ToolGPA

NOVEMBER 2026

Vidalytics

The Insider's Guide

Video player and analytics for sales pages and funnels



Every plan, grade, refund rule and rival among screen recording and video tools, read from Vidalytics's own pages.

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

2.0
GPA



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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 Vidalytics's own pages, its app-store listings and our grades. Every fact in it is on Vidalytics'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 14 of the 133 other screen recording and video tools we grade

Vidalytics is a video hosting player aimed at marketers who run video sales letters, funnels and courses. It adds autoplay and resume features, calls to action, lead-capture gates, A/B tests of videos and second-by-second engagement analytics. Plans are priced by the number of stored videos and the feature set.

> "
>
> **You set up players, gates and integrations for each page.**
>
> From our grade for ease of use

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

1 **Best for video sales pages with watch-time analytics**

Vidalytics is a video player and host for marketers, with calls to action, play gates, A/B tests and second-by-second analytics.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month, billed annually ($24 billed monthly).

3 **There is a free plan**

A Free plan is listed as free forever, with a reduced set of analytics metrics; its other limits are not stated on the pricing page.

4 **It runs on Web**

Web.

5 **Smart playback**

Smart Autoplay falls back to muted autoplay when sound is blocked, and Resume Play lets returning viewers continue where they stopped.

6 **Calls to action and play gates**

Show CTA buttons, opt-in forms and countdown timers at set points in a video, or when a viewer pauses.

7 **Engagement analytics**

Second-by-second engagement graphs, funnel view, heatmaps, audience segmentation and conversion tracking; the Free plan has fewer metrics.

8 **A 2.0 GPA, above 14 of 133**

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

9 **Keep it**

The plain part of Vidalytics you could make: forms. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Vidalytics at a glance

PRICING Free plan, from $19 per month, billed annually ($24 billed monthly)	FREE PLAN Yes
FREE TRIAL 14-day trial on the paid plans	RUNS ON Web
MADE BY Vidalytics	CATEGORY Screen Recording & Video
OUR GRADE 2.0 GPA, fair	

The report card

Best for video sales pages with watch-time analytics

Vidalytics is a video player and host for marketers, with calls to action, play gates, A/B tests and second-by-second analytics. Starter holds only 5 videos, the heatmaps and conversion tracking sit on Pro at $63 a month, and the pricing page we reached was blocked, so we graded from the listing.

TOOLGPA REPORT CARD

Vidalytics

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $19 a month billed yearly for 5 videos. Heatmaps, segmentation and conversion tracking start on Pro at $63, which is in the dearest tenth of video tools.
Free plan and trial	C	A free plan is listed as free forever with fewer analytics, and paid plans have a 14-day trial. The free plan's own limits aren't published.
Features	C	Smart autoplay, CTAs, gates, A/B tests and analytics. Storage is capped at 5, 20 or 50 videos, and the API and multiple users start on Premium.
Ease of use	C	No store rating on record. You set up players, gates and integrations for each page.
Platforms and integrations	B	Web only, but with Google Analytics, Facebook, Zapier, Make, Segment and Shopify, plus an API on Premium.

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 Vidalytics is for

- ✓ Fits if you run video sales letters or funnels and want to see where viewers drop off
- ✓ Works for marketers who need to A/B test two videos on one page

Who it is not for

- ✗ Pricey if you need Pro features, with heatmaps and conversion tracking at $63 a month
- ✗ Tight if you have many videos: Starter stores 5, Pro 20 and Premium 50
- ✗ Skip it if you need a team: multiple users start on Premium at $119 a month
- ✗ Watch out: the free plan's video limit isn't stated on the pricing page

Good to know

Good for

- ✓ Marketers running video sales letters and funnels
- ✓ Course creators who want viewer engagement data
- ✓ Teams that tag viewers in a CRM by what they watched

Worth knowing

- ⓘ Storage is capped by plan: 5, 20 and 50 videos on Starter, Pro and Premium.
- ⓘ Multiple users and the Vidalytics API start on Premium; heatmaps, segmentation and conversion tracking start on Pro.
- ⓘ Pricing page shows monthly and annual prices; the free plan's own limits are not listed there.
- ⓘ Browser-based only; no desktop or mobile apps are listed.

PART 02 · PRICING

What it costs

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

$19

A month to start. There is a free plan too

Vidalytics has a free plan. Paid plans start at $19 per month, billed annually ($24 billed monthly).

> **The free plan's own limits aren't published.**
>
> From our grade for free plan and trial

FREE

$0

Listed as free forever, with restricted analytics; the pricing page does not give its video limit.

STARTER

$19

per month, billed annually ($24 billed monthly)

Unbranded player, 5 videos stored, smart playback features, engagement analytics and basic integrations.

PRO

$63

per month, billed annually ($79 billed monthly)

20 videos stored, Vid Conditions, heatmaps and segmentation, conversion tracking and advanced integrations.

PREMIUM

$119

per month, billed annually ($149 billed monthly)

50 videos stored, interactive Smart Vids, AI closed captions, multiple users, API access and priority support.

ENTERPRISE

Custom

Scalable storage, unlimited users and video analytics, account manager and advanced customizations.

The free plan

A Free plan is listed as free forever, with a reduced set of analytics metrics; its other limits are not stated on the pricing page.

Trying it first

14-day trial on the paid plans

Read from vidalytics.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on annual billing

The pricing page labels annual billing as two months free: Starter $19 versus $24, Pro $63 versus $79, Premium $119 versus $149 a month.

Stated on vidalytics.com

What it does

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

1

Place it runs: Web

Video player and analytics for sales pages and funnels. Here is what it does, as its own site describes it, and what it covers: public API, AI features, forms, a/B testing.

> **Smart autoplay, CTAs, gates, A/B tests and analytics.**
>
> From our grade for features

Smart playback

Smart Autoplay falls back to muted autoplay when sound is blocked, and Resume Play lets returning viewers continue where they stopped.

Calls to action and play gates

Show CTA buttons, opt-in forms and countdown timers at set points in a video, or when a viewer pauses.

Engagement analytics

Second-by-second engagement graphs, funnel view, heatmaps, audience segmentation and conversion tracking; the Free plan has fewer metrics.

Experiments

Native A/B tests between two videos in the same placement, optimizing for CTA clicks, conversions, watch time or revenue.

AI tools

AI closed captions, a script analyzer, a video analysis assistant and AI-generated summaries and chapters for search indexing.

Where it runs

Web

What it works with

Google Analytics
Facebook
Zapier
Make
Segment
Shopify

Vidalytics is made by Vidalytics.

Where it stands

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

14/133

Other screen recording and video tools it is graded above

Vidalytics's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

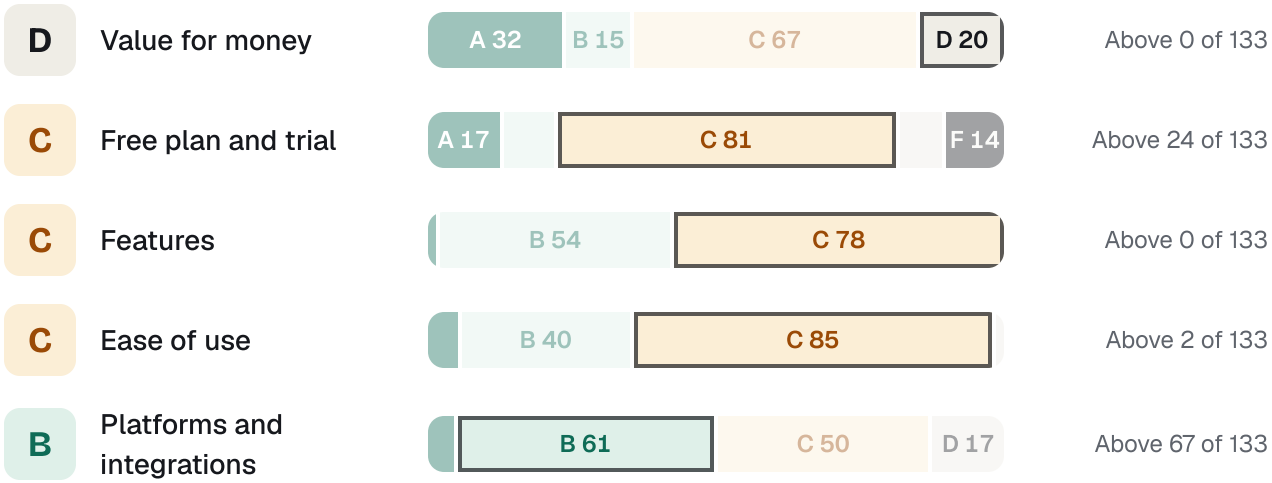
It stands best on platforms and integrations (B, above 67 of 133) and worst on value for money (D, above 0).

Its paid plans start at $19 a month, against a middle price of $12.25 for the category: 62 of the 88 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 29 tools score higher and cost less.

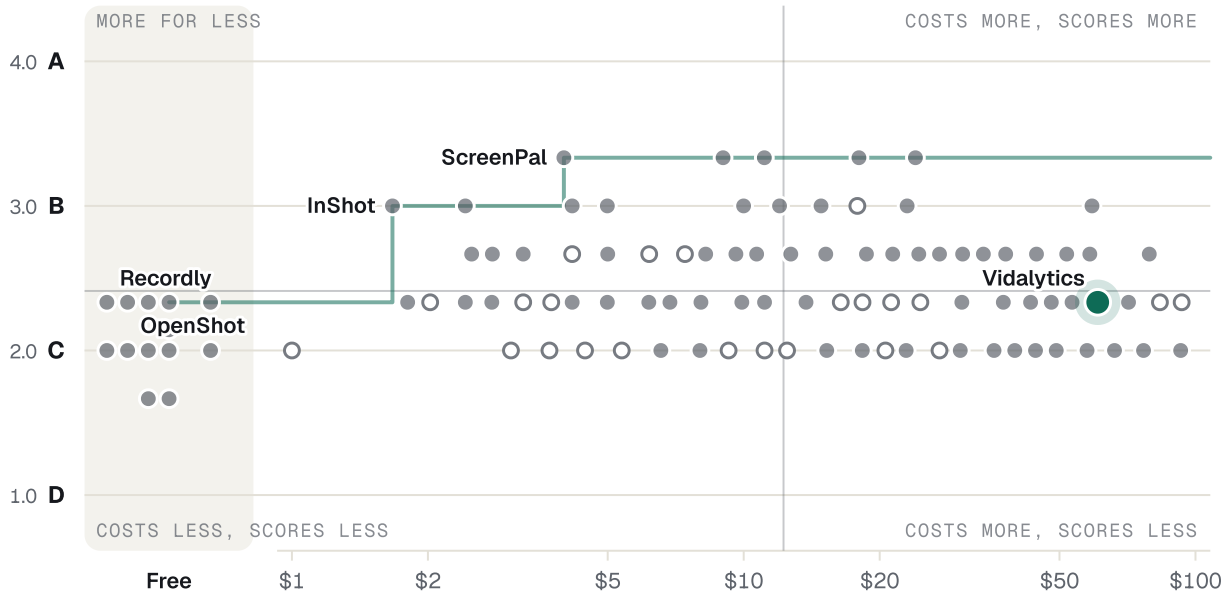
Each grade against the category

Every bar is all 134 screen recording and video tools we grade, cut by the letter each got. Vidalytics's own letter is outlined.



Price against what you get

Each dot is one of 102 screen recording and video tools. Further left costs less; higher up scores better on features, ease of use and platforms. Vidalytics 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 Vidalytics you could make: forms. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 92 of the 133 other screen recording and video tools grade higher. It costs $228 a year.

What you could make

- Forms: an app builder makes this well.

What you could not

- Splitting visitors between versions and telling you which won.

- ✕ It plugs into other products, Google Analytics, Facebook and Zapier among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Vidalytics'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



Wistia, Vidyard, Vimeo, JWX (JW Player) and Bunny Stream

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

2.4 GPA

Wistia

Free plan · from $79/mo

Video hosting, recording and webinars for marketing teams.

- Vidalytics also covers forms and a/B testing.
- Wistia also covers transcription, noise cancellation, screen recording and video editing.

Vidalytics and Wistia compared in full

2.4 GPA

Vidyard

Free plan · from $59/mo

Video messaging, AI avatars and video hosting for sales teams.

- Only Vidyard lists macOS, Windows, iOS and Android apps.
- Only Vidyard lists a browser extension.
- Vidalytics also covers forms and a/B testing.

Vidalytics and Vidyard compared in full



2.6
GPA

Vimeo

Free plan · from $12/mo

Ad-free video hosting with a customizable player and review tools.

- Only Vimeo lists macOS, iOS and Android apps.
- Vidalytics also covers forms and a/B testing.
- Vimeo also covers transcription, templates, screen recording and video editing.

Vidalytics and Vimeo compared in full



1.8
GPA

JWX (JW Player)

Paid

Video streaming, delivery and ad monetization platform.

- Vidalytics has a free plan. JWX (JW Player) does not.
- Vidalytics also covers forms and a/B testing.

Vidalytics and JWX (JW Player) compared in full



2.4
GPA

Bunny Stream

Free trial · from $1/mo

Pay-as-you-go video hosting, encoding and delivery.

- Vidalytics has a free plan. Bunny Stream does not, though it has a free trial.
- Vidalytics also covers forms and a/B testing.
- Bunny Stream also covers transcription.

Vidalytics and Bunny Stream compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 Vidalytics free?

Vidalytics has a free plan. A Free plan is listed as free forever, with a reduced set of analytics metrics; its other limits are not stated on the pricing page.

How much does Vidalytics cost?

Vidalytics lists 5 plans. Free: $0.

What platforms does Vidalytics work on?

Vidalytics is available on Web.

Does Vidalytics offer any discounts?

Vidalytics publicly lists the following: Two months free on annual billing.

Does Vidalytics have an Android app?

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

Does Vidalytics have an iPhone app?

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

Is Vidalytics open source?

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

Does Vidalytics have an API?

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

What does Vidalytics integrate with?

Vidalytics's listing names Google Analytics, Facebook, Zapier, Make, Segment and Shopify.

Does Vidalytics have a free trial?

Yes. 14-day trial on the paid plans.

Who makes Vidalytics?

Vidalytics is made by a company of the same name.

What are the alternatives to Vidalytics?

The closest alternatives to Vidalytics in our directory are Wistia, Vidyard, Vimeo, JWX (JW Player) and Bunny Stream.

How does Vidalytics compare with other screen recording and video tools?

Vidalytics's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

Is Vidalytics good value for money?

ToolGPA grades Vidalytics D for value for money. Its paid plans start at $19 a month, against a middle price of $12.25 for the category: 62 of the 88 others that charge start lower.

Could I make my own version of Vidalytics?

The plain part of Vidalytics you could make: forms. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Vidalytics'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 Vidalytics' own pages on 13 November 2026. The pricing page was blocked when we re-read it, so the grades rest on the listing. 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 Vidalytics. Prices change, so check vidalytics.com before you buy.

vidalytics.com/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

Vidalytics, kept up to date

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

toolgpa.com/tools/vidalytics

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, "Vidalytics: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/vidalytics
```

Know someone choosing between screen recording and video tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded screen recording and video tools after Vidalytics, each with an Insider's Guide of its own.

Screen Recording & Video Insider's Guide

Every one of the 134 screen recording and video tools we grade, compared

DaVinci Resolve Insider's Guide

Video editing, color, effects and audio post-production in one app

3.4 GPA

Zencastr Insider's Guide

Free podcast recording, chat-based editing and hosting in one app

3.4 GPA

Cap Insider's Guide

Open-source screen recorder with instant share links and an editor

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