ToolGPA

NOVEMBER 2026

SmartSurvey

The Insider's Guide

UK online survey platform with a free plan and CX programs



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

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

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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 SmartSurvey's own pages, its app-store listings and our grades. Every fact in it is on SmartSurvey'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 56 of the 148 other form and survey tools we grade

SmartSurvey is a UK-based online survey and feedback platform for building surveys and forms and analyzing the responses. A free Basic plan covers 100 responses a month, paid plans add branding, logic, dashboards and an API, and a sales-led tier adds white labelling and security extras.

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

1 **Best for UK survey work with a free plan to start**

SmartSurvey is a UK survey platform with a free plan of 100 responses a month and a 14-day trial of paid plans.

2 **Paid plans start at about $93.79 a month**

As its pricing page puts it: £70 per month, billed annually (£90 billed monthly).

3 **There is a free plan**

Basic: 1 user, 100 responses per month, no e-mail invites, 130+ templates, AI survey building and export of a results summary to Word.

4 **It runs on Web**

Web.

5 **Survey and form builder**

Create surveys or forms with core question types and 130+ templates; advanced question types and AI building are on the plans listed.

6 **Logic and personalisation**

Advanced and above include logic and personalisation, a custom thank-you message and custom branding with a logo and theme.

7 **Analysis**

Paid plans include sentiment analysis, trend charts and word clouds; Scale adds thematic analysis of open-text answers.

8 **A 2.2 GPA, above 56 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**

The plain part of SmartSurvey you could make: forms, surveys and templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

SmartSurvey at a glance

PRICING
Free plan, from £70 per month, billed annually (£90 billed monthly)

FREE PLAN
Yes

FREE TRIAL
14-day free trial of the paid Advanced and Growth plans, no credit card needed

RUNS ON
Web

MADE BY
SmartSurvey

CATEGORY
Forms & Surveys

OUR GRADE
2.2 GPA, fair

The report card

Best for UK survey work with a free plan to start

SmartSurvey is a UK survey platform with a free plan of 100 responses a month and a 14-day trial of paid plans. The first paid plan is GBP 70 a month for one user, and multiple users start on Growth at GBP 100 a user.

TOOLGPA REPORT CARD

SmartSurvey

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Advanced is GBP 70 a month billed annually (about $90) for one user, against a forms middle of $20 and a dearer quarter of $39.
Free plan and trial	C	Basic is free: 100 responses a month and no e-mail invites. A 14-day trial of Advanced and Growth needs no card.
Features	B	Builder, logic, analysis, dashboards, sharing, distribution, API and integrations. Nothing in the listing shows a gap in the core job.
Ease of use	C	No rating on record. You build surveys yourself.
Platforms and integrations	B	Web only, with three listed integrations and an API.

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 SmartSurvey is for

- ✓ Fits if you want a free plan to try and a UK-based vendor
- ✓ Works for teams that need dashboards and shared reports on Growth

Who it is not for

- ✕ Pricey if you are one person, with Advanced at GBP 70 a month
- ✕ Tight if you stay free, as there are 100 responses a month and no e-mail invites
- ✕ Skip it if you need several users on Advanced, as multiple users start on Growth, GBP 100 a user
- ✕ Watch out: prices are in pounds and exclude VAT
- ✕ Watch out: case management and full white labelling are Scale add-ons

Good to know

Good for

- ✓ UK and EU teams wanting a GDPR-focused survey tool
- ✓ Organizations running customer, employee or patient feedback
- ✓ Students who need a discounted survey plan

Worth knowing

- ⓘ Prices are in pounds sterling and exclude VAT, according to the pricing page.
- ⓘ Advanced includes a single user; multiple users start on Growth, which is priced per user.
- ⓘ The free plan has 100 responses a month and no e-mail invitations.
- ⓘ Case management, reputation management and full white labelling are add-ons on the Scale tier.

PART 02 · PRICING

What it costs

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

~$93.79

A month to start. There is a free plan too

SmartSurvey has a free plan. Paid plans start at £70 per month, billed annually (£90 billed monthly).

BASIC

£0

1 user, 100 responses per month, core question types and 130+ templates.

ADVANCED

£70

per month, billed annually (£840 a year; £90 billed monthly)

1 user, 30,000 responses and 90,000 e-mail invites a year, logic, custom branding, sentiment and text analysis.

GROWTH

£100

per user / month, billed annually (£1,200 a year; £125 billed monthly)

Priced per user, with 90,000 responses a year, dashboards, user permissions, shared templates, API and webhooks.

SCALE

Custom

Sold through sales: thematic analysis, auto translate, SMS invitations, hiding the SmartSurvey badge, SSO and HIPAA compliance.

The free plan

Basic: 1 user, 100 responses per month, no e-mail invites, 130+ templates, AI survey building and export of a results summary to Word.

Trying it first

14-day free trial of the paid Advanced and Growth plans, no credit card needed

Read from smartsurvey.co.uk on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save with annual billing

The pricing page says annual billing saves up to 22%: 22% on Advanced and 20% on Growth.

Stated on smartsurvey.co.uk

EDUCATION

Student plan

The student plan page says its plan starts from £7.50 a month with annual billing, and also lists a free tier.

Stated on smartsurvey.co.uk

What it does

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

1

Place it runs: Web

UK online survey platform with a free plan and CX programs. Here is what it does, as its own site describes it, and what it covers: public API, templates, forms, surveys, dashboards.

> **Builder, logic, analysis, dashboards, sharing, distribution, API and integrations.**

From our grade for features

Survey and form builder

Create surveys or forms with core question types and 130+ templates; advanced question types and AI building are on the plans listed.

Logic and personalisation

Advanced and above include logic and personalisation, a custom thank-you message and custom branding with a logo and theme.

Analysis

Paid plans include sentiment analysis, trend charts and word clouds; Scale adds thematic analysis of open-text answers.

Dashboards and sharing

Growth adds dashboards, multiple user accounts, permissions and shared templates; Scale lists unlimited dashboards.

Distribution

Send by e-mail, popups, web embed, QR codes, tracking links and offline or kiosk mode; SMS invitations are on Scale.

API and integrations

Growth includes an API and webhooks, with Salesforce and Power BI connections listed among the integrations.

Where it runs

Web

What it works with

Salesforce

Power BI

Webhooks

SmartSurvey is made by SmartSurvey.

Where it stands

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

56/148

Other form and survey tools it is graded above

SmartSurvey's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

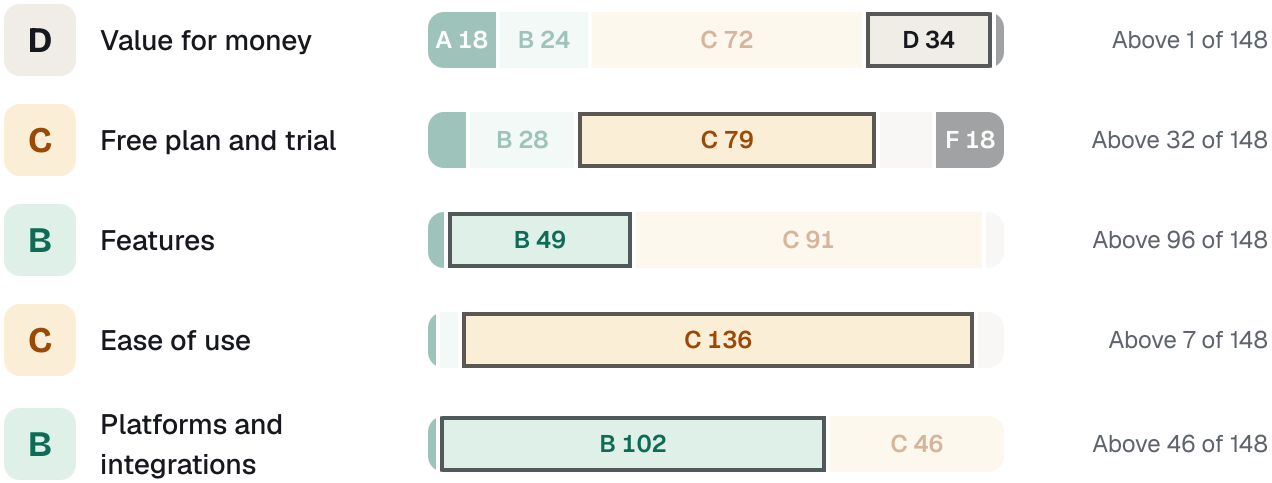
It stands best on features (B, above 96 of 148) and worst on value for money (D, above 1).

Its paid plans start at about $93.79 a month, against a middle price of $20 for the category: 94 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 5 tools score higher and cost less.

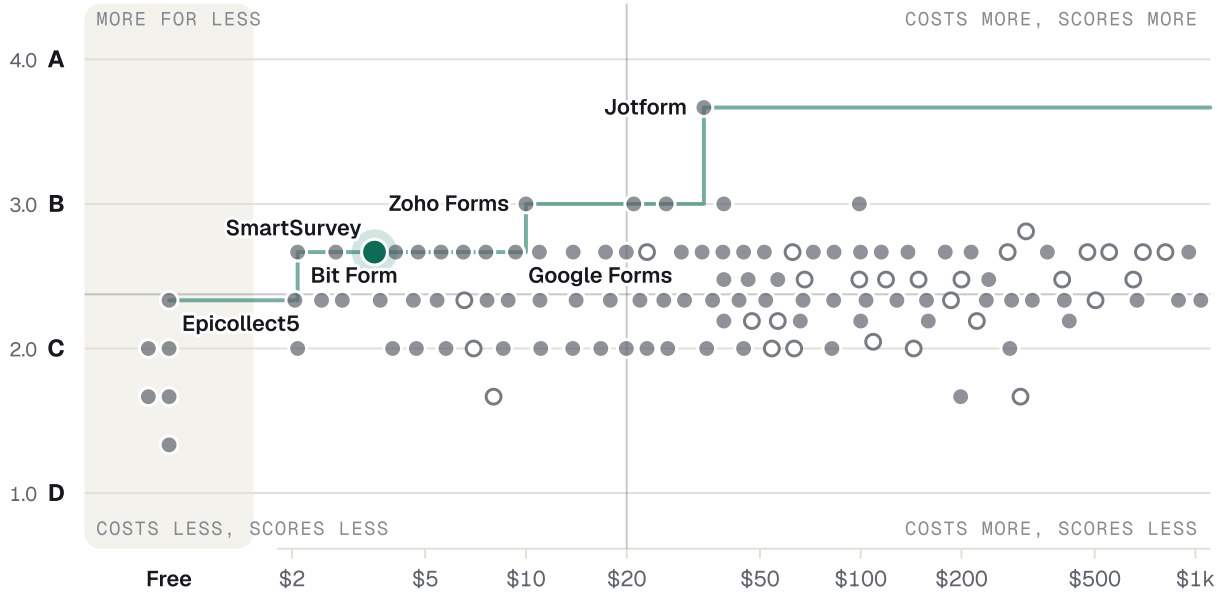
Each grade against the category

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

The plain part of SmartSurvey you could make: forms, surveys and templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It costs $1,125.51 a year.

What you could make

- Forms, surveys and templates: an app builder makes these well.

What you could not

- Connections that pull numbers from dozens of other services.

- It plugs into other products, Salesforce, Power BI and Webhooks among them, and has an API.
- What a company asks for before it lets staff use something: roles and permissions.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. SmartSurvey'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

SurveyMonkey, Alchemer, QuestionPro, Qualtrics and SurveySparrow

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

2.4 GPA

SurveyMonkey

Free plan · from $39/mo

Online survey and form platform with built-in analysis tools.

- Only SurveyMonkey lists iOS and Android apps.
- SmartSurvey also covers dashboards.
- SurveyMonkey also covers reports.

SmartSurvey and SurveyMonkey compared in full

2.4 GPA

Alchemer

Free plan · from $315/yr

Survey platform with advanced logic and market research questions.

- SmartSurvey also covers templates, forms and dashboards.
- Alchemer also covers workflow automation and reports.

SmartSurvey and Alchemer compared in full

2.4
GPA

QuestionPro

Free plan · from $99/mo

Survey and market research platform with a free plan.

- Only QuestionPro lists iOS and Android apps.
- SmartSurvey also covers forms and dashboards.
- QuestionPro also covers reports.

SmartSurvey and QuestionPro compared in full

2.2
GPA

Qualtrics

Free plan · from $420/mo

Survey and experience research platform with a free account.

- SmartSurvey also covers templates.
- Qualtrics also covers reports.

SmartSurvey and Qualtrics compared in full

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GPA

SurveySparrow

Free plan · from $19/mo

Chat-style survey and customer feedback platform with AI analysis.

- Only SurveySparrow lists iOS and Android apps.
- SmartSurvey also covers dashboards.
- SurveySparrow also covers workflow automation and reports.

SmartSurvey and SurveySparrow 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 SmartSurvey free?

SmartSurvey has a free plan. Basic: 1 user, 100 responses per month, no e-mail invites, 130+ templates, AI survey building and export of a results summary to Word.

How much does SmartSurvey cost?

SmartSurvey lists 4 plans. Basic: £0.

What platforms does SmartSurvey work on?

SmartSurvey is available on Web.

Does SmartSurvey offer any discounts?

SmartSurvey publicly lists the following: Save with annual billing; Student plan.

Does SmartSurvey have an Android app?

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

Does SmartSurvey have an iPhone app?

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

Is SmartSurvey open source?

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

Does SmartSurvey have an API?

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

What does SmartSurvey integrate with?

SmartSurvey's listing names Salesforce, Power BI and Webhooks. A listing names up to eight integrations, so it may connect to more.

Does SmartSurvey have a student discount?

Student plan. The student plan page says its plan starts from £7.50 a month with annual billing, and also lists a free tier.

Does SmartSurvey have a free trial?

Yes. 14-day free trial of the paid Advanced and Growth plans, no credit card needed.

Who makes SmartSurvey?

SmartSurvey is made by a company of the same name.

What are the alternatives to SmartSurvey?

The closest alternatives to SmartSurvey in our directory are SurveyMonkey, Alchemer, QuestionPro, Qualtrics and SurveySparrow.

How does SmartSurvey compare with other form and survey tools?

SmartSurvey's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

Is SmartSurvey good value for money?

ToolGPA grades SmartSurvey D for value for money. Its paid plans start at about $93.79 a month, against a middle price of $20 for the category: 94 of the 114 others that charge start lower.

Could I make my own version of SmartSurvey?

The plain part of SmartSurvey you could make: forms, surveys and templates.

Where this guide comes from

The prices, plans, platforms and features were read from SmartSurvey'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 SmartSurvey'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 SmartSurvey. Prices change, so check smartsurvey.co.uk before you buy.

smartsurvey.co.uk/pricing

smartsurvey.co.uk/pricing/student-plan

smartsurvey.co.uk/

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

SmartSurvey, kept up to date

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

toolgpa.com/tools/smartsurvey

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after SmartSurvey, 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 SmartSurvey'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. SmartSurvey is a trademark of its owner, and this guide is not made, paid for or approved by SmartSurvey. Prices and plans change: check smartsurvey.co.uk before you buy.