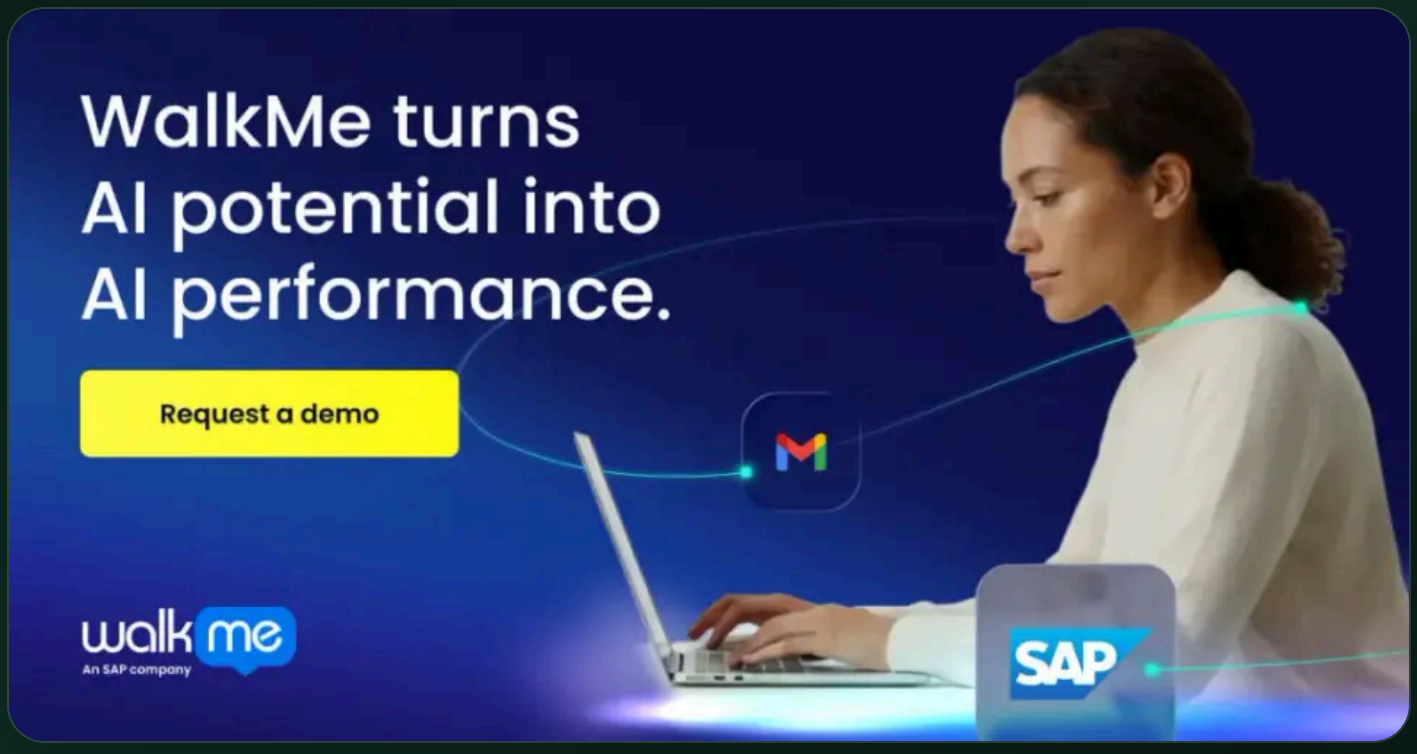
ToolGPA

NOVEMBER 2026

WalkMe

The Insider's Guide

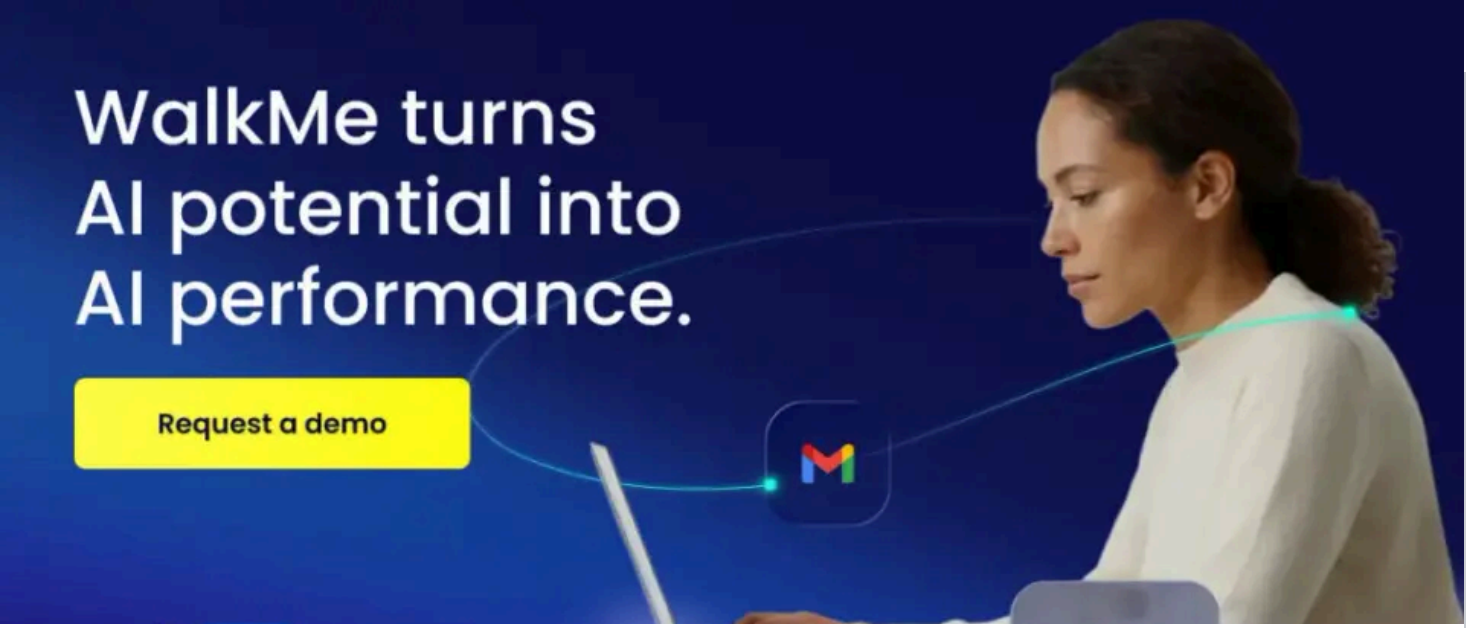
Digital adoption platform with in-app guidance and analytics



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

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

1.8
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 WalkMe's own pages, its app-store listings and our grades. Every fact in it is on WalkMe'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

1.8

GPA, above 8 of the 100 other website and product analytics tools we grade

WalkMe is a digital adoption platform that layers walkthroughs, tooltips, onboarding tours, surveys and AI assistance on top of web, mobile and desktop applications. It also includes adoption analytics such as flow analytics and app discovery. Plans are sold by quote for employee-facing or customer-facing use.

To get you started, here are **7 things to know about WalkMe**, taken from its own pages and our grades.

> **No store rating on record, and rolling it out means building guides and connecting it to your apps, so there is a learning curve.**
>
> From our grade for ease of use

1 **Best for in-app guidance for big company software rollouts**

WalkMe puts walkthroughs, tooltips, surveys and adoption analytics on top of the apps your staff already use.

2 **It runs on Web**

Web.

3 In-app guidance and automation

Step-by-step guides, tooltips, pop-up notifications and onboarding tours, plus workflow automation, shown inside the application.

4 Adoption analytics

Insights, flow analytics with funnel and path views, behavioral segments, custom dashboards, reports and app discovery across company web apps.

5 AI assistance and authoring

Contextual AI assistance for end users, and an authoring tool that builds content from a plain-language description.

6 A 1.8 GPA, above 8 of 100

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

7 Keep it

To replace WalkMe 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.

WalkMe at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY WalkMe, since 2011	CATEGORY Website & Product Analytics
OUR GRADE 1.8 GPA, weak	

The report card

Best for in-app guidance for big company software rollouts

WalkMe puts walkthroughs, tooltips, surveys and adoption analytics on top of the apps your staff already use. No price is published, there is no trial, and it is sold by quote to large organisations, so small teams will hit a wall before they see a number.

TOOLGPA REPORT CARD	WalkMe	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; the pricing page leads to a quote request, so it sits in the middle until a number shows up.
Free plan and trial	F	No free plan and no trial are mentioned on the pricing page.
Features	B	Guides, tooltips and tours, flow analytics, surveys, an authoring tool and enterprise controls such as SSO and activity logs. The listing names no gap in the core work.
Ease of use	C	No store rating on record, and rolling it out means building guides and connecting it to your apps, so there is a learning curve.
Platforms and integrations	C	A web layer over other apps, with only SAP, AWS, Azure Blob and Google Cloud listed as integrations. No desktop or phone app of its own is listed.
Grade point average		Weak, out of 4.0 **1.8**

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 WalkMe is for

- ✓ Fits if you roll out company software to a large number of employees
- ✓ Works for teams that want adoption analytics next to in-app help

Who it is not for

- ✕ Skip it if you want a price before talking to sales, as none is published
- ✕ Not for you if you want to try before you buy, as no trial is mentioned
- ✕ Watch out: SAP GUI support covers Windows version 7.70 and up only
- ✕ Watch out: the US and EU data centres each support different features

Good to know

Good for

- ✓ Large organizations rolling out enterprise software to employees
- ✓ Teams that need adoption analytics alongside in-app help

Worth knowing

- ⓘ No prices are published; the pricing page leads to a quote request for employee and customer plans.
- ⓘ No free trial is mentioned on the pricing page.
- ⓘ Support for SAP GUI covers SAP GUI for Windows version 7.70 and higher.
- ⓘ Regional data centers in the US and EU each support different features.

What it costs

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

WalkMe's current pricing could not be confirmed from its own site.

> **No price is published; the pricing page leads to a quote request, so it sits in the middle until a number shows up.**
>
> From our grade for value for money

We could not confirm WalkMe's current prices from its own site, so this guide lists no plans. walkme.com has them.

What it does

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

1

Place it runs: Web

Digital adoption platform with in-app guidance and analytics. Here is what it does, as its own site describes it, and what it covers: AI features, workflow automation, no-code, surveys, chatbots, dashboards.

> **Guides, tooltips and tours, flow analytics, surveys, an authoring tool and enterprise controls such as SSO and activity logs.**
>
> From our grade for features

In-app guidance and automation

Step-by-step guides, tooltips, pop-up notifications and onboarding tours, plus workflow automation, shown inside the application.

Adoption analytics

Insights, flow analytics with funnel and path views, behavioral segments, custom dashboards, reports and app discovery across company web apps.

AI assistance and authoring

Contextual AI assistance for end users, and an authoring tool that builds content from a plain-language description.

Surveys and chatbots

AI-powered surveys with branching, delivered in-app, by email or through a link, and ActionBot for conversational workflows.

Enterprise controls

Custom roles, SSO, two-factor authentication, activity logs, data censorship controls and US or EU data hosting.

Where it runs

Web

What it works with

SAP
AWS
Azure Blob
Google Cloud

WalkMe is made by WalkMe, and has been around since 2011.

Where it stands

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

8/100

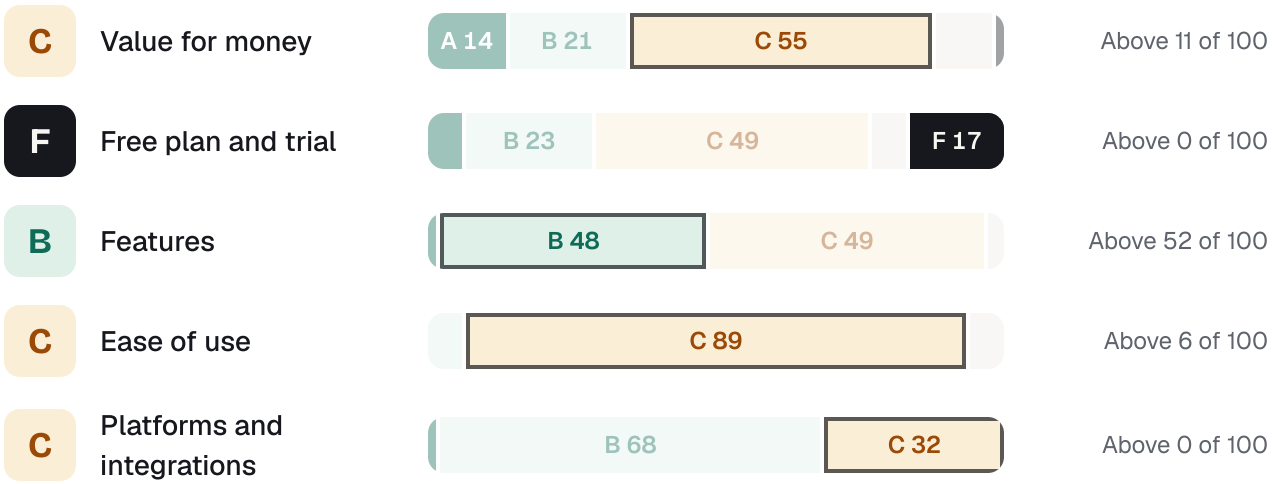
Other website and product analytics tools it is graded above

WalkMe's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

It stands best on features (B, above 52 of 100) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. WalkMe's own letter is outlined.



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 WalkMe 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: 83 of the 100 other website and product analytics tools grade higher.

What you could make

- Surveys: an app builder makes this well.

What you could not

- A builder that other people can use without writing code.
- Connections to other products, each kept working as those products change.
- Connections that pull numbers from dozens of other services.
- A chatbot builder hooked into the messaging apps.
- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: single sign-on.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. WalkMe'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



Whatfix, Pendo, Appcues, Userpilot and Gainsight PX

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

2.2 GPA

Whatfix

Free trial

Digital adoption platform with in-app guidance and analytics.

- WalkMe also covers workflow automation and chatbots.

WalkMe and Whatfix compared in full

2.4 GPA

Pendo

Free plan

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

- Pendo has a free plan. WalkMe does not.
- WalkMe also covers workflow automation, no-code, chatbots and dashboards.
- Pendo also covers web analytics and session replay.

WalkMe and Pendo compared in full



1.6
GPA

Appcues

From $9,000/yr

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

- WalkMe also covers no-code and chatbots.

WalkMe and Appcues compared in full



2.0
GPA

Userpilot

Free trial · from $299/mo

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

- WalkMe also covers workflow automation, no-code and chatbots.
- Userpilot also covers session replay.

WalkMe and Userpilot compared in full



1.8
GPA

Gainsight PX

Free trial

Product analytics and in-app engagement from Gainsight.

- WalkMe also covers no-code and chatbots.
- Gainsight PX also covers reports.

WalkMe and Gainsight PX compared in full

Quick answers

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

10

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 WalkMe free?

No. WalkMe is a paid product.

What platforms does WalkMe work on?

WalkMe is available on Web.

Does WalkMe have an Android app?

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

Does WalkMe have an iPhone app?

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

Is WalkMe open source?

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

What does WalkMe integrate with?

WalkMe's listing names SAP, AWS, Azure Blob and Google Cloud. A listing names up to eight integrations, so it may connect to more.

Who makes WalkMe?

WalkMe is made by a company of the same name. It dates from 2011.

What are the alternatives to WalkMe?

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

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

WalkMe's GPA of 1.8 is higher than 8 of the 100 other website and product analytics tools we grade, and level with 9.

Could I make my own version of WalkMe?

To replace WalkMe 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 WalkMe'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 WalkMe'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 WalkMe. Prices change, so check walkme.com before you buy.

walkme.com/pricing/

walkme.com/about-us/

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

WalkMe, kept up to date
Everything in this guide, with prices and grades as they are today
toolgpa.com/tools/walkme

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

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Website & Product Analytics Insider's Guide

Every one of the 101 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 WalkMe'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. WalkMe is a trademark of its owner, and this guide is not made, paid for or approved by WalkMe. Prices and plans change: check walkme.com before you buy.