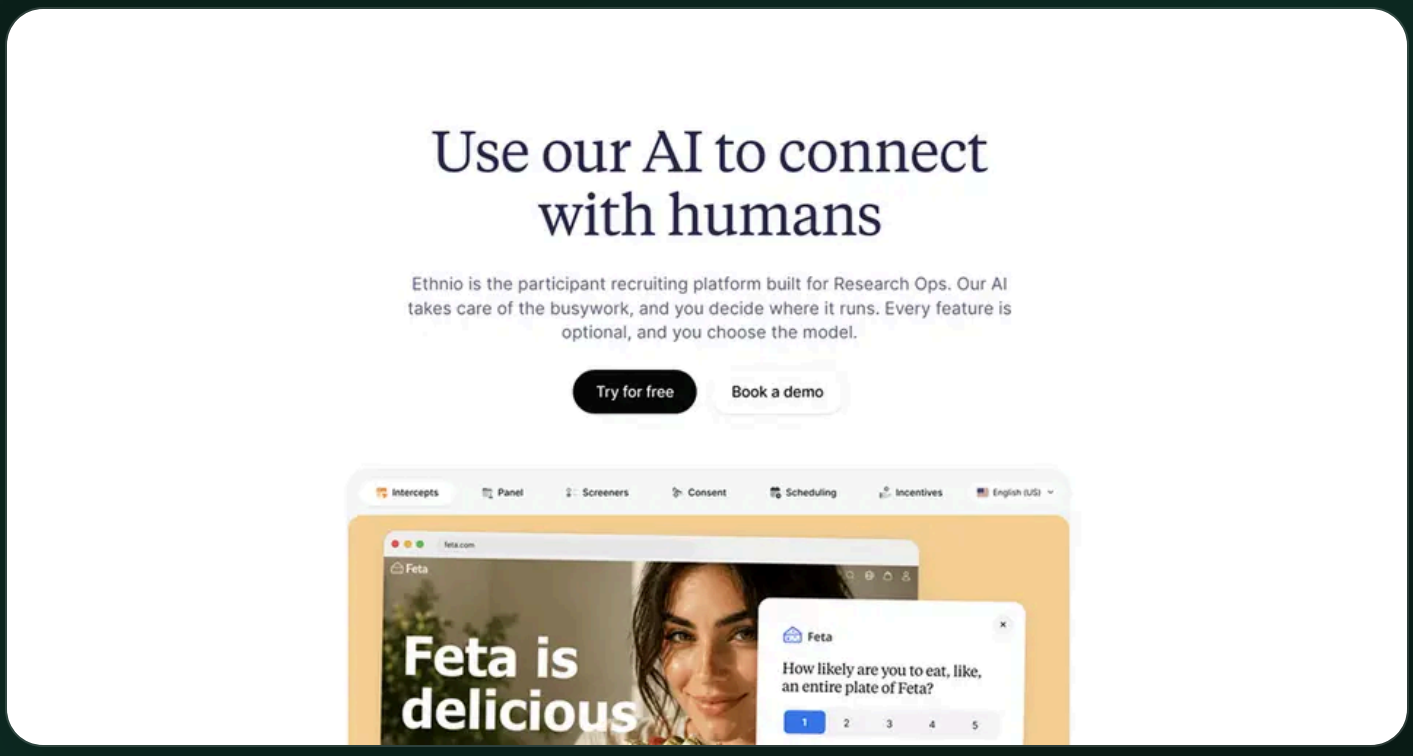
ToolGPA

NOVEMBER 2026

Ethnio

The Insider's Guide

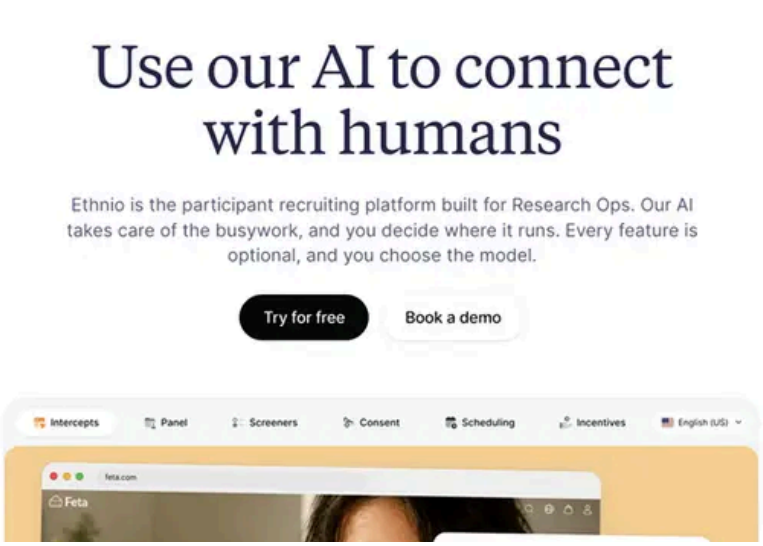
Participant recruiting and screeners for research teams



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

Made by Ethnio · checked Nov 13, 2026 · toolgpa.com

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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 Ethnio's own pages, its app-store listings and our grades. Every fact in it is on Ethnio'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 56 of the 148 other form and survey tools we grade

Ethnio is a participant recruiting platform for research operations teams. It combines screeners, site and app intercepts, a managed participant panel, session scheduling, consent tracking and incentive payments in one workspace. Optional AI features cover translations and tech checks.

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

> "
>
> **You set up screeners, intercepts and the panel yourself.**
>
> From our grade for ease of use

1 **Best for recruiting people for user research**

Ethnio is a recruiting platform for research teams, with screeners, site and app intercepts, a participant panel, scheduling and incentive payments.

2 **Paid plans start at $82 a month for each person**

As its pricing page puts it: $82 per seat / month, billed annually ($99 billed monthly).

3 **You can try it first**

Free trial with Pro features: 2 team members, 1 admin, 2 collaborators; no credit card

4 **It runs on Web**

Web.

5 Screeners

Screeners use conditional logic, question templates and auto-qualification, and can be sent as links or posted on social media.

6 Intercepts

Targeted intercepts recruit participants on websites, iOS apps and Android apps.

7 Panel management

Import, sync and govern a pool of participants for qualitative and quantitative studies. Pro lists a 10,000-participant pool.

8 A 2.2 GPA, above 56 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 Keep it

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

Ethnio at a glance

PRICING
Free trial, from $82 per seat / month, billed annually ($99 billed monthly)

FREE PLAN
No

FREE TRIAL
Free trial with Pro features: 2 team members, 1 admin, 2 collaborators; no credit card

RUNS ON
Web

MADE BY
Ethnio

CATEGORY
Forms & Surveys

OUR GRADE
2.2 GPA, fair

The report card

Best for recruiting people for user research

Ethnio is a recruiting platform for research teams, with screeners, site and app intercepts, a participant panel, scheduling and incentive payments. It costs $82 a seat a month on yearly billing, and 7 or more seats mean a custom quote. The pool is capped at 10,000 on Pro.

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

SUBJECT	GRADE	COMMENT
Value for money	D	$82 a seat a month on yearly billing, about four times the $19.99 middle of forms tools. Pro covers 1 to 6 seats and a larger team goes to a quote.
Free plan and trial	C	A free trial with Pro features and no card, for 2 team members. Paying incentives asks for a card, including during the trial.
Features	B	Screeners, intercepts, panel management, scheduling, consent, incentives and an API. The listing shows no gap in recruiting work beyond the 10,000 pool cap on Pro.
Ease of use	C	No store rating on record. You set up screeners, intercepts and the panel yourself.
Platforms and integrations	B	Web only, with Qualtrics, SurveyMonkey, Slack, Zoom, Google Calendar and Microsoft Teams links and an API. No desktop or phone app.

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 Ethnio is for

- ✓ Fits if you run a research team that recruits its own participants
- ✓ Works for teams already using Qualtrics or Zoom for sessions

Who it is not for

- ✗ Pricey if you are one person: $82 a seat a month on yearly billing
- ✗ Tight if your pool passes 10,000 participants, as unlimited is Enterprise only
- ✗ Watch out: paying incentives asks for a card, even during the trial
- ✗ Skip it if you have 7 or more seats and want a posted price, as that goes to a custom quote

Good to know

Good for

- ✓ Research ops teams recruiting participants for user studies
- ✓ Teams that need a managed panel plus scheduling and incentives
- ✓ Researchers running screeners with branching logic

Worth knowing

- ⓘ Pricing is per seat: Pro covers 1-6 seats and 7 or more seats move to a custom Enterprise quote.
- ⓘ The Pro plan lists a 10,000-participant limit; an unlimited pool is Enterprise only.
- ⓘ Paying incentives prompts for a credit card, including during the trial.
- ⓘ SSO and third-party risk assessments are Enterprise features.

PART 02 · PRICING

What it costs

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

$82

A month to start, for each person

Ethnio is a paid product with a free trial, starting at $82 per seat / month, billed annually ($99 billed monthly).

> **Paying incentives asks for a card, including during the trial.**

From our grade for free plan and trial

PRO

$82

per seat / month, billed annually ($99 billed monthly)

For 1-6 seats: unlimited studies and intercepts, localization, global incentives, centralized consent, unlimited collaborators.

ENTERPRISE

Custom

For 7+ seats: everything in Pro plus an unlimited participant pool, SSO, third-party risk assessments, multiple teams and a dedicated CSM.

Trying it first

Free trial with Pro features: 2 team members, 1 admin, 2 collaborators; no credit card

Read from ethn.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page toggles between monthly and annual billing and labels annual as 20% off; Pro lists $82 per seat annually and $99 monthly.

Stated on ethn.io

What it does

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

1

Place it runs: Web

Participant recruiting and screeners for research teams. Here is what it does, as its own site describes it, and what it covers: public API, AI features, forms, surveys, popups.

> "
>
> **Screeners, intercepts, panel management, scheduling, consent, incentives and an API.**

From our grade for features

Screeners

Screeners use conditional logic, question templates and auto-qualification, and can be sent as links or posted on social media.

Intercepts

Targeted intercepts recruit participants on websites, iOS apps and Android apps.

Panel management

Import, sync and govern a pool of participants for qualitative and quantitative studies. Pro lists a 10,000-participant pool.

Scheduling, consent and incentives

Automatic session scheduling, tracked participant consent, and incentive payments in any currency or country.

AI translations and tech checks

Screeners, emails and incentive pages can be translated into 47+ languages. Participants can record a sample video or audio check in the screener.

Integrations and API

Connects with Qualtrics, SurveyMonkey, Slack, Google Calendar, Zoom and consent-signing tools, and exposes an API and webhooks.

Where it runs

Web

What it works with

Qualtrics
SurveyMonkey
Slack
Google Calendar
Zoom
Microsoft Teams
DocuSign
Transcend

Ethnio is made by Ethnio.

PART 04 · STANDING

Where it stands

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

56/148

Other form and survey tools it is graded above

Ethnio's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

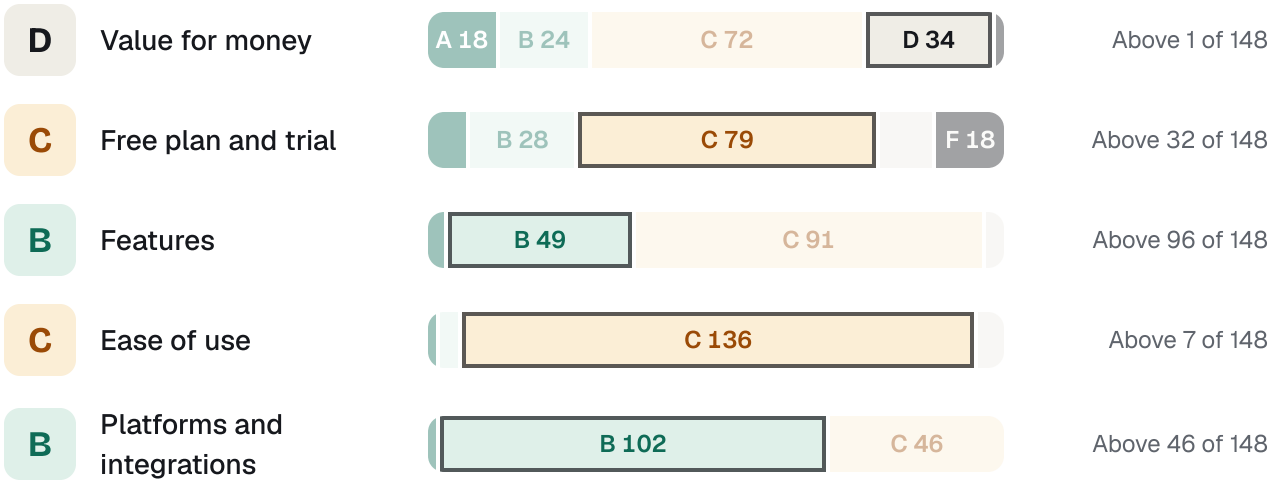
It stands best on features (B, above 96 of 148) and worst on value for money (D, above 1).

Its paid plans start at $82 a month for each person, against a middle price of $20 for the category: 92 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 5 tools score higher and cost less.

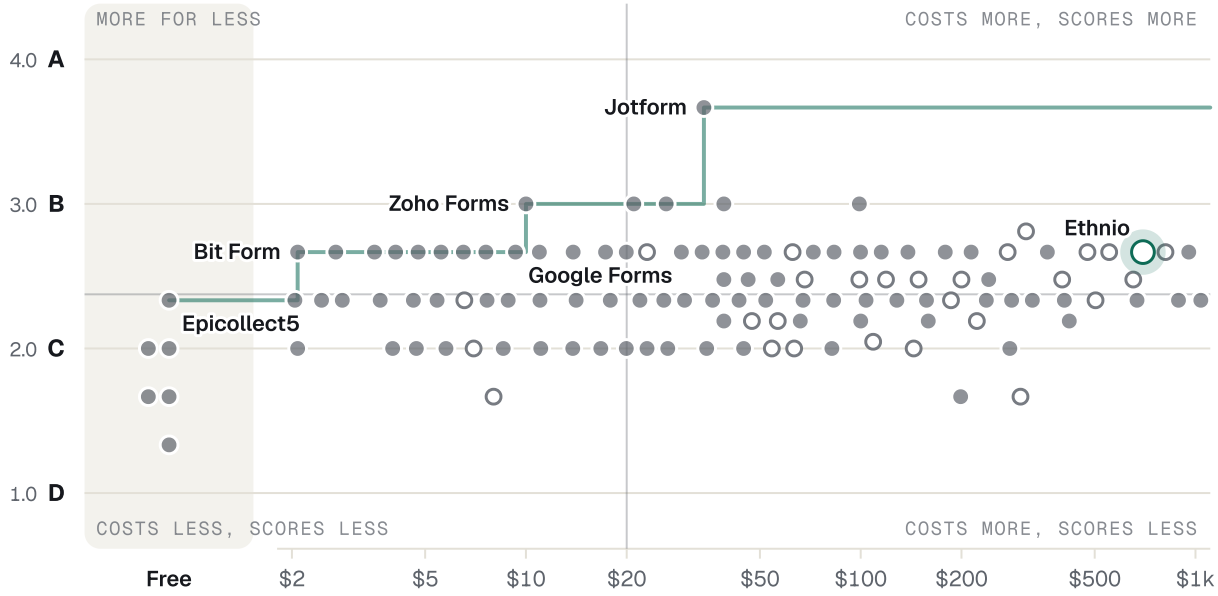
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Ethnio'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. Ethnio 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 Ethnio you could make: surveys, forms and popups. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It costs $984 a year.

What you could make

- Surveys, forms and popups: an app builder makes these well.

What you could not

- It is priced for each person, which means accounts and billing for a team.

- It plugs into other products, Qualtrics, SurveyMonkey and Slack 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. Ethnio'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



Typeform, SurveyMonkey, Qualtrics and Survicate

The 4 tools Ethnio is most often weighed against, with where each one differs from it.

2.4 GPA

Typeform

Free plan · from $28/mo

Form, survey and quiz builder with logic, AI and video questions.

- Typeform has a free plan. Ethnio does not, though it has a free trial.
- Ethnio also covers popups.
- Typeform also covers templates, workflow automation and reports.

Ethnio and Typeform compared in full

2.4 GPA

SurveyMonkey

Free plan · from $39/mo

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

- SurveyMonkey has a free plan. Ethnio does not, though it has a free trial.
- Only SurveyMonkey lists iOS and Android apps.
- Ethnio also covers popups.

Ethnio and SurveyMonkey compared in full

2.2
GPA

Qualtrics

Free plan · from $420/mo

Survey and experience research platform with a free account.

- Qualtrics has a free plan. Ethnio does not, though it has a free trial.
- Ethnio also covers popups.
- Qualtrics also covers reports and dashboards.

Ethnio and Qualtrics compared in full

2.2
GPA

Survicate

Free trial · from $56/mo

Customer feedback surveys for email, web and mobile apps.

- Ethnio also covers forms and popups.
- Survicate also covers templates and reports.

Ethnio and Survicate 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 Ethnio free?

No, Ethnio is a paid product, but you can try it first. Free trial with Pro features: 2 team members, 1 admin, 2 collaborators; no credit card.

How much does Ethnio cost?

Ethnio lists 2 plans. Pro: $82 per seat / month, billed annually ($99 billed monthly).

What platforms does Ethnio work on?

Ethnio is available on Web.

Does Ethnio offer any discounts?

Ethnio publicly lists the following: 20% off with annual billing.

Does Ethnio have an Android app?

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

Does Ethnio have an iPhone app?

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

Is Ethnio open source?

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

Does Ethnio have an API?

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

What does Ethnio integrate with?

Ethnio's listing names Qualtrics, SurveyMonkey, Slack, Google Calendar, Zoom, Microsoft Teams, DocuSign and Transcend.

Who makes Ethnio?

Ethnio is made by a company of the same name.

What are the alternatives to Ethnio?

The closest alternatives to Ethnio in our directory are Typeform, SurveyMonkey, Qualtrics and Survicate.

How does Ethnio compare with other form and survey tools?

Ethnio's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

Is Ethnio good value for money?

ToolGPA grades Ethnio D for value for money. Its paid plans start at $82 a month for each person, against a middle price of $20 for the category: 92 of the 114 others that charge start lower.

Could I make my own version of Ethnio?

The plain part of Ethnio you could make: surveys, forms and popups. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Ethnio'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 Ethnio'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 Ethnio. Prices change, so check ethn.io before you buy.

ethn.io/pricing
ethn.io/integrations

ethn.io

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

Ethnio, kept up to date

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

toolgpa.com/tools/ethnio

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Ethnio, 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

3.2 GPA

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