ToolGPA

NOVEMBER 2026

Cloze

The Insider's Guide

Relationship CRM built on your email, calls and calendar



Every plan, grade, refund rule and rival among email apps, read from Cloze's own pages.

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

2.2
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 Cloze's own pages, its app-store listings and our grades. Every fact in it is on Cloze'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 29 of the 122 other email apps we grade

Cloze is a relationship management platform that organizes email, meetings, calls and notes around people and companies without manual data entry. It includes business email features such as open tracking, templates and mail merge. Its main site now markets AI tools for real estate brokerages, while the app pricing page lists plans for individuals and teams.

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

> "
>
> **You connect your email and calendar, then set up how contacts are tracked.**
>
> From our grade for ease of use

1 **Best for a CRM that builds itself from your email**

Cloze is a relationship CRM that pulls contacts and history from your email, calls and calendar.

2 **Paid plans start at $17 a month**

As its pricing page puts it: $17 per month, billed annually ($19.99 billed monthly).

3 **You can try it first**

14-day free trial on every plan, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android, with a browser extension too.

5 One view of everything

Emails, calls, files, notes and meetings are filed against people, companies, projects and deals automatically, without data entry.

6 Business email tools

Open and link tracking, reply reminders, templates, mail merge and scheduled send, with built-in Do Not Contact and GDPR support.

7 Smart reminders

Picks action items out of messages, reminds you when to contact key people and flags an email you would normally answer that has gone unreplied.

8 A 2.2 GPA, above 29 of 122

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

9 Keep it

To replace Cloze you would be making an email client: sending, receiving, threading and searching years of mail. That is not a weekend's work, with an AI app builder or without one.

Cloze at a glance

PRICING Free trial, from $17 per month, billed annually ($19.99 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial on every plan, no credit card required	RUNS ON Web, iOS, Android, Browser extension
MADE BY Cloze, Inc.	CATEGORY Email Apps
OUR GRADE 2.2 GPA, fair	STORE RATING 4.7 on the App Store, 2,853 ratings

The report card

Best for a CRM that builds itself from your email

Cloze is a relationship CRM that pulls contacts and history from your email, calls and calendar. Plans start at $17 a month on annual billing, nothing is free past the 14-day trial, the main site is now written for real estate brokerages, and the pricing grid doesn't say which feature is on which plan.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $17 a month on annual billing ($19.99 monthly), and teams pay $21 to $42 a seat. That's the dearer side of email tools, where the middle is about $8.
Free plan and trial	C	14 days free on every plan with no card. There's no free plan after that.
Features	C	Email, calendar, reminders and a CRM that needs no data entry, plus team features. But the grid doesn't say which feature sits on which plan.
Ease of use	C	No store rating on record. You connect your email and calendar, then set up how contacts are tracked.
Platforms and integrations	B	Web, iPhone, Android and a browser extension, with Slack and Canva listed. No desktop app is named.

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 Cloze is for

- ✓ Fits if your work is relationships and you want contacts logged without typing them in
- ✓ Works for small teams that want shared work and assigned follow-ups

Who it is not for

- ✗ Not for you if you want a free plan, as it's a 14-day trial then $17 a month at least
- ✗ Skip it if you aren't in real estate and want a general tool, as the main site is now aimed at brokerages
- ✗ Pricey if you add the Concierge Service, which is $20 a user a month with a $500 monthly minimum
- ✗ Watch out: the pricing grid doesn't say in text which features sit on which plan
- ✗ Watch out: past team-member archives beyond the 5 on Platinum are $5 each a month

Good to know

Good for

- ✓ Salespeople and agents who live in email and want contacts kept up automatically
- ✓ Small teams that need shared contact history
- ✓ Real estate brokerages, the audience of the current main site

Worth knowing

- ⓘ The main site is now written for real estate brokerages; the app pricing page is separate.
- ⓘ The pricing grid does not show in text which features belong to which plan.
- ⓘ A Concierge Service add-on costs $20 per user per month with a $500 monthly minimum.
- ⓘ Past team member archives beyond the 5 included on Platinum cost $5 per archive a month.

What it costs

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

$17
A month to start

Cloze is a paid product with a free trial, starting at $17 per month, billed annually ($19.99 billed monthly).

CLOZE PRO

$17

per month, billed annually ($19.99 billed monthly)

Essential tools for one person: smart AI, business-grade email and a CRM without data entry.

BUSINESS SILVER

$21

per user / month, billed annually ($24.99 billed monthly)

Essential tools for small businesses, with team features such as shared work and assigned responsibility.

BUSINESS GOLD

$29

per user / month, billed annually ($34.99 billed monthly)

Described as everything for a growing business.

BUSINESS PLATINUM

$42

per user / month, billed annually ($49.99 billed monthly)

Marked most popular; includes user archiving with 5 free past-member archives.

Trying it first

14-day free trial on every plan, no credit card required

Read from cloze.com on Nov 13, 2026.

What it does

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

4

Places it runs: Web, iOS, Android and Browser extension

Relationship CRM built on your email, calls and calendar. Here is what it does, as its own site describes it, and what it covers: AI features, templates, email client, sales pipeline, email campaigns.

> "
>
> **Email, calendar, reminders and a CRM that needs no data entry, plus team features.**

From our grade for features

One view of everything

Emails, calls, files, notes and meetings are filed against people, companies, projects and deals automatically, without data entry.

Business email tools

Open and link tracking, reply reminders, templates, mail merge and scheduled send, with built-in Do Not Contact and GDPR support.

Smart reminders

Picks action items out of messages, reminds you when to contact key people and flags an email you would normally answer that has gone unreplied.

Team features

The business plans add shared work, assigned responsibility, privacy controls and team analytics; lead routing is also listed.

Mobile apps and add-ons

iPhone, iPad and Android apps sync calls and texts to the account. A Chrome extension and a Canva app are also listed.

Where it runs

Web
iOS
Android
Browser extension

What it works with

Slack
Canva

Cloze is made by Cloze, Inc.

PART 04 · STANDING

Where it stands

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

29/122

Other email apps it is graded above

Cloze's GPA of 2.2 is higher than 29 of the 122 other email apps we grade, and level with 24.

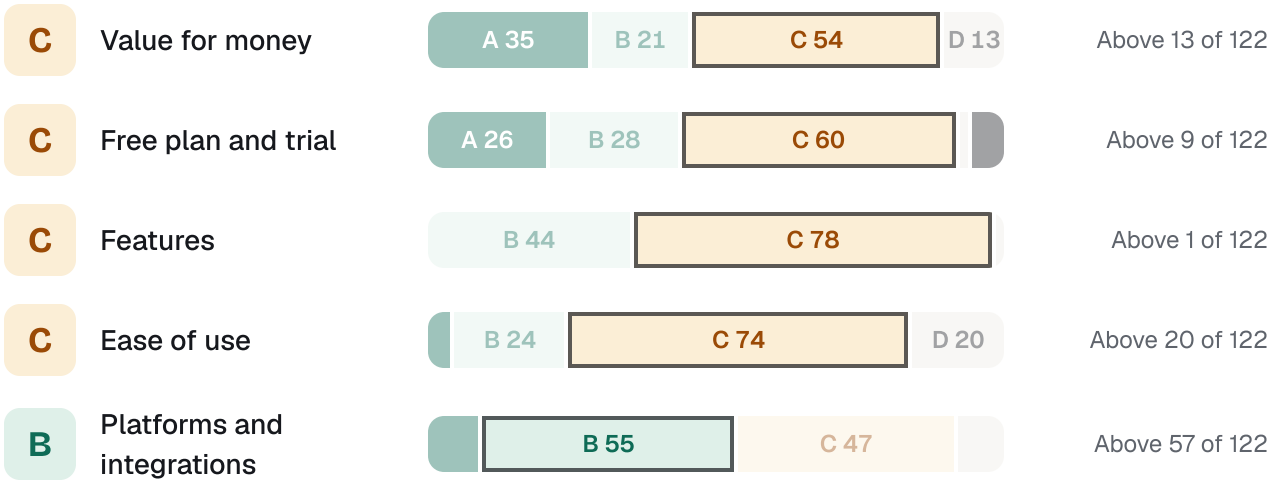
It stands best on platforms and integrations (B, above 57 of 122) and worst on features (C, above 1).

Its paid plans start at $17 a month, against a middle price of $4.92 for the category: 62 of the 76 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 34 tools score higher and cost less.

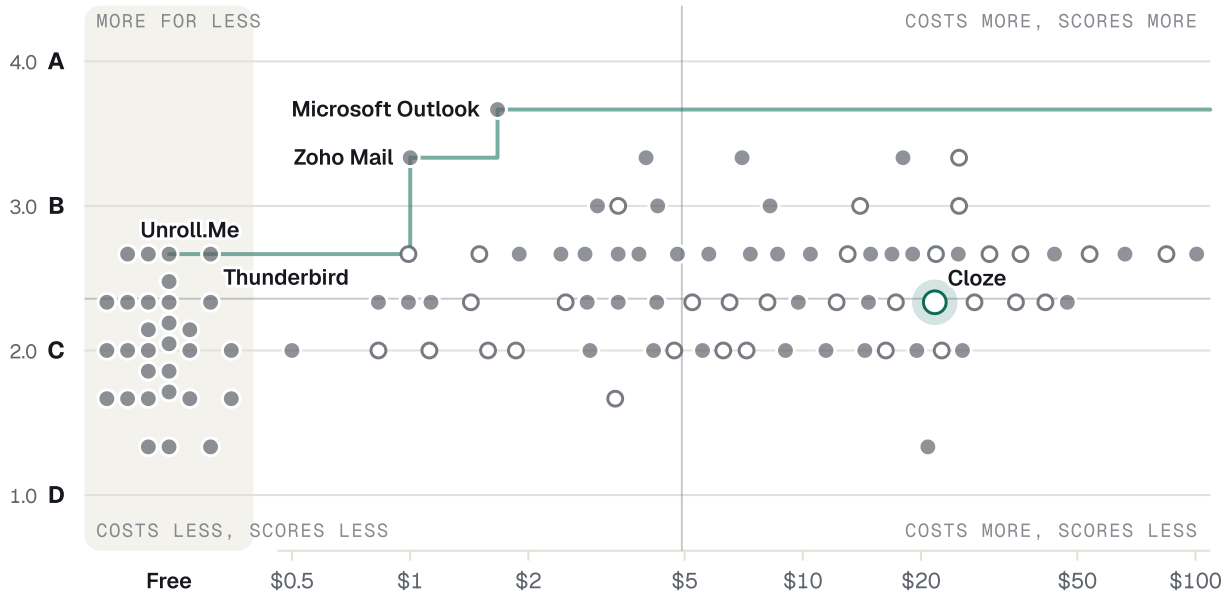
Each grade against the category

Every bar is all 123 email apps we grade, cut by the letter each got. Cloze's own letter is outlined.



Price against what you get

Each dot is one of 107 email apps. Further left costs less; higher up scores better on features, ease of use and platforms. Cloze 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 Cloze you would be making an email client: sending, receiving, threading and searching years of mail. 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: 69 of the 122 other email apps grade higher. It costs $204 a year.

What you could make

- Sales pipeline and templates: an app builder makes these well.

What you could not

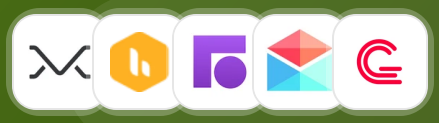
- ✕ An email client: sending, receiving, threading and searching years of mail.

- Newsletters sent to thousands of people that still reach the inbox.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Cloze'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



Missive, Hiver, Front, Polymail and Gmelius

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

2.6 GPA

Missive

Free trial · from $14/mo

Team email client with shared inboxes, internal chat and rules.

- Only Cloze lists a browser extension.
- Only Missive lists macOS and Windows apps.
- Cloze also covers templates, sales pipeline and email campaigns.

Cloze and Missive compared in full

2.2 GPA

Hiver

Free trial · from $25/mo

Shared inbox and AI help desk that runs inside Gmail or standalone.

- Cloze also covers templates, email client, sales pipeline and email campaigns.
- Hiver also covers shared inbox, workflow automation, AI agents and reports.

Cloze and Hiver compared in full



2.4 GPA

Front

Free trial · from $25/mo

Shared inbox and customer operations platform with AI and ticketing.

- Only Cloze lists a browser extension.
- Only Front lists macOS and Windows apps.
- Cloze also covers templates, email client, sales pipeline and email campaigns.

Cloze and Front compared in full



2.4 GPA

Polymail

Free trial · from $10/mo

Email client with read tracking, follow-up reminders and scheduling.

- Only Cloze lists an Android app.
- Only Cloze lists a browser extension.
- Only Polymail lists macOS and Windows apps.

Cloze and Polymail compared in full



2.0 GPA

Gmelius

Free trial · from $19/mo

Shared inboxes and AI agents that work inside Gmail.

- Only Cloze lists iOS and Android apps.
- Cloze also covers email client, sales pipeline and email campaigns.
- Gmelius also covers shared inbox, kanban boards, workflow automation, AI agents and reports.

Cloze and Gmelius 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 Cloze free?

No, Cloze is a paid product, but you can try it first. 14-day free trial on every plan, no credit card required.

How much does Cloze cost?

Cloze lists 4 plans. Cloze Pro: $17 per month, billed annually ($19.99 billed monthly).

What platforms does Cloze work on?

Cloze is available on Web, iOS and Android. It also has a browser extension.

How is Cloze rated?

Cloze's iPhone and iPad app averages 4.7 out of 5 from 2,853 ratings on the App Store in the United States, as read on Nov 13, 2026.

Does Cloze have a Windows app?

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

Does Cloze have a macOS app?

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

Is Cloze open source?

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

What does Cloze integrate with?

Cloze's listing names Slack and Canva. A listing names up to eight integrations, so it may connect to more.

Who makes Cloze?

Cloze is made by Cloze, Inc.

What are the alternatives to Cloze?

The closest alternatives to Cloze in our directory are Missive, Hiver, Front, Polymail and Gmelius.

How does Cloze compare with other email apps?

Cloze's GPA of 2.2 is higher than 29 of the 122 other email apps we grade, and level with 24.

Is Cloze good value for money?

ToolGPA grades Cloze C for value for money. Its paid plans start at $17 a month, against a middle price of $4.92 for the category: 62 of the 76 others that charge start lower.

Could I make my own version of Cloze?

To replace Cloze you would be making an email client: sending, receiving, threading and searching years of mail.

Where this guide comes from

The prices, plans, platforms and features were read from Cloze'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 Cloze'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 Cloze, Inc. Prices change, so check ai.cloze.com before you buy.

cloze.com/app/pricing
ai.cloze.com/about-us/
ai.cloze.com/
ai.cloze.com/cloze-apps/

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

Cloze, kept up to date

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

toolgpa.com/tools/cloze

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

Know someone choosing between email apps?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email apps after Cloze, each with an Insider's Guide of its own.

Email Apps Insider's Guide

Every one of the 126 email apps we grade, compared

Microsoft Outlook Insider's Guide

Microsoft's email and calendar app for desktop, mobile and web

3.6 GPA

AOL Mail Insider's Guide

Free webmail with news and weather in a companion mobile app

3.2 GPA

BlueMail Insider's Guide

Cross-platform email client with a unified inbox and built-in AI

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