ToolGPA

NOVEMBER 2026

Brella

The Insider's Guide

Event app with AI matchmaking and managed meetings



Every plan, grade, refund rule and rival among webinar and live streaming tools, read from Brella's own pages.

Made by Brella Ltd, Inc. · checked Nov 12, 2026 · toolgpa.com

1.8
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 Brella's own pages, its app-store listings and our grades. Every fact in it is on Brella's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.8

GPA, above 4 of the 34 other webinar and live streaming tools we grade

Brella is an event platform for in-person, virtual and hybrid events, built around attendee matchmaking and one-to-one meetings. It also covers ticketing and registration, sponsor booths, hosted buyer programs and event analytics. Prices are not published; the vendor asks buyers to contact its team for a demo.

To get you started, here are **7 things to know about Brella**, taken from its own pages and our grades.

> **No price is published, livestreams are embedded from other services, and organisers are told to use a computer.**
>
> From our report card of Brella

1 **Best for events built around attendee matchmaking and meetings**

Brella is an event platform built around AI matchmaking and one-to-one meetings, with ticketing, sponsor booths and analytics.

2 **It runs on 3 platforms**

Web, iOS and Android.

3 AI matchmaking

Suggests who attendees and sponsors should meet from interests, intent and activity on the platform, with interests the organizer can edit.

4 Meetings

One-to-one and group meetings with in-app video calls, automated table assignment, notifications and private messaging.

5 Hosted buyer programs

Organizers can design and sell managed-meeting packages such as hosted buyer programs or sponsor packages, with check-ins recording that each meeting happened.

6 A 1.8 GPA, above 4 of 34

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

7 Keep it

To replace Brella you would be making live video to hundreds of people at once. That is not a weekend's work, with an AI app builder or without one.

Brella at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY Brella Ltd, Inc.	CATEGORY Webinars & Live Streaming
OUR GRADE 1.8 GPA, weak	

The report card

Best for events built around attendee matchmaking and meetings

Brella is an event platform built around AI matchmaking and one-to-one meetings, with ticketing, sponsor booths and analytics. No price is published, livestreams are embedded from other services, and organisers are told to use a computer.

TOOLGPA REPORT CARD	Brella	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it sits in the middle.
Free plan and trial	F	No free plan or trial is listed; pricing goes through sales.
Features	C	Matchmaking, meetings, sponsors, schedule and analytics. Livestreams come from YouTube or Vimeo, and some features are marked beta.
Ease of use	C	No store rating on record. Organisers build an event in an admin panel that works best on a computer.
Platforms and integrations	B	Web, iOS and Android, with an API. No desktop app.
Grade point average		Weak, out of 4.0 **1.8**

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 Brella is for

- ✓ Fits if your event is mainly about meetings between attendees
- ✓ Makes sense if you run sponsor and hosted-buyer programmes

Who it is not for

- ✗ Skip it if you want a price on the page, as none is published
- ✗ Not for you if you want webinars, since livestreams are embedded from another tool
- ✗ Tight if you plan on a phone, because the admin panel suits a computer
- ✗ Watch out: some listed features, such as meeting ratings, are labelled beta

Good to know

Good for

- ✓ Conferences and trade shows that want pre-booked attendee meetings
- ✓ Organizers selling hosted buyer or sponsor meeting packages
- ✓ Events that want a white-labeled app on iOS, Android and web

Worth knowing

- ⓘ No prices are published; the pricing address redirects to a feature list, and pricing is given through the sales team.
- ⓘ Livestreams are embedded from other services, so plan a separate streaming tool for webinar-style sessions.
- ⓘ The Admin Panel for organizers runs in a browser, and the vendor recommends a computer rather than a phone or tablet.
- ⓘ Some features on the feature list, such as meeting ratings, are labeled beta.

What it costs

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

Brella's current pricing could not be confirmed from its own site.

> **No price is published, so it sits in the middle.**
>
> From our grade for value for money

We could not confirm Brella's current prices from its own site, so this guide lists no plans. brella.io has them.

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, iOS and Android

Event app with AI matchmaking and managed meetings. Here is what it does, as its own site describes it, and what it covers: public API, AI features, calendar, ticketing, webinars.

"

Matchmaking, meetings, sponsors, schedule and analytics.

From our grade for features

AI matchmaking

Suggests who attendees and sponsors should meet from interests, intent and activity on the platform, with interests the organizer can edit.

Meetings

One-to-one and group meetings with in-app video calls, automated table assignment, notifications and private messaging.

Hosted buyer programs

Organizers can design and sell managed-meeting packages such as hosted buyer programs or sponsor packages, with check-ins recording that each meeting happened.

Sessions and schedule

Multi-track schedules, embedded livestreams from services such as YouTube and Vimeo, and breakout rooms for up to 200 people.

Sponsors and branding

Sponsor booths, a sponsor admin panel and a white-label event app that can be customized from onboarding onward.

Integrations and API

A REST API, webhooks, native integrations and a managed integrations service. The vendor lists 500+ integrations.

Where it runs

Web · iOS · Android

What it works with

YouTube · Vimeo

Brella is made by Brella Ltd, Inc.

Where it stands

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

4/34

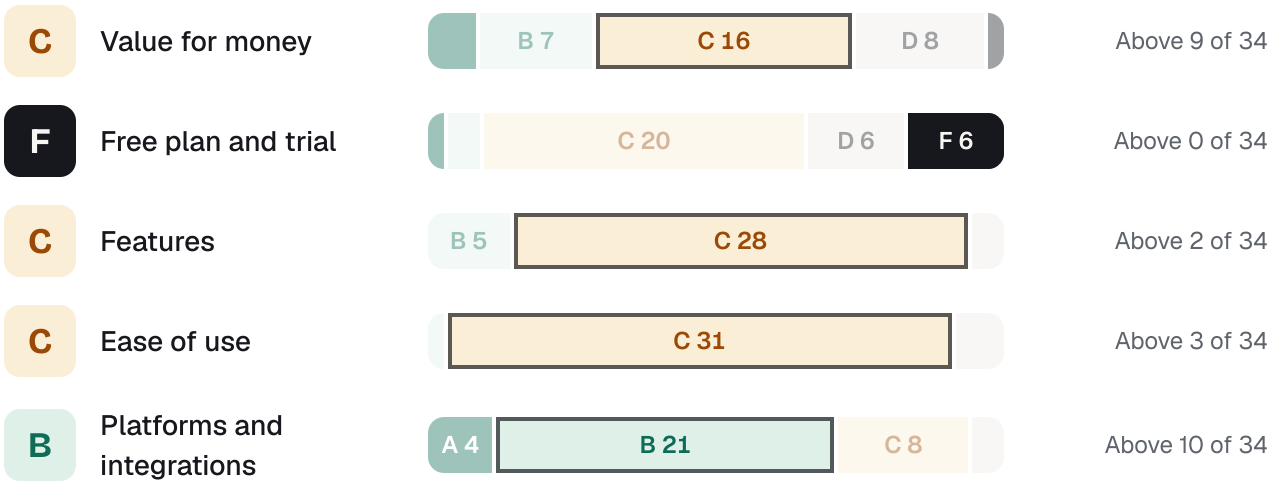
Other webinar and live streaming tools it is graded above

Brella's GPA of 1.8 is higher than 4 of the 34 other webinar and live streaming tools we grade, and level with 7.

It stands best on platforms and integrations (B, above 10 of 34) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 35 webinar and live streaming tools we grade, cut by the letter each got. Brella'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 Brella you would be making live video to hundreds of people at once. 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: 23 of the 34 other webinar and live streaming tools grade higher.

What you could make

- Calendar: an app builder makes this well.

What you could not

- Live video to hundreds of people at once.
- Selling tickets and checking them at the door.
- A real app for iOS and Android. Something home-made would be a web page.
- It plugs into other products, YouTube and Vimeo among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Brella'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



Airmeet, Goldcast, BigMarker and Livestorm

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



1.8 GPA

Airmeet

Free trial · from $167/mo

Webinars and virtual events with networking features.

- Brella also covers calendar.
- Airmeet also covers reports.

Brella and Airmeet compared in full



1.6 GPA

Goldcast

Paid

B2B webinars and events with AI video repurposing.

- Only Brella lists iOS and Android apps.
- Brella also covers calendar and ticketing.
- Goldcast also covers video editing and reports.

Brella and Goldcast compared in full



1.8
GPA

BigMarker

Paid

Marketing webinars and virtual, hybrid and in-person events.

- Only Brella lists iOS and Android apps.
- Brella also covers calendar.
- BigMarker also covers multistreaming.

Brella and BigMarker compared in full



1.8
GPA

Livestorm

Free plan · from $1,200/yr

Browser-based webinars, live or on demand, priced per attendee.

- Livestorm has a free plan. Brella does not.
- Only Brella lists iOS and Android apps.
- Brella also covers calendar and ticketing.

Brella and Livestorm compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Brella free?

No. Brella is a paid product.

What platforms does Brella work on?

Brella is available on Web, iOS and Android.

Does Brella have a Windows app?

No Windows app was listed when its pages were read on Nov 12, 2026. Brella is listed for Web, iOS and Android.

Does Brella have a macOS app?

No macOS app was listed when its pages were read on Nov 12, 2026. Brella is listed for Web, iOS and Android.

Is Brella open source?

Brella is not described as open source on its own site, as read on Nov 12, 2026.

Does Brella have an API?

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

What does Brella integrate with?

Brella's listing names YouTube and Vimeo. A listing names up to eight integrations, so it may connect to more.

Who makes Brella?

Brella is made by Brella Ltd, Inc.

What are the alternatives to Brella?

The closest alternatives to Brella in our directory are Airmeet, Goldcast, BigMarker and Livestorm.

How does Brella compare with other webinar and live streaming tools?

Brella's GPA of 1.8 is higher than 4 of the 34 other webinar and live streaming tools we grade, and level with 7.

Could I make my own version of Brella?

To replace Brella you would be making live video to hundreds of people at once.

Where this guide comes from

The prices, plans, platforms and features were read from Brella's own pages on Nov 12, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Brella's own pages on 12 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 Brella Ltd, Inc. Prices change, so check brella.io before you buy.

brella.io/what-you-get
brella.io/about-us

brella.io

About ToolGPA

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

5,038
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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Brella, kept up to date

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

toolgpa.com/tools/brella

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, "Brella: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/brella
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Know someone choosing between webinar and live streaming tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded webinar and live streaming tools after Brella, each with an Insider's Guide of its own.

Webinars & Live Streaming Insider's Guide

Every one of the 35 webinar and live streaming tools we grade, compared

Lightstream Insider's Guide

Browser-based live streaming studio, built for console streamers

2.8 GPA

ClickMeeting Insider's Guide

Webinars and online meetings with paid events and automation

2.6 GPA

Streamlabs Insider's Guide

Live streaming apps, overlays and tools for creators

2.6 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 Brella'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. Brella is a trademark of its owner, and this guide is not made, paid for or approved by Brella Ltd, Inc. Prices and plans change: check brella.io before you buy.