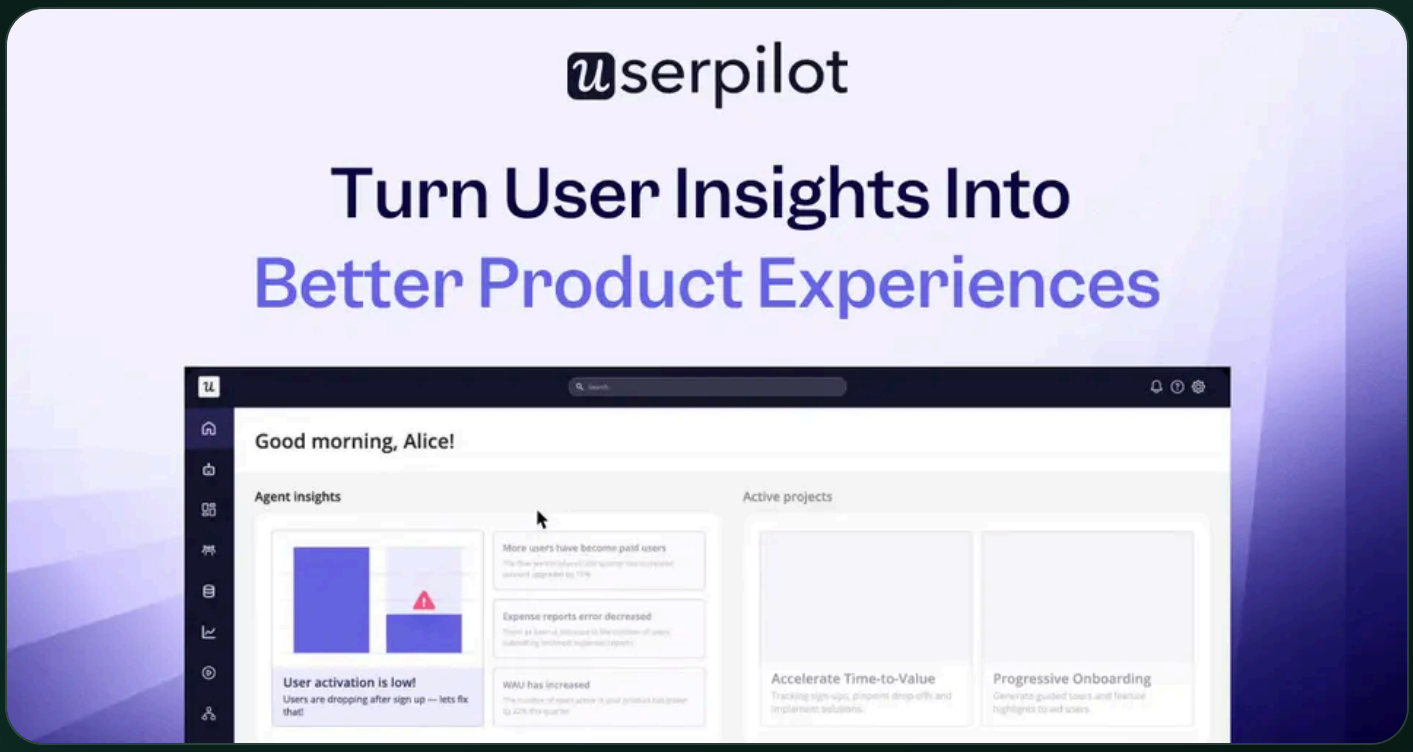
ToolGPA

NOVEMBER 2026

Userpilot

The Insider's Guide

In-app onboarding, product analytics and feedback for SaaS teams



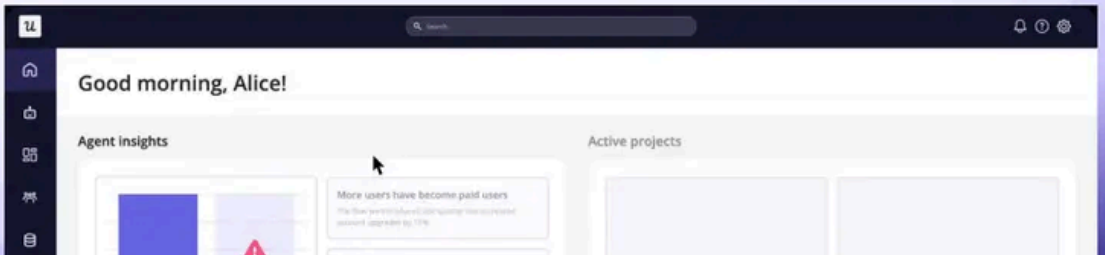
Every plan, grade, refund rule and rival among website and product analytics tools, read from Userpilot's own pages.

Made by Userpilot · checked Nov 12, 2026 · toolgpa.com

2.0
GPA

userpilot

Turn User Insights Into Better Product Experiences



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

2.0

GPA, above 13 of the 58 other website and product analytics tools we grade

Userpilot combines in-app engagement (flows, checklists, banners, a resource center), product analytics, surveys and NPS, session replay and email in one product. Pricing follows monthly active users. An AI agent called Lia and an MCP server are included on the plans.

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

> "
>
> **Tours, flows and events all have to be built and tagged.**
>
> From our grade for ease of use

1 **Best for in-app onboarding and product analytics**

Userpilot builds in-app tours and surveys on top of product analytics and session replay.

2 **Paid plans start at $299 a month**

As its pricing page puts it: $299 per month for up to 2,000 monthly active users (billing basis not shown).

3 **You can try it first**

14-day free trial, no credit card required.

4 **It runs on Web**

Web.

5 **In-app engagement**

Flows, spotlights, banners, embeds, checklists and a resource center shown inside the product, targeted at user segments.

6 **Product analytics**

Trends, funnels, retention and paths, with event autocapture and custom dashboards on the Growth plan.

7 **Surveys and NPS**

In-app NPS and surveys, with AI summaries of feedback and sentiment.

8 **A 2.0 GPA, above 13 of 58**

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

9 **Keep it**

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

Userpilot at a glance

PRICING
Free trial, from $299 per month for up to 2,000 monthly active users (billing basis not shown)

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required.

RUNS ON
Web

MADE BY
Userpilot, since 2019

CATEGORY
Website & Product Analytics

OUR GRADE
2.0 GPA, fair

The report card

Best for in-app onboarding and product analytics

Userpilot builds in-app tours and surveys on top of product analytics and session replay. It starts at $299 a month, which is the dearest tenth of analytics tools, and the page doesn't say whether that is billed monthly or yearly.

TOOLGPA REPORT CARD	Userpilot	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$299 a month for up to 2,000 monthly active users, which is where the dearest tenth of analytics tools starts. Growth is $849 and up.
Free plan and trial	C	14-day trial with no card. No free plan.
Features	C	In-app engagement, product analytics, surveys and NPS, replay, an AI agent and email workflows. Mobile engagement and warehouse sync are Enterprise or add-ons.
Ease of use	C	No store rating on record. Tours, flows and events all have to be built and tagged.
Platforms and integrations	B	Web only, with Segment, Google Tag Manager, Zendesk, Google Analytics, Intercom, Amplitude, Mixpanel and Heap connections.
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 Userpilot is for

- ✓ Fits if you're a SaaS team that wants onboarding flows and analytics together
- ✓ Works for a product manager who can build tours without a developer

Who it is not for

- ✗ Skip it if you want a free plan, as there's only a 14-day trial
- ✗ Pricey if you're small: it starts at $299 a month and Growth at $849
- ✗ Tight if your user base grows, since price follows monthly active users
- ✗ Watch out: mobile engagement, data warehouse sync and several CRM integrations are Enterprise or add-ons, and the page doesn't say how the monthly price is billed

Good to know

Good for

- ✓ SaaS product teams that want onboarding flows and analytics in one tool
- ✓ Teams that want to build in-app guides without engineering work
- ✓ Teams that also want surveys and session replay

Worth knowing

- ⓘ The pricing page does not say whether the monthly figures are billed monthly or annually.
- ⓘ Price scales with monthly active users; Starter and Growth both include 2,000, Growth scales to 100,000 and Enterprise includes 10,000.
- ⓘ Mobile engagement, data warehouse sync, bulk export and several CRM integrations are Enterprise or add-on features.
- ⓘ Agent Analytics and MCP Analytics are add-ons on Growth and Enterprise.

PART 02 · PRICING

What it costs

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

$299

A month to start

Userpilot is a paid product with a free trial, starting at $299 per month for up to 2,000 monthly active users (billing basis not shown).

STARTER

$299

per month for up to 2,000 monthly active users; basis not shown

In-app engagement, user segmentation (up to 10 segments), usage trends, NPS survey, 3 seats and 1 year of data retention. Price rises with MAU.

GROWTH

$849

per month and up, by monthly active users; basis not shown

Adds advanced product analytics, event autocapture, resource center, advanced surveys, 100k emails and 5k session replays a month, 15 seats and 3 years of retention.

ENTERPRISE

Custom

Adds mobile engagement, premium CRM integrations, bulk data export and import, data warehouse sync, advanced user management, security audit and a custom contract.

Trying it first

14-day free trial, no credit card required.

Read from userpilot.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

In-app onboarding, product analytics and feedback for SaaS teams. Here is what it does, as its own site describes it, and what it covers: public API, AI features, surveys, dashboards, session replay.

> **In-app engagement, product analytics, surveys and NPS, replay, an AI agent and email workflows.**
>
> From our grade for features

In-app engagement

Flows, spotlights, banners, embeds, checklists and a resource center shown inside the product, targeted at user segments.

Product analytics

Trends, funnels, retention and paths, with event autocapture and custom dashboards on the Growth plan.

Surveys and NPS

In-app NPS and surveys, with AI summaries of feedback and sentiment.

Session replay

Session replay with frustration indicators, console logs and network performance. 5k replays a month are included on Growth.

Lia agent and MCP

An AI agent and an MCP server, with monthly AI credits that can be topped up.

Email and workflows

Behavior-triggered email and workflow automation, with 100k free emails a month on Growth.

Where it runs

Web

What it works with

Segment
Google Tag Manager
Zendesk
Google Analytics
Intercom
Amplitude
Mixpanel
Heap

Userpilot is made by Userpilot, and has been around since 2019.

Where it stands

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

13/58

Other website and product analytics tools it is graded above

Userpilot's GPA of 2.0 is higher than 13 of the 58 other website and product analytics tools we grade, and level with 4.

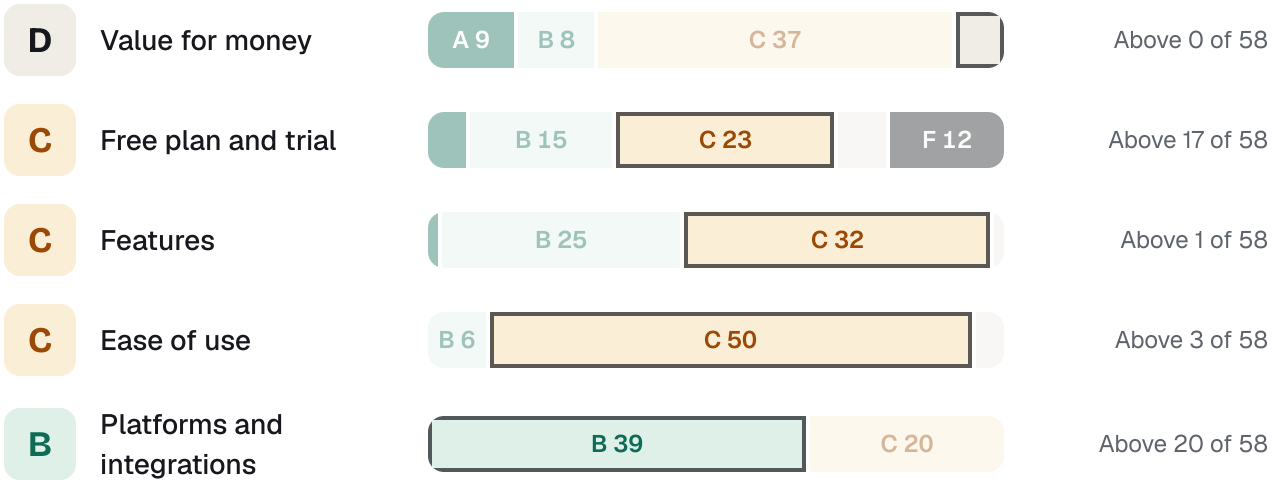
It stands best on platforms and integrations (B, above 20 of 58) and worst on value for money (D, above 0).

Its paid plans start at $299 a month, against a middle price of $29 for the category: 29 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 17 tools score higher and cost less.

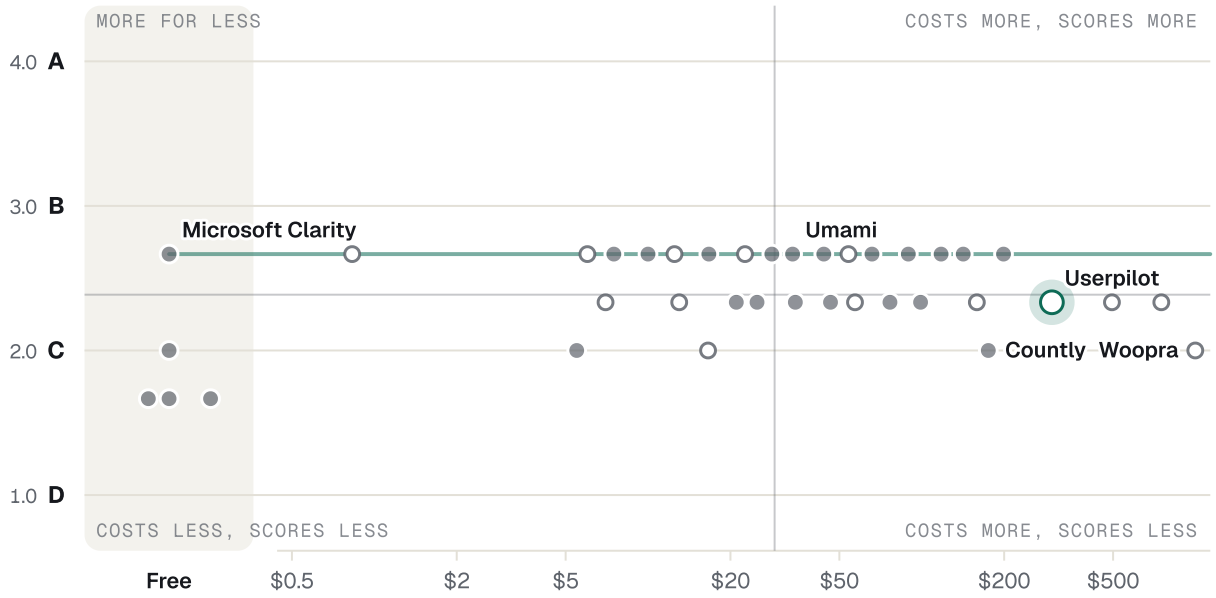
Each grade against the category

Every bar is all 59 website and product analytics tools we grade, cut by the letter each got. Userpilot's own letter is outlined.



Price against what you get

Each dot is one of 38 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Userpilot 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 Userpilot you could make: surveys. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 41 of the 58 other website and product analytics tools grade higher. It costs $3,588 a year.

What you could make

- Surveys: an app builder makes this well.

What you could not

- Recordings of what each visitor did on your pages.
- Connections that pull numbers from dozens of other services.
- It plugs into other products, Segment, Google Tag Manager and Zendesk among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Userpilot'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



Appcues, Pendo, Gainsight PX, Mixpanel and Amplitude

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

1.6 GPA

Appcues

From $9,000/yr

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

- Userpilot also covers session replay.
- Appcues also covers workflow automation.

Userpilot and Appcues compared in full

2.4 GPA

Pendo

Free plan

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

- Pendo has a free plan. Userpilot does not, though it has a free trial.
- Userpilot also covers dashboards.
- Pendo also covers web analytics.

Userpilot and Pendo compared in full

1.8
GPA

Gainsight PX

Free trial

Product analytics and in-app engagement from Gainsight.

- Userpilot also covers session replay.
- Gainsight PX also covers workflow automation and reports.

Userpilot and Gainsight PX compared in full

3.0
GPA

Mixpanel

Free plan · from $100/mo

Event-based product analytics with replays, flags and experiments.

- Mixpanel has a free plan. Userpilot does not, though it has a free trial.
- Userpilot also covers surveys and dashboards.
- Mixpanel also covers web analytics and a/B testing.

Userpilot and Mixpanel compared in full

3.0
GPA

Amplitude

Free plan · from $900/yr

Product analytics with session replay, experiments and in-app guides.

- Amplitude has a free plan. Userpilot does not, though it has a free trial.
- Userpilot also covers dashboards.
- Amplitude also covers web analytics and a/B testing.

Userpilot and Amplitude 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 Userpilot free?

No, Userpilot is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Userpilot cost?

Userpilot lists 3 plans. Starter: $299 per month for up to 2,000 monthly active users; basis not shown.

What platforms does Userpilot work on?

Userpilot is available on Web.

Does Userpilot have an Android app?

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

Does Userpilot have an iPhone app?

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

Is Userpilot open source?

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

Does Userpilot have an API?

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

What does Userpilot integrate with?

Userpilot's listing names Segment, Google Tag Manager, Zendesk, Google Analytics, Intercom, Amplitude, Mixpanel and Heap.

Who makes Userpilot?

Userpilot is made by a company of the same name. It dates from 2019.

What are the alternatives to Userpilot?

The closest alternatives to Userpilot in our directory are Appcues, Pendo, Gainsight PX, Mixpanel and Amplitude.

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

Userpilot's GPA of 2.0 is higher than 13 of the 58 other website and product analytics tools we grade, and level with 4.

Is Userpilot good value for money?

ToolGPA grades Userpilot D for value for money. Its paid plans start at $299 a month, against a middle price of $29 for the category: 29 of the 32 others that charge start lower.

Could I make my own version of Userpilot?

The plain part of Userpilot you could make: surveys. What surrounds it you could not.

Where this guide comes from

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

userpilot.com/pricing/
userpilot.com/about/
userpilot.com/integrations/

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Userpilot, kept up to date

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

toolgpa.com/tools/userpilot

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Userpilot, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 59 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

3.4 GPA

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

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 Userpilot'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. Userpilot is a trademark of its owner, and this guide is not made, paid for or approved by Userpilot. Prices and plans change: check userpilot.com before you buy.