ToolGPA

NOVEMBER 2026

ChurnZero

The Insider's Guide

Customer success platform for tracking churn risk and renewals



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

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

1.8
GPA

Your AI platform and partner for customer growth.

ChurnZero

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

1.8

GPA, above 16 of the 116 other CRM tools we grade

ChurnZero is customer success software for subscription companies. It builds a profile and health score for every account, runs playbooks and journeys, and engages customers inside the product. It is filed under CRM because it connects to a sales CRM rather than replacing one. Pricing is quoted after a demo.

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

> **It isn't a sales pipeline CRM, no prices are published, and some of its AI features are still marked as coming soon.**
>
> From our report card of ChurnZero

1 **Best for customer success teams tracking churn and renewals**

ChurnZero is customer success software that scores churn risk and tracks renewals, reading its data from your CRM.

2 **It runs on Web**

Web.

3 Customer profiles and ChurnScores

Each account gets a profile, a health score called a ChurnScore, segments and a Command Center view.

4 Playbooks and journeys

Customer playbooks, journeys, real-time alerts and success plans automate follow-up on every account.

5 In-product engagement

In-app messages, WalkThroughs, surveys, success centers, communities and a learning management tool reach customers.

6 A 1.8 GPA, above 16 of 116

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

7 Keep it

To replace ChurnZero you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

ChurnZero at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY ChurnZero	CATEGORY CRM Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for customer success teams tracking churn and renewals

ChurnZero is customer success software that scores churn risk and tracks renewals, reading its data from your CRM. It isn't a sales pipeline CRM, no prices are published, and some of its AI features are still marked as coming soon.

TOOLGPA REPORT CARD — **ChurnZero** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; it's quoted after a demo, so there's nothing to compare against the $29 middle for CRM.
Free plan and trial	F	No free plan and no trial on the pages we read. A demo request is how you start.
Features	C	ChurnScores, playbooks, in-product messages and renewal forecasts. The listing names the gaps: it isn't a sales CRM, and call coaching and AI CSM are marked coming soon.
Ease of use	C	No store rating on record. It connects to your CRM and other tools, and rollout help is a separate paid service.
Platforms and integrations	B	Web app with native links to Salesforce, HubSpot, Slack, Zendesk, Stripe and Snowflake. No apps listed.

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 ChurnZero is for

- ✓ Fits if you already have a CRM and want churn and renewal tracking on top
- ✓ Works for customer success teams with a list of accounts to keep

Who it is not for

- ✗ Not for you if you want a sales pipeline, because it reads from a CRM rather than being one
- ✗ Skip it if you need a price up front, as quotes come after a demo
- ✗ Watch out: some AI features, such as call coaching and AI CSM, are labelled coming soon
- ✗ Pricey if you need rollout help, since professional services are sold separately

Good to know

Good for

- ✓ Subscription software companies with a dedicated customer success team
- ✓ Teams that already run a sales CRM and want account health on top
- ✓ Customer leaders who need renewal and churn forecasting

Worth knowing

- ⓘ No prices are published; pricing is quoted after a demo request.
- ⓘ It is customer success software, not a sales pipeline CRM; it reads from Salesforce, HubSpot and other CRMs.
- ⓘ Professional services are sold separately for rollout help.
- ⓘ Some AI features, such as call coaching and AI CSM, are labelled coming soon on the site.

What it costs

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

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

> **No free plan and no trial on the pages we read.**
>
> From our grade for free plan and trial

We could not confirm ChurnZero's current prices from its own site, so this guide lists no plans. churnzero.com has them.

What it does

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

1

Place it runs: Web

Customer success platform for tracking churn risk and renewals. Here is what it does, as its own site describes it, and what it covers: public API, AI features, workflow automation, AI agents, surveys, reports.

> "ChurnScores, playbooks, in-product messages and renewal forecasts."

From our grade for features

Customer profiles and ChurnScores

Each account gets a profile, a health score called a ChurnScore, segments and a Command Center view.

Playbooks and journeys

Customer playbooks, journeys, real-time alerts and success plans automate follow-up on every account.

In-product engagement

In-app messages, WalkThroughs, surveys, success centers, communities and a learning management tool reach customers.

AI assistant and agents

An assistant named Kit and AI agents flag churn risk and expansion readiness; some AI features are marked as coming soon.

Renewal forecasting

Account Insights, Success Insights and a Renewal and Forecast Hub cover reporting on retention.

Native integrations

The vendor lists integrations across CRM, billing, support, calendar and data warehouses, plus a REST API.

Where it runs

Web

What it works with

Salesforce · HubSpot · Slack · Zendesk · Stripe · Snowflake · Gong · Intercom

ChurnZero is made by ChurnZero.

PART 04 · STANDING

Where it stands

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

16/116

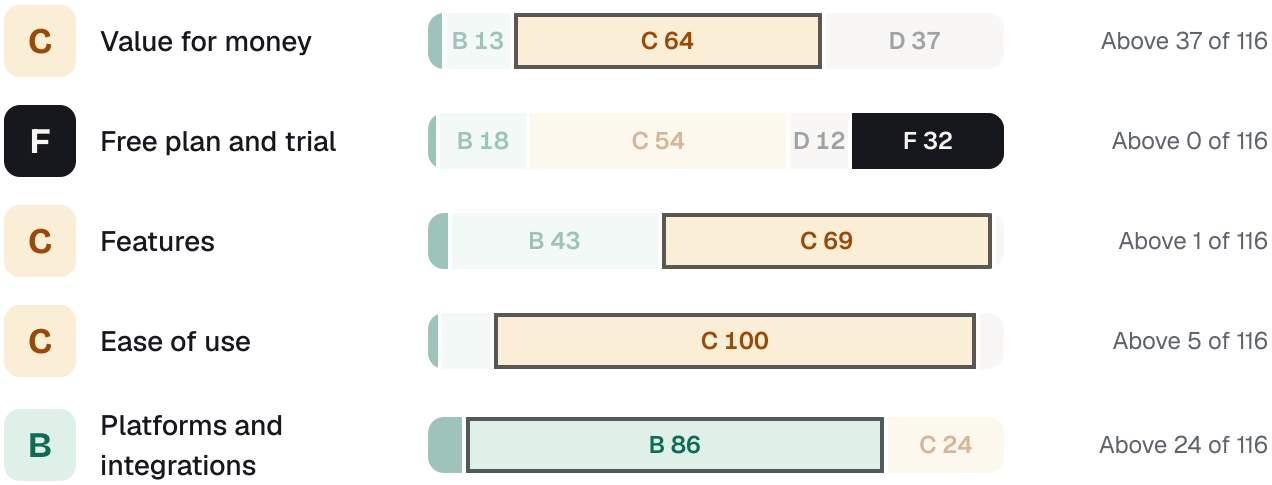
Other CRM tools it is graded above

ChurnZero's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

It stands best on platforms and integrations (B, above 24 of 116) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. ChurnZero'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 ChurnZero you would be making connections to other products, each kept working as those products change. 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: 80 of the 116 other CRM tools grade higher.

What you could make

- Reports and surveys: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- An AI agent, with the models and the safeguards behind it.

What this rests on. ChurnZero'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



Planhat, HubSpot, Salesforce and Attio

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

1.6 GPA

Planhat

Paid

AI-led CRM spanning sales, customer success and renewals.

- ChurnZero also covers surveys.
- Planhat also covers sales pipeline.

ChurnZero and Planhat compared in full

3.2 GPA

HubSpot

Free plan · from $20/mo

Free CRM at the center of a marketing, sales and service suite.

- HubSpot has a free plan. ChurnZero does not.
- Only HubSpot lists iOS and Android apps.
- Only HubSpot lists a browser extension.

ChurnZero and HubSpot compared in full

2.8
GPA

Salesforce

Free plan · from $25/mo

CRM platform for sales teams with AI agents and a free 2-user suite.

- Salesforce has a free plan. ChurnZero does not.
- Only Salesforce lists iOS and Android apps.
- Only Salesforce lists a browser extension.

ChurnZero and Salesforce compared in full

2.4
GPA

Attio

Free plan · from $35/mo

CRM with a customizable data model, workflows and AI agents.

- Attio has a free plan. ChurnZero does not.
- Only Attio lists iOS and Android apps.
- Only Attio lists a browser extension.

ChurnZero and Attio 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 ChurnZero free?

No. ChurnZero is a paid product.

What platforms does ChurnZero work on?

ChurnZero is available on Web.

Does ChurnZero have an Android app?

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

Does ChurnZero have an iPhone app?

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

Is ChurnZero open source?

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

Does ChurnZero have an API?

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

What does ChurnZero integrate with?

ChurnZero's listing names Salesforce, HubSpot, Slack, Zendesk, Stripe, Snowflake, Gong and Intercom.

Who makes ChurnZero?

ChurnZero is made by a company of the same name.

What are the alternatives to ChurnZero?

The closest alternatives to ChurnZero in our directory are Planhat, HubSpot, Salesforce and Attio.

How does ChurnZero compare with other CRM tools?

ChurnZero's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

Could I make my own version of ChurnZero?

To replace ChurnZero you would be making connections to other products, each kept working as those products change.

Where this guide comes from

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

churnzero.com/
churnzero.com/integrations/
churnzero.com/features/
churnzero.com/customer-success-software/

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

ChurnZero, kept up to date

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

toolgpa.com/tools/churnzero

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, "ChurnZero: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/churnzero
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Know someone choosing between CRM tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after ChurnZero, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

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