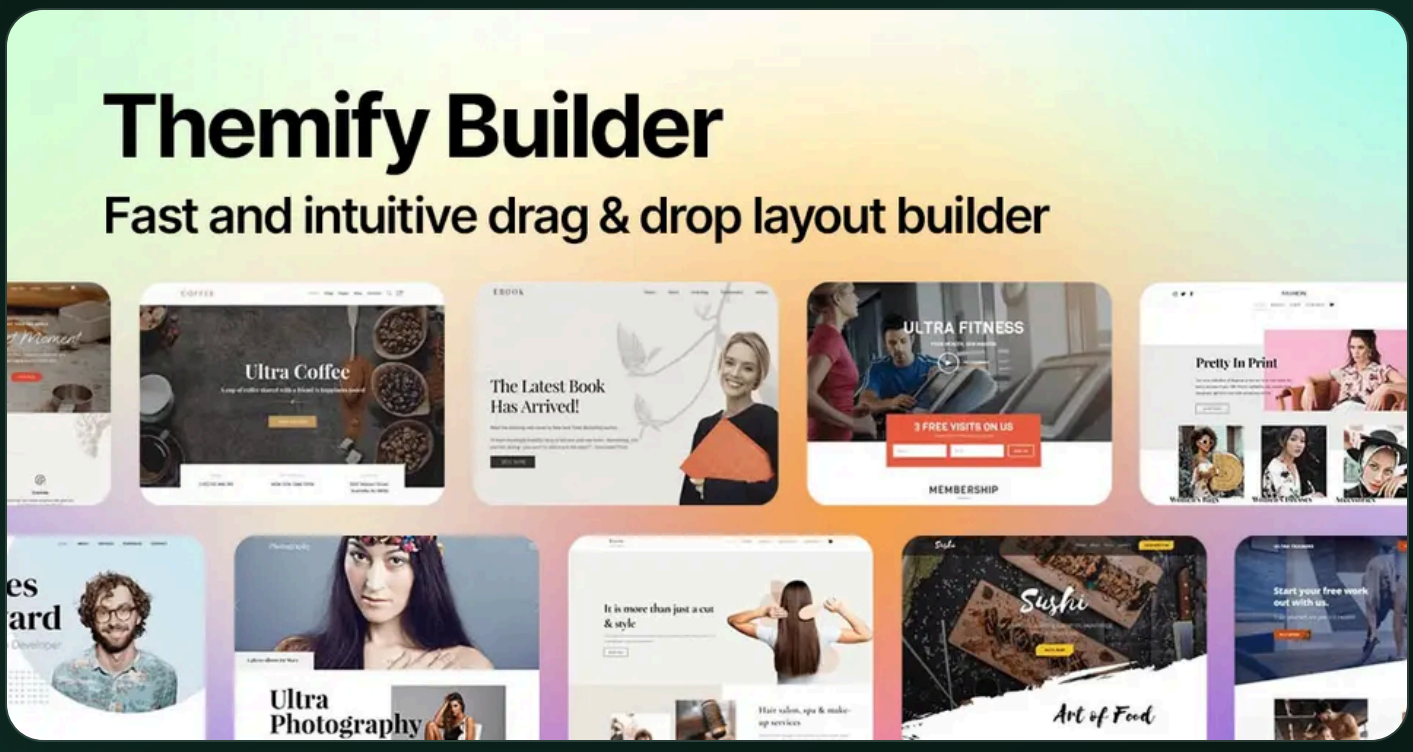
ToolGPA

NOVEMBER 2026

Themify Builder

The Insider's Guide

Drag-and-drop layout builder for WordPress, in a Themify club



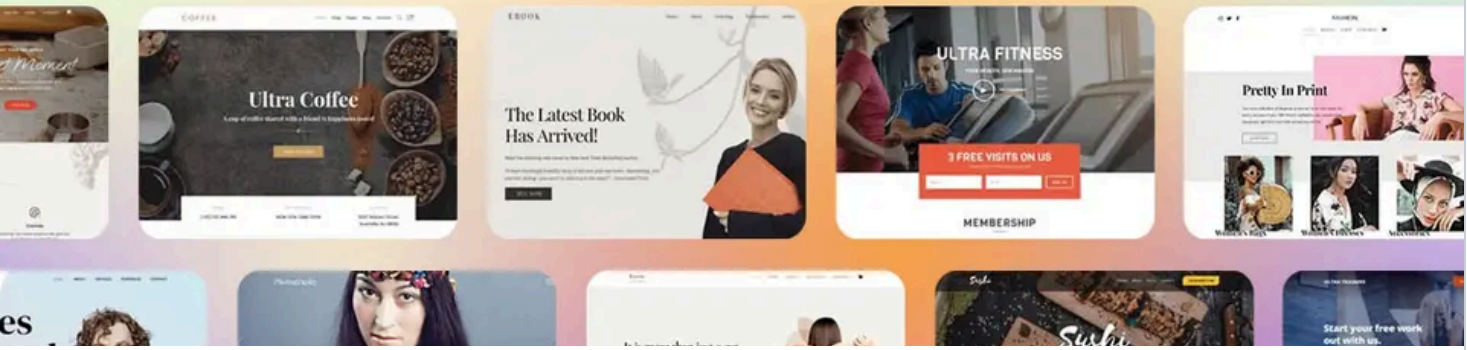
Every plan, grade, refund rule and rival among website and landing page builders, read from Themify Builder's own pages.

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

2.0
GPA

Themify Builder

Fast and intuitive drag & drop layout builder



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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 Themify Builder's own pages, its app-store listings and our grades. Every fact in it is on Themify Builder'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 16 of the 104 other website and landing page builders we grade

Themify Builder is a visual page builder for WordPress with frontend and backend editing modes, responsive styling and a library of predesigned layouts. It is sold as part of a Themify membership that covers the company's themes, plugins and builder addons, rather than as a separate product.

> "
>
> **You build pages from rows and modules inside WordPress.**
>
> From our grade for ease of use

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

1 **Best for a WordPress page builder sold inside a theme club**

It has no separate price and no free edition, and theme templates for headers and footers come from a different product, Builder Pro.

2 **Paid plans start at $7.42 a month when paid by the year**

As its pricing page puts it: $89 per year for all Themify products.

3 **It runs on Web**

Web.

4 **Frontend and backend editing**

Layouts can be edited live on the page or in a backend mode, with inline text editing and floating or docked panels.

5 **Responsive styling**

Grids and styling are set separately for desktop, tablet and mobile.

6 **Predesigned layouts**

Hundreds of layouts for sectors such as restaurants, salons, fashion and software can be imported and edited.

7 **A 2.0 GPA, above 16 of 104**

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

8 **Keep it**

To replace Themify Builder you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Themify Builder at a glance

PRICING Paid, from $89 per year for all Themify products	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Themify, since 2010	CATEGORY Website & Landing Page Builders
OUR GRADE 2.0 GPA, fair	

The report card

Best for a WordPress page builder sold inside a theme club

Themify Builder is a WordPress page builder with front-end and back-end editing, sold inside the Themify membership of themes, plugins and add-ons. It has no separate price and no free edition, and theme templates for headers and footers come from a different product, Builder Pro.

TOOLGPA REPORT CARD

Themify Builder

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$89 a year for the whole club on unlimited sites, or $249 once, which is under two years of the category's middle subscription ($288).
Free plan and trial	F	No free edition or trial appeared on the pages read.
Features	C	Front-end and back-end editing, responsive styling and prebuilt layouts. Theme-building templates need Builder Pro.
Ease of use	C	No rating on record. You build pages from rows and modules inside WordPress.
Platforms and integrations	B	Web only, as a WordPress plugin, with WooCommerce, YouTube and Vimeo.

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 Themify Builder is for

- ✓ Fits if you want themes and a builder from one maker on a single yearly fee
- ✓ Works for people who build many WordPress sites

Who it is not for

- ✕ Skip it if you want a builder on its own, because no separate price appeared on the pages read
- ✕ Not for you if you want to try it free, as no free edition was found
- ✕ Watch out: headers, footers and product templates come from Builder Pro
- ✕ Watch out: it runs only inside WordPress

Good to know

Good for

- ✓ WordPress users who want builder, themes and plugins on one license
- ✓ Freelancers building many client sites on a flat fee

Worth knowing

- ⓘ The builder is presented as available with Themify themes and the membership; no separate builder price or free edition appeared on the pages read.
- ⓘ It runs only inside WordPress.
- ⓘ Theme-building templates for headers, footers and products come from Builder Pro, a separate product in the club.

PART 02 · PRICING

What it costs

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

$7.42

A month to start, paid by the year

Themify Builder is a paid product, starting at $89 per year for all Themify products.

> **No free edition or trial appeared on the pages read.**

From our grade for free plan and trial

MASTER CLUB

$89

per year

One year of access and support for all Themify products on unlimited sites, including 42 themes and Builder Pro.

LIFETIME CLUB

$249

one-time

Lifetime access and support for all Themify products, on unlimited personal or commercial projects.

Read from themify.me on Nov 13, 2026.

Ways to pay less

LIFETIME LICENSE

Lifetime Club, one payment

A single $249 payment replaces the $89 yearly Master Club, with lifetime access and support for all Themify products.

Stated on themify.me

OTHER SAVINGS

30-day money-back guarantee

The pricing page offers a 30-day risk-free refund on membership purchases.

Stated on themify.me

What it does

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

1

Place it runs: Web

Drag-and-drop layout builder for WordPress, in a Themify club. Here is what it does, as its own site describes it, and what it covers: one-time purchase, templates, no-code, online store.

"

Front-end and back-end editing, responsive styling and prebuilt layouts.

From our grade for features

Frontend and backend editing

Layouts can be edited live on the page or in a backend mode, with inline text editing and floating or docked panels.

Responsive styling

Grids and styling are set separately for desktop, tablet and mobile.

Predesigned layouts

Hundreds of layouts for sectors such as restaurants, salons, fashion and software can be imported and edited.

Row backgrounds

Rows take color, gradient, image, slider, parallax, zooming and video backgrounds, with overlays and frames.

Builder Pro and addons

The membership adds Builder Pro for header, footer and product templates, plus 25 Builder Addons including WooCommerce and contact modules.

Where it runs

Web

What it works with

WooCommerce

YouTube

Vimeo

Themify Builder is made by Themify, and has been around since 2010.

Where it stands

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

16/104

Other website and landing page builders it is graded above

Themify Builder's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

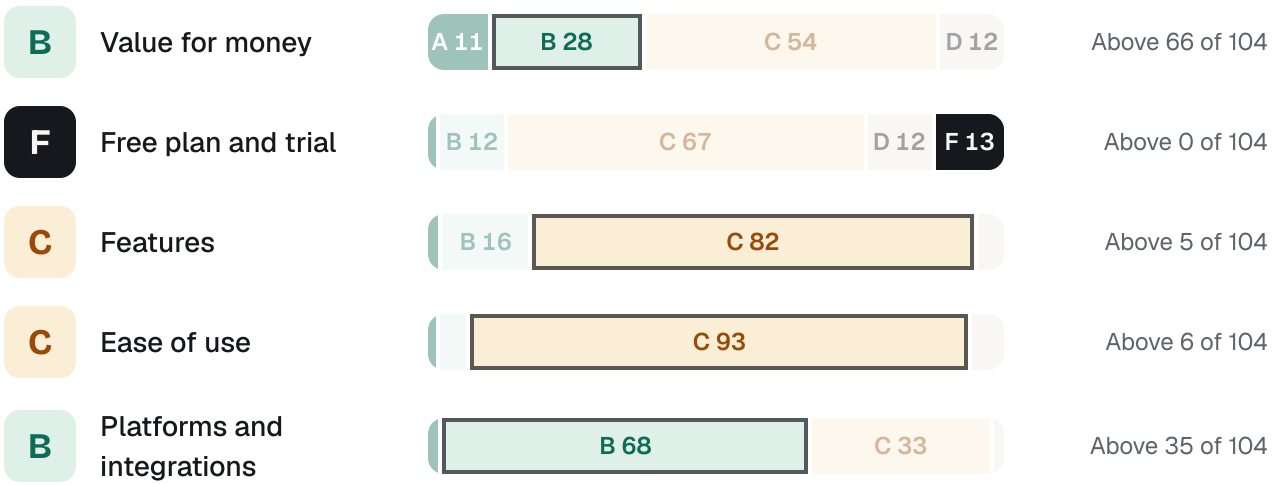
It stands best on value for money (B, above 66 of 104) and worst on free plan and trial (F, above 0).

Its paid plans start at $7.42 a month when paid by the year, against a middle price of $11.50 for the category: 26 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

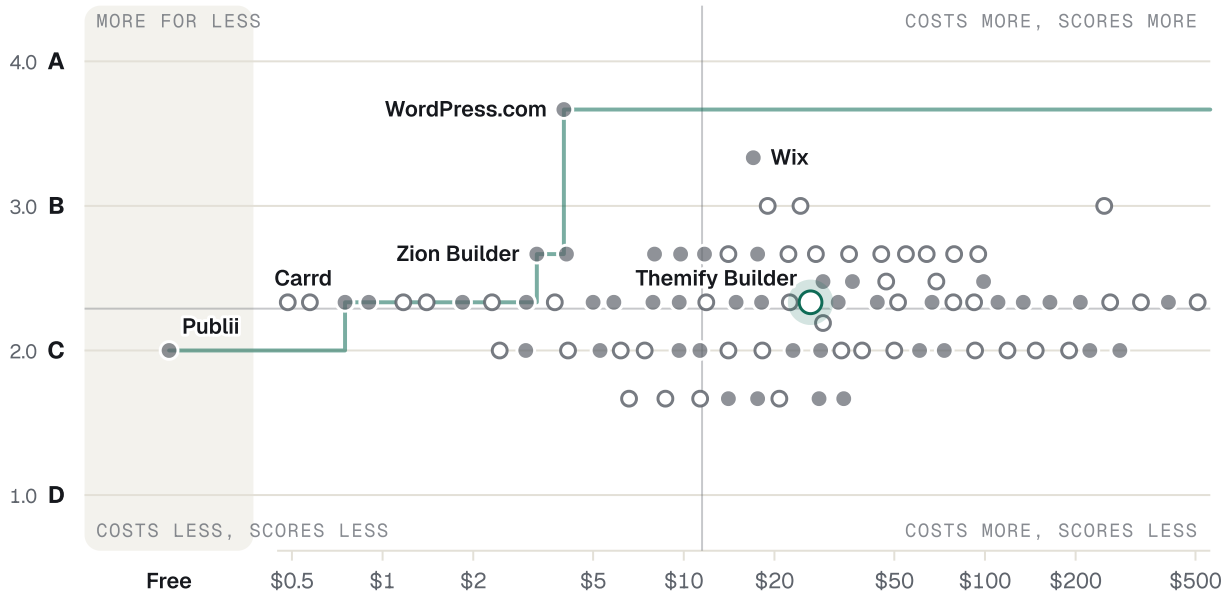
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Themify Builder's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. Themify Builder 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

To replace Themify Builder you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 65 of the 104 other website and landing page builders grade higher. It costs $89 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- A builder that other people can use without writing code.

	✕ Checkout, card payments and sales tax handled for you.

What this rests on. Themify Builder’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



Elementor, Beaver Builder, Divi, Brizy and WPBakery

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

2.2 GPA

Elementor

Free plan · from $5/mo

Drag-and-drop page builder plugin and hosting for WordPress.

- Elementor has a free plan. Themify Builder does not.
- Themify Builder can be bought with a one-time purchase.
- Themify Builder also covers online store.

Themify Builder and Elementor compared in full

1.6 GPA

Beaver Builder

From $89/yr

Drag-and-drop page builder plugin and theme for WordPress.

- Themify Builder can be bought with a one-time purchase.

Themify Builder and Beaver Builder compared in full



2.0
GPA

Divi

From $89/yr

WordPress theme and visual builder sold as a yearly or lifetime plan.

- Themify Builder also covers online store.

Themify Builder and Divi compared in full



2.0
GPA

Brizy

Free trial · from $19/mo

Drag-and-drop builder as a hosted platform or WordPress plugin.

- Themify Builder can be bought with a one-time purchase.
- Themify Builder also covers online store.
- Brizy also covers forms and popups.

Themify Builder and Brizy compared in full



2.2
GPA

WPBakery

From $82 one-time

Drag-and-drop page builder plugin for WordPress, sold once.

Themify Builder and WPBakery compared in full

Quick answers

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

13

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 Themify Builder free?

No. Themify Builder is a paid product, starting at $89 per year for all Themify products.

How much does Themify Builder cost?

Themify Builder lists 2 plans. Master Club: $89 per year.

What platforms does Themify Builder work on?

Themify Builder is available on Web.

Does Themify Builder offer any discounts?

Themify Builder publicly lists the following: Lifetime Club, one payment; 30-day money-back guarantee.

Does Themify Builder have an Android app?

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

Does Themify Builder have an iPhone app?

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

Is Themify Builder open source?

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

What does Themify Builder integrate with?

Themify Builder's listing names WooCommerce, YouTube and Vimeo. A listing names up to eight integrations, so it may connect to more.

Who makes Themify Builder?

Themify Builder is made by Themify. It dates from 2010.

What are the alternatives to Themify Builder?

The closest alternatives to Themify Builder in our directory are Elementor, Beaver Builder, Divi, Brizy and WPBakery.

How does Themify Builder compare with other website and landing page builders?

Themify Builder's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

Is Themify Builder good value for money?

ToolGPA grades Themify Builder B for value for money. Its paid plans start at $7.42 a month when paid by the year, against a middle price of $11.50 for the category: 26 of the 89 others that charge start lower.

Could I make my own version of Themify Builder?

To replace Themify Builder you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from Themify Builder'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 Themify'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 Themify. Prices change, so check themify.me before you buy.

themify.me/pricing

themify.me/builder

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

Themify Builder, kept up to date

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

toolgpa.com/tools/themify-builder

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, "Themify Builder: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/themify-builder
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Know someone choosing between website and landing page builders?

Send them this guide: toolgpa.com/tools/themify-builder/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Website & Landing Page Builders Insider's Guide

Every one of the 106 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

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

2.8 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 Themify Builder'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. Themify Builder is a trademark of its owner, and this guide is not made, paid for or approved by Themify. Prices and plans change: check themify.me before you buy.