ToolGPA

NOVEMBER 2026

# Sanity

## The Insider's Guide

Headless content platform with a customizable editing studio




**Every plan, grade, refund rule and rival among website and landing page builders, read from Sanity's own pages.**

Made by Sanity · checked Nov 12, 2026 · toolgpa.com

2.2
GPA



# Structure powers intelligence



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

## 2.2

GPA, above 17 of the 55 other website and landing page builders we grade

Sanity is a content platform for developers and editorial teams: structured content lives in a hosted, real-time database and is edited in Sanity Studio, then delivered through APIs to websites, apps and other channels. It has a free plan with up to 20 seats and a Growth plan priced per seat. It manages content only; the site itself is built separately.

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

> "
>
> **No rating on record, and it needs developers to set up the studio and code.**
>
> From our grade for ease of use

**1** **Best for a content backend with a custom editing studio**

But it has no front end, so you build the website separately, and usage above the plan, extra datasets and support cost extra.

**2** **Paid plans start at $15 a month for each person**

As its pricing page puts it: $15 per seat / month (Growth).

**3** **There is a free plan**

Up to 20 user seats, 2 public datasets and 10k documents, with Sanity Studio hosting.

**4** **It runs on Web**

Web.

**5** **Sanity Studio**

A customizable editing interface, with free hosting included on every plan, live previews and visual editing tools.

**6** **Hosted real-time content database**

Content is stored as structured documents in a hosted database, with unlimited content types and locales on every plan.

**7** **Comments, tasks and scheduling**

Growth adds comments and tasks for editors, and scheduled drafts so content can be queued ahead of publishing.

**8** **A 2.2 GPA, above 17 of 55**

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

**9** **Keep it**

Nothing Sanity does is plain enough to make in a weekend. The 5 things listed below take a company.

### Sanity at a glance

| | |
|---|---|
| PRICING<br>Free plan, from $15 per seat / month (Growth) | FREE PLAN<br>Yes |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Sanity | CATEGORY<br>Website & Landing Page Builders |
| OUR GRADE<br>2.2 GPA, fair | |

## The report card

### Best for a content backend with a custom editing studio

Sanity is a content backend with an editing studio you can customise, and its free plan covers up to 20 seats. But it has no front end, so you build the website separately, and usage above the plan, extra datasets and support cost extra.

| TOOLGPA REPORT CARD | Sanity | Graded Nov 12, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | B | The free plan covers 20 seats and 10k documents, and Growth is $15 a seat, which is about $75 a month for a team of five. |
| **Free plan and trial** | B | A free plan with 20 seats, 2 public datasets, 10k documents and 250k API requests a month, enough for one person to live on. |
| **Features** | D | A content backend only: the front end of a site has to be built separately, so it is not useful on its own. |
| **Ease of use** | D | No rating on record, and it needs developers to set up the studio and code. |
| **Platforms and integrations** | B | Web only, with a public API for reading and writing content. |
| **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 Sanity is for

- ✓ Fits if you have developers and want content kept apart from the site
- ✓ Works for a free project with up to 20 seats

### Who it is not for

- ✕ Skip it if you want a site you can build without code, as the front end is separate
- ✕ Watch out: past the included usage, API requests, bandwidth and assets are billed on top
- ✕ Pricey if you want support or datasets: dedicated support is $799 a month and extra datasets $999 each
- ✕ Tight if you need SSO, custom roles or the Media Library, which are Enterprise only

## Good to know

### Good for

- ✓ Developers feeding content to sites and apps through an API
- ✓ Editorial teams that need a customized editing interface
- ✓ Small teams: the free plan allows up to 20 seats

### Worth knowing

- ⓘ It is a content backend and editing studio, so the front end of a site has to be built separately.
- ⓘ Past the included usage, extra API requests, bandwidth and assets are billed on top of the plan.
- ⓘ Growth add-ons include dedicated support at $799 a month and extra datasets at $999 each per month.
- ⓘ SAML single sign-on, custom roles and the Media Library add-on are limited to Enterprise.

PART 02 · PRICING

# What it costs

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

**$15**

A month to start, for each person. There is a free plan too

Sanity has a free plan. Paid plans start at $15 per seat / month (Growth).

FREE

## $0

Up to 20 user seats, 2 permission roles, 2 public datasets, 10k documents, 250k API requests and 100 GB of bandwidth a month.

GROWTH

## $15

per seat / month

Up to 50 seats, 5 roles, 25k documents, comments and tasks, scheduled drafts and AI Assist. Pay as you go above included usage.

ENTERPRISE

## Custom

Custom seats, roles and datasets, SAML single sign-on, an uptime SLA, dedicated support and onboarding.

### The free plan

Up to 20 user seats, 2 public datasets and 10k documents, with Sanity Studio hosting.

Read from sanity.io on Nov 12, 2026.

# What it does

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

1

Place it runs: Web

Headless content platform with a customizable editing studio. Here is what it does, as its own site describes it, and what it covers: public API, AI features, real-time collaboration, databases.

> **A content backend only: the front end of a site has to be built separately, so it is not useful on its own.**
>
> From our grade for features

### Sanity Studio

A customizable editing interface, with free hosting included on every plan, live previews and visual editing tools.

### Hosted real-time content database

Content is stored as structured documents in a hosted database, with unlimited content types and locales on every plan.

### Comments, tasks and scheduling

Growth adds comments and tasks for editors, and scheduled drafts so content can be queued ahead of publishing.

### AI features

Content Agent and Agent Actions are on the Free plan, and Growth adds AI Assist.

## Roles and security

Free has 2 permission roles and Growth 5. Enterprise adds custom roles, user attributes and SAML single sign-on.

### Where it runs

Web

### What it works with

Its own pages name no integrations.

Sanity is made by Sanity.

PART 04 · STANDING

# Where it stands

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

**17**/55

Other website and landing page builders it is graded above

Sanity's GPA of 2.2 is higher than 17 of the 55 other website and landing page builders we grade, and level with 16.

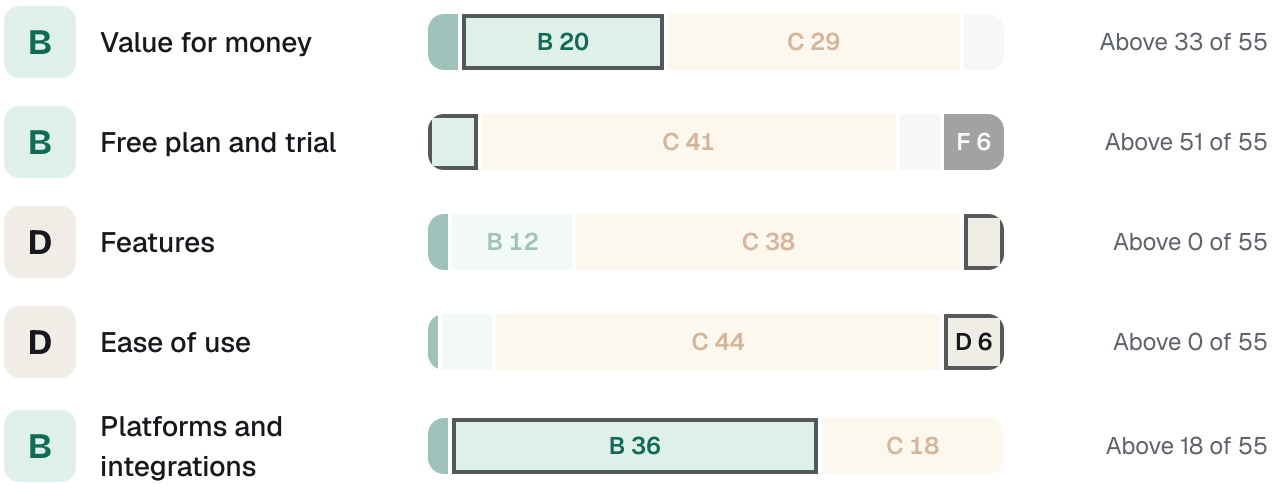
It stands best on free plan and trial (B, above 51 of 55) and worst on features (D, above 0).

Its paid plans start at $15 a month for each person, against a middle price of $12.42 for the category: 31 of the 52 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 28 tools score higher and cost less.

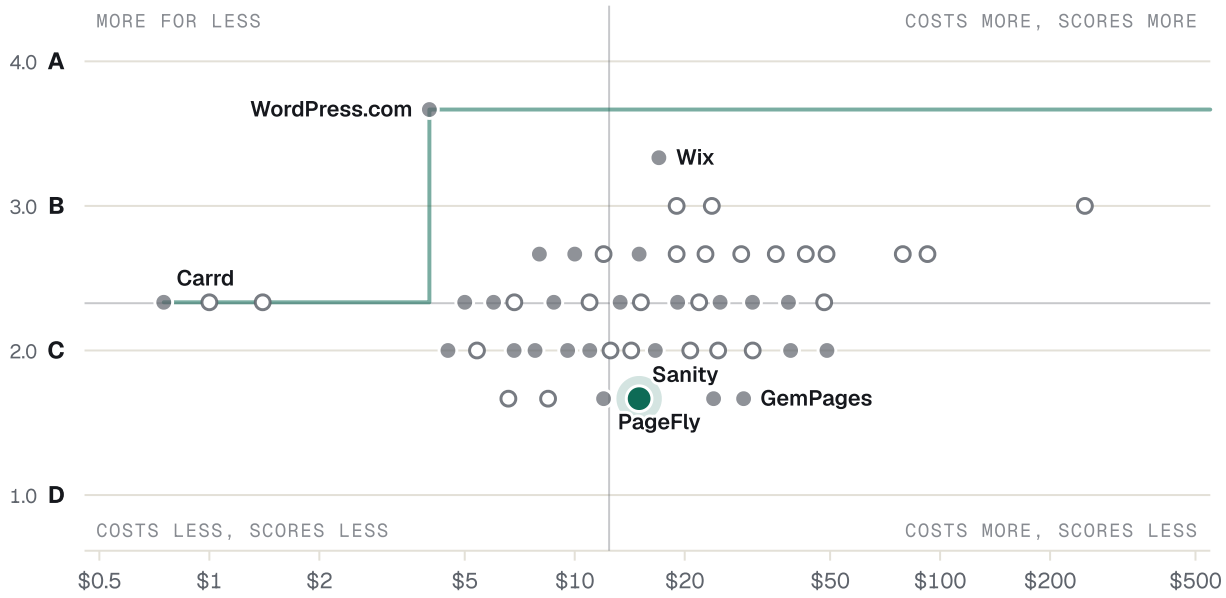
## Each grade against the category

Every bar is all 56 website and landing page builders we grade, cut by the letter each got. Sanity's own letter is outlined.



## Price against what you get

Each dot is one of 53 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. Sanity 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 Sanity does is plain enough to make in a weekend. The 5 things listed below take a company.

That makes this kind of software worth paying for, not this one in particular: 22 of the 55 other website and landing page builders grade higher. It costs $180 a year.

**What you could not**

- ✕ Databases with views, filters and links between them.
- ✕ Several people working in it at the same moment.
- ✕ An API that other software can build on.

- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ What a company asks for before it lets staff use something: single sign-on.

**What this rests on.** Sanity'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



Webflow, WordPress.com, Duda and Super

The 4 tools Sanity is most often weighed against, with where each one differs from it.

2.4 GPA

## Webflow

Free plan · from $15/mo

Visual website builder with a CMS, hosting and code-level control.

- Sanity also covers databases.
- Webflow also covers no-code and forms.

Sanity and Webflow compared in full

3.4 GPA

## WordPress.com

Free plan · from $4/mo

Hosted WordPress with themes, plugins and a free plan.

- Only WordPress.com lists iOS, Android, macOS, Windows and Linux apps.
- Sanity also covers databases.
- WordPress.com also covers templates, no-code and email campaigns.

Sanity and WordPress.com compared in full

2.4
GPA

## Duda

Free trial · from $19/mo

Website builder for agencies that build sites for clients.

- Sanity has a free plan. Duda does not, though it has a free trial.
- Sanity also covers databases.
- Duda also covers templates, marketing automation and forms.

Sanity and Duda compared in full

1.8
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## Super

Free plan · from $12/mo

Turns Notion pages into fast websites with your own domain.

- Sanity also covers databases.
- Super also covers templates and no-code.

Sanity and Super 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 Sanity free?

Sanity has a free plan. Up to 20 user seats, 2 public datasets and 10k documents, with Sanity Studio hosting.

### How much does Sanity cost?

Sanity lists 3 plans. Free: $0.

### What platforms does Sanity work on?

Sanity is available on Web.

### Does Sanity have an Android app?

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

### Does Sanity have an iPhone app?

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

### Is Sanity open source?

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

### Does Sanity have an API?

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

### Who makes Sanity?

Sanity is made by a company of the same name.

### What are the alternatives to Sanity?

The closest alternatives to Sanity in our directory are Webflow, WordPress.com, Duda and Super.

### How does Sanity compare with other website and landing page builders?

Sanity's GPA of 2.2 is higher than 17 of the 55 other website and landing page builders we grade, and level with 16.

### Is Sanity good value for money?

ToolGPA grades Sanity B for value for money. Its paid plans start at $15 a month for each person, against a middle price of $12.42 for the category: 31 of the 52 others that charge start lower.

### Could I make my own version of Sanity?

Nothing Sanity does is plain enough to make in a weekend. The 5 things listed below take a company.

## Where this guide comes from

The prices, plans, platforms and features were read from Sanity'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 Sanity'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 Sanity. Prices change, so check sanity.io before you buy.

sanity.io/pricing

sanity.io/

PART 07 · ABOUT

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**5,038**

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](toolgpa.com).

| 5,038 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Sanity, kept up to date

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

toolgpa.com/tools/sanity

### 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, "Sanity: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/sanity
```

### Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded website and landing page builders after Sanity, each with an Insider's Guide of its own.

### Website & Landing Page Builders Insider's Guide

Every one of the 57 website and landing page builders we grade, compared

### WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

### Wix Insider's Guide

Drag-and-drop website builder with an AI agent and business apps

2.8 GPA

### Carrd Insider's Guide

One-page website builder with yearly plans from $9

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 Sanity'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. Sanity is a trademark of its owner, and this guide is not made, paid for or approved by Sanity. Prices and plans change: check sanity.io before you buy.