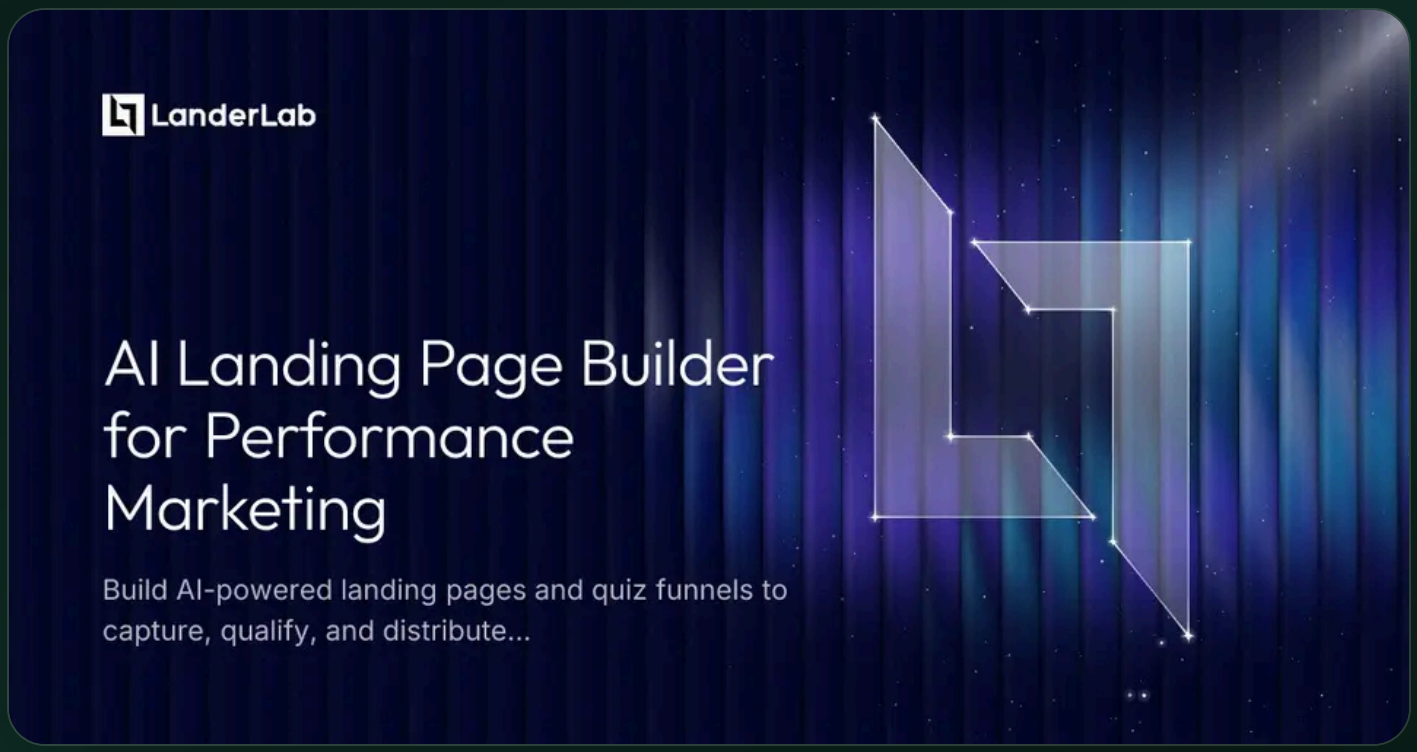
ToolGPA

NOVEMBER 2026

LanderLab

The Insider's Guide

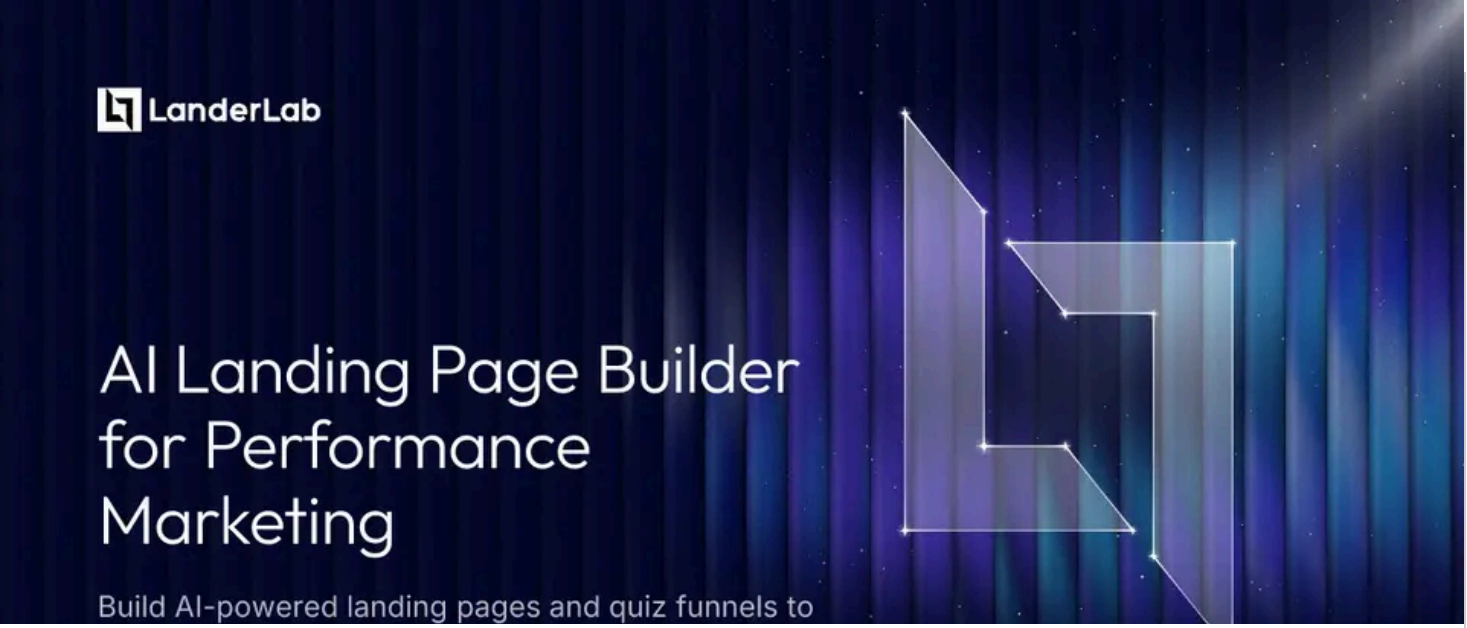
AI landing page builder for paid-traffic marketers



Every plan, grade, refund rule and rival among website and landing page builders, read from LanderLab's own pages.

Made by LanderLab · 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 LanderLab's own pages, its app-store listings and our grades. Every fact in it is on LanderLab'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 6 of the 104 other website and landing page builders we grade

LanderLab builds landing pages and quiz funnels for advertisers running paid traffic. Pages start from a prompt, a template or an imported URL, publish on the customer's own domains, and send leads to CRMs, email tools or call buyers. Plans are sized by monthly visits, published pages and AI credits, and leads are not billed per lead.

> "
>
> **iOS and Android are listed but no store rating is on record.**
>
> From our grade for ease of use

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

1 **Best for landing pages and quiz funnels for paid traffic**

LanderLab builds landing pages and quiz funnels for advertisers, with plans sized by monthly visits, not by leads.

2 **Paid plans start at $69 a month**

As its pricing page puts it: $69 per month, billed yearly ($89 billed monthly).

3 **You can try it first**

7-day free trial on every plan

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **AI page builder**

Create a page from a prompt, then ask the assistant for changes in plain English. Each AI credit buys a fraction of an edit.

6 **Quiz funnels**

Multi-step quizzes that qualify visitors before the form; unlimited quiz funnels are listed on every plan.

7 **A/B testing and heatmaps**

Split traffic between page variants on Grow and above; heatmaps with clicks and scroll depth come with Scale and Enterprise.

8 **A 1.8 GPA, above 6 of 104**

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace LanderLab you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

LanderLab at a glance

PRICING Free trial, from $69 per month, billed yearly ($89 billed monthly)	FREE PLAN No
FREE TRIAL 7-day free trial on every plan	RUNS ON Web, iOS, Android
MADE BY LanderLab	CATEGORY Website & Landing Page Builders
OUR GRADE 1.8 GPA, weak	

The report card

Best for landing pages and quiz funnels for paid traffic

LanderLab builds landing pages and quiz funnels for advertisers, with plans sized by monthly visits, not by leads. It starts at $69 a month billed yearly, and A/B testing and the API wait until Grow at $119.

TOOLGPA REPORT CARD	LanderLab	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Launch is $69 a month billed yearly, or $89 monthly, against about $22 for the dearer quarter of website builders. Grow is $119.
Free plan and trial	D	A 7-day trial on every plan and no free plan. The page does not say whether a card is needed.
Features	C	AI page builder, quizzes, lead routing and an importer. A/B testing needs Grow and heatmaps Scale, and it is not a full website or store builder.
Ease of use	C	iOS and Android are listed but no store rating is on record. You build pages and connect lead destinations.
Platforms and integrations	B	Web, iOS and Android, with an API and MCP on Grow and integrations such as HubSpot, Salesforce and Mailchimp. No desktop 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 LanderLab is for

- ✓ Fits if you send paid traffic to many offers and need lead routing
- ✓ Works for agencies that want a separate workspace for each client

Who it is not for

- ✗ Pricey if you are a solo starter: Launch is $69 a month for 1 user
- ✗ Watch out: A/B testing and API access start on Grow at $119, and heatmaps on Scale at $239
- ✗ Tight if you use AI a lot, as more credits are sold from $49 for 150
- ✗ Skip it if you need a multi-page business site or a store, since it makes landing pages
- ✗ Watch out: plans are capped by monthly visits and published pages, and the sale prices apply to the first year

Good to know

Good for

- ✓ Affiliates and media buyers sending paid traffic to many offers
- ✓ Lead generation teams that route each lead to a buyer or CRM
- ✓ Agencies that need a separate workspace for each client

Worth knowing

- ⓘ Plans are capped by monthly visits (100,000 to 10 million) and published pages, not by leads.
- ⓘ A/B testing and API access need Grow; heatmaps start on Scale. More AI credits are sold from $49 for 150.
- ⓘ Launch is a single-user account with 3 workspaces.
- ⓘ It is built for landing pages and funnels, not for multi-page business websites or online stores.

What it costs

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

$69
A month to start

LanderLab is a paid product with a free trial, starting at $69 per month, billed yearly ($89 billed monthly).

> **The page does not say whether a card is needed.**
>
> From our grade for free plan and trial

LAUNCH

$69

per month for 100,000 visits, billed yearly ($89 billed monthly)

50 published pages, 5 custom domains, 100 AI credits a month, 1 user. First year $62 a month in the sale.

GROW

$119

per month for 500,000 visits, billed yearly ($149 billed monthly)

125 pages, 15 domains, 200 AI credits, 3 users, A/B testing and API and MCP access. First year $104 a month.

SCALE

$239

per month for 2,000,000 visits, billed yearly ($299 billed monthly)

350 pages, 50 domains, 400 AI credits, 10 users, heatmaps, audit logs and a success manager. First year $209.

ENTERPRISE

$639

per month for 10,000,000 visits, billed yearly ($799 billed monthly)

Unlimited pages and users, 125 domains, 1,000 AI credits and custom implementation. First year $559 a month.

Trying it first

7-day free trial on every plan

Read from landerlab.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with yearly billing

The pricing page's receipt shows yearly billing taking 20% off the monthly price, for example Launch at $69 a month against $89.

Stated on landerlab.io

OTHER SAVINGS

Black Friday: 30% off the first year

Until the end of Dec 5, New York time, yearly plans cost 30% off list for the first year, for example Launch $744; it renews at the regular yearly price.

Stated on landerlab.io

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, iOS and Android

AI landing page builder for paid-traffic marketers. Here is what it does, as its own site describes it, and what it covers: public API, AI features, templates, no-code, a/B testing, popups.

"

AI page builder, quizzes, lead routing and an importer.

From our grade for features

AI page builder

Create a page from a prompt, then ask the assistant for changes in plain English. Each AI credit buys a fraction of an edit.

Quiz funnels

Multi-step quizzes that qualify visitors before the form; unlimited quiz funnels are listed on every plan.

A/B testing and heatmaps

Split traffic between page variants on Grow and above; heatmaps with clicks and scroll depth come with Scale and Enterprise.

Lead routing

Unlimited leads on every plan, sent to CRMs, email tools, Google Sheets and webhooks; the number of destinations is capped per plan.

Page importer

Bring an existing live page into the editor by pasting its URL, or upload a zip file.

Workspaces and MCP

Separate workspaces keep clients or offers apart, and an MCP server lets Claude, ChatGPT or Cursor publish pages and pull leads.

Where it runs

Web · iOS · Android

What it works with

Meta · HubSpot · Google Sheets · Salesforce · Mailchimp · Klaviyo · ActiveCampaign · ClickFlare

LanderLab is made by LanderLab.

Where it stands

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

6/104

Other website and landing page builders it is graded above

LanderLab's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

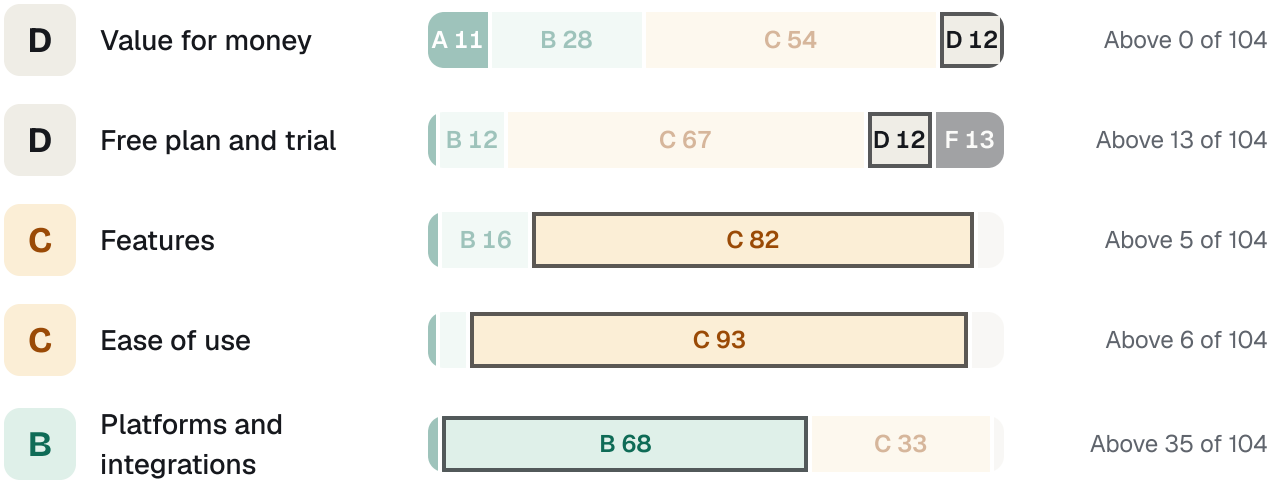
It stands best on platforms and integrations (B, above 35 of 104) and worst on value for money (D, above 0).

Its paid plans start at $69 a month, against a middle price of $11.50 for the category: 85 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 17 tools score higher and cost less.

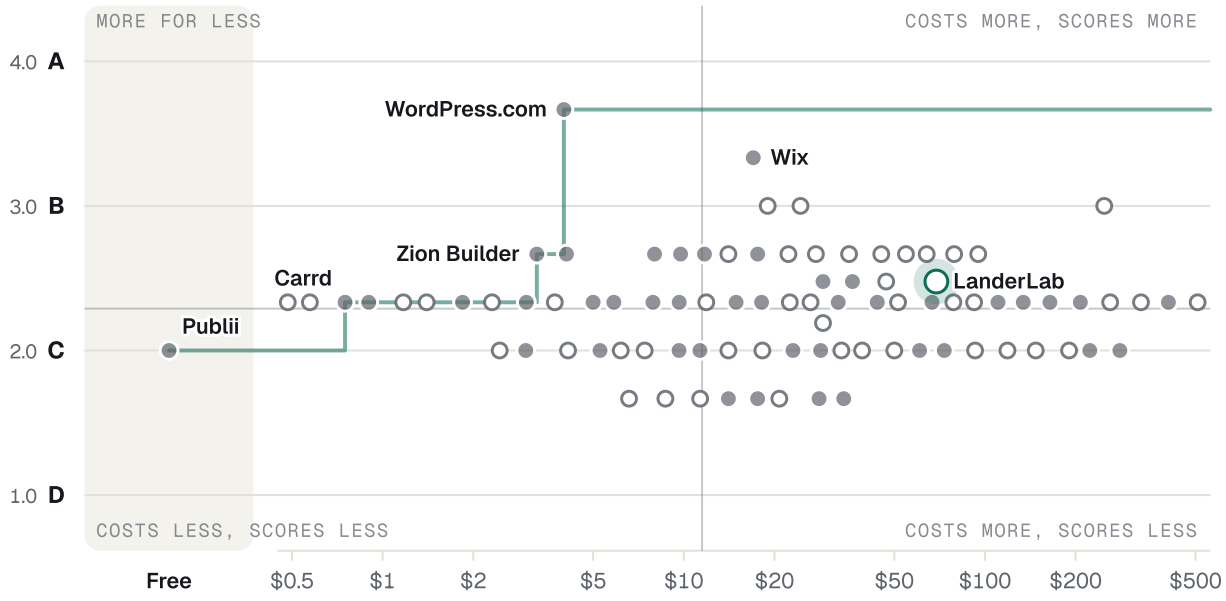
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. LanderLab's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. LanderLab 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 LanderLab you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 89 of the 104 other website and landing page builders grade higher. It costs $828 a year.

What you could make

- Popups and templates: an app builder makes these well.

What you could not

- A builder that other people can use without writing code.

- ✕ Splitting visitors between versions and telling you which won.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ It plugs into other products, Meta, HubSpot and Google Sheets among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. LanderLab'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



Unbounce, Instapage, Leadpages, Landingi and Perspective

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

2.4 GPA

Unbounce

Free trial · from $22/mo

Landing page builder with A/B testing and AI traffic routing.

- Only LanderLab lists iOS and Android apps.
- LanderLab also covers a/B testing and popups.
- Unbounce also covers forms.

LanderLab and Unbounce compared in full

2.0 GPA

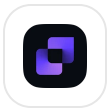
Instapage

Free trial · from $79/mo

Landing page platform for paid ads with A/B tests and AI copy.

- Only LanderLab lists iOS and Android apps.
- LanderLab also covers a/B testing and popups.
- Instapage also covers forms.

LanderLab and Instapage compared in full



2.4
GPA

Leadpages

Free trial · from $29/mo

Landing page builder with AI page creation and A/B testing.

- Only LanderLab lists iOS and Android apps.
- LanderLab also covers templates, a/B testing and popups.
- Leadpages also covers forms.

LanderLab and Leadpages compared in full



2.2
GPA

Landingi

Free trial · from $24/mo

Landing page platform with an AI page generator and A/B testing.

- Only LanderLab lists iOS and Android apps.
- LanderLab also covers a/B testing and popups.
- Landingi also covers forms.

LanderLab and Landingi compared in full



1.8
GPA

Perspective

Free trial · from $47/mo

Mobile-first funnel builder for lead generation and sales.

- Only LanderLab lists iOS and Android apps.
- LanderLab also covers popups.
- Perspective also covers sales pipeline and marketing automation.

LanderLab and Perspective 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 LanderLab free?

No, LanderLab is a paid product, but you can try it first. 7-day free trial on every plan.

How much does LanderLab cost?

LanderLab lists 4 plans. Launch: $69 per month for 100,000 visits, billed yearly ($89 billed monthly).

What platforms does LanderLab work on?

LanderLab is available on Web, iOS and Android.

Does LanderLab offer any discounts?

LanderLab publicly lists the following: Save 20% with yearly billing; Black Friday: 30% off the first year.

Does LanderLab have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. LanderLab is listed for Web, iOS and Android.

Does LanderLab have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. LanderLab is listed for Web, iOS and Android.

Is LanderLab open source?

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

Does LanderLab have an API?

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

What does LanderLab integrate with?

LanderLab's listing names Meta, HubSpot, Google Sheets, Salesforce, Mailchimp, Klaviyo, ActiveCampaign and ClickFlare.

Who makes LanderLab?

LanderLab is made by a company of the same name.

What are the alternatives to LanderLab?

The closest alternatives to LanderLab in our directory are Unbounce, Instapage, Leadpages, Landingi and Perspective.

How does LanderLab compare with other website and landing page builders?

LanderLab's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

Is LanderLab good value for money?

ToolGPA grades LanderLab D for value for money. Its paid plans start at $69 a month, against a middle price of $11.50 for the category: 85 of the 89 others that charge start lower.

Could I make my own version of LanderLab?

To replace LanderLab you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from LanderLab'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 LanderLab'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 LanderLab. Prices change, so check landerlab.io before you buy.

landerlab.io/

landerlab.io/integrations

landerlab.io/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

LanderLab, kept up to date

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

toolgpa.com/tools/landerlab

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, "LanderLab: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/landerlab
```

Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after LanderLab, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 106 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

2.8 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 LanderLab'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. LanderLab is a trademark of its owner, and this guide is not made, paid for or approved by LanderLab. Prices and plans change: check landerlab.io before you buy.