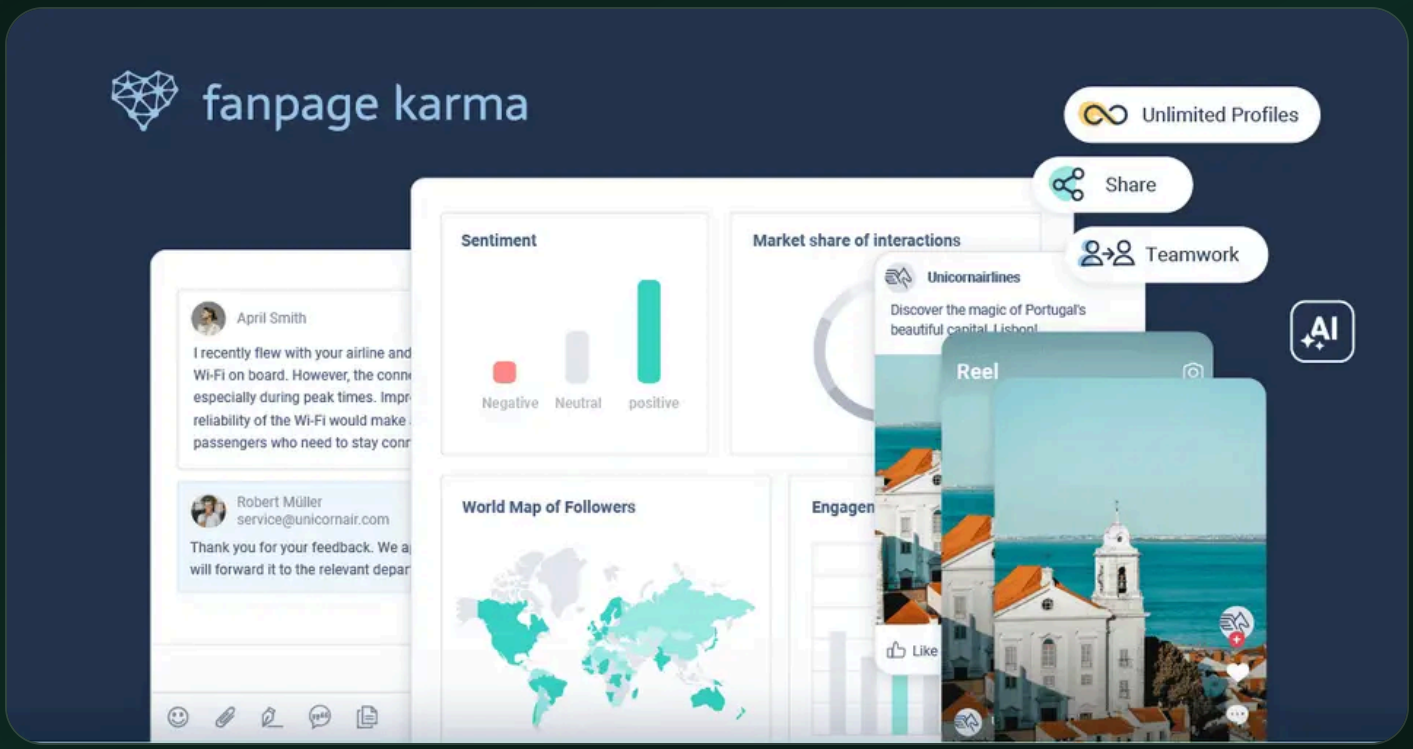
ToolGPA

NOVEMBER 2026

Fanpage Karma

The Insider's Guide

Social analytics, publishing and inbox in one account



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

Made by uphill GmbH · 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 Fanpage Karma's own pages, its app-store listings and our grades. Every fact in it is on Fanpage Karma'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 33 of the 49 other social media schedulers we grade

Fanpage Karma is a social media management tool covering analytics, competitor benchmarking, publishing and a shared inbox. Its Professional plan has a single base price with unlimited brands and profiles, and optional add-ons are sold per brand or per account.

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

> "
>
> **You connect each profile and build dashboards, so it is a C.**
>
> From our grade for ease of use

1 **Best for social media analytics and competitor tracking**

Fanpage Karma tracks social profiles against competitors and also publishes and handles a community inbox.

2 **Paid plans start at $35 a month**

As its pricing page puts it: $35 per month, billed annually ($49 billed monthly).

3 **There is a free plan**

1 user and 1 brand, 5 owned and 5 competitor profiles, 50 posts a month and one dashboard with 30 days of history.

4 **It runs on Web**

Web.

5 Analytics dashboards

Preconfigured dashboards compare your profiles with competitors, with up to 20 profiles per dashboard and 12 months of history on Professional.

6 Publishing

Plan and publish posts from calendar and list views with a media library and Canva and Google Drive integration.

7 Community inbox

Reply to, like, hide and moderate comments and messages for all connected profiles from one inbox.

8 A 2.4 GPA, above 33 of 49

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

9 Keep it

To replace Fanpage Karma you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

Fanpage Karma at a glance

PRICING
Free plan, from $35 per month, billed annually ($49 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
uphill GmbH

CATEGORY
Social Media Schedulers

OUR GRADE
2.4 GPA, fair

The report card

Best for social media analytics and competitor tracking

Fanpage Karma tracks social profiles against competitors and also publishes and handles a community inbox. The free plan covers 1 user, 1 brand and 50 posts a month, and Professional is $35 a month on annual billing, but add-ons are billed per brand and extra users cost €9 each.

TOOLGPA REPORT CARD

Fanpage Karma

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$35 a month billed annually for unlimited brands, between the category's $29 middle and $79 dearer-quarter mark.
Free plan and trial	B	Free with no time limit and no card: 1 user, 1 brand, 5 owned and 5 competitor profiles, 50 posts a month.
Features	C	Analytics, publishing, inbox, reports, AI credits and an API. Editorial workflows, team inbox and benchmarking are paid add-ons per brand.
Ease of use	C	No store rating on record. You connect each profile and build dashboards, so it is a C.
Platforms and integrations	B	Web only, but with Canva, Google Drive, an API and MCP access.

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 Fanpage Karma is for

- ✓ Fits if you want to compare your social profiles with competitors for free
- ✓ Works for small agencies that want unlimited brands on one price

Who it is not for

- ✗ Tight if you are staying free: 1 user, 1 brand, 50 posts and 30 days of history
- ✗ Watch out: add-ons are billed per brand, from €9 a month each
- ✗ Pricey if you add people: Professional includes 3 users, then €9 each
- ✗ Watch out: euros show first, and the dollar prices come from the currency switch

Good to know

Good for

- ✓ Agencies managing many brands under one fixed base price
- ✓ Teams that want analytics and publishing in one tool

Worth knowing

- ⓘ The pricing page lists euros first; the US dollar prices are shown by its currency switch and were read from the page data.
- ⓘ Add-ons such as editorial workflows, team inbox and benchmarking are billed per brand, starting at 9 euros a month each.
- ⓘ Professional includes 3 users; each additional user costs 9 euros a month.
- ⓘ The free plan is capped at 1 user, 1 brand and 50 posts a month.

PART 02 · PRICING

What it costs

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

$35

A month to start. There is a free plan too

Fanpage Karma has a free plan. Paid plans start at $35 per month, billed annually ($49 billed monthly).

FREE

$0

1 user and 1 brand, 5 owned and 5 competitor profiles, 50 posts a month, basic publishing and inbox, and trial AI credits.

PROFESSIONAL

$35

per month, billed annually ($49 billed monthly)

Unlimited brands and profiles, 3 users, unlimited posts, 12 months of history, PDF, PowerPoint and CSV reports, 100 AI credits, API and MCP.

ENTERPRISE

Custom

Custom capacity, automation, white label, onboarding and personal support, quoted on request.

The free plan

1 user and 1 brand, 5 owned and 5 competitor profiles, 50 posts a month and one dashboard with 30 days of history.

Read from app.fanpagekarma.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save on yearly billing

Professional is $35 a month billed annually against $49 billed monthly, as shown on the pricing page's two billing views.

Stated on app.fanpagekarma.com

What it does

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

1

Place it runs: Web

Social analytics, publishing and inbox in one account. Here is what it does, as its own site describes it, and what it covers: public API, AI features, shared inbox, reports, dashboards.

> **Analytics, publishing, inbox, reports, AI credits and an API.**

From our grade for features

Analytics dashboards

Preconfigured dashboards compare your profiles with competitors, with up to 20 profiles per dashboard and 12 months of history on Professional.

Publishing

Plan and publish posts from calendar and list views with a media library and Canva and Google Drive integration.

Community inbox

Reply to, like, hide and moderate comments and messages for all connected profiles from one inbox.

Reports

Professional exports reports as PDF, PowerPoint and CSV; automated delivery and custom design are an add-on.

AI credits

Professional includes 100 AI credits, and 1,000 more can be added for each account as an add-on.

API and MCP access

Included in Professional; the Data API is billed by usage, per profile or as a credit package.

Where it runs

Web

What it works with

Canva

Google Drive

Fanpage Karma is made by uphill GmbH.

Where it stands

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

33/49

Other social media schedulers it is graded above

Fanpage Karma's GPA of 2.4 is higher than 33 of the 49 other social media schedulers we grade, and level with 10.

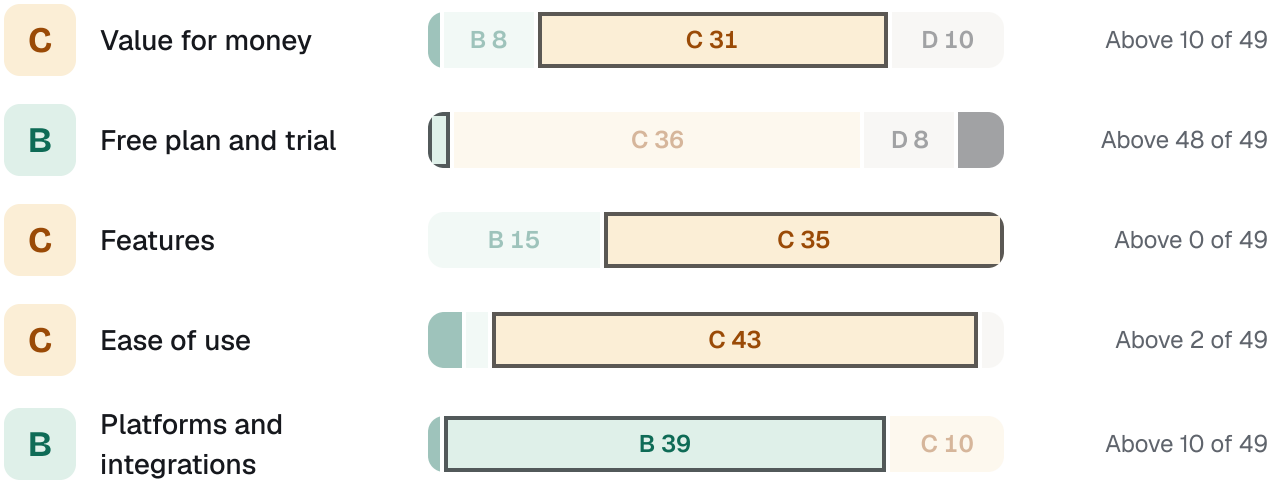
It stands best on free plan and trial (B, above 48 of 49) and worst on features (C, above 0).

Its paid plans start at $35 a month, against a middle price of $29 for the category: 28 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

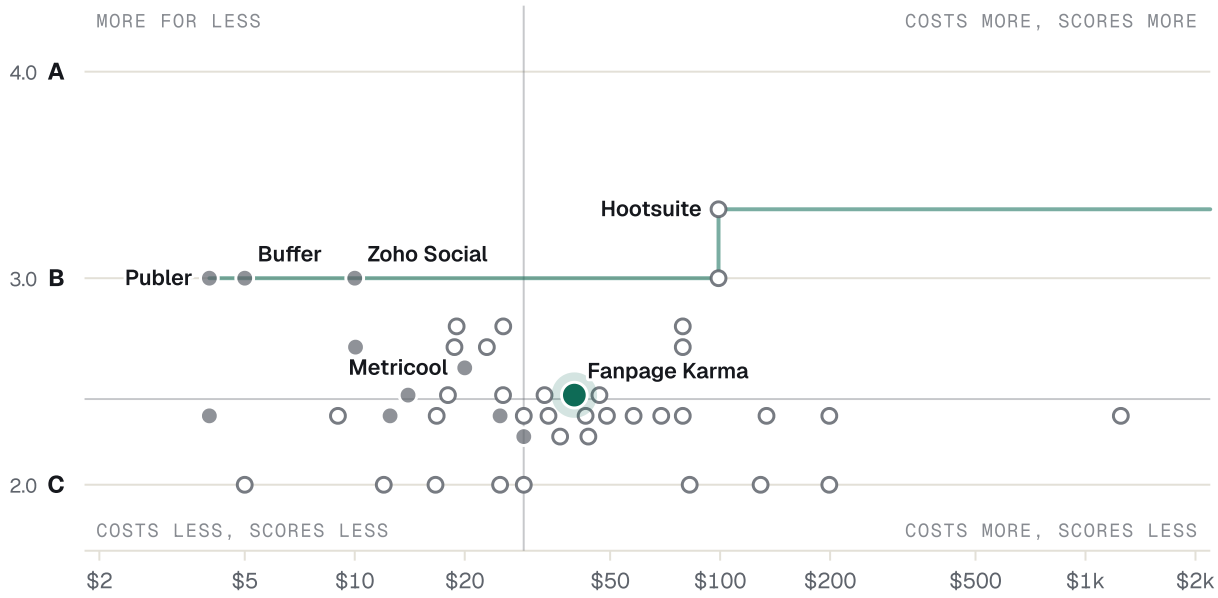
Each grade against the category

Every bar is all 50 social media schedulers we grade, cut by the letter each got. Fanpage Karma's own letter is outlined.



Price against what you get

Each dot is one of 45 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Fanpage Karma 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

To replace Fanpage Karma you would be making one mailbox that several people work at once. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 33 of the 49 other social media schedulers we grade. It costs $420 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- One mailbox that several people work at once.

- Connections that pull numbers from dozens of other services.
- It plugs into other products, Canva and Google Drive among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Fanpage Karma'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



Rival IQ, Socialinsider, Iconosquare, Agorapulse and Metricool

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

1.8 GPA

Rival IQ

Free trial · from $199/mo

Social media benchmarking against competitors, with reports.

- Fanpage Karma has a free plan. Rival IQ does not, though it has a free trial.
- Fanpage Karma also covers shared inbox.

Fanpage Karma and Rival IQ compared in full

2.0 GPA

Socialinsider

Free trial · from $82.50/mo

Social media analytics and competitor benchmarking.

- Fanpage Karma has a free plan. Socialinsider does not, though it has a free trial.
- Fanpage Karma also covers shared inbox.

Fanpage Karma and Socialinsider compared in full

2.4
GPA

Iconosquare

Free plan · from €9/mo

Social media analytics and scheduling for brands and agencies.

- Only Iconosquare lists iOS and Android apps.
- Fanpage Karma also covers shared inbox and dashboards.
- Iconosquare also covers calendar.

Fanpage Karma and Iconosquare compared in full

2.2
GPA

Agorapulse

Free trial · from $79/mo

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

- Fanpage Karma has a free plan. Agorapulse does not, though it has a free trial.
- Only Agorapulse lists iOS and Android apps.
- Fanpage Karma also covers dashboards.

Fanpage Karma and Agorapulse compared in full

2.4
GPA

Metricool

Free plan · from $20/mo

Social media planner and analytics priced by the number of brands.

- Only Metricool lists iOS and Android apps.
- Fanpage Karma also covers shared inbox and dashboards.
- Metricool also covers calendar.

Fanpage Karma and Metricool 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 Fanpage Karma free?

Fanpage Karma has a free plan. 1 user and 1 brand, 5 owned and 5 competitor profiles, 50 posts a month and one dashboard with 30 days of history.

How much does Fanpage Karma cost?

Fanpage Karma lists 3 plans. Free: $0.

What platforms does Fanpage Karma work on?

Fanpage Karma is available on Web.

Does Fanpage Karma offer any discounts?

Fanpage Karma publicly lists the following: Save on yearly billing.

Does Fanpage Karma have an Android app?

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

Does Fanpage Karma have an iPhone app?

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

Is Fanpage Karma open source?

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

Does Fanpage Karma have an API?

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

What does Fanpage Karma integrate with?

Fanpage Karma's listing names Canva and Google Drive. A listing names up to eight integrations, so it may connect to more.

Who makes Fanpage Karma?

Fanpage Karma is made by uphill GmbH.

What are the alternatives to Fanpage Karma?

The closest alternatives to Fanpage Karma in our directory are Rival IQ, Socialinsider, Iconosquare, Agorapulse and Metricool.

How does Fanpage Karma compare with other social media schedulers?

Fanpage Karma's GPA of 2.4 is higher than 33 of the 49 other social media schedulers we grade, and level with 10.

Is Fanpage Karma good value for money?

ToolGPA grades Fanpage Karma C for value for money. Its paid plans start at $35 a month, against a middle price of $29 for the category: 28 of the 44 others that charge start lower.

Could I make my own version of Fanpage Karma?

To replace Fanpage Karma you would be making one mailbox that several people work at once.

Where this guide comes from

The prices, plans, platforms and features were read from Fanpage Karma's own pages on Nov 12, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Fanpage Karma'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 uphill GmbH. Prices change, so check fanpagekarma.com before you buy.

app.fanpagekarma.com/plans

fanpagekarma.com/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038
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.

5,038
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Fanpage Karma, kept up to date

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

toolgpa.com/tools/fanpage-karma

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, "Fanpage Karma: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/fanpage-karma
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Know someone choosing between social media schedulers?

Send them this guide: toolgpa.com/tools/fanpage-karma/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Social Media Schedulers Insider's Guide

Every one of the 50 social media schedulers we grade, compared

Buffer Insider's Guide

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

2.8 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

Mixpost Insider's Guide

Self-hosted social media scheduler sold with a one-time license

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 Fanpage Karma'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. Fanpage Karma is a trademark of its owner, and this guide is not made, paid for or approved by uphill GmbH. Prices and plans change: check fanpagekarma.com before you buy.