ToolGPA

NOVEMBER 2026

Convert Pro

The Insider’s Guide

WordPress popup and opt-in plugin with annual or lifetime licenses



Every plan, grade, refund rule and rival among popup and widget tools, read from Convert Pro’s own pages.

Made by Brainstorm Force · checked Nov 13, 2026 · toolgpa.com

2.0

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 Convert Pro's own pages, its app-store listings and our grades. Every fact in it is on Convert Pro'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 5 of the 54 other popup and widget tools we grade

Convert Pro is a WordPress plugin for building popups, slide-ins, info bars and inline calls to action with a drag-and-drop editor. It includes exit-intent and on-click popups, A/B testing and targeting rules. Both licenses cover unlimited websites.

To get you started, here are **8 things to know about Convert Pro**, taken from its own pages and our grades.

> **There's no free plan or trial, the introductory price renews at the full one, and it only runs on WordPress.**
>
> From our report card of Convert Pro

1 **Best for a WordPress popup plugin you can buy for life**

It has a drag-and-drop editor and A/B testing.

2 **Paid plans start at $8.25 a month when paid by the year**

As its pricing page puts it: $99 per year for unlimited sites, regular price.

3 **It runs on Web**

Web.

4 **Drag-and-drop editor**

Build popups and opt-ins visually, starting from a template library.

5 **Popup types**

Exit-intent, on-click, info-bar or slide-in, after-post, full-screen and yes/no popups.

6 **Targeting**

Page-level targeting, referrer, device and AdBlock detection.

7 **A 2.0 GPA, above 5 of 54**

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

8 **Keep it**

The plain part of Convert Pro you could make: popups and templates. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Convert Pro at a glance

PRICING
Paid, from $99 per year for unlimited sites, regular price

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Brainstorm Force

CATEGORY
Popups & Website Widgets

OUR GRADE
2.0 GPA, fair

The report card

Best for a WordPress popup plugin you can buy for life

Convert Pro is a WordPress popup and opt-in plugin at $99 a year for unlimited sites, or $349 once. It has a drag-and-drop editor and A/B testing. There's no free plan or trial, the introductory price renews at the full one, and it only runs on WordPress.

TOOLGPA REPORT CARD	Convert Pro	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$99 a year for unlimited sites works out near $8.25 a month, the edge of the cheapest quarter, and $349 once is under two years of the category's middle price. The page shows $89 as an introductory price that renews at $99.
Free plan and trial	F	No free plan and no trial. The FAQ gives a 14-day refund window, which is not a trial.
Features	B	Drag-and-drop editor, several popup types, targeting, A/B testing and mailer integrations, with no gap shown in the core work.
Ease of use	C	No store rating on record. You build campaigns in an editor inside WordPress and connect a mailer.
Platforms and integrations	C	WordPress 4.1 or higher only. The only integration the listing names is Google Analytics, next to its mailer connections.
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 Convert Pro is for

- ✓ Fits if you run several WordPress sites and want one licence for all of them
- ✓ Makes sense if you would rather pay $349 once than every year

Who it is not for

- ✕ Skip it if your site is not on WordPress
- ✕ Not for you if you want to try it first: there is no free plan or trial, only a 14-day refund
- ✕ Watch out: the annual price renews at $99, not the $89 introductory price
- ✕ Watch out: if an annual licence lapses the plugin keeps working, but updates and support stop

Good to know

Good for

- ✓ WordPress agencies using one license on client sites
- ✓ Buyers who prefer a one-time lifetime license

Worth knowing

- ⓘ Runs only inside WordPress (version 4.1 or higher, per the FAQ).
- ⓘ There is no free trial or free plan; the FAQ gives a 14-day refund window.
- ⓘ If an annual license expires the plugin keeps working but updates and support stop.
- ⓘ The annual price renews at the full $99, not the $89 introductory price.

PART 02 · PRICING

What it costs

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

$8.25

A month to start, paid by the year

Convert Pro is a paid product, starting at $99 per year for unlimited sites, regular price.

ANNUAL

$99

per year for unlimited sites

A year of updates and support. Shown at $89 instead of $99 as introductory pricing; renewals are at full price.

LIFETIME

$349

one-time, for unlimited sites

One payment with lifetime support and updates. The page crosses out $399 beside the $349 charged.

Read from convertpro.net on Nov 13, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime license

A one-time $349 payment for unlimited sites, with lifetime support and updates.

Stated on convertpro.net

OTHER SAVINGS

Introductory $89 first year

The annual license is shown at $89 against a regular $99; the page says renewals are at full price.

Stated on convertpro.net

What it does

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

1

Place it runs: Web

WordPress popup and opt-in plugin with annual or lifetime licenses. Here is what it does, as its own site describes it, and what it covers: templates, a/B testing, popups.

> **Drag-and-drop editor, several popup types, targeting, A/B testing and mailer integrations, with no gap shown in the core work.**
>
> From our grade for features

Drag-and-drop editor

Build popups and opt-ins visually, starting from a template library.

Popup types

Exit-intent, on-click, info-bar or slide-in, after-post, full-screen and yes/no popups.

Targeting

Page-level targeting, referrer, device and AdBlock detection.

A/B testing

Create variants and compare them.

Mailer integrations

The pricing page lists 30+ mailer integrations; the integrations page gives no names.

Where it runs

Web

What it works with

Google Analytics

Convert Pro is made by Brainstorm Force.

Where it stands

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

5/54

Other popup and widget tools it is graded above

Convert Pro's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

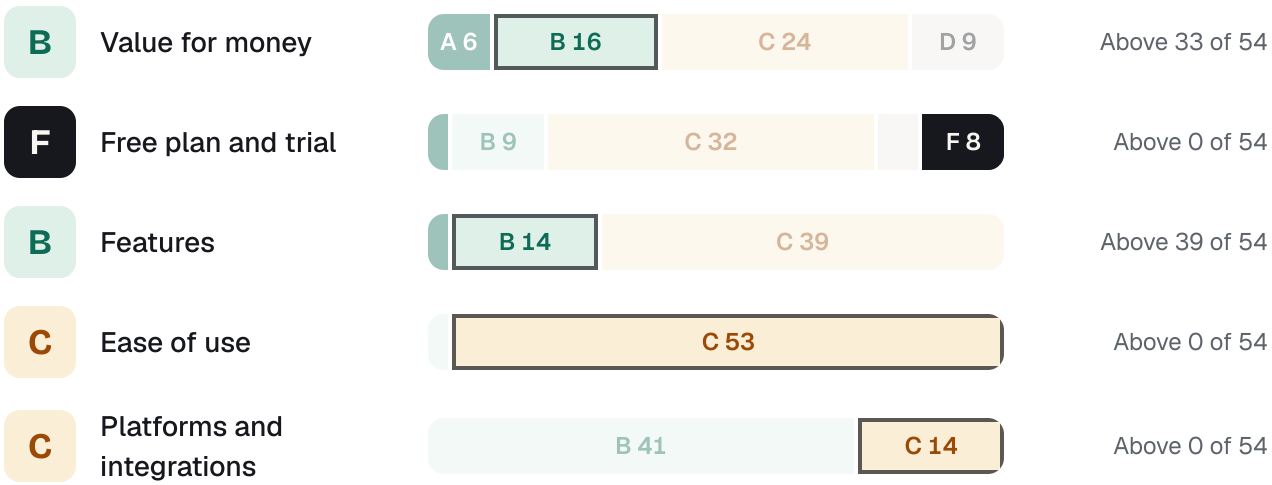
It stands best on features (B, above 39 of 54) and worst on free plan and trial (F, above 0).

Its paid plans start at $8.25 a month when paid by the year, against a middle price of $14 for the category: 14 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

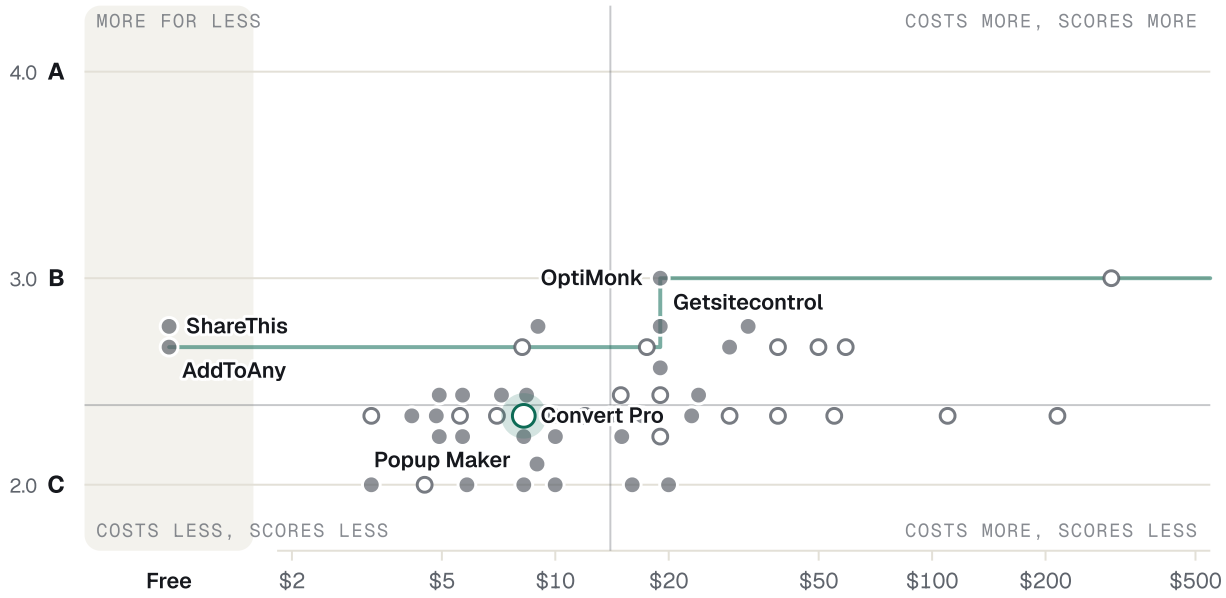
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Convert Pro's own letter is outlined.



Price against what you get

Each dot is one of 51 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Convert Pro 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

The plain part of Convert Pro you could make: popups and templates. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 41 of the 54 other popup and widget tools grade higher. It costs $99 a year.

What you could make

- Popups and templates: an app builder makes these well.

What you could not

- Splitting visitors between versions and telling you which won.

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

What this rests on. Convert Pro'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



OptinMonster, Thrive Leads, Popup Maker, WP Popups and MailOptin

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

1.8 GPA

OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- OptinMonster also covers no-code and forms.

Convert Pro and OptinMonster compared in full

1.8 GPA

Thrive Leads

From $599/yr

WordPress opt-in form builder with popups, ribbons and A/B tests.

- Convert Pro also covers templates.
- Thrive Leads also covers forms and reports.

Convert Pro and Thrive Leads compared in full



2.6 GPA

Popup Maker

Free plan · from $99/yr

WordPress popup plugin with a free edition and yearly Pro licenses.

- Popup Maker has a free plan. Convert Pro does not.
- Convert Pro also covers templates.
- Popup Maker also covers forms and reports.

Convert Pro and Popup Maker compared in full



2.2 GPA

WP Popups

Free plan · from $70/yr

WordPress popup plugin with a free edition and paid licenses.

- WP Popups has a free plan. Convert Pro does not.
- Convert Pro also covers templates.
- WP Popups also covers forms.

Convert Pro and WP Popups compared in full



2.2 GPA

MailOptin

Free plan

WordPress popup, opt-in form and email newsletter plugin.

- MailOptin has a free plan. Convert Pro does not.
- Convert Pro also covers templates and a/B testing.
- MailOptin also covers forms and email campaigns.

Convert Pro and MailOptin compared in full

PART 06 · QUESTIONS

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 Convert Pro free?

No. Convert Pro is a paid product, starting at $99 per year for unlimited sites, regular price.

How much does Convert Pro cost?

Convert Pro lists 2 plans. Annual: $99 per year for unlimited sites.

What platforms does Convert Pro work on?

Convert Pro is available on Web.

Does Convert Pro offer any discounts?

Convert Pro publicly lists the following: Lifetime license; Introductory $89 first year.

Does Convert Pro have an Android app?

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

Does Convert Pro have an iPhone app?

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

Is Convert Pro open source?

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

What does Convert Pro integrate with?

Convert Pro's listing names Google Analytics. A listing names up to eight integrations, so it may connect to more.

Who makes Convert Pro?

Convert Pro is made by Brainstorm Force.

What are the alternatives to Convert Pro?

The closest alternatives to Convert Pro in our directory are OptinMonster, Thrive Leads, Popup Maker, WP Popups and MailOptin.

How does Convert Pro compare with other popup and widget tools?

Convert Pro's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Is Convert Pro good value for money?

ToolGPA grades Convert Pro B for value for money. Its paid plans start at $8.25 a month when paid by the year, against a middle price of $14 for the category: 14 of the 48 others that charge start lower.

Could I make my own version of Convert Pro?

The plain part of Convert Pro you could make: popups and templates. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Convert Pro'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 Pro'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 Brainstorm Force. Prices change, so check convertpro.net before you buy.

convertpro.net/pricing/
convertpro.net/integrations/

convertpro.net

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 Pro, kept up to date

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

toolgpa.com/tools/convert-pro

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, "Convert Pro: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/convert-pro
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Convert Pro, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

2.8 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 Convert Pro'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 Pro is a trademark of its owner, and this guide is not made, paid for or approved by Brainstorm Force. Prices and plans change: check convertpro.net before you buy.