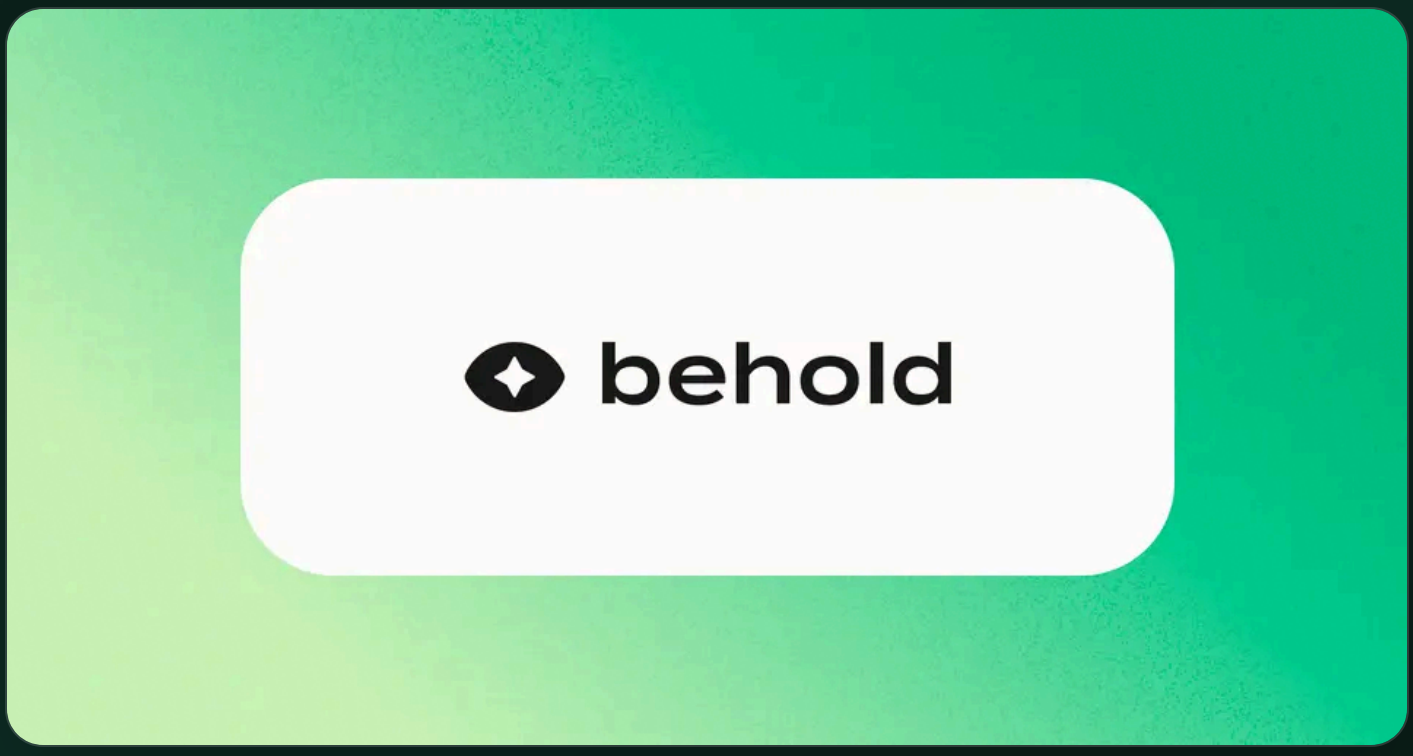
ToolGPA

NOVEMBER 2026

Behold

The Insider's Guide

Instagram feed widgets and JSON feeds for any website



Every plan, grade, refund rule and rival among popup and widget tools, read from Behold's own pages.

Made by Behold · 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 Behold's own pages, its app-store listings and our grades. Every fact in it is on Behold'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 14 of the 54 other popup and widget tools we grade

Behold turns Instagram accounts and hashtags into galleries that can be embedded on a website without code, or into JSON feeds for developers. Plans are priced by monthly widget views. There is also a Klaviyo feed for emails and an Admin API on enterprise plans.

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

> **You connect an Instagram account and style the widget.**
>
> From our grade for ease of use

1 **Best for an Instagram feed on any site**

Behold turns an Instagram account into a gallery you embed without code, or into a JSON feed.

2 **Paid plans start at $10 a month**

As its pricing page puts it: $10 per month.

3 **There is a free plan**

1,200 views a month, 1 source and 1 feed, 6 posts per feed, daily updates, and a Behold logo on hover.

4 **It runs on Web**

Web.

5 **No-code gallery widgets**

Embed Instagram galleries on a site without writing code, in a limited set of styles on the free plan.

6 **JSON feeds**

Developers get the post data as JSON on every plan, including the free one.

7 **Klaviyo feeds**

Add a live Instagram feed to emails; included from the Pro plan.

8 **A 2.2 GPA, above 14 of 54**

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

9 **Your call**

You could make the core of Behold for yourself: popups.

Behold at a glance

PRICING Free plan, from $10 per month	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Behold	CATEGORY Popups & Website Widgets
OUR GRADE 2.2 GPA, fair	

The report card

Best for an Instagram feed on any site

Behold turns an Instagram account into a gallery you embed without code, or into a JSON feed. It covers Instagram only, the free plan allows 1,200 views a month with a Behold logo, and pinning and hiding posts needs the $60 plan.

TOOLGPA REPORT CARD	Behold	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $10 a month for 15,000 views, between the category's $8.17 cheaper quarter and $14.92 middle. Pro is $30 and Scale $180.
Free plan and trial	C	A free plan with 1 source, 1 feed, 6 posts and 1,200 views a month. It is paused when the views run out.
Features	C	Gallery widgets, JSON feeds and a Klaviyo feed, but Instagram only, and curation tools are on Business.
Ease of use	C	No store rating on record. You connect an Instagram account and style the widget.
Platforms and integrations	B	Web, embedded on any site, with JSON feeds, Klaviyo and Instagram. An Admin API is on enterprise plans.

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 Behold is for

- ✓ Fits if you only need an Instagram feed on a site and want little setup
- ✓ Works for developers who want a JSON feed of posts

Who it is not for

- ✕ Not for you if you want other networks: the page lists Instagram only
- ✕ Tight if you stay free: 6 posts, 1 feed, 1,200 views and a logo on hover
- ✕ Watch out: views count page loads with a widget, so busy pages use the allowance fast
- ✕ Pricey if you want pin, hide and reorder: that is Business at $60 a month

Good to know

Good for

- ✓ Small sites that want an Instagram gallery on a free plan
- ✓ Developers who want Instagram data as a JSON feed
- ✓ Agencies serving many clients through the Enterprise Admin API

Worth knowing

- ⓘ Views mean page loads that include a widget, so busy pages use the allowance fast.
- ⓘ On the free plan an account is paused when the monthly view limit is hit; paid plans pause only after two months in a row over the limit.
- ⓘ Curation tools such as pinning and hiding need the Business plan or higher.
- ⓘ Instagram-focused; the page does not list other networks.

PART 02 · PRICING

What it costs

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

$10

A month to start. There is a free plan too

Behold has a free plan. Paid plans start at $10 per month.

FREE

$0

per month for up to 1,200 views

1 source, 1 feed, 6 posts per feed, JSON feeds, daily updates and limited widget styles.

STARTER

$10

per month for up to 15,000 views

3 sources and feeds, 50 posts per feed, hourly updates, no Behold logo.

PRO

$30

per month for up to 125,000 views

15 sources and feeds, 100 posts per feed, updates every 5 minutes, Klaviyo feeds.

BUSINESS

$60

per month for up to 500,000 views

30 sources and feeds, 150 posts per feed, and advanced curation (pin, hide, reorder).

SCALE

$180

per month, unlimited views

Business features plus updates every minute and priority email support.

ENTERPRISE

Custom

Custom limits, Admin API access, 99.9% SLA and signed standard terms; contact sales.

The free plan

1,200 views a month, 1 source and 1 feed, 6 posts per feed, daily updates, and a Behold logo on hover.

Read from behold.so 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

Instagram feed widgets and JSON feeds for any website. Here is what it does, as its own site describes it, and what it covers: public API, popups.

> **Gallery widgets, JSON feeds and a Klaviyo feed, but Instagram only, and curation tools are on Business.**
>
> From our grade for features

No-code gallery widgets

Embed Instagram galleries on a site without writing code, in a limited set of styles on the free plan.

JSON feeds

Developers get the post data as JSON on every plan, including the free one.

Klaviyo feeds

Add a live Instagram feed to emails; included from the Pro plan.

Update speed by plan

Daily on Free, hourly on Starter, every 5 minutes on Pro and Business, every minute on Scale.

Advanced curation

Pin, hide and reorder posts, from the Business plan; pinning is not supported for hashtag feeds.

Admin API

Manage user accounts at scale, co-branded; available on Enterprise.

Where it runs

Web

What it works with

Instagram

Klaviyo

Behold is made by Behold.

Where it stands

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

14/54

Other popup and widget tools it is graded above

Behold's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

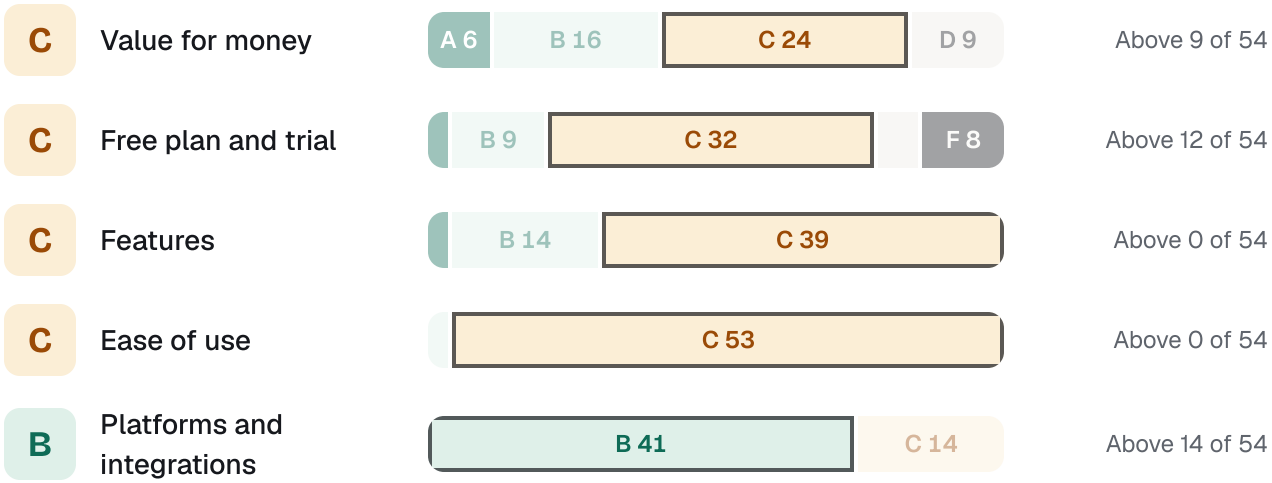
It stands best on platforms and integrations (B, above 14 of 54) and worst on features (C, above 0).

Its paid plans start at $10 a month, against a middle price of $14 for the category: 22 of the 48 others that charge start lower.

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

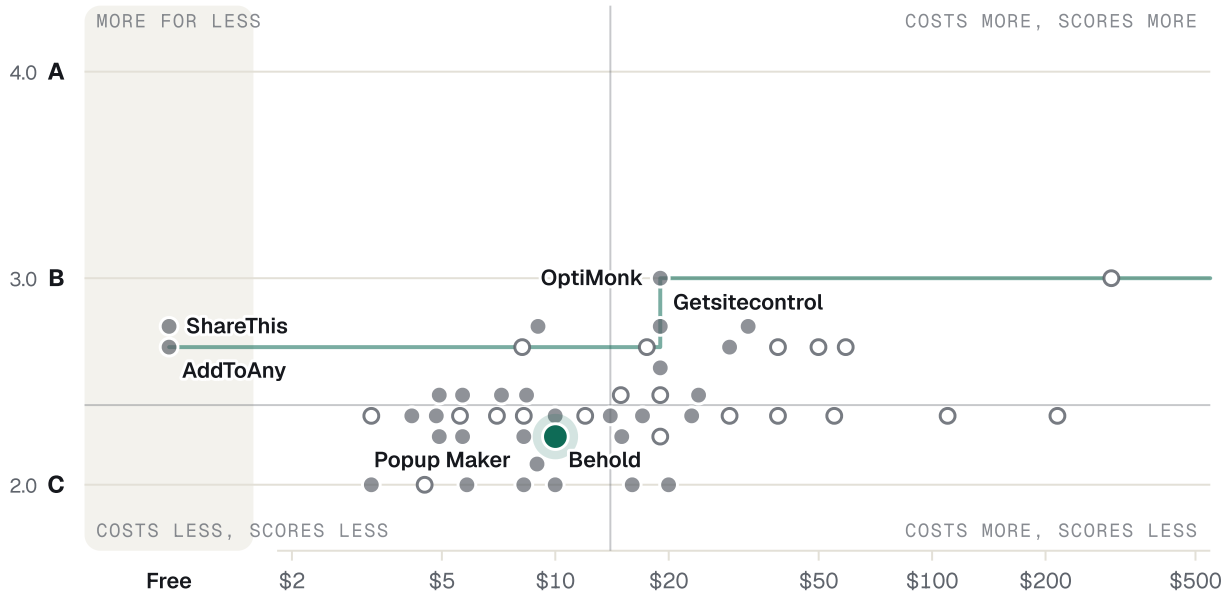
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Behold's own letter is outlined.



Price against what you get

Each dot is one of 51 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Behold 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.

Your call

You could make the core of Behold for yourself: popups.

What you would give up is listed below. Whether that is worth the price is your call. It costs $120 a year.

What you could make

- Popups: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- ✕ It plugs into other products, Instagram and Klaviyo among them, and has an API.
- ✕ Hooks into the device itself: widgets.

What this rests on. Behold'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



Elfsight, Curator.io, Juicer, Smash Balloon and Flockler

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

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Elfsight

Free plan · from $5/mo

Library of 90+ website widgets, from popups to reviews and feeds.

- Elfsight also covers templates, no-code, forms and chatbots.

Behold and Elfsight compared in full

2.2 GPA

Curator.io

Free plan · from $23/mo

Social media aggregator with a free plan, for website feeds.

Behold and Curator.io compared in full

2.2 GPA

Juicer

Free plan · from $15/mo

Social media wall and feed aggregator with a free plan.

Behold and Juicer compared in full



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GPA

Smash Balloon

From $98/yr

WordPress social feed plugins for Instagram, Facebook and more.

- Behold has a free plan. Smash Balloon does not.
- Behold also covers popups.
- Smash Balloon also covers reports and review collection.

Behold and Smash Balloon compared in full



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Flockler

Free trial · from $110/mo

Social media aggregator for websites, screens and events.

- Behold has a free plan. Flockler does not, though it has a free trial.

Behold and Flockler compared in full

Quick answers

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

13

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 Behold free?

Behold has a free plan. 1,200 views a month, 1 source and 1 feed, 6 posts per feed, daily updates, and a Behold logo on hover.

How much does Behold cost?

Behold lists 6 plans. Free: $0 per month for up to 1,200 views.

What platforms does Behold work on?

Behold is available on Web.

Does Behold have an Android app?

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

Does Behold have an iPhone app?

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

Is Behold open source?

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

Does Behold have an API?

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

What does Behold integrate with?

Behold's listing names Instagram and Klaviyo. A listing names up to eight integrations, so it may connect to more.

Who makes Behold?

Behold is made by a company of the same name.

What are the alternatives to Behold?

The closest alternatives to Behold in our directory are Elfsight, Curator.io, Juicer, Smash Balloon and Flockler.

How does Behold compare with other popup and widget tools?

Behold's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

Is Behold good value for money?

ToolGPA grades Behold C for value for money. Its paid plans start at $10 a month, against a middle price of $14 for the category: 22 of the 48 others that charge start lower.

Could I make my own version of Behold?

You could make the core of Behold for yourself: popups. What you would give up is listed below.

Where this guide comes from

The prices, plans, platforms and features were read from Behold'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 Behold'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 Behold. Prices change, so check behold.so before you buy.

behold.so/pricing

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

Behold, kept up to date

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

toolgpa.com/tools/behold

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

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Behold, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Behold'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. Behold is a trademark of its owner, and this guide is not made, paid for or approved by Behold. Prices and plans change: check behold.so before you buy.