ToolGPA

NOVEMBER 2026

Optinly

The Insider's Guide

Popup builder for stores and sites with a free plan



Every plan, grade, refund rule and rival among popup and widget tools, read from Optinly's own pages.

Made by Optinly · checked Nov 13, 2026 · toolgpa.com

2.4

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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 Optinly's own pages, its app-store listings and our grades. Every fact in it is on Optinly'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 34 of the 54 other popup and widget tools we grade

Optinly is a popup builder with exit-intent, spin-the-wheel, countdown and full-screen popups, with pages for WordPress, Shopify, Magento, Webflow, Drupal and Joomla. A free plan covers 2,500 views a month on one site; paid plans scale by views and sites.

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

> "
>
> **You build campaigns in a web editor and connect your site and email tool.**
>
> From our grade for ease of use

1 **Best for a cheap popup builder with a free plan**

The free plan has exit intent but not the spin-the-wheel, countdown timers or full-screen overlays.

2 **Paid plans start at $7.20 a month**

As its pricing page puts it: $7.20 per month for up to 15,000 views, billed annually ($9 billed monthly).

3 **There is a free plan**

Free forever, no credit card: 2,500 views a month on 1 site with free templates, exit-intent and targeting rules.

4 **It runs on Web**

Web.

5 **Popup types**

Exit-intent, email, spin-the-wheel, countdown timer, full-screen overlay and launcher popups.

6 **Templates**

9 free templates and 120+ premium ones on paid plans.

7 **Targeting rules**

Rules and multiple triggers decide when a popup shows.

8 **A 2.4 GPA, above 34 of 54**

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

9 **Keep it**

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

Optinly at a glance

PRICING
Free plan, from $7.20 per month for up to 15,000 views, billed annually ($9 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Optinly

CATEGORY
Popups & Website Widgets

OUR GRADE
2.4 GPA, fair

The report card

Best for a cheap popup builder with a free plan

Optinly builds popups for stores and sites, with a free plan at 2,500 views on one site and paid plans from $7.20 a month. The free plan has exit intent but not the spin-the-wheel, countdown timers or full-screen overlays. Prices rise with views, and extra sites cost $9 each.

TOOLGPA REPORT CARD

Optinly

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$7.20 a month on yearly billing for 15,000 views is inside the cheapest quarter ($8.25) for popup tools. It is $9 on monthly billing, and each extra site beyond the plan's allowance is $9.
Free plan and trial	C	Free forever with no card, but at 2,500 views a month on one site, with only 3 popup form types.
Features	C	Popup types, 120-plus templates, targeting, email integrations and analytics. Spin the wheel, timers and overlays need a paid plan, and all email integrations and analytics start on Advanced.
Ease of use	C	No store rating on record. You build campaigns in a web editor and connect your site and email tool.
Platforms and integrations	B	Web app that plugs into WordPress, Shopify, Magento, Webflow, Drupal and Joomla. No phone or desktop app.

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 Optinly is for

- ✓ Fits if you run one small site and want to start on a free plan
- ✓ Makes sense if you want a spin-the-wheel popup for a few dollars a month

Who it is not for

- ✗ Tight if you pass 2,500 views a month or need more than one site on free
- ✗ Skip it if you want timers or full-screen overlays without paying
- ✗ Watch out: extra sites beyond a plan's allowance cost $9 each
- ✗ Watch out: the page's plan descriptions differ between its monthly and yearly views, so check the toggle you buy on

Good to know

Good for

- ✓ Small sites that want a free popup plan to start
- ✓ Stores on Shopify, WordPress or Webflow wanting a simple tool

Worth knowing

- ⓘ Prices rise with monthly views; the free plan stops at 2,500 views and one site.
- ⓘ Additional sites cost $9 each beyond the plan's included sites.
- ⓘ Spin the wheel, countdown timers and full-screen overlays need a paid plan.
- ⓘ The page's plan descriptions differ between the monthly and annual views, so check the toggle you buy on.

What it costs

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

$7.20

A month to start. There is a free plan too

Optinly has a free plan. Paid plans start at $7.20 per month for up to 15,000 views, billed annually ($9 billed monthly).

FREE

$0

2,500 views a month, 1 site, exit intent, 3 popup form types and standard support.

STARTER

$7.20

per month, 15,000 views, 1 site, billed annually ($9 monthly)

120+ premium templates, spin the wheel, launcher, full-screen overlays, countdown timers and priority support. $9 for each extra site.

GROWTH

$20

per month, 25,000 views, 5 sites, billed annually ($25 monthly)

Same as Starter with 25,000 views and 5 sites.

ADVANCED

$39.20

per month, 100,000 views, 5 sites, billed annually ($49 monthly)

All premium templates, all email provider integrations, analytics dashboard.

PREMIUM

$79.20

per month, 300,000 views, 5 sites, billed annually ($99 monthly)

Same as Advanced with 300,000 views a month.

The free plan

Free forever, no credit card: 2,500 views a month on 1 site with free templates, exit-intent and targeting rules.

Read from optinly.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves about 20%

The annual view shows Starter at $7.20 a month against $9 monthly, and Premium at $79.20 against $99.

Stated on optinly.com

What it does

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

1

Place it runs: Web

Popup builder for stores and sites with a free plan. Here is what it does, as its own site describes it, and what it covers: web analytics, popups.

> **Spin the wheel, timers and overlays need a paid plan, and all email integrations and analytics start on Advanced.**
>
> From our grade for features

Popup types

Exit-intent, email, spin-the-wheel, countdown timer, full-screen overlay and launcher popups.

Templates

9 free templates and 120+ premium ones on paid plans.

Targeting rules

Rules and multiple triggers decide when a popup shows.

Email provider integrations

All email service providers on the higher plans.

Analytics dashboard

Included on the Advanced and Premium plans, and listed on the annual Free view.

Where it runs

Web

What it works with

WordPress
Shopify
Magento
Webflow
Drupal
Joomla

Optinly is made by Optinly.

PART 04 · STANDING

Where it stands

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

34/54

Other popup and widget tools it is graded above

Optinly's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

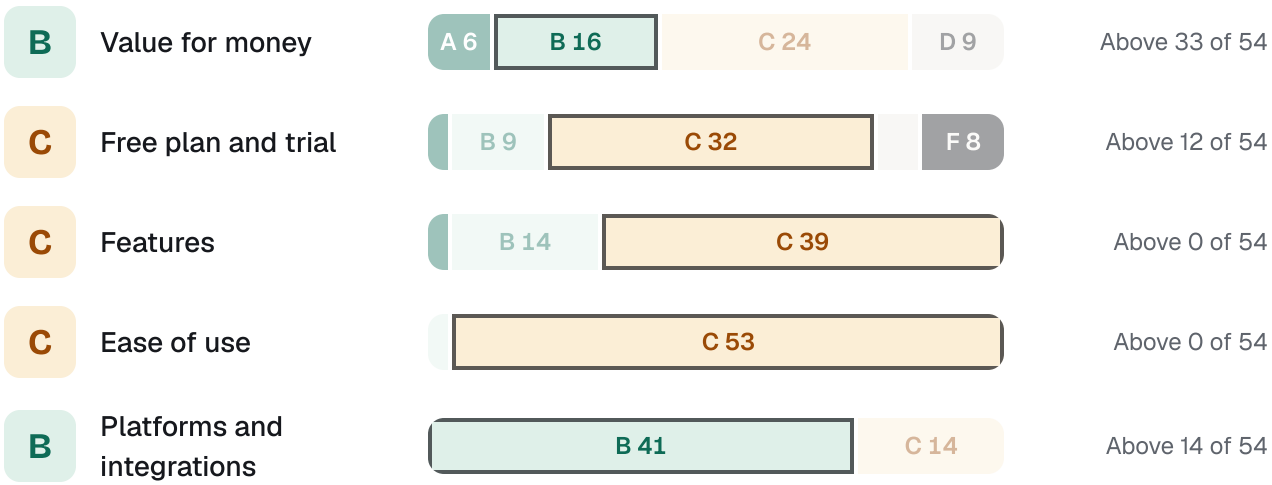
It stands best on value for money (B, above 33 of 54) and worst on features (C, above 0).

Its paid plans start at $7.20 a month, against a middle price of $14 for the category: 12 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

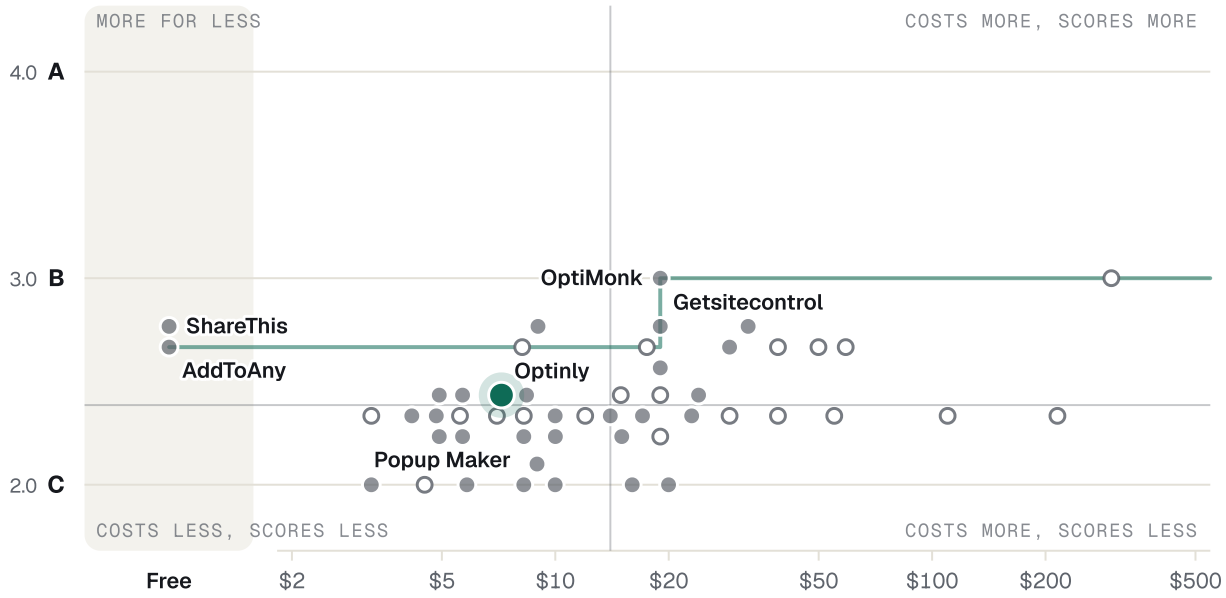
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Optinly's own letter is outlined.



Price against what you get

Each dot is one of 51 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Optinly 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 Optinly you could make: popups. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

It costs $86.40 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.

- ✕ It plugs into other products, WordPress, Shopify and Magento among them.

What this rests on. Optinly'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



Poptin, Popupsmart, Getsitecontrol, OptiMonk and Wisepops

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

2.4 GPA

Poptin

Free plan · from $19/mo

Popups and embedded forms, with email campaigns and automations.

- Optinly also covers web analytics.
- Poptin also covers marketing automation, forms, email campaigns and a/B testing.

Optinly and Poptin compared in full

2.4 GPA

Popupsmart

Free plan · from $32.50/mo

No-code popup builder with AI drafting and 500+ templates.

- Optinly also covers web analytics.
- Popupsmart also covers templates, no-code, forms and a/B testing.

Optinly and Popupsmart compared in full



2.8 GPA

Getsitecontrol

Free plan · from $19/mo

Popups, bars, forms and surveys, with email campaigns built in.

- Optinly also covers web analytics.
- Getsitecontrol also covers marketing automation, forms, surveys, email campaigns and a/B testing.

Optinly and Getsitecontrol compared in full



2.6 GPA

OptiMonk

Free plan · from $19/mo

Popups for online stores, built by an AI agent you describe them to.

- Optinly also covers web analytics.
- OptiMonk also covers templates, AI agents and a/B testing.

Optinly and OptiMonk compared in full



2.4 GPA

Wisepops

Free trial · from $299/mo

Popups, on-site feeds, web push and A/B tests for online stores.

- Optinly has a free plan. Wisepops does not, though it has a free trial.
- Optinly also covers web analytics.
- Wisepops also covers a/B testing.

Optinly and Wisepops compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Optinly free?

Optinly has a free plan. Free forever, no credit card: 2,500 views a month on 1 site with free templates, exit-intent and targeting rules.

How much does Optinly cost?

Optinly lists 5 plans. Free: $0.

What platforms does Optinly work on?

Optinly is available on Web.

Does Optinly offer any discounts?

Optinly publicly lists the following: Annual billing saves about 20%.

Does Optinly have an Android app?

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

Does Optinly have an iPhone app?

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

Is Optinly open source?

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

What does Optinly integrate with?

Optinly's listing names WordPress, Shopify, Magento, Webflow, Drupal and Joomla.

Who makes Optinly?

Optinly is made by a company of the same name.

What are the alternatives to Optinly?

The closest alternatives to Optinly in our directory are Poptin, Popupsmart, Getsitecontrol, OptiMonk and Wisepops.

How does Optinly compare with other popup and widget tools?

Optinly's GPA of 2.4 is higher than 34 of the 54 other popup and widget tools we grade, and level with 10.

Is Optinly good value for money?

ToolGPA grades Optinly B for value for money. Its paid plans start at $7.20 a month, against a middle price of $14 for the category: 12 of the 48 others that charge start lower.

Could I make my own version of Optinly?

The plain part of Optinly you could make: popups. What surrounds it you could not.

Where this guide comes from

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

optinly.com/pricing

optinly.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

Optinly, kept up to date

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

toolgpa.com/tools/optinly

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

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Optinly, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Optinly'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. Optinly is a trademark of its owner, and this guide is not made, paid for or approved by Optinly. Prices and plans change: check optinly.com before you buy.