ToolGPA

NOVEMBER 2026

RudderStack

The Insider's Guide

Customer data platform that collects events and sends them on



Every plan, grade, refund rule and rival among website and product analytics tools, read from RudderStack's own pages.

Made by RudderStack Inc. · checked Nov 13, 2026 · toolgpa.com

2.6
GPA

RUDDERSTACK

RudderStack | The Agentic Customer Data Platform

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ToolGPA put this guide together from RudderStack's own pages, its app-store listings and our grades. Every fact in it is on RudderStack'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

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GPA, above 70 of the 100 other website and product analytics tools we grade

RudderStack is a customer data platform built around the data warehouse. Its Core product collects events from 16 SDK sources, applies transformations and tracking plans, and delivers the data to cloud destinations, warehouses and reverse ETL targets. A newer product, Lookout, builds audiences from warehouse data and syncs them to ad, CRM and engagement tools.

> "
>
> **You install SDKs, write transformations and wire destinations.**
>
> From our grade for ease of use

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

1 **Best for routing event data to your warehouse and tools**

RudderStack collects events from your site and apps and sends them to 200+ tools and your warehouse.

2 **Paid plans start at $265 a month**

As its pricing page puts it: $265 per month for 1 million events.

3 **There is a free plan**

250K events a month, 16 SDK sources, 200+ cloud destinations, warehouse destinations and reverse ETL.

4 **It runs on Web**

Web.

5 **Event collection**

16+ SDK sources and 15+ cloud event sources capture anonymous and known user events, which are then routed to destinations.

6 **Transformations**

JavaScript and Python transformations reshape events in flight; the limit is 5 on Free, 25 on Growth and unlimited on Enterprise.

7 **Destinations and reverse ETL**

Delivers to 200+ cloud destinations and 10+ warehouse and data lake destinations, and syncs warehouse tables back out with reverse ETL.

8 **A 2.6 GPA, above 70 of 100**

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

9 **Keep it**

Nothing RudderStack does is plain enough to make in a weekend. The 3 things listed below take a company.

RudderStack at a glance

PRICING
Free plan, from $265 per month for 1 million events

FREE PLAN
Yes

FREE TRIAL
30-day free trial of the Growth plan

RUNS ON
Web

MADE BY
RudderStack Inc.

CATEGORY
Website & Product Analytics

OUR GRADE
2.6 GPA, good

The report card

Best for routing event data to your warehouse and tools

RudderStack collects events from your site and apps and sends them to 200+ tools and your warehouse. The free plan stops at 250K events a

month, and paid starts at $265 for 1 million.

TOOLGPA REPORT CARD	RudderStack	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	A free plan exists, but paid starts at $265 a month for 1M events, in the dearer quarter of analytics tools, which starts at $150.
Free plan and trial	B	250K events a month, 10 team members and 200+ destinations free, which one person could live on. A 30-day Growth trial too. Processing stops after a second overage.
Features	B	Collection, transformations, destinations, reverse ETL and tracking plans cover the pipeline job. It is data plumbing, not reports.
Ease of use	C	No store rating on record. You install SDKs, write transformations and wire destinations.
Platforms and integrations	B	16+ SDK sources and 200+ cloud destinations, plus warehouse and reverse ETL links. Web is the listed platform.
Grade point average		Good, out of 4.0 **2.6**

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 RudderStack is for

- ✓ Fits if you want one stream of events sent to many tools
- ✓ Works for teams with a warehouse and someone to wire it up

Who it is not for

- ✗ Tight if you track lots of events, as free stops at 250K a month
- ✗ Pricey if you outgrow free, as Growth starts at $265 a month
- ✗ Watch out: free has 1 tracking plan, 5 transformations, prod workspace only and 3-hour warehouse sync
- ✗ Watch out: SSO and HIPAA are Enterprise, and the self-hosted code is under the Elastic License 2.0, not open source
- ✗ Watch out: the Lookout audiences product costs extra, from $12,000 a year

Good to know

Good for

- ✓ Data teams that want a warehouse-first customer data pipeline
- ✓ Teams moving off Segment, which the pricing page addresses directly
- ✓ Developers who want a self-hosted option alongside the cloud service

Worth knowing

- ⓘ Free processing stops after a second consecutive overage; the Growth tiers are chosen by event volume.
- ⓘ Lookout is priced separately on activated records: a free plan with 3 activations a year, then plans from $12,000 a year.
- ⓘ Warehouse sync runs every 3 hours on Free and every 30 minutes on Growth; SSO and HIPAA are Enterprise.
- ⓘ The self-hosted code is released under the Elastic License 2.0, not an open-source license.

What it costs

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

$265

A month to start. There is a free plan too

RudderStack has a free plan. Paid plans start at $265 per month for 1 million events.

> **Processing stops after a second overage.**
>
> From our grade for free plan and trial

FREE

$0

250K events a month, 10 team members, 1 tracking plan, prod workspace only and community Slack support.

GROWTH

$265

per month for 1 million events

Rises with volume (1M to 25M events a month on the slider). Unlimited members and tracking plans, 2 workspaces and email support.

ENTERPRISE

Custom

Enterprise volumes with 5-minute warehouse sync, SSO, HIPAA, unlimited transformations and Profiles & Data Apps.

The free plan

250K events a month, 16 SDK sources, 200+ cloud destinations, warehouse destinations and reverse ETL.

Trying it first

30-day free trial of the Growth plan

Read from rudderstack.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

15% off Growth with annual billing

The pricing page has a switch to save 15% on the Growth plan with annual billing.

Stated on rudderstack.com

What it does

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

1

Place it runs: Web

Customer data platform that collects events and sends them on. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, AI features.

> **Collection, transformations, destinations, reverse ETL and tracking plans cover the pipeline job.**
>
> From our grade for features

Event collection

16+ SDK sources and 15+ cloud event sources capture anonymous and known user events, which are then routed to destinations.

Transformations

JavaScript and Python transformations reshape events in flight; the limit is 5 on Free, 25 on Growth and unlimited on Enterprise.

Destinations and reverse ETL

Delivers to 200+ cloud destinations and 10+ warehouse and data lake destinations, and syncs warehouse tables back out with reverse ETL.

Tracking plans and data quality

Tracking plans, violation management and an event audit API check events against a schema before they reach tools.

Lookout audiences

A separate product that analyzes warehouse data, builds audiences and activates them in ad, CRM and engagement tools.

Where it runs

Web

What it works with

Slack
Microsoft Teams
PagerDuty
incident.io
Meta
Braze

RudderStack is made by RudderStack Inc.

Where it stands

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

70/100

Other website and product analytics tools it is graded above

RudderStack's GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade, and level with 14.

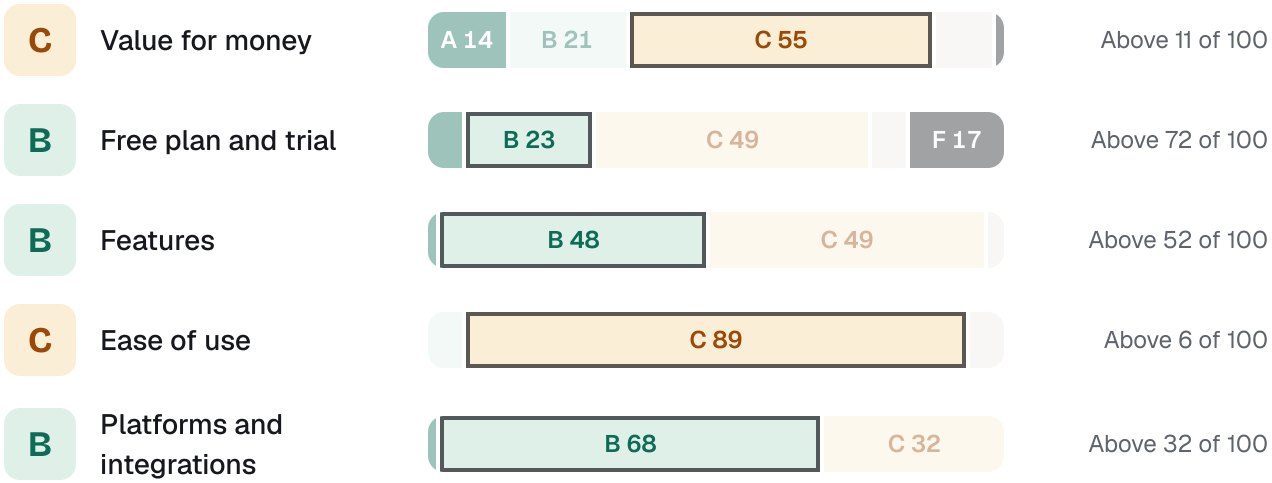
It stands best on free plan and trial (B, above 72 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $265 a month, against a middle price of $25 for the category: 55 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

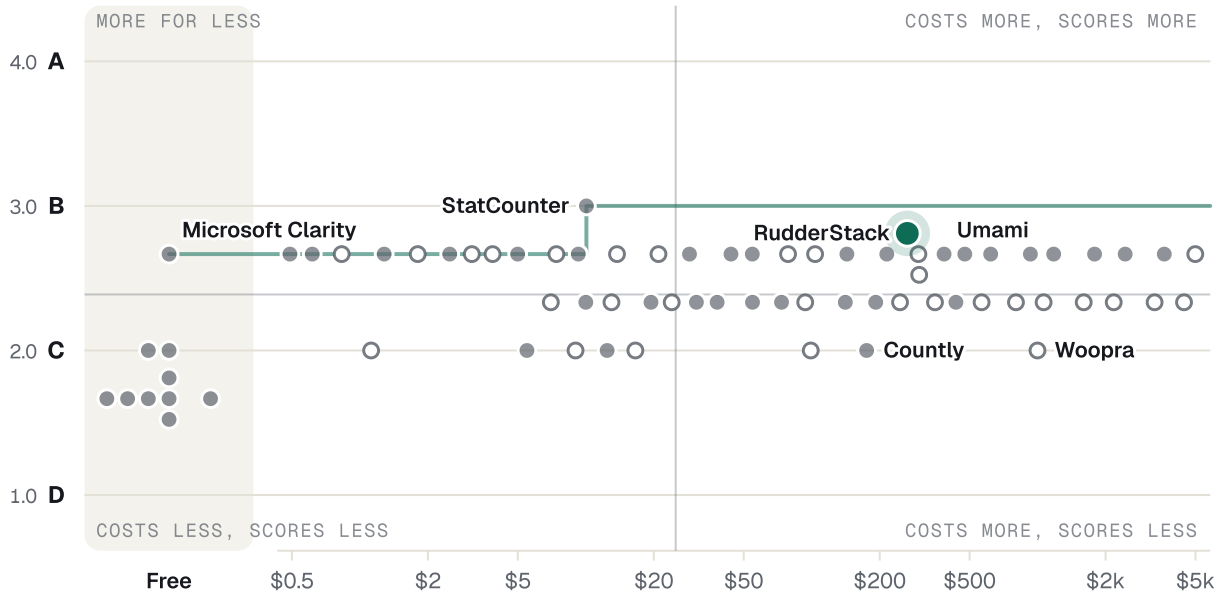
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. RudderStack's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. RudderStack 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

Nothing RudderStack does is plain enough to make in a weekend. The 3 things listed below take a company.

It is one of the better ones too: its GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade. It costs $3,180 a year.

What you could not

- ✕ It plugs into other products, Slack, Microsoft Teams and PagerDuty among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

× The depth: we grade its features B, which means it covers the whole job.

What this rests on. RudderStack'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



Segment, Snowplow, Tealium, Freshpaint and Trackingplan

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

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Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- RudderStack has a free plan. Segment does not, though it has a free trial.
- RudderStack is self-hostable, according to its own site.
- Segment also covers workflow automation.

RudderStack and Segment compared in full

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Snowplow

Free trial

Event data collection pipeline for your warehouse and AI agents.

- RudderStack has a free plan. Snowplow does not, though it has a free trial.
- Snowplow also covers dashboards and web analytics.

RudderStack and Snowplow compared in full

Tealium

1.8 GPA

Paid

Enterprise customer data platform with tag management and consent.

- RudderStack has a free plan. Tealium does not.
- RudderStack is self-hostable, according to its own site.
- Tealium also covers marketing automation.

RudderStack and Tealium compared in full

Freshpaint

1.8 GPA

Paid

Privacy-focused marketing data and analytics for healthcare.

- RudderStack has a free plan. Freshpaint does not.
- RudderStack is self-hostable, according to its own site.
- Freshpaint also covers reports, dashboards, web analytics and session replay.

RudderStack and Freshpaint compared in full

Trackingplan

2.0 GPA

Free trial · from $99/mo

Monitors analytics and marketing tracking for errors and drift.

- RudderStack has a free plan. Trackingplan does not, though it has a free trial.
- RudderStack is self-hostable, according to its own site.
- Trackingplan also covers AI agents and reports.

RudderStack and Trackingplan compared in full

Quick answers

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

16

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 RudderStack free?

RudderStack has a free plan. 250K events a month, 16 SDK sources, 200+ cloud destinations, warehouse destinations and reverse ETL.

How much does RudderStack cost?

RudderStack lists 3 plans. Free: $0.

What platforms does RudderStack work on?

RudderStack is available on Web.

Does RudderStack offer any discounts?

RudderStack publicly lists the following: 15% off Growth with annual billing.

Does RudderStack have an Android app?

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

Does RudderStack have an iPhone app?

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

Is RudderStack open source?

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

Can RudderStack be self-hosted?

Yes. RudderStack's own site says it can be run on a server of your own.

Does RudderStack have an API?

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

What does RudderStack integrate with?

RudderStack's listing names Slack, Microsoft Teams, PagerDuty, incident.io, Meta and Braze.

Does RudderStack have a free trial?

Yes. 30-day free trial of the Growth plan.

Who makes RudderStack?

RudderStack is made by RudderStack Inc.

What are the alternatives to RudderStack?

The closest alternatives to RudderStack in our directory are Segment, Snowplow, Tealium, Freshpaint and Trackingplan.

How does RudderStack compare with other website and product analytics tools?

RudderStack's GPA of 2.6 is higher than 70 of the 100 other website and product analytics tools we grade, and level with 14.

Is RudderStack good value for money?

ToolGPA grades RudderStack C for value for money. Its paid plans start at $265 a month, against a middle price of $25 for the category: 55 of the 63 others that charge start lower.

Could I make my own version of RudderStack?

Nothing RudderStack does is plain enough to make in a weekend. The 3 things listed below take a company.

Where this guide comes from

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

rudderstack.com/pricing/

rudderstack.com

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

RudderStack, kept up to date

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

toolgpa.com/tools/rudderstack

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

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toolgpa.com/tools/rudderstack/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after RudderStack, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

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Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what RudderStack'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. RudderStack is a trademark of its owner, and this guide is not made, paid for or approved by RudderStack Inc. Prices and plans change: check rudderstack.com before you buy.