ToolGPA

NOVEMBER 2026

Trustindex

The Insider's Guide

Review widgets, review requests and rich snippets for sites



Every plan, grade, refund rule and rival among customer review tools, read from Trustindex's own pages.

Made by Trustindex Ltd. · checked Nov 12, 2026 · toolgpa.com

2.6
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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 Trustindex's own pages, its app-store listings and our grades. Every fact in it is on Trustindex'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

2.6

GPA, above 55 of the 63 other customer review tools we grade

Trustindex pulls reviews from 133 platforms, including Google, Facebook, Tripadvisor and Yelp, into embeddable widgets, and also offers social feed widgets. It can collect new reviews through email campaigns, QR codes and NFC cards, and helps reply to them. A free package exists, and paid plans are priced per year by the number of companies.

> "
>
> **You connect each review source and set up the widget.**
>
> From our grade for ease of use

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

1 **Best for review widgets for your own website**

Trustindex shows reviews from sites such as Google on your own website through widgets, with review requests and rich snippets.

2 **Paid plans start at $5.42 a month when paid by the year**

As its pricing page puts it: $65 per year for 1 company (about $5.42 a month).

3 **There is a free plan**

A free package can be used forever; the pricing page marks which widget and collection features are paid-only.

4 **It runs on Web**

Web.

5 **Review widgets**

36 widget layouts, including sliders, grids, badges and popups, show reviews from 133 platforms and refresh automatically.

6 **Review collection**

Send review requests by email campaign, QR code, NFC card or an integration, with a filter that routes negative feedback privately.

7 **Rich snippets**

Review markup that can make star ratings eligible to appear in Google results for the page.

8 **A 2.6 GPA, above 55 of 63**

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

9 **Keep it**

To replace Trustindex you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Trustindex at a glance

PRICING
Free plan, from $65 per year for 1 company (about $5.42 a month)

FREE PLAN
Yes

FREE TRIAL
7-day free trial of all paid features, then the free package

RUNS ON
Web

MADE BY
Trustindex Ltd.

CATEGORY
Customer Review Tools

OUR GRADE
2.6 GPA, good

The report card

Best for review widgets for your own website

Trustindex shows reviews from sites such as Google on your own website through widgets, with review requests and rich snippets. A paid plan starts at $65 a year for one company, but the limits of the free package are not spelled out and some listed features are still in progress.

TOOLGPA REPORT CARD

Trustindex

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Single is $65 a year for 1 company, about $5.42 a month, which is under 60% of the $19 where review tools start. Pro is $125 for 5 companies and Ultimate $349 for unlimited.
Free plan and trial	C	A free package is usable forever and the paid plans have a 7-day trial. The page marks which features are paid only, but the caps are not on record.
Features	C	Review widgets, collection, rich snippets, AI replies and tagging, social feeds and translation. Video reviews and SMS collection are marked as in progress.
Ease of use	C	No store rating on record. You connect each review source and set up the widget.
Platforms and integrations	B	Web, with Shopify, WooCommerce, HubSpot, Salesforce, Mailchimp, Klaviyo, Zapier and Make. No desktop or phone app.

Grade point average — Good, out of 4.0 **2.6**

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 Trustindex is for

- ✓ Fits if you want Google reviews shown on your website for $65 a year
- ✓ Works for agencies, as Ultimate covers unlimited companies at $349 a year

Who it is not for

- ✗ Tight if you stay free, as the paid-only features are marked on the pricing page
- ✗ Pricey if you want automatic AI replies, an add-on at $29 per source a year
- ✗ Watch out: some listed features, such as video reviews and SMS collection, are marked as in progress
- ✗ Watch out: a Google Review Strategy Program with a success manager is sold separately at $299
- ✗ Skip it if you want a phone or desktop app, as only web is listed

Good to know

Good for

- ✓ Small sites that want Google reviews displayed on a page
- ✓ Agencies managing review widgets for many client companies
- ✓ Businesses that collect reviews with QR codes or NFC cards

Worth knowing

- ⓘ Paid plans differ by number of companies (1, 5 or unlimited); other limits are the same.
- ⓘ Automatic AI replies are an add-on at $29 per source per year.
- ⓘ A Google Review Strategy Program with a customer success manager is sold separately at $299.
- ⓘ Some listed features, such as video reviews and SMS collection, are marked as in progress.

PART 02 · PRICING

What it costs

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

$5.42

A month to start, paid by the year.
There is a free plan too

Trustindex has a free plan. Paid plans start at $65 per year for 1 company (about $5.42 a month).

> **The page marks which features are paid only, but the caps are not on record.**
>
> From our grade for free plan and trial

SINGLE

$65

per year for 1 company

Unlimited websites, widgets, views and reviews, 133 review platforms, AI-translated reviews and priority support.

PRO

$125

per year for 5 companies

Same features as Single for up to 5 companies; the page shows $10.42 a month as the monthly equivalent.

ULTIMATE

$349

per year for unlimited companies

Same features as Single for unlimited companies, aimed at organizations and agencies; $29.08 a month equivalent.

The free plan

A free package can be used forever; the pricing page marks which widget and collection features are paid-only.

Trying it first

7-day free trial of all paid features, then the free package

Read from trustindex.io on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

30-day money-back guarantee

The pricing page says a refund is available if requested within 30 days of purchase.

Stated on trustindex.io

What it does

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

1

Place it runs: Web

Review widgets, review requests and rich snippets for sites. Here is what it does, as its own site describes it, and what it covers: AI features, email campaigns, qR codes, review collection, schema markup.

> **Review widgets, collection, rich snippets, AI replies and tagging, social feeds and translation.**
>
> From our grade for features

Review widgets

36 widget layouts, including sliders, grids, badges and popups, show reviews from 133 platforms and refresh automatically.

Review collection

Send review requests by email campaign, QR code, NFC card or an integration, with a filter that routes negative feedback privately.

Rich snippets

Review markup that can make star ratings eligible to appear in Google results for the page.

AI replies and tagging

Draft replies to reviews with AI on any of the 133 platforms. Automatic replies are an add-on at $29 per source per year.

Social feed widgets

Show Instagram, TikTok, YouTube, Twitter/X and other feeds in slider, grid or masonry layouts.

Translation

Reviews can be translated by AI into 52 languages, and widgets are available in 59 languages.

Where it runs

Web

What it works with

Shopify
WooCommerce
HubSpot
Salesforce
Mailchimp
Klaviyo
Zapier
Make

Trustindex is made by Trustindex Ltd.

Where it stands

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

55/63

Other customer review tools it is graded above

Trustindex's GPA of 2.6 is higher than 55 of the 63 other customer review tools we grade, and level with 4.

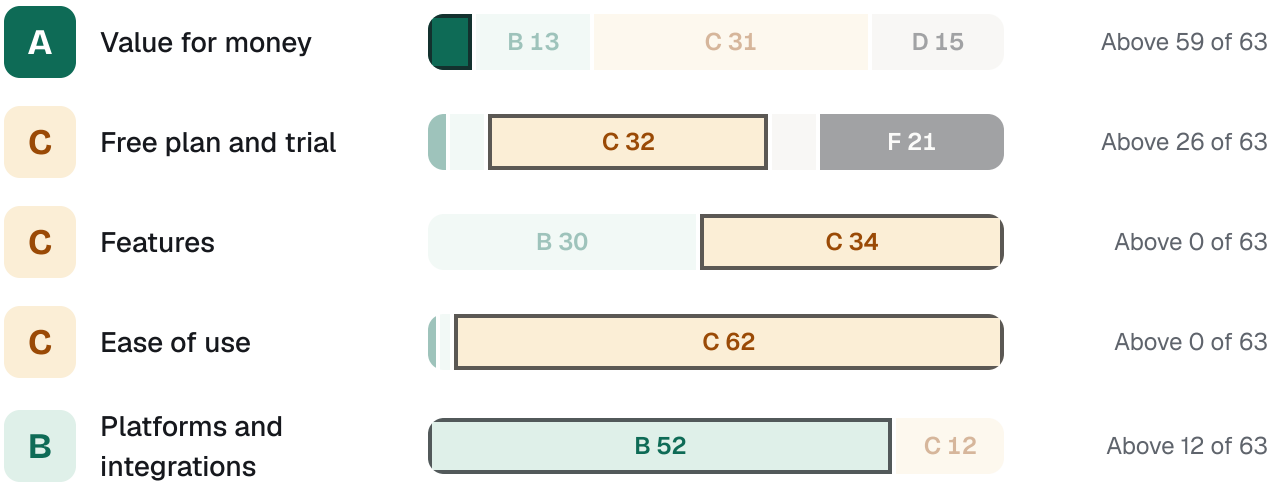
It stands best on value for money (A, above 59 of 63) and worst on features (C, above 0).

Its paid plans start at $5.42 a month when paid by the year, against a middle price of $29 for the category: 4 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

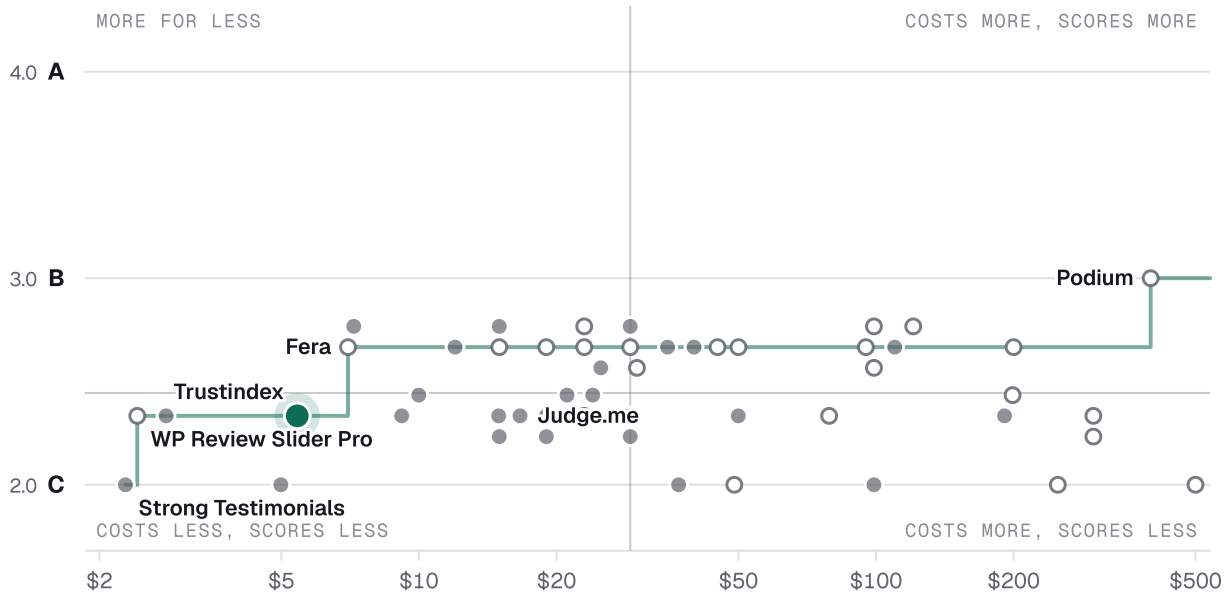
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Trustindex's own letter is outlined.



Price against what you get

Each dot is one of 51 customer review tools. Further left costs less; higher up scores better on features, ease of use and platforms. Trustindex 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 Trustindex you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 55 of the 63 other customer review tools we grade. It costs $65 a year.

What you could make

- Review collection, qR codes and schema markup: an app builder makes these well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.
- It plugs into other products, Shopify, WooCommerce and HubSpot among them.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.

What this rests on. Trustindex'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



EmbedSocial, REVIEWS.io, Grade.us, GatherUp and Senja

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

2.2 GPA

EmbedSocial

Free plan · from $24/mo

Widgets that show Google, Facebook and other reviews on any website.

- Trustindex also covers email campaigns, qR codes and schema markup.

Trustindex and EmbedSocial compared in full

2.6 GPA

REVIEWS.io

Free trial · from $23/mo

Product and company reviews for online stores, priced by invites.

- Trustindex has a free plan. REVIEWS.io does not, though it has a free trial.
- Trustindex also covers email campaigns, qR codes and schema markup.
- REVIEWS.io also covers surveys.

Trustindex and REVIEWS.io compared in full



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Grade.us

Free trial · from $99/mo

White-label review management for agencies and local businesses.

- Trustindex has a free plan. Grade.us does not, though it has a free trial.
- Trustindex also covers email campaigns, qR codes and schema markup.
- Grade.us also covers reports.

Trustindex and Grade.us compared in full



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GPA

GatherUp

Free trial · from $99/mo

Review requests, NPS surveys and review monitoring per location.

- Trustindex has a free plan. GatherUp does not, though it has a free trial.
- Trustindex also covers email campaigns, qR codes and schema markup.
- GatherUp also covers surveys and reports.

Trustindex and GatherUp compared in full



2.4
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Senja

Free plan · from $29/mo

Collect, manage and show customer testimonials.

- Only Senja lists a browser extension.
- Trustindex also covers email campaigns and qR codes.

Trustindex and Senja compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Trustindex free?

Trustindex has a free plan. A free package can be used forever; the pricing page marks which widget and collection features are paid-only.

How much does Trustindex cost?

Trustindex lists 3 plans. Single: $65 per year for 1 company.

What platforms does Trustindex work on?

Trustindex is available on Web.

Does Trustindex offer any discounts?

Trustindex publicly lists the following: 30-day money-back guarantee.

Does Trustindex have an Android app?

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

Does Trustindex have an iPhone app?

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

Is Trustindex open source?

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

What does Trustindex integrate with?

Trustindex's listing names Shopify, WooCommerce, HubSpot, Salesforce, Mailchimp, Klaviyo, Zapier and Make.

Does Trustindex have a free trial?

Yes. 7-day free trial of all paid features, then the free package.

Who makes Trustindex?

Trustindex is made by Trustindex Ltd.

What are the alternatives to Trustindex?

The closest alternatives to Trustindex in our directory are EmbedSocial, REVIEWS.io, Grade.us, GatherUp and Senja.

How does Trustindex compare with other customer review tools?

Trustindex's GPA of 2.6 is higher than 55 of the 63 other customer review tools we grade, and level with 4.

Is Trustindex good value for money?

ToolGPA grades Trustindex A for value for money. Its paid plans start at $5.42 a month when paid by the year, against a middle price of $29 for the category: 4 of the 50 others that charge start lower.

Could I make my own version of Trustindex?

To replace Trustindex you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

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

trustindex.io/prices/

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

Trustindex, kept up to date

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

toolgpa.com/tools/trustindex

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, "Trustindex: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/trustindex
```

Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Trustindex, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Common Ninja Insider's Guide

No-code embeddable widgets, including review and testimonial walls

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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 Trustindex'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. Trustindex is a trademark of its owner, and this guide is not made, paid for or approved by Trustindex Ltd. Prices and plans change: check trustindex.io before you buy.