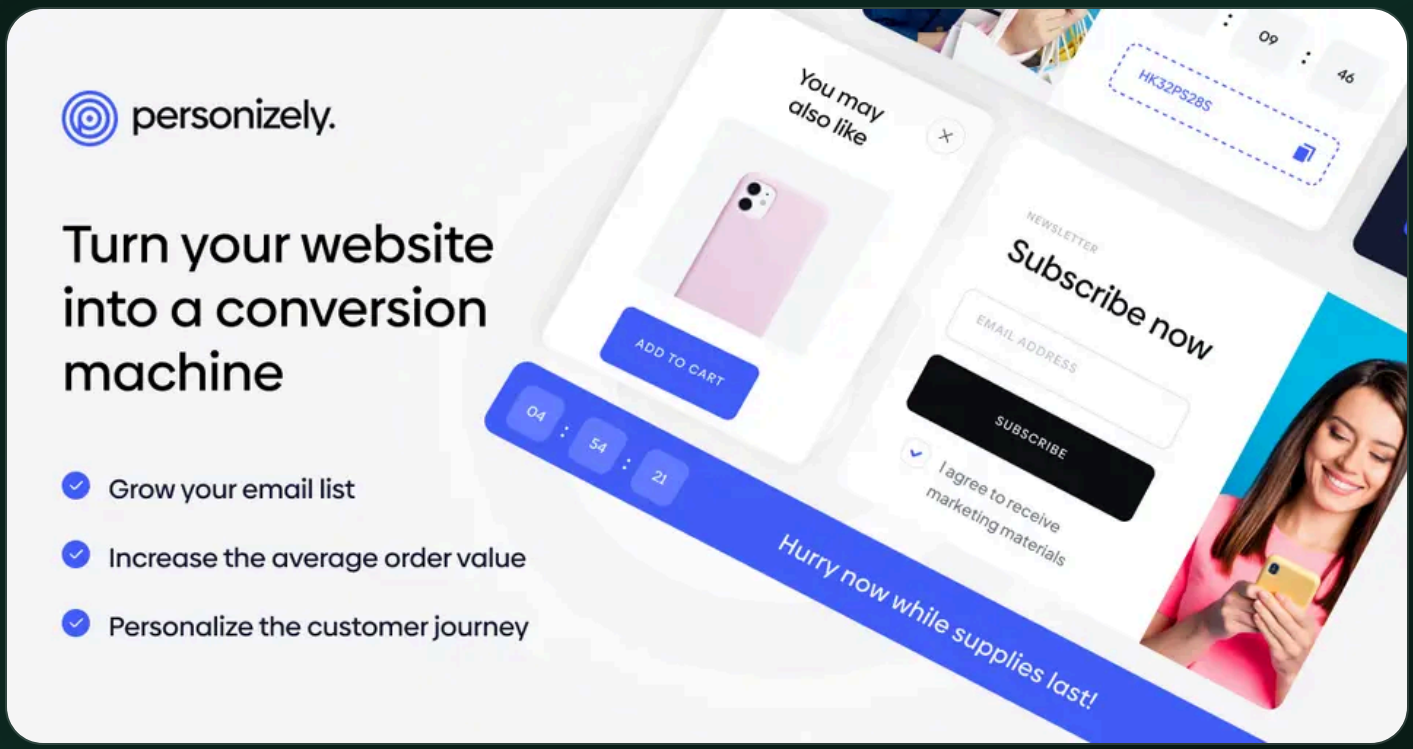
ToolGPA

NOVEMBER 2026

Personizely

The Insider's Guide

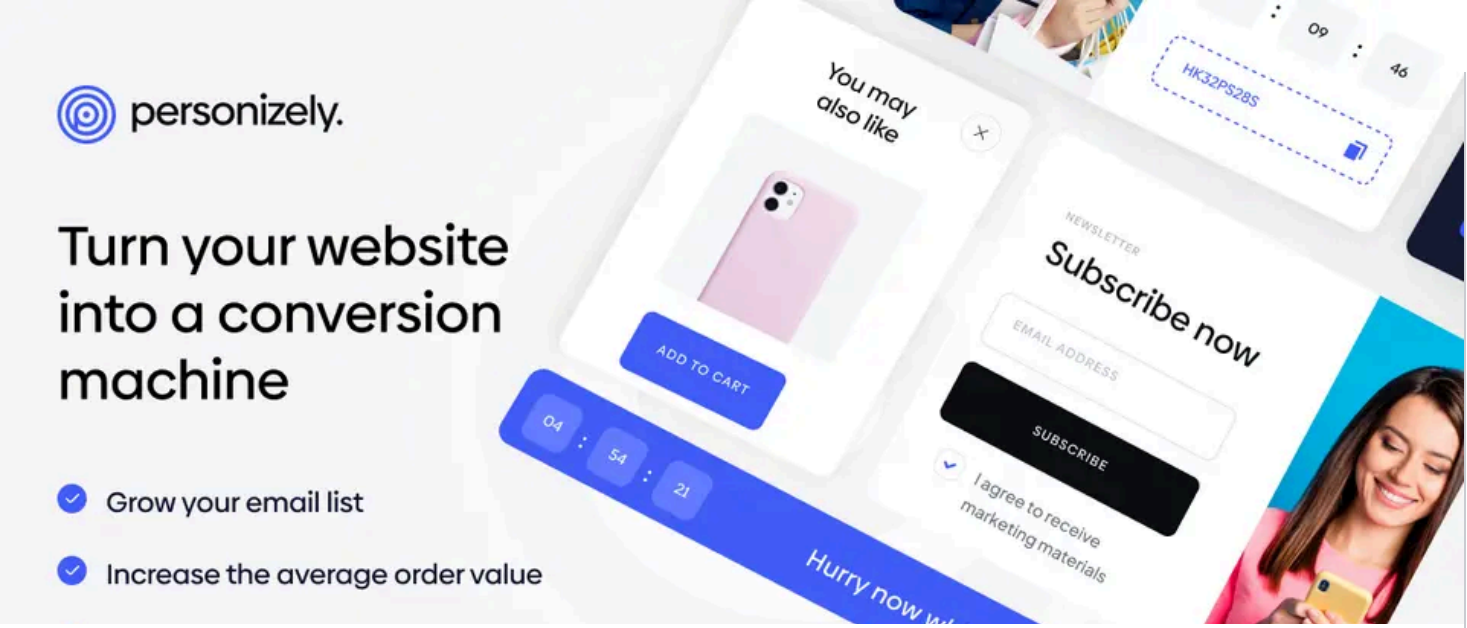
A/B testing and website widgets for online stores



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

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

2.2
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 Personizely's own pages, its app-store listings and our grades. Every fact in it is on Personizely'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

2.2

GPA, above 14 of the 54 other popup and widget tools we grade

Personizely is a testing and personalization platform for online stores, mostly Shopify. It runs content, price, shipping, theme and split-URL tests, and also builds popups, announcement bars and other on-site widgets. Plans are priced by monthly visitors.

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

> "
>
> **You connect your store, build widgets and set up tests before it earns anything.**
>
> From our grade for ease of use

1 **Best for A/B testing plus popups for Shopify stores**

Personizely runs A/B tests on content, prices, shipping and themes and builds popups and bars, priced by monthly visitors.

2 **Paid plans start at $39 a month**

As its pricing page puts it: $39 per month for up to 10,000 visitors, billed monthly.

3 **You can try it first**

14-day free trial with every feature, no credit card needed

4 **It runs on Web**

Web.

5 **A/B testing**

Content, price, shipping, theme, split-URL and custom code tests, with results shown as revenue per visitor.

6 **Website widgets**

A drag-and-drop builder for newsletter popups, announcement bars, corner callouts, embedded forms and teaser offers.

7 **Personalization campaigns**

Show different content and offers by visitor behavior or traffic source, such as the ad a visitor clicked. Premium plan.

8 **A 2.2 GPA, above 14 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**

To replace Personizely you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Personizely at a glance

PRICING
Free trial, from $39 per month for up to 10,000 visitors, billed monthly

FREE PLAN
No

FREE TRIAL
14-day free trial with every feature, no credit card needed

RUNS ON
Web

MADE BY
Personizely

CATEGORY
Popups & Website Widgets

OUR GRADE
2.2 GPA, fair

The report card

Best for A/B testing plus popups for Shopify stores

Personizely runs A/B tests on content, prices, shipping and themes and builds popups and bars, priced by monthly visitors. The 14-day trial needs no card. But the real tests sit on Premium at $59 a month for 10,000 visitors, the bill climbs to $99 at 50,000, there's no free plan, and the pages are written for Shopify.

TOOLGPA REPORT CARD	Personizely	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$39 a month at 10,000 visitors, $99 at 50,000. The price, shipping and content tests that give it a reason to exist need Premium at $59 and up, well above the $14.92 middle for popup tools.
Free plan and trial	C	No free plan. There is a 14-day trial with every feature and no card needed, which is the card-free kind.
Features	B	Testing, personalization, popups and product recommendations in one tool, and nothing in the listing shows a gap in the core work. It also does price and shipping tests, which most popup tools skip.
Ease of use	C	No store rating on record. You connect your store, build widgets and set up tests before it earns anything.
Platforms and integrations	B	Web app with Shopify, WordPress, Wix, Squarespace, Magento, BigCommerce and Klaviyo on its list. No desktop or phone app.
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 Personizely is for

- ✓ Fits if you run a Shopify store and want to test prices and pages, not only collect emails
- ✓ Makes sense if your traffic is under about 50,000 visitors a month

Who it is not for

- ✗ Pricey if you need the real tests: they start on Premium at $59 a month
- ✗ Tight if your traffic grows, because the bill is by visitors and goes from $39 to $99 to $139
- ✗ Skip it if you only want popups, which cheaper tools do without the testing
- ✗ Not for you if you want a free plan: it is a 14-day trial, then paid
- ✗ Watch out: the site is written for Shopify even though other platforms are listed

Good to know

Good for

- ✓ Online stores that want testing and popups in one tool
- ✓ Shopify merchants running price or theme tests

Worth knowing

- ⓘ Plans are priced by monthly visitors, so the bill grows with traffic; the figures above are the entry (10,000 visitor) and 50,000 visitor steps.
- ⓘ Content, price, shipping and widget testing and personalization campaigns need the Premium plan.
- ⓘ There is no free plan; the free trial lasts 14 days.
- ⓘ Most of the pricing page and homepage is written for Shopify stores, though the integrations page lists other platforms.

What it costs

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

$39
A month to start

Personizely is a paid product with a free trial, starting at $39 per month for up to 10,000 visitors, billed monthly.

ESSENTIAL

$39

per month for up to 10,000 visitors, billed monthly

URL split and theme testing, unlimited widgets, integrations, 2 websites. $99 a month at 50,000 visitors, $139 at 100,000.

PREMIUM

$59

per month for up to 10,000 visitors, billed monthly

Essential plus content, price, shipping and widget tests, personalization, 10 websites, priority support. $149 a month at 50,000 visitors.

CUSTOM

Custom

For traffic above 1,000,000 visitors a month, multiple stores on one bill and agency or white-label accounts.

Trying it first

14-day free trial with every feature, no credit card needed

Read from personizely.net on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with yearly billing

The pricing page shows yearly billing at 20% less than monthly: Essential $79 a month and Premium $119 a month at the 50,000 visitor tier, billed yearly.

Stated on personizely.net

What it does

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

1

Place it runs: Web

A/B testing and website widgets for online stores. Here is what it does, as its own site describes it, and what it covers: marketing automation, a/B testing, popups.

> **Testing, personalization, popups and product recommendations in one tool, and nothing in the listing shows a gap in the core work.**
>
> From our grade for features

A/B testing

Content, price, shipping, theme, split-URL and custom code tests, with results shown as revenue per visitor.

Website widgets

A drag-and-drop builder for newsletter popups, announcement bars, corner callouts, embedded forms and teaser offers.

Personalization campaigns

Show different content and offers by visitor behavior or traffic source, such as the ad a visitor clicked. Premium plan.

Targeting

Display rules for widgets and campaigns, with advanced targeting on the Premium plan.

Product recommendations

Widgets that suggest products based on browsing behavior or cart contents.

Where it runs

Web

What it works with

Shopify
WordPress
Wix
Squarespace
Magento
BigCommerce
Klaviyo

Personizely is made by Personizely.

Where it stands

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

14/54

Other popup and widget tools it is graded above

Personizely's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

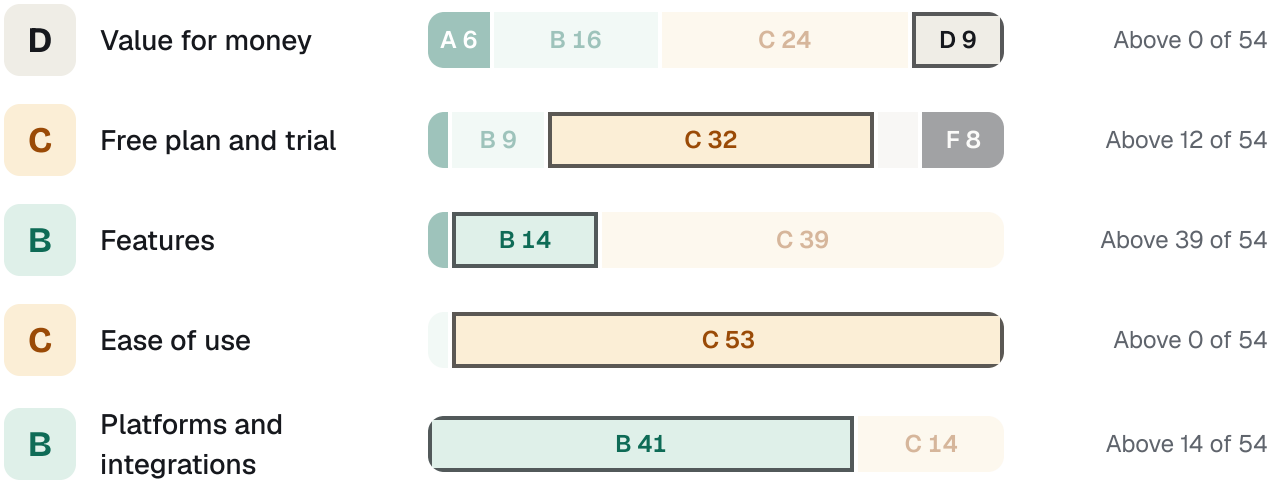
It stands best on features (B, above 39 of 54) and worst on value for money (D, above 0).

Its paid plans start at $39 a month, against a middle price of $14 for the category: 41 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

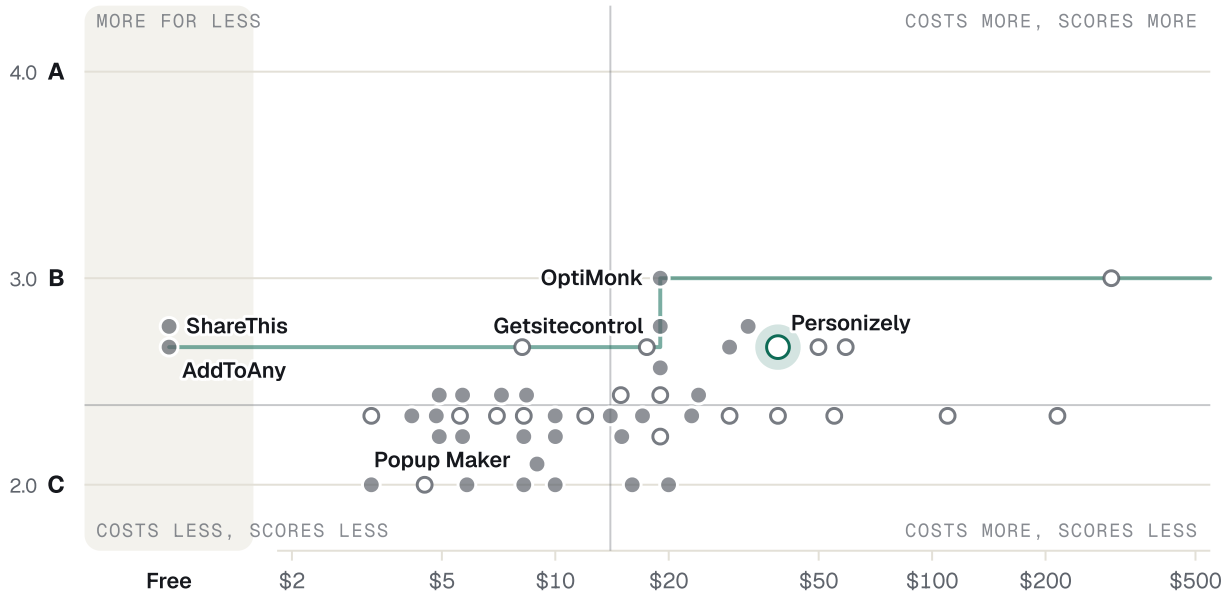
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Personizely'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. Personizely 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 Personizely you would be making email sent in volume that still reaches the inbox. 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: 21 of the 54 other popup and widget tools grade higher. It costs $468 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.

- Splitting visitors between versions and telling you which won.
- It plugs into other products, Shopify, WordPress and Wix among them.
- Hooks into the device itself: widgets.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Personizely'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



OptiMonk, Wisepops, Justuno, ConvertBox and Poptin

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

2.6 GPA

OptiMonk

Free plan · from $19/mo

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

- OptiMonk has a free plan. Personizely does not, though it has a free trial.
- Personizely also covers marketing automation.
- OptiMonk also covers templates and AI agents.

Personizely 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.

- Personizely also covers marketing automation.

Personizely and Wisepops compared in full



2.2 GPA

Justuno

Free trial · from $59/mo

AI-timed popups and visitor identification for online stores.

- Personizely also covers marketing automation.

Personizely and Justuno compared in full



2.0 GPA

ConvertBox

From $495 one-time

Targeted on-site messages, forms and quizzes, sold for a one-time fee.

- Personizely also covers marketing automation.
- ConvertBox also covers forms and surveys.

Personizely and ConvertBox compared in full



2.4 GPA

Poptin

Free plan · from $19/mo

Popups and embedded forms, with email campaigns and automations.

- Poptin has a free plan. Personizely does not, though it has a free trial.
- Poptin also covers forms and email campaigns.

Personizely and Poptin 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 Personizely free?

No, Personizely is a paid product, but you can try it first. 14-day free trial with every feature, no credit card needed.

How much does Personizely cost?

Personizely lists 3 plans. Essential: $39 per month for up to 10,000 visitors, billed monthly.

What platforms does Personizely work on?

Personizely is available on Web.

Does Personizely offer any discounts?

Personizely publicly lists the following: 20% off with yearly billing.

Does Personizely have an Android app?

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

Does Personizely have an iPhone app?

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

Is Personizely open source?

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

What does Personizely integrate with?

Personizely's listing names Shopify, WordPress, Wix, Squarespace, Magento, BigCommerce and Klaviyo.

Who makes Personizely?

Personizely is made by a company of the same name.

What are the alternatives to Personizely?

The closest alternatives to Personizely in our directory are OptiMonk, Wisepops, Justuno, ConvertBox and Poptin.

How does Personizely compare with other popup and widget tools?

Personizely's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

Is Personizely good value for money?

ToolGPA grades Personizely D for value for money. Its paid plans start at $39 a month, against a middle price of $14 for the category: 41 of the 48 others that charge start lower.

Could I make my own version of Personizely?

To replace Personizely you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Personizely'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 Personizely'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 Personizely. Prices change, so check personizely.net before you buy.

personizely.net/pricing
personizely.net/product/website-widgets
personizely.net
personizely.net/integrations

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

Personizely, kept up to date

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

toolgpa.com/tools/personizely

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

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Personizely, 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

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