ToolGPA

NOVEMBER 2026

Katalist

The Insider's Guide

AI video studio for ads, UGC clips and product swaps



Every plan, grade, refund rule and rival among AI image and video generators, read from Katalist's own pages.

Made by Katalist · checked Nov 13, 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 Katalist's own pages, its app-store listings and our grades. Every fact in it is on Katalist'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

2.4

GPA, above 106 of the 168 other AI image and video generators we grade

Katalist is an AI video platform aimed at marketing and performance teams and agencies. It builds videos from a script or brief, swaps a new product into an existing video, replaces characters and voices, and localizes clips with lip-sync. It draws on several third-party video models and sells credit-based plans with a 7-day trial.

> "
>
> **It is a web studio with projects and characters to set up.**
>
> From our grade for ease of use

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

1 **Best for video ads and UGC-style clips**

Katalist makes video ads and UGC-style clips from a script, with product swaps and lip-synced voice replacement.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month; billing basis not shown.

3 **You can try it first**

7-day free trial on Essential, Pro and Unlimited

4 **It runs on Web**

Web.

5 **Script and brief to video**

Start from a script or brief and get a first-draft video, or a trend-based starting point.

6 **Product swap engine**

Drop a new product into an existing video and change it afterward with a text prompt.

7 **Character and voice replacement**

Replace a character or only their voice, with consistent characters across scenes.

8 **A 2.4 GPA, above 106 of 168**

That is against the other AI image and video generators we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Katalist you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

Katalist at a glance

PRICING
Free trial, from $19 per month; billing basis not shown

FREE PLAN
No

FREE TRIAL
7-day free trial on Essential, Pro and Unlimited

RUNS ON
Web

MADE BY
Katalist

CATEGORY
AI Image & Video Generators

OUR GRADE
2.4 GPA, fair

The report card

Best for video ads and UGC-style clips

Katalist makes video ads and UGC-style clips from a script, with product swaps and lip-synced voice replacement. The pricing page shows two sets of prices without saying which toggle is which, and collaboration needs the $99 plan.

TOOLGPA REPORT CARD

Katalist

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$19, $39 and $99 a month with video credits, or $29, $31 and $79 labelled billed annually, and the page does not say which is which. The entry is at the dearer quarter's start.
Free plan and trial	C	A 7-day free trial on Essential, Pro and Unlimited, and the listing does not say whether a card is needed.
Features	B	Script to video, product swap, character and voice replacement, localization and lip sync. The listing names no gap in the core job.
Ease of use	C	No store rating is on record. It is a web studio with projects and characters to set up.
Platforms and integrations	B	Web only, with Adobe Premiere Pro integration on Pro and an API on Enterprise.

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 Katalist is for

- ✓ Fits if you make short product ads and want a product swapped into existing footage
- ✓ Works for editors who finish in Premiere Pro

Who it is not for

- ✕ Watch out: two sets of prices appear and the page does not say which toggle is which
- ✕ Tight if you want collaboration, which needs Unlimited at $99 with 2 seats
- ✕ Watch out: image and video credits are counted separately, and monthly allowances reset
- ✕ Not for you if you want Premiere Pro, as that starts on Pro
- ✕ Skip it if you need a published Enterprise price, as there is none

Good to know

Good for

- ✓ Performance marketers testing many ad variants
- ✓ Agencies managing creative for several clients

Worth knowing

- ⓘ The pricing page shows two sets of prices ($19, $39 and $99 with video credits; $29, $31 and $79 labeled billed annually) without saying which toggle is which.
- ⓘ Credits are monthly allowances; image and video credits are counted separately.
- ⓘ Premiere Pro integration and the image editor start on Pro; collaboration needs Unlimited.
- ⓘ Enterprise has no published price.

What it costs

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

$19

A month to start

Katalist is a paid product with a free trial, starting at $19 per month; billing basis not shown.

> "
>
> **The entry is at the dearer quarter's start.**
>
> From our grade for value for money

ESSENTIAL

$19

per month; billing basis not shown

200 image and 700 video credits a month, 5 projects, 1 custom character, lip-sync.

PRO

$39

per month; billing basis not shown

700 image and 1,500 video credits a month, 20 projects, 10 custom characters, Premiere Pro integration.

UNLIMITED

$99

per month; billing basis not shown

Unlimited images, 3,000 video credits a month, unlimited projects, real-time collaboration, 2 seats.

ENTERPRISE

Custom

Unlimited users and video credits, API access and dedicated support; sold through sales.

Trying it first

7-day free trial on Essential, Pro and Unlimited

Read from katalist.ai 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

AI video studio for ads, UGC clips and product swaps. Here is what it does, as its own site describes it, and what it covers: AI features, image generation, video generation, ad creative, text to speech.

> **Script to video, product swap, character and voice replacement, localization and lip sync.**
>
> From our grade for features

Script and brief to video

Start from a script or brief and get a first-draft video, or a trend-based starting point.

Product swap engine

Drop a new product into an existing video and change it afterward with a text prompt.

Character and voice replacement

Replace a character or only their voice, with consistent characters across scenes.

Localization and lip-sync

Adapt existing videos for new markets with lip-synced voiceover.

Multiple video models

The pricing page lists Runway Gen-4, Google Veo, Kling, Pixverse, WAN, Sora 2 and LTX-2 as available.

Team features

Real-time collaboration, ZIP and PPT export and Premiere Pro integration on higher plans.

Where it runs

Web

What it works with

Adobe Premiere Pro

Katalist is made by Katalist.

PART 04 · STANDING

Where it stands

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

106/168

Other AI image and video generators it is graded above

Katalist's GPA of 2.4 is higher than 106 of the 168 other AI image and video generators we grade, and level with 25.

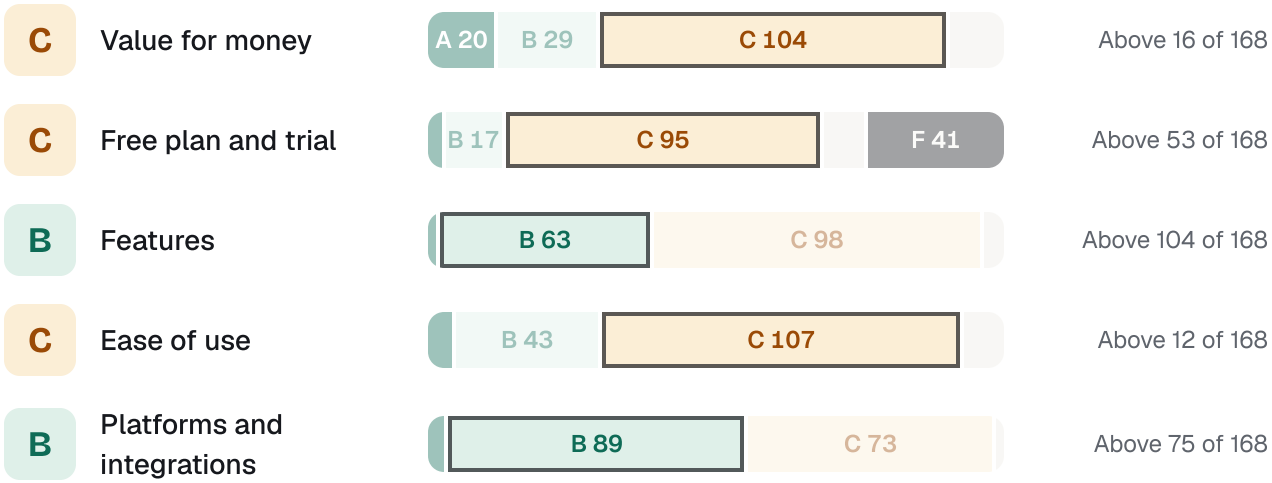
It stands best on features (B, above 104 of 168) and worst on ease of use (C, above 12).

Its paid plans start at $19 a month, against a middle price of $11.88 for the category: 89 of the 120 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 16 tools score higher and cost less.

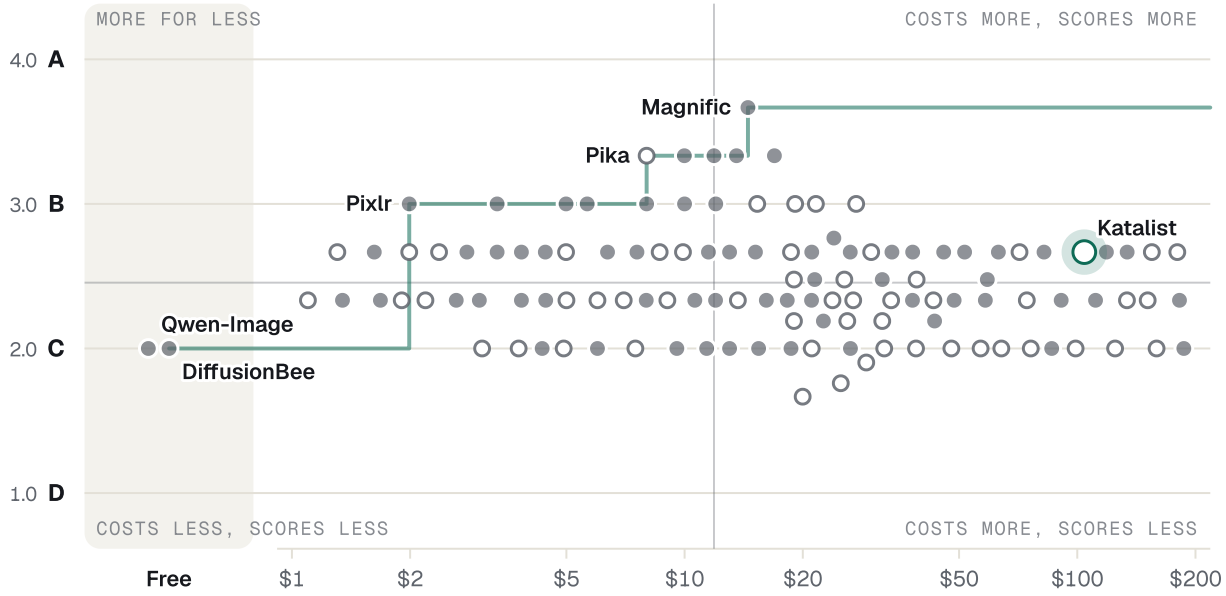
Each grade against the category

Every bar is all 169 AI image and video generators we grade, cut by the letter each got. Katalist's own letter is outlined.



Price against what you get

Each dot is one of 123 AI image and video generators. Further left costs less; higher up scores better on features, ease of use and platforms. Katalist 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 Katalist you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

It costs $228 a year.

What you could not

- ✕ A video model, which you can rent by the second but not make.
- ✕ An image model, which you can rent by the picture but not make.

- ✕ A voice model, which you can rent by the minute but not make.
- ✕ Ad images and videos made to each network's sizes.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ Sharing with other people, which means accounts and invitations.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Katalist'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



invideo, Pictory, Mootion, Akool and Vidnoz

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

2.8 GPA

invideo

Free plan · from $10/mo

Agent-driven video editor with built-in AI video and image models.

- invideo has a free plan. Katalist does not, though it has a free trial.
- Only invideo lists iOS and Android apps.
- Katalist also covers ad creative and text to speech.

Katalist and invideo compared in full

2.0 GPA

Pictory

Free trial · from $25/mo

Turns scripts, articles and slides into narrated stock-footage videos.

- Only Pictory lists a browser extension.
- Katalist also covers ad creative and text to speech.
- Pictory also covers transcription, templates and video editing.

Katalist and Pictory compared in full

1.8 GPA

Mootion

From $12/mo

AI video generator that turns ideas and scripts into scenes.

- Katalist also covers ad creative.

Katalist and Mootion compared in full

2.2 GPA

Akool

Free plan · from $12/mo

AI face swap, avatars, video translation and video models in one suite.

- Akool has a free plan. Katalist does not, though it has a free trial.
- Katalist also covers ad creative and text to speech.

Katalist and Akool compared in full

2.4 GPA

Vidnoz

Free plan · from $19.99/mo

AI avatar video maker with templates, voices and video generators.

- Vidnoz has a free plan. Katalist does not, though it has a free trial.
- Katalist also covers ad creative.
- Vidnoz also covers templates and voice cloning.

Katalist and Vidnoz 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 Katalist free?

No, Katalist is a paid product, but you can try it first. 7-day free trial on Essential, Pro and Unlimited.

How much does Katalist cost?

Katalist lists 4 plans. Essential: $19 per month; billing basis not shown.

What platforms does Katalist work on?

Katalist is available on Web.

Does Katalist have an Android app?

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

Does Katalist have an iPhone app?

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

Is Katalist open source?

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

What does Katalist integrate with?

Katalist's listing names Adobe Premiere Pro. A listing names up to eight integrations, so it may connect to more.

Who makes Katalist?

Katalist is made by a company of the same name.

What are the alternatives to Katalist?

The closest alternatives to Katalist in our directory are invideo, Pictory, Mootion, Akool and Vidnoz.

How does Katalist compare with other AI image and video generators?

Katalist's GPA of 2.4 is higher than 106 of the 168 other AI image and video generators we grade, and level with 25.

Is Katalist good value for money?

ToolGPA grades Katalist C for value for money. Its paid plans start at $19 a month, against a middle price of $11.88 for the category: 89 of the 120 others that charge start lower.

Could I make my own version of Katalist?

To replace Katalist you would be making a video model, which you can rent by the second but not make.

Where this guide comes from

The prices, plans, platforms and features were read from Katalist'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 Katalist'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 Katalist. Prices change, so check katalist.ai before you buy.

katalist.ai

katalist.ai/katalist-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

Katalist, kept up to date

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

toolgpa.com/tools/katalist

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, "Katalist: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/katalist
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Know someone choosing between AI image and video generators?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI image and video generators after Katalist, each with an Insider's Guide of its own.

AI Image & Video Generators Insider's Guide

Every one of the 169 AI image and video generators we grade, compared

Pixlr Insider's Guide

Browser photo editors with AI image, video and audio tools

3.2 GPA

Adobe Firefly Insider's Guide

Adobe's image, video and audio generator, with partner models

3.0 GPA

ComfyUI Insider's Guide

Open-source node editor for image and video AI workflows, plus a cloud

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