ToolGPA

NOVEMBER 2026

Conjointly

The Insider's Guide

Survey platform with built-in conjoint, MaxDiff and pricing tests



Every plan, grade, refund rule and rival among form and survey tools, read from Conjointly's own pages.

Made by Conjointly · 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 Conjointly's own pages, its app-store listings and our grades. Every fact in it is on Conjointly'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 148 other form and survey tools we grade

Conjointly is an online survey platform for market and product research. It covers ordinary surveys and a long list of research methods such as conjoint, MaxDiff, Kano and Van Westendorp pricing. Respondents can come from its own panels or from your own lists.

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

1 **Best for conjoint, MaxDiff and pricing research**

Conjointly covers conjoint, MaxDiff and pricing tests, and the free Basic plan has unlimited surveys.

2 **Paid plans start at $241.25 a month when paid by the year**

As its pricing page puts it: $2,895 per team / year.

3 **There is a free plan**

Basic: unlimited surveys, questions and team members. Advanced methods are limited to 20 responses.

4 **It runs on Web**

Web.

5 **Conjoint and MaxDiff**

Generic and brand-specific conjoint, brand-price trade-off and MaxDiff studies are listed among the advanced methods.

6 **Pricing research methods**

Gabor-Granger, Van Westendorp and Kano model studies are listed on the pricing page alongside conjoint.

7 **Concept and ad testing**

A/B and monadic tests, five-second tests, claims tests, video tests and dial testing run as ready-made survey types.

8 **A 2.0 GPA, above 26 of 148**

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

9 **Your call**

A form at its plainest is questions, a button and a table of answers.

Conjointly at a glance

PRICING Free plan, from $2,895 per team / year	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Conjointly	CATEGORY Forms & Surveys
OUR GRADE 2.0 GPA, fair	

The report card

Best for conjoint, MaxDiff and pricing research

Conjointly covers conjoint, MaxDiff and pricing tests, and the free Basic plan has unlimited surveys. Advanced methods stop at 20 responses until Professional, $2,895 a year per team, and panel respondents cost extra.

TOOLGPA REPORT CARD	Conjointly	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Professional is $2,895 a year per team, about $241 a month; spread over five people it is $48 each, and one person pays all of it. Panel respondents cost extra.
Free plan and trial	C	Basic is free with unlimited surveys, questions and team members, but advanced methods stop at 20 responses.
Features	B	Conjoint, MaxDiff, pricing methods, concept and ad testing, respondent sourcing and text analytics. Nothing in the listing shows a gap.
Ease of use	C	No rating on record. Research design has a learning curve.
Platforms and integrations	C	Web only, with no integrations listed on the vendor pages.
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 Conjointly is for

- ✓ Fits if you run pricing or concept research and want the methods built in
- ✓ Works for teams that share one annual license across members

Who it is not for

- ✗ Pricey if you work alone, as Professional is $2,895 a year
- ✗ Tight if you stay free, since advanced methods stop at 20 responses
- ✗ Watch out: panel respondents cost extra, from a $0.55 minimum bid per complete
- ✗ Watch out: purchase-order payment needs Ultimate, $10,000 a year and up
- ✗ Watch out: a branded respondent domain is a $3,000 a year add-on

Good to know

Good for

- ✓ Product and pricing teams running conjoint or MaxDiff studies
- ✓ Researchers who want sample and survey tools in one place
- ✓ Small teams that need an always-free survey tool for simple questionnaires

Worth knowing

- ⓘ Panel respondents cost extra: self-serve sample has a minimum bid of $0.55 and an average bid of $1.55 per complete.
- ⓘ Professional is billed annually by credit card only; purchase-order payment needs Ultimate.
- ⓘ Basic limits advanced methods to 20 responses, so it suits trials rather than live studies.
- ⓘ A branded respondent domain is a separate $3,000 per year add-on.

PART 02 · PRICING

What it costs

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

$241.25

A month to start, paid by the year.
There is a free plan too

Conjointly has a free plan. Paid plans start at $2,895 per team / year.

BASIC

$0

Unlimited surveys and questions; advanced methods run with up to 20 responses; limited chat support and AI helper.

PROFESSIONAL

$2,895

per team / year, billed annually

All advanced methods without the 20-response cap, up to 2 hours of support consultations a year; credit card only.

ULTIMATE

$10,000

per year and up

Professional plus more research support, payment by purchase order or bank transfer, and pre-purchased credit.

The free plan

Basic: unlimited surveys, questions and team members. Advanced methods are limited to 20 responses.

Read from conjointly.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

Survey platform with built-in conjoint, MaxDiff and pricing tests. Here is what it does, as its own site describes it, and what it covers: AI features, templates, surveys, reports.

> **Conjoint, MaxDiff, pricing methods, concept and ad testing, respondent sourcing and text analytics.**
>
> From our grade for features

Conjoint and MaxDiff

Generic and brand-specific conjoint, brand-price trade-off and MaxDiff studies are listed among the advanced methods.

Pricing research methods

Gabor-Granger, Van Westendorp and Kano model studies are listed on the pricing page alongside conjoint.

Concept and ad testing

A/B and monadic tests, five-second tests, claims tests, video tests and dial testing run as ready-made survey types.

Respondent sourcing

Buy respondents through Conjointly self-serve sample, request a predefined panel quote, or bring your own sample at no cost.

Conversational and video surveys

Conversational surveys cost $0.10 per complete response; video responses are $1.60 per minute, capped at $10 per respondent.

AI helper and text analytics

AI-based survey generation and open-end text analytics are offered, the latter at $0.15 per complete response.

Where it runs

Web

What it works with

Its own pages name no integrations.

Conjointly is made by Conjointly.

Where it stands

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

26/148

Other form and survey tools it is graded above

Conjointly's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

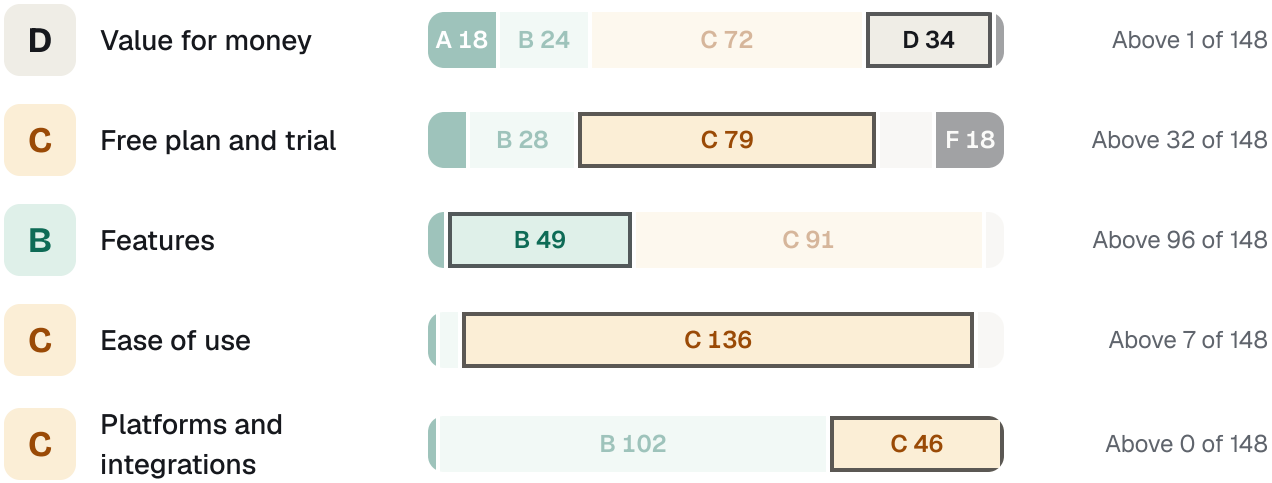
It stands best on features (B, above 96 of 148) and worst on value for money (D, above 1).

Its paid plans start at $241.25 a month when paid by the year, against a middle price of $20 for the category: 108 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 40 tools score higher and cost less.

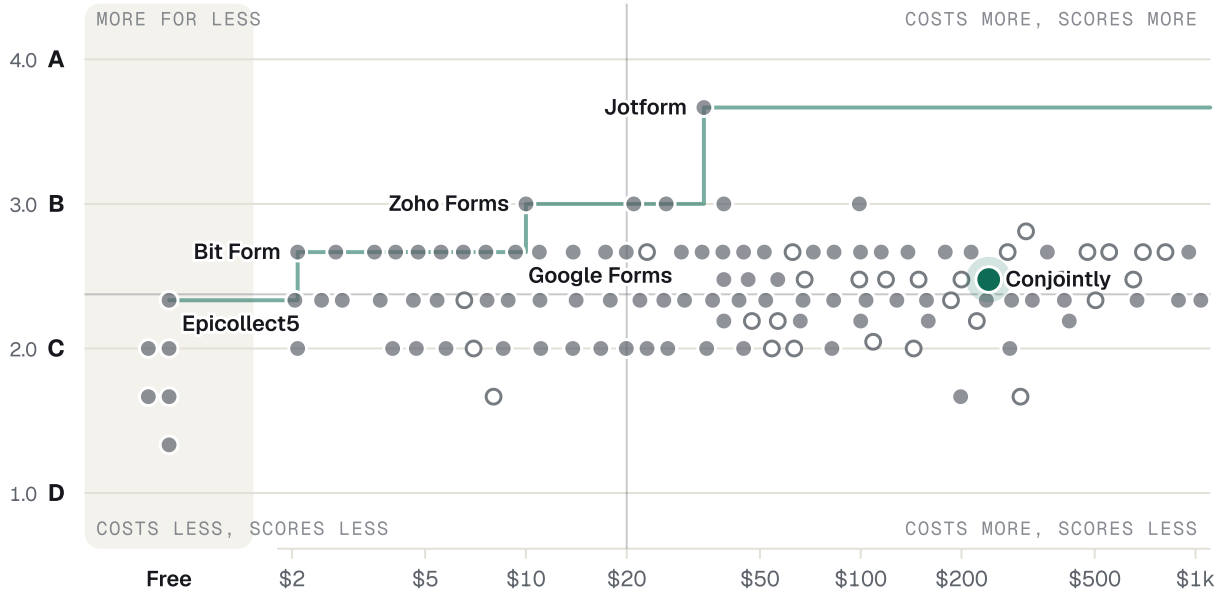
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Conjointly's own letter is outlined.



Price against what you get

Each dot is one of 121 form and survey tools. Further left costs less; higher up scores better on features, ease of use and platforms. Conjointly 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

A form at its plainest is questions, a button and a table of answers.

You could make the core of Conjointly for yourself: surveys, reports and templates. What you would give up is listed below. Whether that is worth the price is your call. It costs $2,895 a year.

What you could make

- Surveys, reports and templates: an app builder makes these well.

What you could not

- AI features, unless you pay a model provider for each request yourself.

It runs in a browser, which is where something home-made would run too.

The depth: we grade its features B, which means it covers the whole job.

What this rests on. Conjointly'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



Sawtooth Software, Qualtrics, SurveyMonkey, Alchemer and QuestionPro

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

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Sawtooth Software

Free plan

Survey software for conjoint and MaxDiff market research.

- Only Sawtooth Software lists a Windows app.
- Conjointly also covers templates.

Conjointly and Sawtooth Software compared in full

2.2 GPA

Qualtrics

Free plan · from $420/mo

Survey and experience research platform with a free account.

- Conjointly also covers templates.
- Qualtrics also covers forms and dashboards.

Conjointly and Qualtrics compared in full



2.4
GPA

SurveyMonkey

Free plan · from $39/mo

Online survey and form platform with built-in analysis tools.

- Only SurveyMonkey lists iOS and Android apps.
- SurveyMonkey also covers forms.

Conjointly and SurveyMonkey compared in full



2.4
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Alchemer

Free plan · from $315/yr

Survey platform with advanced logic and market research questions.

- Conjointly also covers templates.
- Alchemer also covers workflow automation.

Conjointly and Alchemer compared in full



2.4
GPA

QuestionPro

Free plan · from $99/mo

Survey and market research platform with a free plan.

- Only QuestionPro lists iOS and Android apps.

Conjointly and QuestionPro compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Conjointly free?

Conjointly has a free plan. Basic: unlimited surveys, questions and team members.

How much does Conjointly cost?

Conjointly lists 3 plans. Basic: $0.

What platforms does Conjointly work on?

Conjointly is available on Web.

Does Conjointly have an Android app?

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

Does Conjointly have an iPhone app?

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

Is Conjointly open source?

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

Who makes Conjointly?

Conjointly is made by a company of the same name.

What are the alternatives to Conjointly?

The closest alternatives to Conjointly in our directory are Sawtooth Software, Qualtrics, SurveyMonkey, Alchemer and QuestionPro.

How does Conjointly compare with other form and survey tools?

Conjointly's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

Is Conjointly good value for money?

ToolGPA grades Conjointly D for value for money. Its paid plans start at $241.25 a month when paid by the year, against a middle price of $20 for the category: 108 of the 114 others that charge start lower.

Could I make my own version of Conjointly?

A form at its plainest is questions, a button and a table of answers. You could make the core of Conjointly for yourself: surveys, reports and templates.

Where this guide comes from

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

conjointly.com/

conjointly.com/pricing/

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

Conjointly, kept up to date

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

toolgpa.com/tools/conjointly

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, "Conjointly: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/conjointly
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Conjointly, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

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Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

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