ToolGPA

NOVEMBER 2026

Retently

The Insider's Guide

NPS, CSAT and CES survey software for ecommerce and B2B



Every plan, grade, refund rule and rival among form and survey tools, read from Retently's own pages.

Made by Retently · 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 Retently's own pages, its app-store listings and our grades. Every fact in it is on Retently'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 148 other form and survey tools we grade

Retently sends NPS, CSAT and CES surveys by email, link, embed and web pop-up, and groups the answers with AI topic analysis and trend reports. It sells separate plan sets for ecommerce stores and for B2B companies, and prices follow surveys sent each month.

> "
>
> **You connect your store and build campaigns.**
>
> From our grade for ease of use

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

1 **Best for NPS surveys for ecommerce stores**

Retently sends NPS, CSAT and CES surveys by email, link and pop-up and groups answers with AI.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 2,500 surveys, billed monthly.

3 **You can try it first**

14-day free trial, no credit card required.

4 **It runs on Web**

Web.

5 **Survey types and channels**

NPS, CSAT and CES surveys go out by email, link, embed, kiosk or web pop-up, with feedback-button and employee (eNPS) options.

6 **Campaign automation**

Transactional and lifecycle campaigns, reminders and automated email follow-ups run from triggers and webhook events.

7 **AI feedback analysis**

AI classifies feedback by sentiment and topic, with trend groups and NPS benchmarks in the reporting view.

8 **A 2.0 GPA, above 26 of 148**

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

9 **Keep it**

To replace Retently you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Retently at a glance

PRICING
Free trial, from $99 per month for 2,500 surveys, billed monthly

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required.

RUNS ON
Web

MADE BY
Retently

CATEGORY
Forms & Surveys

OUR GRADE
2.0 GPA, fair

The report card

Best for NPS surveys for ecommerce stores

Retently sends NPS, CSAT and CES surveys by email, link and pop-up and groups answers with AI. It starts at $99 a month for 2,500 surveys, and the API waits on Ecommerce Pro at $299.

TOOLGPA REPORT CARD — **Retently** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$99 a month billed monthly for 2,500 surveys, five times the forms category's $19 middle, and the API needs $299.
Free plan and trial	C	14-day free trial with no card. No free plan afterwards.
Features	C	Several survey types and channels, campaigns, AI topic analysis and alerts. But the REST API and MCP server need Ecommerce Pro, and extra campaigns cost $20 a month.
Ease of use	C	No store rating on record. You connect your store and build campaigns.
Platforms and integrations	B	Web with Shopify, Klaviyo, Zendesk, Freshdesk, Intercom, HubSpot, Salesforce and Zapier.
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 Retently is for

- ✓ Fits if you run a Shopify store and want NPS after each order
- ✓ Works for teams that want AI to group survey comments by topic

Who it is not for

- ✕ Pricey if you're small: $99 a month for 2,500 surveys
- ✕ Skip it if you want a free plan, because there isn't one
- ✕ Watch out: the API and MCP server need Ecommerce Pro at $299 a month
- ✕ Watch out: we couldn't read the B2B plan prices, only the ecommerce ones, and extra users cost $10 a month

Good to know

Good for

- ✓ Ecommerce stores surveying customers after delivery or support
- ✓ B2B teams tracking NPS by account
- ✓ Support and CX teams that want automated follow-ups on low scores

Worth knowing

- ⓘ Plans are metered by surveys sent each month, not responses received, and the credits renew monthly.
- ⓘ Extra users cost $10 a month and extra campaigns $20 a month.
- ⓘ The B2B plan prices were not readable on the page, only the ecommerce plans, so B2B buyers may see different numbers.
- ⓘ The REST API and MCP server need Ecommerce Pro or higher.

What it costs

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

$99
A month to start

Retently is a paid product with a free trial, starting at $99 per month for 2,500 surveys, billed monthly.

ECOMMERCE BASIC

$99

per month for 2,500 surveys, billed monthly

10 campaigns and 3 seats, email support, ecommerce integrations without the API and AI topic analytics.

ECOMMERCE PRO

$299

per month for 20,000 surveys, billed monthly

10 campaigns and 10 seats, live chat and Zoom support, the API and an MCP server.

ENTERPRISE

Custom

Adds the Salesforce integration, custom integrations and a dedicated account manager; sold through sales.

Trying it first

14-day free trial, no credit card required.

Read from retently.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 10% with yearly billing

Retently's pricing page has a Billed yearly option marked Save 10%; the prices shown by default are for monthly billing.

Stated on retently.com

What it does

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

1

Place it runs: Web

NPS, CSAT and CES survey software for ecommerce and B2B. Here is what it does, as its own site describes it, and what it covers: public API, AI features, workflow automation, forms, surveys, reports.

"

Several survey types and channels, campaigns, AI topic analysis and alerts.

From our grade for features

Survey types and channels

NPS, CSAT and CES surveys go out by email, link, embed, kiosk or web pop-up, with feedback-button and employee (eNPS) options.

Campaign automation

Transactional and lifecycle campaigns, reminders and automated email follow-ups run from triggers and webhook events.

AI feedback analysis

AI classifies feedback by sentiment and topic, with trend groups and NPS benchmarks in the reporting view.

Alerts

Notifications for new responses go to email, Slack and Microsoft Teams.

Integrations and API

Shopify, Klaviyo, Gorgias, Zendesk, Freshdesk, Intercom, HubSpot, Zapier and Make connect it; the REST API starts on Pro.

AI agent access

An MCP server lets Claude, ChatGPT and other agents read feedback data, on the Pro plan and above.

Where it runs

Web

What it works with

Shopify · Klaviyo · Zendesk · Freshdesk · Intercom · HubSpot · Salesforce · Zapier

Retently is made by Retently.

Where it stands

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

26/148

Other form and survey tools it is graded above

Retently's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

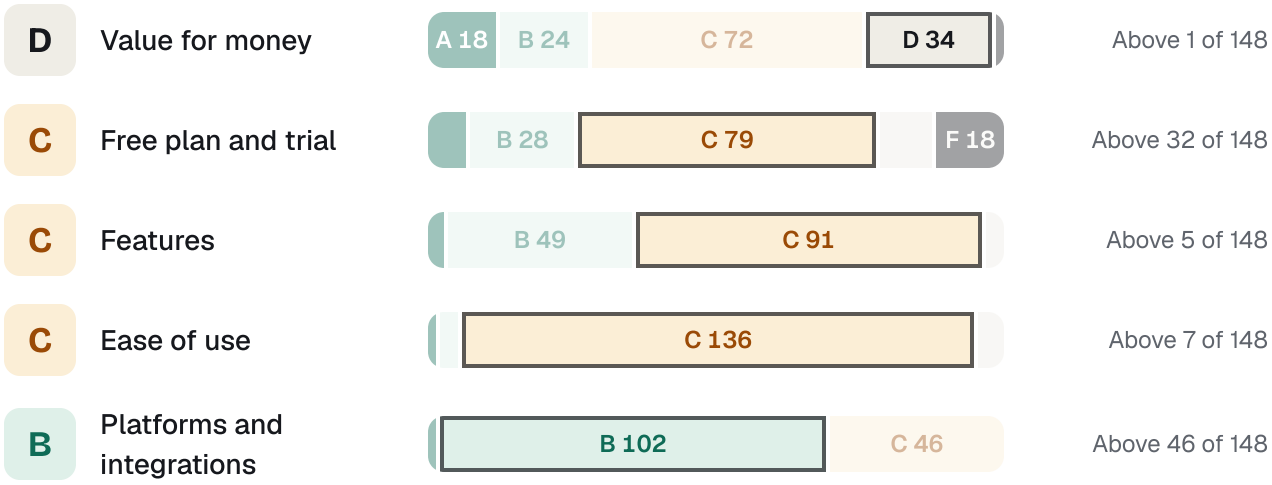
It stands best on platforms and integrations (B, above 46 of 148) and worst on value for money (D, above 1).

Its paid plans start at $99 a month, against a middle price of $20 for the category: 95 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 37 tools score higher and cost less.

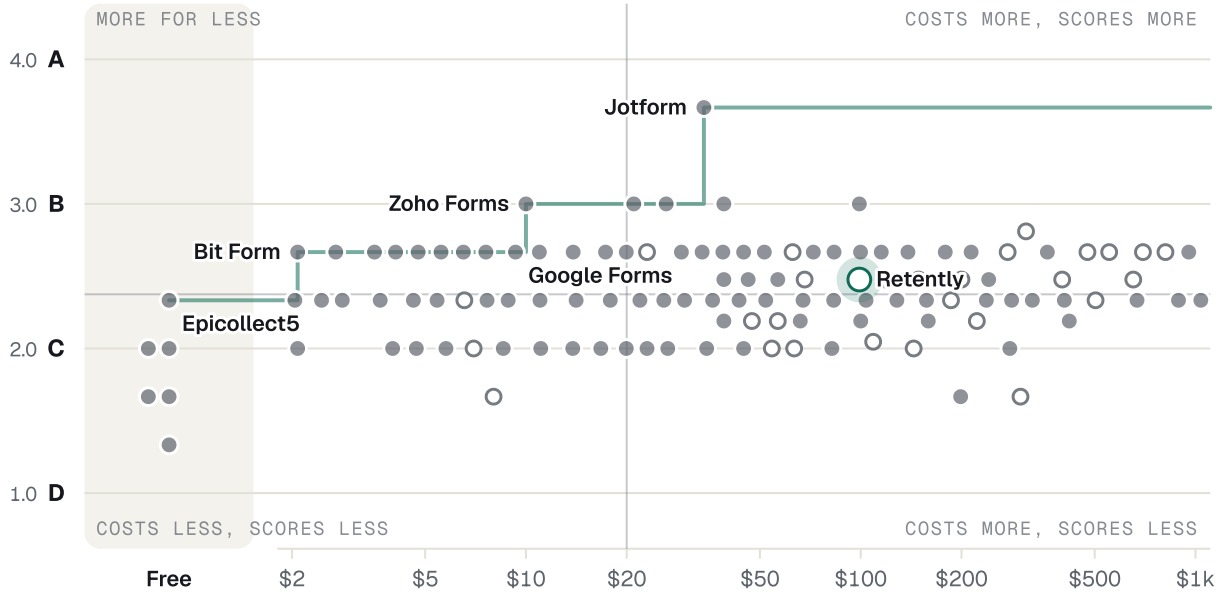
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Retently's own letter is outlined.



Price against what you get

Each dot is one of 121 form and survey tools. Further left costs less; higher up scores better on features, ease of use and platforms. Retently 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

To replace Retently you would be making connections to other products, each kept working as those products change. 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: 93 of the 148 other form and survey tools grade higher. It costs $1,188 a year.

What you could make

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

What you could not

- Connections to other products, each kept working as those products change.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Retently'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



Nicereply, AskNicely, SatisMeter, Survicate and Zonka Feedback

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

Nicereply

2.0 GPA

Free trial · from $59/mo

CSAT, NPS and CES surveys built for support teams.

Retently and Nicereply compared in full

AskNicely

1.8 GPA

Paid

NPS and CSAT surveys with reviews and team coaching.

- Retently also covers workflow automation.
- AskNicely also covers review collection.

Retently and AskNicely compared in full

Contents
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SatisMeter

Free plan · from $199/mo

In-app NPS, CSAT and CES surveys priced by responses.

- SatisMeter has a free plan. Retently does not, though it has a free trial.
- Only SatisMeter lists iOS and Android apps.
- Retently also covers workflow automation.

Retently and SatisMeter compared in full

2.2 GPA

Survicate

Free trial · from $56/mo

Customer feedback surveys for email, web and mobile apps.

- Retently also covers workflow automation and forms.
- Survicate also covers templates.

Retently and Survicate compared in full

2.2 GPA

Zonka Feedback

Free trial

Customer feedback surveys with AI analysis of what people say.

- Only Zonka Feedback lists iOS and Android apps.

Retently and Zonka Feedback compared in full

Quick answers

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

14

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 Retently free?

No, Retently is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Retently cost?

Retently lists 3 plans. Ecommerce Basic: $99 per month for 2,500 surveys, billed monthly.

What platforms does Retently work on?

Retently is available on Web.

Does Retently offer any discounts?

Retently publicly lists the following: Save 10% with yearly billing.

Does Retently have an Android app?

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

Does Retently have an iPhone app?

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

Is Retently open source?

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

Does Retently have an API?

Yes. Retently offers a public API, according to its own site.

What does Retently integrate with?

Retently's listing names Shopify, Klaviyo, Zendesk, Freshdesk, Intercom, HubSpot, Salesforce and Zapier.

Who makes Retently?

Retently is made by a company of the same name.

What are the alternatives to Retently?

The closest alternatives to Retently in our directory are Nicereply, AskNicely, SatisMeter, Survicate and Zonka Feedback.

How does Retently compare with other form and survey tools?

Retently's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

Is Retently good value for money?

ToolGPA grades Retently D for value for money. Its paid plans start at $99 a month, against a middle price of $20 for the category: 95 of the 114 others that charge start lower.

Could I make my own version of Retently?

To replace Retently you would be making connections to other products, each kept working as those products change.

Where this guide comes from

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

retently.com/pricing/

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

Retently, kept up to date

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

toolgpa.com/tools/retently

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, "Retently: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/retently
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Retently, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

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