ToolGPA

NOVEMBER 2026

Hightouch

The Insider's Guide

Reverse ETL and composable customer data platform



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

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

2.2
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 Hightouch's own pages, its app-store listings and our grades. Every fact in it is on Hightouch'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

Hightouch syncs data from a warehouse such as Snowflake, Databricks or BigQuery into the tools teams use, including CRMs and ad platforms. Its reverse ETL product sits within a composable customer data platform and an AI-driven marketing platform. Paid plans are quoted through sales.

> "
>
> **You connect a warehouse and map data into each destination.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Hightouch**, taken from its own pages and our grades.

1 **Best for sending warehouse data back into business tools**

Hightouch pushes data from a warehouse into tools such as Salesforce and Google Ads.

2 **There is a free plan**

Basic Reverse ETL: free, up to 2 active syncs, unlimited destinations and user seats.

3 **It runs on Web**

Web.

4 **Reverse ETL**

Syncs define how data moves from a warehouse source to a destination, and models define and organize the source data.

5 **Audience building**

Customer Studio builds audiences in the warehouse, and Identity Resolution stitches user records together.

6 **Integrations**

The site lists 300+ integrations, with sources such as Snowflake and BigQuery and destinations such as Salesforce, HubSpot and Google Ads.

7 **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.

8 **Keep it**

To replace Hightouch 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.

Hightouch at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Hightouch	CATEGORY Automation
OUR GRADE 2.2 GPA, fair	

The report card

Best for sending warehouse data back into business tools

Hightouch pushes data from a warehouse into tools such as Salesforce and Google Ads. The free Basic Reverse ETL plan allows 2 active syncs, and every other plan is quoted after a demo, with SAML SSO and label-based access on the higher plans.

TOOLGPA REPORT CARD	Hightouch	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Only the free plan has a published price. Composable CDP and the Agentic Marketing Platform are quoted after a demo.
Free plan and trial	C	Basic Reverse ETL is free with 2 active syncs and unlimited seats and destinations. Two syncs is a cap you'll reach.
Features	C	Syncs from warehouses into business tools. SAML SSO and label-based access control sit on the higher plans.
Ease of use	C	No store rating on record. You connect a warehouse and map data into each destination.
Platforms and integrations	B	Web, with Snowflake, Databricks, BigQuery, Salesforce, HubSpot, Google Ads, dbt and Looker. 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 Hightouch is for

- ✓ Fits if your data lives in a warehouse and you want it in Salesforce or HubSpot
- ✓ Works for a small team trying 2 syncs for free

Who it is not for

- ✗ Tight if you need more than 2 active syncs without paying
- ✗ Skip it if you want a price list, as paid plans need a demo
- ✗ Watch out: billing is usage based and not shown
- ✗ Watch out: SAML SSO and label-based access sit on the higher plans

Good to know

Good for

- ✓ Data teams pushing warehouse data into CRMs and ad platforms
- ✓ Marketing teams building audiences on top of a warehouse

Worth knowing

- ⓘ Only the Basic Reverse ETL plan has a published price; it is free and limited to 2 active syncs.
- ⓘ Composable CDP and the Agentic Marketing Platform are quoted after a demo, so no dollar figure is shown.
- ⓘ Billing is usage-based; the page says there are no limits on monthly tracked users, sources or destinations.
- ⓘ Features such as SAML SSO and label-based access control sit on the higher plans.

What it costs

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

3

plans to choose from

Hightouch has a free plan.

> **Only the free plan has a published price.**
>
> From our grade for value for money

BASIC REVERSE ETL

$0

Up to 2 active syncs, unlimited destination count and unlimited user seats.

COMPOSABLE CDP

Custom

Usage-based mix of Reverse ETL, Events, Customer Studio, Identity Resolution and more. Sold through a demo.

AGENTIC MARKETING PLATFORM

Custom

Ad Studio, Lifecycle Studio and AI Decisioning with a pre-set amount of monthly personalized actions. Sold through a demo.

The free plan

Basic Reverse ETL: free, up to 2 active syncs, unlimited destinations and user seats.

Read from hightouch.com 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

Reverse ETL and composable customer data platform. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, workflow automation.

> **Syncs from warehouses into business tools.**
>
> From our grade for features

Reverse ETL

Syncs define how data moves from a warehouse source to a destination, and models define and organize the source data.

Audience building

Customer Studio builds audiences in the warehouse, and Identity Resolution stitches user records together.

Integrations

The site lists 300+ integrations, with sources such as Snowflake and BigQuery and destinations such as Salesforce, HubSpot and Google Ads.

Observability

Live debugger, in-app sync logs and test runs are listed among the features, with sync planning that can run on your own warehouse.

Security and governance

The pricing page lists SOC 2, ISO 27001, HIPAA and GDPR compliance, SSH tunneling, role-based access control and approval flows.

Where it runs

Web

What it works with

Snowflake
Databricks
Google BigQuery
Salesforce
HubSpot
Google Ads
dbt
Looker

Hightouch is made by Hightouch.

PART 04 · STANDING

Where it stands

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

54/134

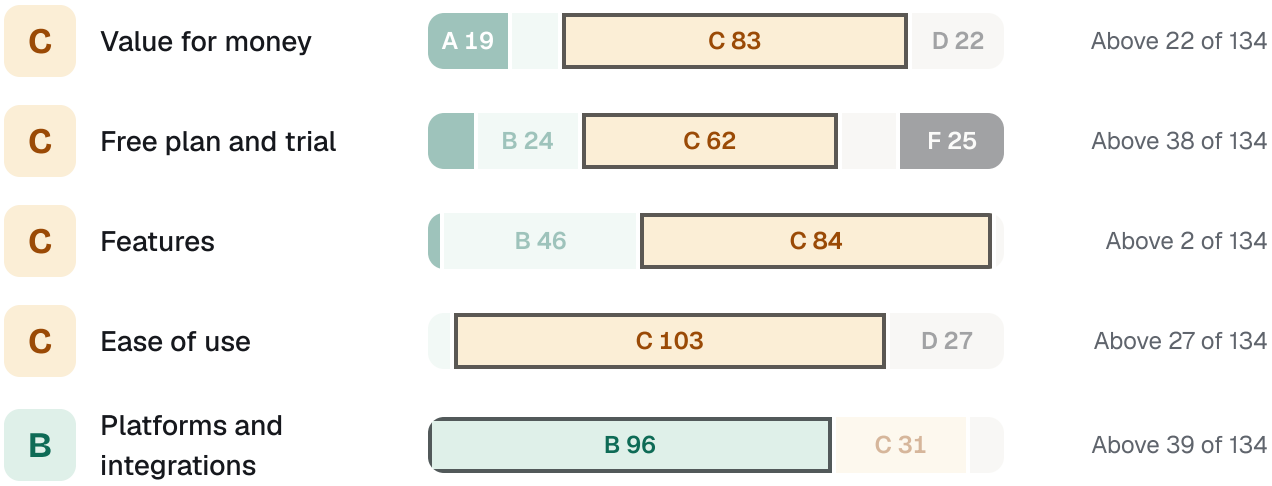
Other automation tools it is graded above

Hightouch'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 platforms and integrations (B, above 39 of 134) and worst on features (C, above 2).

Each grade against the category

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



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 Hightouch 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.

What you could not

- ✕ Connections to other products, each kept working as those products change.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: SOC 2, HIPAA and roles and permissions.

What this rests on. Hightouch'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



Fivetran, Airbyte, Integrate.io, Hevo Data and Matillion

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

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Fivetran

Free plan

Managed data movement with a free plan and usage-based pricing.

- Hightouch also covers marketing automation.

Hightouch and Fivetran compared in full

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Airbyte

Free plan · from $20/mo

Data integration with a free self-hosted core and a managed cloud.

- Airbyte is open source and self-hostable, according to its own site.
- Hightouch also covers marketing automation.

Hightouch and Airbyte compared in full



2.2 GPA

Integrate.io

Free trial · from $1,999/mo

Low-code data pipelines for ETL, ELT and reverse ETL.

- Hightouch has a free plan. Integrate.io does not, though it has a free trial.
- Hightouch also covers marketing automation.
- Integrate.io also covers no-code.

Hightouch and Integrate.io compared in full



2.0 GPA

Hevo Data

Free trial · from $265/mo

Managed data pipelines that load sources into a warehouse.

- Hightouch has a free plan. Hevo Data does not, though it has a free trial.
- Hightouch also covers marketing automation.

Hightouch and Hevo Data compared in full



2.0 GPA

Matillion

Free trial

Cloud data integration and ETL with an AI data engineering agent.

- Hightouch has a free plan. Matillion does not, though it has a free trial.
- Hightouch also covers marketing automation.
- Matillion also covers AI agents.

Hightouch and Matillion 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 Hightouch free?

Hightouch has a free plan. Basic Reverse ETL: free, up to 2 active syncs, unlimited destinations and user seats.

How much does Hightouch cost?

Hightouch lists 3 plans. Basic Reverse ETL: $0.

What platforms does Hightouch work on?

Hightouch is available on Web.

Does Hightouch have an Android app?

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

Does Hightouch have an iPhone app?

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

Is Hightouch open source?

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

What does Hightouch integrate with?

Hightouch's listing names Snowflake, Databricks, Google BigQuery, Salesforce, HubSpot, Google Ads, dbt and Looker.

Who makes Hightouch?

Hightouch is made by a company of the same name.

What are the alternatives to Hightouch?

The closest alternatives to Hightouch in our directory are Fivetran, Airbyte, Integrate.io, Hevo Data and Matillion.

How does Hightouch compare with other automation tools?

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

Could I make my own version of Hightouch?

To replace Hightouch 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 Hightouch'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 Hightouch'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 Hightouch. Prices change, so check hightouch.com before you buy.

hightouch.com/pricing

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

Hightouch, kept up to date

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

toolgpa.com/tools/hightouch

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, "Hightouch: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/hightouch
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Know someone choosing between automation tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded automation tools after Hightouch, 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

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