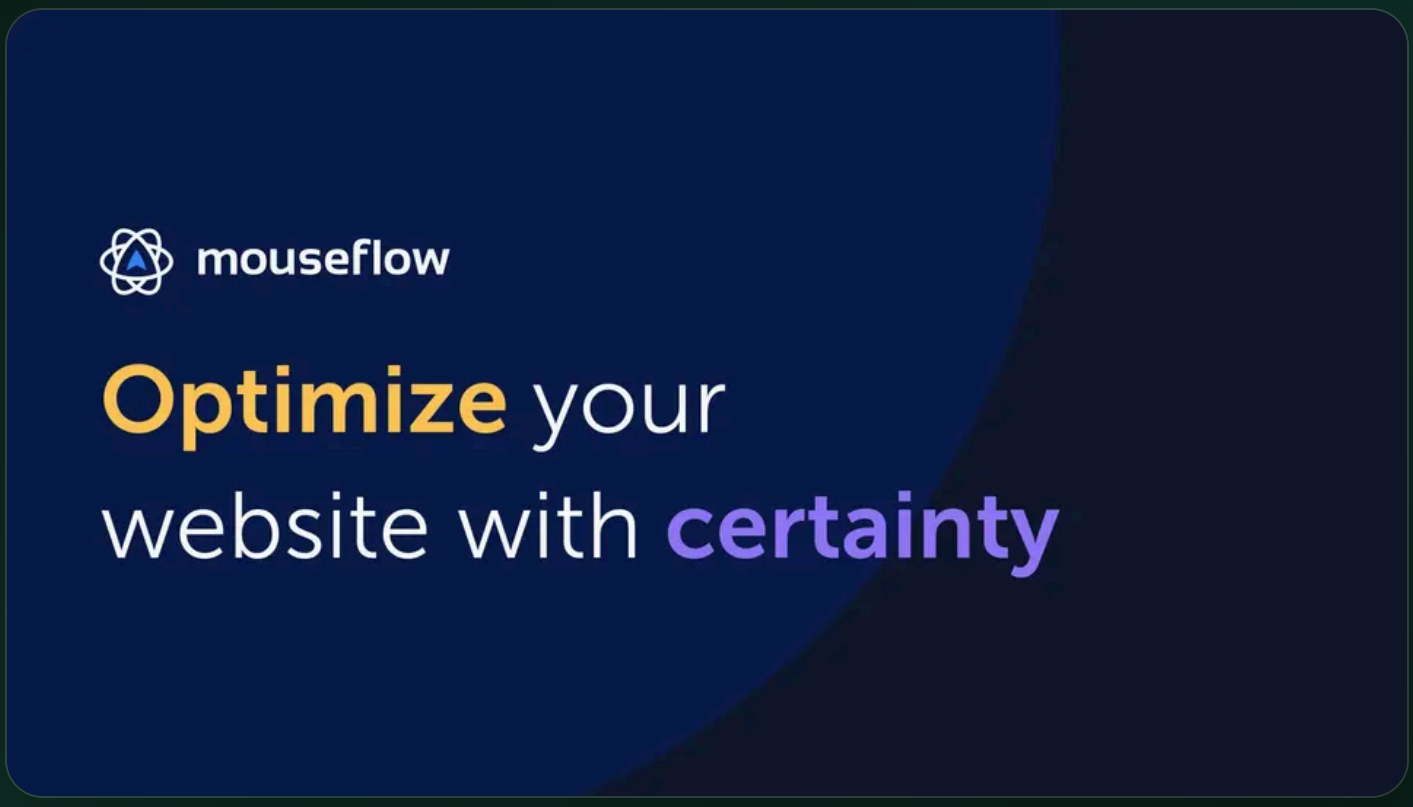
ToolGPA

NOVEMBER 2026

Mouseflow

The Insider's Guide

Session replay, heatmaps and funnels for website behavior



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

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

2.2
GPA

mouseflow

Optimize your website with certainty

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

2.2

GPA, above 18 of the 58 other website and product analytics tools we grade

Mouseflow records how visitors use a website and shows it back as session replays, click, scroll and attention heatmaps, funnels, form analytics and feedback surveys. Plans are priced by the number of sessions recorded each month, and an AI assistant called Mina answers questions about the data on paid plans.

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

> "
>
> **You add a script, then set up the funnels and forms you want watched.**
>
> From our grade for ease of use

1 **Best for session replay with a free starter plan**

Every plan is capped by sessions, and surveys, extra heatmaps, form analytics and the API each sit on a dearer plan.

2 **Paid plans start at $25 a month**

As its pricing page puts it: $25 per month for 5,000 sessions, billed annually ($39 billed monthly).

3 There is a free plan

1 website and 500 sessions a month, with replays, click, scroll and geo heatmaps, friction detection and 1 month of history.

4 It runs on Web

Web.

5 Session replay

Plays back real visits, showing each click, scroll and tap, and flags friction such as repeated clicks.

6 Heatmaps

Click, scroll and geo heatmaps are on every plan; attention, movement and friction heatmaps start at Advanced.

7 Funnels and forms

Funnels show where visitors drop off, and form analytics, on Premium and above, shows how visitors use form fields.

8 A 2.2 GPA, above 18 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 Mouseflow you could make: surveys and forms. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Mouseflow at a glance

PRICING
Free plan, from $25 per month for 5,000 sessions, billed annually ($39 billed monthly)

FREE PLAN
Yes

FREE TRIAL
14-day free trial with full access to core features, no card required

RUNS ON
Web

MADE BY
Mouseflow, since 2009

CATEGORY
Website & Product Analytics

OUR GRADE
2.2 GPA, fair

The report card

Best for session replay with a free starter plan

Mouseflow records sessions and builds heatmaps, with a free plan of 500 sessions a month and a 14-day trial. Every plan is capped by sessions, and surveys, extra heatmaps, form analytics and the API each sit on a dearer plan.

TOOLGPA REPORT CARD — **Mouseflow** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$25 a month for 5,000 sessions billed annually, $39 monthly. That's under the category middle of $32, though Advanced jumps to $109 for 25,000.
Free plan and trial	C	Free plan: 1 website and 500 sessions a month, with 1 month of history. There's also a 14-day trial with no card needed.

SUBJECT	GRADE	COMMENT
Features	C	Replays, heatmaps, funnels, forms and surveys. Surveys, extra heatmaps, form analytics, the API and journey analytics each need a higher plan.
Ease of use	C	No store rating on record. You add a script, then set up the funnels and forms you want watched.
Platforms and integrations	B	Web only, with Google Analytics, Adobe Analytics, Google Tag Manager, Shopify, Slack and Microsoft Teams, plus an API and MCP.
Grade point average		Fair, out of 4.0 **2.2**

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 Mouseflow is for

- ✓ Fits if you run one small site and want to try replays before paying
- ✓ Works for a team that already lives in Google Analytics or Slack

Who it is not for

- ✗ Tight if you stay free: 1 website, 500 sessions a month and 1 month of history
- ✗ Too light for surveys, extra heatmaps or the API on Essential, which need dearer plans
- ✗ Pricey if you grow: it's $109 a month for 25,000 sessions on Advanced
- ✗ Watch out: data history runs from 1 month on Free to 12 months on Premium, and prices switch to euros for EU visitors

Good to know

Good for

- ✓ Marketing and UX teams diagnosing why visitors drop off
- ✓ Small sites trying replays on the free 500-session plan
- ✓ Ecommerce teams checking forms and funnels

Worth knowing

- ⓘ Every plan is capped by sessions per month, from 500 on Free to 100,000 on Premium.
- ⓘ Data history is only 1 month on Free and 12 months on Premium.
- ⓘ Surveys, extra heatmaps, form analytics, API and journey analytics each sit on a higher plan.
- ⓘ Prices are shown in dollars to visitors outside Europe; the page switches to euros for EU visitors.

PART 02 · PRICING

What it costs

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

$25

A month to start. There is a free plan too

Mouseflow has a free plan. Paid plans start at $25 per month for 5,000 sessions, billed annually ($39 billed monthly).

FREE

$0

1 website, 500 sessions a month, session replays, three heatmap types, friction detection and 1 month of history.

ESSENTIAL

$25

per month for 5,000 sessions, billed annually ($39 billed monthly)

1 website, Mina AI questions about your data and 3 months of history.

ADVANCED

$109

per month for 25,000 sessions, billed annually ($149 billed monthly)

2 websites, feedback surveys, attention and movement heatmaps, friction insights, more funnels and 6 months of history.

PREMIUM

$319

per month for 100,000 sessions, billed annually ($399 billed monthly)

5 websites, form analytics, data export and REST API, Mouseflow MCP and 12 months of history.

ENTERPRISE

Custom

Priced for your volume; adds journey analytics, revenue impact on funnels, SSO and a dedicated customer success manager.

The free plan

1 website and 500 sessions a month, with replays, click, scroll and geo heatmaps, friction detection and 1 month of history.

Trying it first

14-day free trial with full access to core features, no card required

Read from mouseflow.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to 35% with annual billing

The pricing page toggles between monthly and annual billing; annual lowers Essential from $39 to $25 a month and Premium from $399 to $319.

Stated on mouseflow.com

What it does

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

1

Place it runs: Web

Session replay, heatmaps and funnels for website behavior. Here is what it does, as its own site describes it, and what it covers: public API, AI features, forms, surveys, web analytics, session replay.

> **Replays, heatmaps, funnels, forms and surveys.**
>
> From our grade for features

Session replay

Plays back real visits, showing each click, scroll and tap, and flags friction such as repeated clicks.

Heatmaps

Click, scroll and geo heatmaps are on every plan; attention, movement and friction heatmaps start at Advanced.

Funnels and forms

Funnels show where visitors drop off, and form analytics, on Premium and above, shows how visitors use form fields.

Feedback surveys

On-page surveys collect visitor feedback on the site. They start at the Advanced plan.

Mina AI

Mina answers questions about your behavior data from Essential up; Mina AI Insights is listed as a beta on Premium.

API and MCP

Premium includes data export, a REST API and a Mouseflow MCP server for connecting the data to other tools and AI assistants.

Where it runs

Web

What it works with

Google Analytics

Adobe Analytics

Google Tag Manager

AB Tasty

Shopify

Google Ads

Slack

Microsoft Teams

Mouseflow is made by Mouseflow, and has been around since 2009.

Where it stands

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

18/58

Other website and product analytics tools it is graded above

Mouseflow's GPA of 2.2 is higher than 18 of the 58 other website and product analytics tools we grade, and level with 13.

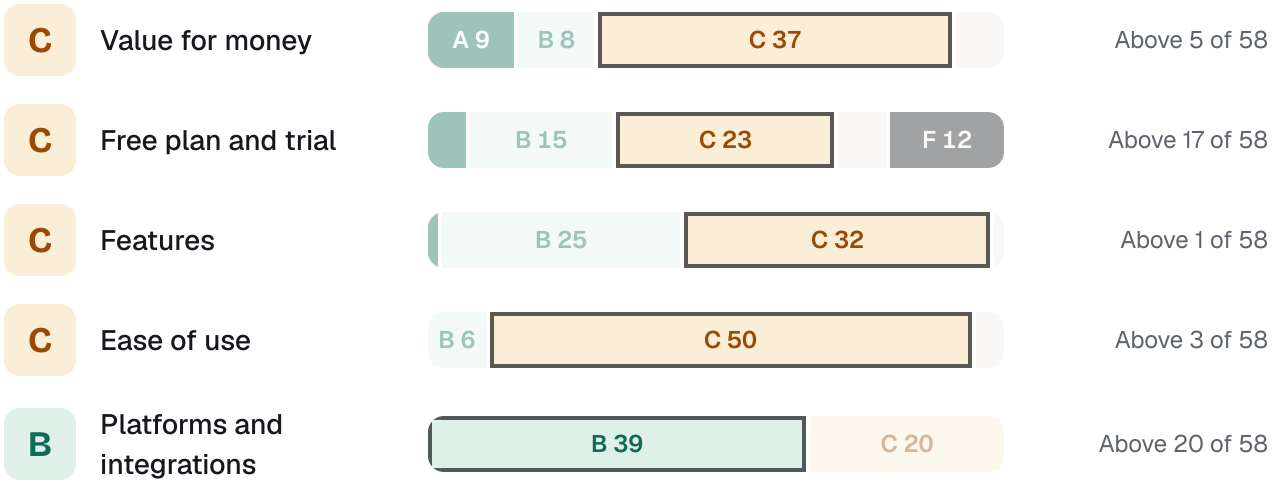
It stands best on platforms and integrations (B, above 20 of 58) and worst on features (C, above 1).

Its paid plans start at $25 a month, against a middle price of $29 for the category: 13 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 10 tools score higher and cost less.

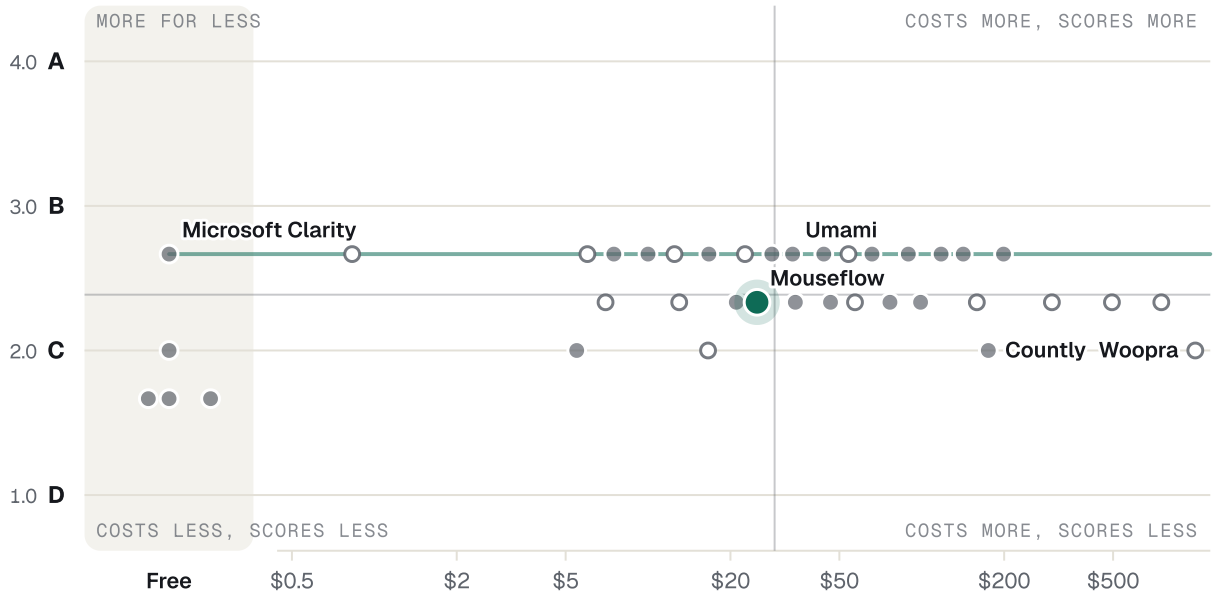
Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Mouseflow'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. Mouseflow 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 Mouseflow you could make: surveys and forms. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 27 of the 58 other website and product analytics tools grade higher. It costs $300 a year.

What you could make

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

What you could not

- Recordings of what each visitor did on your pages.

- A tracking script and a database that counts every visit.
- It plugs into other products, Google Analytics, Adobe Analytics and Google Tag Manager among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Mouseflow'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, Crazy Egg, Lucky Orange and Microsoft Clarity

The 4 tools Mouseflow 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.

- Mouseflow also covers forms.

Mouseflow and Contentsquare compared in full

2.2 GPA

Crazy Egg

Free plan · from $29/mo

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

- Mouseflow also covers forms.
- Crazy Egg also covers a/B testing and popups.

Mouseflow and Crazy Egg compared in full



2.4
GPA

Lucky Orange

Free trial · from $32/mo

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

- Mouseflow has a free plan. Lucky Orange does not, though it has a free trial.
- Lucky Orange also covers live chat.

Mouseflow and Lucky Orange compared in full



3.2
GPA

Microsoft Clarity

Free

Free session recordings and heatmaps from Microsoft, no traffic cap.

- Mouseflow also covers forms and surveys.

Mouseflow and Microsoft Clarity compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 Mouseflow free?

Mouseflow has a free plan. 1 website and 500 sessions a month, with replays, click, scroll and geo heatmaps, friction detection and 1 month of history.

How much does Mouseflow cost?

Mouseflow lists 5 plans. Free: $0.

What platforms does Mouseflow work on?

Mouseflow is available on Web.

Does Mouseflow offer any discounts?

Mouseflow publicly lists the following: Save up to 35% with annual billing.

Does Mouseflow have an Android app?

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

Does Mouseflow have an iPhone app?

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

Is Mouseflow open source?

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

Does Mouseflow have an API?

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

What does Mouseflow integrate with?

Mouseflow's listing names Google Analytics, Adobe Analytics, Google Tag Manager, AB Tasty, Shopify, Google Ads, Slack and Microsoft Teams.

Does Mouseflow have a free trial?

Yes. 14-day free trial with full access to core features, no card required.

Who makes Mouseflow?

Mouseflow is made by a company of the same name. It dates from 2009.

What are the alternatives to Mouseflow?

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

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

Mouseflow's GPA of 2.2 is higher than 18 of the 58 other website and product analytics tools we grade, and level with 13.

Is Mouseflow good value for money?

ToolGPA grades Mouseflow C for value for money. Its paid plans start at $25 a month, against a middle price of $29 for the category: 13 of the 32 others that charge start lower.

Could I make my own version of Mouseflow?

The plain part of Mouseflow 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 Mouseflow'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 Mouseflow'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 Mouseflow. Prices change, so check mouseflow.com before you buy.

mouseflow.com/pricing/
mouseflow.com/about-us/
mouseflow.com/platform/integrations/

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

Mouseflow, kept up to date

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

toolgpa.com/tools/mouseflow

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Mouseflow, 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 Mouseflow'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. Mouseflow is a trademark of its owner, and this guide is not made, paid for or approved by Mouseflow. Prices and plans change: check mouseflow.com before you buy.