ToolGPA

NOVEMBER 2026

Sprig

The Insider's Guide

Enterprise survey platform run by research agents



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

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

1.8

GPA

Sprig

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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 Sprig's own pages, its app-store listings and our grades. Every fact in it is on Sprig'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 8 of the 100 other website and product analytics tools we grade

Sprig is a survey and research platform aimed at enterprise teams. Agents help design studies, adapt questions while a survey runs, analyze results and write up findings. Studies can be delivered in web apps, in iOS and Android apps, by email or through external participant panels. Pricing is not published and starts with a demo.

> "
>
> **No price is published, there is no trial, and the site now speaks to enterprises.**
>
> From our report card of Sprig

To get you started, here are **7 things to know about Sprig**, taken from its own pages and our grades.

1 **Best for AI-run user research surveys**

Sprig builds user research studies with AI agents and can reach a panel, email or in-app.

2 **It runs on Web**

Web.

3 **Design agent**

Builds a study from uploaded questions or a stated goal, including branching logic, and audits wording for leading or biased questions.

4 **Adaptive fielding**

A chat-style survey that generates follow-up questions based on each participant's answers and pipes in user attributes.

5 **Analysis and synthesis agents**

The Analyze agent recommends statistical methods and runs them, and a synthesis agent turns results into research reports.

6 **A 1.8 GPA, above 8 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.

7 **Keep it**

The plain part of Sprig you could make: surveys and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Sprig at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Sprig	CATEGORY Website & Product Analytics
OUR GRADE 1.8 GPA, weak	

The report card

Best for AI-run user research surveys

Sprig builds user research studies with AI agents and can reach a panel, email or in-app. No price is published, there is no trial, and the site now speaks to enterprises.

TOOLGPA REPORT CARD	Sprig	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; it depends on response volume and capabilities via a demo, so it sits in the middle until a quote exists.
Free plan and trial	F	No free plan or self-serve trial is shown.
Features	C	Study design, adaptive follow-ups, analysis and a 300K panel, but the Analyze agent is still labelled Preview.
Ease of use	C	No store rating on record. Studies, targeting and integrations take setup.
Platforms and integrations	B	Web and mobile apps, plus Slack, Segment, Mixpanel, Amplitude, Figma, Notion, Dovetail and Zapier.
Grade point average		Weak, out of 4.0 **1.8**

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 Sprig is for

- ✓ Fits if your team runs a lot of user research
- ✓ Works for companies that need compliance paperwork such as SOC 2

Who it is not for

- ✗ Not for you if you want a price before a sales call, as none is published
- ✗ Skip it if you want a free plan or trial, as none is shown
- ✗ Watch out: the Analyze agent is labelled Preview
- ✗ Watch out: panel recruitment and incentives run through other tools such as User Interviews

Good to know

Good for

- ✓ Enterprise research teams running surveys across many products
- ✓ Product teams that trigger in-product surveys from analytics events
- ✓ Teams that want AI help designing and analyzing studies

Worth knowing

- ⓘ Pricing is not published; the page says it depends on response volume, activated capabilities and deployment environments, via a demo.
- ⓘ The site now presents the product for enterprises, and no free plan or self-serve trial is shown.
- ⓘ The Analyze agent is labeled Preview on the homepage.
- ⓘ Panel recruitment and incentives run through integrations such as User Interviews.

What it costs

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

Sprig's current pricing could not be confirmed from its own site.

> **No price is published; it depends on response volume and capabilities via a demo, so it sits in the middle until a quote exists.**
>
> From our grade for value for money

We could not confirm Sprig's current prices from its own site, so this guide lists no plans. sprig.com has them.

What it does

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

1

Place it runs: Web

Enterprise survey platform run by research agents. Here is what it does, as its own site describes it, and what it covers: AI features, surveys, reports.

> **Web and mobile apps, plus Slack, Segment, Mixpanel, Amplitude, Figma, Notion, Dovetail and Zapier.**
>
> From our grade for platforms and integrations

Design agent

Builds a study from uploaded questions or a stated goal, including branching logic, and audits wording for leading or biased questions.

Adaptive fielding

A chat-style survey that generates follow-up questions based on each participant's answers and pipes in user attributes.

Analysis and synthesis agents

The Analyze agent recommends statistical methods and runs them, and a synthesis agent turns results into research reports.

Several ways to reach people

Studies can go to a panel of 300K+ verified participants, by email, or inside web and mobile apps.

Governance and compliance

Multiple teams and access controls are supported. The site lists GDPR, HIPAA, SOC 2 Type II, CCPA and ISO certifications.

Where it runs

Web

What it works with

Slack
Segment
Mixpanel
Amplitude
Figma
Notion
Dovetail
Zapier

Sprig is made by Sprig.

Where it stands

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

8/100

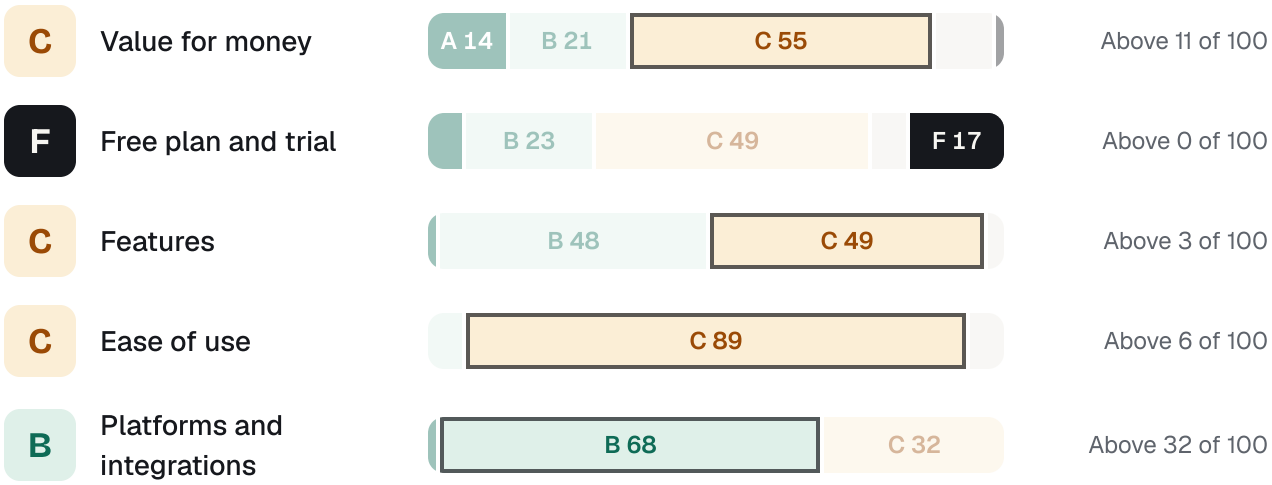
Other website and product analytics tools it is graded above

Sprig's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

It stands best on platforms and integrations (B, above 32 of 100) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Sprig you could make: surveys and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 83 of the 100 other website and product analytics tools grade higher.

What you could make

- Surveys and reports: an app builder makes these well.

What you could not

- It plugs into other products, Slack, Segment and Mixpanel among them.
- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: SOC 2 and HIPAA.

What this rests on. Sprig'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



Userflow, Product Fruits, Contentsquare, Pendo and Appcues

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

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Userflow

Free trial

No-code product onboarding, checklists and in-app AI help.

- Sprig also covers reports.
- Userflow also covers AI support agent.

Sprig and Userflow compared in full

2.2 GPA

Product Fruits

Free trial · from $111/mo

No-code user onboarding with tours, checklists and an AI agent.

- Sprig also covers reports.
- Product Fruits also covers help center and AI support agent.

Sprig and Product Fruits compared in full



2.8
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Contentsquare

Free plan · from $39/mo

Heatmaps, session replays and surveys, formerly sold as Hotjar.

- Contentsquare has a free plan. Sprig does not.
- Sprig also covers reports.
- Contentsquare also covers web analytics and session replay.

Sprig and Contentsquare compared in full



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Pendo

Free plan

Product analytics plus in-app guides, surveys and session replay.

- Pendo has a free plan. Sprig does not.
- Sprig also covers reports.
- Pendo also covers web analytics and session replay.

Sprig and Pendo compared in full



1.6
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Appcues

From $9,000/yr

In-product guides, checklists and surveys with usage analytics.

- Sprig also covers reports.
- Appcues also covers workflow automation and dashboards.

Sprig and Appcues compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Sprig free?

No. Sprig is a paid product.

What platforms does Sprig work on?

Sprig is available on Web.

Does Sprig have an Android app?

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

Does Sprig have an iPhone app?

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

Is Sprig open source?

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

What does Sprig integrate with?

Sprig's listing names Slack, Segment, Mixpanel, Amplitude, Figma, Notion, Dovetail and Zapier.

Who makes Sprig?

Sprig is made by a company of the same name.

What are the alternatives to Sprig?

The closest alternatives to Sprig in our directory are Userflow, Product Fruits, Contentsquare, Pendo and Appcues.

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

Sprig's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

Could I make my own version of Sprig?

The plain part of Sprig you could make: surveys and reports. What surrounds it you could not.

Where this guide comes from

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

sprig.com/
sprig.com/pricing
sprig.com/integrations

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

Sprig, kept up to date

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

toolgpa.com/tools/sprig

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, "Sprig: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/sprig
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Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Sprig, 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 Sprig'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. Sprig is a trademark of its owner, and this guide is not made, paid for or approved by Sprig. Prices and plans change: check sprig.com before you buy.