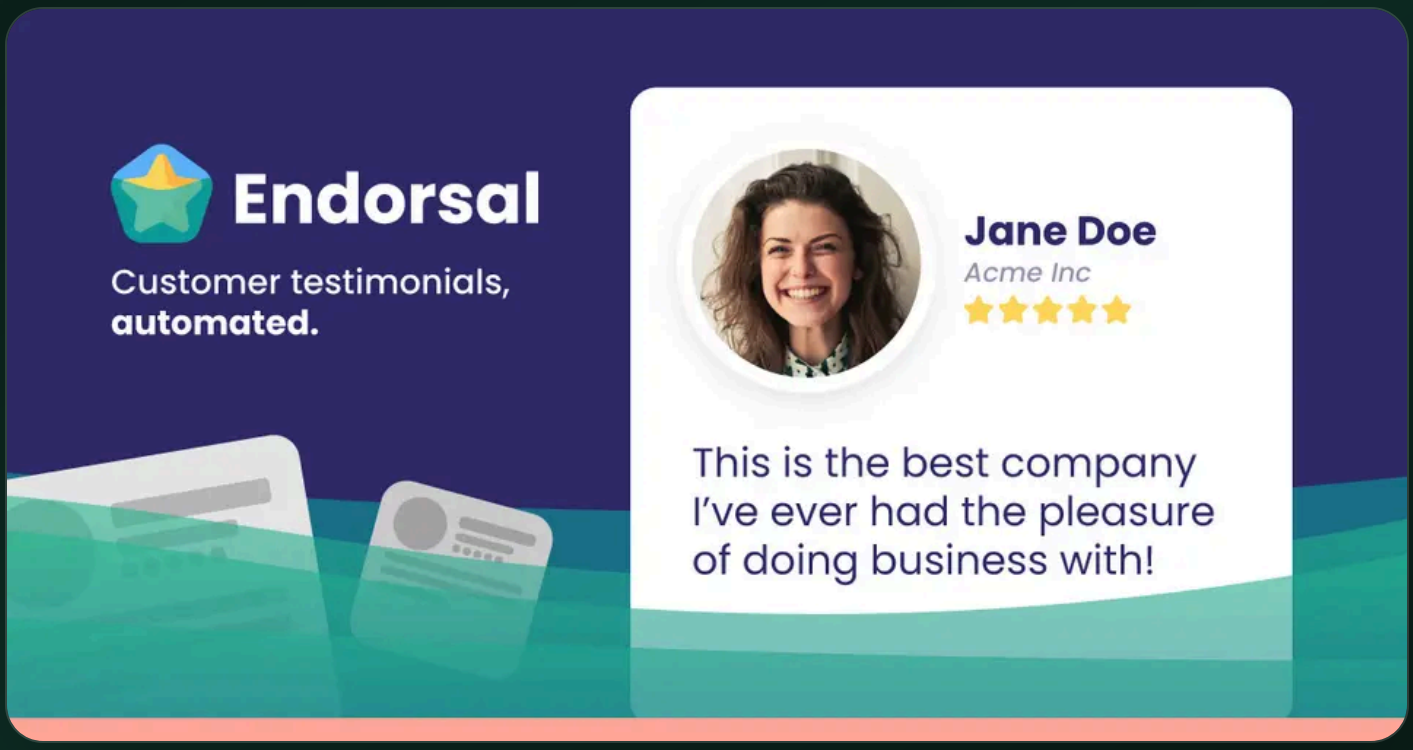
ToolGPA

NOVEMBER 2026

Endorsal

The Insider's Guide

Testimonial and review collection with display widgets and popups



Every plan, grade, refund rule and rival among customer review tools, read from Endorsal's own pages.

Made by Sticky Toffee Studios Ltd · 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 Endorsal's own pages, its app-store listings and our grades. Every fact in it is on Endorsal'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

2.4

GPA, above 35 of the 63 other customer review tools we grade

Endorsal collects customer testimonials and reviews through custom forms and automated email and SMS requests, then displays them on a website through widgets, a floating panel, a Wall of Love page and popups. Pricing follows how many customers you request reviews from and how many visitors see the widgets.

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

> **There is no free plan, the price rises with the size of your customer list, and Wall of Love and branding removal are not in Starter.**
>
> From our report card of Endorsal

1 **Best for collecting testimonials and showing them on a site**

Endorsal collects testimonials through forms and email and SMS requests, and shows them as widgets and popups.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month, billed annually ($39 billed monthly).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **EndoForms**

Build a branded testimonial capture form, with video testimonials collected alongside text on every plan.

6 **AutoRequests**

Send review requests by email and SMS from niche templates or your own wording. Extra SMS beyond the plan costs from $0.025 per segment.

7 **Display widgets and ReviewHQ**

Embed testimonials with a few lines of code, or add a floating review panel to any website.

8 **A 2.4 GPA, above 35 of 63**

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

9 **Keep it**

The plain part of Endorsal you could make: review collection and popups. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Endorsal at a glance

PRICING Free trial, from $29 per month, billed annually ($39 billed monthly)	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card required	RUNS ON Web
MADE BY Sticky Toffee Studios Ltd	CATEGORY Customer Review Tools
OUR GRADE 2.4 GPA, fair	

The report card

Best for collecting testimonials and showing them on a site

Endorsal collects testimonials through forms and email and SMS requests, and shows them as widgets and popups. There is no free plan, the price rises with the size of your customer list, and Wall of Love and branding removal are not in Starter. SMS past the allowance is billed per message.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $29 a month billed annually ($39 monthly), the same as the category's middle. At 2,500 customers it rises to $59.
Free plan and trial	C	No free plan. The 14-day trial needs no credit card.
Features	B	Forms, automated requests, widgets, popups, review imports and product reviews for stores. Covers the job in full.
Ease of use	C	No rating on record, and you build forms and place widgets yourself.
Platforms and integrations	B	Google, Facebook, Yelp, Tripadvisor, Shopify and WooCommerce.

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 Endorsal is for

- ✓ Fits if you want testimonials from a customer list you already have
- ✓ Works for sites that want a floating panel and popups beside the widgets

Who it is not for

- ✕ Skip it if you want a free plan, because there is only a 14-day trial
- ✕ Pricey if your list grows, as the price follows both customers and monthly visitors
- ✕ Watch out: Wall of Love, review sharing and branding removal are not in Starter
- ✕ Watch out: SMS beyond the monthly allowance is billed from $0.025 per message segment

Good to know

Good for

- ✓ Small businesses that want automated review requests without a sales call
- ✓ SaaS and online businesses showing testimonials on several pages
- ✓ Agencies that need a reviews tool for client sites

Worth knowing

- ⓘ There is no free plan; the page offers a 14-day trial and then paid plans.
- ⓘ Price depends on both customers in your list and monthly visitors who see widgets.
- ⓘ Wall of Love, review sharing and branding removal are not in Starter.
- ⓘ SMS beyond the monthly allowance is billed per message segment.

What it costs

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

$29
A month to start

Endorsal is a paid product with a free trial, starting at $29 per month, billed annually ($39 billed monthly).

STARTER

$29

per month, up to 500 customers, billed annually ($39 monthly)

1 property, 250 emails and 50 SMS a month, 10 videos, 480p video. Rises to $59 a month billed annually at 2,500 customers.

PROFESSIONAL

$59

per month, up to 500 customers, billed annually ($79 monthly)

3 properties, 25 videos in 1080p, Wall of Love, review sharing, incentivized requests, custom domains and Endorsal branding removed.

ADVANCED

$262

per month, up to 25,000 customers, billed annually ($349 monthly)

5 properties, unlimited emails and videos, 4K video, 1,000 SMS and up to 500,000 monthly visitors. Larger customer tiers cost more.

Trying it first

14-day free trial, no credit card required

Read from endorsal.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save with annual billing

The pricing page shows lower per-month prices when billed annually, for example Starter at $29 a month against $39 billed monthly.

Stated on endorsal.io

What it does

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

1

Place it runs: Web

Testimonial and review collection with display widgets and popups. Here is what it does, as its own site describes it, and what it covers: public API, popups, review collection.

> **Forms, automated requests, widgets, popups, review imports and product reviews for stores.**
>
> From our grade for features

EndoForms

Build a branded testimonial capture form, with video testimonials collected alongside text on every plan.

AutoRequests

Send review requests by email and SMS from niche templates or your own wording. Extra SMS beyond the plan costs from $0.025 per segment.

Display widgets and ReviewHQ

Embed testimonials with a few lines of code, or add a floating review panel to any website.

Wall of Love and FOMO popups

Show every testimonial on one scrolling page, or pop up recent reviewers. The Wall of Love needs Professional or above.

Review imports

Pull in reviews from Google, Facebook, Yelp and Tripadvisor so they appear beside the testimonials you collect directly.

Product reviews for stores

Collects product reviews automatically when orders are placed on Shopify, WooCommerce, BigCommerce, Wix and Squarespace.

Where it runs

Web

What it works with

Google
Facebook
Yelp
Tripadvisor
Shopify
WooCommerce
BigCommerce
Wix

Endorsal is made by Sticky Toffee Studios Ltd.

Where it stands

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

35/63

Other customer review tools it is graded above

Endorsal's GPA of 2.4 is higher than 35 of the 63 other customer review tools we grade, and level with 19.

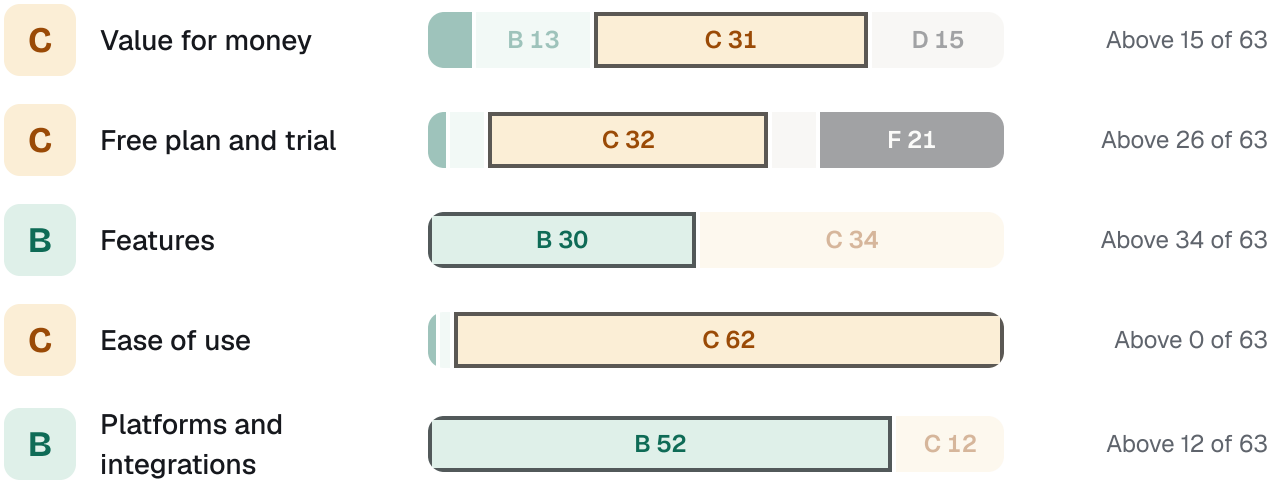
It stands best on features (B, above 34 of 63) and worst on ease of use (C, above 0).

Its paid plans start at $29 a month, against a middle price of $29 for the category: 24 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

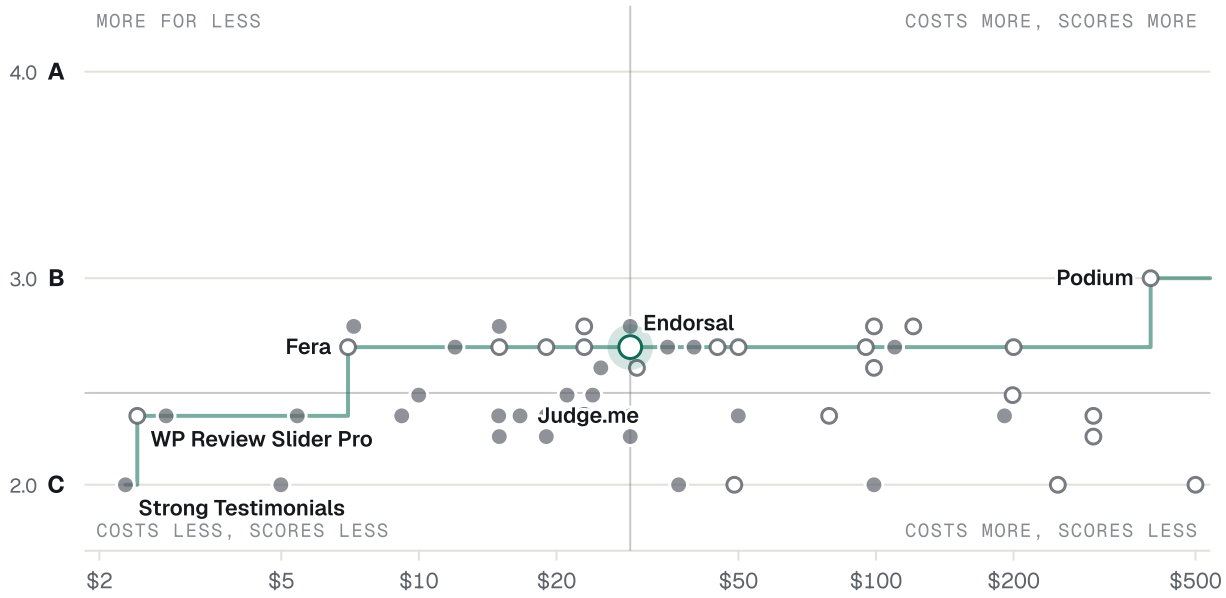
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Endorsal's own letter is outlined.



Price against what you get

Each dot is one of 51 customer review tools. Further left costs less; higher up scores better on features, ease of use and platforms. Endorsal 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 Endorsal you could make: review collection and popups. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

It costs $348 a year.

What you could make

- Review collection and popups: an app builder makes these well.

What you could not

- It plugs into other products, Google, Facebook and Yelp among them, and has an API.

- ✕ Hooks into the device itself: widgets.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Endorsal'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



Senja, Testimonial.to, Famewall, Trustmary and Shapo

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

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Senja

Free plan · from $29/mo

Collect, manage and show customer testimonials.

- Senja has a free plan. Endorsal does not, though it has a free trial.
- Only Senja lists a browser extension.
- Endorsal also covers popups.

Endorsal and Senja compared in full

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Testimonial.to

Free plan · from $25/mo

Collect text and video testimonials and show them on a Wall of Love.

- Testimonial.to has a free plan. Endorsal does not, though it has a free trial.
- Endorsal also covers popups.
- Testimonial.to also covers surveys and schema markup.

Endorsal and Testimonial.to compared in full



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Famewall

Free plan · from $12/mo

Testimonial collection pages and embeddable walls of love.

- Famewall has a free plan. Endorsal does not, though it has a free trial.
- Endorsal also covers popups.
- Famewall also covers reports and schema markup.

Endorsal and Famewall compared in full



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GPA

Trustmary

Free plan · from $191/mo

Collect customer reviews and feedback, and show them on your site.

- Trustmary has a free plan. Endorsal does not, though it has a free trial.
- Endorsal also covers popups.
- Trustmary also covers surveys, reports, AI search visibility and schema markup.

Endorsal and Trustmary compared in full



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GPA

Shapo

Free plan · from $29/mo

Collect, import and display customer testimonials and reviews.

- Shapo has a free plan. Endorsal does not, though it has a free trial.
- Endorsal also covers popups.
- Shapo also covers forms and surveys.

Endorsal and Shapo compared in full

PART 06 · QUESTIONS

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 Endorsal free?

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

How much does Endorsal cost?

Endorsal lists 3 plans. Starter: $29 per month, up to 500 customers, billed annually ($39 monthly).

What platforms does Endorsal work on?

Endorsal is available on Web.

Does Endorsal offer any discounts?

Endorsal publicly lists the following: Save with annual billing.

Does Endorsal have an Android app?

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

Does Endorsal have an iPhone app?

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

Is Endorsal open source?

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

Does Endorsal have an API?

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

What does Endorsal integrate with?

Endorsal's listing names Google, Facebook, Yelp, Tripadvisor, Shopify, WooCommerce, BigCommerce and Wix.

Who makes Endorsal?

Endorsal is made by Sticky Toffee Studios Ltd.

What are the alternatives to Endorsal?

The closest alternatives to Endorsal in our directory are Senja, Testimonial.to, Famewall, Trustmary and Shapo.

How does Endorsal compare with other customer review tools?

Endorsal's GPA of 2.4 is higher than 35 of the 63 other customer review tools we grade, and level with 19.

Is Endorsal good value for money?

ToolGPA grades Endorsal C for value for money. Its paid plans start at $29 a month, against a middle price of $29 for the category: 24 of the 50 others that charge start lower.

Could I make my own version of Endorsal?

The plain part of Endorsal you could make: review collection and popups.

Where this guide comes from

The prices, plans, platforms and features were read from Endorsal'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 Endorsal'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 Sticky Toffee Studios Ltd. Prices change, so check endorsal.io before you buy.

endorsal.io/

endorsal.io/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

Endorsal, kept up to date

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

toolgpa.com/tools/endorsal

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

Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Endorsal, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Common Ninja Insider's Guide

No-code embeddable widgets, including review and testimonial walls

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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 Endorsal'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. Endorsal is a trademark of its owner, and this guide is not made, paid for or approved by Sticky Toffee Studios Ltd. Prices and plans change: check endorsal.io before you buy.