ToolGPA

NOVEMBER 2026

Fairing

The Insider's Guide

Post-purchase attribution surveys for online stores



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

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

2.4
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Fairing

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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 Fairing's own pages, its app-store listings and our grades. Every fact in it is on Fairing'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 88 of the 148 other form and survey tools we grade

Fairing runs 'how did you hear about us' surveys after checkout so brands can see which channels drove each order. It installs on Shopify and syncs responses to analytics, ad and email tools. An Advanced Attribution add-on adds adaptive follow-up questions.

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

> **Shopify install is simple, but connecting analytics and ad tools is yours to set up.**
>
> From our grade for ease of use

1 **Best for post-checkout attribution surveys on Shopify**

Fairing asks shoppers how they heard about you after checkout and syncs the answers to ad, analytics and email tools.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month for up to 500 orders a month.

3 **There is a free plan**

Free plan for up to 200 orders per month.

4 **It runs on Web**

Web.

5 **Attribution surveys**

Post-purchase questions with predictive auto-suggest, response classification and follow-up questions.

6 **Advanced Attribution**

An add-on that adds an adaptive follow-up to the 'how did you hear about us' question, resolving the channel, format and source.

7 **Analytics**

UTM, promo code and lifetime value analysis, trend analysis and a Shopify analytics integration.

8 **A 2.4 GPA, above 88 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 **Your call**

A form at its plainest is questions, a button and a table of answers.

Fairing at a glance

PRICING Free plan, from $49 per month for up to 500 orders a month	FREE PLAN Yes
FREE TRIAL 14-day free trial of Core, no credit card required	RUNS ON Web
MADE BY Fairing	CATEGORY Forms & Surveys
OUR GRADE 2.4 GPA, fair	

The report card

Best for post-checkout attribution surveys on Shopify

Fairing asks shoppers how they heard about you after checkout and syncs the answers to ad, analytics and email tools. The free plan covers up to 200

orders a month. Advanced Attribution is an add-on from $99 a month and warehouse sync costs $149 more.

TOOLGPA REPORT CARD	Fairing	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Core is $49 a month for 201 to 500 orders, in the dearer quarter of forms tools. Advanced Attribution is $99 more and Data Sync $149 more, and price follows order volume.
Free plan and trial	B	Free for up to 200 orders a month, plus a 14-day Core trial with no card. A small store can live on it, until orders pass 200.
Features	C	It does the post-checkout question fully, which is a smaller job than a general survey tool. Adaptive follow-ups and warehouse sync are paid add-ons.
Ease of use	C	No store rating on record. Shopify install is simple, but connecting analytics and ad tools is yours to set up.
Platforms and integrations	B	Web only, with Shopify, Klaviyo, Meta, TikTok, Google Analytics 4 and Google Sheets links and an MCP option. No desktop or phone app.
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 Fairing is for

- ✓ Fits if you run a Shopify store under 200 orders a month
- ✓ Works for stores that want answers sent to Klaviyo and Meta

Who it is not for

- ✗ Tight if orders pass 200 a month, where you move to Core at $49
- ✗ Pricey if you want Advanced Attribution at $99 a month or Data Sync at $149 a month on top
- ✗ Watch out: cost rises with order volume, and over 30,000 orders is custom
- ✗ Not for you if you need general surveys, as it is built around one question

Good to know

Good for

- ✓ Shopify brands measuring marketing channels with survey data
- ✓ Small stores: the free plan covers up to 200 orders a month
- ✓ Teams that want responses in their warehouse or ad tools

Worth knowing

- ⓘ Price follows monthly order volume, so costs rise as the store grows.
- ⓘ Advanced Attribution is an add-on starting at $99 a month.
- ⓘ Data Sync to a warehouse such as BigQuery is a $149 a month add-on.
- ⓘ Free covers up to 200 orders a month; the Core trial lasts 14 days, and above 30,000 orders a month pricing is custom.

PART 02 · PRICING

What it costs

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

$49

A month to start. There is a free plan too

Fairing has a free plan. Paid plans start at $49 per month for up to 500 orders a month.

FREE

$0

For stores with 0 to 200 transactions a month.

CORE

$49

per month for 201 to 500 orders

Rises with order volume: $99 at 1,000 orders, $149 at 5,000 and $499 at 30,000 orders a month. 14-day trial.

ENTERPRISE

Custom

For more than 30,000 transactions a month, with a dedicated CSM, Slack channel and quarterly business reviews.

The free plan

Free plan for up to 200 orders per month.

Trying it first

14-day free trial of Core, no credit card required

Read from fairing.co on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Post-purchase attribution surveys for online stores. Here is what it does, as its own site describes it, and what it covers: public API, AI features, forms, surveys.

> **It does the post-checkout question fully, which is a smaller job than a general survey tool.**
>
> From our grade for features

Attribution surveys

Post-purchase questions with predictive auto-suggest, response classification and follow-up questions.

Advanced Attribution

An add-on that adds an adaptive follow-up to the 'how did you hear about us' question, resolving the channel, format and source.

Analytics

UTM, promo code and lifetime value analysis, trend analysis and a Shopify analytics integration.

Question Stream and NPS

Ask several questions over time with remembered state, geography and product targeting, and NPS questions.

Data sync and MCP

Responses can be sent to data warehouses such as BigQuery and queried from Claude or ChatGPT through an MCP server.

Where it runs

Web

What it works with

Shopify
Klaviyo
Meta
TikTok
Google Analytics 4
Google Sheets
Segment
BigQuery

Fairing is made by Fairing.

Where it stands

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

88/148

Other form and survey tools it is graded above

Fairing's GPA of 2.4 is higher than 88 of the 148 other form and survey tools we grade, and level with 27.

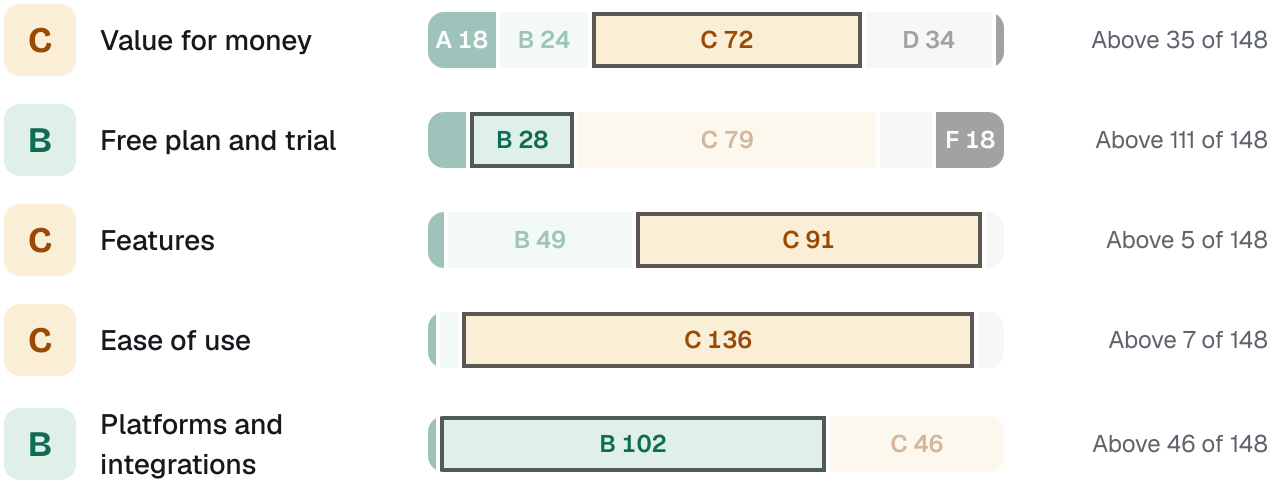
It stands best on free plan and trial (B, above 111 of 148) and worst on features (C, above 5).

Its paid plans start at $49 a month, against a middle price of $20 for the category: 85 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 31 tools score higher and cost less.

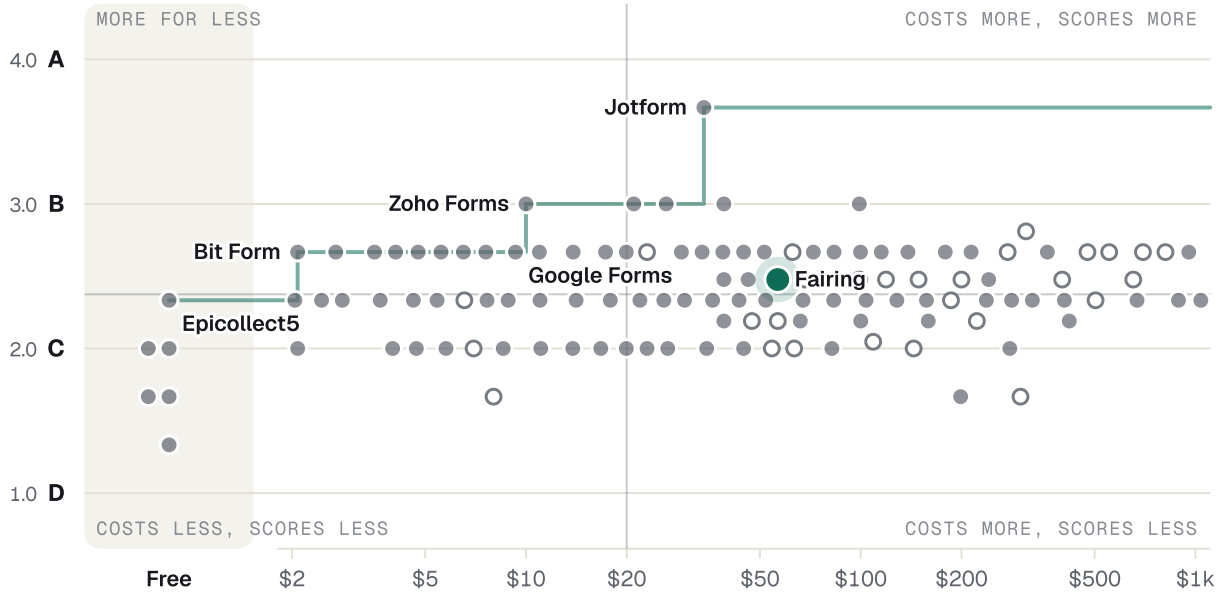
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Fairing'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. Fairing 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.

Your call

A form at its plainest is questions, a button and a table of answers.

You could make the core of Fairing for yourself: surveys and forms. What you would give up is listed below. Whether that is worth the price is your call. It costs $588 a year.

What you could make

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

What you could not

- ✕ It plugs into other products, Shopify, Klaviyo and Meta among them, and has an API.

It runs in a browser, which is where something home-made would run too.

AI features, unless you pay a model provider for each request yourself.

What this rests on. Fairing'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



Zigpoll, KnoCommerce, Survicate and Typeform

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

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Zigpoll

Free plan · from $29/mo

Post-purchase and on-site surveys for Shopify stores.

- Zigpoll also covers popups.

Fairing and Zigpoll compared in full

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KnoCommerce

Free trial · from $19/mo

Post-purchase surveys and attribution for Shopify brands.

- Fairing has a free plan. KnoCommerce does not, though it has a free trial.
- KnoCommerce also covers dashboards.

Fairing and KnoCommerce compared in full



2.2
GPA

Survicate

Free trial · from $56/mo

Customer feedback surveys for email, web and mobile apps.

- Fairing has a free plan. Survicate does not, though it has a free trial.
- Fairing also covers forms.
- Survicate also covers templates and reports.

Fairing and Survicate compared in full



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Typeform

Free plan · from $28/mo

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

- Typeform also covers templates, workflow automation and reports.

Fairing and Typeform 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 Fairing free?

Fairing has a free plan. Free plan for up to 200 orders per month.

How much does Fairing cost?

Fairing lists 3 plans. Free: $0.

What platforms does Fairing work on?

Fairing is available on Web.

Does Fairing have an Android app?

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

Does Fairing have an iPhone app?

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

Is Fairing open source?

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

Does Fairing have an API?

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

What does Fairing integrate with?

Fairing's listing names Shopify, Klaviyo, Meta, TikTok, Google Analytics 4, Google Sheets, Segment and BigQuery.

Does Fairing have a free trial?

Yes. 14-day free trial of Core, no credit card required.

Who makes Fairing?

Fairing is made by a company of the same name.

What are the alternatives to Fairing?

The closest alternatives to Fairing in our directory are Zigpoll, KnoCommerce, Survicate and Typeform.

How does Fairing compare with other form and survey tools?

Fairing's GPA of 2.4 is higher than 88 of the 148 other form and survey tools we grade, and level with 27.

Is Fairing good value for money?

ToolGPA grades Fairing C for value for money. Its paid plans start at $49 a month, against a middle price of $20 for the category: 85 of the 114 others that charge start lower.

Could I make my own version of Fairing?

A form at its plainest is questions, a button and a table of answers. You could make the core of Fairing for yourself: surveys and forms.

Where this guide comes from

The prices, plans, platforms and features were read from Fairing'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 Fairing'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 Fairing. Prices change, so check fairing.co before you buy.

fairing.co/pricing
fairing.co/integrations

fairing.co

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

Fairing, kept up to date

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

toolgpa.com/tools/fairing

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Fairing, 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 Fairing'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. Fairing is a trademark of its owner, and this guide is not made, paid for or approved by Fairing. Prices and plans change: check fairing.co before you buy.