ToolGPA

NOVEMBER 2026

Funnel

The Insider's Guide

Marketing data hub that feeds dashboards, warehouses and AI

Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from Funnel's own pages.

Made by Funnel · checked Nov 12, 2026 · toolgpa.com

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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 Funnel's own pages, its app-store listings and our grades. Every fact in it is on Funnel'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

2.2

GPA, above 30 of the 56 other marketing reporting and call tracking tools we grade

Funnel collects marketing and advertising data from hundreds of connectors, harmonizes it and delivers it to dashboards, reporting tools, data warehouses and AI assistants through an MCP. Plans differ in connectors, destinations and governance; a separate Measure product covers attribution and media mix modelling.

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

> "
>
> **Connecting sources and mapping fields takes work.**
>
> From our grade for ease of use

1 **Best for marketing data in one place for bigger teams**

Funnel collects data from hundreds of marketing connectors, cleans it and sends it to dashboards, warehouses and AI assistants.

2 **Paid plans start at $300 a month**

As its pricing page puts it: $300 per month, billed annually.

3 **You can try it first**

14-day free trial of Data Hub

4 **It runs on Web**

Web.

5 **Connectors and harmonization**

Managed connectors pull marketing data, with built-in field mapping, naming conventions and currency conversion applied before delivery.

6 **Destinations**

Data can go to Google Sheets, Looker Studio, Power BI and Tableau, or cloud storage and warehouses such as BigQuery and S3 on Business.

7 **Dashboards and portals**

Funnel Dashboards are shared with clients or colleagues through portals; Business adds unlimited portals with custom branding.

8 **A 2.2 GPA, above 30 of 56**

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

9 **Keep it**

The plain part of Funnel you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

Funnel at a glance

PRICING Free trial, from $300 per month, billed annually	FREE PLAN No
FREE TRIAL 14-day free trial of Data Hub	RUNS ON Web
MADE BY Funnel, since 2014	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 2.2 GPA, fair	

The report card

Best for marketing data in one place for bigger teams

Funnel collects data from hundreds of marketing connectors, cleans it and sends it to dashboards, warehouses and AI assistants. It starts at $300 a month on annual billing only. Starter is limited to 1 workspace and 1 portal, and attribution is an add-on.

TOOLGPA REPORT CARD	Funnel	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$300 a month billed annually for Starter and $600 for Business, against a category middle of $65. Power BI, Tableau and warehouses sit on the $600 plan.
Free plan and trial	C	A 14-day trial of Data Hub with no card, and no free plan.
Features	B	117 to 579 connectors, harmonization, dashboards, portals, AI and MCP cover the whole job. Measure (attribution and MMM) is a separate add-on.
Ease of use	C	No store rating on record. Connecting sources and mapping fields takes work.
Platforms and integrations	B	Web only, with Sheets, Looker Studio, Power BI, Tableau, warehouses and an MCP.
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 Funnel is for

- ✓ Fits if you centralize many ad and analytics sources and have budget for it
- ✓ Works for agencies that need separate client workspaces

Who it is not for

- ✕ Pricey if you are a single marketer: it starts at $300 a month
- ✕ Tight if you need more than 1 workspace or portal, which means Business at $600
- ✕ Watch out: both prices are annual only, with no monthly option
- ✕ Watch out: Measure (MMM, attribution, incrementality) and agency pricing are quoted separately
- ✕ Skip it if you want a free plan, as there isn't one

Good to know

Good for

- ✓ Marketing and data teams centralizing many ad and analytics sources
- ✓ Agencies managing client data in separate workspaces
- ✓ Teams that want marketing data delivered to a warehouse

Worth knowing

- ⓘ Both listed prices are starting prices and are billed annually; the pricing page shows no monthly-billing option.
- ⓘ Starter is limited to 1 workspace and 1 portal, and its export frequency is daily rather than every 2 hours.
- ⓘ Funnel Measure (MMM, MTA, incrementality testing) is an add-on priced by quote.
- ⓘ Agency pricing is quoted on request; the pricing page says to get in touch for an offer.

PART 02 · PRICING

What it costs

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

$300

A month to start

Funnel is a paid product with a free trial, starting at $300 per month, billed annually.

STARTER

$300

per month, billed annually, starting price

117 connectors, 13 destinations, unlimited users, 1 workspace, 1 portal, dashboards and unlimited use of Funnel AI.

BUSINESS

$600

per month, billed annually, starting price

579 connectors, 46 destinations, unlimited users, workspaces and portals, Power BI, Tableau and cloud warehouse destinations.

ENTERPRISE

Custom

590+ connectors, 47 destinations including Snowflake, SSO and SCIM, audit log, priority support and an enterprise SLA.

Trying it first

14-day free trial of Data Hub

Read from funnel.io on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Marketing data hub that feeds dashboards, warehouses and AI. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards.

> **Measure (attribution and MMM) is a separate add-on.**

From our grade for features

Connectors and harmonization

Managed connectors pull marketing data, with built-in field mapping, naming conventions and currency conversion applied before delivery.

Destinations

Data can go to Google Sheets, Looker Studio, Power BI and Tableau, or cloud storage and warehouses such as BigQuery and S3 on Business.

Dashboards and portals

Funnel Dashboards are shared with clients or colleagues through portals; Business adds unlimited portals with custom branding.

Funnel AI and MCP

Funnel AI answers questions about your data, and the Funnel MCP connects the same data to tools such as Claude and ChatGPT.

Funnel Measure

Available to Business and Enterprise customers as an add-on: media mix modelling, multi-touch attribution and incrementality testing.

Where it runs

Web

What it works with

Google Sheets
Looker Studio
Power BI
Tableau
BigQuery
Amazon S3
Snowflake
Claude

Funnel is made by Funnel, and has been around since 2014.

Where it stands

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

30/56

Other marketing reporting and call tracking tools it is graded above

Funnel's GPA of 2.2 is higher than 30 of the 56 other marketing reporting and call tracking tools we grade, and level with 11.

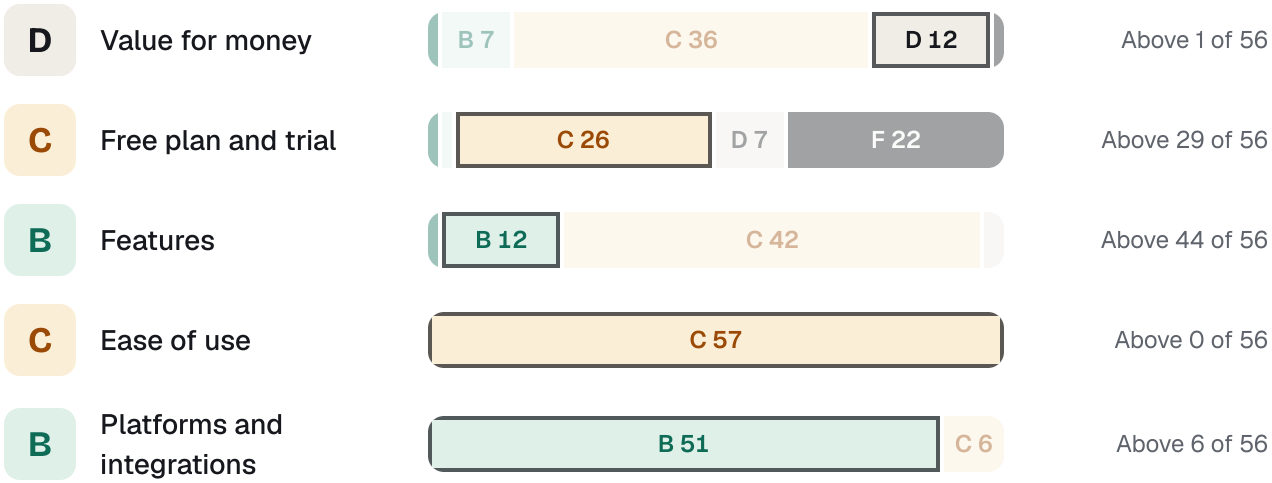
It stands best on features (B, above 44 of 56) and worst on value for money (D, above 1).

Its paid plans start at $300 a month, against a middle price of $50 for the category: 39 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

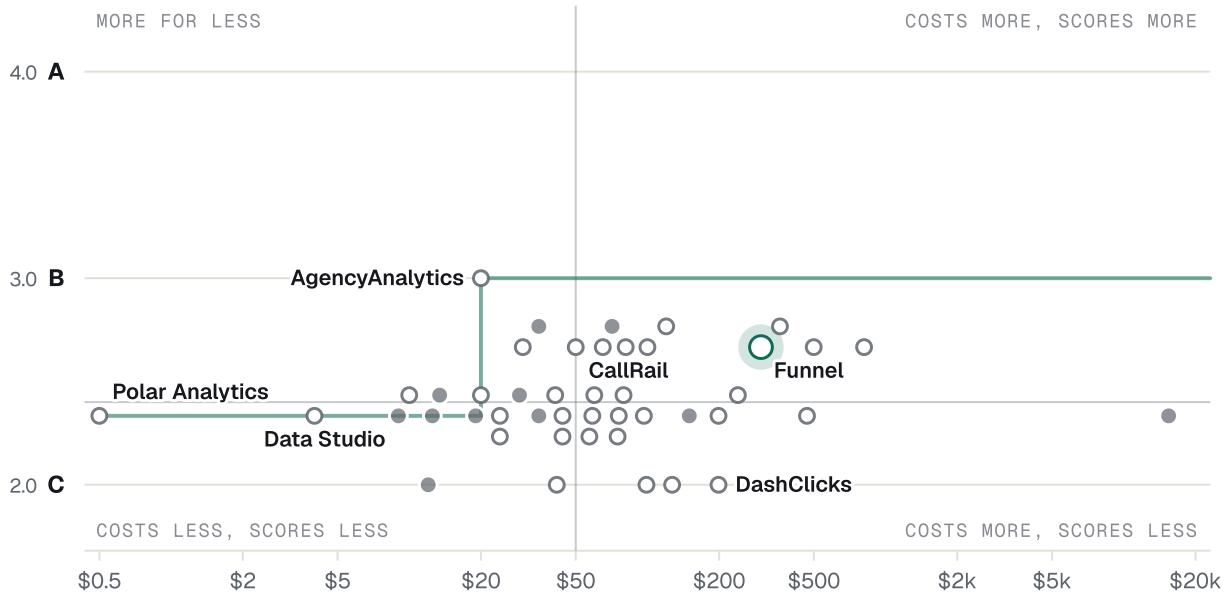
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Funnel's own letter is outlined.



Price against what you get

Each dot is one of 45 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Funnel 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 Funnel you could make: reports. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

It costs $3,600 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.

- It plugs into other products, Google Sheets, Looker Studio and Power BI among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- Sharing with other people, which means accounts and invitations.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Funnel'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



Supermetrics, Windsor.ai, Improvado, Adverity and Porter Metrics

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

2.2 GPA

Supermetrics

Free trial · from $44/mo

Marketing data connectors for sheets, BI tools and AI chats.

Funnel and Supermetrics compared in full

2.4 GPA

Windsor.ai

Free plan · from $19/mo

Marketing data connectors for BI tools, sheets and AI.

- Windsor.ai has a free plan. Funnel does not, though it has a free trial.

Funnel and Windsor.ai compared in full

1.8 GPA

Improvado

From $100/mo

Marketing data platform with an AI layer and governance.

Funnel and Improvado compared in full

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Adverity

Free plan · from $15,417/mo

Marketing data integration and governance for brands and agencies.

- Adverity has a free plan. Funnel does not, though it has a free trial.
- Adverity also covers workflow automation.

Funnel and Adverity compared in full

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Porter Metrics

Free plan · from $12.50/mo

Marketing data connectors priced per connected account.

- Porter Metrics has a free plan. Funnel does not, though it has a free trial.

Funnel and Porter Metrics compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Funnel free?

No, Funnel is a paid product, but you can try it first. 14-day free trial of Data Hub.

How much does Funnel cost?

Funnel lists 3 plans. Starter: $300 per month, billed annually, starting price.

What platforms does Funnel work on?

Funnel is available on Web.

Does Funnel have an Android app?

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

Does Funnel have an iPhone app?

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

Is Funnel open source?

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

Does Funnel have an API?

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

What does Funnel integrate with?

Funnel's listing names Google Sheets, Looker Studio, Power BI, Tableau, BigQuery, Amazon S3, Snowflake and Claude.

Who makes Funnel?

Funnel is made by a company of the same name. It dates from 2014.

What are the alternatives to Funnel?

The closest alternatives to Funnel in our directory are Supermetrics, Windsor.ai, Improvado, Adverity and Porter Metrics.

How does Funnel compare with other marketing reporting and call tracking tools?

Funnel's GPA of 2.2 is higher than 30 of the 56 other marketing reporting and call tracking tools we grade, and level with 11.

Is Funnel good value for money?

ToolGPA grades Funnel D for value for money. Its paid plans start at $300 a month, against a middle price of $50 for the category: 39 of the 44 others that charge start lower.

Could I make my own version of Funnel?

The plain part of Funnel you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Funnel's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Funnel'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 Funnel. Prices change, so check funnel.io before you buy.

funnel.io/pricing

funnel.io/about

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

Funnel, kept up to date

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

toolgpa.com/tools/funnel

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, "Funnel: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/funnel
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Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Funnel, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

2.4 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Funnel'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. Funnel is a trademark of its owner, and this guide is not made, paid for or approved by Funnel. Prices and plans change: check funnel.io before you buy.