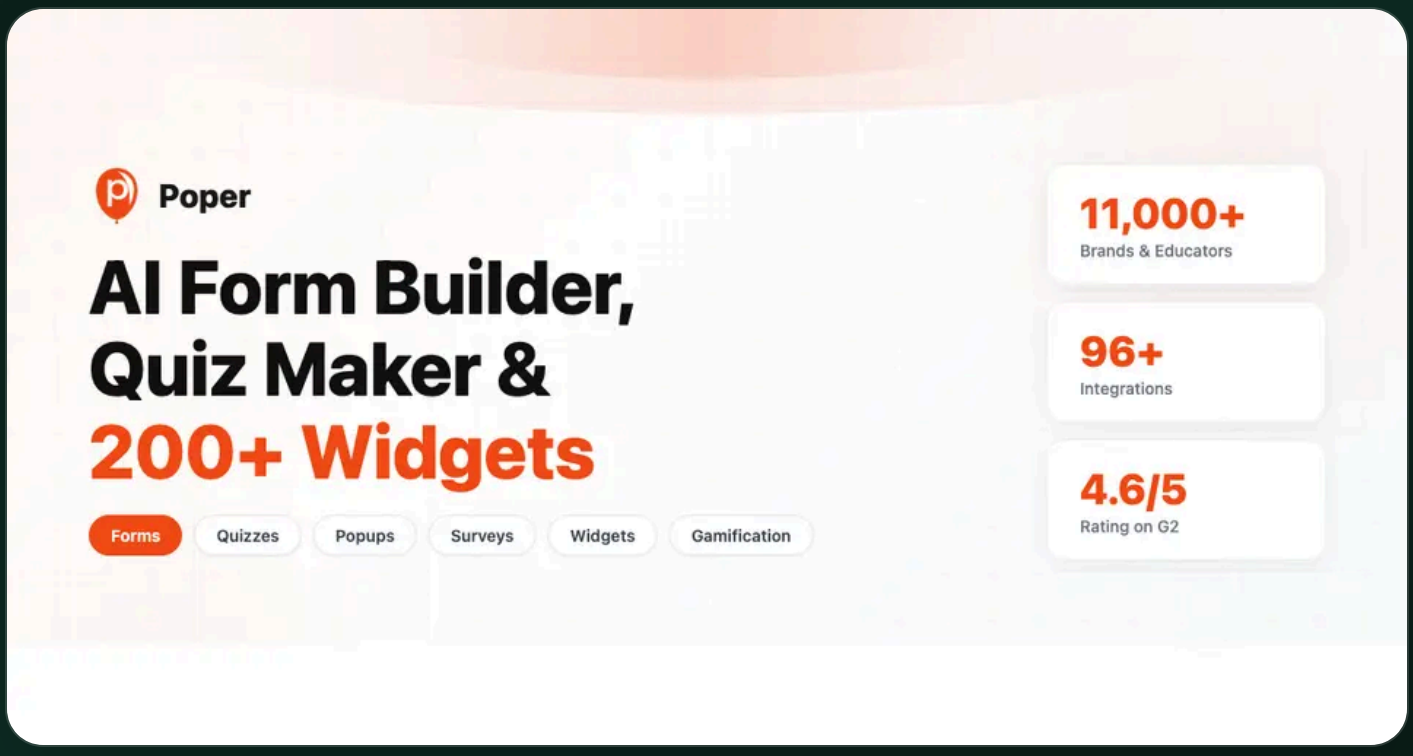
ToolGPA

NOVEMBER 2026

# Poper

## The Insider's Guide

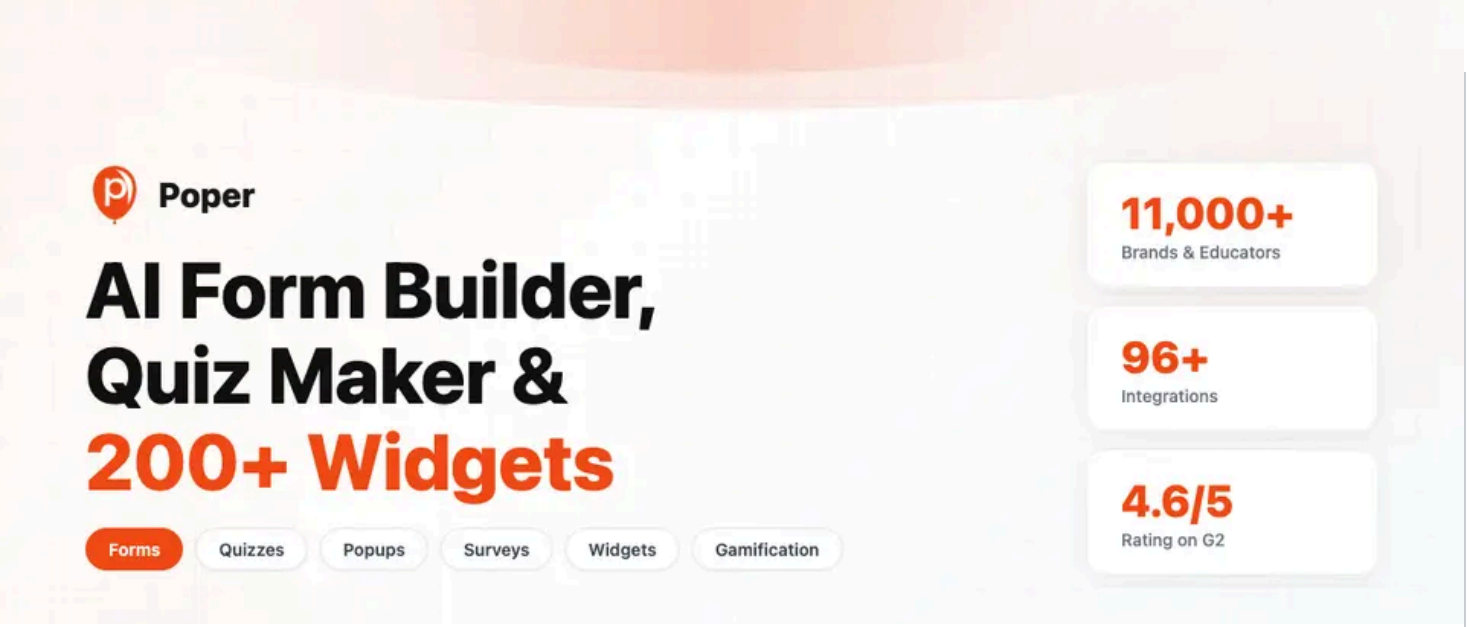
Popups, forms, quizzes and widgets for lead capture




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

Made by Poper (Latracal) · checked Nov 12, 2026 · toolgpa.com

2.2
GPA




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ToolGPA put this guide together from Poper's own pages, its app-store listings and our grades. Every fact in it is on Poper'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 4 of the 25 other popup and widget tools we grade

Poper is a no-code builder for website popups, bars, multi-step forms, quizzes, surveys and gamified widgets such as spin-to-win. Campaigns are targeted by trigger, page, device and location, and leads go to email and CRM tools. Prices rise with monthly visitor volume, and the vendor says its 2.0 release is now live.

> "
>
> **No rating on record; you build from templates and connect your tools.**
>
> From our grade for ease of use

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

**1** **Best for pop-ups, forms and quizzes priced by visitors**

A/B testing, gamification and quizzes need Pro, and the price moves with visitor volume.

**2** **Paid plans start at $14 a month**

As its pricing page puts it: $14 per month at 50k visitors (regular price; sale rates until Nov 30).

**3** **There is a free plan**

Free Forever plan: 1 website and 50 AI credits.

**4** **It runs on Web**

Web.

**5** **Popups, bars and widgets**

More than 10 display formats, including popups, bars and modals, built in a drag-and-drop editor from 100+ templates with a mobile-specific view.

**6** **Forms and quizzes**

Multi-step forms and a quiz builder from Pro, with logic jumps and conditional branching on Business.

**7** **Gamification**

Spin-to-win, scratch card and pick-a-gift widgets are included from the Pro plan.

**8** **A 2.2 GPA, above 4 of 25**

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 Poper you could make: popups, forms and surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

### Poper at a glance

| | |
|---|---|
| PRICING<br>Free plan, from $14 per month at 50k visitors (regular price; sale rates until Nov 30) | FREE PLAN<br>Yes |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Poper (Latracal) | CATEGORY<br>Popups & Website Widgets |
| OUR GRADE<br>2.2 GPA, fair | |

## The report card

### Best for pop-ups, forms and quizzes priced by visitors

Poper builds popups, forms, quizzes and widgets, with a free plan for 1 website and paid plans from $14 a month at 50,000 visitors. A/B testing, gamification and quizzes need Pro, and the price moves with visitor volume.

| TOOLGPA REPORT CARD | Poper | Graded Nov 12, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | C | Starter is $14 a month regular price at 50,000 visitors (the page showed a $9 sale rate), inside the $9 to $29 range. |
| **Free plan and trial** | C | Free Forever for 1 website and 50 AI credits; the cap on visitors is not stated. |
| **Features** | C | Popups, bars, forms, quizzes and lead sync. A/B testing, gamification and quizzes need Pro; API, SSO and payment forms need Business. |
| **Ease of use** | C | No rating on record; you build from templates and connect your tools. |
| **Platforms and integrations** | B | Web only, with eight integrations listed. |
| **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 Poper is for

- ✓ Fits if you want popups and quizzes for a small site on one website
- ✓ Works for people who can pick a plan by monthly visitors

### Who it is not for

- ✗ Tight if you want A/B tests or quizzes, since they need Pro at $23
- ✗ Watch out: prices change with monthly visitors, from a 50,000 default up to 1M+
- ✗ Watch out: a Black Friday sale runs to November 30, and sale rates are locked while you subscribe
- ✗ Pricey if you want white label, at $499 a month, or priority onboarding at $199 once
- ✗ Not for you if you need an API or SSO without Business at $48

## Good to know

### Good for

- ✓ Small sites that want quizzes, spin-to-win and popups in one tool
- ✓ Agencies, since Pro allows 10 websites and Business unlimited
- ✓ Marketers who want a low-cost way to try A/B tested popups

### Worth knowing

- ⓘ Prices change with monthly visitor volume; the page defaults to 50k visitors and has a slider up to 1M+.
- ⓘ A Black Friday sale runs through November 30, and the page says the sale rate stays locked while subscribed.
- ⓘ A white-label add-on is $499 a month, and a priority onboarding package is $199 one-time.
- ⓘ A/B testing, gamification and quizzes need Pro; API access, SSO and payment forms need Business.

PART 02 · PRICING

# What it costs

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

**$14**

A month to start. There is a free plan too

Poper has a free plan. Paid plans start at $14 per month at 50k visitors (regular price; sale rates until Nov 30).

FREE FOREVER

## $0

1 website and 50 AI credits; the page lists no other limits.

STARTER

## $14

per month at 50k visitors; billing basis not stated

1 website, 5 active campaigns, 1,000 leads a month, 500 AI credits, smart triggers, no Poper branding. Sale: $9.

PRO

## $23

per month at 50k visitors; billing basis not stated

10 websites, unlimited campaigns and leads, A/B testing, gamification, quizzes, 2,000 AI credits, 5 seats. Sale: $14.

BUSINESS

## $48

per month at 50k visitors; billing basis not stated

Unlimited websites, API access, SSO, payment forms, surveys, 5,000 AI credits, account manager. Sale: $29.

ENTERPRISE

## Custom

Custom infrastructure and SLA, unlimited usage and a dedicated customer success manager; sold through sales.

### The free plan

Free Forever plan: 1 website and 50 AI credits.

Read from poper.ai on Nov 12, 2026.

## Ways to pay less

OTHER SAVINGS

### Black Friday sale, up to 40% off

Sale rates through November 30 at 50k visitors, billed yearly: Starter $9, Pro $14 and Business $29 a month. New signups pay list price afterwards.

Stated on poper.ai

ANNUAL DISCOUNT

### Yearly billing saves 25% more

The pricing page toggle says yearly billing takes another 25% off the sale price.

Stated on poper.ai

# What it does

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

1

Place it runs: Web

Popups, forms, quizzes and widgets for lead capture. Here is what it does, as its own site describes it, and what it covers: AI features, forms, surveys, a/B testing, popups.

> "
>
> **Popups, bars, forms, quizzes and lead sync.**
>
> From our grade for features

### Popups, bars and widgets

More than 10 display formats, including popups, bars and modals, built in a drag-and-drop editor from 100+ templates with a mobile-specific view.

### Forms and quizzes

Multi-step forms and a quiz builder from Pro, with logic jumps and conditional branching on Business.

### Gamification

Spin-to-win, scratch card and pick-a-gift widgets are included from the Pro plan.

### Targeting and triggers

Exit-intent, scroll and time-delay triggers on every paid plan; geo, UTM, device and new-versus-returning targeting from Pro.

### A/B testing and AI tools

A/B testing and an AI content generator with 50+ languages on Pro; Business adds AI traffic routing and an automated variant of A/B testing.

### Lead sync

The integrations page lists dozens of email and CRM tools, and Pro adds Zapier and webhooks; deep HubSpot and Salesforce sync is on Business.

### Where it runs

Web

### What it works with

ActiveCampaign
Brevo
Constant Contact
Drip
BigCommerce
Drupal
HubSpot
Zapier

Poper is made by Poper (Latracal).

PART 04 · STANDING

# Where it stands

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

**4**/25

Other popup and widget tools it is graded above

Poper's GPA of 2.2 is higher than 4 of the 25 other popup and widget tools we grade, and level with 7.

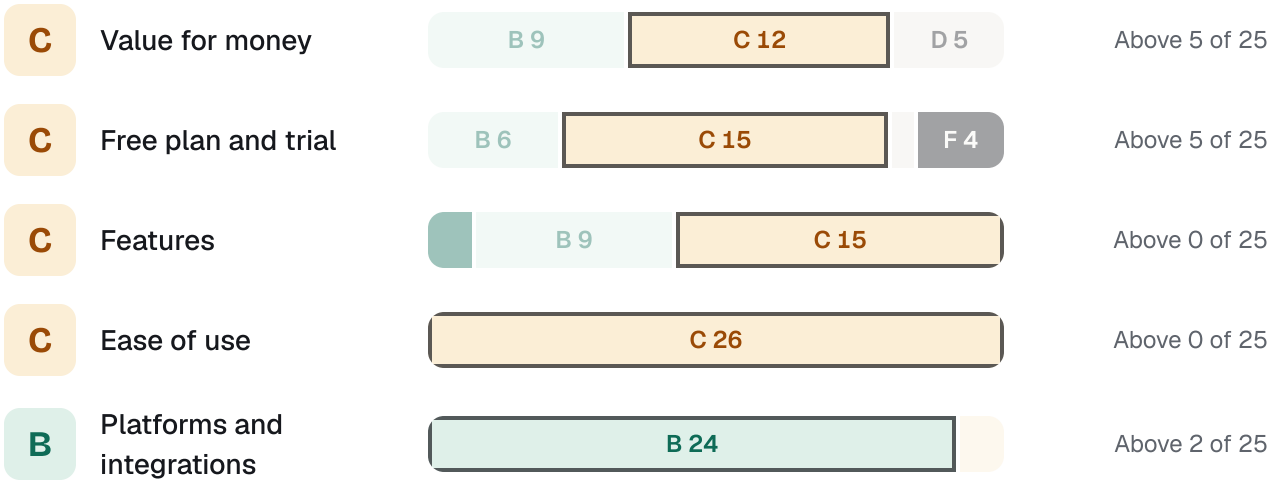
It stands best on platforms and integrations (B, above 2 of 25) and worst on features (C, above 0).

Its paid plans start at $14 a month, against a middle price of $18.25 for the category: 8 of the 23 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.

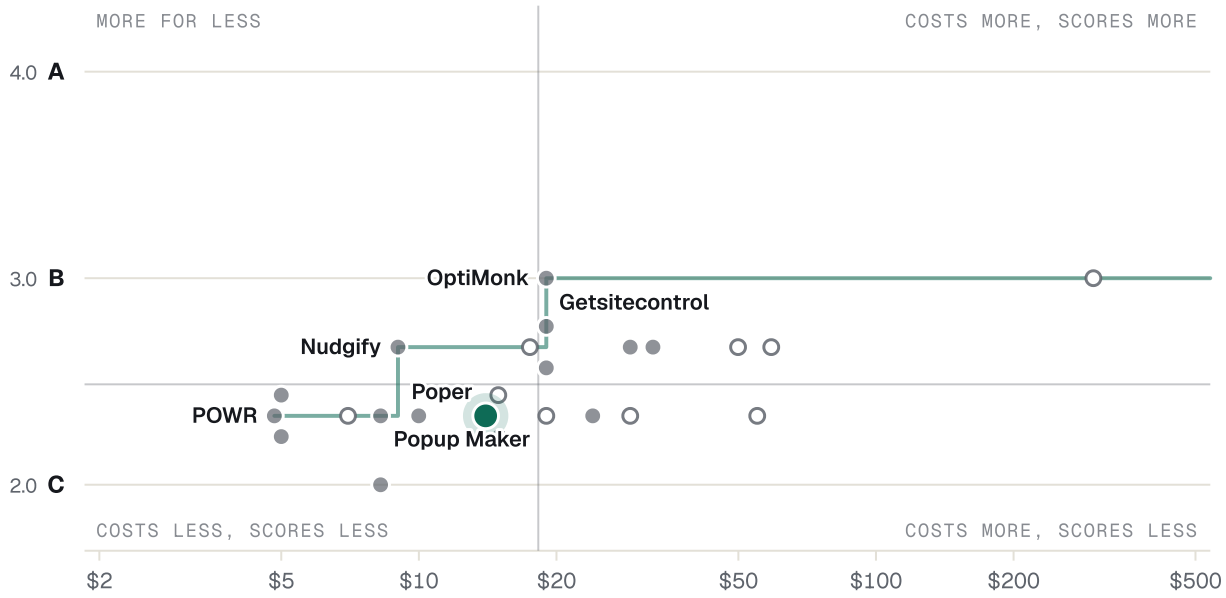
## Each grade against the category

Every bar is all 26 popup and widget tools we grade, cut by the letter each got. Poper's own letter is outlined.



## Price against what you get

Each dot is one of 24 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Poper 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 Poper you could make: popups, forms and surveys. 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: 14 of the 25 other popup and widget tools grade higher. It costs $168 a year.

**What you could make**

- Popups, forms and surveys: an app builder makes these well.

**What you could not**

- Splitting visitors between versions and telling you which won.

- It plugs into other products, ActiveCampaign, Brevo and Constant Contact among them.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.

**What this rests on.** Poper'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



OptinMonster, Poptin, Popupsmart, Wisepops and OptiMonk

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

1.8 GPA

## OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- Poper has a free plan. OptinMonster does not.
- Poper also covers surveys.
- OptinMonster also covers templates and no-code.

Poper and OptinMonster compared in full

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2.4 GPA

## Poptin

Free plan · from $19/mo

Popups and embedded forms, with email campaigns and automations.

- Poper also covers surveys.
- Poptin also covers marketing automation and email campaigns.

Poper 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.

- Poper also covers surveys.
- Popupsmart also covers templates and no-code.

Poper and Popupsmart 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.

- Poper has a free plan. Wisepops does not, though it has a free trial.
- Poper also covers forms and surveys.

Poper and Wisepops 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.

- Poper also covers forms and surveys.
- OptiMonk also covers templates and AI agents.

Poper and OptiMonk 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 Poper free?

Poper has a free plan. Free Forever plan: 1 website and 50 AI credits.

### How much does Poper cost?

Poper lists 5 plans. Free Forever: $0.

### What platforms does Poper work on?

Poper is available on Web.

### Does Poper offer any discounts?

Poper publicly lists the following: Black Friday sale, up to 40% off; Yearly billing saves 25% more.

### Does Poper have an Android app?

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

### Does Poper have an iPhone app?

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

### Is Poper open source?

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

### What does Poper integrate with?

Poper's listing names ActiveCampaign, Brevo, Constant Contact, Drip, BigCommerce, Drupal, HubSpot and Zapier.

### Who makes Poper?

Poper is made by Poper (Latracal).

### What are the alternatives to Poper?

The closest alternatives to Poper in our directory are OptinMonster, Poptin, Popupsmart, Wisepops and OptiMonk.

### How does Poper compare with other popup and widget tools?

Poper's GPA of 2.2 is higher than 4 of the 25 other popup and widget tools we grade, and level with 7.

### Is Poper good value for money?

ToolGPA grades Poper C for value for money. Its paid plans start at $14 a month, against a middle price of $18.25 for the category: 8 of the 23 others that charge start lower.

### Could I make my own version of Poper?

The plain part of Poper you could make: popups, forms and surveys. What surrounds it you could not.

## Where this guide comes from

The prices, plans, platforms and features were read from Poper'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 Poper (Latracal)'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 Poper (Latracal). Prices change, so check poper.ai before you buy.

poper.ai/pricing/
poper.ai/integrations/
poper.ai/
poper.ai/about/

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

### Poper, kept up to date

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

toolgpa.com/tools/poper

### 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, "Poper: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/poper
```

### Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

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

### Popups & Website Widgets Insider's Guide

Every one of the 26 popup and widget tools we grade, compared

### Getsitecontrol Insider's Guide

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

2.8 GPA

### MailMunch Insider's Guide

Pop-ups, embedded forms and landing pages to grow an email list

2.6 GPA

### Nudgify Insider's Guide

Social proof and urgency notifications for stores and sites

2.6 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 Poper'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. Poper is a trademark of its owner, and this guide is not made, paid for or approved by Poper (Latracal). Prices and plans change: check poper.ai before you buy.