ToolGPA

NOVEMBER 2026

Popup Builder

The Insider's Guide

WordPress popup plugin with paid extension bundles



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

Made by Looking Forward Software Inc. · checked Nov 13, 2026 · toolgpa.com

2.6

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

2.6

GPA, above 45 of the 54 other popup and widget tools we grade

Popup Builder is a WordPress plugin for creating popups with display rules, event triggers and advanced conditions such as geo-targeting. A free version is on WordPress.org, and the paid plans bundle its 28 extensions, with licenses sold by number of sites and renewed yearly.

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

> **The free version leaves out the extensions, and it only runs on WordPress.**
>
> From our report card of Popup Builder

1 **Best for WordPress popups with detailed targeting**

Its display and targeting conditions go further than most.

2 **Paid plans start at $4.16 a month when paid by the year**

As its pricing page puts it: $49.95 per year for 2 websites.

3 **There is a free plan**

Free version of the plugin on WordPress.org; extensions are paid.

4 **It runs on Web**

Web.

5 **Display rules**

Choose pages, posts, categories, tags, archives, search pages and WooCommerce products.

6 **Event triggers**

Page load, exit, hover, scroll, inactivity, add to cart and click.

7 **Advanced conditions**

Page-visit counts, device or OS, URL query strings, referrers, country, state or city and user roles.

8 **A 2.6 GPA, above 45 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 **Your call**

You could make the core of Popup Builder for yourself: popups and forms.

Popup Builder at a glance

PRICING
Free plan, from $49.95 per year for 2 websites

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Looking Forward Software Inc.

CATEGORY
Popups & Website Widgets

OUR GRADE
2.6 GPA, good

The report card

Best for WordPress popups with detailed targeting

Popup Builder is a WordPress plugin with a free version and paid plans that bundle its 28 extensions, from $49.95 a year for two sites. Its display and

targeting conditions go further than most. The free version leaves out the extensions, and it only runs on WordPress.

TOOLGPA REPORT CARD

Popup Builder

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	$49.95 a year for two sites works out near $4.16 a month with every extension included, under 60% of the cheapest quarter for popup tools.
Free plan and trial	C	A free plugin on WordPress.org, but the extensions, such as the subscription and countdown popups, are paid. No trial is listed.
Features	B	Display rules, event triggers, geo and device conditions and extensions for social, login, countdown, contact and subscription popups. The listing shows no gap in the core work.
Ease of use	C	No store rating on record. There are conditions and 28 extensions to work through inside WordPress.
Platforms and integrations	C	WordPress only. It names Mailchimp, AWeber and WooCommerce.

Grade point average Good, out of 4.0 **2.6**

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 Popup Builder is for

- ✓ Fits if you want fine control of where and when a popup shows on WordPress
- ✓ Makes sense if you want to try the free version before paying

Who it is not for

- ✗ Skip it if your site is not on WordPress
- ✗ Watch out: the extensions are paid, so the free version covers less than the feature list suggests
- ✗ Watch out: plans renew every year until you cancel
- ✗ Watch out: no free trial is listed for the paid plans, and extensions can also be bought one at a time

Good to know

Good for

- ✓ WordPress sites that want detailed targeting conditions
- ✓ Sites that want to start free and add extensions later

Worth knowing

- ⓘ Runs only inside WordPress.
- ⓘ Extensions can also be bought one at a time, priced per site count and per year.
- ⓘ There is no free trial listed for the paid plans.
- ⓘ Plans renew yearly until cancelled.

PART 02 · PRICING

What it costs

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

$4.16

A month to start, paid by the year.
There is a free plan too

Popup Builder has a free plan. Paid plans start at $49.95 per year for 2 websites.

> **A free plugin on WordPress.org, but the extensions, such as the subscription and countdown popups, are paid.**
>
> From our grade for free plan and trial

FREE

$0

Free plugin download from WordPress.org.

STARTER

$49.95

per year for 2 websites

All extensions included, with a year of support and updates, billed yearly until cancelled.

BUSINESS

$89.95

per year for 10 websites

All extensions included, with a year of support and updates, billed yearly until cancelled.

AGENCY

$145.95

per year for unlimited websites

All extensions included, with a year of support and updates, billed yearly until cancelled.

The free plan

Free version of the plugin on WordPress.org; extensions are paid.

Read from popup-builder.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

WordPress popup plugin with paid extension bundles. Here is what it does, as its own site describes it, and what it covers: forms, popups.

> **Display rules, event triggers, geo and device conditions and extensions for social, login, countdown, contact and subscription popups.**
>
> From our grade for features

Display rules

Choose pages, posts, categories, tags, archives, search pages and WooCommerce products.

Event triggers

Page load, exit, hover, scroll, inactivity, add to cart and click.

Advanced conditions

Page-visit counts, device or OS, URL query strings, referrers, country, state or city and user roles.

Extensions

Social, registration, login, countdown, contact form, subscription, WooCommerce and geo-targeting popups.

Email integrations

Connects with services such as Mailchimp and AWeber.

Where it runs

Web

What it works with

Mailchimp

AWeber

WooCommerce

Popup Builder is made by Looking Forward Software Inc.

Where it stands

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

45/54

Other popup and widget tools it is graded above

Popup Builder's GPA of 2.6 is higher than 45 of the 54 other popup and widget tools we grade, and level with 6.

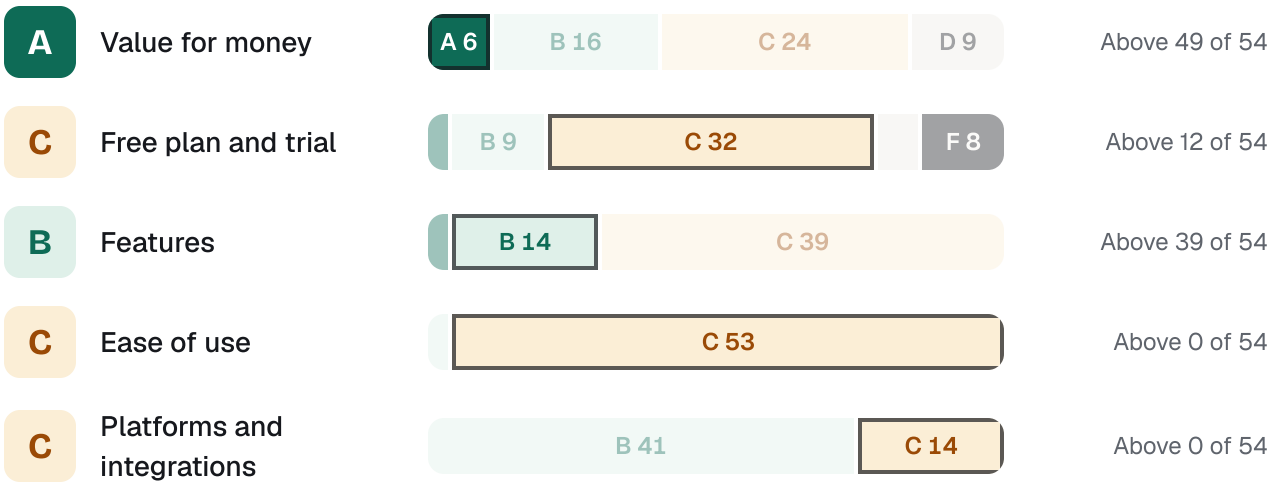
It stands best on value for money (A, above 49 of 54) and worst on ease of use (C, above 0).

Its paid plans start at $4.16 a month when paid by the year, against a middle price of $14 for the category: 2 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.

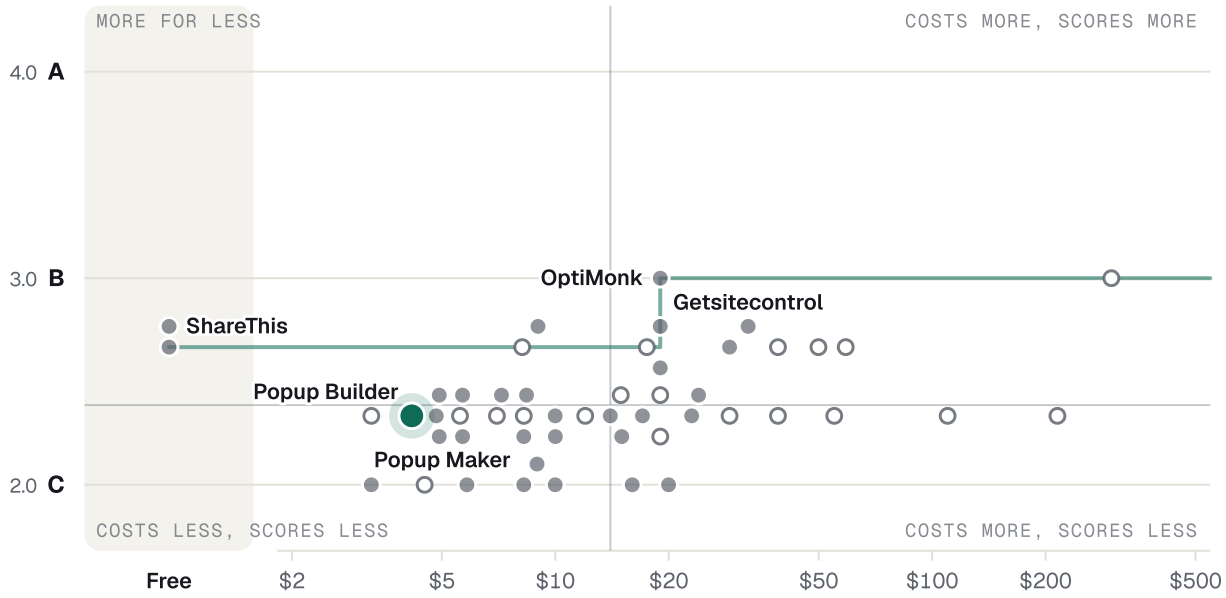
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Popup Builder'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. Popup Builder 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.

Your call

You could make the core of Popup Builder for yourself: popups and forms.

What you would give up is listed below. Whether that is worth the price is your call. It costs $49.95 a year.

What you could make

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

What you could not

- The depth: we grade its features B, which means it covers the whole job.

It runs in a browser, which is where something home-made would run too.

What this rests on. Popup Builder'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



Popup Maker, WP Popups, Icegram, Brave Popup Builder and Convert Pro

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

Popup Maker

2.6 GPA

Free plan · from $99/yr

WordPress popup plugin with a free edition and yearly Pro licenses.

- Popup Maker also covers reports and a/B testing.

Popup Builder and Popup Maker compared in full

WP Popups

2.2 GPA

Free plan · from $70/yr

WordPress popup plugin with a free edition and paid licenses.

- WP Popups also covers a/B testing.

Popup Builder and WP Popups compared in full

Icegram

2.4 GPA

Free plan · from $99/yr

WordPress plugins for popups, action bars and email capture.

- Icegram also covers email campaigns and a/B testing.

Popup Builder and Icegram compared in full

2.6
GPA

Brave Popup Builder

Free plan · from $59/yr

WordPress popup, opt-in and conversion widget plugin.

- Brave Popup Builder also covers surveys and a/B testing.

Popup Builder and Brave Popup Builder compared in full

2.0
GPA

Convert Pro

From $99/yr

WordPress popup and opt-in plugin with annual or lifetime licenses.

- Popup Builder has a free plan. Convert Pro does not.
- Popup Builder also covers forms.
- Convert Pro also covers templates and a/B testing.

Popup Builder and Convert Pro compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Popup Builder free?

Popup Builder has a free plan. Free version of the plugin on WordPress.org; extensions are paid.

How much does Popup Builder cost?

Popup Builder lists 4 plans. Free: $0.

What platforms does Popup Builder work on?

Popup Builder is available on Web.

Does Popup Builder have an Android app?

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

Does Popup Builder have an iPhone app?

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

Is Popup Builder open source?

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

What does Popup Builder integrate with?

Popup Builder's listing names Mailchimp, AWeber and WooCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes Popup Builder?

Popup Builder is made by Looking Forward Software Inc.

What are the alternatives to Popup Builder?

The closest alternatives to Popup Builder in our directory are Popup Maker, WP Popups, Icegram, Brave Popup Builder and Convert Pro.

How does Popup Builder compare with other popup and widget tools?

Popup Builder's GPA of 2.6 is higher than 45 of the 54 other popup and widget tools we grade, and level with 6.

Is Popup Builder good value for money?

ToolGPA grades Popup Builder A for value for money. Its paid plans start at $4.16 a month when paid by the year, against a middle price of $14 for the category: 2 of the 48 others that charge start lower.

Could I make my own version of Popup Builder?

You could make the core of Popup Builder for yourself: popups and forms.

Where this guide comes from

The prices, plans, platforms and features were read from Popup Builder'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 Popup Builder'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 Looking Forward Software Inc. Prices change, so check popup-builder.com before you buy.

popup-builder.com/pricing/
popup-builder.com/extensions/
wordpress.org/plugins/popup-builder/
popup-builder.com
popup-builder.com/terms-of-services/

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

Popup Builder, kept up to date

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

toolgpa.com/tools/popup-builder

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, "Popup Builder: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/popup-builder
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Know someone choosing between popup and widget tools?

Send them this guide:
toolgpa.com/tools/popup-builder/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Popup Builder, 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 Popup Builder'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. Popup Builder is a trademark of its owner, and this guide is not made, paid for or approved by Looking Forward Software Inc. Prices and plans change: check popup-builder.com before you buy.