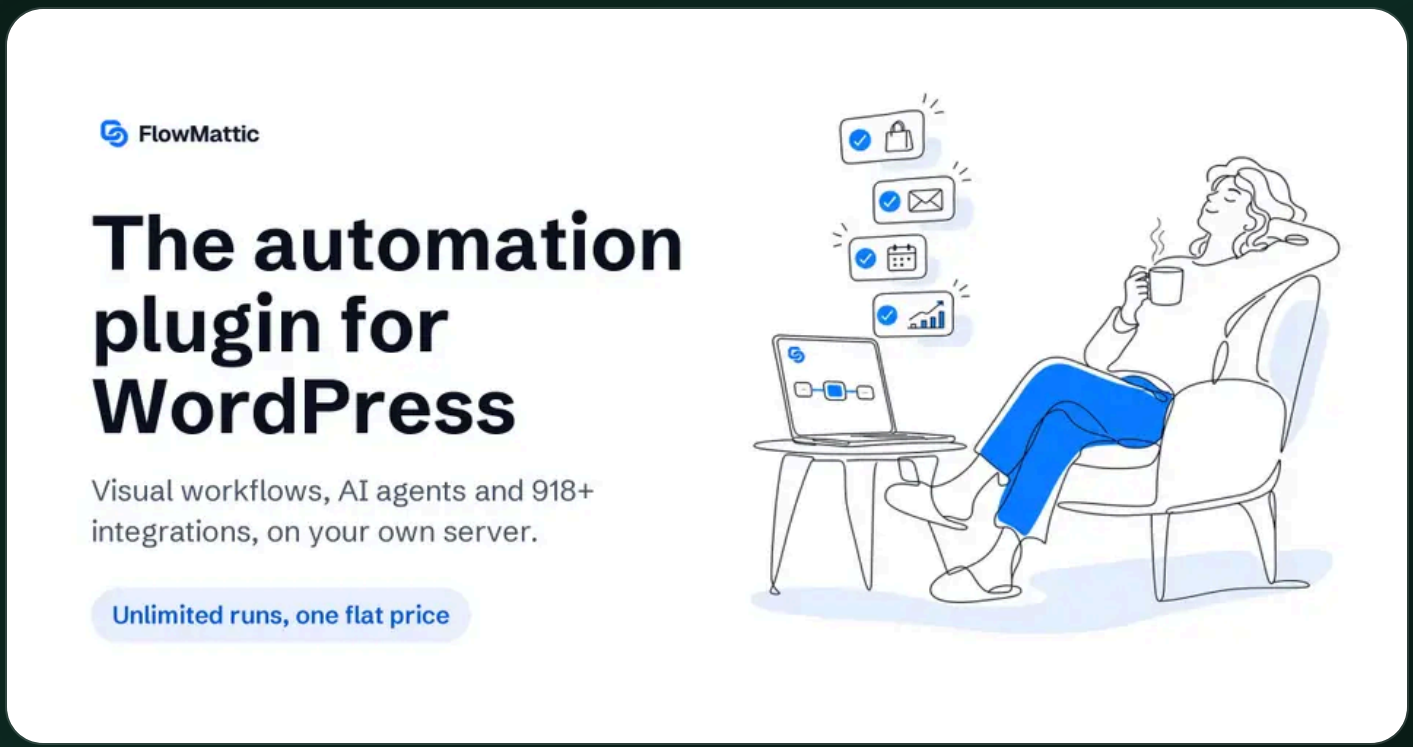
ToolGPA

NOVEMBER 2026

FlowMattic

The Insider's Guide

WordPress automation plugin with unlimited workflows



Every plan, grade, refund rule and rival among automation tools, read from FlowMattic's own pages.

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

2.2
GPA

FlowMattic

The automation plugin for WordPress

Visual workflows, AI agents and 918+ integrations, on your own server.



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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 FlowMattic's own pages, its app-store listings and our grades. Every fact in it is on FlowMattic'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 54 of the 134 other automation tools we grade

FlowMattic is a WordPress plugin for building automated workflows, with every plan including unlimited workflows and task runs. It also includes form, PDF, image and email builders, AI agents and an MCP server. Plans differ only in how many sites you activate and whether you pay yearly or once.

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

> "
>
> **You build workflows in WordPress and need cron working.**
>
> From our grade for ease of use

1 **Best for automations inside a WordPress site**

FlowMattic is a WordPress plugin that runs automations inside your site.

2 **Paid plans start at $12.42 a month when paid by the year**

As its pricing page puts it: $149 per year for 1 site.

3 **You can try it first**

Free demo site with the full plugin; name and email required

4 **It runs on Web**

Web.

5 **Unlimited workflows and tasks**

Every plan includes unlimited workflows and task executions, with logic such as routers, branches, filters and loops.

6 **Integrations**

The pricing page lists 918+ premium integrations plus one-click OAuth connections through FlowMattic Connects.

7 **Built-in builders**

Form, PDF, image and email template builders sit inside the plugin, with WP Tables as an in-WordPress database.

8 **A 2.2 GPA, above 54 of 134**

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

9 **Keep it**

To replace FlowMattic you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

FlowMattic at a glance

PRICING Free trial, from $149 per year for 1 site	FREE PLAN No
FREE TRIAL Free demo site with the full plugin; name and email required	RUNS ON Web
MADE BY FlowMattic	CATEGORY Automation
OUR GRADE 2.2 GPA, fair	

The report card

Best for automations inside a WordPress site

FlowMattic is a WordPress plugin that runs automations inside your site. Personal is $149 a year for 1 site, it needs WordPress 5.0, PHP 8.1 and WordPress cron, and there's no free plan, only a demo site.

TOOLGPA REPORT CARD	FlowMattic	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$149 a year for 1 site, about $12.42 a month, at the edge of the category's cheaper quarter. Plans go up to 100 sites at $549 a year.
Free plan and trial	D	No free plan. A demo site with the full plugin needs your name and email; a 30-day money-back guarantee is not a trial.
Features	C	Automations with WooCommerce, Slack and other apps. It only runs inside WordPress.
Ease of use	C	No store rating on record. You build workflows in WordPress and need cron working.
Platforms and integrations	B	Web inside WordPress, with WooCommerce and Slack connections. No desktop or phone apps.
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 FlowMattic is for

- ✓ Fits if you run WordPress and want automations inside your own site
- ✓ Works for agencies running several sites, with plans from 5 to 100

Who it is not for

- ✕ Skip it if you don't use WordPress, as it only runs there
- ✕ Not for you if you want a free plan, because only a demo site is offered
- ✕ Watch out: it needs WordPress 5.0, PHP 8.1 and WordPress cron
- ✕ Watch out: yearly plans renew at the same price

Good to know

Good for

- ✓ WordPress site owners automating forms, WooCommerce and content tasks
- ✓ Agencies that need one license across many client sites

Worth knowing

- ⓘ It runs only inside WordPress and needs WordPress 5.0 or newer, PHP 8.1 or newer, and WordPress cron.
- ⓘ Yearly plans renew at the same price and can be cancelled anytime.
- ⓘ A 30-day money-back guarantee applies to every plan; prices are in US dollars before tax.

PART 02 · PRICING

What it costs

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

$12.42

A month to start, paid by the year

FlowMattic is a paid product with a free trial, starting at $149 per year for 1 site.

PERSONAL

$149

per year for 1 site

All features. Shown as $149 against a crossed-out $199 regular price, with no end date.

DEVELOPER

$249

per year for up to 5 sites

All features. Shown as $249 against a crossed-out $299 regular price, with no end date.

PLUS

$299

per year for up to 15 sites

All features, activated on up to 15 sites.

BUSINESS

$399

per year for up to 25 sites

All features. Shown as $399 against a crossed-out $599 regular price, with no end date.

PRO

$449

per year for up to 50 sites

All features, activated on up to 50 sites.

ULTIMATE

$549

per year for up to 100 sites

All features. Shown as $549 against a crossed-out $799 regular price, with no end date.

Trying it first

Free demo site with the full plugin; name and email required

Read from flowmattic.com on Nov 13, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime license from $399 until 15 December

A Black Friday offer sells lifetime licenses from $399 (1 site) to $1,599 (100 sites), with split payments available, until 15 December.

Stated on flowmattic.com

What it does

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

1

Place it runs: Web

WordPress automation plugin with unlimited workflows. Here is what it does, as its own site describes it, and what it covers: workflow automation, AI agents, no-code, forms, chatbots.

"

Automations with WooCommerce, Slack and other apps.

From our grade for features

Unlimited workflows and tasks

Every plan includes unlimited workflows and task executions, with logic such as routers, branches, filters and loops.

Integrations

The pricing page lists 918+ premium integrations plus one-click OAuth connections through FlowMattic Connects.

Built-in builders

Form, PDF, image and email template builders sit inside the plugin, with WP Tables as an in-WordPress database.

AI agents and MCP

AI agents, a workflow-building assistant called Jaadu, an MCP server and an MCP client are included on every plan.

Human in the loop

Workflows can pause for approvals by email or Slack and keep task history of every run.

Lifetime option

A one-time lifetime license with no renewal is sold for each site tier.

Where it runs

Web

What it works with

WooCommerce

Slack

FlowMattic is made by FlowMattic.

PART 04 · STANDING

Where it stands

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

54/134

Other automation tools it is graded above

FlowMattic's GPA of 2.2 is higher than 54 of the 134 other automation tools we grade, and level with 35.

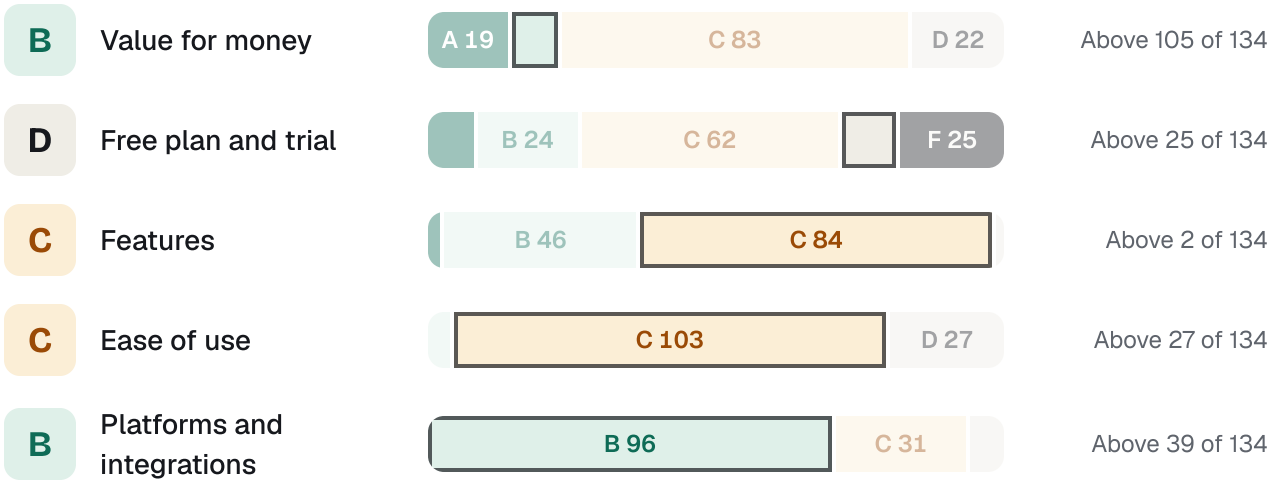
It stands best on value for money (B, above 105 of 134) and worst on free plan and trial (D, above 25).

Its paid plans start at $12.42 a month when paid by the year, against a middle price of $22.17 for the category: 14 of the 65 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

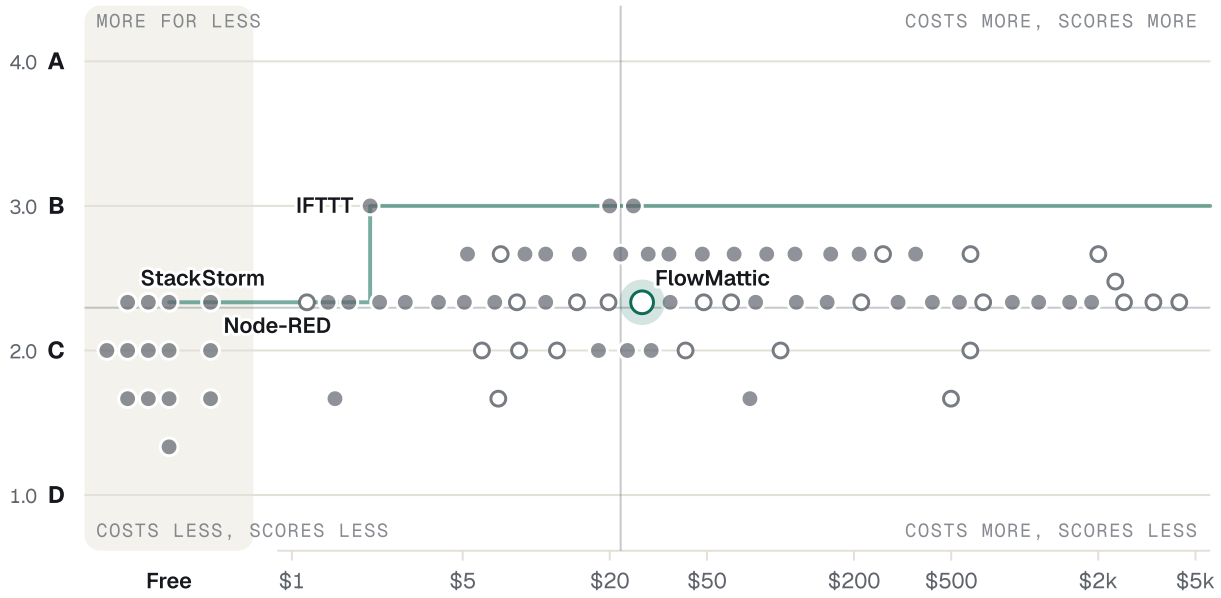
Each grade against the category

Every bar is all 135 automation tools we grade, cut by the letter each got. FlowMattic's own letter is outlined.



Price against what you get

Each dot is one of 80 automation tools. Further left costs less; higher up scores better on features, ease of use and platforms. FlowMattic 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 FlowMattic you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $149 a year.

What you could make

- Forms: an app builder makes this well.

What you could not

- Connections to other products, each kept working as those products change.

- A builder that other people can use without writing code.
- An AI agent, with the models and the safeguards behind it.
- A chatbot builder hooked into the messaging apps.

What this rests on. FlowMattic'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



OttoKit, Uncanny Automator, AutomateWoo, Zapier and Make

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

2.8 GPA

OttoKit

Free plan · from $9/mo

No-code workflow automation with AI agents and a WordPress plugin.

- OttoKit has a free plan. FlowMattic does not, though it has a free trial.
- FlowMattic also covers chatbots.
- OttoKit also covers databases and templates.

FlowMattic and OttoKit compared in full

2.2 GPA

Uncanny Automator

Free plan · from $199/yr

WordPress automation and AI plugin.

- Uncanny Automator has a free plan. FlowMattic does not, though it has a free trial.
- FlowMattic also covers AI agents, no-code, forms and chatbots.

FlowMattic and Uncanny Automator compared in full

AutomateWoo

2.0 GPA

From $119/yr

Marketing automation plugin for WooCommerce stores.

- FlowMattic also covers AI agents, no-code, forms and chatbots.
- AutomateWoo also covers marketing automation, email campaigns and sMS marketing.

FlowMattic and AutomateWoo compared in full

Zapier

2.6 GPA

Free plan · from $19.99/mo

Workflow automation across 9,000+ apps, with AI agents.

- Zapier has a free plan. FlowMattic does not, though it has a free trial.
- Only Zapier lists a browser extension.
- FlowMattic also covers AI agents, no-code, forms and chatbots.

FlowMattic and Zapier compared in full

Make

2.8 GPA

Free plan · from $9/mo

Visual automation builder for multi-step scenarios and AI agents.

- Make has a free plan. FlowMattic does not, though it has a free trial.
- Only Make lists iOS and Android apps.
- FlowMattic also covers AI agents, no-code, forms and chatbots.

FlowMattic and Make compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 FlowMattic free?

No, FlowMattic is a paid product, but you can try it first. Free demo site with the full plugin; name and email required.

How much does FlowMattic cost?

FlowMattic lists 6 plans. Personal: $149 per year for 1 site.

What platforms does FlowMattic work on?

FlowMattic is available on Web.

Does FlowMattic offer any discounts?

FlowMattic publicly lists the following: Lifetime license from $399 until 15 December.

Does FlowMattic have an Android app?

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

Does FlowMattic have an iPhone app?

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

Is FlowMattic open source?

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

What does FlowMattic integrate with?

FlowMattic's listing names WooCommerce and Slack. A listing names up to eight integrations, so it may connect to more.

Who makes FlowMattic?

FlowMattic is made by a company of the same name.

What are the alternatives to FlowMattic?

The closest alternatives to FlowMattic in our directory are OttoKit, Uncanny Automator, AutomateWoo, Zapier and Make.

How does FlowMattic compare with other automation tools?

FlowMattic's GPA of 2.2 is higher than 54 of the 134 other automation tools we grade, and level with 35.

Is FlowMattic good value for money?

ToolGPA grades FlowMattic B for value for money. Its paid plans start at $12.42 a month when paid by the year, against a middle price of $22.17 for the category: 14 of the 65 others that charge start lower.

Could I make my own version of FlowMattic?

To replace FlowMattic you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from FlowMattic'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 FlowMattic'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 FlowMattic. Prices change, so check flowmattic.com before you buy.

flowmattic.com/pricing/

flowmattic.com/

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

FlowMattic, kept up to date

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

toolgpa.com/tools/flowmattic

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

Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after FlowMattic, each with an Insider's Guide of its own.

Automation Insider's Guide

Every one of the 135 automation tools we grade, compared

Knime Insider's Guide

Open-source visual workflows for data analysis and automation

3.2 GPA

IFTTT Insider's Guide

Simple trigger-and-action automations for apps and smart devices

3.0 GPA

Node-RED Insider's Guide

Open-source, flow-based programming tool for event-driven apps

3.0 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 FlowMattic'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. FlowMattic is a trademark of its owner, and this guide is not made, paid for or approved by FlowMattic. Prices and plans change: check flowmattic.com before you buy.