ToolGPA

NOVEMBER 2026

Hyros

The Insider's Guide

Ad tracking and attribution priced by tracked revenue



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

Made by Hyros INC · checked Nov 12, 2026 · toolgpa.com

1.8
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 Hyros's own pages, its app-store listings and our grades. Every fact in it is on Hyros'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

1.8

GPA, above 7 of the 40 other marketing reporting and call tracking tools we grade

Hyros is an ad tracking and attribution service for e-commerce, SaaS, education, call-based and agency businesses. It tracks sales and rebills back to the ads that produced them, sends conversion data to ad platforms, and shows its columns inside ad managers. There is a single plan, priced by the revenue Hyros tracks each month, and the vendor guarantees ad growth or no payment.

> **Bigger steps need a demo, and the guarantee terms aren't set out.**
>
> From our report card of Hyros

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

1 **Best for tracing ad sales and rebills back to the ad**

Hyros traces sales and rebills back to the ads that produced them and sends cleaned conversion data to ad platforms.

2 **Paid plans start at $20 a month**

As its pricing page puts it: $230 per month, for up to $20k of tracked monthly revenue.

3 **It runs on Web**

Web.

4 **Tracking of sales and rebills**

The vendor says it tracks every sale, reorder and rebill for the life of a customer and ties each back to its ad source.

5 **AI ad data**

Pushes cleaned conversion data to the ad platforms so their targeting learns from it.

6 **Reports inside ad managers**

Adds Hyros columns to the Meta and Google ad managers.

7 **A 1.8 GPA, above 7 of 40**

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

8 **Keep it**

The plain part of Hyros you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Hyros at a glance

PRICING Paid, from $230 per month, for up to $20k of tracked monthly revenue	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Hyros INC	CATEGORY Marketing Reports & Call Tracking
OUR GRADE 1.8 GPA, weak	

The report card

Best for tracing ad sales and rebills back to the ad

Hyros traces sales and rebills back to the ads that produced them and sends cleaned conversion data to ad platforms. There is one plan, priced by tracked

revenue, and the page shows only the $230 step for up to $20k a month. Bigger steps need a demo, and the guarantee terms aren't set out.

TOOLGPA REPORT CARD	Hyros	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$230 a month for up to $20k of tracked revenue, inside the dearer end of this category but under its dearest tenth. Larger steps are quoted on a demo call.
Free plan and trial	F	No free plan and no trial. The vendor offers a guarantee that ads grow or you don't pay, with terms not on the page.
Features	C	Tracks sales and rebills, pushes data to ad platforms, shows columns in Meta and Google, with a setup team. It lists e-commerce, SaaS, courses, calls and agencies.
Ease of use	C	No store rating on record. A setup team and weekly training come with the plan, which says it takes setup.
Platforms and integrations	B	Web only, with ad-manager columns, integrations and a Claude MCP.
Grade point average		Weak, out of 4.0 **1.8**

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 Hyros is for

- ✓ Fits if you sell online and want every sale and rebill tied to an ad
- ✓ Works for call-based and info businesses that can't track with ad platforms alone

Who it is not for

- ✕ Watch out: only the $230 step is shown; the slider runs to $1m+ and other steps need a demo
- ✕ Skip it if you want a trial or free plan, as neither exists
- ✕ Watch out: the guarantee's terms aren't set out on the pricing page
- ✕ Pricey if your tracked revenue grows, because price follows it
- ✕ Watch out: a Black Friday pre-sale was advertised with no terms on the pricing page

Good to know

Good for

- ✓ Advertisers who want sales traced back to ads, including rebills
- ✓ Businesses selling by phone calls, courses or SaaS trials
- ✓ Agencies managing client ad accounts

Worth knowing

- ⓘ Only the $230 step for up to $20k tracked monthly revenue is shown; the page's slider runs from 20k to 1m+ and the other steps need a demo quote.
- ⓘ Pricing is custom: the vendor says it follows tracked revenue and is quoted on a demo call.
- ⓘ The vendor's guarantee is that ads grow or the customer does not pay; the terms are not set out on the pricing page.
- ⓘ A Black Friday pre-sale special was advertised on the homepage, with no terms on the pricing page.

What it costs

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

$20

A month to start

Hyros is a paid product, starting at $230 per month, for up to $20k of tracked monthly revenue.

> **The vendor offers a guarantee that ads grow or you don't pay, with terms not on the page.**
>
> From our grade for free plan and trial

HYROS

$230

per month for up to $20k tracked monthly revenue

One plan with every feature: setup team, AI analyst, weekly training, full tracking, AI ad data, all integrations, Claude MCP and in-ad-manager stats. Higher steps cost more.

Read from hyros.com 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

Ad tracking and attribution priced by tracked revenue. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, dashboards.

> **Tracks sales and rebills, pushes data to ad platforms, shows columns in Meta and Google, with a setup team.**
>
> From our grade for features

Tracking of sales and rebills

The vendor says it tracks every sale, reorder and rebill for the life of a customer and ties each back to its ad source.

AI ad data

Pushes cleaned conversion data to the ad platforms so their targeting learns from it.

Reports inside ad managers

Adds Hyros columns to the Meta and Google ad managers.

Claude MCP

An MCP connection that lets a user prompt reports, integrations or custom features.

Setup help

A setup team, an account AI analyst and weekly live training come with the plan.

Business-model setups

Tracking is set up for e-commerce stores, SaaS trials and upgrades, info education, booked calls and agencies.

Where it runs

Web

What it works with

Shopify
Meta
Google
Claude

Hyros is made by Hyros INC.

PART 04 · STANDING

Where it stands

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

7 /40

Other marketing reporting and call tracking tools it is graded above

Hyros's GPA of 1.8 is higher than 7 of the 40 other marketing reporting and call tracking tools we grade, and level with 8.

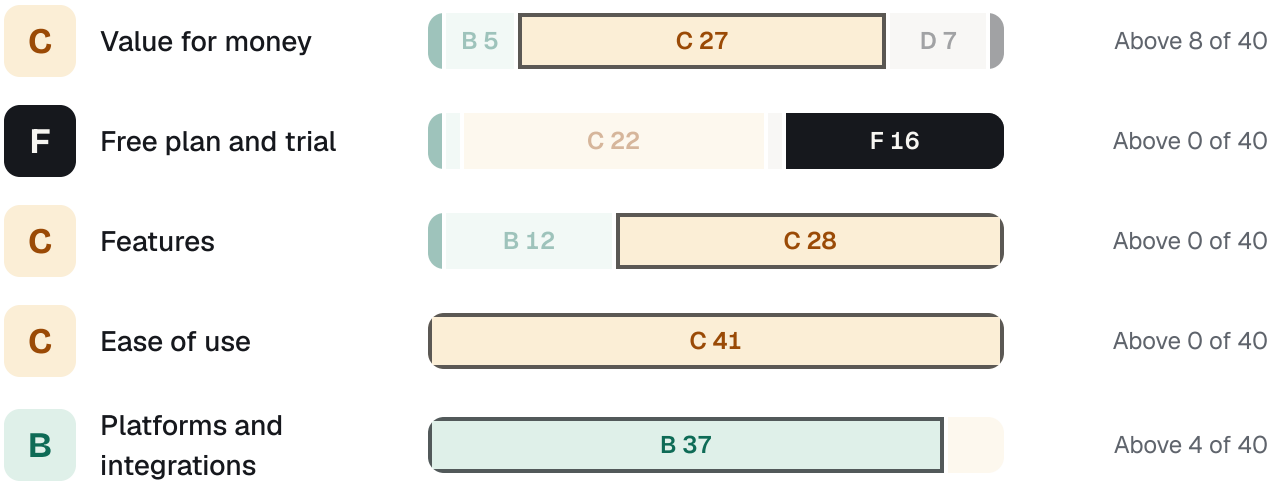
It stands best on platforms and integrations (B, above 4 of 40) and worst on free plan and trial (F, above 0).

Its paid plans start at $20 a month, against a middle price of $63.50 for the category: 5 of the 31 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

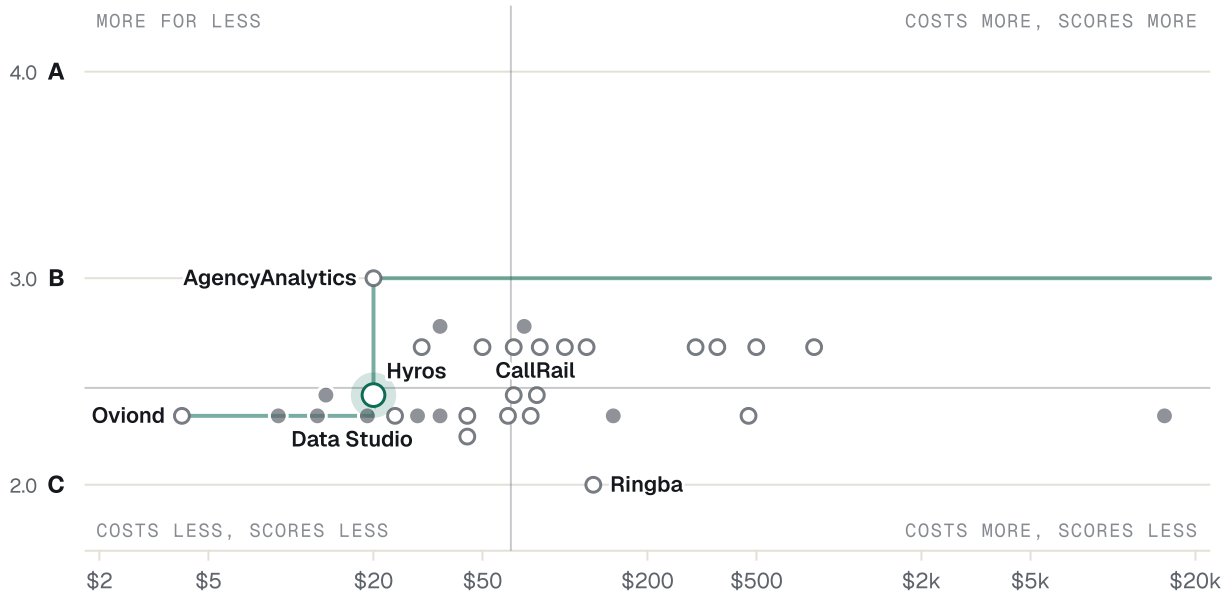
Each grade against the category

Every bar is all 41 marketing reporting and call tracking tools we grade, cut by the letter each got. Hyros's own letter is outlined.



Price against what you get

Each dot is one of 32 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Hyros 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 Hyros you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 25 of the 40 other marketing reporting and call tracking tools grade higher. It costs $240 a year.

What you could make

- Reports: an app builder makes this well.

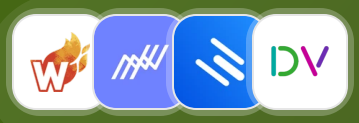
What you could not

- Connections that pull numbers from dozens of other services.
- It plugs into other products, Shopify, Meta and Google among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Hyros'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



Wicked Reports, Northbeam, Cometly and Rockerbox

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

1.8 GPA

Wicked Reports

From $499/mo

Ad attribution and customer lifetime value for e-commerce.

Hyros and Wicked Reports compared in full

1.6 GPA

Northbeam

From $1,500

Multi-touch ad attribution for e-commerce brands.

- Only Northbeam lists an iOS app.

Hyros and Northbeam compared in full

1.8 GPA

Cometly

Paid

Ad attribution that ties spend to pipeline and revenue.

Hyros and Cometly compared in full

2.2
GPA

Rockerbox

Free plan · from $150/mo

Marketing data collection and attribution for digital brands.

- Rockerbox has a free plan. Hyros does not.

Hyros and Rockerbox 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 Hyros free?

No. Hyros is a paid product, starting at $230 per month, for up to $20k of tracked monthly revenue.

How much does Hyros cost?

Hyros lists one plan. Hyros: $230 per month for up to $20k tracked monthly revenue.

What platforms does Hyros work on?

Hyros is available on Web.

Does Hyros have an Android app?

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

Does Hyros have an iPhone app?

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

Is Hyros open source?

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

Does Hyros have an API?

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

What does Hyros integrate with?

Hyros's listing names Shopify, Meta, Google and Claude. A listing names up to eight integrations, so it may connect to more.

Who makes Hyros?

Hyros is made by Hyros INC.

What are the alternatives to Hyros?

The closest alternatives to Hyros in our directory are Wicked Reports, Northbeam, Cometly and Rockerbox.

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

Hyros's GPA of 1.8 is higher than 7 of the 40 other marketing reporting and call tracking tools we grade, and level with 8.

Is Hyros good value for money?

ToolGPA grades Hyros C for value for money. Its paid plans start at $20 a month, against a middle price of $63.50 for the category: 5 of the 31 others that charge start lower.

Could I make my own version of Hyros?

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

Where this guide comes from

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

hyros.com/pricing-ai-tracking

hyros.com/

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

Hyros, kept up to date

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

toolgpa.com/tools/hyros

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Marketing Reports & Call Tracking Insider's Guide

Every one of the 41 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

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