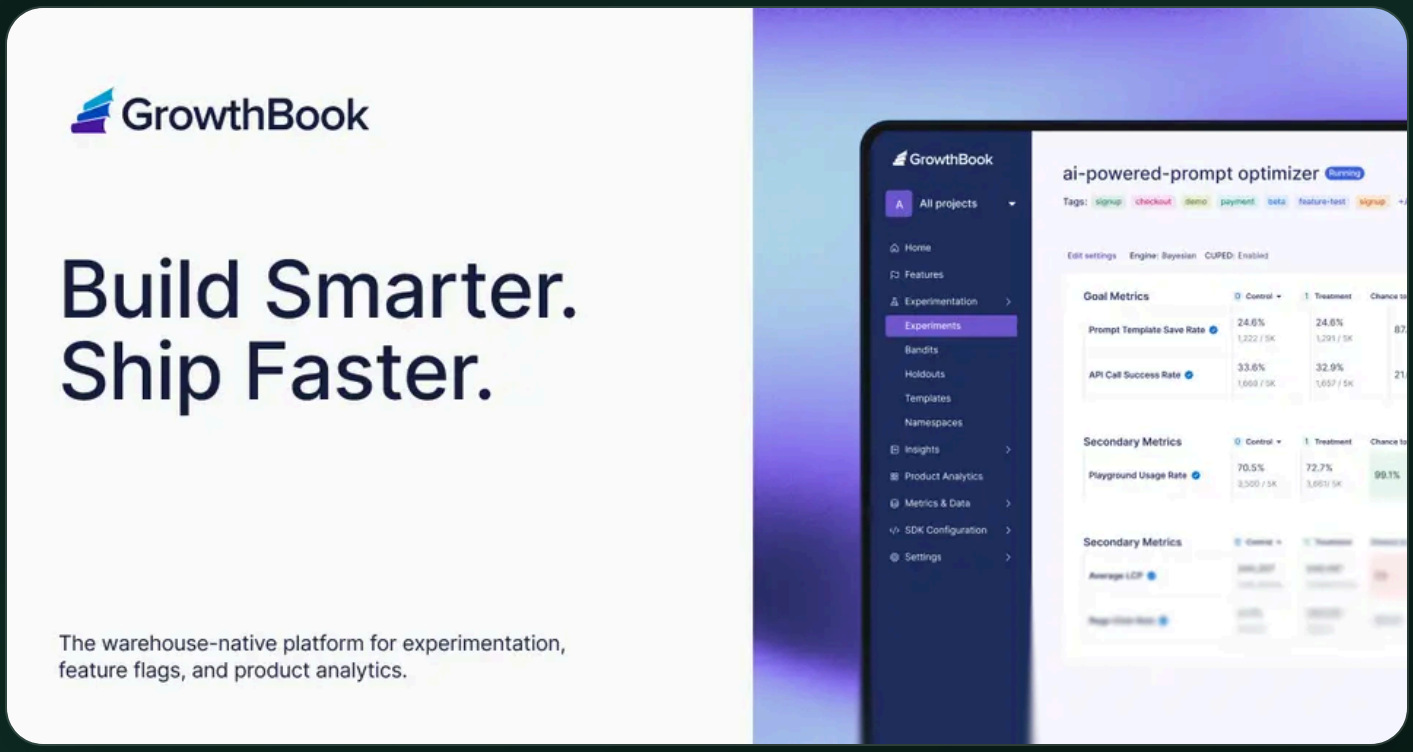
ToolGPA

NOVEMBER 2026

GrowthBook

The Insider's Guide

Open-source feature flags and A/B testing on your own warehouse



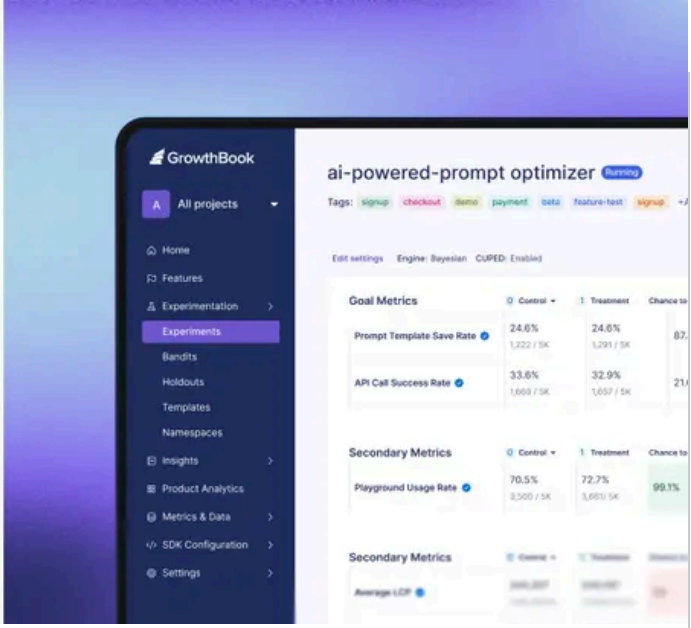
Every plan, grade, refund rule and rival among website and product analytics tools, read from GrowthBook's own pages.

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

2.8
GPA

GrowthBook

Build Smarter. Ship Faster.



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

2.8

GPA, above 85 of the 100 other website and product analytics tools we grade

GrowthBook is a warehouse-native platform for feature flags, A/B experiments and product analytics. It reads results from the customer's own data warehouse using metrics defined in SQL, and can be used as a cloud service or self-hosted. Cloud plans are priced per seat, with unlimited flags, experiments and traffic on every plan.

> "
>
> **A warehouse, SQL metrics and SDKs to set up first.**
>
> From our grade for ease of use

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

1 **Best for warehouse-based A/B tests and flags**

GrowthBook runs flags and A/B experiments on metrics you define in SQL against your own warehouse, as a cloud service or self-hosted.

2 **Paid plans start at $40 a month for each person**

As its pricing page puts it: $40 per seat / month.

3 There is a free plan

Starter plan: up to 3 users, 1 project, unlimited feature flags, experiments and traffic, bring your own warehouse or use the managed one.

4 It runs on Web

Web.

5 Experimentation

Unlimited A/B tests with Bayesian and frequentist statistics; Pro adds multi-arm bandits and a power calculator.

6 Feature flags

Unlimited flags with percentage rollouts and targeting; Pro adds safe rollouts with automatic rollback, and Enterprise adds ramp schedules.

7 Warehouse-native metrics

Metrics are defined in SQL on the customer's own data warehouse, with an optional managed warehouse so no connection is needed.

8 A 2.8 GPA, above 85 of 100

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

9 Keep it

Nothing GrowthBook does is plain enough to make in a weekend. The 6 things listed below take a company.

GrowthBook at a glance

PRICING Free plan, from $40 per seat / month	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY GrowthBook	CATEGORY Website & Product Analytics
OUR GRADE 2.8 GPA, good	

The report card

Best for warehouse-based A/B tests and flags

GrowthBook runs flags and A/B experiments on metrics you define in SQL against your own warehouse, as a cloud service or self-hosted. The free plan is 3 users and 1 project, Pro is $40 a seat, and it takes a warehouse and some SQL to get anywhere.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is free with unlimited flags, experiments and traffic, but Pro is $40 a seat, which is where the dearer quarter starts.
Free plan and trial	B	Free Starter: 3 users, 1 project and unlimited traffic. One small team can live on it.
Features	B	Experiments, flags, warehouse metrics, product analytics, SDKs and an API. Nothing core is missing.
Ease of use	C	No rating read. A warehouse, SQL metrics and SDKs to set up first.
Platforms and integrations	B	Web with SDKs and an API, Slack and dbt links, and a self-host option.

Grade point average — Good, out of 4.0 **2.8**

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 GrowthBook is for

- ✓ Fits if your data is in a warehouse and you can write SQL metrics
- ✓ Works for teams of three that want free flags and experiments

Who it is not for

- ✗ Tight if you're past 3 users or 1 project, which means Pro
- ✗ Pricey if you're a bigger team, at $40 a seat and capped at 30 users and 3 projects
- ✗ Watch out: events past 1M or 2M cost $30 per million on the managed warehouse
- ✗ Watch out: SSO is Google only until Enterprise, and CDN use past 2M requests costs extra
- ✗ Not for you if you have no warehouse or SQL skills

Good to know

Good for

- ✓ Engineering teams that already keep event data in a warehouse
- ✓ Teams that want to self-host experimentation tooling
- ✓ Small teams that can stay within three users on the free plan

Worth knowing

- ⓘ The free Starter plan allows only 3 users and 1 project; Pro caps at 30 users and 3 projects.
- ⓘ The managed warehouse includes 1M events a month on Starter and 2M on Pro, then $30 per million.
- ⓘ CDN use beyond 2M requests a month on Pro costs $10 per million, and bandwidth beyond 20GB costs $1 per GB.
- ⓘ SSO is Google only on Starter and Pro; custom OIDC and SCIM need Enterprise.

PART 02 · PRICING

What it costs

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

$40

A month to start, for each person. There is a free plan too

GrowthBook has a free plan. Paid plans start at $40 per seat / month.

STARTER

$0

Up to 3 users and 1 project. Unlimited flags, experiments and traffic, with community support. Managed warehouse includes 1M events a month.

PRO

$40

per seat / month, billing period not shown

Up to 30 users and 3 projects. Adds AI visual editor, multi-arm bandits, safe rollouts, custom dashboards and premium support.

ENTERPRISE

Custom

Custom environments, approval workflows, SSO and SCIM, exportable audit logs, 99.99% uptime SLAs and dedicated support.

The free plan

Starter plan: up to 3 users, 1 project, unlimited feature flags, experiments and traffic, bring your own warehouse or use the managed one.

Read from growthbook.io 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

Open-source feature flags and A/B testing on your own warehouse. Here is what it does, as its own site describes it, and what it covers: open source, self-hostable, public API, AI features, dashboards, a/B testing.

> "
>
> **Experiments, flags, warehouse metrics, product analytics, SDKs and an API.**

From our grade for features

Experimentation

Unlimited A/B tests with Bayesian and frequentist statistics; Pro adds multi-arm bandits and a power calculator.

Feature flags

Unlimited flags with percentage rollouts and targeting; Pro adds safe rollouts with automatic rollback, and Enterprise adds ramp schedules.

Warehouse-native metrics

Metrics are defined in SQL on the customer's own data warehouse, with an optional managed warehouse so no connection is needed.

Product analytics

A metric explorer and fact table explorer on every plan, with funnel builder, user journeys and custom dashboards on higher tiers.

SDKs and API

24+ SDKs, a REST API, webhooks and an MCP server, with local evaluation so flag checks do not call out to GrowthBook.

Self-hosting

The pricing page has a Self-Hosted tab, and the homepage describes the platform as open source with a self-hosted option.

Where it runs

Web

What it works with

Slack dbt

GrowthBook is made by GrowthBook.

Where it stands

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

85/100

Other website and product analytics tools it is graded above

GrowthBook's GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade, and level with 8.

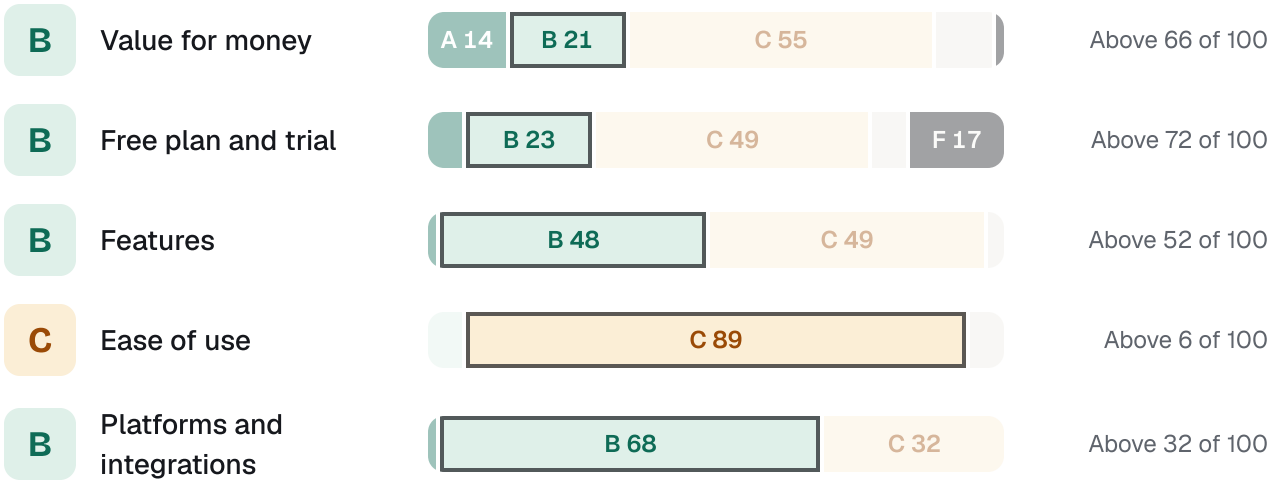
It stands best on free plan and trial (B, above 72 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $40 a month for each person, against a middle price of $25 for the category: 38 of the 63 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.

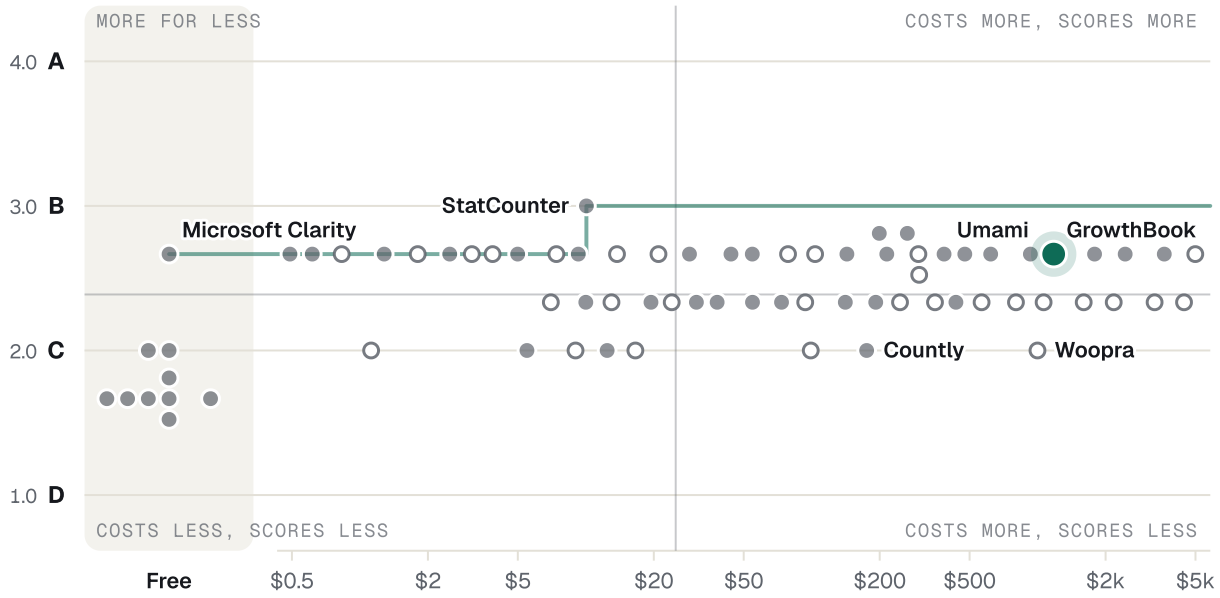
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. GrowthBook's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. GrowthBook 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

Nothing GrowthBook does is plain enough to make in a weekend. The 6 things listed below take a company.

It is one of the better ones too: its GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade. It costs $480 a year. GrowthBook is open source, so there is a third way: take its code and run it yourself.

What you could not

- ✕ Splitting visitors between versions and telling you which won.
- ✕ Connections that pull numbers from dozens of other services.

- ✕ It is priced for each person, which means accounts and billing for a team.
- ✕ It plugs into other products, Slack and dbt among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. GrowthBook'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



Statsig, PostHog, Optimizely, Convert Experiences and Wingify

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

3.0 GPA

Statsig

Free plan · from $150/mo

Feature flags, experiments and product analytics in one platform.

- GrowthBook is open source and self-hostable, according to its own site.
- Statsig also covers web analytics and session replay.

GrowthBook and Statsig compared in full

3.2 GPA

PostHog

Free plan · from $0.00005

Open-source product analytics with replays, flags and surveys.

- GrowthBook also covers dashboards.
- PostHog also covers surveys, web analytics and session replay.

GrowthBook and PostHog compared in full



1.8 GPA

Optimizely

Paid

Experimentation, feature flags and a CMS for digital teams.

- GrowthBook has a free plan. Optimizely does not.
- GrowthBook is open source and self-hostable, according to its own site.
- GrowthBook also covers dashboards.

GrowthBook and Optimizely compared in full



2.2 GPA

Convert Experiences

Free trial · from $299/mo

A/B testing and full-stack experimentation priced by tested users.

- GrowthBook has a free plan. Convert Experiences does not, though it has a free trial.
- GrowthBook is open source and self-hostable, according to its own site.

GrowthBook and Convert Experiences compared in full



2.4 GPA

Wingify

Free trial

A/B testing, personalization and visitor recordings, formerly VWO.

- GrowthBook has a free plan. Wingify does not, though it has a free trial.
- GrowthBook is open source and self-hostable, according to its own site.
- GrowthBook also covers dashboards.

GrowthBook and Wingify 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 GrowthBook free?

GrowthBook has a free plan. Starter plan: up to 3 users, 1 project, unlimited feature flags, experiments and traffic, bring your own warehouse or use the managed one.

How much does GrowthBook cost?

GrowthBook lists 3 plans. Starter: $0.

What platforms does GrowthBook work on?

GrowthBook is available on Web.

Does GrowthBook have an Android app?

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

Does GrowthBook have an iPhone app?

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

Is GrowthBook open source?

Yes. GrowthBook is open source, according to its own site.

Does GrowthBook have an API?

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

What does GrowthBook integrate with?

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

Who makes GrowthBook?

GrowthBook is made by a company of the same name.

What are the alternatives to GrowthBook?

The closest alternatives to GrowthBook in our directory are Statsig, PostHog, Optimizely, Convert Experiences and Wingify.

How does GrowthBook compare with other website and product analytics tools?

GrowthBook's GPA of 2.8 is higher than 85 of the 100 other website and product analytics tools we grade, and level with 8.

Is GrowthBook good value for money?

ToolGPA grades GrowthBook B for value for money. Its paid plans start at $40 a month for each person, against a middle price of $25 for the category: 38 of the 63 others that charge start lower.

Could I make my own version of GrowthBook?

Nothing GrowthBook does is plain enough to make in a weekend. The 6 things listed below take a company.

Where this guide comes from

The prices, plans, platforms and features were read from GrowthBook'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 GrowthBook'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 GrowthBook. Prices change, so check growthbook.io before you buy.

growthbook.io/pricing

growthbook.io/

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

GrowthBook, kept up to date

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

toolgpa.com/tools/growthbook

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after GrowthBook, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

3.4 GPA

Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

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