ToolGPA

NOVEMBER 2026

Ripl

The Insider's Guide

Template-based social video and image maker with scheduling



Every plan, grade, refund rule and rival among social media schedulers, read from Ripl's own pages.

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

2.2

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

2.2

GPA, above 36 of the 90 other social media schedulers we grade

Ripl is a content-creation app for small businesses that turns photos and video clips into branded social posts from templates. It adds a social media calendar of seasonal template ideas, one-click sharing to connected channels, and scheduling plus an AI caption writer on the higher plan.

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

"

Web and phone app where you pick templates and set up your brand.

From our grade for ease of use

1 **Best for branded social videos and graphics**

Ripl makes branded social posts from templates, stock media and music, shared with one click.

2 **Paid plans start at $12.99 a month**

As its pricing page puts it: $12.99 per month.

3 **You can try it first**

7-day free trial

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Branded templates**

Upload photos or clips and apply ready-made templates; a logo, font and colors are applied across posts in one click.

6 **Stock media and music**

Both plans include professional stock images, video and royalty-free music to use inside posts.

7 **Content ideas by business type**

Posting ideas and a social media calendar of seasonal templates are tailored to business types such as restaurants and real estate.

8 **A 2.2 GPA, above 36 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Ripl you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Ripl at a glance

PRICING Free trial, from $12.99 per month	FREE PLAN No
FREE TRIAL 7-day free trial	RUNS ON Web, iOS, Android
MADE BY Ripl	CATEGORY Social Media Schedulers
OUR GRADE 2.2 GPA, fair	STORE RATING 4.8 on the App Store, 49,904 ratings

The report card

Best for branded social videos and graphics

Ripl makes branded social posts from templates, stock media and music, shared with one click. Scheduling, team accounts and the AI caption writer

need the $19.99 plan, and it is a creation tool rather than a full social suite.

TOOLGPA REPORT CARD	Ripl	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Base is $12.99 a month, inside the cheaper quarter, which tops out at $14. Premium is $19.99.
Free plan and trial	D	A 7-day trial with no free plan; the listing does not say whether a card is needed.
Features	C	Templates, stock media, music, content ideas and sharing. No inbox, listening or analytics beyond engagement tracking are listed.
Ease of use	C	Web and phone app where you pick templates and set up your brand. No store rating on record.
Platforms and integrations	B	Web, iPhone and Android. The pages do not list which networks connect.
Grade point average		Fair, out of 4.0 **2.2**

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 Ripl is for

- ✓ Fits if you want ready-made post designs for a small business
- ✓ Works for one person making videos and graphics on a phone

Who it is not for

- ✕ Not for you if you want scheduling on the cheaper plan, as it needs Premium
- ✕ Skip it if you want an inbox or listening, as none is listed
- ✕ Watch out: the pricing page shows monthly prices only, and does not list the networks you can connect
- ✕ Tight if you need team accounts, which are Premium only

Good to know

Good for

- ✓ Small businesses that want finished video posts without design skills
- ✓ Restaurants, retailers and real estate agents who post from templates
- ✓ Solo owners who create content on a phone

Worth knowing

- ⓘ Scheduling, team accounts and the AI caption writer need the Premium Plan.
- ⓘ It is mainly a creation tool; the pages do not list an inbox, listening or analytics beyond engagement tracking.
- ⓘ The pricing page shows monthly prices only and does not list a yearly option.
- ⓘ The pricing page does not list which social networks can be connected.

PART 02 · PRICING

What it costs

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

$12.99

A month to start

Ripl is a paid product with a free trial, starting at $12.99 per month.

BASE PLAN

$12.99

per month

Templates, branding in one click, stock media and music, and one-click sharing to your channels.

PREMIUM PLAN

$19.99

per month

Base features plus post scheduling, team accounts, multiple businesses, AI caption writer and fast-tracked support.

Trying it first

7-day free trial

Read from ripl.com on Nov 13, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

Template-based social video and image maker with scheduling. Here is what it does, as its own site describes it, and what it covers: AI features, templates, calendar, video editing.

"

Templates, stock media, music, content ideas and sharing.

From our grade for features

Branded templates

Upload photos or clips and apply ready-made templates; a logo, font and colors are applied across posts in one click.

Stock media and music

Both plans include professional stock images, video and royalty-free music to use inside posts.

Content ideas by business type

Posting ideas and a social media calendar of seasonal templates are tailored to business types such as restaurants and real estate.

One-click sharing

Posts can be shared straight to connected social channels; scheduling ahead is a Premium feature.

Teams and multiple businesses

Premium lets you invite teammates to a team account and manage several businesses from one login.

AI caption writer

Premium includes an AI tool that drafts captions for your posts.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

Ripl is made by Ripl.

Where it stands

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

36/90

Other social media schedulers it is graded above

Ripl's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

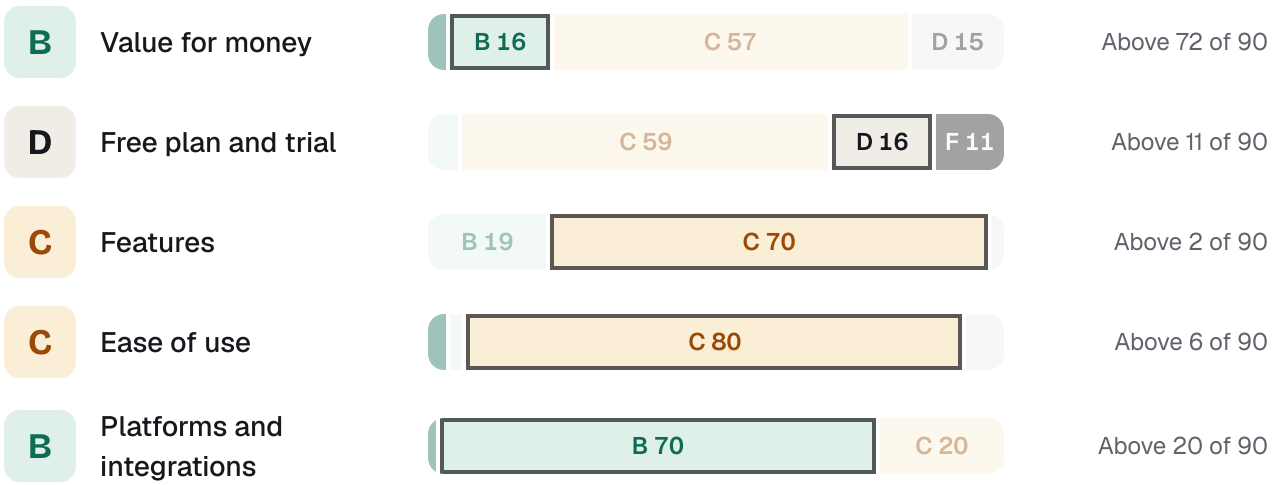
It stands best on value for money (B, above 72 of 90) and worst on free plan and trial (D, above 11).

Its paid plans start at $12.99 a month, against a middle price of $24.46 for the category: 18 of the 79 others that charge start lower.

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

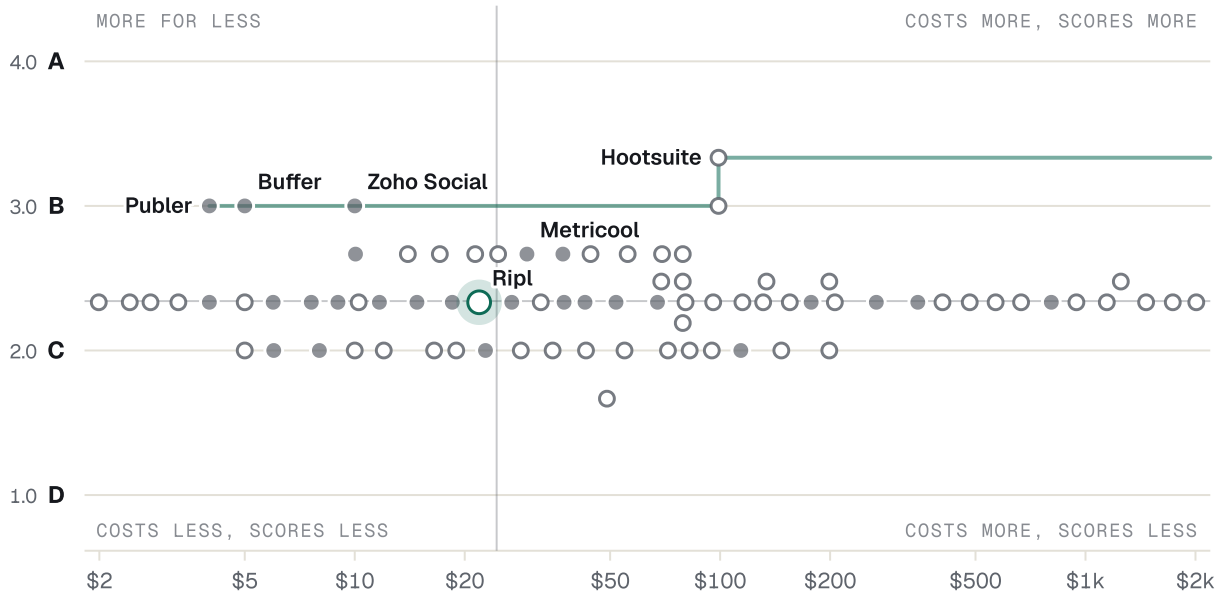
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Ripl's own letter is outlined.



Price against what you get

Each dot is one of 80 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Ripl 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 Ripl you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

It costs $155.88 a year.

What you could make

- Templates and calendar: an app builder makes these well.

What you could not

- A video editor.
- A real app for iOS and Android. Something home-made would be a web page.

- 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. Ripl'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



Planoly, Later, Ocoya, Outfy and Pallyy

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

2.4 GPA

Planoly

Free plan · from $14/mo

Visual social planner with link in bio and Instagram DM automation.

- Planoly has a free plan. Ripl does not, though it has a free trial.
- Ripl also covers video editing.
- Planoly also covers online store.

Ripl and Planoly compared in full

2.4 GPA

Later

Free trial · from $18.75/mo

Visual social media planner with link in bio and analytics.

- Only Later lists a browser extension.
- Ripl also covers templates and video editing.
- Later also covers shared inbox and reports.

Ripl and Later compared in full

2.0 GPA

Ocoya

Free trial · from $29/mo

AI-assisted social scheduler with a design studio and workflows.

- Only Ripl lists iOS and Android apps.
- Ripl also covers video editing.
- Ocoya also covers shared inbox and workflow automation.

Ripl and Ocoya compared in full

2.2 GPA

Outfy

Free plan · from $15/mo

Turns online-store products into videos and automatic social posts.

- Outfy has a free plan. Ripl does not, though it has a free trial.
- Only Ripl lists iOS and Android apps.
- Ripl also covers templates and video editing.

Ripl and Outfy compared in full

2.2 GPA

Pallyy

Free plan · from $25/mo

Social media scheduler for agencies, priced per client.

- Pallyy has a free plan. Ripl does not, though it has a free trial.
- Only Ripl lists iOS and Android apps.
- Ripl also covers templates and video editing.

Ripl and Pallyy 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 Ripl free?

No, Ripl is a paid product, but you can try it first. 7-day free trial.

How much does Ripl cost?

Ripl lists 2 plans. Base Plan: $12.99 per month.

What platforms does Ripl work on?

Ripl is available on Web, iOS and Android.

How is Ripl rated?

Ripl's iPhone and iPad app averages 4.8 out of 5 from 49,904 ratings on the App Store in the United States, as read on Nov 13, 2026.

Does Ripl have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Ripl is listed for Web, iOS and Android.

Does Ripl have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Ripl is listed for Web, iOS and Android.

Is Ripl open source?

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

Who makes Ripl?

Ripl is made by a company of the same name.

What are the alternatives to Ripl?

The closest alternatives to Ripl in our directory are Planoly, Later, Ocoya, Outfy and Pallyy.

How does Ripl compare with other social media schedulers?

Ripl's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

Is Ripl good value for money?

ToolGPA grades Ripl B for value for money. Its paid plans start at $12.99 a month, against a middle price of $24.46 for the category: 18 of the 79 others that charge start lower.

Could I make my own version of Ripl?

To replace Ripl you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Where this guide comes from

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

ripl.com
ripl.com/features-and-price
ripl.com/ripl-for-desktop
ripl.com/ripl-for-iphone

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

Ripl, kept up to date

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

toolgpa.com/tools/ripl

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, "Ripl: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/ripl
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Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Ripl, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

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