ToolGPA

NOVEMBER 2026

Popup Maker

The Insider's Guide

WordPress popup plugin with a free edition and yearly Pro licenses



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

Made by Code Atlantic LLC · checked Nov 12, 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 Maker's own pages, its app-store listings and our grades. Every fact in it is on Popup Maker'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

2.6

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

Popup Maker is a WordPress plugin for opt-in, exit-intent, contact form, announcement and cookie-notice popups. A free edition on WordPress.org covers the basics, and Pro and Pro+ licenses add triggers, targeting, analytics and WooCommerce or LMS features. All plans have unlimited popups and impressions.

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

> "
>
> **No rating on record; a plugin you install and configure on your site.**
>
> From our grade for ease of use

1 **Best for popups on a WordPress site, free or with a yearly license**

Exit-intent and scroll triggers need Pro, and it runs only inside WordPress.

2 **Paid plans start at $8.25 a month when paid by the year**

As its pricing page puts it: $99 per year for 1 site ($59.40 for the first year).

3 **There is a free plan**

Free plugin on WordPress.org: unlimited popups with page, post and taxonomy targeting, but a limited feature set.

4 **It runs on Web**

Web.

5 Popup types

Email opt-ins, exit-intent popups, contact form popups, announcement banners, cookie notices and content upgrades.

6 Triggers

Open automatically with a delay, on a click or on form submission in the free edition. Exit-intent and scroll triggers need Pro.

7 Targeting conditions

Free targeting by post, page, custom post type, category, tag and taxonomy; Pro adds user roles, scheduling and complex logic.

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 Keep it

The plain part of Popup Maker you could make: popups, forms and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Popup Maker at a glance

PRICING
Free plan, from $99 per year for 1 site ($59.40 for the first year)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Code Atlantic LLC

CATEGORY
Popups & Website Widgets

OUR GRADE
2.6 GPA, good

The report card

Best for popups on a WordPress site, free or with a yearly license

Popup Maker is a WordPress popup plugin with a free edition and Pro at $99 a year for 1 site. Exit-intent and scroll triggers need Pro, and it runs only inside WordPress.

TOOLGPA REPORT CARD — **Popup Maker** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Pro is $99 a year, about $8.25 a month, inside the cheapest quarter ($9); the first year is $59.40.
Free plan and trial	B	The free plugin on WordPress.org has unlimited popups with page, post and taxonomy targeting, with a limited feature set.
Features	C	Popup types, triggers, targeting, analytics and split testing. Exit-intent and scroll triggers need Pro.
Ease of use	C	No rating on record; a plugin you install and configure on your site.
Platforms and integrations	B	Web only, with five integrations listed.
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 Maker is for

- ✓ Fits if you run WordPress and want a free popup plugin
- ✓ Works for site owners who pay yearly for exit-intent

Who it is not for

- ✕ Skip it if your site is not on WordPress, as it is not a hosted service
- ✕ Tight if you want exit-intent on the free edition, since that needs Pro
- ✕ Watch out: Pro is licensed per site, with 5 sites at $149 for the first year
- ✕ Watch out: after a license expires the plugin works but stops getting updates and support
- ✕ Pricey if you need Pro+ for ecommerce, at $249 a year for 1 site

Good to know

Good for

- ✓ WordPress site owners who want a free popup plugin to start with
- ✓ WooCommerce stores that want popups tied to revenue reports
- ✓ Agencies licensing one plugin for many client sites

Worth knowing

- ⓘ Runs only inside WordPress; it is not a hosted service.
- ⓘ Exit-intent and scroll triggers need the paid Pro license; the free edition lacks them.
- ⓘ Pro is licensed per site count; the 5-site first-year price is $149 and larger packs are listed too.
- ⓘ After a license expires, the plugin keeps working but stops getting updates and support.

PART 02 · PRICING

What it costs

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

$8.25

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

Popup Maker has a free plan. Paid plans start at $99 per year for 1 site ($59.40 for the first year).

> **The free plugin on WordPress.org has unlimited popups with page, post and taxonomy targeting, with a limited feature set.**
>
> From our grade for free plan and trial

FREE

$0

Free WordPress.org plugin with automatic and click triggers and basic targeting.

PRO

$99

per year for 1 site

Exit-intent and scroll triggers, advanced targeting, analytics, split testing and FluentCRM tagging. First year $59.40.

PRO+

$249

per year for 1 site

Pro plus revenue attribution and WooCommerce, Easy Digital Downloads and LifterLMS tools. First year $149.40.

The free plan

Free plugin on WordPress.org: unlimited popups with page, post and taxonomy targeting, but a limited feature set.

Read from wppopupmaker.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

40% off the first year

A launch special on the pricing page takes 40% off the first year for new customers only; renewal returns to the regular price.

Stated on wppopupmaker.com

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 a free edition and yearly Pro licenses. Here is what it does, as its own site describes it, and what it covers: forms, reports, a/B testing, popups.

"

Popup types, triggers, targeting, analytics and split testing.

From our grade for features

Popup types

Email opt-ins, exit-intent popups, contact form popups, announcement banners, cookie notices and content upgrades.

Triggers

Open automatically with a delay, on a click or on form submission in the free edition. Exit-intent and scroll triggers need Pro.

Targeting conditions

Free targeting by post, page, custom post type, category, tag and taxonomy; Pro adds user roles, scheduling and complex logic.

Analytics and split testing

Pro adds performance tracking with WordPress dashboard widgets and split testing; Pro+ adds popup-to-purchase revenue attribution.

Ecommerce popups

Pro+ covers cart-abandonment, upsell and cross-sell popups for WooCommerce and Easy Digital Downloads, plus LifterLMS enrollment popups.

No traffic limits

All plans include unlimited popups, impressions and theming, so price does not rise with pageviews.

Where it runs

Web

What it works with

WooCommerce

Easy Digital Downloads

LifterLMS

FluentCRM

WordPress

Popup Maker is made by Code Atlantic LLC.

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

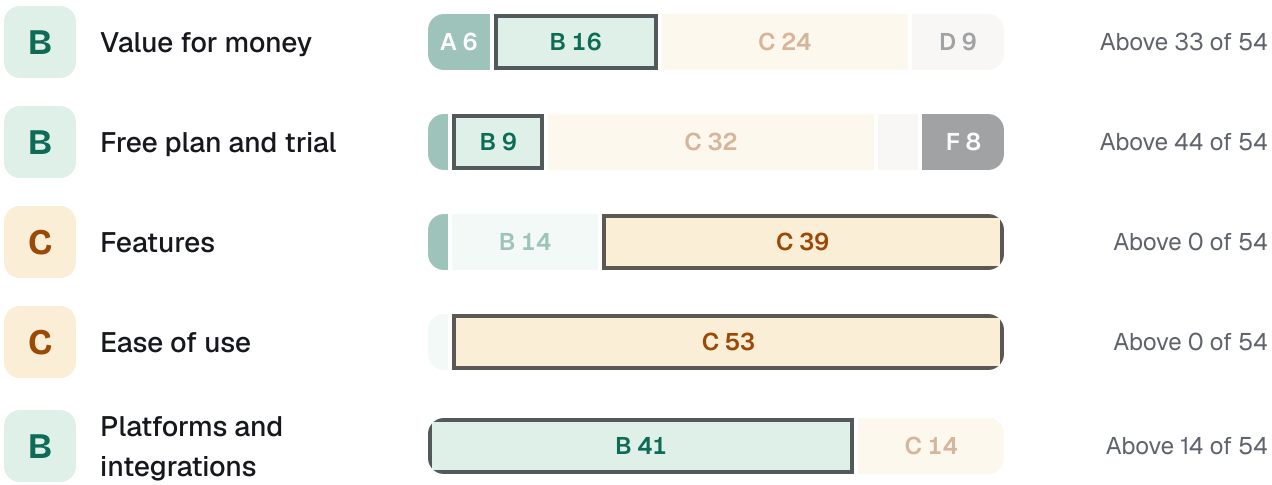
It stands best on free plan and trial (B, above 44 of 54) and worst on features (C, above 0).

Its paid plans start at $8.25 a month when paid by the year, against a middle price of $14 for the category: 14 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

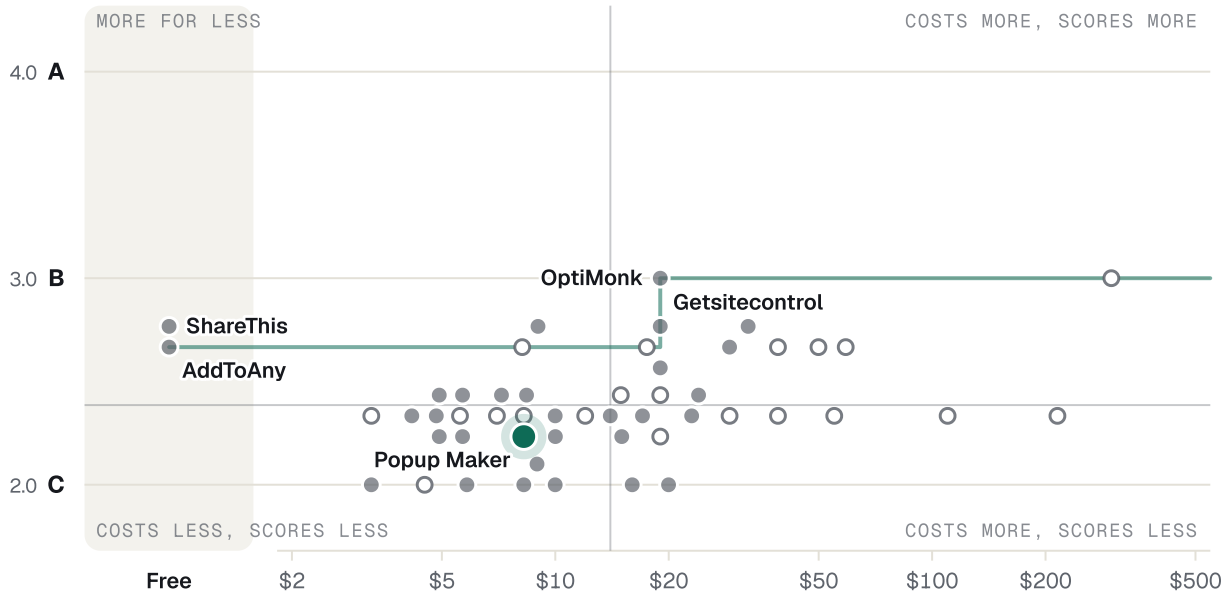
Each grade against the category

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

It is one of the better ones too: its GPA of 2.6 is higher than 45 of the 54 other popup and widget tools we grade. It costs $99 a year.

What you could make

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

What you could not

- Splitting visitors between versions and telling you which won.

- It plugs into other products, WooCommerce, Easy Digital Downloads and LifterLMS among them.
- Hooks into the device itself: widgets.

What this rests on. Popup Maker'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, Icegram, Thrive Leads, Poptin and Hello Bar

The 5 tools Popup Maker 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.

- Popup Maker has a free plan. OptinMonster does not.
- Popup Maker also covers reports.
- OptinMonster also covers templates and no-code.

Popup Maker and OptinMonster compared in full

2.4 GPA

Icegram

Free plan · from $99/yr

WordPress plugins for popups, action bars and email capture.

- Popup Maker also covers reports.
- Icegram also covers email campaigns.

Popup Maker and Icegram compared in full



1.8
GPA

Thrive Leads

From $599/yr

WordPress opt-in form builder with popups, ribbons and A/B tests.

- Popup Maker has a free plan. Thrive Leads does not.

Popup Maker and Thrive Leads compared in full



2.4
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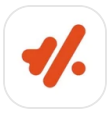
Poptin

Free plan · from $19/mo

Popups and embedded forms, with email campaigns and automations.

- Popup Maker also covers reports.
- Poptin also covers marketing automation and email campaigns.

Popup Maker and Poptin compared in full



2.2
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Hello Bar

Free trial · from $29/mo

Top bars, popups and slide-ins for collecting leads on any site.

- Popup Maker has a free plan. Hello Bar does not, though it has a free trial.
- Popup Maker also covers reports.
- Hello Bar also covers templates.

Popup Maker and Hello Bar 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 Popup Maker free?

Popup Maker has a free plan. Free plugin on WordPress.org: unlimited popups with page, post and taxonomy targeting, but a limited feature set.

How much does Popup Maker cost?

Popup Maker lists 3 plans. Free: $0.

What platforms does Popup Maker work on?

Popup Maker is available on Web.

Does Popup Maker offer any discounts?

Popup Maker publicly lists the following: 40% off the first year.

Does Popup Maker have an Android app?

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

Does Popup Maker have an iPhone app?

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

Is Popup Maker open source?

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

What does Popup Maker integrate with?

Popup Maker's listing names WooCommerce, Easy Digital Downloads, LifterLMS, FluentCRM and WordPress.

Who makes Popup Maker?

Popup Maker is made by Code Atlantic LLC.

What are the alternatives to Popup Maker?

The closest alternatives to Popup Maker in our directory are OptinMonster, Icegram, Thrive Leads, Poptin and Hello Bar.

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

Popup Maker'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 Maker good value for money?

ToolGPA grades Popup Maker B for value for money. Its paid plans start at $8.25 a month when paid by the year, against a middle price of $14 for the category: 14 of the 48 others that charge start lower.

Could I make my own version of Popup Maker?

The plain part of Popup Maker you could make: popups, forms and reports.

Where this guide comes from

The prices, plans, platforms and features were read from Popup Maker'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 Code Atlantic LLC'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 Code Atlantic LLC. Prices change, so check wppopupmaker.com before you buy.

wppopupmaker.com/pricing/

wordpress.org/plugins/popup-maker/

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 Maker, kept up to date

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

toolgpa.com/tools/popup-maker

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 Maker: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/popup-maker
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Popup Maker, 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

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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 Maker'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 Maker is a trademark of its owner, and this guide is not made, paid for or approved by Code Atlantic LLC. Prices and plans change: check wppopupmaker.com before you buy.