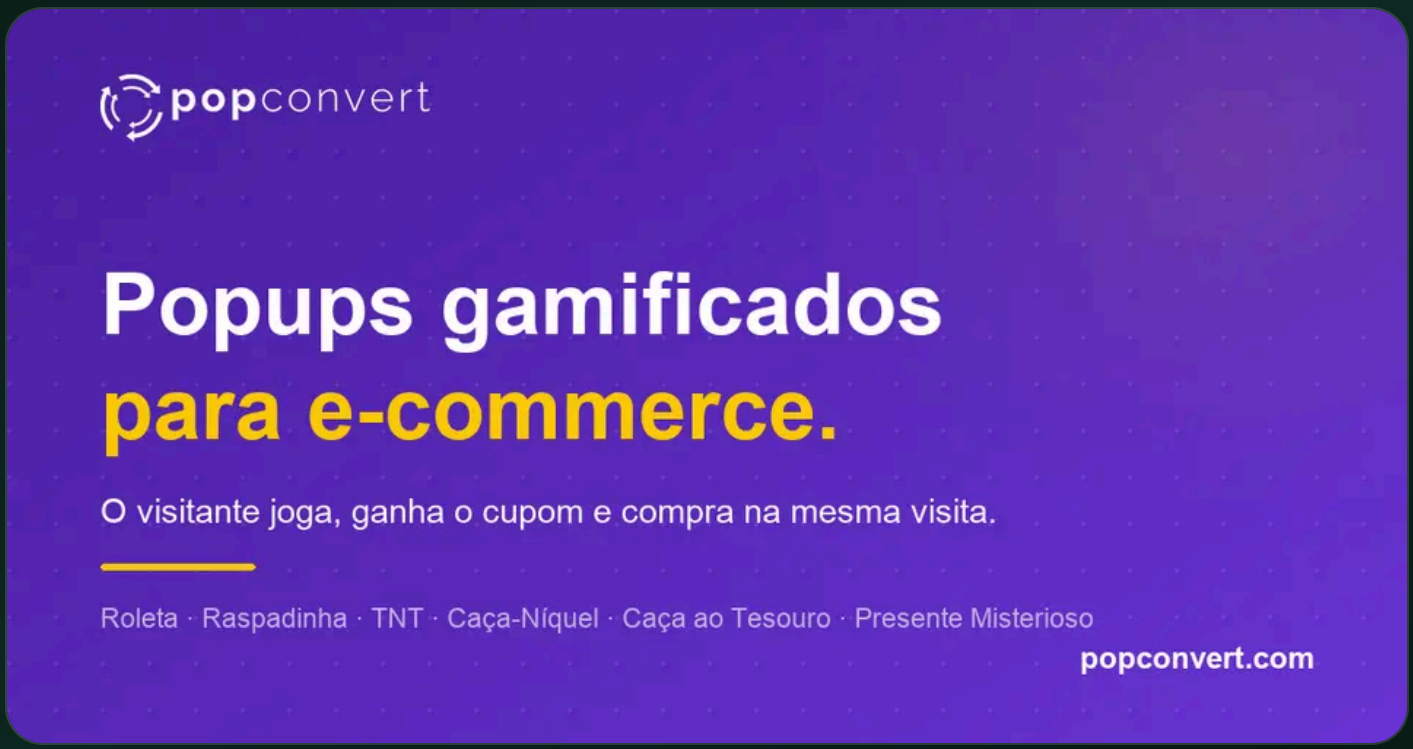
ToolGPA

NOVEMBER 2026

Pop Convert

The Insider's Guide

Gamified popups for online stores, priced by pageviews



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

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

1.8
GPA

popconvert

Popups gamificados para e-commerce.

O visitante joga, ganha o cupom e compra na mesma visita.

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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 Pop Convert's own pages, its app-store listings and our grades. Every fact in it is on Pop Convert'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 1 of the 54 other popup and widget tools we grade

Popconvert, a Brazilian company, builds gamified popups for e-commerce, such as spin-the-wheel, slot machine, scratch card and mystery-gift experiences that trade a prize for an opt-in. Every plan has all features; plans differ in pageviews and the number of sites. The site and support are in Portuguese.

To get you started, here are **8 things to know about Pop Convert**, taken from its own pages and our grades.

> **You build game campaigns and connect a store platform, and the pages are in Portuguese.**
>
> From our grade for ease of use

1 **Best for gamified popups for online stores**

There is no free plan or trial, and the site, pricing page and support are in Portuguese.

2 **Paid plans start at $12 a month**

As its pricing page puts it: $12 per month for up to 10,000 pageviews and 2 sites.

3 **It runs on Web**

Web.

4 **Gamified experiences**

Spin-the-wheel, slot machine, scratch card, TNT, mystery gift and treasure hunt formats.

5 **Popups and bars**

Countdown popups, invitation widget, second-chance bar and corner lightbox.

6 **Triggers**

Time on site, exit intent, scroll, pages visited, CSS selector events and new or returning visitors.

7 **A 1.8 GPA, above 1 of 54**

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

8 **Keep it**

The plain part of Pop Convert you could make: popups. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Pop Convert at a glance

PRICING
Paid, from $12 per month for up to 10,000 pageviews and 2 sites

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Popconvert, since 2018

CATEGORY
Popups & Website Widgets

OUR GRADE
1.8 GPA, weak

The report card

Best for gamified popups for online stores

Pop Convert builds gamified popups and bars for online stores, priced by monthly pageviews from $12 for 10,000 pageviews and two sites. Every plan

has every feature. There is no free plan or trial, and the site, pricing page and support are in Portuguese.

TOOLGPA REPORT CARD

Pop Convert

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$12 a month for 10,000 pageviews and 2 sites, between the cheapest quarter ($8.25) and the middle ($14.92) for popup tools. Annual billing is 15% cheaper. The dollar figures come from the vendor's own data, and the page defaults to reais.
Free plan and trial	F	No free plan and no trial are listed on the pricing page; every plan is paid.
Features	C	Gamified popups, bars, triggers, coupon controls and revenue metrics. Integrations lean to store platforms, with no mainstream email tools among those named, so the core job has gaps.
Ease of use	C	No store rating on record. You build game campaigns and connect a store platform, and the pages are in Portuguese.
Platforms and integrations	B	Web app with Shopify, BigCommerce, PrestaShop, Nuvemshop, VTEX and RD Station. No phone or 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 Pop Convert is for

- ✓ Fits if you sell on a store platform and want spin-style popups with coupon limits
- ✓ Works for a Portuguese-speaking team, since the site and support are in Portuguese

Who it is not for

- ✕ Skip it if you want a free plan or a trial: neither is listed
- ✕ Not for you if you need English pages and support
- ✕ Watch out: billing is by pageviews counted on pages that load the script, and unused ones do not roll over
- ✕ Watch out: the page defaults to Brazilian reais, so check the dollar view before you rely on it

Good to know

Good for

- ✓ E-commerce stores, especially in Brazil, wanting spin-the-wheel style popups
- ✓ Stores that want every feature on every plan

Worth knowing

- ⓘ The page defaults to Brazilian reais; the dollar figures here come from the vendor's own structured data and a currency switch, so confirm the USD view before relying on them.
- ⓘ The pricing page, support and site are in Portuguese.
- ⓘ Billing is by pageviews counted on pages that load the script; unused pageviews do not roll over.
- ⓘ Annual billing is 15% cheaper than monthly.

What it costs

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

$12

A month to start

Pop Convert is a paid product, starting at $12 per month for up to 10,000 pageviews and 2 sites.

> **The dollar figures come from the vendor's own data, and the page defaults to reais.**

From our grade for value for money

LAUNCH

$12

per month, up to 10,000 pageviews, 2 sites

Entry plan with every feature. Listed on the page in reais at R$69 a month.

STARTER

$28

per month, up to 50,000 pageviews, 3 sites

Same features, more pageviews. R$149 a month in reais.

INTERMEDIATE

$49

per month, up to 100,000 pageviews, 5 sites

Same features. Marked most popular; R$249 a month in reais.

PREMIUM

$75

per month, up to 250,000 pageviews, 10 sites

Same features with 250,000 pageviews and 10 sites.

GROWTH

$130

per month, up to 500,000 pageviews, 10 sites

Same features with 500,000 pageviews.

CORPORATE

$187

per month, up to 1M pageviews, 10 sites

Same features with 1,000,000 pageviews. An Enterprise tier is quoted on request.

Read from popconvert.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing 15% cheaper

The page states annual subscriptions cost 15% less than the same plan billed monthly, invoiced yearly.

Stated on popconvert.com

What it does

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

1

Place it runs: Web

Gamified popups for online stores, priced by pageviews. Here is what it does, as its own site describes it, and what it covers: a/B testing, popups.

> **Gamified popups, bars, triggers, coupon controls and revenue metrics.**

From our grade for features

Gamified experiences

Spin-the-wheel, slot machine, scratch card, TNT, mystery gift and treasure hunt formats.

Popups and bars

Countdown popups, invitation widget, second-chance bar and corner lightbox.

Triggers

Time on site, exit intent, scroll, pages visited, CSS selector events and new or returning visitors.

Coupon controls

Delivery probability and delivery limits for coupons.

Revenue metrics

Attributed orders, abandoned carts and revenue impact.

Where it runs

Web

What it works with

Shopify
BigCommerce
PrestaShop
Nuvemshop
VTEX
RD Station

Pop Convert is made by Popconvert, and has been around since 2018.

Where it stands

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

1/54

Other popup and widget tools it is graded above

Pop Convert's GPA of 1.8 is higher than 1 of the 54 other popup and widget tools we grade, and level with 3.

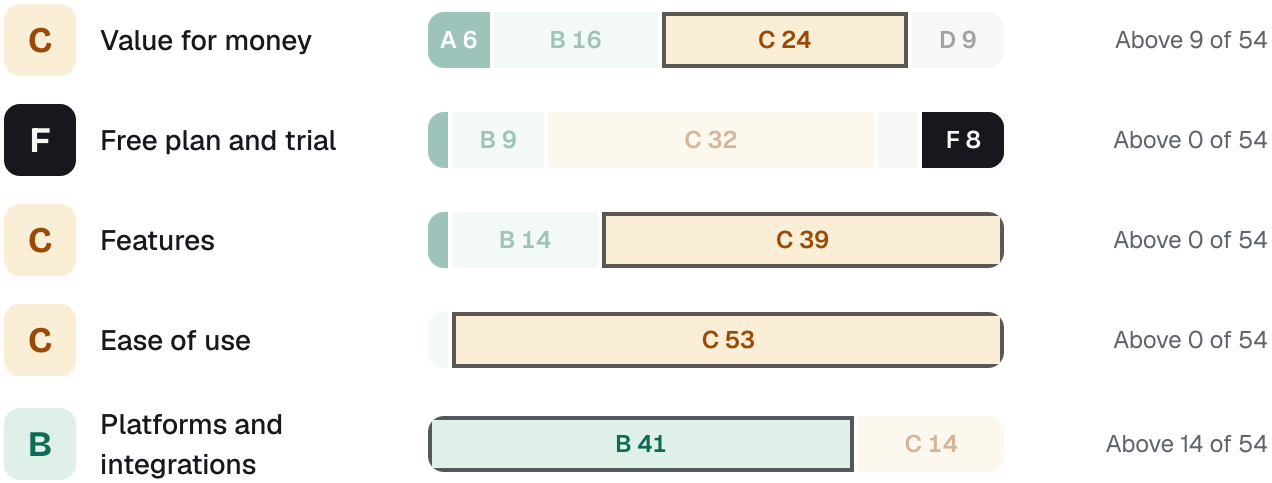
It stands best on platforms and integrations (B, above 14 of 54) and worst on free plan and trial (F, above 0).

Its paid plans start at $12 a month, against a middle price of $14 for the category: 23 of the 48 others that charge start lower.

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

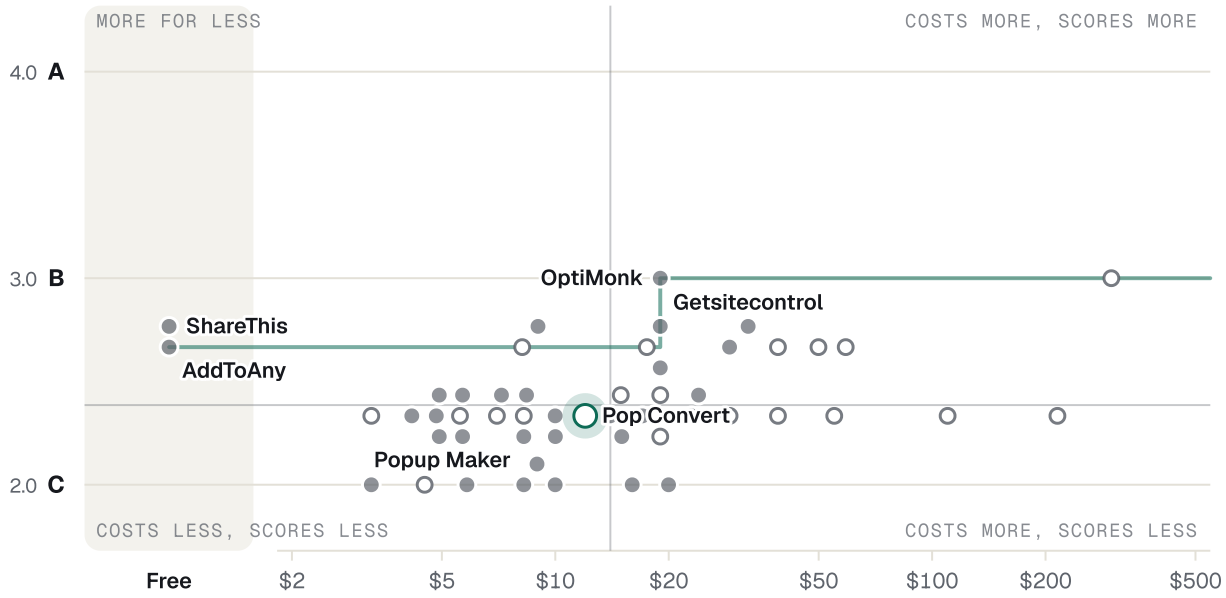
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Pop Convert'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. Pop Convert 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 Pop Convert you could make: popups. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 50 of the 54 other popup and widget tools grade higher. It costs $144 a year.

What you could make

- Popups: an app builder makes this well.

What you could not

- Splitting visitors between versions and telling you which won.

- ✕ It plugs into other products, Shopify, BigCommerce and PrestaShop among them.
- ✕ Hooks into the device itself: widgets.

What this rests on. Pop Convert'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



Wheelio, OptiMonk, Wisepops, Convertful and Justuno

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

2.2 GPA

Wheelio

Free trial · from $14.92/mo

Spin-to-win and scratch-card pop-ups for email and SMS capture.

- Pop Convert also covers a/B testing.
- Wheelio also covers sMS marketing.

Pop Convert and Wheelio 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.

- OptiMonk has a free plan. Pop Convert does not.
- OptiMonk also covers templates and AI agents.

Pop Convert 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.

Pop Convert and Wisepops compared in full



2.4
GPA

Convertful

Free trial · from $7/mo

Pop-ups, floating bars and inline forms priced by pageviews.

- Convertful also covers forms and surveys.

Pop Convert and Convertful compared in full



2.2
GPA

Justuno

Free trial · from $59/mo

AI-timed popups and visitor identification for online stores.

Pop Convert and Justuno compared in full

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 Pop Convert free?

No. Pop Convert is a paid product, starting at $12 per month for up to 10,000 pageviews and 2 sites.

How much does Pop Convert cost?

Pop Convert lists 6 plans. Launch: $12 per month, up to 10,000 pageviews, 2 sites.

What platforms does Pop Convert work on?

Pop Convert is available on Web.

Does Pop Convert offer any discounts?

Pop Convert publicly lists the following: Annual billing 15% cheaper.

Does Pop Convert have an Android app?

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

Does Pop Convert have an iPhone app?

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

Is Pop Convert open source?

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

What does Pop Convert integrate with?

Pop Convert's listing names Shopify, BigCommerce, PrestaShop, Nuvemshop, VTEX and RD Station.

Who makes Pop Convert?

Pop Convert is made by Popconvert. It dates from 2018.

What are the alternatives to Pop Convert?

The closest alternatives to Pop Convert in our directory are Wheelio, OptiMonk, Wisepops, Convertful and Justuno.

How does Pop Convert compare with other popup and widget tools?

Pop Convert's GPA of 1.8 is higher than 1 of the 54 other popup and widget tools we grade, and level with 3.

Is Pop Convert good value for money?

ToolGPA grades Pop Convert C for value for money. Its paid plans start at $12 a month, against a middle price of $14 for the category: 23 of the 48 others that charge start lower.

Could I make my own version of Pop Convert?

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

Where this guide comes from

The prices, plans, platforms and features were read from Pop Convert'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 Pop Convert'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 Popconvert. Prices change, so check popconvert.com before you buy.

popconvert.com/precos

popconvert.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

Pop Convert, kept up to date

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

toolgpa.com/tools/pop-convert

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, "Pop Convert: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/pop-convert
```

Know someone choosing between popup and widget tools?

Send them this guide:
toolgpa.com/tools/pop-convert/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Pop Convert, 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 Pop Convert'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. Pop Convert is a trademark of its owner, and this guide is not made, paid for or approved by Popconvert. Prices and plans change: check popconvert.com before you buy.