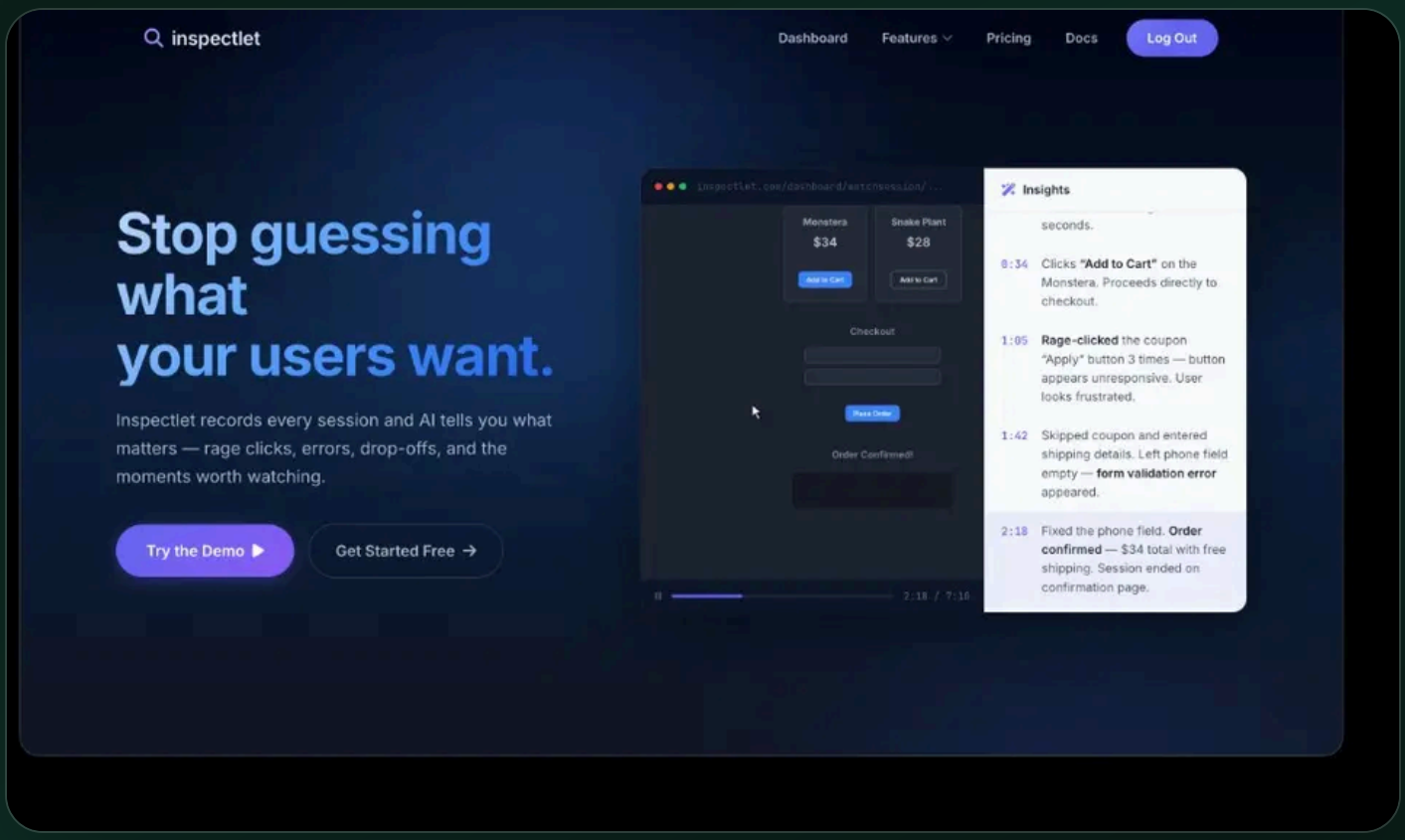
ToolGPA

NOVEMBER 2026

Inspectlet

The Insider's Guide

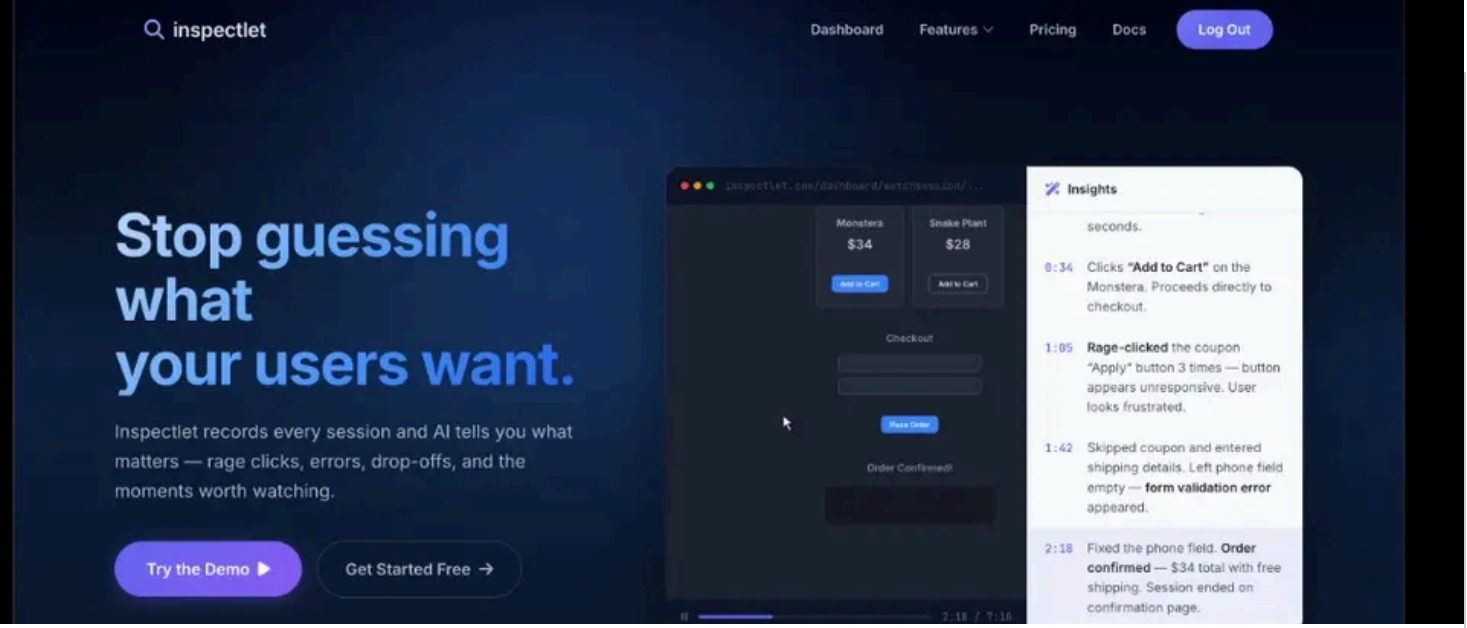
Session recordings, heatmaps and A/B tests for websites



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

Made by Inspectlet · checked Nov 12, 2026 · toolgpa.com

2.4
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 Inspectlet's own pages, its app-store listings and our grades. Every fact in it is on Inspectlet'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

2.4

GPA, above 32 of the 58 other website and product analytics tools we grade

Inspectlet records visitor sessions so you can watch them back, and adds heatmaps, form analytics, conversion funnels, on-site feedback surveys, JavaScript error logging and A/B testing. It also has AI features that summarize sessions and answer questions about visitors in plain English.

> "
>
> **You add a script and learn several tools.**
>
> From our grade for ease of use

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

1 **Best for session recordings and heatmaps on a free tier**

The listing's own pages disagree on the free allowance, and recording stops when you hit the limit.

2 **Paid plans start at $39 a month**

As its pricing page puts it: $39 per month for 10,000 session replays.

3 **There is a free plan**

5,000 session replays a month, 3 websites and 1 month of storage, with session replay, heatmaps and A/B testing.

4 **It runs on Web**

Web.

5 **Session replay**

Recordings of every mouse movement, scroll, click and keypress, filterable by visitor type, traffic source, pages and events.

6 **Heatmaps**

Eye-tracking, scroll and mouse-click heatmaps are included on every plan, including the free one.

7 **Form analytics and funnels**

Form analytics show where forms are abandoned; conversion funnels track steps. Funnels start at Micro, form analytics at Growth.

8 **A 2.4 GPA, above 32 of 58**

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**

The plain part of Inspectlet you could make: surveys. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

Inspectlet at a glance

PRICING
Free plan, from $39 per month for 10,000 session replays

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Inspectlet

CATEGORY
Website & Product Analytics

OUR GRADE
2.4 GPA, fair

The report card

Best for session recordings and heatmaps on a free tier

Inspectlet records sessions and adds heatmaps, funnels, A/B tests and error logging, with a free plan for 5,000 replays a month on 3 sites. Paid starts at $39 a month. The listing's own pages disagree on the free allowance, and recording stops when you hit the limit.

TOOLGPA REPORT CARD	Inspectlet	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$39 a month for 10,000 replays, above the category's middle of $32 but far below its dearer quarter.
Free plan and trial	B	Free for 3 sites with 1 month of storage and no card or time limit. Pages say 5,000 replays in the table but 2,500 in the FAQ.
Features	B	Replay, heatmaps, form analytics, funnels, A/B tests, surveys, errors and AI insights. The listing shows no gap in the core job.
Ease of use	C	No rating on record. You add a script and learn several tools.
Platforms and integrations	C	Web only, with an API on Growth. No integrations are named.
Grade point average		Fair, out of 4.0 **2.4**

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 Inspectlet is for

- ✓ Fits if you want to watch real visitor sessions on a small site
- ✓ Works for people who need replays and heatmaps without paying at first

Who it is not for

- ✕ Tight if you stay free: 1 month of storage, and the allowance is stated as 5,000 and 2,500 on different pages
- ✕ Pricey if you need more than 10,000 replays: it's $79 at 25,000
- ✕ Watch out: recording stops at the monthly limit until the cycle resets
- ✕ Watch out: targeting, API access and form analytics start at Growth, $149 a month

Good to know

Good for

- ✓ Small sites that want session replays and heatmaps on a free plan
- ✓ Online stores watching sessions to find checkout problems
- ✓ Teams that want replays and A/B tests in one tool

Worth knowing

- ⓘ Recording stops at the monthly replay limit and resumes when the billing cycle resets.
- ⓘ Targeting controls, API access and form analytics need Growth or higher.
- ⓘ The plans page lists monthly prices only; annual billing is said to save 15%.
- ⓘ Its FAQ says the free plan has 2,500 sessions a month, while the plan table says 5,000 replays.

PART 02 · PRICING

What it costs

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

$39

A month to start. There is a free plan too

Inspectlet has a free plan. Paid plans start at $39 per month for 10,000 session replays.

FREE

$0

5,000 session replays a month, 3 websites, 1 month of storage, limited AI Session Insights.

MICRO

$39

per month for 10,000 session replays, billed monthly

3 websites, 2 months of storage, conversion funnels and multi-user access.

STARTUP

$79

per month for 25,000 session replays, billed monthly

5 websites, 3 months of storage, and downloadable recordings.

GROWTH

$149

per month for 50,000 session replays, billed monthly

10 websites, 6 months of storage, targeting controls, API access and form analytics.

ACCELERATE

$299

per month for 125,000 session replays, billed monthly

20 websites and 12 months of storage, with the same feature set as Growth.

ENTERPRISE

Custom

Higher volumes with phone support, custom services and 24 months of storage.

The free plan

5,000 session replays a month, 3 websites and 1 month of storage, with session replay, heatmaps and A/B testing.

Read from inspectlet.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 15% with annual billing

The plans page offers an Annually option labelled Save 15% against the monthly prices listed.

Stated on inspectlet.com

What it does

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

1

Place it runs: Web

Session recordings, heatmaps and A/B tests for websites. Here is what it does, as its own site describes it, and what it covers: public API, AI features, surveys, web analytics, session replay, a/B testing.

> **Replay, heatmaps, form analytics, funnels, A/B tests, surveys, errors and AI insights.**
>
> From our grade for features

Session replay

Recordings of every mouse movement, scroll, click and keypress, filterable by visitor type, traffic source, pages and events.

Heatmaps

Eye-tracking, scroll and mouse-click heatmaps are included on every plan, including the free one.

Form analytics and funnels

Form analytics show where forms are abandoned; conversion funnels track steps. Funnels start at Micro, form analytics at Growth.

A/B testing and surveys

Run A/B tests against a monthly visitor quota and collect feedback with on-site surveys.

Error logging

JavaScript errors are caught automatically and can be matched to the sessions where they happened.

AI Insights and Ask AI

AI summaries of sessions, recommended sessions to watch, and plain-English questions. The free plan has limited daily AI Insights.

Where it runs

Web

What it works with

Its own pages name no integrations.

Inspectlet is made by Inspectlet.

PART 04 · STANDING

Where it stands

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

32/58

Other website and product analytics tools it is graded above

Inspectlet's GPA of 2.4 is higher than 32 of the 58 other website and product analytics tools we grade, and level with 11.

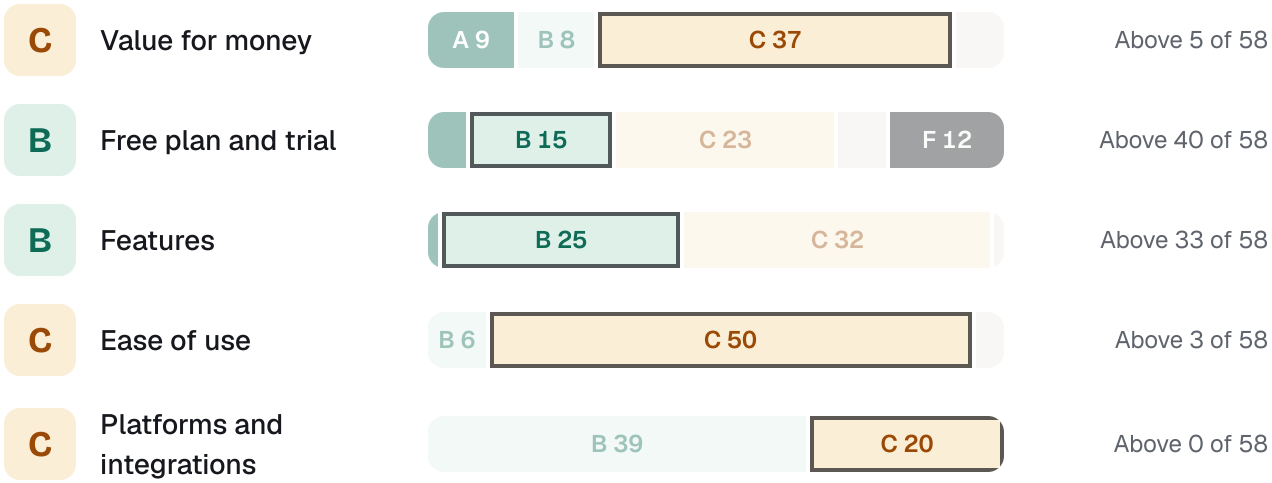
It stands best on free plan and trial (B, above 40 of 58) and worst on platforms and integrations (C, above 0).

Its paid plans start at $39 a month, against a middle price of $29 for the category: 18 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 12 tools score higher and cost less.

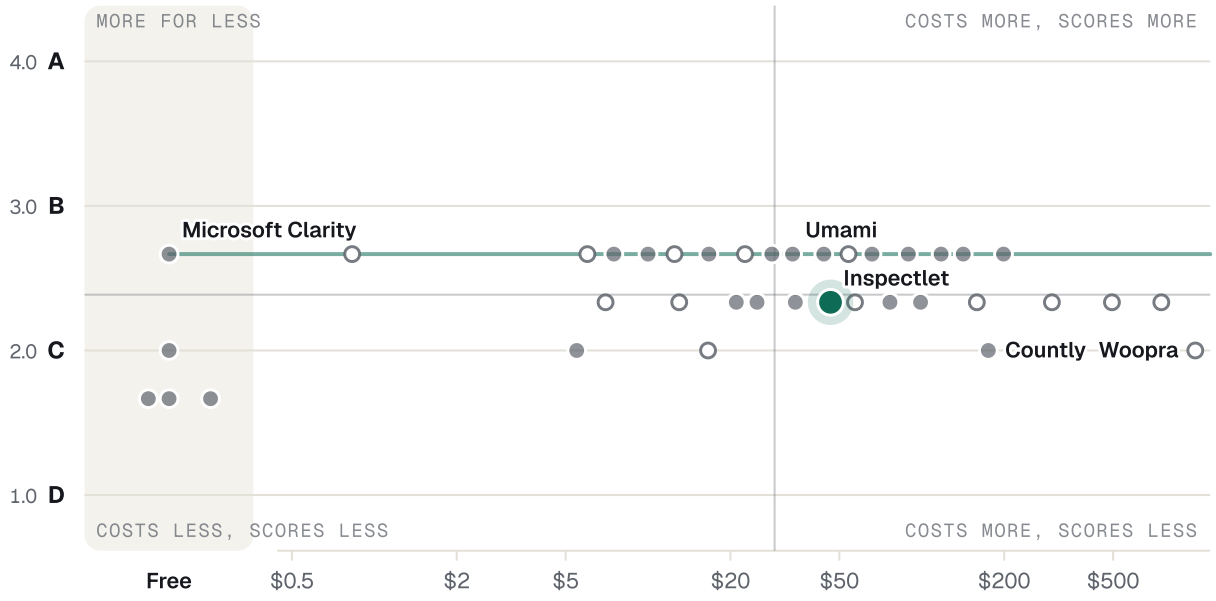
Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Inspectlet's own letter is outlined.



Price against what you get

Each dot is one of 38 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Inspectlet 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 Inspectlet you could make: surveys. What surrounds it you could not. The 6 things listed below take a company, not a weekend.

It costs $468 a year.

What you could make

- Surveys: an app builder makes this well.

What you could not

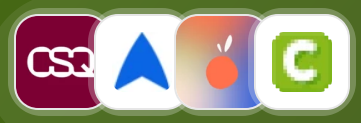
- Recordings of what each visitor did on your pages.

- Splitting visitors between versions and telling you which won.
- A tracking script and a database that counts every visit.
- An API that other software can build on.
- 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. Inspectlet'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



Contentsquare, Mouseflow, Lucky Orange and Crazy Egg

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

2.8 GPA

Contentsquare

Free plan · from $39/mo

Heatmaps, session replays and surveys, formerly sold as Hotjar.

- Inspectlet also covers a/B testing.

Inspectlet and Contentsquare compared in full

2.2 GPA

Mouseflow

Free plan · from $25/mo

Session replay, heatmaps and funnels for website behavior.

- Inspectlet also covers a/B testing.
- Mouseflow also covers forms.

Inspectlet and Mouseflow compared in full



2.4
GPA

Lucky Orange

Free trial · from $32/mo

Heatmaps, session recordings, surveys and live chat in one tool.

- Inspectlet has a free plan. Lucky Orange does not, though it has a free trial.
- Inspectlet also covers a/B testing.
- Lucky Orange also covers forms and live chat.

Inspectlet and Lucky Orange compared in full



2.2
GPA

Crazy Egg

Free plan · from $29/mo

Heatmaps, session recordings and A/B testing for websites.

- Crazy Egg also covers popups.

Inspectlet and Crazy Egg 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 Inspectlet free?

Inspectlet has a free plan. 5,000 session replays a month, 3 websites and 1 month of storage, with session replay, heatmaps and A/B testing.

How much does Inspectlet cost?

Inspectlet lists 6 plans. Free: $0.

What platforms does Inspectlet work on?

Inspectlet is available on Web.

Does Inspectlet offer any discounts?

Inspectlet publicly lists the following: Save 15% with annual billing.

Does Inspectlet have an Android app?

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

Does Inspectlet have an iPhone app?

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

Is Inspectlet open source?

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

Does Inspectlet have an API?

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

Who makes Inspectlet?

Inspectlet is made by a company of the same name.

What are the alternatives to Inspectlet?

The closest alternatives to Inspectlet in our directory are Contentsquare, Mouseflow, Lucky Orange and Crazy Egg.

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

Inspectlet's GPA of 2.4 is higher than 32 of the 58 other website and product analytics tools we grade, and level with 11.

Is Inspectlet good value for money?

ToolGPA grades Inspectlet C for value for money. Its paid plans start at $39 a month, against a middle price of $29 for the category: 18 of the 32 others that charge start lower.

Could I make my own version of Inspectlet?

The plain part of Inspectlet you could make: surveys. What surrounds it you could not.

Where this guide comes from

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

inspectlet.com/plans

inspectlet.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

Inspectlet, kept up to date

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

toolgpa.com/tools/inspectlet

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, "Inspectlet: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/inspectlet
```

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Website & Product Analytics Insider's Guide

Every one of the 59 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 ›

Everything in this guide is ToolGPA's own summary of what Inspectlet'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. Inspectlet is a trademark of its owner, and this guide is not made, paid for or approved by Inspectlet. Prices and plans change: check inspectlet.com before you buy.