ToolGPA

NOVEMBER 2026

TrustMate

The Insider's Guide

Online store and company reviews with invitations and widgets



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

Made by TrustMate S.A. · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from TrustMate's own pages, its app-store listings and our grades. Every fact in it is on TrustMate'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

2.2

GPA, above 28 of the 63 other customer review tools we grade

TrustMate collects verified company and product reviews for online stores by sending automated invitations after an order, then shows them in widgets and as Google star ratings. Higher packages add AI hints for reviewers, surveys, a Q&A module and multi-market collection in over 20 languages.

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

> "
>
> **You install a connector for your shop, set up invitations and widgets, and pick between three packages.**
>
> From our grade for ease of use

1 **Best for verified store reviews in Europe**

TrustMate collects store and product reviews by invitation and shows them in widgets and Google star ratings.

2 **Paid plans start at $23 a month**

As its pricing page puts it: $23 per month for 100 invitations (billing term not shown).

3 **You can try it first**

90-day free trial of TrustPro, 150 invitation emails

4 **It runs on Web**

Web.

5 **Automated review invitations**

Sends invitations after orders, with instant reviews collected on the order confirmation page.

6 **Widgets and Google Stars**

Embeddable widgets pass microdata to search engines so star ratings can appear in results.

7 **TrustCare**

Lets a store talk privately with an unhappy customer while the review stays public.

8 **A 2.2 GPA, above 28 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**

The plain part of TrustMate you could make: review collection and surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

TrustMate at a glance

PRICING
Free trial, from $23 per month for 100 invitations (billing term not shown)

FREE PLAN
No

FREE TRIAL
90-day free trial of TrustPro, 150 invitation emails

RUNS ON
Web

MADE BY
TrustMate S.A.

CATEGORY
Customer Review Tools

OUR GRADE
2.2 GPA, fair

The report card

Best for verified store reviews in Europe

TrustMate collects store and product reviews by invitation and shows them in widgets and Google star ratings. Entry is $23 a month for 100 invitations. Product reviews, most widgets and A/B testing sit on dearer plans, and the pricing page doesn't say whether the monthly prices assume annual billing.

TOOLGPA REPORT CARD — **TrustMate** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	TrustGO is $23 a month for 100 invitations, between the $15 cheaper-quarter start and the $29 middle for review tools. Product reviews and A/B testing start at TrustBOOST, $47; surveys and Q&A need $103.
Free plan and trial	C	A 90-day free trial of the top package with 150 invitation emails. A card is not mentioned, but there is no free plan after it ends.
Features	C	Invitations, widgets, Google Stars, a private chat with unhappy customers and, higher up, surveys, NPS and Q&A. Several modules are labelled new, and the entry plan has no product reviews, all widgets or A/B testing.
Ease of use	C	No store rating on record. You install a connector for your shop, set up invitations and widgets, and pick between three packages.
Platforms and integrations	B	Plugins for Shopify, WooCommerce, Magento, PrestaShop, Wix, Shoper, IdoSell and BaseLinker, plus a public API. Web only, with no desktop or phone app.

Grade point average

Fair, out of 4.0 **2.2**

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 TrustMate is for

- ✓ Fits if you run an online store in Poland or elsewhere in Europe and want verified reviews
- ✓ Works for stores selling in several markets that want reviews in many languages

Who it is not for

- ✗ Tight if you send more than 100 invitations a month, as each plan has an invitation cap
- ✗ Skip it if you need product reviews on the cheapest plan: they start at TrustBOOST, $47
- ✗ Watch out: the pricing page does not say if the shown prices assume annual billing
- ✗ Watch out: surveys, NPS, Q&A and AI hints are on the $103 plan only
- ✗ Watch out: some modules are labelled new or hot, so check they are live before you pay

Good to know

Good for

- ✓ Online stores in Poland and elsewhere in Europe that want verified reviews
- ✓ Stores selling in several markets that want reviews in many languages

Worth knowing

- ⓘ The pricing page does not state whether the displayed monthly prices assume annual billing.
- ⓘ Each package has an invitation cap, so volume affects the plan you need.
- ⓘ Product reviews, widgets and A/B testing are not in the entry TrustGO package.
- ⓘ Several modules named in the plans are labelled new or hot, so check current availability.

What it costs

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

$23
A month to start

TrustMate is a paid product with a free trial, starting at $23 per month for 100 invitations (billing term not shown).

> **A card is not mentioned, but there is no free plan after it ends.**
>
> From our grade for free plan and trial

TRUSTGO

$23

per month, 100 invitations (billing term not shown)

Company reviews, widgets, Google Stars, reports, instant reviews, a reputation manager and a company profile page.

TRUSTBOOST

$47

per month (billing term not shown)

TrustGO plus automated comments, review tagging, all widgets, product reviews, photo and video collection and A/B testing.

TRUSTPRO

$103

per month, 2,000 invitations (billing term not shown)

Adds AI dynamic hints, a Q&A module, Google Shopping stars, surveys with NPS and collection across markets.

Trying it first

90-day free trial of TrustPro, 150 invitation emails

Read from trustmate.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 18% with annual payment

The pricing page says choosing annual payment saves 18% against paying monthly.

Stated on trustmate.io

What it does

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

1

Place it runs: Web

Online store and company reviews with invitations and widgets. Here is what it does, as its own site describes it, and what it covers: public API, AI features, surveys, a/B testing, review collection.

> **Invitations, widgets, Google Stars, a private chat with unhappy customers and, higher up, surveys, NPS and Q&A.**
>
> From our grade for features

Automated review invitations

Sends invitations after orders, with instant reviews collected on the order confirmation page.

Widgets and Google Stars

Embeddable widgets pass microdata to search engines so star ratings can appear in results.

TrustCare

Lets a store talk privately with an unhappy customer while the review stays public.

AI hints for reviewers

Suggests talking points while customers write, to produce more detailed reviews; included from TrustPRO.

Surveys, NPS and Q&A

Survey and NPS modules and a product Q&A module, available on the top package.

Store platform connectors

Plugins for Shopify, WooCommerce, Magento, PrestaShop, Wix, Shoper, IdoSell and BaseLinker.

Where it runs

Web

What it works with

Shopify · WooCommerce · Magento · PrestaShop · Wix · BaseLinker · Shoper · IdoSell

TrustMate is made by TrustMate S.A.

Where it stands

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

28/63

Other customer review tools it is graded above

TrustMate's GPA of 2.2 is higher than 28 of the 63 other customer review tools we grade, and level with 6.

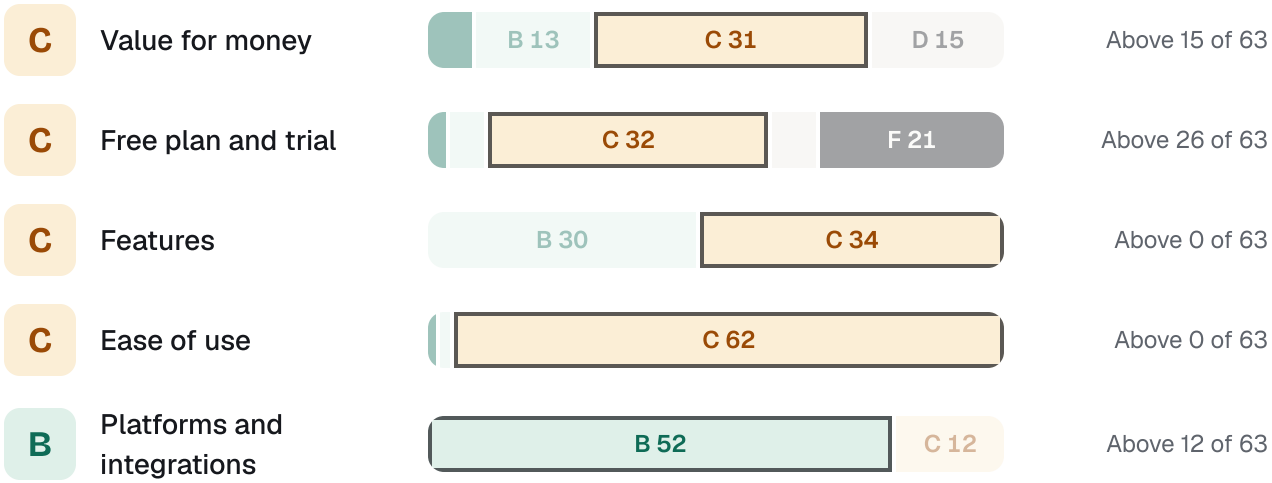
It stands best on platforms and integrations (B, above 12 of 63) and worst on features (C, above 0).

Its paid plans start at $23 a month, against a middle price of $29 for the category: 19 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 6 tools score higher and cost less.

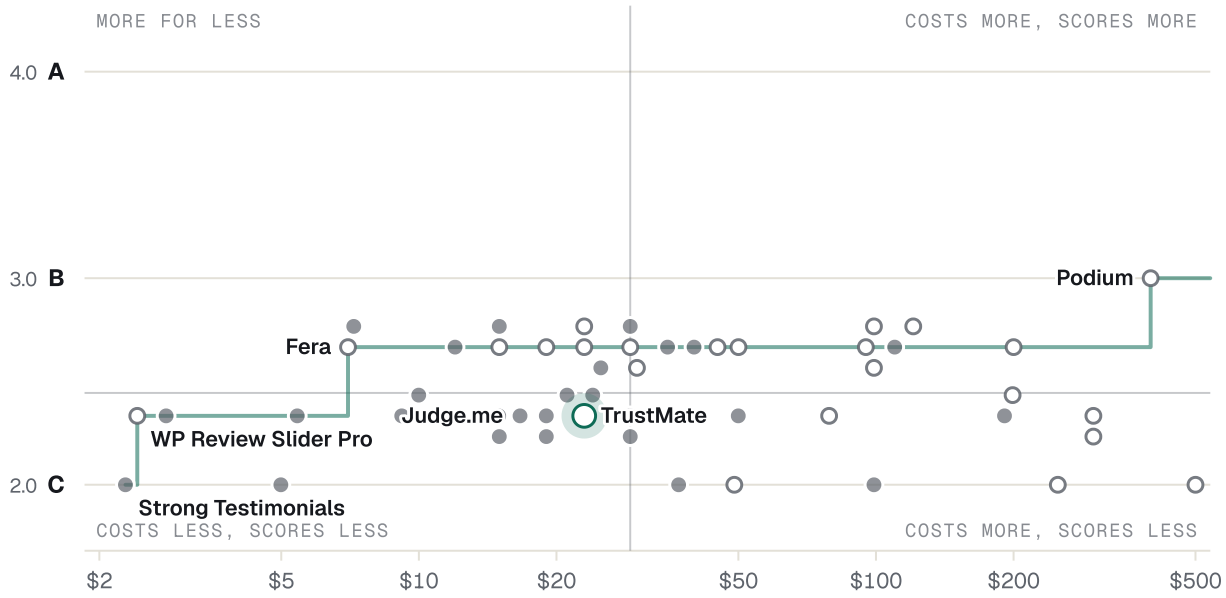
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. TrustMate'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. TrustMate 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

The plain part of TrustMate you could make: review collection and surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It costs $276 a year.

What you could make

- Review collection and surveys: an app builder makes these well.

What you could not

- Splitting visitors between versions and telling you which won.

- It plugs into other products, Shopify, WooCommerce and Magento among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.

What this rests on. TrustMate'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



Trusted Shops, eKomi, Kiyoh, Feefo and REVIEWS.io

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

2.0 GPA

Trusted Shops

Paid

Trustmark, buyer protection and reviews for online shops.

- TrustMate also covers surveys and a/B testing.
- Trusted Shops also covers reports.

TrustMate and Trusted Shops compared in full

E

2.0 GPA

eKomi

Paid

Transaction-verified customer reviews, quoted by volume.

- TrustMate also covers surveys and a/B testing.
- eKomi also covers reports.

TrustMate and eKomi compared in full



1.8
GPA

Kiyoh

Paid

Verified customer reviews for Dutch online stores, with Google stars.

- TrustMate also covers surveys and a/B testing.
- Kiyoh also covers online store and AI search visibility.

TrustMate and Kiyoh compared in full

1.8
GPA

Feefo

From $200/mo

Verified customer reviews for products and services.

- TrustMate also covers a/B testing.
- Feefo also covers reports.

TrustMate and Feefo compared in full



2.6
GPA

REVIEWS.io

Free trial · from $23/mo

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

- TrustMate also covers a/B testing.

TrustMate and REVIEWS.io 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 TrustMate free?

No, TrustMate is a paid product, but you can try it first. 90-day free trial of TrustPro, 150 invitation emails.

How much does TrustMate cost?

TrustMate lists 3 plans. TrustGO: $23 per month, 100 invitations (billing term not shown).

What platforms does TrustMate work on?

TrustMate is available on Web.

Does TrustMate offer any discounts?

TrustMate publicly lists the following: Save 18% with annual payment.

Does TrustMate have an Android app?

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

Does TrustMate have an iPhone app?

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

Is TrustMate open source?

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

Does TrustMate have an API?

Yes. TrustMate offers a public API, according to its own site.

What does TrustMate integrate with?

TrustMate's listing names Shopify, WooCommerce, Magento, PrestaShop, Wix, BaseLinker, Shoper and IdoSell.

Who makes TrustMate?

TrustMate is made by TrustMate S.A.

What are the alternatives to TrustMate?

The closest alternatives to TrustMate in our directory are Trusted Shops, eKomi, Kiyoh, Feefo and REVIEWS.io.

How does TrustMate compare with other customer review tools?

TrustMate's GPA of 2.2 is higher than 28 of the 63 other customer review tools we grade, and level with 6.

Is TrustMate good value for money?

ToolGPA grades TrustMate C for value for money. Its paid plans start at $23 a month, against a middle price of $29 for the category: 19 of the 50 others that charge start lower.

Could I make my own version of TrustMate?

The plain part of TrustMate you could make: review collection and surveys.

Where this guide comes from

The prices, plans, platforms and features were read from TrustMate'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 TrustMate'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 TrustMate S.A. Prices change, so check trustmate.io before you buy.

trustmate.io/en/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

TrustMate, kept up to date

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

toolgpa.com/tools/trustmate

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:

```
ToolGPA, "TrustMate: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/trustmate
```

Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after TrustMate, 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

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