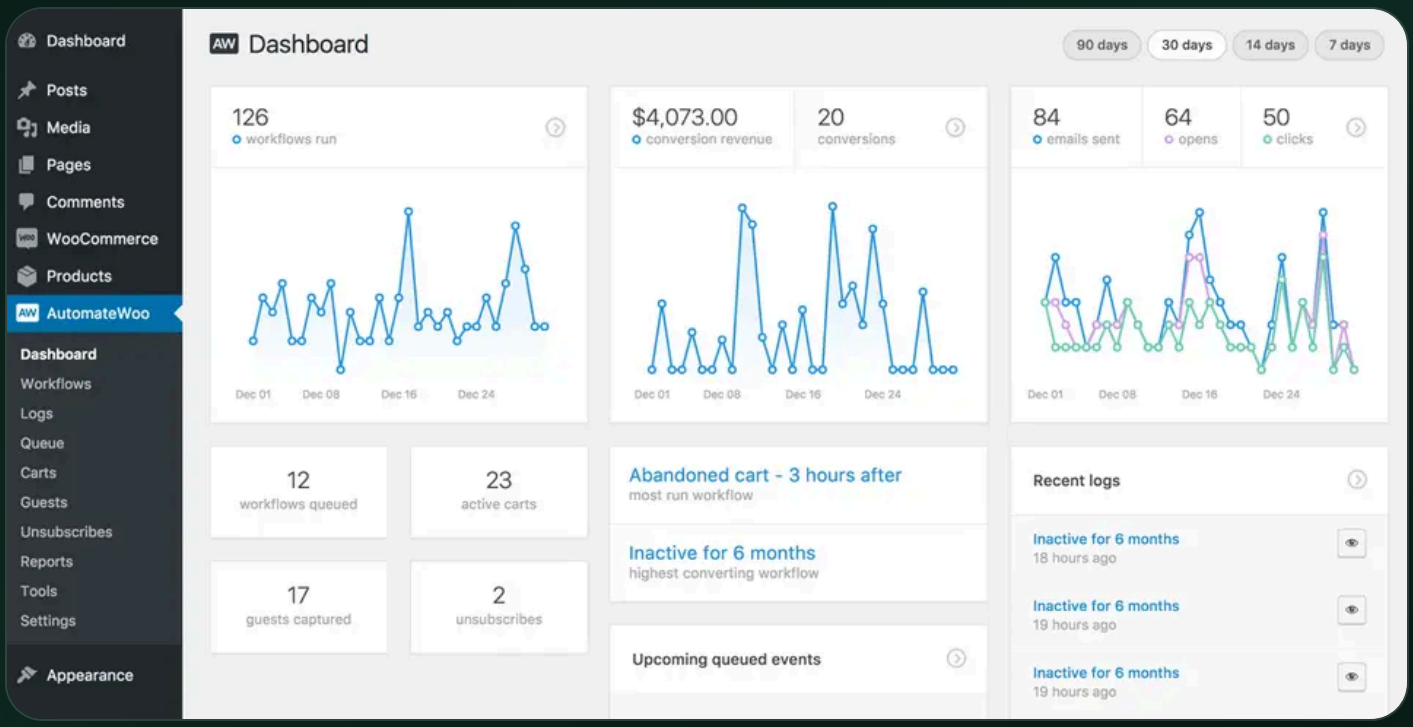
ToolGPA

NOVEMBER 2026

AutomateWoo

The Insider's Guide

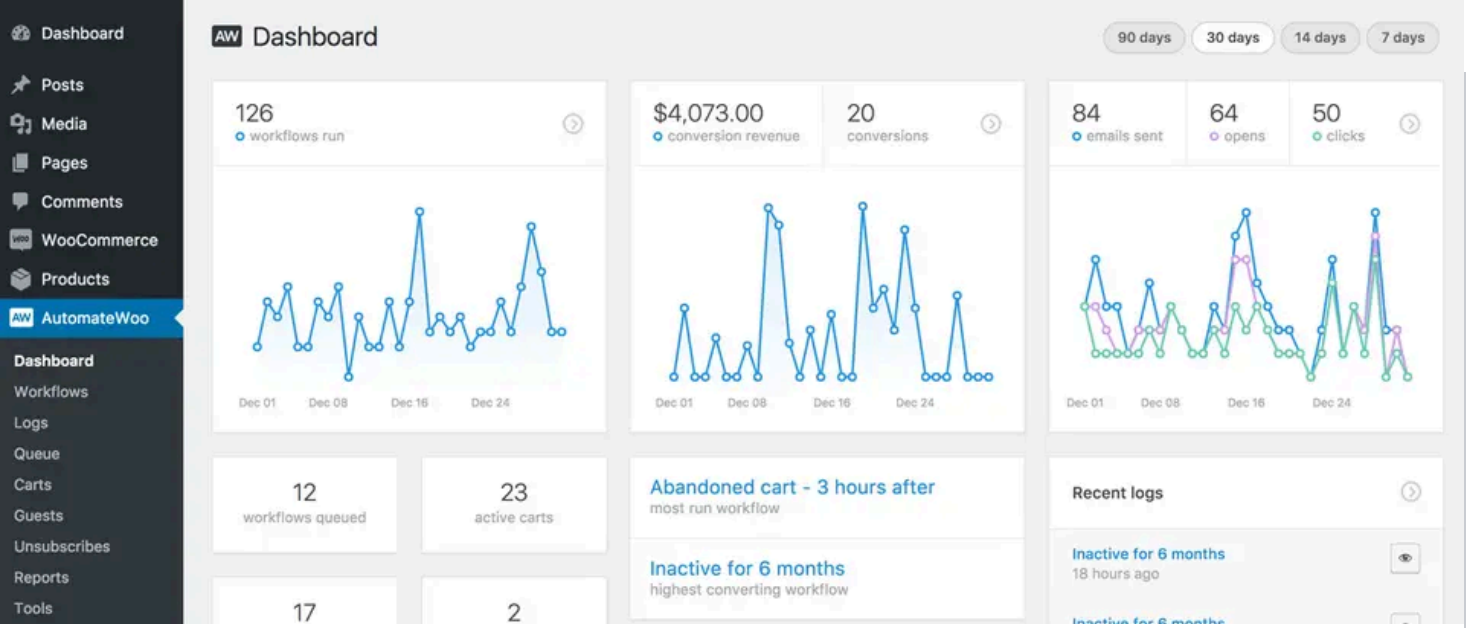
Marketing automation plugin for WooCommerce stores



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

Made by WooCommerce Inc. · checked Nov 13, 2026 · toolgpa.com

2.0
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 AutomateWoo's own pages, its app-store listings and our grades. Every fact in it is on AutomateWoo'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

AutomateWoo is a plugin for WooCommerce stores that sends automated emails and text messages based on what customers do. It covers abandoned carts, follow-ups after purchase, review requests, win-back campaigns and subscription events. It is sold as a yearly license through the WooCommerce.com store.

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

> **You build each workflow yourself inside WordPress, with triggers, timing and rules to set up.**
>
> From our grade for ease of use

1 **Best for WooCommerce abandoned-cart and follow-up emails**

AutomateWoo sends abandoned-cart, follow-up, win-back and renewal emails and texts from inside a WooCommerce store.

2 **Paid plans start at $9.92 a month when paid by the year**

As its pricing page puts it: $119 per year for 1 site.

3 **It runs on Web**

Web.

4 **Abandoned cart emails**

Sends reminder emails to shoppers who left items in their cart, at intervals the store owner sets.

5 **Follow-up and review emails**

Emails customers after they buy specific products to ask for a review or suggest related items, including review-reward discounts.

6 **Win-back campaigns**

Targets inactive customers with automated emails that can carry offers and product recommendations.

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 AutomateWoo you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

AutomateWoo at a glance

PRICING Paid, from $119 per year for 1 site	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY WooCommerce Inc.	CATEGORY Automation
OUR GRADE 2.0 GPA, fair	

The report card

Best for WooCommerce abandoned-cart and follow-up emails

AutomateWoo sends abandoned-cart, follow-up, win-back and renewal emails and texts from inside a WooCommerce store. It costs $119 a year for

one site with no trial, and it does nothing outside WooCommerce.

TOOLGPA REPORT CARD	AutomateWoo	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$119 a year works out near $9.92 a month, inside the cheapest quarter of automation tools ($13.49) but not under 60% of it. That covers one site only.
Free plan and trial	F	No free plan and no trial; the vendor offers a 30-day refund instead, which is not a free try.
Features	C	Abandoned carts, review requests, win-back, SMS through Twilio, subscription events and coupons. The listing shows it only works inside WooCommerce on WordPress.
Ease of use	C	No store rating on record. You build each workflow yourself inside WordPress, with triggers, timing and rules to set up.
Platforms and integrations	B	A web plugin with eight listed integrations, including WooCommerce Subscriptions, Twilio, Zapier and Xero. No app of its own.
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 AutomateWoo is for

- ✓ Fits if you run one WooCommerce store and want cart and follow-up emails
- ✓ Makes sense if you sell subscriptions and want failed-payment and renewal messages

Who it is not for

- ✗ Skip it if you are not on WooCommerce, as it does not run anywhere else
- ✗ Tight if you run several stores, because $119 covers one site and the 5-site and 25-site licenses are no longer sold
- ✗ Watch out: there is no trial, only a 30-day refund, and updates and support stop after the first year unless you renew

Good to know

Good for

- ✓ WooCommerce store owners who want abandoned cart and follow-up emails
- ✓ Stores selling subscriptions that want renewal and failed-payment messages
- ✓ Owners of a single WooCommerce site who prefer a yearly license

Worth knowing

- ⓘ It runs only inside WooCommerce on WordPress, not as a standalone service.
- ⓘ There is no free trial; the vendor offers a refund within 30 days instead.
- ⓘ The $119 price covers one site, and the 5-site and 25-site licenses are no longer sold.
- ⓘ Updates and support last for the subscription year from the date of purchase.

PART 02 · PRICING

What it costs

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

$9.92

A month to start, paid by the year

AutomateWoo is a paid product, starting at $119 per year for 1 site.

SINGLE SITE SUBSCRIPTION

$119

per year for 1 site

One site, with a year of plugin updates and email support; bought through the WooCommerce.com store.

Read from automatewoo.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

Marketing automation plugin for WooCommerce stores. Here is what it does, as its own site describes it, and what it covers: marketing automation, workflow automation, email campaigns, sMS marketing.

> **Abandoned carts, review requests, win-back, SMS through Twilio, subscription events and coupons.**
>
> From our grade for features

Abandoned cart emails

Sends reminder emails to shoppers who left items in their cart, at intervals the store owner sets.

Follow-up and review emails

Emails customers after they buy specific products to ask for a review or suggest related items, including review-reward discounts.

Win-back campaigns

Targets inactive customers with automated emails that can carry offers and product recommendations.

SMS notifications

Sends text messages to customers or store admins for the plugin's triggers, through a Twilio integration.

Subscription automation

Acts on WooCommerce Subscriptions events such as status changes, failed payments and renewal reminders.

Personalized coupons

Generates coupons for individual customers inside a workflow, and can notify customers before a saved card expires.

Where it runs

Web

What it works with

WooCommerce

WooCommerce Subscriptions

WooCommerce Memberships

Twilio

Zapier

Xero

Facebook for WooCommerce

Google for WooCommerce

AutomateWoo is made by WooCommerce Inc.

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

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

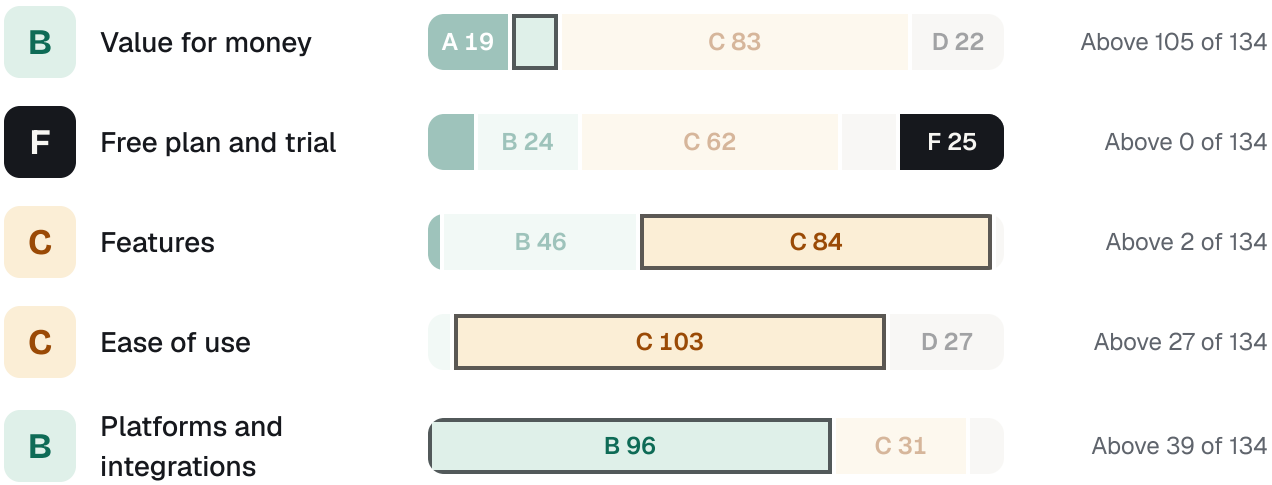
It stands best on value for money (B, above 105 of 134) and worst on free plan and trial (F, above 0).

Its paid plans start at $9.92 a month when paid by the year, against a middle price of $22.17 for the category: 9 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

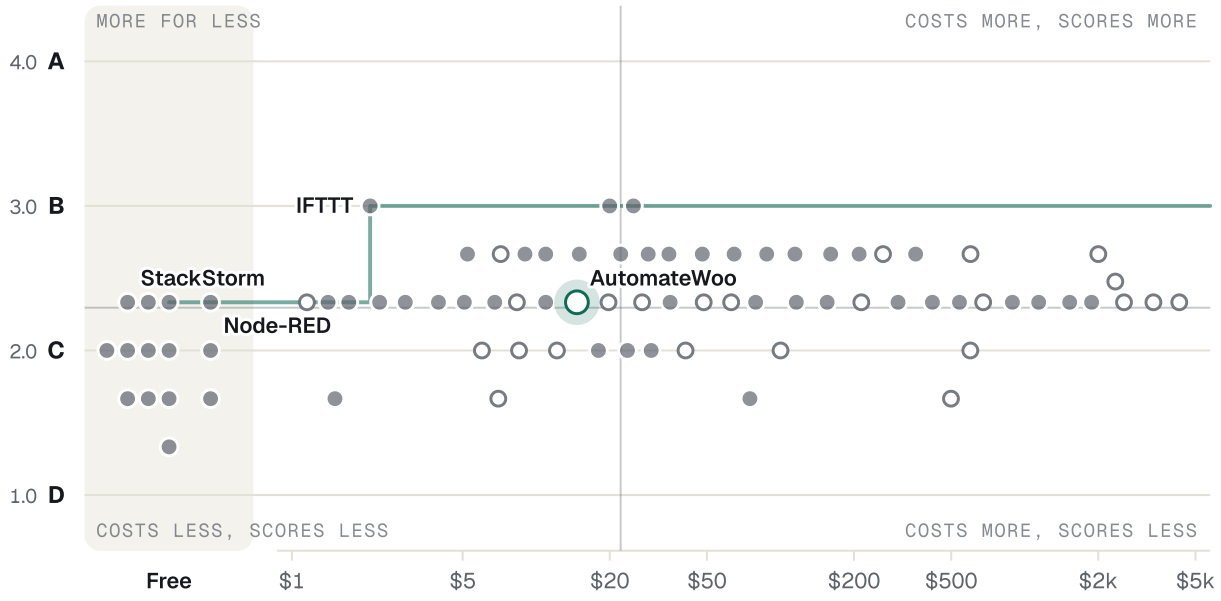
Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. AutomateWoo'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. AutomateWoo 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 AutomateWoo you would be making email sent in volume that still reaches the inbox. 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. It costs $119 a year.

What you could not

- ✕ Email sent in volume that still reaches the inbox.
- ✕ Newsletters sent to thousands of people that still reach the inbox.

- ✕ Texts to thousands of numbers, registered with the carriers.
- ✕ Connections to other products, each kept working as those products change.

What this rests on. AutomateWoo'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



Zapier, Make, Uncanny Automator, FlowMattic and Integrately

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

Zapier

2.6 GPA

Free plan · from $19.99/mo

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

- Zapier has a free plan. AutomateWoo does not.
- Only Zapier lists a browser extension.
- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.

AutomateWoo and Zapier compared in full

Make

2.8 GPA

Free plan · from $9/mo

Visual automation builder for multi-step scenarios and AI agents.

- Make has a free plan. AutomateWoo does not.
- Only Make lists iOS and Android apps.
- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.

AutomateWoo and Make compared in full



2.2
GPA

Uncanny Automator

Free plan · from $199/yr

WordPress automation and AI plugin.

- Uncanny Automator has a free plan. AutomateWoo does not.
- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.

AutomateWoo and Uncanny Automator compared in full



2.2
GPA

FlowMattic

Free trial · from $149/yr

WordPress automation plugin with unlimited workflows.

- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.
- FlowMattic also covers AI agents, no-code, forms and chatbots.

AutomateWoo and FlowMattic compared in full



2.4
GPA

Integrately

Free plan · from $19.99/mo

App integration built around ready-made, one-click automations.

- Integrately has a free plan. AutomateWoo does not.
- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.
- Integrately also covers templates and no-code.

AutomateWoo and Integrately compared in full

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 AutomateWoo free?

No. AutomateWoo is a paid product, starting at $119 per year for 1 site.

How much does AutomateWoo cost?

AutomateWoo lists one plan. Single Site Subscription: $119 per year for 1 site.

What platforms does AutomateWoo work on?

AutomateWoo is available on Web.

Does AutomateWoo have an Android app?

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

Does AutomateWoo have an iPhone app?

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

Is AutomateWoo open source?

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

What does AutomateWoo integrate with?

AutomateWoo's listing names WooCommerce, WooCommerce Subscriptions, WooCommerce Memberships, Twilio, Zapier, Xero, Facebook for WooCommerce and Google for WooCommerce.

Who makes AutomateWoo?

AutomateWoo is made by WooCommerce Inc.

What are the alternatives to AutomateWoo?

The closest alternatives to AutomateWoo in our directory are Zapier, Make, Uncanny Automator, FlowMattic and Integrately.

How does AutomateWoo compare with other automation tools?

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

Is AutomateWoo good value for money?

ToolGPA grades AutomateWoo B for value for money. Its paid plans start at $9.92 a month when paid by the year, against a middle price of $22.17 for the category: 9 of the 65 others that charge start lower.

Could I make my own version of AutomateWoo?

To replace AutomateWoo you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from AutomateWoo'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 AutomateWoo'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 WooCommerce Inc. Prices change, so check automatewoo.com before you buy.

automatewoo.com/pricing/
automatewoo.com/integrations/

automatewoo.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

AutomateWoo, kept up to date

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

toolgpa.com/tools/automatewoo

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

Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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