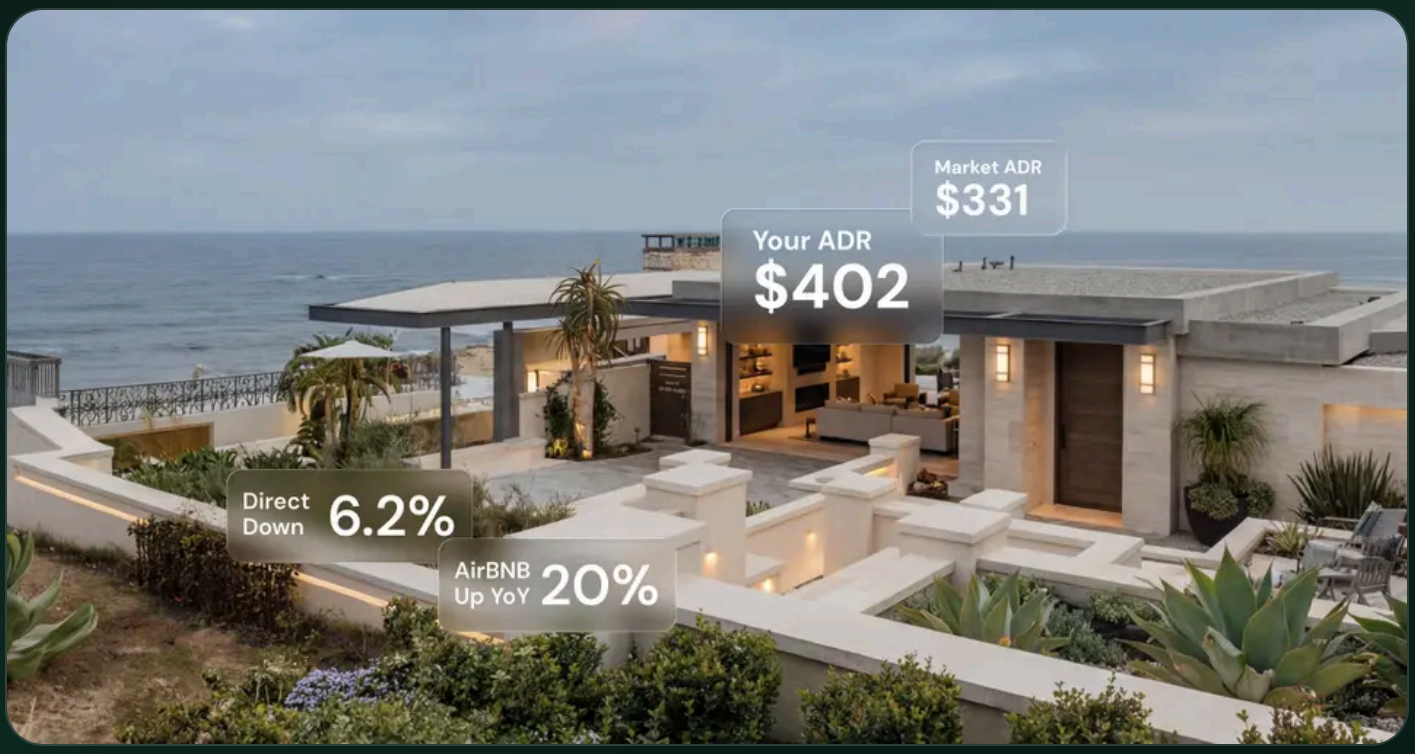
ToolGPA

NOVEMBER 2026

KeyData

The Insider's Guide

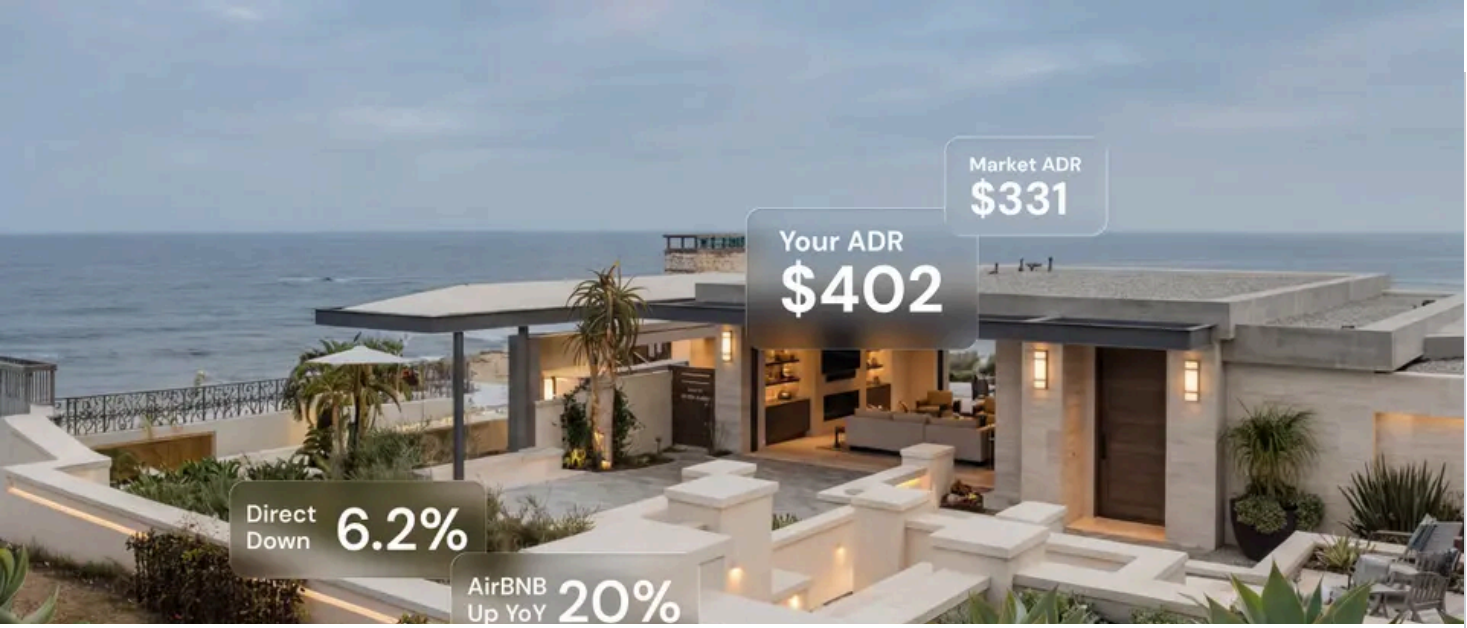
Booking data and benchmarking for vacation rental managers



Every plan, grade, refund rule and rival among vacation rental tools, read from KeyData's own pages.

Made by KeyData Dashboard, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from KeyData's own pages, its app-store listings and our grades. Every fact in it is on KeyData'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

1.8

GPA, above 3 of the 53 other vacation rental tools we grade

KeyData, from KeyData Dashboard, Inc., is a data platform built on reservation records that property managers share from their property management systems. ProData gives managers benchmarking, pacing and owner reports, DestinationData serves tourism boards, and EnterpriseData supplies custom data and APIs.

To get you started, here are **7 things to know about KeyData**, taken from its own pages and our grades.

> **No store rating on record, and you connect a property manager system and book a demo first.**
>
> From our grade for ease of use

1 **Best for rental market data and benchmarks**

It does not set prices or run bookings, no price is published, and access starts with a demo request.

2 **It runs on Web**

Web.

3 **Market benchmarking**

Compare a portfolio with similar properties in the same market, filtering by bedrooms, amenities, location and stay length.

4 **Pacing and booking insights**

Track future bookings against the prior year, along with booking windows, booking curves and forward occupancy trends.

5 **Owner and unit reporting**

Year-over-year, occupancy and market-comparison reports down to the single unit, for explaining results to property owners.

6 **A 1.8 GPA, above 3 of 53**

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

7 **Keep it**

The plain part of KeyData you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

KeyData at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY KeyData Dashboard, Inc.	CATEGORY Vacation Rental Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for rental market data and benchmarks

KeyData reports on bookings and benchmarks a vacation rental portfolio against its market, using data from managers who connect their systems. It

does not set prices or run bookings, no price is published, and access starts with a demo request.

TOOLGPA REPORT CARD — **KeyData** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so we grade it in the middle; SuperControl's site says it is free for SuperControl users.
Free plan and trial	F	No free plan and no trial on record for everyone.
Features	C	Benchmarking, pacing and owner reports are covered, but it reports only: no pricing, no bookings.
Ease of use	C	No store rating on record, and you connect a property manager system and book a demo first.
Platforms and integrations	B	Web only, fed by Guesty, Hostaway, Hospitable, OwnerRez, Lodgify and Streamline.

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 KeyData is for

- ✓ Fits if you manage a portfolio and want to see how it compares with local competitors
- ✓ Works for SuperControl users, where the site says KeyData is free

Who it is not for

- ✗ Skip it if you want a price up front, as none is published and access starts with a demo
- ✗ Not for you if your system is not one of the supported ones, since the data depends on those connections
- ✗ Too light for running the business, as it reports and benchmarks but does not set prices or manage bookings
- ✗ Watch out: what you pay may depend on which property manager system you use

Good to know

Good for

- ✓ Property managers who need market benchmarks backed by booking data
- ✓ Managers who must explain performance to property owners
- ✓ Tourism boards and analysts needing short-term rental market data

Worth knowing

- ⓘ No prices are published on the site; access starts with a demo request.
- ⓘ The data comes from managers who connect a supported property management system, so coverage depends on those connections.
- ⓘ SuperControl's site says KeyData is free for SuperControl users, so cost may depend on your PMS.
- ⓘ It reports and benchmarks; it does not set prices or manage bookings.

What it costs

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

KeyData's current pricing could not be confirmed from its own site.

> **No price is published, so we grade it in the middle; SuperControl's site says it is free for SuperControl users.**
>
> From our grade for value for money

We could not confirm KeyData's current prices from its own site, so this guide lists no plans. keydata.co has them.

What it does

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

1

Place it runs: Web

Booking data and benchmarking for vacation rental managers. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards.

> **Benchmarking, pacing and owner reports are covered, but it reports only: no pricing, no bookings.**
>
> From our grade for features

Market benchmarking

Compare a portfolio with similar properties in the same market, filtering by bedrooms, amenities, location and stay length.

Pacing and booking insights

Track future bookings against the prior year, along with booking windows, booking curves and forward occupancy trends.

Owner and unit reporting

Year-over-year, occupancy and market-comparison reports down to the single unit, for explaining results to property owners.

Direct-source reservation data

The vendor says its figures come from confirmed bookings in more than 80 property management systems, not scraped calendars.

Rental projections and comp sets

Projects revenue for new or acquired inventory and builds groups of competing properties without manual research.

Data for tourism and enterprise

DestinationData serves destination organizations, and EnterpriseData offers custom data and an API for investors and analysts.

Where it runs

Web

What it works with

Guesty · Hostaway · Hospitable · OwnerRez · Lodgify · Streamline · Escapia · Supercontrol

KeyData is made by KeyData Dashboard, Inc.

Where it stands

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

3/53

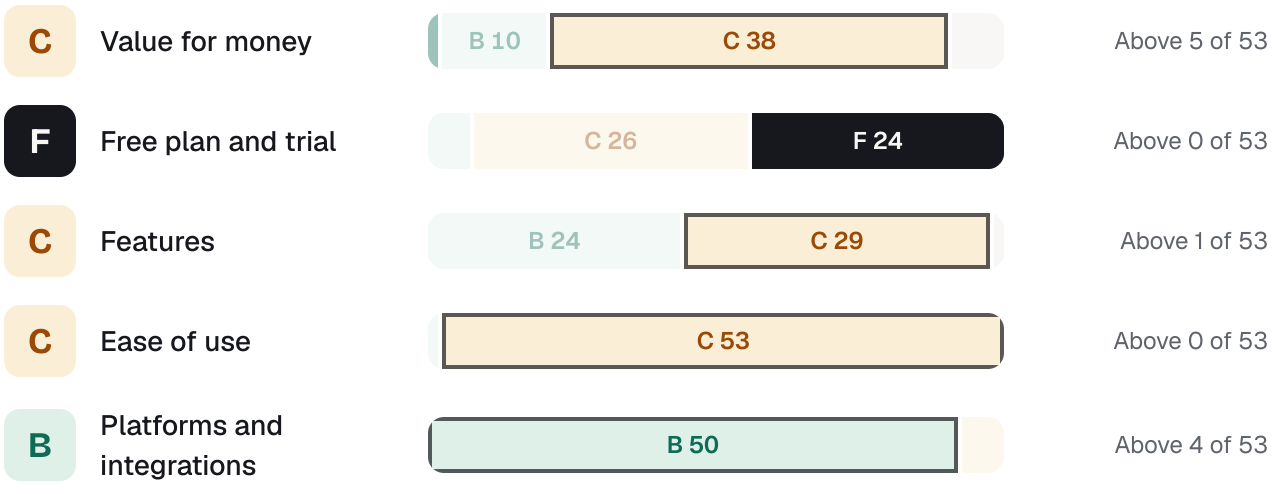
Other vacation rental tools it is graded above

KeyData's GPA of 1.8 is higher than 3 of the 53 other vacation rental tools we grade, and level with 10.

It stands best on platforms and integrations (B, above 4 of 53) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 54 vacation rental tools we grade, cut by the letter each got. KeyData'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

The plain part of KeyData you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 40 of the 53 other vacation rental tools grade higher.

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, Guesty, Hostaway and Hospitable among them, and has an API.

What this rests on. KeyData'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



AirDNA, Airbtics, PriceLabs, Wheelhouse and Beyond

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

AirDNA

2.2 GPA

Free plan

Short-term rental market data, revenue estimates and comp sets.

- AirDNA also covers research.

KeyData and AirDNA compared in full

Airbtics

2.0 GPA

Free plan · from $29/mo

Airbnb market data and revenue estimates for hosts and investors.

- Airbtics has a free plan. KeyData does not.
- Airbtics also covers research.

KeyData and Airbtics compared in full

PriceLabs

2.4 GPA

Free trial · from $19.99/mo

Dynamic pricing and market data for rentals and hotels.

KeyData and PriceLabs compared in full



2.2
GPA

Wheelhouse

Free plan · from $19.99/mo

Dynamic pricing and market data for short and mid-term rentals.

- Wheelhouse has a free plan. KeyData does not.
- Wheelhouse also covers calendar.

KeyData and Wheelhouse compared in full



2.2
GPA

Beyond

Free plan

Dynamic pricing for short-term rentals, billed as a share of bookings.

- Beyond has a free plan. KeyData does not.
- Only Beyond lists an iOS app.
- Beyond also covers calendar.

KeyData and Beyond compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 KeyData free?

No. KeyData is a paid product.

What platforms does KeyData work on?

KeyData is available on Web.

Does KeyData have an Android app?

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

Does KeyData have an iPhone app?

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

Is KeyData open source?

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

Does KeyData have an API?

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

What does KeyData integrate with?

KeyData's listing names Guesty, Hostaway, Hospitable, OwnerRez, Lodgify, Streamline, Escapia and Supercontrol.

Who makes KeyData?

KeyData is made by KeyData Dashboard, Inc.

What are the alternatives to KeyData?

The closest alternatives to KeyData in our directory are AirDNA, Airbtics, PriceLabs, Wheelhouse and Beyond.

How does KeyData compare with other vacation rental tools?

KeyData's GPA of 1.8 is higher than 3 of the 53 other vacation rental tools we grade, and level with 10.

Could I make my own version of KeyData?

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

Where this guide comes from

The prices, plans, platforms and features were read from KeyData'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 KeyData'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 KeyData Dashboard, Inc. Prices change, so check keydata.co before you buy.

keydata.co/
keydata.co/products/destinationdata
keydata.co/products/prodata
supercontrol.co.uk/pricing/

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

KeyData, kept up to date

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

toolgpa.com/tools/key-data-dashboard

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:

```
ToolGPA, "KeyData: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/key-data-dashboard
```

Know someone choosing between vacation rental tools?

Send them this guide: toolgpa.com/tools/key-data-dashboard/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded vacation rental tools after KeyData, each with an Insider's Guide of its own.

Vacation Rental Software Insider's Guide

Every one of the 54 vacation rental tools we grade, compared

CiiRUS Insider's Guide

Vacation rental PMS with trust accounting for professional managers

2.8 GPA

Hospitable Insider's Guide

Guest messaging, channel sync and operations for short-term rentals

2.6 GPA

Hostex Insider's Guide

Low-cost channel manager and PMS for short-term rentals

2.6 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 KeyData'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. KeyData is a trademark of its owner, and this guide is not made, paid for or approved by KeyData Dashboard, Inc. Prices and plans change: check keydata.co before you buy.