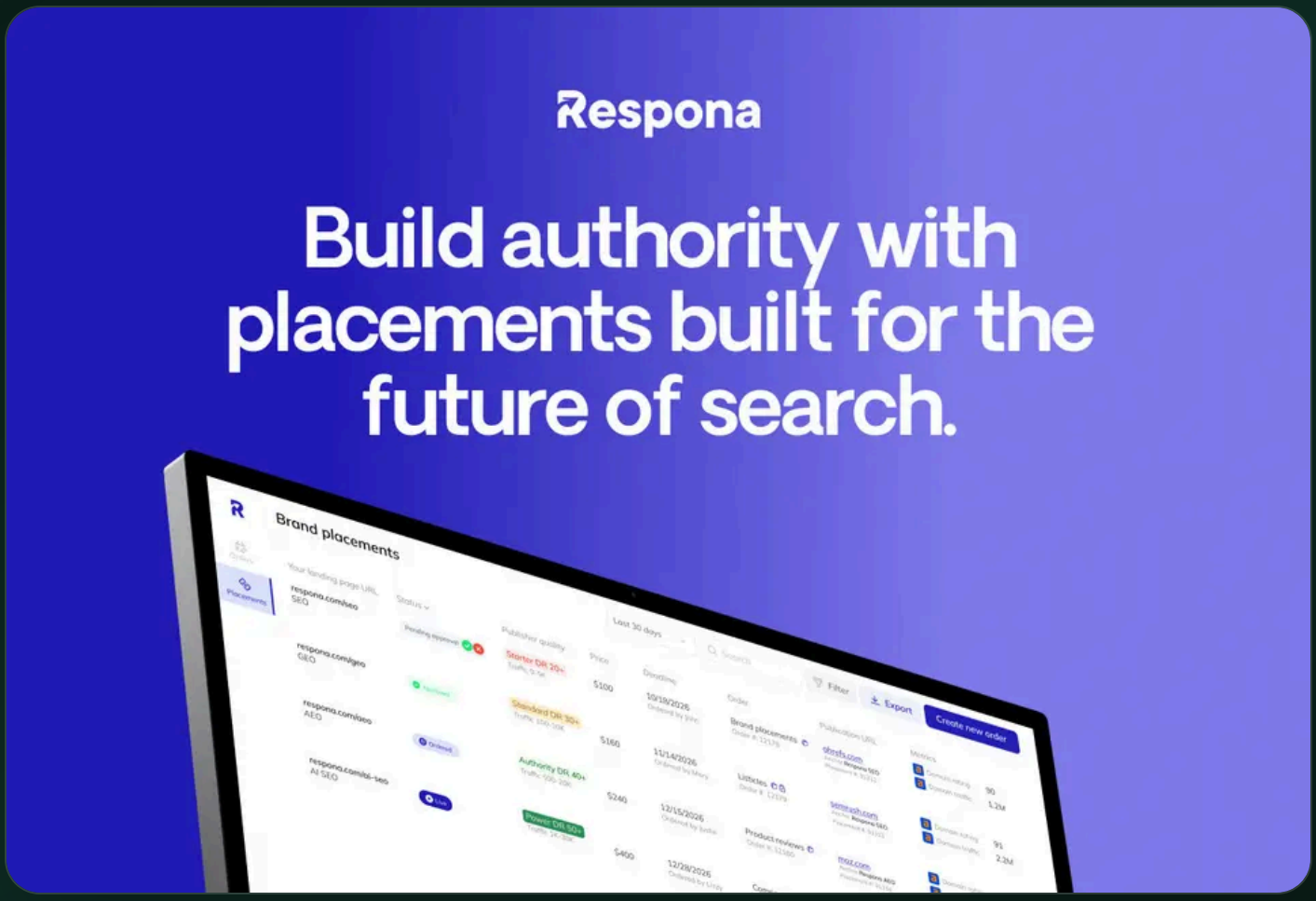
ToolGPA

NOVEMBER 2026

Respona

The Insider's Guide

Done-for-you link placements bought per placement



Every plan, grade, refund rule and rival among cold outreach tools, read from Respona's own pages.

Made by Respona, LLC · checked Nov 12, 2026 · toolgpa.com

1.4
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 Respona's own pages, its app-store listings and our grades. Every fact in it is on Respona'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

1.4

GPA, above 1 of the 81 other cold outreach tools we grade

Respona now sells link building and brand-mention placements as a managed service: you give landing pages, anchors and a publisher tier, and it handles outreach, content and publishing. Each placement is priced by the publisher's authority, and larger monthly spend earns a volume discount. The old self-serve outreach software is not on the current pricing page.

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

> **You order placements and wait, with domain pre-approval and express turnaround as extras.**
>
> From our grade for ease of use

1 **Best for bought link-building placements**

Respona now sells link building and brand mentions as a managed service: you supply pages, anchors and a publisher tier, and it handles outreach and publishing.

2 **What it costs**

Paid plans start at $100 per placement.

3 It runs on Web

Web.

4 Managed placements

Respona finds publishers, writes content and gets it published; the page says placements include content, outreach and publishing.

5 Publisher tiers

Five tiers are defined by the publisher's domain rating and monthly traffic, from DR 20+ to DR 60+.

6 Control over anchors

You set the landing pages, anchor text and URLs, and can choose formats such as listicles, reviews or comparison guides.

7 A 1.4 GPA, above 1 of 81

That is against the other cold outreach tools we grade, on value, the free plan, features, ease of use and platforms.

8 Keep it

To replace Respona you would be making an index of the links between billions of web pages. That is not a weekend's work, with an AI app builder or without one.

Respona at a glance

PRICING Paid, from $100 per placement	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Respona, LLC	CATEGORY Cold Outreach
OUR GRADE 1.4 GPA, weak	

The report card

Best for bought link-building placements

Respona now sells link building and brand mentions as a managed service: you supply pages, anchors and a publisher tier, and it handles outreach and publishing. Each placement is $100 to $500. The old self-serve outreach software isn't on the pricing page, and placements take 28 days.

TOOLGPA REPORT CARD **Respona** Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$100 to $500 a placement, by publisher authority. It's a service, not software, so against the category's $39 middle a few placements a month cost far more.
Free plan and trial	F	No free plan and no trial on record, so nothing to try before paying per message.
Features	C	Handles outreach, content and publishing for a placement. A different job from outreach software, and the page shows no tools to run it yourself.
Ease of use	C	No store rating on record. You order placements and wait, with domain pre-approval and express turnaround as extras.
Platforms and integrations	C	Web only, with no integrations or apps listed.

Grade point average Weak, out of 4.0 **1.4**

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 Respona is for

- ✓ Fits if you want to buy links on a plan and not run outreach yourself
- ✓ Works for planned link building where 28 days is fine

Who it is not for

- ✗ Skip it if you want software you run yourself, since the self-serve tool isn't on the page
- ✗ Pricey if you need many links: each one is $100 to $500
- ✗ Not for you if you need a quick campaign, as placements take 28 days
- ✗ Watch out: express turnaround and domain pre-approval are extra fees with no price shown

Good to know

Good for

- ✓ Brands buying link placements without running outreach themselves
- ✓ Agencies and resellers ordering placements in bulk
- ✓ Teams that want a stated price for each placement

Worth knowing

- ⓘ This is a managed placement service billed per result, not outreach software you operate yourself.
- ⓘ Express turnaround and domain pre-approval are extra fees whose prices the page does not give.
- ⓘ Placements take 28 days by default, which suits planned link building rather than quick campaigns.
- ⓘ The page says placements are guaranteed to go live within the agreed timeframe.

PART 02 · PRICING

What it costs

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

$100

To start

Respona is a paid product, starting at $100 per placement.

> **No free plan and no trial on record, so nothing to try before paying per message.**

From our grade for free plan and trial

STARTER PLACEMENT

$100

per placement, ordered as needed

Publishers with domain rating 20+ and 100 to 5,000 monthly visits.

STANDARD PLACEMENT

$160

per placement, ordered as needed

Publishers with domain rating 30+ and 100 to 10,000 monthly visits.

AUTHORITY PLACEMENT

$240

per placement, ordered as needed

Publishers with domain rating 40+ and 500 to 20,000 monthly visits.

POWER PLACEMENT

$400

per placement, ordered as needed

Publishers with domain rating 50+ and 1,000 to 30,000 monthly visits.

ELITE PLACEMENT

$500

per placement, ordered as needed

Publishers with domain rating 60+ and 1,000 to 100,000 monthly visits.

Read from respona.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

Volume discounts on monthly spend

Respona's pricing page lists 10% off at $3,000 a month and 20% off at $5,000, rising to 60% at the highest monthly spend.

Stated on respona.com

What it does

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

1

Place it runs: Web

Done-for-you link placements bought per placement. Here is what it does, as its own site describes it, and what it covers: backlink analysis, AI search visibility, link outreach.

> "
>
> **Handles outreach, content and publishing for a placement.**

From our grade for features

Managed placements

Respona finds publishers, writes content and gets it published; the page says placements include content, outreach and publishing.

Publisher tiers

Five tiers are defined by the publisher's domain rating and monthly traffic, from DR 20+ to DR 60+.

Control over anchors

You set the landing pages, anchor text and URLs, and can choose formats such as listicles, reviews or comparison guides.

Domain approvals

By default Respona picks sites; pre-approving every domain or setting rules such as country domains costs an extra fee.

Turnaround options

Standard delivery is 28 days, and an Express option shortens it to 14 days for an additional fee.

Volume discounts

Monthly spend of $3,000 earns 10% off and $5,000 earns 20%, rising to as much as 60% at the highest spend.

Where it runs

Web

What it works with

Its own pages name no integrations.

Respona is made by Respona, LLC.

Where it stands

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

1/81

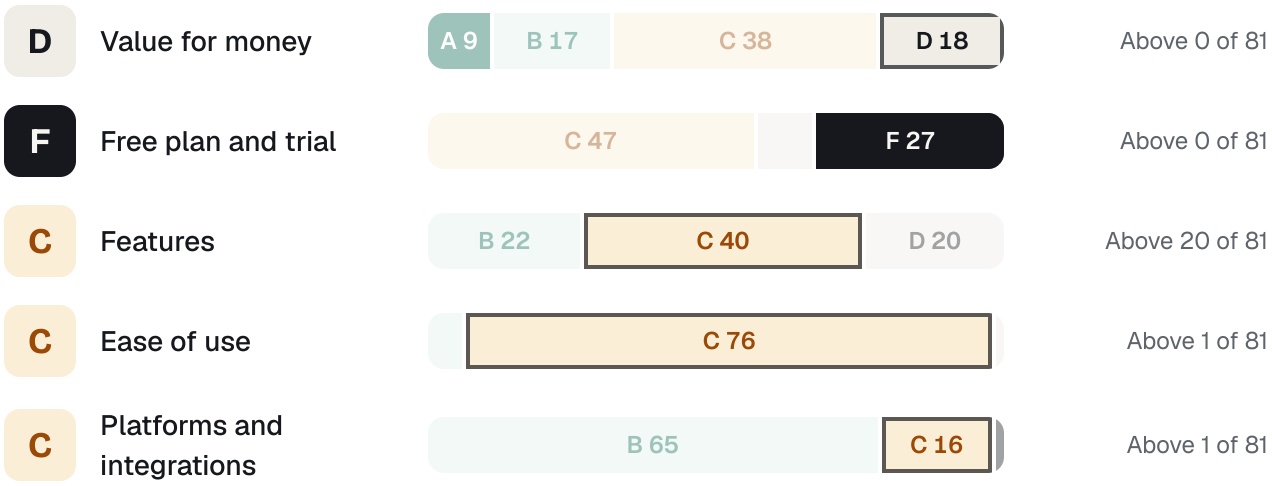
Other cold outreach tools it is graded above

Respona's GPA of 1.4 is higher than 1 of the 81 other cold outreach tools we grade, and level with 3.

It stands best on features (C, above 20 of 81) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 82 cold outreach tools we grade, cut by the letter each got. Respona'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

To replace Respona you would be making an index of the links between billions of web pages. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 77 of the 81 other cold outreach tools grade higher.

What you could make

- Link outreach: an app builder makes this well.

What you could not

- An index of the links between billions of web pages.
- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.

What this rests on. Respona'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



Instantly, lemlist, Reply.io, Mailshake and Woodpecker

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

2.6 GPA

Instantly

Free trial · from $37.6/mo

Cold email from unlimited inboxes, priced by emails and contacts.

- Respona also covers backlink analysis, AI search visibility and link outreach.
- Instantly also covers workflow automation, AI agents and email campaigns.

Respona and Instantly compared in full

2.8 GPA

lemlist

Free trial · from $55/mo

Cold email and LinkedIn sequences with a built-in lead database.

- Only lemlist lists a browser extension.
- Respona also covers backlink analysis, AI search visibility and link outreach.
- lemlist also covers templates, AI agents and email campaigns.

Respona and lemlist compared in full



2.6
GPA

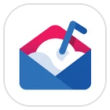
Reply.io

Free trial · from $49/mo

Multichannel sales sequences with the Jason AI SDR.

- Only Reply.io lists a browser extension.
- Respona also covers backlink analysis, AI search visibility and link outreach.
- Reply.io also covers AI agents and email campaigns.

Respona and Reply.io compared in full



1.8
GPA

Mailshake

From $25/mo

Per-user cold email sequences with a dialer on the top plan.

- Only Mailshake lists a browser extension.
- Respona also covers backlink analysis, AI search visibility and link outreach.
- Mailshake also covers templates and email campaigns.

Respona and Mailshake compared in full



2.6
GPA

Woodpecker

Free trial · from $35/mo

Cold email priced by prospects contacted, with free team seats.

- Respona also covers backlink analysis, AI search visibility and link outreach.
- Woodpecker also covers email campaigns.

Respona and Woodpecker compared in full

PART 06 · QUESTIONS

Quick answers

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

11

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 Respona free?

No. Respona is a paid product, starting at $100 per placement.

How much does Respona cost?

Respona lists 5 plans. Starter placement: $100 per placement, ordered as needed.

What platforms does Respona work on?

Respona is available on Web.

Does Respona offer any discounts?

Respona publicly lists the following: Volume discounts on monthly spend.

Does Respona have an Android app?

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

Does Respona have an iPhone app?

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

Is Respona open source?

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

Who makes Respona?

Respona is made by Respona, LLC.

What are the alternatives to Respona?

The closest alternatives to Respona in our directory are Instantly, lemlist, Reply.io, Mailshake and Woodpecker.

How does Respona compare with other cold outreach tools?

Respona's GPA of 1.4 is higher than 1 of the 81 other cold outreach tools we grade, and level with 3.

Could I make my own version of Respona?

To replace Respona you would be making an index of the links between billions of web pages.

Where this guide comes from

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

respona.com/pricing/
respona.com/terms-of-use/
respona.com/
help.respona.com/en/

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

Respona, kept up to date

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

toolgpa.com/tools/respona

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, "Respona: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/respona
```

Know someone choosing between cold outreach tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded cold outreach tools after Respona, each with an Insider's Guide of its own.

Cold Outreach Insider's Guide

Every one of the 82 cold outreach tools we grade, compared

lemlist Insider's Guide

Cold email and LinkedIn sequences with a built-in lead database

2.8 GPA

Salesforge Insider's Guide

Cold email and LinkedIn sequences with AI-written messages

2.8 GPA

Saleshandy Insider's Guide

Cold email sequences with a B2B lead database in every plan

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