ToolGPA

NOVEMBER 2026

Surveypal

The Insider's Guide

Finnish survey tool and CX platform priced by responses



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

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

2.0
GPA



Transform customer feedback into growth opportunities.



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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 Surveypal's own pages, its app-store listings and our grades. Every fact in it is on Surveypal'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

2.0

GPA, above 26 of the 148 other form and survey tools we grade

Surveypal makes a survey tool and a customer experience platform, Surveypal CXM, that gathers feedback from several sources and analyzes it with AI. The survey tool has no limits on users, surveys or invitations and is priced by responses collected. The pricing page shows no figures.

To get you started, here are **8 things to know about Surveypal**, taken from its own pages and our grades.

> **No prices are published, and the free trial's length and limits are not stated.**
>
> From our report card of Surveypal

1 **Best for survey and customer feedback programmes priced by responses**

Surveypal has a survey tool with no limit on users, surveys or invitations, priced by responses collected, and a larger CXM platform.

2 **You can try it first**

Free trial offered on the pricing page; length and limits not stated

3 **It runs on Web**

Web.

4 **Survey design**

Drag-and-drop builder with multilingual surveys and advanced logic rules.

5 **Distribution channels**

Surveys go out by link, email, SMS, tablet, QR code or embed, with a feedback routing system.

6 **Reporting**

A real-time dashboard, with data that can be combined, compared or sent to a BI tool.

7 **A 2.0 GPA, above 26 of 148**

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

8 **Keep it**

The plain part of Surveypal you could make: surveys, forms and reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Surveypal at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL Free trial offered on the pricing page; length and limits not stated	RUNS ON Web
MADE BY Surveypal, since 2007	CATEGORY Forms & Surveys
OUR GRADE 2.0 GPA, fair	

The report card

Best for survey and customer feedback programmes priced by responses

Surveypal has a survey tool with no limit on users, surveys or invitations, priced by responses collected, and a larger CXM platform. No prices are published, and the free trial's length and limits are not stated. AI analysis is listed for CXM, not the survey tool.

TOOLGPA REPORT CARD | **Surveypal** | Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices are published, since the page says survey tool pricing follows the number of responses.
Free plan and trial	D	A free trial button is shown, but its length, limits and card requirement are not stated.
Features	C	Survey design, distribution, reporting and unlimited users. AI analysis, payment by invoice and a customer success manager are listed for CXM only.
Ease of use	C	No store rating on record. You build each survey yourself, or go through CXM setup.
Platforms and integrations	B	Web only, with Zendesk, Salesforce and Genesys links. No desktop or phone app is listed.

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 Surveypal is for

- ✓ Fits if you want unlimited users on a survey tool priced by responses
- ✓ Works for teams that feed survey results into Zendesk or Salesforce

Who it is not for

- ✗ Skip it if you want a published price, as there isn't one
- ✗ Watch out: the trial's length, limits and card requirement are not stated
- ✗ Too light for AI analysis in the survey tool, as that is listed for CXM
- ✗ Watch out: payment by invoice and a customer success manager appear on CXM only

Good to know

Good for

- ✓ Teams that want unlimited users and surveys and are happy to pay by response volume
- ✓ Support organizations feeding Zendesk or Genesys data into CX reporting
- ✓ Finnish and wider European customers that want an EU data center

Worth knowing

- ⓘ No prices are published; the page says survey tool pricing follows the number of responses, so pricing is unverified.
- ⓘ A free trial button is shown, but the trial length and limits are not stated.
- ⓘ Payment by invoice and a dedicated customer success manager are marked as available on CXM only in the comparison table.
- ⓘ AI analysis features are listed for Surveypal CXM; the survey tool column shows fewer.

What it costs

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

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

> **No prices are published, since the page says survey tool pricing follows the number of responses.**
>
> From our grade for value for money

We could not confirm Surveypal's current prices from its own site, so this guide lists no plans. surveypal.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

Finnish survey tool and CX platform priced by responses. Here is what it does, as its own site describes it, and what it covers: AI features, forms, surveys, reports, dashboards.

> **Survey design, distribution, reporting and unlimited users.**

From our grade for features

Survey design

Drag-and-drop builder with multilingual surveys and advanced logic rules.

Distribution channels

Surveys go out by link, email, SMS, tablet, QR code or embed, with a feedback routing system.

Reporting

A real-time dashboard, with data that can be combined, compared or sent to a BI tool.

Surveypal CXM

A separate platform that aggregates feedback from any source and applies AI text, sentiment and topic analysis.

Zendesk, Salesforce and Genesys

Integrations connect surveys and feedback with these systems, including Zendesk data channels such as email, chat and voice.

Unlimited users

Both the survey tool and CXM list unlimited users.

Where it runs

Web

What it works with

Zendesk

Salesforce

Genesys

Surveypal is made by Surveypal, and has been around since 2007.

Where it stands

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

26/148

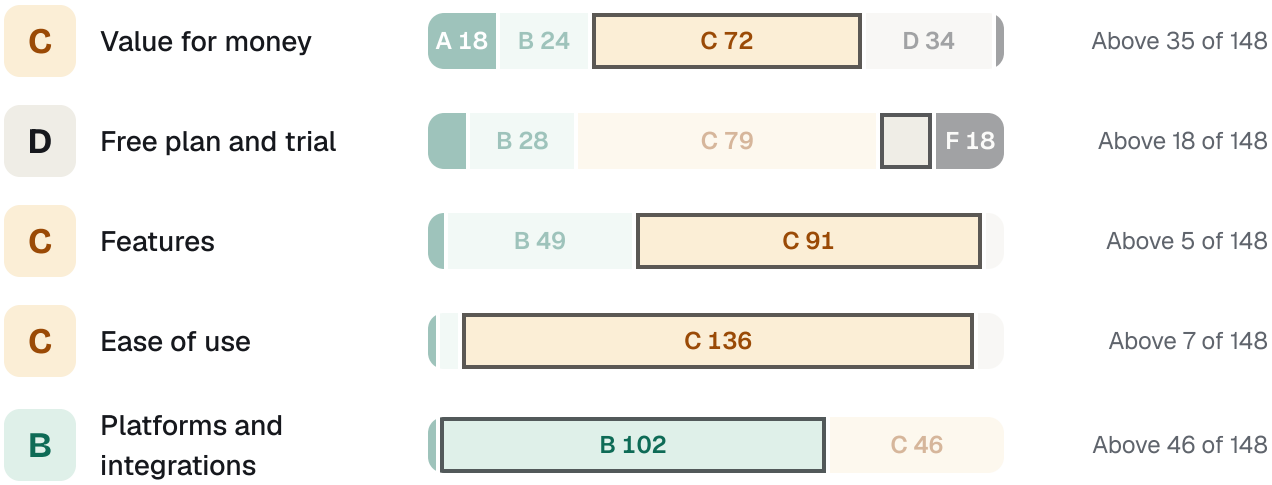
Other form and survey tools it is graded above

Surveypal's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

It stands best on platforms and integrations (B, above 46 of 148) and worst on free plan and trial (D, above 18).

Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Surveypal'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 Surveypal you could make: surveys, forms and reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 93 of the 148 other form and survey tools grade higher.

What you could make

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

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. Surveypal'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



Webropol, Netigate, Enalyzer and QuestionPro

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

1.8 GPA

Webropol

Paid

Survey and reporting platform from Finland for CX and EX.

Surveypal and Webropol compared in full

1.4 GPA

Netigate

From €7,000/yr

European feedback and experience platform sold to enterprises.

- Surveypal also covers forms.

Surveypal and Netigate compared in full

1.4 GPA

Enalyzer

From €1,545/yr

Business survey platform sold per user per year, with consulting.

Surveypal and Enalyzer compared in full

2.4
GPA

QuestionPro

Free plan · from $99/mo

Survey and market research platform with a free plan.

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

Surveypal and QuestionPro compared in full

Quick answers

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

10

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 Surveypal free?

No, Surveypal is a paid product, but you can try it first. Free trial offered on the pricing page; length and limits not stated.

What platforms does Surveypal work on?

Surveypal is available on Web.

Does Surveypal have an Android app?

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

Does Surveypal have an iPhone app?

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

Is Surveypal open source?

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

What does Surveypal integrate with?

Surveypal's listing names Zendesk, Salesforce and Genesys. A listing names up to eight integrations, so it may connect to more.

Who makes Surveypal?

Surveypal is made by a company of the same name. It dates from 2007.

What are the alternatives to Surveypal?

The closest alternatives to Surveypal in our directory are Webropol, Netigate, Enalyzer and QuestionPro.

How does Surveypal compare with other form and survey tools?

Surveypal's GPA of 2.0 is higher than 26 of the 148 other form and survey tools we grade, and level with 29.

Could I make my own version of Surveypal?

The plain part of Surveypal you could make: surveys, forms and reports.

Where this guide comes from

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

surveypal.com/pricing/
surveypal.com/
surveypal.com/about-us/

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

Surveypal, kept up to date

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

toolgpa.com/tools/surveypal

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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