ToolGPA

NOVEMBER 2026

Reportei

The Insider's Guide

Reports and dashboards for agencies, priced by client project

Every plan, grade, refund rule and rival among marketing reporting and call tracking tools, read from Reportei's own pages.

Made by Reportei · 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 Reportei's own pages, its app-store listings and our grades. Every fact in it is on Reportei'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 26 of the 56 other marketing reporting and call tracking tools we grade

Reportei builds digital marketing reports and live dashboards that combine data from social, paid ads, analytics, SEO and CRM channels. Agencies connect each client as a project, add written analysis, and deliver reports by link, PDF, email or WhatsApp. The company also sells Flux for scheduling posts and Reportei Sync for Google Sheets.

> "
>
> **You set each client up as a project and connect their accounts.**
>
> From our grade for ease of use

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

1 **Best for agency reports delivered by link, PDF or WhatsApp**

Reportei builds marketing reports and live dashboards from social, ads, analytics and CRM channels, one project per client.

2 **You can try it first**

Free trial offered; its length is not stated on the pages read

3 **It runs on Web**

Web.

4 **Multichannel reports**

Combine data from more than 40 channels into one report, with text, image or video analysis added.

5 **Live dashboards**

Real-time dashboards for social, paid traffic, e-commerce and CRM data, shareable by link, PDF or WhatsApp.

6 **Report automation**

Schedule weekly, biweekly or monthly delivery of reports to clients by email or WhatsApp.

7 **A 2.0 GPA, above 26 of 56**

That is against the other marketing reporting and call tracking tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

The plain part of Reportei you could make: reports and templates. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

Reportei at a glance

PRICING
Free trial

FREE PLAN
No

FREE TRIAL
Free trial offered; its length is not stated on the pages read

RUNS ON
Web

MADE BY
Reportei

CATEGORY
Marketing Reports & Call Tracking

OUR GRADE
2.0 GPA, fair

The report card

Best for agency reports delivered by link, PDF or WhatsApp

Reportei builds marketing reports and live dashboards from social, ads, analytics and CRM channels, one project per client. But its plan prices load from a script and could not be read, the trial length isn't stated, and the pricing page was running a time-limited discount.

TOOLGPA REPORT CARD	Reportei	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No plan prices could be read, because they load from a script, so it sits in the middle by default. Pricing is by number of projects and an AI tier.
Free plan and trial	D	A free trial is offered but its length is not stated on the pages read, and there is no free plan.
Features	C	Multichannel reports, live dashboards, automation, goals and alerts. The listing shows gaps: Enterprise is quoted by sales and implementation is sold separately.
Ease of use	C	No store rating on record. You set each client up as a project and connect their accounts.
Platforms and integrations	B	Web product with Instagram, Facebook, Meta Ads, Google Analytics 4, Google Ads, LinkedIn and HubSpot. No desktop or phone app.
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 Reportei is for

- ✓ Fits if you report to many clients and want a link, PDF or WhatsApp delivery
- ✓ Works for agencies that want written analysis next to the numbers

Who it is not for

- ✕ Skip it if you want a price before you sign up, as plan prices could not be read
- ✕ Tight if you want a free plan: there is only a trial of unstated length
- ✕ Not for you if you need Enterprise, which is quoted by sales with implementation extra
- ✕ Watch out: the pricing page showed a time-limited annual discount, so shown prices may not be regular ones

Good to know

Good for

- ✓ Agencies and freelancers reporting on many small client accounts
- ✓ Brazilian and Latin American teams: the site is offered in Portuguese and Spanish first

Worth knowing

- ⓘ Prices are priced by number of projects (one per client or brand) and an AI tier, but the plan prices load from a script and could not be read, so none are recorded here.
- ⓘ The pricing page was running a time-limited annual-plan discount at the time of reading, so shown prices may not be regular ones.
- ⓘ Enterprise is quoted by sales, with implementation sold separately.

What it costs

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

Reportei's current pricing could not be confirmed from its own site.

> **No plan prices could be read, because they load from a script, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Reportei's current prices from its own site, so this guide lists no plans. reportei.com has them.

What it does

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

1

Place it runs: Web

Reports and dashboards for agencies, priced by client project. Here is what it does, as its own site describes it, and what it covers: AI features, templates, reports, dashboards, web analytics.

> "
>
> **Multichannel reports, live dashboards, automation, goals and alerts.**

From our grade for features

Multichannel reports

Combine data from more than 40 channels into one report, with text, image or video analysis added.

Live dashboards

Real-time dashboards for social, paid traffic, e-commerce and CRM data, shareable by link, PDF or WhatsApp.

Report automation

Schedule weekly, biweekly or monthly delivery of reports to clients by email or WhatsApp.

Goals and alerts

Reportei Control sets goals and KPIs per client and sends performance alerts during the month.

Reportei AI and MCP

An AI copilot writes insights inside reports, and an MCP connection lets AI assistants query channel data.

Marketing timeline

Each project has a timeline of milestones that can be shared with the client by link.

Where it runs

- Web

What it works with

- Instagram
- Facebook
- Meta Ads
- Google Analytics 4
- Google Ads
- LinkedIn
- HubSpot
- RD Station

Reportei is made by Reportei.

Where it stands

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

26/56

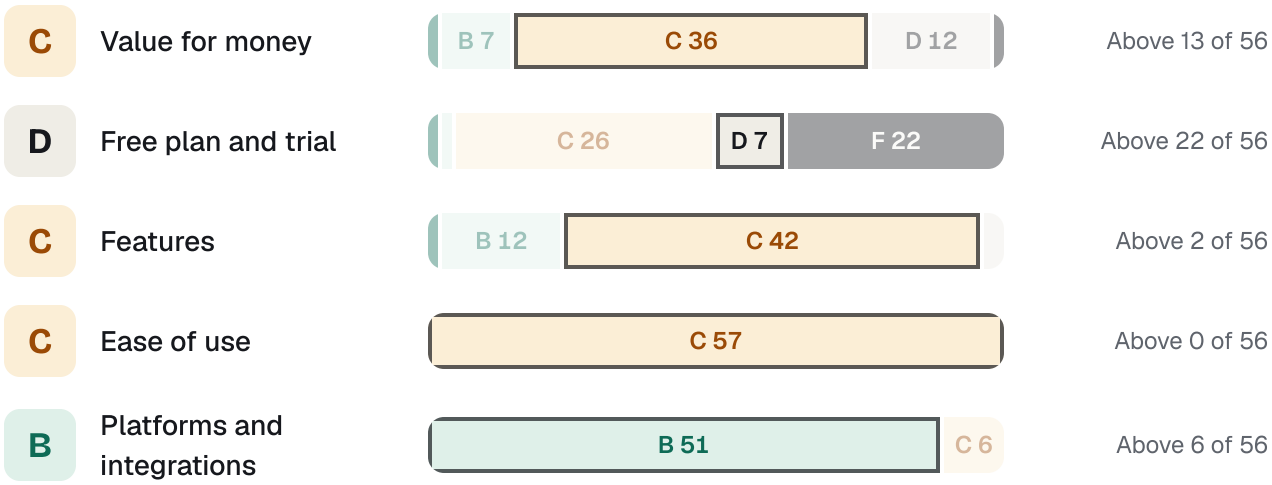
Other marketing reporting and call tracking tools it is graded above

Reportei's GPA of 2.0 is higher than 26 of the 56 other marketing reporting and call tracking tools we grade, and level with 3.

It stands best on platforms and integrations (B, above 6 of 56) and worst on free plan and trial (D, above 22).

Each grade against the category

Every bar is all 57 marketing reporting and call tracking tools we grade, cut by the letter each got. Reportei's own letter is outlined.



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 Reportei you could make: reports and templates. What surrounds it you could not. The 5 things listed below take a company, not a weekend.

What you could make

- Reports and templates: an app builder makes these well.

What you could not

- Connections that pull numbers from dozens of other services.
- A tracking script and a database that counts every visit.
- It plugs into other products, Instagram, Facebook and Meta Ads among them.
- AI features, unless you pay a model provider for each request yourself.
- Sharing with other people, which means accounts and invitations.

What this rests on. Reportei'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



Whatagraph, DashThis, Swydo, AgencyAnalytics and Oviond

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

1.6 GPA

Whatagraph

From $812/mo

Marketing reports and dashboards built by AI agents, for agencies.

- Reportei also covers templates and web analytics.
- Whatagraph also covers AI agents.

Reportei and Whatagraph compared in full

2.2 GPA

DashThis

Free trial · from $44/mo

White-labeled marketing report dashboards priced by dashboard.

- Reportei also covers templates and web analytics.

Reportei and DashThis compared in full

2.4 GPA

Swydo

Free trial · from $62/mo

Agency client reports and KPI monitoring, priced per data source.

- Reportei also covers templates and web analytics.
- Swydo also covers goals.

Reportei and Swydo compared in full



2.6
GPA

AgencyAnalytics

Free trial · from $20/mo

White-labeled client reporting dashboards for marketing agencies.

- Reportei also covers templates and web analytics.
- AgencyAnalytics also covers rank tracking and backlink analysis.

Reportei and AgencyAnalytics compared in full



2.2
GPA

Oviond

Free trial · from $4/mo

White-label marketing reports and dashboards priced per client.

- Reportei also covers web analytics.

Reportei and Oviond compared in full

Quick answers

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

10

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 Reportei free?

No, Reportei is a paid product, but you can try it first. Free trial offered; its length is not stated on the pages read.

What platforms does Reportei work on?

Reportei is available on Web.

Does Reportei have an Android app?

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

Does Reportei have an iPhone app?

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

Is Reportei open source?

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

What does Reportei integrate with?

Reportei's listing names Instagram, Facebook, Meta Ads, Google Analytics 4, Google Ads, LinkedIn, HubSpot and RD Station.

Who makes Reportei?

Reportei is made by a company of the same name.

What are the alternatives to Reportei?

The closest alternatives to Reportei in our directory are Whatagraph, DashThis, Swydo, AgencyAnalytics and Oviond.

How does Reportei compare with other marketing reporting and call tracking tools?

Reportei's GPA of 2.0 is higher than 26 of the 56 other marketing reporting and call tracking tools we grade, and level with 3.

Could I make my own version of Reportei?

The plain part of Reportei you could make: reports and templates. What surrounds it you could not.

Where this guide comes from

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

reportei.com/en/

app.reportei.com/externalPricing?showCompariso...

reportei.com/en/plans/

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

Reportei, kept up to date

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

toolgpa.com/tools/reportei

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, "Reportei: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/reportei
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Know someone choosing between marketing reporting and call tracking tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded marketing reporting and call tracking tools after Reportei, each with an Insider's Guide of its own.

Marketing Reports & Call Tracking Insider's Guide

Every one of the 57 marketing reporting and call tracking tools we grade, compared

Data Studio Insider's Guide

Google's free report and dashboard builder, formerly Looker Studio

3.0 GPA

AgencyAnalytics Insider's Guide

White-labeled client reporting dashboards for marketing agencies

2.6 GPA

CallRail Insider's Guide

Call tracking and attribution that ties phone leads to campaigns

2.4 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 Reportei'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. Reportei is a trademark of its owner, and this guide is not made, paid for or approved by Reportei. Prices and plans change: check reportei.com before you buy.