.

- Only Ui.Vision lists a Linux app.
- Only Ui.Vision lists a browser extension.
- Ui.Vision is open source, according to its own site.

Automa and Ui.Vision compared in full



2.6
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Zapier

Free plan · from $19.99/mo

Workflow automation across 9,000+ apps, with AI agents.

- Only Automa lists Windows and macOS apps.
- Only Zapier lists a web app.
- Only Zapier lists a browser extension.

Automa and Zapier compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Automa free?

Automa has a free plan. 1 developed app and 30 minutes a day of runtime for third-party apps.

How much does Automa cost?

Automa lists 3 plans. Free: $0.

What platforms does Automa work on?

Automa is available on Windows and macOS.

Does Automa offer any discounts?

Automa publicly lists the following: Annual billing discount.

Does Automa have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Automa is listed for Windows and macOS.

Does Automa have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Automa is listed for Windows and macOS.

Is Automa open source?

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

Does Automa have a free trial?

Yes. 14-day free trial of the Pro plan.

Who makes Automa?

Automa is made by a company of the same name.

What are the alternatives to Automa?

The closest alternatives to Automa in our directory are UiPath, Automation Anywhere, Robomotion, Ui.Vision and Zapier.

How does Automa compare with other automation tools?

Automa's GPA of 2.0 is higher than 26 of the 134 other automation tools we grade, and level with 27.

Could I make my own version of Automa?

To replace Automa you would be making a builder that other people can use without writing code.

Where this guide comes from

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

goautoma.com/pricing
goautoma.com/download

goautoma.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

Automa, kept up to date

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

toolgpa.com/tools/automa

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, "Automa: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/automa
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Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Automa, 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 Automa'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. Automa is a trademark of its owner, and this guide is not made, paid for or approved by Automa. Prices and plans change: check goautoma.com before you buy.