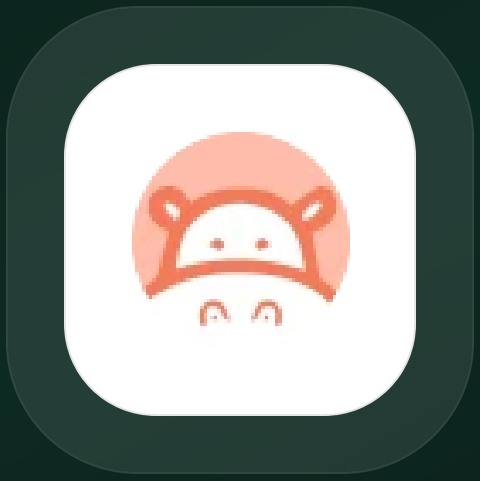
ToolGPA

NOVEMBER 2026

Hippo Video

The Insider's Guide

Video messaging and AI video creation aimed at sales teams



Every plan, grade, refund rule and rival among screen recording and video tools, read from Hippo Video's own pages.

Made by Hippo Video · checked Nov 12, 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 Hippo Video's own pages, its app-store listings and our grades. Every fact in it is on Hippo Video'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 19 of the 84 other screen recording and video tools we grade

Hippo Video is a video platform with two product lines: video messaging for sales, marketing and support teams (recording, personalized videos, sales pages, CRM and email integrations) and a text-to-video product with AI avatars. The pricing page lists a free plan and per-user paid plans for each line.

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

> "
>
> **No store rating on record, and you set up flows, sales pages and integrations.**
>
> From our grade for ease of use

1 **Best for personalized sales videos with AI avatars**

Hippo Video has two products: video messaging for sales and support, and a separate text-to-video tool with AI avatars.

2 **Paid plans start at $20 a month for each person**

As its pricing page puts it: $20 per user / month, billed annually ($30 billed monthly).

3 **There is a free plan**

2 video flows, 10 minutes of closed captions, 5 AI Editor videos, 2 sales page templates and 50 automated personalized videos.

4 **It runs on 5 platforms**

Web, macOS, Windows, iOS and Android.

5 **Recording and editing**

Record and upload videos with a teleprompter, basic editing and a script-based AI editor, using mobile and desktop apps.

6 **Personalized videos**

Automated personalized videos with prospect names, images and text, or a prospect's website or LinkedIn background, in quantities that depend on the plan.

7 **Video flows and sales pages**

Pre-built video flows for different purposes and sales page templates for sharing videos with prospects.

8 **A 2.2 GPA, above 19 of 84**

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

9 **Keep it**

To replace Hippo Video you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Hippo Video at a glance

PRICING
Free plan, from $20 per user / month, billed annually ($30 billed monthly)

FREE PLAN
Yes

FREE TRIAL
7-day free trial on the Teams plan

RUNS ON
Web, macOS, Windows, iOS, Android

MADE BY
Hippo Video

CATEGORY
Screen Recording & Video

OUR GRADE
2.2 GPA, fair

The report card

Best for personalized sales videos with AI avatars

Hippo Video has two products: video messaging for sales and support, and a separate text-to-video tool with AI avatars. The free plan is capped, the useful allowances sit on Teams at $60 a user, and the avatar line is priced on its own.

TOOLGPA REPORT CARD	Hippo Video	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Pro is $20 a user a month yearly, but it adds only virtual backgrounds and interactive videos; the flows and AI allowances start at Teams, $60, three times the category's $20 dearer-quarter start.
Free plan and trial	C	A free plan with 2 video flows, 10 minutes of captions and 5 AI Editor videos, plus a 7-day trial of Teams.
Features	C	Recording, personalized videos, flows, sales pages and captions. Single sign-on and roles are Enterprise only, and text-to-video is a separate product.
Ease of use	C	No store rating on record, and you set up flows, sales pages and integrations.
Platforms and integrations	A	Web, Mac, Windows, iPhone and Android, with Gmail, Outlook, LinkedIn, HubSpot, Salesforce and Gong.
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 Hippo Video is for

- ✓ Fits if you send personalized videos to prospects and want them tracked
- ✓ Works for teams that also want AI avatar videos from text

Who it is not for

- ✕ Pricey if you want the real allowances, which start at Teams, $60 a user
- ✕ Tight if you stay free, with 2 video flows and 50 personalized videos
- ✕ Watch out: the avatar line costs extra, $5 a video on its Free and Starter plans
- ✕ Watch out: Enterprise needs 10 seats at $80 each
- ✕ Not for you if you need single sign-on, which is Enterprise only

Good to know

Good for

- ✓ Sales teams sending personalized video outreach
- ✓ Teams that want video inside Gmail, Outlook or a CRM
- ✓ Small teams starting on a free plan

Worth knowing

- ⓘ Prices are per user, and Enterprise has a 10-seat minimum.
- ⓘ The text-to-video line is priced separately: Starter at $24 per user / month billed annually ($29 monthly), Creator at $69 ($89 monthly), and a custom Enterprise plan.
- ⓘ In the text-to-video line, the Free and Starter plans charge $5 per video creation, and a custom avatar is a $1000 one-time add-on.
- ⓘ Single sign-on and role-based access are limited to Enterprise.

What it costs

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

$20

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

Hippo Video has a free plan. Paid plans start at $20 per user / month, billed annually ($30 billed monthly).

FREE

$0

Video messaging with basic editing and analytics, a teleprompter, mobile and desktop apps, and Gmail, Outlook and LinkedIn integrations. No credit card needed.

PRO

$20

per user / month, billed annually ($30 billed monthly)

Adds virtual backgrounds and interactive videos to the Free plan.

TEAMS

$60

per user / month, billed annually ($75 billed monthly)

15+ video flows, 200 minutes of captions, 50 AI Editor videos, 15 sales page templates, 300 personalized videos and sales-platform integrations. 7-day trial.

ENTERPRISE

$80

per user / month, billed annually, minimum 10 seats

Everything in Teams plus unlimited flows, captions and AI Editor videos, 500 personalized videos, role-based access, single sign-on and an account manager.

The free plan

2 video flows, 10 minutes of closed captions, 5 AI Editor videos, 2 sales page templates and 50 automated personalized videos.

Trying it first

7-day free trial on the Teams plan

Read from hippovideo.io on Nov 12, 2026.

What it does

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

5

Places it runs: Web, macOS, Windows, iOS and Android

Video messaging and AI video creation aimed at sales teams. Here is what it does, as its own site describes it, and what it covers: AI features, screen recording, video editing, video generation.

> **Recording, personalized videos, flows, sales pages and captions.**

From our grade for features

Recording and editing

Record and upload videos with a teleprompter, basic editing and a script-based AI editor, using mobile and desktop apps.

Personalized videos

Automated personalized videos with prospect names, images and text, or a prospect's website or LinkedIn background, in quantities that depend on the plan.

Video flows and sales pages

Pre-built video flows for different purposes and sales page templates for sharing videos with prospects.

Text-to-video with AI avatars

A separate product line turns text and documents into videos with AI avatars, with its own plans.

Sales and email integrations

Gmail, Outlook and LinkedIn on the Free plan, with integrations for sales platforms such as HubSpot, Salesloft and Gong listed on the site.

Closed captions and chapters

Closed captions are included in plan-based minute allowances, and AI-generated chapters are listed under Enterprise.

Where it runs

Web · macOS · Windows · iOS · Android

What it works with

Gmail · Outlook · LinkedIn · HubSpot · Salesloft · Gong · Salesforce

Hippo Video is made by Hippo Video.

Where it stands

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

19/84

Other screen recording and video tools it is graded above

Hippo Video's GPA of 2.2 is higher than 19 of the 84 other screen recording and video tools we grade, and level with 16.

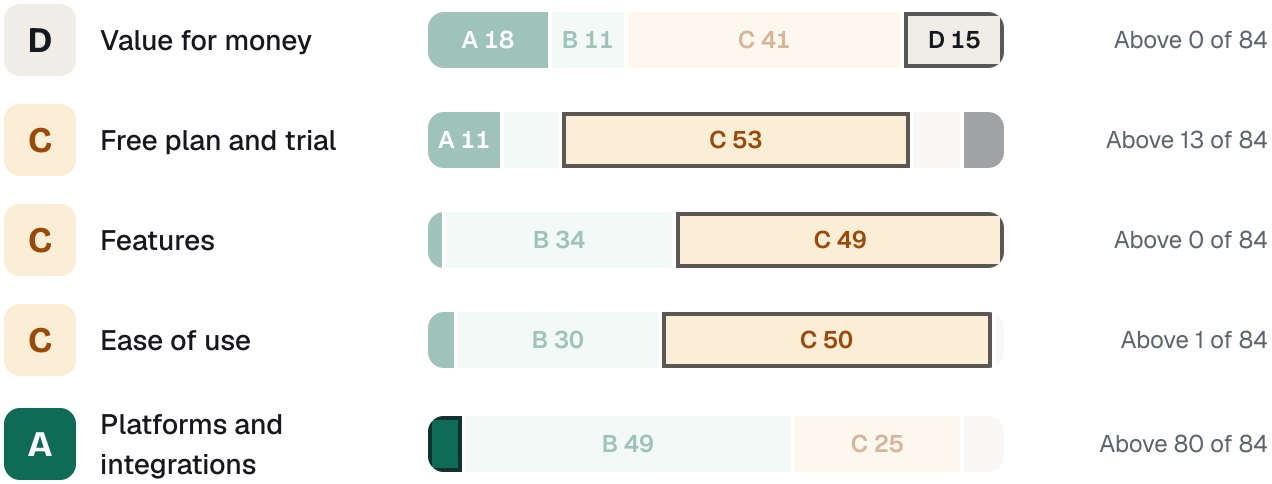
It stands best on platforms and integrations (A, above 80 of 84) and worst on value for money (D, above 0).

Its paid plans start at $20 a month for each person, against a middle price of $12 for the category: 48 of the 62 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 10 tools score higher and cost less.

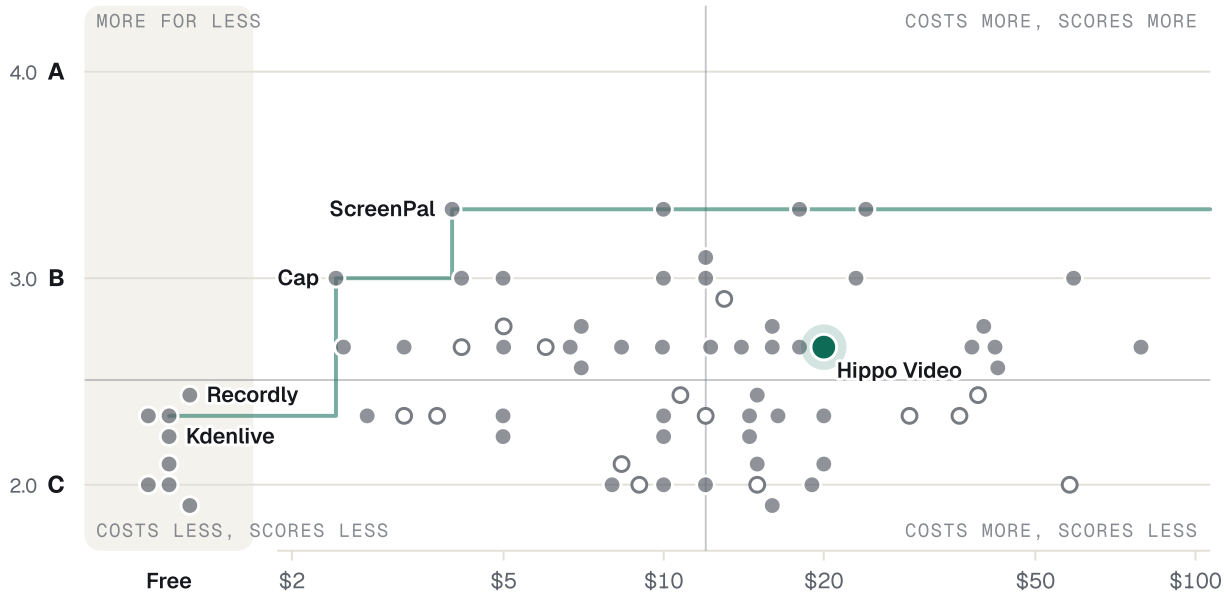
Each grade against the category

Every bar is all 85 screen recording and video tools we grade, cut by the letter each got. Hippo Video's own letter is outlined.



Price against what you get

Each dot is one of 71 screen recording and video tools. Further left costs less; higher up scores better on features, ease of use and platforms. Hippo Video 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 Hippo Video you would be making a video editor. 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: 49 of the 84 other screen recording and video tools grade higher. It costs $240 a year.

What you could not

- ✕ A video editor.
- ✕ A video model, which you can rent by the second but not make.
- ✕ Recording the screen with its sound, and somewhere to keep the video.

- ✕ Apps for macOS, Windows, iOS and Android that stay in step with each other.
- ✕ It is priced for each person, which means accounts and billing for a team.
- ✕ It plugs into other products, Gmail, Outlook and LinkedIn among them.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Hippo Video'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



Vidyard, Loom, Sendspark, BombBomb and Synthesia

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

2.4 GPA

Vidyard

Free plan · from $59/mo

Video messaging, AI avatars and video hosting for sales teams.

- Only Vidyard lists a browser extension.
- Hippo Video also covers video generation.
- Vidyard also covers AI agents and reports.

Hippo Video and Vidyard compared in full

2.8 GPA

Loom

Free plan · from $18/mo

Screen and camera recorder for shareable video messages.

- Only Hippo Video lists a web app.
- Only Loom lists a browser extension.
- Hippo Video also covers video generation.

Hippo Video and Loom compared in full

2.0
GPA

Sendspark

Free trial · from $39/mo

AI-personalized video outreach for sales and marketing teams.

- Hippo Video has a free plan. Sendspark does not, though it has a free trial.
- Only Hippo Video lists iOS and Android apps.
- Only Sendspark lists a browser extension.

Hippo Video and Sendspark compared in full

1.8
GPA

BombBomb

Free trial · from $36/mo

Video messaging and email for sales and relationship outreach.

- Hippo Video has a free plan. BombBomb does not, though it has a free trial.
- Only Hippo Video lists macOS and Windows apps.
- Only BombBomb lists a browser extension.

Hippo Video and BombBomb compared in full

2.4
GPA

Synthesia

Free plan · from $14/mo

AI video platform that turns scripts into avatar-presented videos.

- Only Hippo Video lists macOS, Windows, iOS and Android apps.
- Only Synthesia lists a browser extension.
- Hippo Video also covers video editing and video generation.

Hippo Video and Synthesia compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Hippo Video free?

Hippo Video has a free plan. 2 video flows, 10 minutes of closed captions, 5 AI Editor videos, 2 sales page templates and 50 automated personalized videos.

How much does Hippo Video cost?

Hippo Video lists 4 plans. Free: $0.

What platforms does Hippo Video work on?

Hippo Video is available on Web, macOS, Windows, iOS and Android.

Does Hippo Video have a Linux app?

No Linux app was listed when its pages were read on Nov 12, 2026. Hippo Video is listed for Web, macOS, Windows, iOS and Android.

Is Hippo Video open source?

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

What does Hippo Video integrate with?

Hippo Video's listing names Gmail, Outlook, LinkedIn, HubSpot, Salesloft, Gong and Salesforce.

Does Hippo Video have a free trial?

Yes. 7-day free trial on the Teams plan.

Who makes Hippo Video?

Hippo Video is made by a company of the same name.

What are the alternatives to Hippo Video?

The closest alternatives to Hippo Video in our directory are Vidyard, Loom, Sendspark, BombBomb and Synthesia.

How does Hippo Video compare with other screen recording and video tools?

Hippo Video's GPA of 2.2 is higher than 19 of the 84 other screen recording and video tools we grade, and level with 16.

Is Hippo Video good value for money?

ToolGPA grades Hippo Video D for value for money. Its paid plans start at $20 a month for each person, against a middle price of $12 for the category: 48 of the 62 others that charge start lower.

Could I make my own version of Hippo Video?

To replace Hippo Video you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Where this guide comes from

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

hippovideo.io/pricing

hippovideo.io

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Hippo Video, kept up to date

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

toolgpa.com/tools/hippo-video

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, "Hippo Video: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/hippo-video
```

Know someone choosing between screen recording and video tools?

Send them this guide:
toolgpa.com/tools/hippo-video/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded screen recording and video tools after Hippo Video, each with an Insider's Guide of its own.

Screen Recording & Video Insider's Guide

Every one of the 85 screen recording and video tools we grade, compared

DaVinci Resolve Insider's Guide

Video editing, color, effects and audio post-production in one app

3.4 GPA

Zencastr Insider's Guide

Free podcast recording, chat-based editing and hosting in one app

3.4 GPA

Cap Insider's Guide

Open-source screen recorder with instant share links and an editor

3.2 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 Hippo Video'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. Hippo Video is a trademark of its owner, and this guide is not made, paid for or approved by Hippo Video. Prices and plans change: check hippovideo.io before you buy.