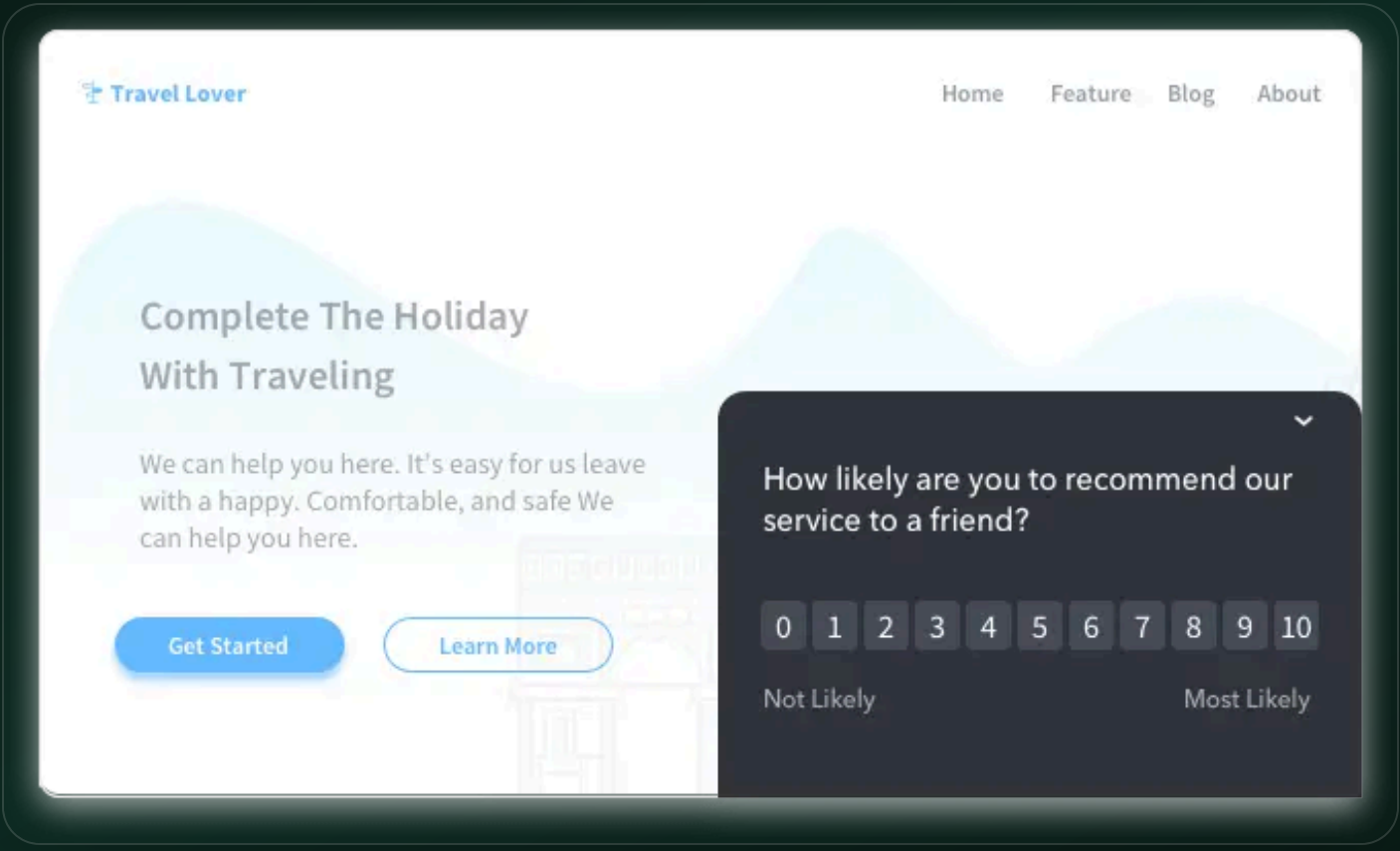
ToolGPA

NOVEMBER 2026

Qualaroo

The Insider's Guide

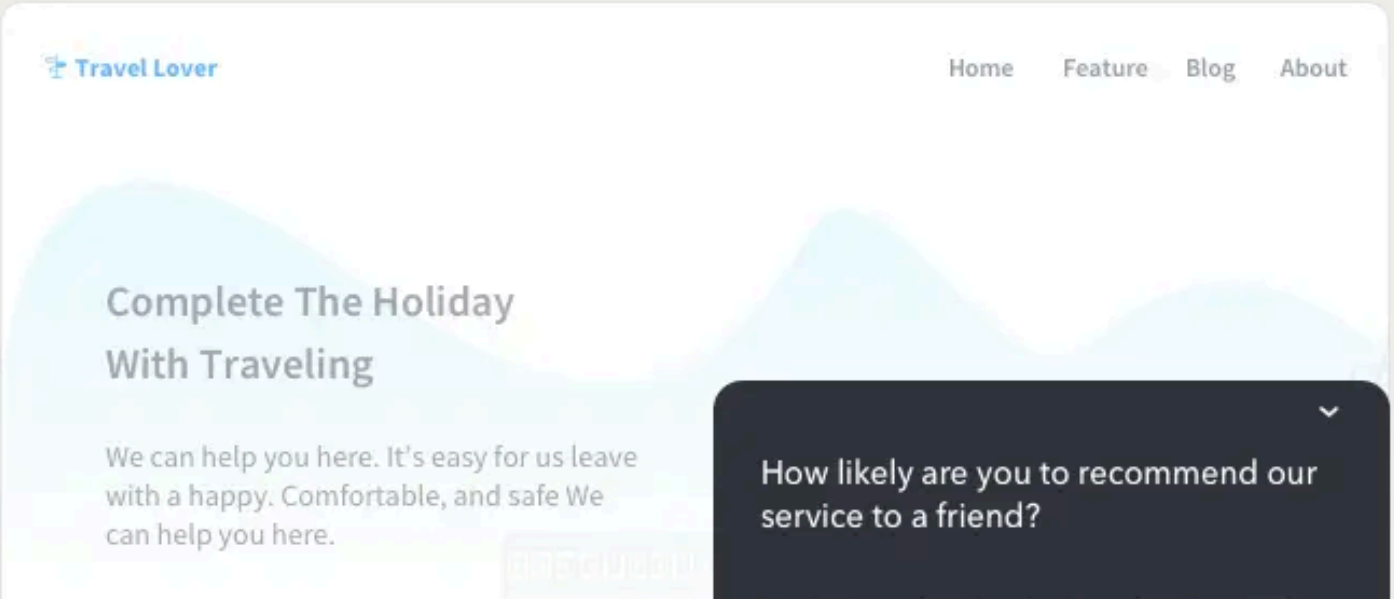
Website and in-app feedback surveys shown as small popups



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

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

2.0
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 Qualaroo's own pages, its app-store listings and our grades. Every fact in it is on Qualaroo'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

2.0

GPA, above 5 of the 54 other popup and widget tools we grade

Qualaroo, part of the ProProfs family, shows short surveys it calls Nudges to visitors on a website or in an app. It targets by page, behavior and user traits, and also sends email surveys and supports NPS, CSAT and CES. A free plan caps responses; paid plans lift the cap.

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

> "
>
> **You write questions, pick who sees them and wire it into the site.**
>
> From our grade for ease of use

1 **Best for short feedback surveys shown as popups**

Qualaroo shows small survey popups on a website or in an app, with NPS, CSAT and CES templates, and has a free plan that stops at 50 responses.

2 **Paid plans start at $19.99 a month**

As its pricing page puts it: $19.99 per month, billed annually ($239.88 a year).

3 **There is a free plan**

50 responses, including 500 email sends and 10,000 pageviews, with the features the pricing page lists.

4 **It runs on Web**

Web.

5 **Nudge surveys**

Short surveys that appear on a website or inside an app, placed left, right, top, bottom or center.

6 **Targeting**

Advanced user targeting and question branching decide who sees which question.

7 **NPS, CSAT and CES**

Standard satisfaction metrics tracked in one place.

8 **A 2.0 GPA, above 5 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 Qualaroo you could make: surveys and popups. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Qualaroo at a glance

PRICING
Free plan, from $19.99 per month, billed annually ($239.88 a year)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
ProProfs

CATEGORY
Popups & Website Widgets

OUR GRADE
2.0 GPA, fair

The report card

Best for short feedback surveys shown as popups

Qualaroo shows small survey popups on a website or in an app, with NPS, CSAT and CES templates, and has a free plan that stops at 50 responses. It is a survey tool and not a tool for collecting emails or showing discounts, and the annual rates start at $19.99 a month.

TOOLGPA REPORT CARD	Qualaroo	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$19.99 a month on yearly billing, $49.99 for Business. That is ordinary for the category, though it is a survey tool so the comparison is loose. The page shows higher crossed-out prices, and the monthly price was not confirmed.
Free plan and trial	C	A forever-free plan, but it stops at 50 responses, which a busy page will hit quickly.
Features	C	It does its one job: targeted survey nudges with NPS, CSAT and CES, AI analysis of answers and email surveys. That is a smaller job than the popup category, and it is not built for capturing emails or discounts.
Ease of use	C	No store rating on record. You write questions, pick who sees them and wire it into the site.
Platforms and integrations	C	Web only on this listing, with only Mailchimp and Vertical Response named as integrations.
Grade point average		Fair, out of 4.0 **2.0**

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 Qualaroo is for

- ✓ Fits if you want to ask visitors a question and read the answers
- ✓ Makes sense if you track NPS or CSAT on a site or in an app

Who it is not for

- ✗ Not for you if you want an email-capture or discount popup tool
- ✗ Tight if you collect more than 50 responses, which is the whole free plan
- ✗ Watch out: higher plans are tied to email sends and pageviews, so busy sites need Business at $49.99
- ✗ Watch out: prices shown are annual rates, and the monthly figure was not confirmed

Good to know

Good for

- ✓ Teams that want to ask visitors why they leave or hesitate
- ✓ Product and UX researchers collecting in-page feedback

Worth knowing

- ⓘ The free plan stops at 50 responses.
- ⓘ Prices shown are the annual rate; a monthly billing option is toggled on the pricing page and the monthly figure was not confirmed.
- ⓘ It is a survey tool; popups are used to collect feedback, not mainly for email capture or discounts.
- ⓘ Pricing steps are tied to email sends and pageviews, so heavier sites need the higher plan.

PART 02 · PRICING

What it costs

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

$19.99

A month to start. There is a free plan too

Qualaroo has a free plan. Paid plans start at $19.99 per month, billed annually ($239.88 a year).

> **That is ordinary for the category, though it is a survey tool so the comparison is loose.**
>
> From our grade for value for money

FREE

$0

50 responses on a forever-free account, with 500 email sends and 10,000 pageviews.

ESSENTIALS

$19.99

per month, billed annually ($239.88 a year)

Unlimited responses with 1,000 email sends a month. The page shows $39.99 crossed out beside the $19.99 annual rate.

BUSINESS

$49.99

per month, billed annually ($599.88 a year)

5,000 email sends and 100,000 pageviews a month. The page shows $99.99 crossed out beside the $49.99 annual rate.

The free plan

50 responses, including 500 email sends and 10,000 pageviews, with the features the pricing page lists.

Read from qualaroo.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

Website and in-app feedback surveys shown as small popups. Here is what it does, as its own site describes it, and what it covers: AI features, surveys, a/B testing, popups.

> **It does its one job: targeted survey nudges with NPS, CSAT and CES, AI analysis of answers and email surveys.**
>
> From our grade for features

Nudge surveys

Short surveys that appear on a website or inside an app, placed left, right, top, bottom or center.

Targeting

Advanced user targeting and question branching decide who sees which question.

NPS, CSAT and CES

Standard satisfaction metrics tracked in one place.

AI feedback analysis

The vendor describes AI analysis of open-text answers, naming IBM Watson for sentiment.

Email surveys and link Nudges

Surveys can also go out by email or as a shareable link.

Where it runs

Web

What it works with

Mailchimp

Vertical Response

Qualaroo is made by ProProfs.

Where it stands

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

5/54

Other popup and widget tools it is graded above

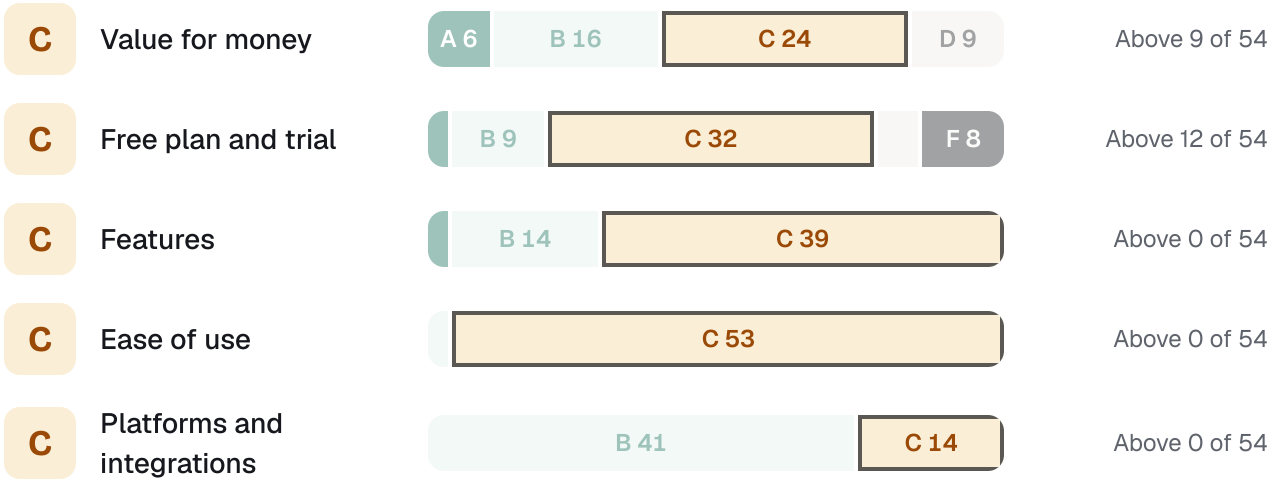
Qualaroo's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Its paid plans start at $19.99 a month, against a middle price of $14 for the category: 35 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 30 tools score higher and cost less.

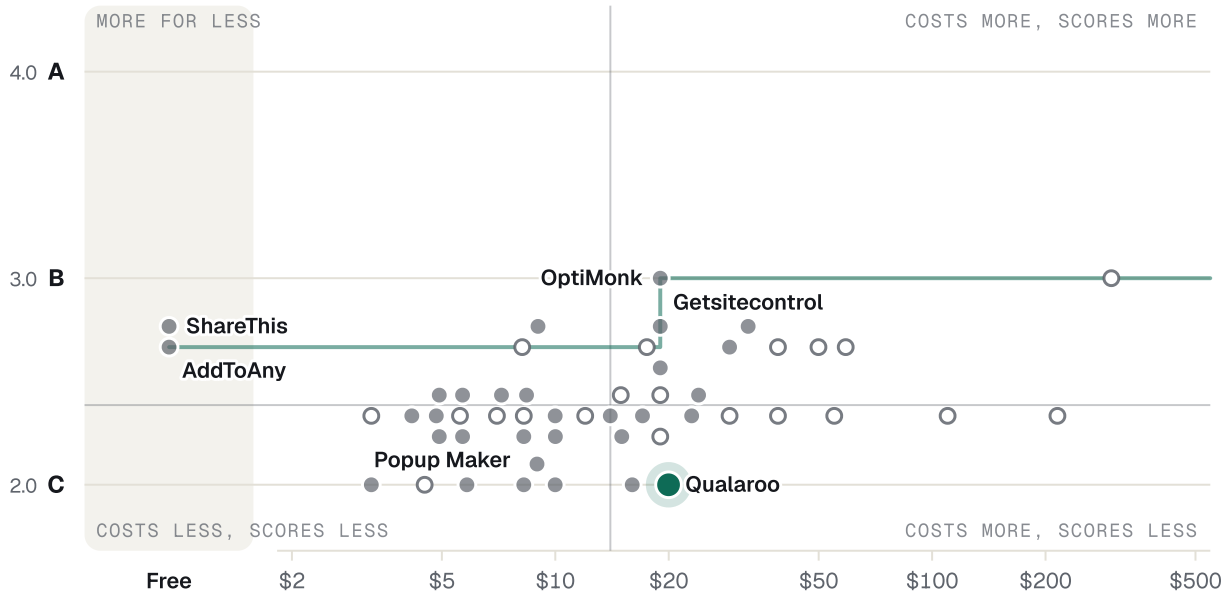
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Qualaroo'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. Qualaroo 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 Qualaroo you could make: surveys and popups. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 41 of the 54 other popup and widget tools grade higher. It costs $239.88 a year.

What you could make

- Surveys and popups: an app builder makes these well.

What you could not

- Splitting visitors between versions and telling you which won.

	✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Qualaroo'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



OptiMonk, Poptin, Getsitecontrol, Wisepops and ConvertBox

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

2.6 GPA

OptiMonk

Free plan · from $19/mo

Popups for online stores, built by an AI agent you describe them to.

- Qualaroo also covers surveys.
- OptiMonk also covers templates and AI agents.

Qualaroo and OptiMonk compared in full

2.4 GPA

Poptin

Free plan · from $19/mo

Popups and embedded forms, with email campaigns and automations.

- Qualaroo also covers surveys.
- Poptin also covers marketing automation, forms and email campaigns.

Qualaroo and Poptin compared in full



2.8 GPA

Getsitecontrol

Free plan · from $19/mo

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

- Getsitecontrol also covers marketing automation, forms and email campaigns.

Qualaroo and Getsitecontrol 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.

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

Qualaroo and Wisepops compared in full



2.0 GPA

ConvertBox

From $495 one-time

Targeted on-site messages, forms and quizzes, sold for a one-time fee.

- Qualaroo has a free plan. ConvertBox does not.
- ConvertBox also covers forms.

Qualaroo and ConvertBox 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 Qualaroo free?

Qualaroo has a free plan. 50 responses, including 500 email sends and 10,000 pageviews, with the features the pricing page lists.

How much does Qualaroo cost?

Qualaroo lists 3 plans. Free: $0.

What platforms does Qualaroo work on?

Qualaroo is available on Web.

Does Qualaroo have an Android app?

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

Does Qualaroo have an iPhone app?

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

Is Qualaroo open source?

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

What does Qualaroo integrate with?

Qualaroo's listing names Mailchimp and Vertical Response. A listing names up to eight integrations, so it may connect to more.

Who makes Qualaroo?

Qualaroo is made by ProProfs.

What are the alternatives to Qualaroo?

The closest alternatives to Qualaroo in our directory are OptiMonk, Poptin, Getsitecontrol, Wisepops and ConvertBox.

How does Qualaroo compare with other popup and widget tools?

Qualaroo's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Is Qualaroo good value for money?

ToolGPA grades Qualaroo C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Qualaroo?

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

Where this guide comes from

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

qualaroo.com/pricing/
qualaroo.com/integrations/

qualaroo.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

Qualaroo, kept up to date

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

toolgpa.com/tools/qualaroo

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, "Qualaroo: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/qualaroo
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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