ToolGPA

NOVEMBER 2026

Convertful

The Insider's Guide

Pop-ups, floating bars and inline forms priced by pageviews



Every plan, grade, refund rule and rival among popup and widget tools, read from Convertful's own pages.

Made by Convertful · checked Nov 12, 2026 · toolgpa.com

2.4
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 Convertful's own pages, its app-store listings and our grades. Every fact in it is on Convertful's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 34 of the 54 other popup and widget tools we grade

Convertful is a visual builder for pop-ups, scroll boxes, floating bars, welcome mats, inline forms and similar widgets that collect leads and pass them to an email tool or CRM. Every plan has unlimited widgets and leads, and the price follows the pageviews where a widget is actually shown.

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

> "
>
> **No rating on record; you build widgets from templates and connect email tools.**
>
> From our grade for ease of use

1 **Best for low-cost pop-ups and forms for one small site**

The cheapest plan covers one site with Convertful branding, and A/B testing and AI drafts need Starter or above.

2 **Paid plans start at $7 a month**

As its pricing page puts it: $7 per month for 10,000 pageviews, billed yearly.

3 **You can try it first**

14-day free trial

4 **It runs on Web**

Web.

5 **Seven widget types**

Pop-ups, scroll boxes, floating bars, welcome mats, inline forms, floating buttons and chat bubbles, all from one drag-and-drop editor.

6 **Templates and game offers**

Over 300 templates, including spin-to-win, scratch cards, countdowns, quizzes and polls. Quizzes and surveys start on Starter.

7 **Targeting and triggers**

Exit intent, geo-targeting, scroll and delay triggers on every plan, with advanced targeting rules and scheduled recurring events.

8 **A 2.4 GPA, above 34 of 54**

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

9 **Keep it**

The plain part of Convertful you could make: popups, forms and surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Convertful at a glance

PRICING
Free trial, from $7 per month for 10,000 pageviews, billed yearly

FREE PLAN
No

FREE TRIAL
14-day free trial

RUNS ON
Web

MADE BY
Convertful

CATEGORY
Popups & Website Widgets

OUR GRADE
2.4 GPA, fair

The report card

Best for low-cost pop-ups and forms for one small site

Convertful makes pop-ups, floating bars and inline forms, priced by pageviews from $7 a month for 10,000. The cheapest plan covers one site with Convertful branding, and A/B testing and AI drafts need Starter or above.

TOOLGPA REPORT CARD	Convertful	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Solo is $7 a month billed yearly, inside the cheapest quarter ($9) of pop-up tools.
Free plan and trial	C	14-day free trial; the listing does not say a card is needed. No free plan.
Features	C	Seven widget types, targeting, triggers, templates and CRM links. A/B testing, AI text and images, multi-step widgets and two-way CRM sync need Starter or above.
Ease of use	C	No rating on record; you build widgets from templates and connect email tools.
Platforms and integrations	B	Web only, with eight integrations listed.
Grade point average		Fair, out of 4.0 **2.4**

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 Convertful is for

- ✓ Fits if you run one small site and want a low monthly price
- ✓ Works for people who want game-style offers and floating bars

Who it is not for

- ✕ Tight if you want A/B tests or AI drafts, because they need Starter at $17 or above
- ✕ Skip it if you want no branding on Solo, as Convertful branding stays
- ✕ Watch out: prices shown are yearly-billed; monthly prices are not on the page
- ✕ Pricey if traffic grows, since cost steps up with pageviews, with the top plan at 500,000
- ✕ Not for you if you want a free plan, as there is none

Good to know

Good for

- ✓ Small sites that want a low entry price and unlimited widgets
- ✓ WordPress, Shopify and WooCommerce owners sending leads to an email tool
- ✓ Agencies managing several client sites through sub-accounts

Worth knowing

- ⓘ The Solo plan covers one site and keeps Convertful branding on widgets.
- ⓘ A/B testing, AI text and images, multi-step widgets and two-way CRM sync all need Starter or above.
- ⓘ Prices shown are the yearly-billed rate; the monthly-billed prices are not stated on the page we read.
- ⓘ Cost rises with pageviews where a widget shows; the top plan steps up from 500,000 pageviews.

What it costs

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

$7
A month to start

Convertful is a paid product with a free trial, starting at $7 per month for 10,000 pageviews, billed yearly.

SOLO

$7

per month for up to 10,000 pageviews, billed yearly

1 site, all widget types, unlimited widgets, leads and fields. Convertful branding stays on.

STARTER

$17

per month for up to 25,000 pageviews, billed yearly

3 sites, no branding, AI text and images, A/B tests, multi-step widgets. Steps run to 100,000 pageviews.

GROWTH

$47

per month for up to 125,000 pageviews, billed yearly

5 sites, 5 sub-accounts and premium chat support. Steps run to 200,000 pageviews.

ENTERPRISE

$97

per month for up to 500,000 pageviews, billed yearly

10 sites, 10 sub-accounts and dedicated support. Steps run to 1,000,000 pageviews and beyond.

Trying it first

14-day free trial

Read from convertful.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 45% with yearly billing

The pricing page shows a yearly option labelled as saving up to 45% over monthly billing; the listed prices are the yearly rate.

Stated on convertful.com

What it does

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

1

Place it runs: Web

Pop-ups, floating bars and inline forms priced by pageviews. Here is what it does, as its own site describes it, and what it covers: AI features, forms, surveys, a/B testing, popups.

> **Seven widget types, targeting, triggers, templates and CRM links.**

From our grade for features

Seven widget types

Pop-ups, scroll boxes, floating bars, welcome mats, inline forms, floating buttons and chat bubbles, all from one drag-and-drop editor.

Templates and game offers

Over 300 templates, including spin-to-win, scratch cards, countdowns, quizzes and polls. Quizzes and surveys start on Starter.

Targeting and triggers

Exit intent, geo-targeting, scroll and delay triggers on every plan, with advanced targeting rules and scheduled recurring events.

A/B testing

Compare versions of a widget and optimize the flow of widgets. Available from Starter and above, not on Solo.

AI text and image drafts

Generates copy and images for a widget inside the editor. Part of Starter and higher plans.

Email and CRM connections

27 native integrations plus Zapier, n8n and Integrately, included on every plan. Two-way sync of tags and fields starts on Starter.

Where it runs

Web

What it works with

Mailchimp
Klaviyo
HubSpot
ActiveCampaign
Brevo
Zapier
WooCommerce
Kit (ConvertKit)

Convertful is made by Convertful.

PART 04 · STANDING

Where it stands

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

34/54

Other popup and widget tools it is graded above

Convertful's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

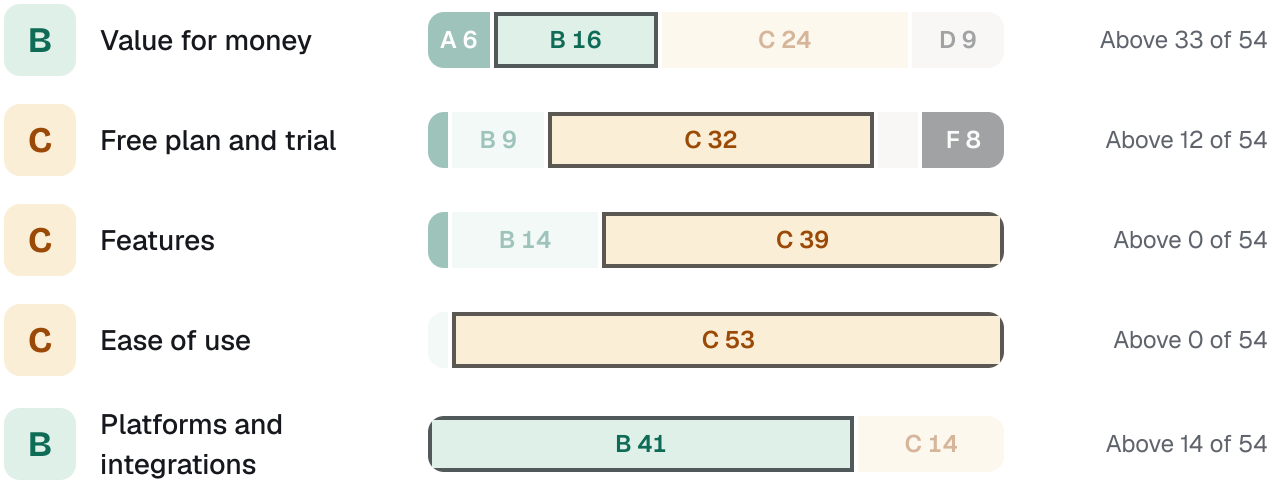
It stands best on value for money (B, above 33 of 54) and worst on features (C, above 0).

Its paid plans start at $7 a month, against a middle price of $14 for the category: 11 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

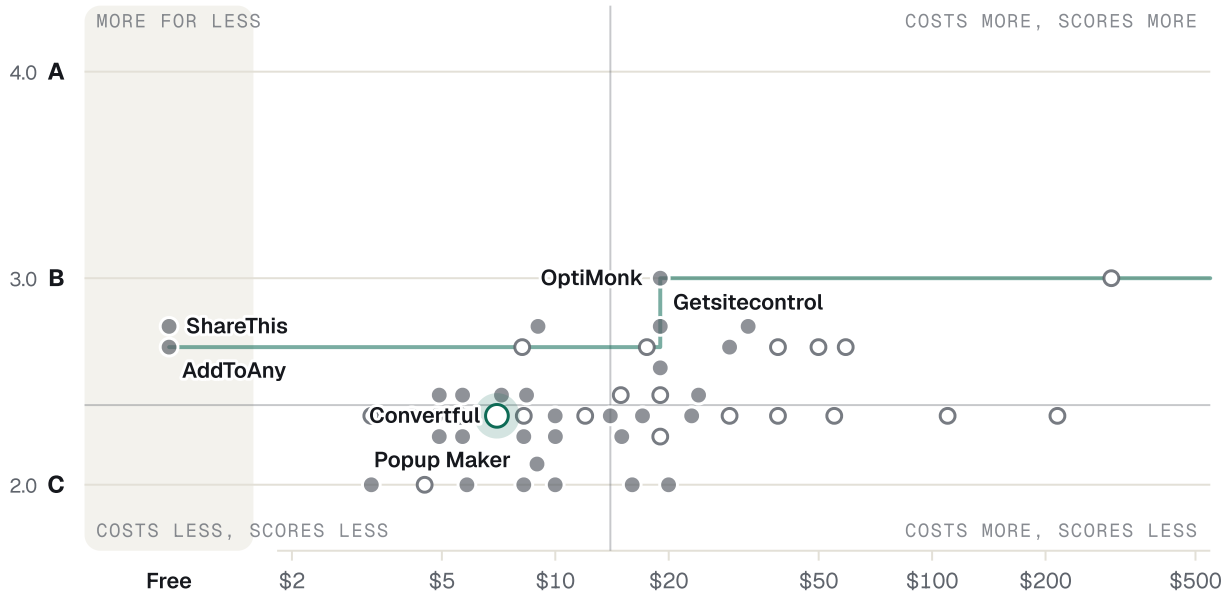
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Convertful'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. Convertful 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 Convertful you could make: popups, forms and surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It costs $84 a year.

What you could make

- Popups, forms and surveys: an app builder makes these well.

What you could not

- Splitting visitors between versions and telling you which won.

- It plugs into other products, Mailchimp, Klaviyo and HubSpot among them.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.

What this rests on. Convertful'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, Wisepops, Justuno, Sleeknote and Hello Bar

The 5 tools Convertful 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.

- Convertful also covers surveys.
- OptinMonster also covers templates and no-code.

Convertful and OptinMonster compared in full

2.4 GPA

Wisepops

Free trial · from $299/mo

Popups, on-site feeds, web push and A/B tests for online stores.

- Convertful also covers forms and surveys.

Convertful and Wisepops compared in full

2.2 GPA

Justuno

Free trial · from $59/mo

AI-timed popups and visitor identification for online stores.

- Convertful also covers forms and surveys.

Convertful and Justuno compared in full



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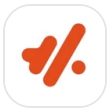
Sleeknote

Free trial · from $55/mo

Popups and gamified campaigns for online stores, priced by visitors.

- Convertful also covers surveys and a/B testing.
- Sleeknote also covers templates and no-code.

Convertful and Sleeknote compared in full



2.2
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Hello Bar

Free trial · from $29/mo

Top bars, popups and slide-ins for collecting leads on any site.

- Convertful also covers surveys.
- Hello Bar also covers templates.

Convertful and Hello Bar 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 Convertful free?

No, Convertful is a paid product, but you can try it first. 14-day free trial.

How much does Convertful cost?

Convertful lists 4 plans. Solo: $7 per month for up to 10,000 pageviews, billed yearly.

What platforms does Convertful work on?

Convertful is available on Web.

Does Convertful offer any discounts?

Convertful publicly lists the following: Save up to 45% with yearly billing.

Does Convertful have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Convertful is listed for Web.

Does Convertful have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Convertful is listed for Web.

Is Convertful open source?

Convertful is not described as open source on its own site, as read on Nov 12, 2026.

What does Convertful integrate with?

Convertful's listing names Mailchimp, Klaviyo, HubSpot, ActiveCampaign, Brevo, Zapier, WooCommerce and Kit (ConvertKit).

Who makes Convertful?

Convertful is made by a company of the same name.

What are the alternatives to Convertful?

The closest alternatives to Convertful in our directory are OptinMonster, Wisepops, Justuno, Sleeknote and Hello Bar.

How does Convertful compare with other popup and widget tools?

Convertful's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

Is Convertful good value for money?

ToolGPA grades Convertful B for value for money. Its paid plans start at $7 a month, against a middle price of $14 for the category: 11 of the 48 others that charge start lower.

Could I make my own version of Convertful?

The plain part of Convertful you could make: popups, forms and surveys.

Where this guide comes from

The prices, plans, platforms and features were read from Convertful's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Convertful's own pages on 12 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 Convertful. Prices change, so check convertful.com before you buy.

convertful.com/
convertful.com/features/
convertful.com/pricing/
convertful.com/integrations/

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

Convertful, kept up to date

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

toolgpa.com/tools/convertful

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, "Convertful: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/convertful
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Convertful, 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 Convertful'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. Convertful is a trademark of its owner, and this guide is not made, paid for or approved by Convertful. Prices and plans change: check convertful.com before you buy.