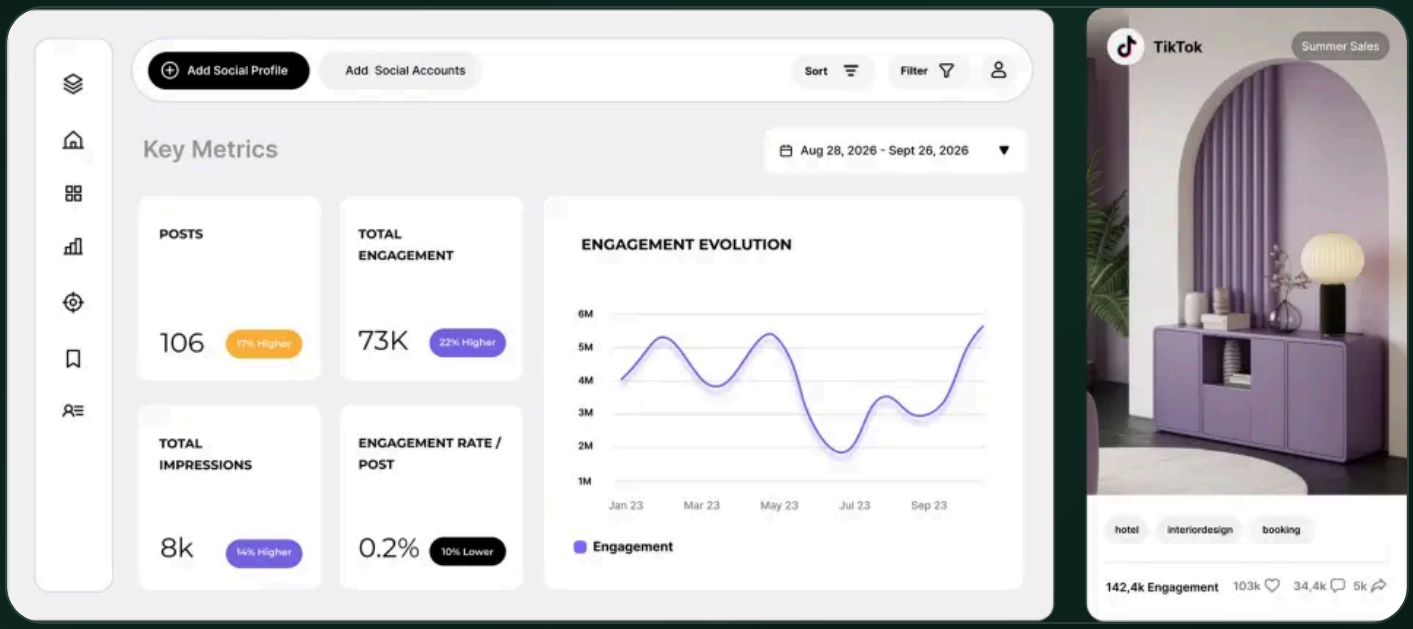
ToolGPA

NOVEMBER 2026

Socialinsider

The Insider's Guide

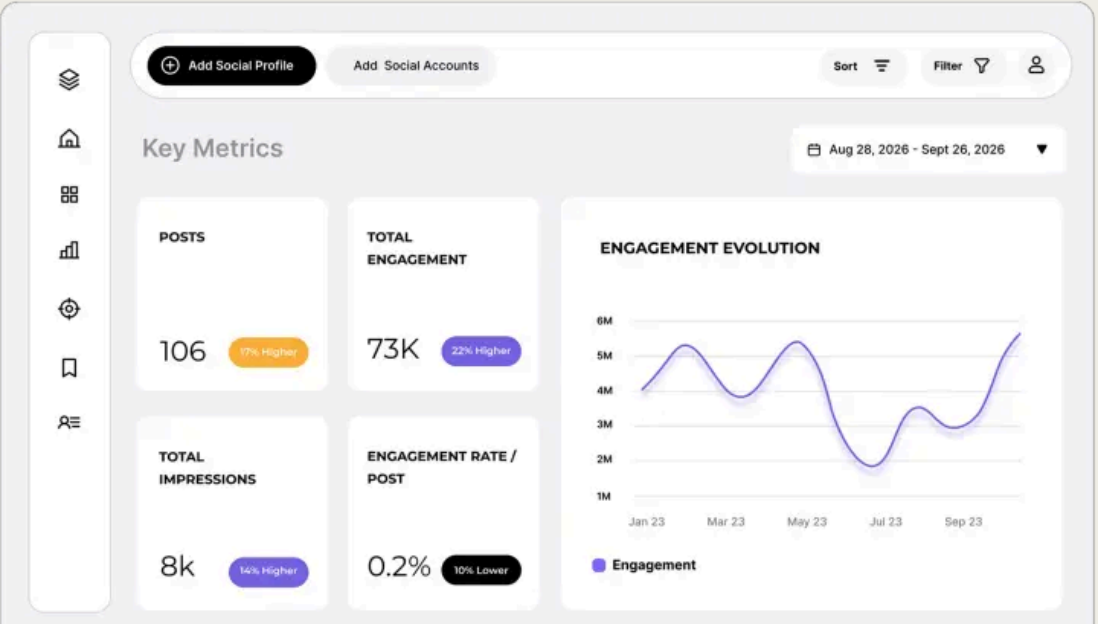
Social media analytics and competitor benchmarking



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

Made by Socialinsider · checked Nov 12, 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 Socialinsider's own pages, its app-store listings and our grades. Every fact in it is on Socialinsider'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

2.0

GPA, above 19 of the 90 other social media schedulers we grade

Socialinsider is a social analytics platform for measuring performance across networks and benchmarking against competitors. Plans are sized by the number of social accounts, months of history and team seats, and every plan includes automated reports and unlimited exports.

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

> "
>
> **You connect or add accounts, then build the reports you want.**
>
> From our grade for ease of use

1 **Best for competitor and cross-network social analytics reports**

Socialinsider measures your accounts and competitors across TikTok, Instagram, LinkedIn, Facebook, X and YouTube, with automated reports and unlimited exports on every plan.

2 **Paid plans start at $82.50 a month**

As its pricing page puts it: $82.50 per month, billed annually ($990 a year).

3 **You can try it first**

14-day free trial, no credit card required.

4 **It runs on Web**

Web.

5 **Cross-network analytics**

Covers TikTok, Instagram, LinkedIn, Facebook, X and YouTube in one reporting view, as listed on the site.

6 **Competitor benchmarking**

Compares your accounts with competitors' public profiles and with industry benchmark reports the vendor publishes each quarter.

7 **Content analysis**

Looks at which content pillars and post types perform best so that they can be repeated.

8 **A 2.0 GPA, above 19 of 90**

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

9 **Your call**

You could make the core of Socialinsider for yourself: reports.

Socialinsider at a glance

PRICING
Free trial, from $82.50 per month, billed annually ($990 a year)

FREE PLAN
No

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

RUNS ON
Web

MADE BY
Socialinsider

CATEGORY
Social Media Schedulers

OUR GRADE
2.0 GPA, fair

The report card

Best for competitor and cross-network social analytics reports

Socialinsider measures your accounts and competitors across TikTok, Instagram, LinkedIn, Facebook, X and YouTube, with automated reports and

unlimited exports on every plan. It's analytics only, and the $82.50 entry plan has one seat and 3 months of history.

TOOLGPA REPORT CARD **Socialinsider** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Adapt is $990 a year ($82.50 a month) for 20 accounts, above the $79 dearer-quarter line for social tools but under the $129 dearest-tenth line.
Free plan and trial	C	A 14-day free trial with no card, and no free plan.
Features	C	Six networks, benchmarking, content analysis, scheduled reports and exports. The page lists no publishing or scheduling.
Ease of use	C	No store rating on record. You connect or add accounts, then build the reports you want.
Platforms and integrations	C	Web only. The one connector listed is an MCP connector for AI tools.

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 Socialinsider is for

- ✓ Fits if you report on several networks and want competitor numbers in one view
- ✓ Makes sense if an agency needs a hard cap on tracked profiles

Who it is not for

- ✗ Tight if you work alone with history in mind, as Adapt keeps 3 months and has 1 seat
- ✗ Pricey if you only need a few accounts, since the entry is $990 a year
- ✗ Skip it if you need publishing, as the pricing page lists none
- ✗ Watch out: the page showed another currency from India, and extra profiles and seats cost more on top

Good to know

Good for

- ✓ Marketing teams that report on competitors across several networks
- ✓ Agencies that need a cap on profiles with clear history limits

Worth knowing

- ⓘ Account, history and seat limits rise with each plan; Adapt has one seat and three months of history.
- ⓘ Analytics only: the pricing page lists no publishing or scheduling.
- ⓘ The yearly price is read from the vendor's pricing data; the monthly price in dollars is not shown on the page, which advertises two months off for yearly plans.
- ⓘ The page showed another currency from this location; the dollar prices come from the vendor's price data file.

PART 02 · PRICING

What it costs

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

$82.50

A month to start

Socialinsider is a paid product with a free trial, starting at $82.50 per month, billed annually ($990 a year).

ADAPT

$82.50

per month for up to 20 accounts, billed annually ($990/year)

Up to 20 social accounts, 3 months of history, 1 seat and 10 account replacements a month.

OPTIMIZE

$124.17

per month for up to 30 accounts, billed annually ($1,490/year)

Up to 30 social accounts, 6 months of history, 2 seats and 15 account replacements a month.

PREDICT

$199.17

per month for up to 40 accounts, billed annually ($2,390/year)

Up to 40 social accounts, 12 months of history, 5 seats and 20 account replacements a month.

ENTERPRISE

Custom

Custom pricing based on volume and needs, with the account, history and seat limits set by quote.

Trying it first

14-day free trial, no credit card required.

Read from socialinsider.io on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months off on yearly plans

The pricing page says yearly plans save 16%, equal to two months free compared with monthly billing.

Stated on socialinsider.io

What it does

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

1

Place it runs: Web

Social media analytics and competitor benchmarking. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards.

> **Six networks, benchmarking, content analysis, scheduled reports and exports.**

From our grade for features

Cross-network analytics

Covers TikTok, Instagram, LinkedIn, Facebook, X and YouTube in one reporting view, as listed on the site.

Competitor benchmarking

Compares your accounts with competitors' public profiles and with industry benchmark reports the vendor publishes each quarter.

Content analysis

Looks at which content pillars and post types perform best so that they can be repeated.

Automated reports and exports

Every plan includes scheduled reports and unlimited exports.

Account replacements

Each plan allows a set number of monthly swaps of the profiles you track, from 10 on Adapt to 20 on Predict.

MCP connector

All plans list an MCP connector, which lets compatible AI tools query the analytics.

Where it runs

Web

What it works with

Its own pages name no integrations.

Socialinsider is made by Socialinsider.

PART 04 · STANDING

Where it stands

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

19/90

Other social media schedulers it is graded above

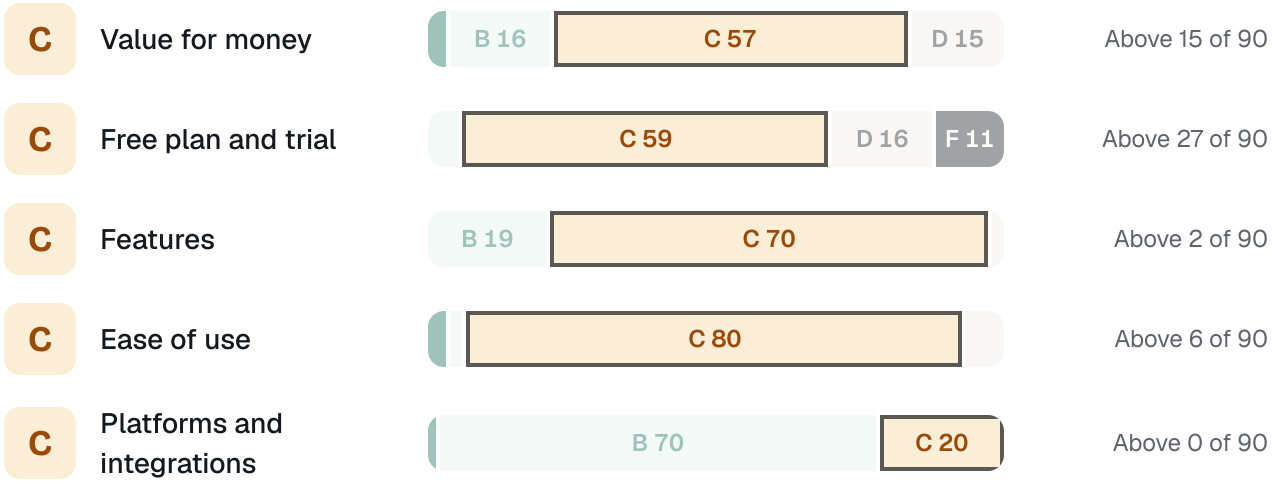
Socialinsider's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

Its paid plans start at $82.50 a month, against a middle price of $24.46 for the category: 70 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 56 tools score higher and cost less.

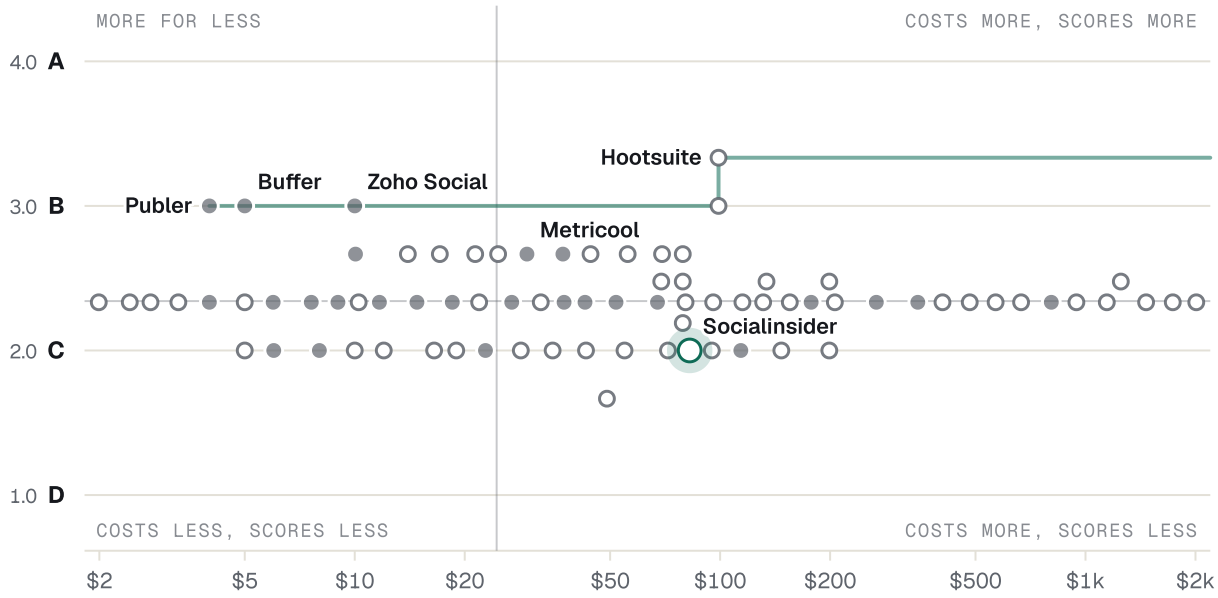
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Socialinsider'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. Socialinsider 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.

Your call

You could make the core of Socialinsider for yourself: reports.

What you would give up is listed below. Whether that is worth the price is your call. It costs $990 a year.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- × Connections that pull numbers from dozens of other services.
- × AI features, unless you pay a model provider for each request yourself.

What this rests on. Socialinsider'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



Rival IQ, Fanpage Karma, Iconosquare, Sprout Social and Dash Social

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

1.8 GPA

Rival IQ

Free trial · from $199/mo

Social media benchmarking against competitors, with reports.

Socialinsider and Rival IQ compared in full

2.4 GPA

Fanpage Karma

Free plan · from $35/mo

Social analytics, publishing and inbox in one account.

- Fanpage Karma has a free plan. Socialinsider does not, though it has a free trial.
- Fanpage Karma also covers shared inbox.

Socialinsider and Fanpage Karma compared in full



2.4
GPA

Iconosquare

Free plan · from €9/mo

Social media analytics and scheduling for brands and agencies.

- Iconosquare has a free plan. Socialinsider does not, though it has a free trial.
- Only Iconosquare lists iOS and Android apps.
- Socialinsider also covers dashboards.

Socialinsider and Iconosquare compared in full



2.2
GPA

Sprout Social

Free trial · from $79/mo

Social media management with a shared inbox, listening and reports.

- Only Sprout Social lists iOS and Android apps.
- Socialinsider also covers dashboards.
- Sprout Social also covers calendar and shared inbox.

Socialinsider and Sprout Social compared in full



1.8
GPA

Dash Social

Paid

Social media suite with Vision AI analytics and creator tools.

- Dash Social also covers calendar.

Socialinsider and Dash Social compared in full

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 Socialinsider free?

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

How much does Socialinsider cost?

Socialinsider lists 4 plans. Adapt: $82.50 per month for up to 20 accounts, billed annually ($990/year).

What platforms does Socialinsider work on?

Socialinsider is available on Web.

Does Socialinsider offer any discounts?

Socialinsider publicly lists the following: Two months off on yearly plans.

Does Socialinsider have an Android app?

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

Does Socialinsider have an iPhone app?

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

Is Socialinsider open source?

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

Who makes Socialinsider?

Socialinsider is made by a company of the same name.

What are the alternatives to Socialinsider?

The closest alternatives to Socialinsider in our directory are Rival IQ, Fanpage Karma, Iconosquare, Sprout Social and Dash Social.

How does Socialinsider compare with other social media schedulers?

Socialinsider's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

Is Socialinsider good value for money?

ToolGPA grades Socialinsider C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Socialinsider?

You could make the core of Socialinsider for yourself: reports. What you would give up is listed below.

Where this guide comes from

The prices, plans, platforms and features were read from Socialinsider's own pages on Nov 12, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Socialinsider'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 Socialinsider. Prices change, so check socialinsider.io before you buy.

socialinsider.io/pricing

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

Socialinsider, kept up to date

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

toolgpa.com/tools/socialinsider

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, "Socialinsider: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/socialinsider
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Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Socialinsider, 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 Socialinsider'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. Socialinsider is a trademark of its owner, and this guide is not made, paid for or approved by Socialinsider. Prices and plans change: check socialinsider.io before you buy.