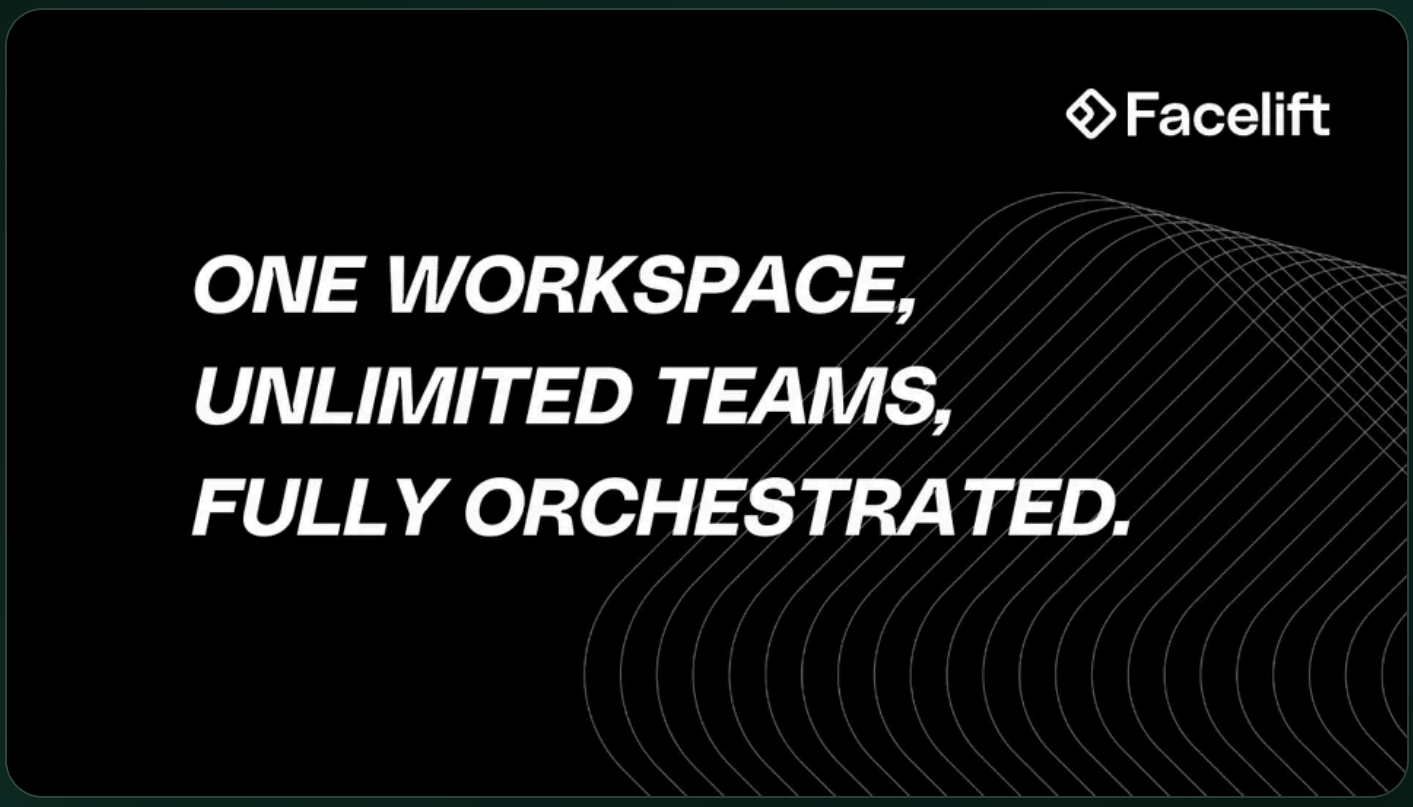
ToolGPA

NOVEMBER 2026

# Facelift

## The Insider's Guide

Enterprise social media suite for planning, inbox and analytics




**Every plan, grade, refund rule and rival among social media schedulers, read from Facelift's own pages.**

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

2.0
GPA

Facelift

# ONE WORKSPACE, UNLIMITED TEAMS, FULLY ORCHESTRATED.

# 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 Facelift's own pages, its app-store listings and our grades. Every fact in it is on Facelift'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 19 of the 90 other social media schedulers we grade

Facelift is a German social media platform aimed at companies, covering post planning and scheduling, a shared community inbox, analytics, competitor benchmarking and employee advocacy. Its three plans are all quoted on request and include unlimited users.

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

> **No plan prices are published, single sign-on and the audit log are Enterprise only, and one post cannot go to several X handles at once.**
>
> From our report card of Facelift

**1** **Best for social teams at larger companies**

Facelift covers planning, publishing, a community inbox, analytics, employee advocacy and approvals.

**2** **You can try it first**

14-day free trial

**3** **It runs on Web**

Web.

**4** **Planning and publishing**

Schedule posts to several networks from one calendar with previews, tags, quickfill across networks and a kanban-style taskboard.

**5** **Community inbox**

Messages, comments and mentions from all connected networks arrive in one inbox, with templates and AI-assisted replies.

**6** **Analytics and benchmarking**

Post performance for Facebook, Instagram, X and LinkedIn, plus competitor benchmarking on every plan.

**7** **A 2.0 GPA, above 19 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

**8** **Your call**

You could make the core of Facelift for yourself: reports, calendar and kanban boards.

### Facelift at a glance

| | |
|---|---|
| PRICING<br>Free trial | FREE PLAN<br>No |
| FREE TRIAL<br>14-day free trial | RUNS ON<br>Web |
| MADE BY<br>Facelift | CATEGORY<br>Social Media Schedulers |
| OUR GRADE<br>2.0 GPA, fair | |

## The report card

### Best for social teams at larger companies

Facelift covers planning, publishing, a community inbox, analytics, employee advocacy and approvals. No plan prices are published, single sign-on and

the audit log are Enterprise only, and one post cannot go to several X handles at once.

TOOLGPA REPORT CARD **Facelift** Graded Nov 13, 2026

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | Professional, Business and Enterprise are all quoted on request, so it sits at the middle by default. |
| **Free plan and trial** | D | A 14-day trial and no free plan; the listing does not say whether a card is needed. |
| **Features** | C | Planning, inbox, analytics, advocacy and approvals. One post cannot be published to several X handles at once. |
| **Ease of use** | C | A web platform with a governance setup to build, and no store rating on record. |
| **Platforms and integrations** | B | Web only, with LinkedIn, TikTok, Instagram, YouTube, Google Business, WhatsApp Business, Threads and Canva. |

**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 Facelift is for

- ✓ Fits if a company team needs approvals and an inbox
- ✓ Makes sense if you will go through a quote

### Who it is not for

- ✕ Not for you if you want to see prices first, as none are published
- ✕ Skip it if you need single sign-on or an audit log below Enterprise
- ✕ Not for you if you publish to several X handles at once, which it cannot do
- ✕ Watch out: the page says unlimited users with an asterisk, so check fair-use terms in a quote

## Good to know

### Good for

- ✓ Companies running social media across several teams or regions
- ✓ Employer-branding and employee-advocacy programs
- ✓ Organizations that want data stored in Germany

### Worth knowing

- ⓘ No plan prices are published; Professional, Business and Enterprise are all quoted on request.
- ⓘ Publishing one post to several X handles at once is not possible.
- ⓘ Single sign-on and the audit log are only on the Enterprise plan.
- ⓘ The pricing page says unlimited users, marked with an asterisk, so check the fair-use terms in a quote.

# What it costs

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

Facelift's current pricing could not be confirmed from its own site.

> **Professional, Business and Enterprise are all quoted on request, so it sits at the middle by default.**
>
> From our grade for value for money

We could not confirm Facelift's current prices from its own site, so this guide lists no plans. facelift-bbt.com has them.

# What it does

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

**1**

Place it runs: Web

Enterprise social media suite for planning, inbox and analytics. Here is what it does, as its own site describes it, and what it covers: AI features, calendar, kanban boards, reports.

"

**Planning, inbox, analytics, advocacy and approvals.**

From our grade for features

### Planning and publishing

Schedule posts to several networks from one calendar with previews, tags, quickfill across networks and a kanban-style taskboard.

### Community inbox

Messages, comments and mentions from all connected networks arrive in one inbox, with templates and AI-assisted replies.

### Analytics and benchmarking

Post performance for Facebook, Instagram, X and LinkedIn, plus competitor benchmarking on every plan.

### Employee advocacy

Amplify lets staff share approved company content from their own profiles and measures which advocates and posts perform.

### Approvals and governance

Business adds custom approval processes and content access control; Enterprise adds single sign-on and an audit log.

### AI workflows

Facelift AI helps with content suggestions, image adjustments and file import, according to the vendor.

### Where it runs

Web

### What it works with

LinkedIn
TikTok
Instagram
YouTube
Google Business
WhatsApp Business
Threads
Canva

Facelift is made by Facelift.

PART 04 · STANDING

# Where it stands

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

**19/90**

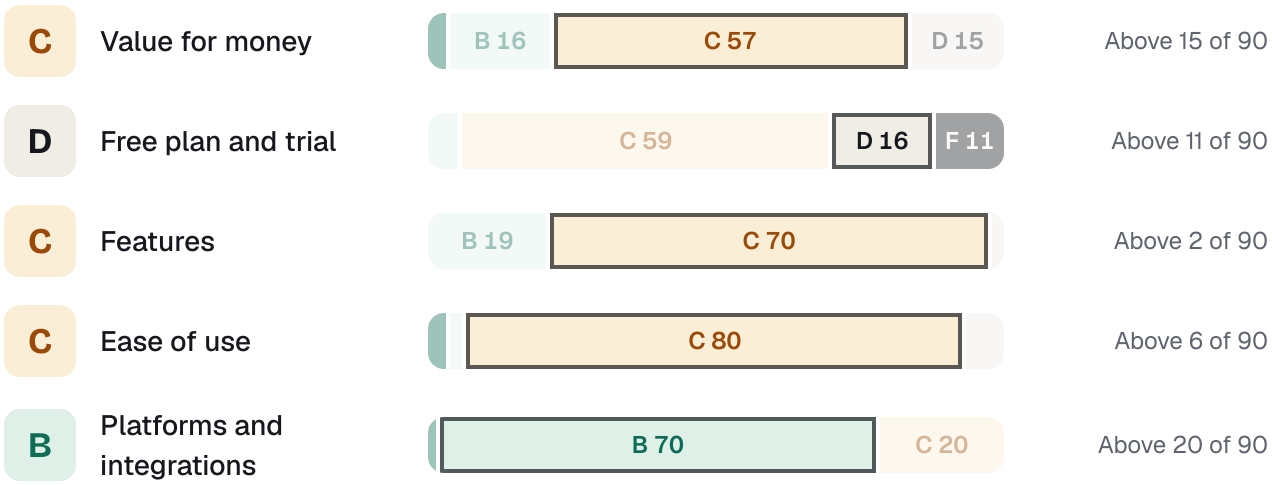
Other social media schedulers it is graded above

Facelift's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

It stands best on platforms and integrations (B, above 20 of 90) and worst on free plan and trial (D, above 11).

## Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Facelift's own letter is outlined.




## 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.

## Your call

You could make the core of Facelift for yourself: reports, calendar and kanban boards.

What you would give up is listed below. Whether that is worth the price is your call.

### What you could make

- Reports, calendar and kanban boards: an app builder makes these well.
- It runs in a browser, which is where something home-made would run too.

### What you could not

- It plugs into other products, LinkedIn, TikTok and Instagram among them.
- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: single sign-on and audit logs.

**What this rests on.** Facelift'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



Sprout Social, Hootsuite, Emplifi, Agorapulse and Sendible

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

2.2 GPA

## Sprout Social

Free trial · from $79/mo

Social media management with a shared inbox, listening and reports.

- Only Sprout Social lists iOS and Android apps.
- Facelift also covers kanban boards.
- Sprout Social also covers shared inbox.

Facelift and Sprout Social compared in full

2.6 GPA

## Hootsuite

Free trial · from $99/mo

Social media suite for publishing, inbox, listening and reports.

- Only Hootsuite lists iOS and Android apps.
- Facelift also covers kanban boards.
- Hootsuite also covers shared inbox.

Facelift and Hootsuite compared in full



1.6
GPA

## Emplifi

From $1,249/mo

Enterprise social media marketing, care and commerce platform.

- Facelift also covers kanban boards.
- Emplifi also covers shared inbox and review collection.

Facelift and Emplifi compared in full



2.2
GPA

## Agorapulse

Free trial · from $79/mo

Social media inbox, publishing and ROI reports, priced per user.

- Only Agorapulse lists iOS and Android apps.
- Facelift also covers kanban boards.
- Agorapulse also covers shared inbox.

Facelift and Agorapulse compared in full



2.2
GPA

## Sendible

Free trial · from $29.75/mo

Social media management for agencies, with unlimited users.

- Only Sendible lists a browser extension.
- Facelift also covers kanban boards.
- Sendible also covers shared inbox.

Facelift and Sendible compared in full

PART 06 · QUESTIONS

# Quick answers

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

**10**

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 Facelift free?

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

### What platforms does Facelift work on?

Facelift is available on Web.

### Does Facelift have an Android app?

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

### Does Facelift have an iPhone app?

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

### Is Facelift open source?

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

### What does Facelift integrate with?

Facelift's listing names LinkedIn, TikTok, Instagram, YouTube, Google Business, WhatsApp Business, Threads and Canva.

### Who makes Facelift?

Facelift is made by a company of the same name.

### What are the alternatives to Facelift?

The closest alternatives to Facelift in our directory are Sprout Social, Hootsuite, Emplifi, Agorapulse and Sendible.

### How does Facelift compare with other social media schedulers?

Facelift's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

### Could I make my own version of Facelift?

You could make the core of Facelift for yourself: reports, calendar and kanban boards.

## Where this guide comes from

The prices, plans, platforms and features were read from Facelift'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 Facelift's own pages on 13 November 2026. Facelift is graded from its pricing page and home page. 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 Facelift. Prices change, so check facelift-bbt.com before you buy.

facelift-bbt.com/en/

facelift-bbt.com/en/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](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

### Facelift, kept up to date

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

toolgpa.com/tools/facelift

### 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, "Facelift: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/facelift
```

### Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded social media schedulers after Facelift, each with an Insider's Guide of its own.

### Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

### Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

### Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

### Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 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 Facelift'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. Facelift is a trademark of its owner, and this guide is not made, paid for or approved by Facelift. Prices and plans change: check facelift-bbt.com before you buy.