ToolGPA

NOVEMBER 2026

KnoCommerce

The Insider's Guide

Post-purchase surveys and attribution for Shopify brands



Every plan, grade, refund rule and rival among form and survey tools, read from KnoCommerce's own pages.

Made by KnoCommerce · checked Nov 13, 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 KnoCommerce's own pages, its app-store listings and our grades. Every fact in it is on KnoCommerce'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 8 of the 148 other form and survey tools we grade

KnoCommerce, branded KNO, runs post-purchase and NPS surveys on Shopify stores to show how customers found the brand. Plans differ by number of live surveys, question types and integrations. A Compass report compares a brand's answers with other KNO customers.

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

> "
>
> **NPS and warehouse sync are paid add-ons on some plans.**
>
> From our report card of KnoCommerce

1 **Best for post-purchase surveys for Shopify stores**

KnoCommerce runs post-purchase and NPS surveys on Shopify and compares your answers with other brands in a Compass report.

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

As its pricing page puts it: $19 per month, billed monthly.

3 **You can try it first**

7-day free trial on all plans

4 **It runs on Web**

Web.

5 **Post-purchase surveys**

Ask how customers found the store right after checkout, using attribution templates or your own questions.

6 **Question types**

Basic types on Starter, 12 additional types on Analyst and the full set, including image and video, on Pro.

7 **Reporting**

Responses break down into 60+ data points, with trend reports, pie charts and an order attribution report.

8 **A 1.8 GPA, above 8 of 148**

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

9 **Keep it**

The plain part of KnoCommerce you could make: surveys and forms. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

KnoCommerce at a glance

PRICING Free trial, from $19 per month, billed monthly	FREE PLAN No
FREE TRIAL 7-day free trial on all plans	RUNS ON Web
MADE BY KnoCommerce	CATEGORY Forms & Surveys
OUR GRADE 1.8 GPA, weak	

The report card

Best for post-purchase surveys for Shopify stores

KnoCommerce runs post-purchase and NPS surveys on Shopify and compares your answers with other brands in a Compass report. Plans are $19, $119 and $299 a month, billed monthly. NPS and warehouse sync are paid add-ons on some plans.

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

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $19 a month, level with the middle of forms tools, but it lists no integrations. The 20-plus integrations sit on Analyst at $119 and Pro at $299.
Free plan and trial	D	A 7-day trial on all plans, and the pricing page does not say no card is needed. No free plan.
Features	C	Post-purchase surveys, several question types, reports, audiences and Compass benchmarking. NPS and data sync cost extra on some plans, and the number of live surveys varies by plan.
Ease of use	C	No store rating on record. Shopify install is quick, but you build and run each survey.
Platforms and integrations	B	Web only, with Shopify, Looker and BigQuery links. No desktop or phone app.

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 KnoCommerce is for

- ✓ Fits if you run a Shopify store and want to see how buyers found you
- ✓ Works for brands that want a benchmark against similar stores

Who it is not for

- ✗ Skip it if you want a free plan, as there is none
- ✗ Pricey if you need integrations, which start at Analyst for $119 a month
- ✗ Watch out: NPS surveys and warehouse sync are add-ons with extra fees on some plans
- ✗ Watch out: the page says annual billing saves 20% or more, its FAQ says 10%

Good to know

Good for

- ✓ Shopify brands that want attribution answers from customers
- ✓ Brands that want to compare their survey answers with similar stores
- ✓ Teams that prefer month-to-month plans

Worth knowing

- ⓘ Plans are billed monthly with no long-term contract.
- ⓘ NPS surveys and warehouse data sync are add-ons with extra fees on some plans.
- ⓘ Starter lists no integrations on the pricing table; the table shows 20+ on higher plans.
- ⓘ The page says annual billing saves 20% or more, while its FAQ says 10%; confirm with the vendor.

What it costs

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

$19
A month to start

KnoCommerce is a paid product with a free trial, starting at $19 per month, billed monthly.

STARTER
$19
per month, billed monthly

1 live survey and basic question types, with no integrations.

ANALYST
$119
per month, billed monthly

2 live surveys, advanced question types and trend reports. The pricing page lists 20+ integrations.

PRO
$299
per month, billed monthly

4 live surveys, all question types including image and video, and the FAQ points ad spend over $100k a month here.

Trying it first

7-day free trial on all plans

Read from knocommerce.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing discount

The FAQ offers 10% off for paying annually on request, while the plan table says to save 20% or more with annual billing.

Stated on knocommerce.com

OTHER SAVINGS

50% off until the end of 2026

A banner offers new customers 50% off a KNO plan until the end of 2026; it has to be redeemed by chatting with the team.

Stated on knocommerce.com

What it does

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

1

Place it runs: Web

Post-purchase surveys and attribution for Shopify brands. Here is what it does, as its own site describes it, and what it covers: public API, forms, surveys, dashboards.

> **Post-purchase surveys, several question types, reports, audiences and Compass benchmarking.**
>
> From our grade for features

Post-purchase surveys

Ask how customers found the store right after checkout, using attribution templates or your own questions.

Question types

Basic types on Starter, 12 additional types on Analyst and the full set, including image and video, on Pro.

Reporting

Responses break down into 60+ data points, with trend reports, pie charts and an order attribution report.

Audiences

Audience filters target surveys to customer segments; custom audiences combine criteria such as returning customers in the UK.

Compass benchmarking

A 15-question survey that compares a brand's results with aggregated data from other KNO customers.

Where it runs

Web

What it works with

Shopify

Looker

BigQuery

KnoCommerce is made by KnoCommerce.

Where it stands

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

8/148

Other form and survey tools it is graded above

KnoCommerce's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

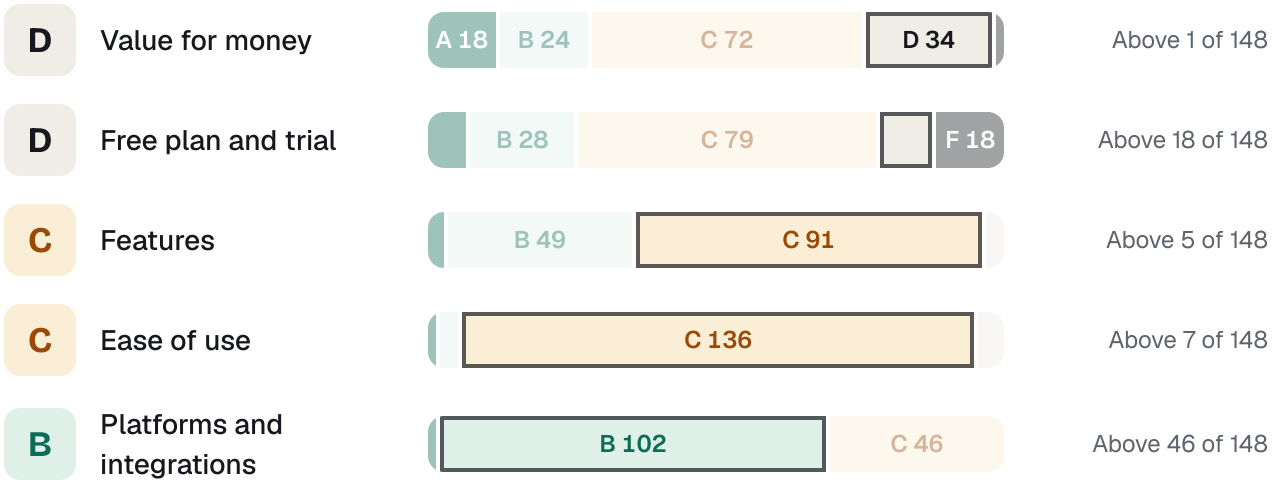
It stands best on platforms and integrations (B, above 46 of 148) and worst on value for money (D, above 1).

Its paid plans start at $19 a month, against a middle price of $20 for the category: 49 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

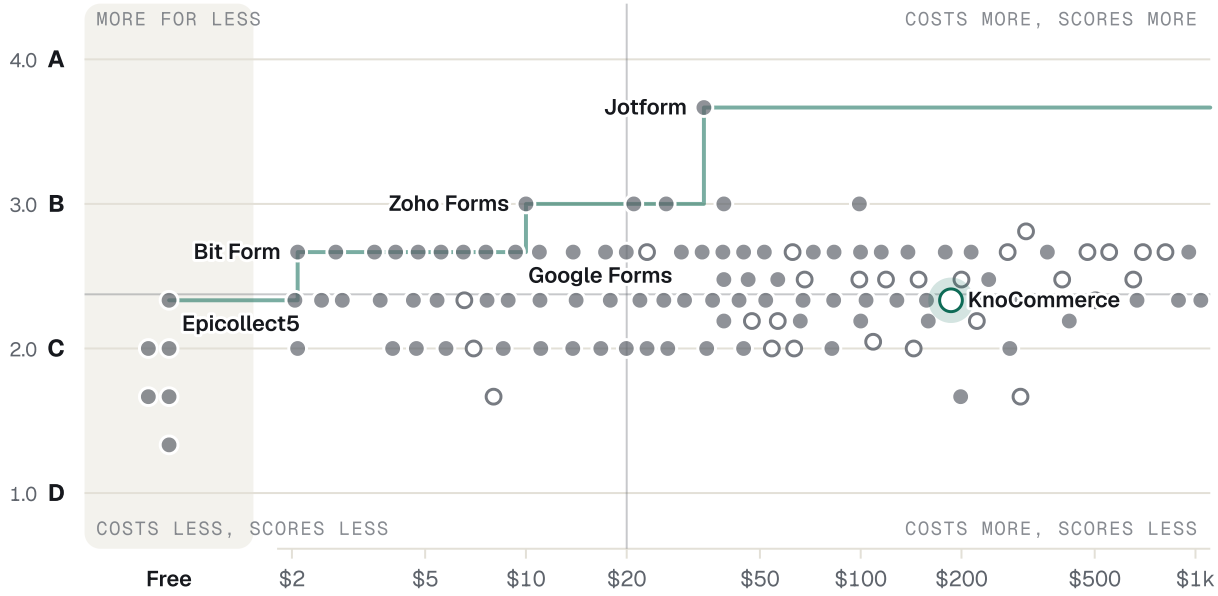
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. KnoCommerce's own letter is outlined.



Price against what you get

Each dot is one of 121 form and survey tools. Further left costs less; higher up scores better on features, ease of use and platforms. KnoCommerce 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 KnoCommerce you could make: surveys and forms. 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: 123 of the 148 other form and survey tools grade higher. It costs $228 a year.

What you could make

- Surveys and forms: an app builder makes these well.

What you could not

- Connections that pull numbers from dozens of other services.

- ✕ It plugs into other products, Shopify, Looker and BigQuery among them, and has an API.

What this rests on. KnoCommerce'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



Zigpoll, Fairing, Survicate and Typeform

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

2.2 GPA

Zigpoll

Free plan · from $29/mo

Post-purchase and on-site surveys for Shopify stores.

- Zigpoll has a free plan. KnoCommerce does not, though it has a free trial.
- KnoCommerce also covers dashboards.
- Zigpoll also covers popups.

KnoCommerce and Zigpoll compared in full

2.4 GPA

Fairing

Free plan · from $49/mo

Post-purchase attribution surveys for online stores.

- Fairing has a free plan. KnoCommerce does not, though it has a free trial.
- KnoCommerce also covers dashboards.

KnoCommerce and Fairing compared in full

2.2
GPA

Survicate

Free trial · from $56/mo

Customer feedback surveys for email, web and mobile apps.

- KnoCommerce also covers forms and dashboards.
- Survicate also covers templates and reports.

KnoCommerce and Survicate compared in full

2.4
GPA

Typeform

Free plan · from $28/mo

Form, survey and quiz builder with logic, AI and video questions.

- Typeform has a free plan. KnoCommerce does not, though it has a free trial.
- KnoCommerce also covers dashboards.
- Typeform also covers templates, workflow automation and reports.

KnoCommerce and Typeform compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 KnoCommerce free?

No, KnoCommerce is a paid product, but you can try it first. 7-day free trial on all plans.

How much does KnoCommerce cost?

KnoCommerce lists 3 plans. Starter: $19 per month, billed monthly.

What platforms does KnoCommerce work on?

KnoCommerce is available on Web.

Does KnoCommerce offer any discounts?

KnoCommerce publicly lists the following: Annual billing discount; 50% off until the end of 2026.

Does KnoCommerce have an Android app?

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

Does KnoCommerce have an iPhone app?

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

Is KnoCommerce open source?

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

Does KnoCommerce have an API?

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

What does KnoCommerce integrate with?

KnoCommerce's listing names Shopify, Looker and BigQuery. A listing names up to eight integrations, so it may connect to more.

Who makes KnoCommerce?

KnoCommerce is made by a company of the same name.

What are the alternatives to KnoCommerce?

The closest alternatives to KnoCommerce in our directory are Zigpoll, Fairing, Survicate and Typeform.

How does KnoCommerce compare with other form and survey tools?

KnoCommerce's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

Is KnoCommerce good value for money?

ToolGPA grades KnoCommerce D for value for money. Its paid plans start at $19 a month, against a middle price of $20 for the category: 49 of the 114 others that charge start lower.

Could I make my own version of KnoCommerce?

The plain part of KnoCommerce you could make: surveys and forms. What surrounds it you could not.

Where this guide comes from

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

knocommerce.com/pricing

knocommerce.com

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

KnoCommerce, kept up to date

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

toolgpa.com/tools/knocommerce

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, "KnoCommerce: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/knocommerce
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after KnoCommerce, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

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