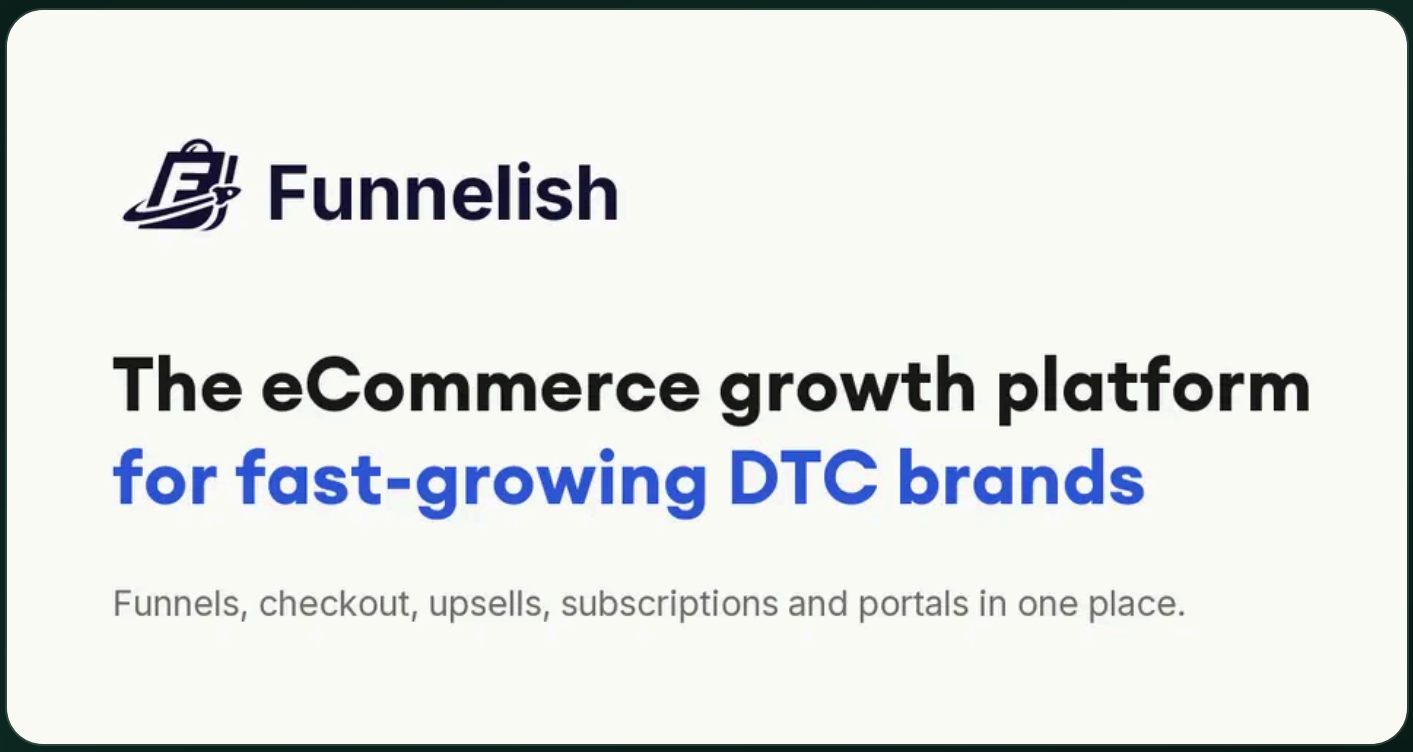
ToolGPA

NOVEMBER 2026

Funnelish

The Insider's Guide

Funnel and checkout builder for direct-to-consumer brands



Every plan, grade, refund rule and rival among website and landing page builders, read from Funnelish's own pages.

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

2.0
GPA

Funnelish

The eCommerce growth platform for fast-growing DTC brands

Funnels, checkout, upsells, subscriptions and portals in one place

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 Funnelish's own pages, its app-store listings and our grades. Every fact in it is on Funnelish'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 16 of the 104 other website and landing page builders we grade

Funnelish is a hosted platform for building sales funnels, landing pages and custom checkouts with order bumps and one-click upsells. It connects to several payment gateways, supports subscriptions and a customer portal, and can run with or without a Shopify store. Plans are priced by monthly visitors rather than a cut of sales.

> "
>
> **You build funnels, checkouts and gateway connections yourself.**
>
> From our grade for ease of use

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

1 **Best for sales funnels and checkouts priced by visitors**

Funnelish is a hosted builder for sales funnels, landing pages and checkouts with order bumps and one-click upsells, priced by monthly visitors.

2 **Paid plans start at $41 a month**

As its pricing page puts it: $41 per month, billed yearly ($49 billed monthly).

3 **You can try it first**

14-day free trial on every plan, no credit card

4 **It runs on Web**

Web.

5 **Funnels and page builder**

Build landing pages, checkouts and upsell steps in one editor; Funnelish AI can draft a funnel from a short brief.

6 **Checkout with bumps and upsells**

Custom checkouts, order bumps and one-click upsells are in every plan, on your own domain.

7 **Multiple payment gateways**

Connects Stripe, PayPal, Authorize.net, NMI, Checkout.com, Airwallex and Razorpay; the platform adds no fee of its own on sales.

8 **A 2.0 GPA, above 16 of 104**

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Funnelish you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Funnelish at a glance

PRICING
Free trial, from $41 per month, billed yearly ($49 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial on every plan, no credit card

RUNS ON
Web

MADE BY
Funnelish

CATEGORY
Website & Landing Page Builders

OUR GRADE
2.0 GPA, fair

The report card

Best for sales funnels and checkouts priced by visitors

Funnelish is a hosted builder for sales funnels, landing pages and checkouts with order bumps and one-click upsells, priced by monthly visitors. It starts at $41 a month, and the caps on visitors, funnels and domains push the price up as traffic grows.

TOOLGPA REPORT CARD — **Funnelish** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$41 a month yearly ($49 monthly) is in the dearest tenth of the category, which starts at $39. Advanced is $208 a month yearly.
Free plan and trial	C	A 14-day trial on every plan with no card, and no free plan.
Features	C	Funnels, a checkout with bumps and upsells, several payment gateways, subscriptions and analytics. The caps are the gap: 20,000 visitors, 20 funnels and 1 domain on Basic.
Ease of use	C	No rating on record. You build funnels, checkouts and gateway connections yourself.
Platforms and integrations	B	Web only, with Stripe, PayPal, Shopify, Mailchimp, Zapier, GA4, ShipBob and ShipStation.
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 Funnelish is for

- ✓ Fits if you sell one product through a funnel and a checkout with upsells
- ✓ Works for a Shopify store that wants funnel pages in front of it

Who it is not for

- ✗ Pricey if you want more traffic: Basic stops at 20,000 visitors a month and 1 domain, Pro is $83, Advanced $208
- ✗ Tight if you run many funnels: Basic allows 20, Pro 50
- ✗ Watch out: smart payment routing costs up to 0.3% per routed transaction, and managed subscriptions up to 0.5%
- ✗ Watch out: smart routing, customer portals and an account manager need Advanced

Good to know

Good for

- ✓ Direct-to-consumer brands running paid traffic
- ✓ Stores wanting a checkout more flexible than Shopify's
- ✓ Agencies building funnels for e-commerce clients

Worth knowing

- ⓘ Plans are capped by monthly visitors, funnels and domains, so costs rise as traffic grows.
- ⓘ Smart payment routing costs up to 0.3% per routed transaction, and Funnelish-managed subscriptions up to 0.5%.
- ⓘ Smart routing, customer portals and an account manager need the Advanced plan.

What it costs

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

$41
A month to start

Funnelish is a paid product with a free trial, starting at $41 per month, billed yearly ($49 billed monthly).

BASIC

$41

per month, billed yearly ($49 billed monthly)

Up to 20,000 visitors a month, 20 funnels, 10 blogs, 1 custom domain and 2 team members.

PRO

$83

per month, billed yearly ($99 billed monthly)

Up to 100,000 visitors a month, 50 funnels, 100 blogs, 5 domains, 5 team members, 24/7 chat support.

ADVANCED

$208

per month, billed yearly ($249 billed monthly)

Unlimited visitors and funnels, 50 domains, 15 team members, smart payment routing and an account manager.

ENTERPRISE

Custom

Priced on volume: custom SLA, white-glove migration and unlimited team members.

Trying it first

14-day free trial on every plan, no credit card

Read from funnelish.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on yearly billing

Yearly billing saves $96 on Basic, $192 on Pro and $492 on Advanced compared with paying monthly.

Stated on funnelish.com

What it does

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

1

Place it runs: Web

Funnel and checkout builder for direct-to-consumer brands. Here is what it does, as its own site describes it, and what it covers: AI features, no-code, online store, web analytics.

> **Funnels, a checkout with bumps and upsells, several payment gateways, subscriptions and analytics.**
>
> From our grade for features

Funnels and page builder

Build landing pages, checkouts and upsell steps in one editor; Funnelish AI can draft a funnel from a short brief.

Checkout with bumps and upsells

Custom checkouts, order bumps and one-click upsells are in every plan, on your own domain.

Multiple payment gateways

Connects Stripe, PayPal, Authorize.net, NMI, Checkout.com, Airwallex and Razorpay; the platform adds no fee of its own on sales.

Subscriptions and portals

Subscriptions can stay with your gateway or be managed by Funnelish; customer portals come with Advanced.

Analytics and fulfillment

Reports show which funnel, offer and step earns revenue, and orders can pass to a fulfillment provider such as ShipBob.

Where it runs

Web

What it works with

Stripe
PayPal
Shopify
Mailchimp
Zapier
GA4
ShipBob
ShipStation

Funnelish is made by Funnelish.

Where it stands

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

16/104

Other website and landing page builders it is graded above

Funnelish's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

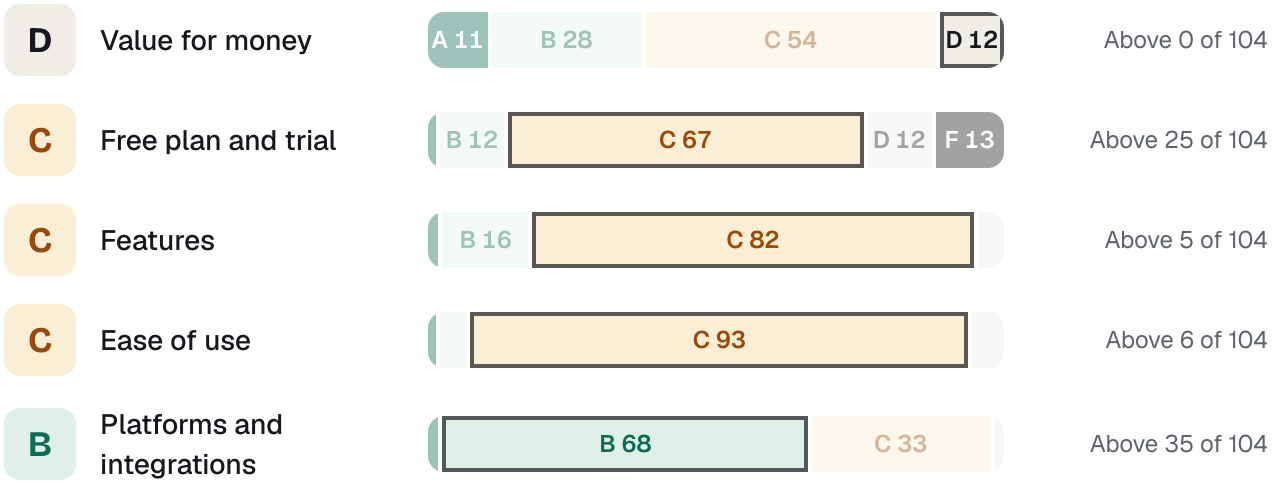
It stands best on platforms and integrations (B, above 35 of 104) and worst on value for money (D, above 0).

Its paid plans start at $41 a month, against a middle price of $11.50 for the category: 82 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 17 tools score higher and cost less.

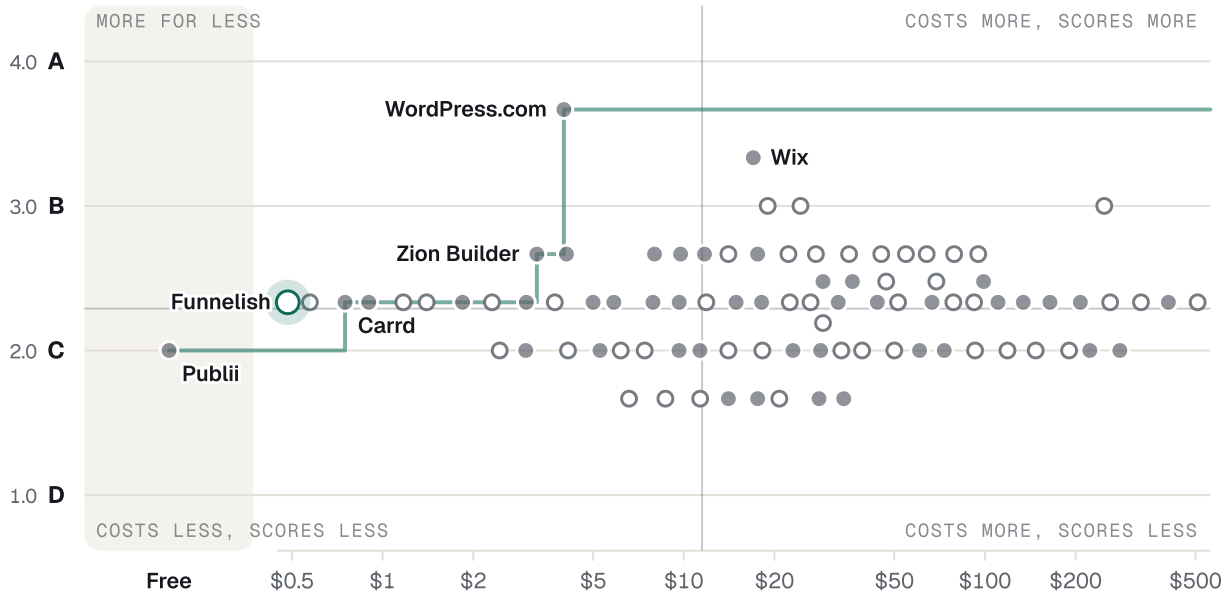
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Funnelish's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. Funnelish 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 Funnelish you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 65 of the 104 other website and landing page builders grade higher. It costs $492 a year.

What you could not

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ A builder that other people can use without writing code.

- ✕ A tracking script and a database that counts every visit.
- ✕ It plugs into other products, Stripe, PayPal and Shopify among them.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Funnelish'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



ClickFunnels, Shogun, Replo and Convertri

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

2.2 GPA

ClickFunnels

Free trial · from $81/mo

Sales funnel builder bundled with email, courses, a store and CRM.

- Funnelish also covers online store and web analytics.
- ClickFunnels also covers templates, marketing automation and email campaigns.

Funnelish and ClickFunnels compared in full

1.8 GPA

Shogun

Free plan · from $31/mo

No-code page builder, A/B testing and personalization for Shopify.

- Shogun has a free plan. Funnelish does not, though it has a free trial.
- Funnelish also covers web analytics.
- Shogun also covers templates and a/B testing.

Funnelish and Shogun compared in full



2.0
GPA

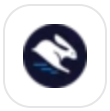
Replo

Free plan · from $99/mo

AI site and landing page builder for ecommerce brands.

- Replo has a free plan. Funnelish does not, though it has a free trial.
- Replo also covers templates and a/B testing.

Funnelish and Replo compared in full



2.2
GPA

Convertri

Free trial

Fast-loading funnel and landing page builder with memberships.

- Funnelish also covers online store and web analytics.
- Convertri also covers templates, online courses and a/B testing.

Funnelish and Convertri 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 Funnelish free?

No, Funnelish is a paid product, but you can try it first. 14-day free trial on every plan, no credit card.

How much does Funnelish cost?

Funnelish lists 4 plans. Basic: $41 per month, billed yearly ($49 billed monthly).

What platforms does Funnelish work on?

Funnelish is available on Web.

Does Funnelish offer any discounts?

Funnelish publicly lists the following: Two months free on yearly billing.

Does Funnelish have an Android app?

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

Does Funnelish have an iPhone app?

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

Is Funnelish open source?

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

What does Funnelish integrate with?

Funnelish's listing names Stripe, PayPal, Shopify, Mailchimp, Zapier, GA4, ShipBob and ShipStation.

Who makes Funnelish?

Funnelish is made by a company of the same name.

What are the alternatives to Funnelish?

The closest alternatives to Funnelish in our directory are ClickFunnels, Shogun, Replo and Convertri.

How does Funnelish compare with other website and landing page builders?

Funnelish's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

Is Funnelish good value for money?

ToolGPA grades Funnelish D for value for money. Its paid plans start at $41 a month, against a middle price of $11.50 for the category: 82 of the 89 others that charge start lower.

Could I make my own version of Funnelish?

To replace Funnelish you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

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

funnelish.com/pricing

funnelish.com/integrations

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

Funnelish, kept up to date

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

toolgpa.com/tools/funnelish

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

Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Funnelish, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 106 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

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