ToolGPA

NOVEMBER 2026

Convert Experiences

The Insider's Guide

A/B testing and full-stack experimentation priced by tested users



Every plan, grade, refund rule and rival among website and product analytics tools, read from Convert Experiences's own pages.

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

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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 Convert Experiences's own pages, its app-store listings and our grades. Every fact in it is on Convert Experiences'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 100 other website and product analytics tools we grade

Convert Experiences is an experimentation platform for running A/B, split URL and multipage tests on websites, with server-side testing and feature flags on higher plans. Plans are priced by the number of monthly tested users and start at a few hundred dollars a month, with no free plan.

"

Tests, goals and tracking to build and set up.

From our grade for ease of use

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

1 **Best for A/B testing for websites**

Convert Experiences runs A/B, split URL and multipage tests, with full-stack testing and flags on higher plans.

2 **Paid plans start at $299 a month**

As its pricing page puts it: $299 per month, billed annually ($399 billed monthly).

3 **You can try it first**

15-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **A/B and split URL testing**

Runs A/B and split URL or redirect tests with targeting and goals; the vendor says its snippet renders variations without flicker.

6 **Full-stack experimentation**

Server-side testing with SDKs for PHP, Python, Ruby, iOS, Android and JavaScript, plus feature flags on the Pro plan.

7 **Advanced test types**

Multivariate, multipage and multi-arm bandit tests and sequential testing are on Pro and Enterprise rather than Growth.

8 **A 2.2 GPA, above 29 of 100**

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

9 **Keep it**

Nothing Convert Experiences does is plain enough to make in a weekend. The 5 things listed below take a company.

Convert Experiences at a glance

PRICING Free trial, from $299 per month, billed annually ($399 billed monthly)	FREE PLAN No
FREE TRIAL 15-day free trial, no credit card required	RUNS ON Web
MADE BY Convert Insights Inc.	CATEGORY Website & Product Analytics
OUR GRADE 2.2 GPA, fair	

The report card

Best for A/B testing for websites

Convert Experiences runs A/B, split URL and multipage tests, with full-stack testing and flags on higher plans. It costs $299 a month on yearly billing, has no free plan, and overuse is billed by the 100K users.

TOOLGPA REPORT CARD	Convert Experiences	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$299 a month billed yearly ($399 monthly), at the dearest tenth of analytics tools, which start at $299.
Free plan and trial	C	15-day trial with no card. No free plan.
Features	B	A/B and split URL tests, heatmaps, Shopify testing and an MCP server. Multivariate and full-stack testing wait for Pro.
Ease of use	C	No rating read. Tests, goals and tracking to build and set up.
Platforms and integrations	B	Web only, with Google Analytics, Mixpanel, HubSpot, Shopify and others.
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 Convert Experiences is for

- ✓ Fits if you run A/B tests on a site with a team that can set them up
- ✓ Works for stores that test on Shopify

Who it is not for

- ✕ Pricey if you're small, at $299 to $399 a month with no free plan
- ✕ Watch out: overuse costs $399 per extra 100K tested users on Growth
- ✕ Tight if you test a lot, with 5 projects and 5 active experiences each
- ✕ Watch out: multivariate, full-stack and flags need Pro at $420
- ✕ Not for you if you want development help, as no plan includes it

Good to know

Good for

- ✓ Mid-sized e-commerce teams running website tests
- ✓ CRO agencies managing several client sites
- ✓ Teams that need GDPR-minded data stored in Germany

Worth knowing

- ⓘ There is no free plan; the entry price is $399 a month, or $299 billed annually.
- ⓘ Overuse is billed: $399 per extra 100K tested users on Growth and $699 per 250K on Pro.
- ⓘ Growth caps projects at 5 and active experiences at 5 per project; multivariate and full-stack testing need Pro.
- ⓘ The pricing page says none of the plans include development support.

PART 02 · PRICING

What it costs

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

$299

A month to start

Convert Experiences is a paid product with a free trial, starting at $299 per month, billed annually ($399 billed monthly).

GROWTH

$299

per month for 100K tested users, billed annually ($399 billed monthly)

5 projects, 5 active experiences per project, 10 domains, A/B and split URL testing, heatmaps and an MCP server. $3,588 billed yearly.

PRO

$420

per month for 100K tested users, billed annually ($599 billed monthly)

Adds multivariate and multipage testing, full stack and feature flags, SSO and phone support. 30 projects. $5,040 billed yearly.

ENTERPRISE

Custom

1M tested users a month, unlimited projects, data segregation, custom contracts and an SLA. Annual billing only.

Trying it first

15-day free trial, no credit card required

Read from convert.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

25% off Growth and 30% off Pro, billed yearly

Paying the full year up front saves 25% on Growth ($3,588 against $399 a month) and 30% on Pro ($5,040 against $599 a month).

Stated on convert.com

What it does

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

1

Place it runs: Web

A/B testing and full-stack experimentation priced by tested users. Here is what it does, as its own site describes it, and what it covers: public API, AI features, dashboards, a/B testing.

"

A/B and split URL tests, heatmaps, Shopify testing and an MCP server.

From our grade for features

A/B and split URL testing

Runs A/B and split URL or redirect tests with targeting and goals; the vendor says its snippet renders variations without flicker.

Full-stack experimentation

Server-side testing with SDKs for PHP, Python, Ruby, iOS, Android and JavaScript, plus feature flags on the Pro plan.

Advanced test types

Multivariate, multipage and multi-arm bandit tests and sequential testing are on Pro and Enterprise rather than Growth.

Shopify testing

The pricing page lists Shopify price testing, shipping testing and theme testing among its features.

Heatmaps and quality checks

Includes heatmaps, a QA wizard and a sample ratio mismatch check to catch broken test setups.

MCP server and AI workflows

A scoped-access MCP server lets testers operate Convert Experiences from an AI assistant; the vendor describes the AI features as optional.

Where it runs

Web

What it works with

Google Analytics

Google Analytics 4

Amplitude

Heap

HubSpot

Mixpanel

ActiveCampaign

Shopify

Convert Experiences is made by Convert Insights Inc.

Where it stands

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

29/100

Other website and product analytics tools it is graded above

Convert Experiences's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

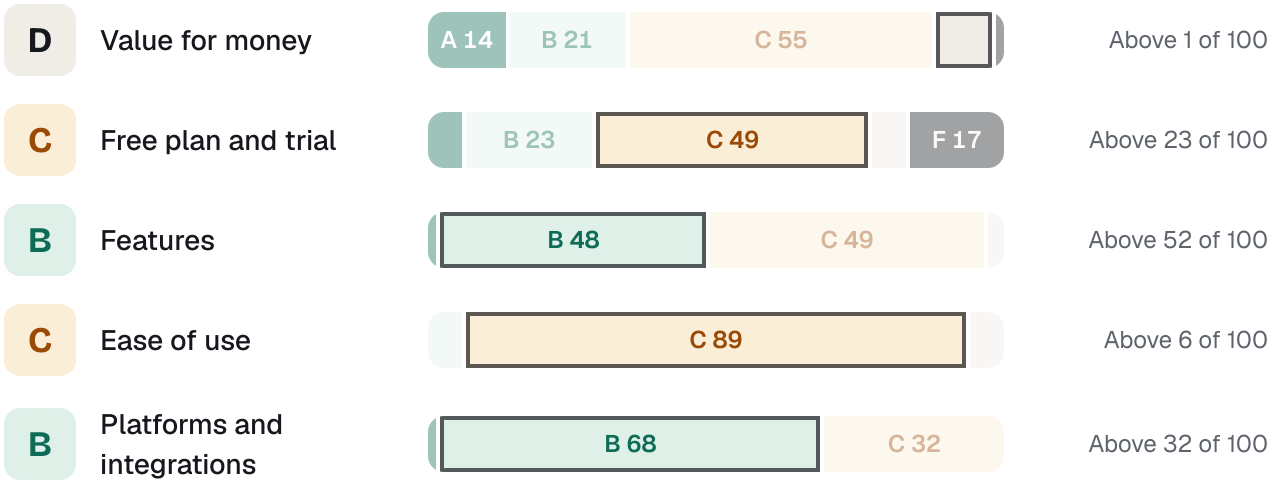
It stands best on features (B, above 52 of 100) and worst on value for money (D, above 1).

Its paid plans start at $299 a month, against a middle price of $25 for the category: 57 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

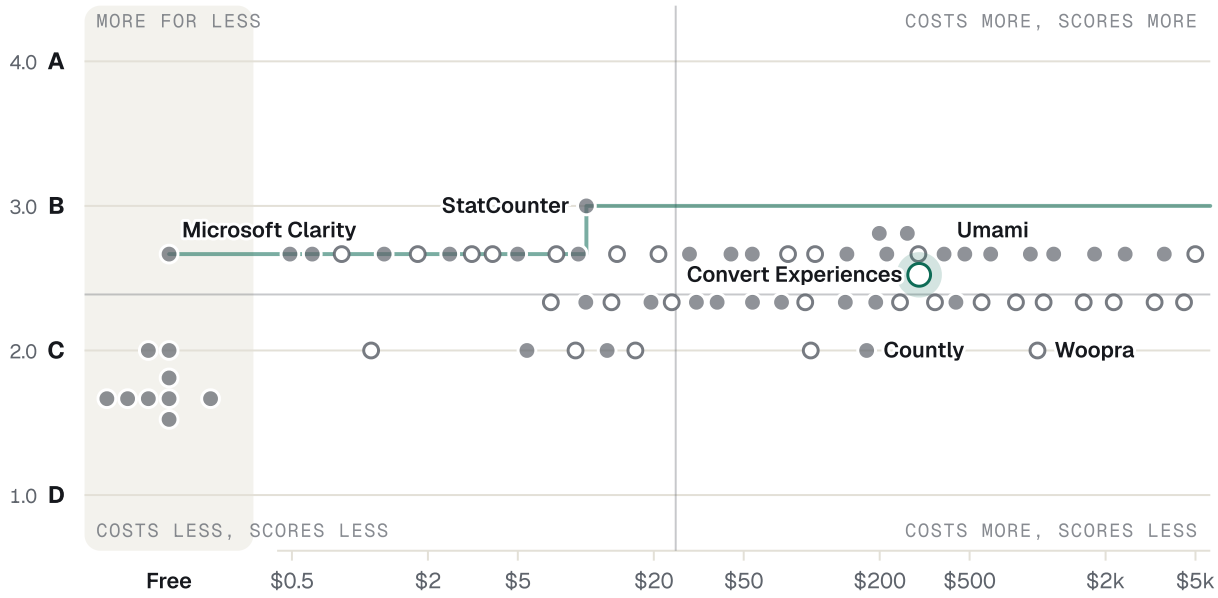
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Convert Experiences's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Convert Experiences 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

Nothing Convert Experiences does is plain enough to make in a weekend. The 5 things listed below take a company.

That makes this kind of software worth paying for, not this one in particular: 46 of the 100 other website and product analytics tools grade higher. It costs $3,588 a year.

What you could not

- ✕ Splitting visitors between versions and telling you which won.
- ✕ Connections that pull numbers from dozens of other services.

- ✕ It plugs into other products, Google Analytics, Google Analytics 4 and Amplitude among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Convert Experiences'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



Wingify, Optimizely, AB Tasty, Kameleoon and Statsig

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

2.4 GPA

Wingify

Free trial

A/B testing, personalization and visitor recordings, formerly VWO.

- Convert Experiences also covers dashboards.
- Wingify also covers session replay.

Convert Experiences and Wingify compared in full

1.8 GPA

Optimizely

Paid

Experimentation, feature flags and a CMS for digital teams.

- Convert Experiences also covers dashboards.
- Optimizely also covers AI agents and reports.

Convert Experiences and Optimizely compared in full

1.6 GPA

AB Tasty

Paid

Experimentation, personalization and feature rollout platform.

- Convert Experiences also covers dashboards.

Convert Experiences and AB Tasty compared in full



2.0
GPA

Kameleoon

Free trial · from $495/mo

A/B testing, feature management and personalization platform.

- Convert Experiences also covers dashboards.
- Kameleoon also covers reports.

Convert Experiences and Kameleoon compared in full



3.0
GPA

Statsig

Free plan · from $150/mo

Feature flags, experiments and product analytics in one platform.

- Statsig has a free plan. Convert Experiences does not, though it has a free trial.
- Statsig also covers web analytics and session replay.

Convert Experiences and Statsig compared in full

Quick answers

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

14

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 Convert Experiences free?

No, Convert Experiences is a paid product, but you can try it first. 15-day free trial, no credit card required.

How much does Convert Experiences cost?

Convert Experiences lists 3 plans. Growth: $299 per month for 100K tested users, billed annually ($399 billed monthly).

What platforms does Convert Experiences work on?

Convert Experiences is available on Web.

Does Convert Experiences offer any discounts?

Convert Experiences publicly lists the following: 25% off Growth and 30% off Pro, billed yearly.

Does Convert Experiences have an Android app?

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

Does Convert Experiences have an iPhone app?

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

Is Convert Experiences open source?

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

Does Convert Experiences have an API?

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

What does Convert Experiences integrate with?

Convert Experiences's listing names Google Analytics, Google Analytics 4, Amplitude, Heap, HubSpot, Mixpanel, ActiveCampaign and Shopify.

Who makes Convert Experiences?

Convert Experiences is made by Convert Insights Inc.

What are the alternatives to Convert Experiences?

The closest alternatives to Convert Experiences in our directory are Wingify, Optimizely, AB Tasty, Kameleoon and Statsig.

How does Convert Experiences compare with other website and product analytics tools?

Convert Experiences's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Is Convert Experiences good value for money?

ToolGPA grades Convert Experiences D for value for money. Its paid plans start at $299 a month, against a middle price of $25 for the category: 57 of the 63 others that charge start lower.

Could I make my own version of Convert Experiences?

Nothing Convert Experiences does is plain enough to make in a weekend.

Where this guide comes from

The prices, plans, platforms and features were read from Convert Experiences'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 Convert Experiences'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 Convert Insights Inc. Prices change, so check convert.com before you buy.

convert.com/pricing/
convert.com/integrations/
convert.com
convert.com/about-us/

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

Convert Experiences, kept up to date

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

toolgpa.com/tools/convert-experiences

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, "Convert Experiences: The Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/convert-experiences
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Know someone choosing between website and product analytics tools?

Send them this guide: toolgpa.com/tools/convert-experiences/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Convert Experiences, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

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