ToolGPA

NOVEMBER 2026

Plecto

The Insider's Guide

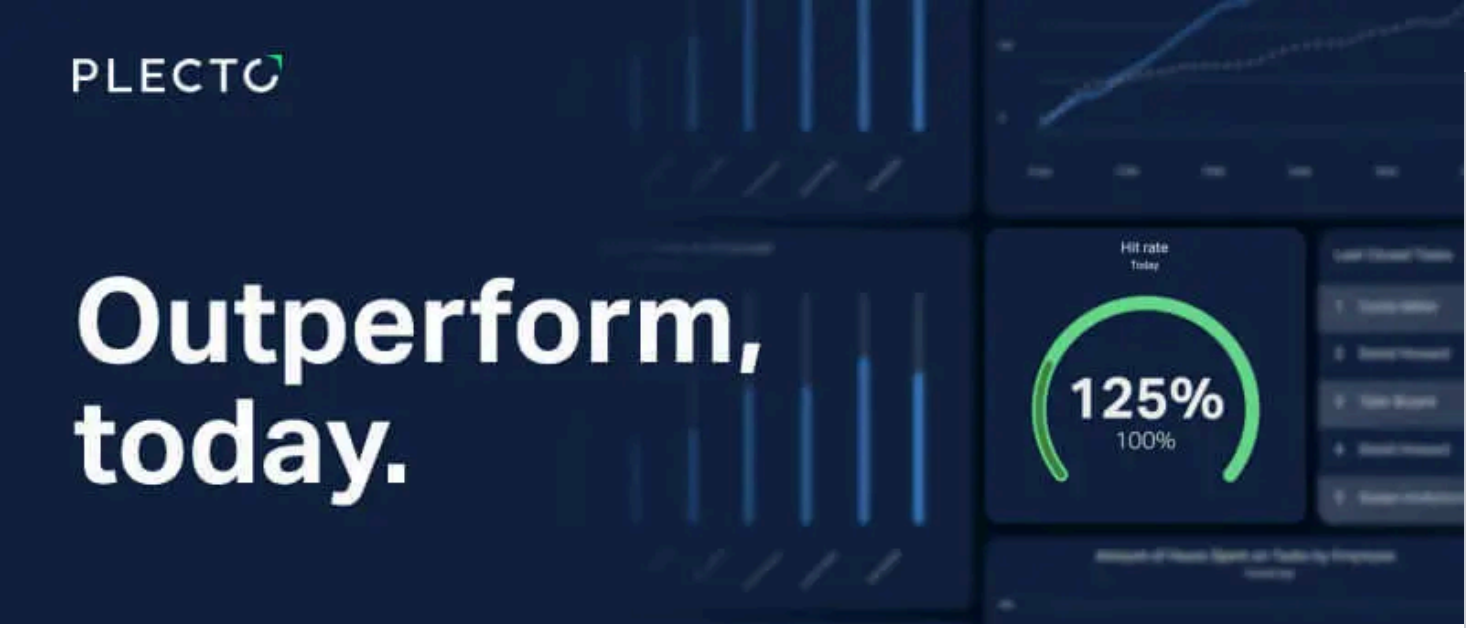
Real-time KPI dashboards with contests for sales and support teams



Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from Plecto's own pages.

Made by Plecto · 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 Plecto's own pages, its app-store listings and our grades. Every fact in it is on Plecto'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 10 of the 56 other marketing reporting and call tracking tools we grade

Plecto is a performance management platform that turns sales and customer service data into live KPI dashboards. It adds goals, contests, achievements and automated reports so teams can see and compete on their numbers. It is aimed at sales, call center and support teams more than at agencies reporting to clients.

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

> "
>
> **You connect your data sources and build KPIs before the scoreboards work.**
>
> From our grade for ease of use

1 **Best for sales and support team scoreboards**

Plecto turns sales and support data into live KPI dashboards with goals and contests.

2 **Paid plans start at $24 a month for each person**

As its pricing page puts it: $24 per tracked license / month, billed annually, minimum 10 licenses.

3 **You can try it first**

Free 14-day trial

4 **It runs on Web**

Web.

5 **Real-time dashboards**

Build live dashboards with an AI builder, templates or fully custom, with unlimited dashboards on every plan.

6 **Custom KPIs**

Define what is measured and how it is calculated from connected data.

7 **Goals and contests**

Set goals for people and teams and turn them into contests; contests need the Large plan.

8 **A 1.8 GPA, above 10 of 56**

That is against the other marketing reporting and call tracking tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of Plecto you could make: reports and goals. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Plecto at a glance

PRICING
Free trial, from $24 per tracked license / month, billed annually, minimum 10 licenses

FREE PLAN
No

FREE TRIAL
Free 14-day trial

RUNS ON
Web

MADE BY
Plecto

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
1.8 GPA, weak

The report card

Best for sales and support team scoreboards

Plecto turns sales and support data into live KPI dashboards with goals and contests. But it's priced per tracked license with a 10-license minimum, so Medium starts at $240 a month, and it is aimed at team performance, not client reports.

TOOLGPA REPORT CARD

Plecto

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$24 per tracked license a month, minimum 10, so $240 a month for one team against a category middle of $62. Contests and rewards need Large at $37.20.
Free plan and trial	D	Free 14-day trial. The pages read don't say whether a card is needed, and there is no free plan.
Features	C	Live dashboards, custom KPIs, goals and automated reports. It is a different job from client reporting, and contests, reports and phone support are not in Medium.
Ease of use	C	No store rating on record. You connect your data sources and build KPIs before the scoreboards work.
Platforms and integrations	B	Web product with 150+ integrations, an API and mobile access listed. The pages don't say which app stores carry it.

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 Plecto is for

- ✓ Fits if you run a sales or support floor and want live scoreboards and contests
- ✓ Works for call centers that want KPIs on a screen

Who it is not for

- ✕ Skip it if you want white-label client reports, as it is built for team performance
- ✕ Pricey if you are a small team, because the minimum is 10 licenses at $24
- ✕ Not for you if you want contests or a reward store without paying for Large at $37.20
- ✕ Watch out: only annual-billing prices were readable

Good to know

Good for

- ✓ Sales and call center teams that want shared KPI screens with contests
- ✓ Managers tracking individual performance, not client marketing reports

Worth knowing

- ⓘ Pricing is per tracked license with a minimum of 10, so Medium starts at 10 x $24 = $240 a month, billed annually.
- ⓘ Contests, the reward store, reports and phone support are not in Medium.
- ⓘ It is built around team performance, not white-label client reports, so it differs from most tools in this category.
- ⓘ The pricing page lists mobile access, but not which app stores carry it. Only the annual-billing price was readable; a monthly-billing price exists but was not read.

What it costs

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

$24

A month to start, for each person

Plecto is a paid product with a free trial, starting at $24 per tracked license / month, billed annually, minimum 10 licenses.

> **The pages read don't say whether a card is needed, and there is no free plan.**

From our grade for free plan and trial

MEDIUM

$24

per tracked license / month, billed annually

Minimum 10 licenses. Unlimited dashboards and data sources, onboarding, chat and email support, API access, SSO, achievements and notifications.

LARGE

$37.20

per tracked license / month, billed annually

Minimum 10 licenses. Adds a customer success manager, contests, spinning wheel, reward store, reports, SQL integrations and phone support.

ENTERPRISE

Custom

Quoted by sales: adds on-site setup, volume discount, custom integrations and a custom NDA and DPA.

Trying it first

Free 14-day trial

Read from plecto.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page labels annual billing as 20% off compared with monthly billing.

Stated on plecto.com

What it does

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

1

Place it runs: Web

Real-time KPI dashboards with contests for sales and support teams. Here is what it does, as its own site describes it, and what it covers: public API, AI features, goals, reports, dashboards.

"

Live dashboards, custom KPIs, goals and automated reports.

From our grade for features

Real-time dashboards

Build live dashboards with an AI builder, templates or fully custom, with unlimited dashboards on every plan.

Custom KPIs

Define what is measured and how it is calculated from connected data.

Goals and contests

Set goals for people and teams and turn them into contests; contests need the Large plan.

Recognition

Live notifications, achievements and streaks celebrate results; a reward store is on Large.

Automated reports

Reports can be exported and sent on a schedule; the Reports feature is listed on Large and above.

150+ integrations

Data connects from more than 150 integrations, with SQL integrations on Large.

Where it runs

Web

What it works with

Its own pages name no integrations.

Plecto is made by Plecto.

Where it stands

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

10/56

Other marketing reporting and call tracking tools it is graded above

Plecto's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

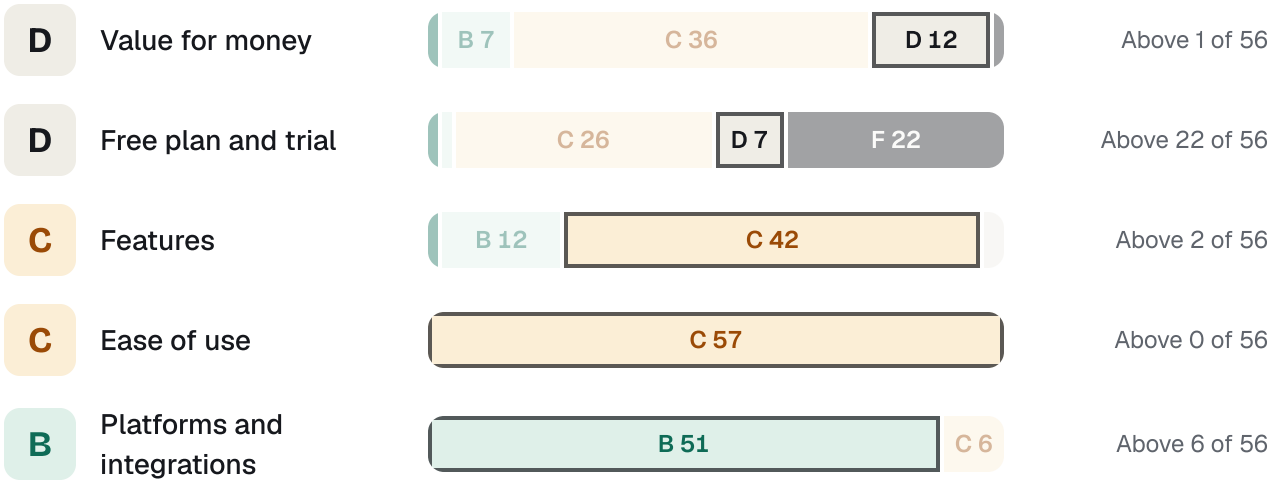
It stands best on platforms and integrations (B, above 6 of 56) and worst on value for money (D, above 1).

Its paid plans start at $24 a month for each person, against a middle price of $50 for the category: 10 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

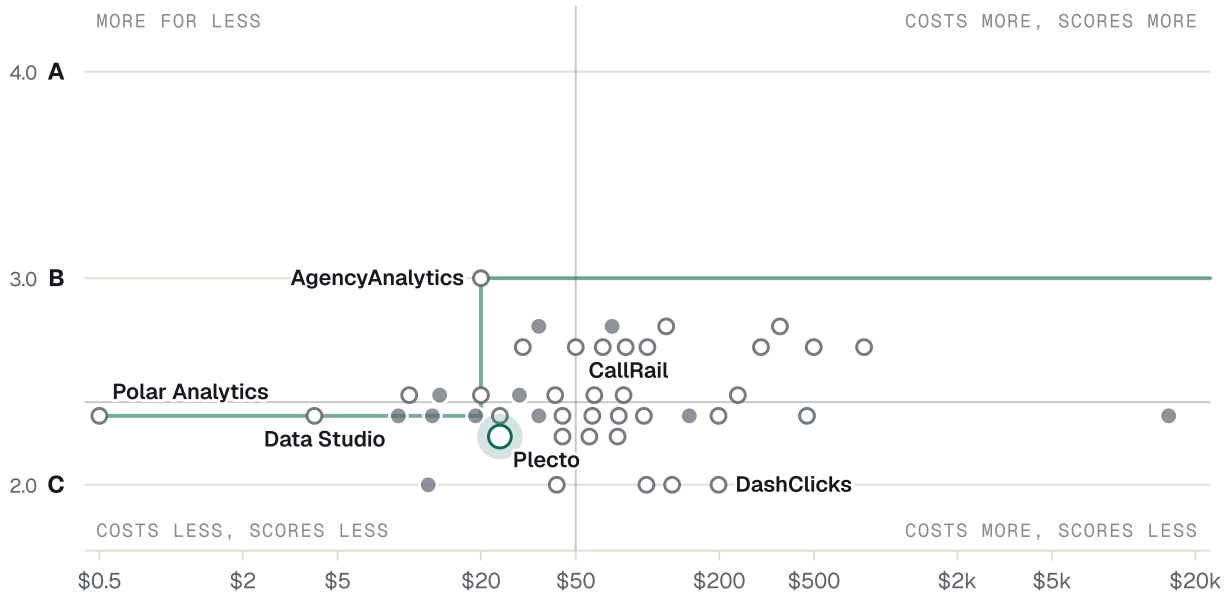
Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Plecto's own letter is outlined.



Price against what you get

Each dot is one of 45 marketing reporting and call tracking tools. Further left costs less; higher up scores better on features, ease of use and platforms. Plecto 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 Plecto you could make: reports and goals. 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: 31 of the 56 other marketing reporting and call tracking tools grade higher. It costs $288 a year.

What you could make

- Reports and goals: an app builder makes these well.

What you could not

- Connections that pull numbers from dozens of other services.
- It is priced for each person, which means accounts and billing for a team.
- An API that other software can build on.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Plecto'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



Geckoboard, Klipfolio, Databox and DashThis

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

Geckoboard

2.2 GPA

Free trial · from $79/mo

Live KPI dashboards for TV screens, Slack and shared links.

Plecto and Geckoboard compared in full

Klipfolio

2.4 GPA

Free trial · from $120/mo

Custom-built business dashboards from 130+ sources and APIs.

- Plecto also covers goals.
- Klipfolio also covers spreadsheets.

Plecto and Klipfolio compared in full

Databox

2.4 GPA

Free plan · from $71/mo

Reporting dashboards with an AI analyst over 130+ connected sources.

- Databox has a free plan. Plecto does not, though it has a free trial.

Plecto and Databox compared in full

2.2
GPA

DashThis

Free trial · from $44/mo

White-labeled marketing report dashboards priced by dashboard.

- Plecto also covers goals.

Plecto and DashThis 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 Plecto free?

No, Plecto is a paid product, but you can try it first. Free 14-day trial.

How much does Plecto cost?

Plecto lists 3 plans. Medium: $24 per tracked license / month, billed annually.

What platforms does Plecto work on?

Plecto is available on Web.

Does Plecto offer any discounts?

Plecto publicly lists the following: 20% off with annual billing.

Does Plecto have an Android app?

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

Does Plecto have an iPhone app?

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

Is Plecto open source?

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

Does Plecto have an API?

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

Who makes Plecto?

Plecto is made by a company of the same name.

What are the alternatives to Plecto?

The closest alternatives to Plecto in our directory are Geckoboard, Klipfolio, Databox and DashThis.

How does Plecto compare with other marketing reporting and call tracking tools?

Plecto's GPA of 1.8 is higher than 10 of the 56 other marketing reporting and call tracking tools we grade, and level with 15.

Is Plecto good value for money?

ToolGPA grades Plecto D for value for money. Its paid plans start at $24 a month for each person, against a middle price of $50 for the category: 10 of the 44 others that charge start lower.

Could I make my own version of Plecto?

The plain part of Plecto you could make: reports and goals. What surrounds it you could not.

Where this guide comes from

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

plecto.com/pricing/

plecto.com/

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

Plecto, kept up to date

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

toolgpa.com/tools/plecto

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, "Plecto: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/plecto
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Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Plecto, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

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