ToolGPA

NOVEMBER 2026

Walls.io

The Insider's Guide

Social media walls for websites, events and digital signage



Every plan, grade, refund rule and rival among popup and widget tools, read from Walls.io's own pages.

Made by Walls.io · 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 Walls.io's own pages, its app-store listings and our grades. Every fact in it is on Walls.io'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 5 of the 54 other popup and widget tools we grade

Walls.io builds social walls that show posts from 14 supported platforms on a website, at an event or on digital signage. Separate plan sets exist for websites, events and signage, and every plan has a 14-day free trial. Website plans are priced by number of sources.

> "
>
> **You connect sources and design the wall.**
>
> From our grade for ease of use

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

1 **Best for social walls for events, sites and signage**

Walls.io builds social walls from 14 platforms for websites, events and signage.

2 **Paid plans start at $215 a month**

As its pricing page puts it: $215 per month, billed annually (website plans).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **14 platforms**

All plans and event passes include every platform Walls.io currently supports.

6 **Unlimited walls and embeds**

Each wall has its own URL, sources, style and moderation, and can be embedded anywhere.

7 **Moderation and privacy**

The site pitches moderation, GDPR data processing agreements and security assessments with NDA.

8 **A 2.0 GPA, above 5 of 54**

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

9 **Your call**

You could make the core of Walls.io for yourself: popups.

Walls.io at a glance

PRICING
Free trial, from $215 per month, billed annually (website plans)

FREE PLAN
No

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

RUNS ON
Web

MADE BY
Walls.io

CATEGORY
Popups & Website Widgets

OUR GRADE
2.0 GPA, fair

The report card

Best for social walls for events, sites and signage

Walls.io builds social walls from 14 platforms for websites, events and signage. Website plans start at $215 a month billed yearly, and after the 14-day trial the account goes inactive until you pay.

TOOLGPA REPORT CARD	Walls.io	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Professional is $215 a month billed annually and Premium $360, many times the category's $14.92 middle and above its $55 dearest-tenth threshold.
Free plan and trial	C	A 14-day trial with no card, and no free plan.
Features	C	14 platforms, unlimited embeds and posts, moderation and privacy tools. The listing's gaps: direct posts, polls, sponsored posts and CTA buttons are paid add-ons.
Ease of use	C	No store rating on record. You connect sources and design the wall.
Platforms and integrations	B	Web, with embeds on sites, events and digital signage, across 14 platforms. No integration list is recorded.
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 Walls.io is for

- ✓ Fits if you need a social wall for a site, event or screen and have the budget
- ✓ Works for teams that want unlimited embeds and posts

Who it is not for

- ✗ Pricey if you are small: $215 a month billed annually for Professional
- ✗ Not for you if you want a free plan, as there is only a 14-day trial
- ✗ Watch out: the account becomes inactive after the trial until you choose a plan
- ✗ Watch out: event and signage plans have their own prices, which we didn't record

Good to know

Good for

- ✓ Event teams showing a live hashtag wall
- ✓ Marketing teams embedding a moderated social wall on a website
- ✓ Retail and office screens using signage plans

Worth knowing

- ⓘ Website plans start at $215 a month billed annually; the monthly-billing price was not displayed in the text read.
- ⓘ Event and digital-signage plans have their own prices, not recorded here.
- ⓘ Direct posts, polls, sponsored posts and CTA buttons are paid add-ons on Professional and Premium.
- ⓘ After the 14-day trial the account becomes inactive until you pick a paid plan.

PART 02 · PRICING

What it costs

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

$215

A month to start

Walls.io is a paid product with a free trial, starting at $215 per month, billed annually (website plans).

PROFESSIONAL

$215

per month, billed annually (website plans)

10 sources, updates every 15 minutes, 14 platforms, unlimited embeds and posts, email and chat support.

PREMIUM

$360

per month, billed annually (website plans)

20 sources, updates every 15 minutes, otherwise the same as Professional.

ENTERPRISE

Custom

Custom sources, real-time updates every minute, priority support.

Trying it first

14-day free trial, no credit card required

Read from walls.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with yearly payment

The website pricing page has a Monthly and Yearly toggle and says you save 20% with yearly payment.

Stated on walls.io

What it does

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

1

Place it runs: Web

Social media walls for websites, events and digital signage. Here is what it does, as its own site describes it, and what it covers: public API, popups.

> **The listing's gaps: direct posts, polls, sponsored posts and CTA buttons are paid add-ons.**
>
> From our grade for features

14 platforms

All plans and event passes include every platform Walls.io currently supports.

Unlimited walls and embeds

Each wall has its own URL, sources, style and moderation, and can be embedded anywhere.

Moderation and privacy

The site pitches moderation, GDPR data processing agreements and security assessments with NDA.

Interactivity Pack

Direct posts, polls, reactions and lead forms, a $96 per month add-on billed annually on Professional and Premium.

Promotion Pack

Sponsored posts, native posts and call-to-action buttons, also $96 per month billed annually.

Event and signage plans

Separate event passes and digital-signage plans exist, not read in detail here.

Where it runs

Web

What it works with

Its own pages name no integrations.

Walls.io is made by Walls.io.

PART 04 · STANDING

Where it stands

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

5/54

Other popup and widget tools it is graded above

Walls.io's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

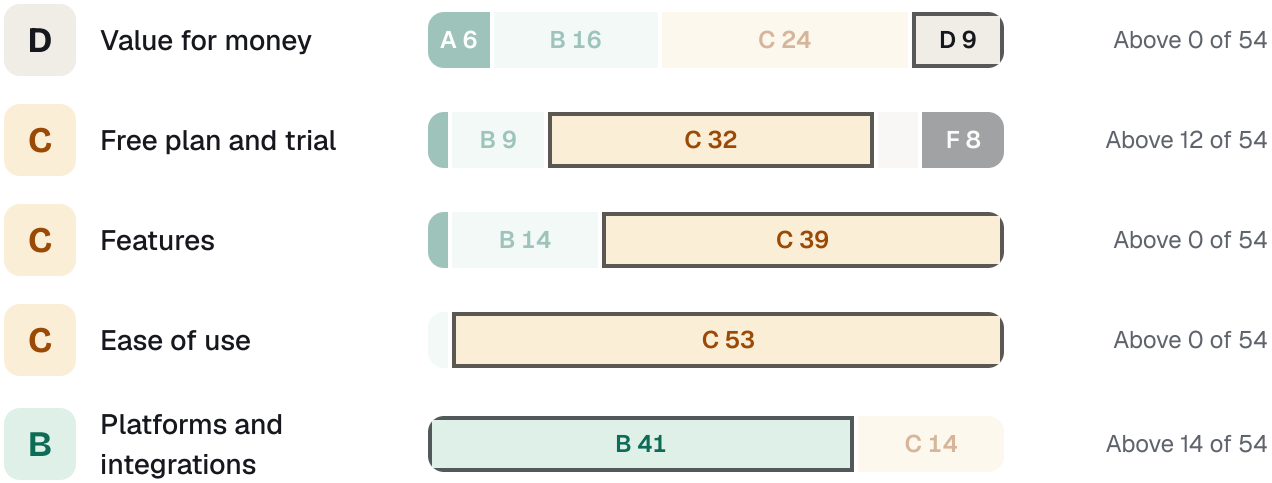
It stands best on platforms and integrations (B, above 14 of 54) and worst on value for money (D, above 0).

Its paid plans start at $215 a month, against a middle price of $14 for the category: 47 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

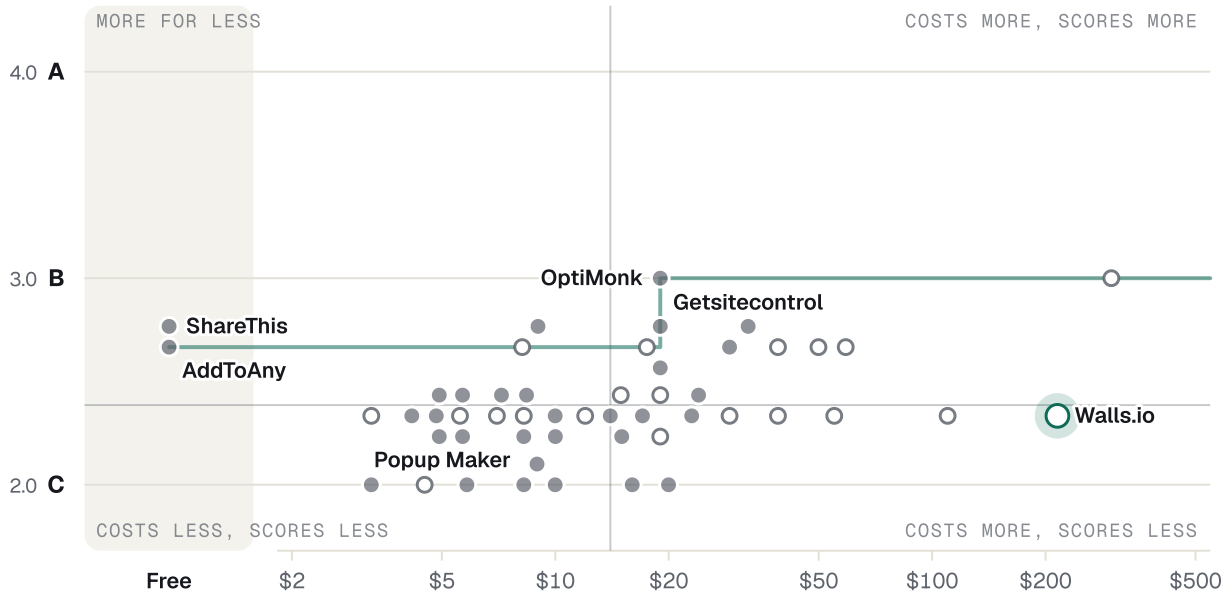
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Walls.io's own letter is outlined.



Price against what you get

Each dot is one of 51 popup and widget tools. Further left costs less; higher up scores better on features, ease of use and platforms. Walls.io 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.

Your call

You could make the core of Walls.io for yourself: popups.

What you would give up is listed below. Whether that is worth the price is your call. It costs $2,580 a year.

What you could make

- Popups: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

What you could not

- An API that other software can build on.

What this rests on. Walls.io'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



Flockler, Juicer, Curator.io, Behold and Elfsight

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

Flockler

2.0 GPA

Free trial · from $110/mo

Social media aggregator for websites, screens and events.

Walls.io and Flockler compared in full

Juicer

2.2 GPA

Free plan · from $15/mo

Social media wall and feed aggregator with a free plan.

- Juicer has a free plan. Walls.io does not, though it has a free trial.

Walls.io and Juicer compared in full

Curator.io

2.2 GPA

Free plan · from $23/mo

Social media aggregator with a free plan, for website feeds.

- Curator.io has a free plan. Walls.io does not, though it has a free trial.

Walls.io and Curator.io compared in full

2.2
GPA

Behold

Free plan · from $10/mo

Instagram feed widgets and JSON feeds for any website.

- Behold has a free plan. Walls.io does not, though it has a free trial.

Walls.io and Behold compared in full

2.2
GPA

Elfsight

Free plan · from $5/mo

Library of 90+ website widgets, from popups to reviews and feeds.

- Elfsight has a free plan. Walls.io does not, though it has a free trial.
- Elfsight also covers templates, no-code, forms and chatbots.

Walls.io and Elfsight 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 Walls.io free?

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

How much does Walls.io cost?

Walls.io lists 3 plans. Professional: $215 per month, billed annually (website plans).

What platforms does Walls.io work on?

Walls.io is available on Web.

Does Walls.io offer any discounts?

Walls.io publicly lists the following: Save 20% with yearly payment.

Does Walls.io have an Android app?

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

Does Walls.io have an iPhone app?

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

Is Walls.io open source?

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

Does Walls.io have an API?

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

Who makes Walls.io?

Walls.io is made by a company of the same name.

What are the alternatives to Walls.io?

The closest alternatives to Walls.io in our directory are Flockler, Juicer, Curator.io, Behold and Elfsight.

How does Walls.io compare with other popup and widget tools?

Walls.io's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Is Walls.io good value for money?

ToolGPA grades Walls.io D for value for money. Its paid plans start at $215 a month, against a middle price of $14 for the category: 47 of the 48 others that charge start lower.

Could I make my own version of Walls.io?

You could make the core of Walls.io for yourself: popups. What you would give up is listed below.

Where this guide comes from

The prices, plans, platforms and features were read from Walls.io'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 Walls.io'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 Walls.io. Prices change, so check walls.io before you buy.

walls.io/pricing/websites

walls.io/pricing

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

Walls.io, kept up to date

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

toolgpa.com/tools/walls-io

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, "Walls.io: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/walls-io
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Know someone choosing between popup and widget tools?

Send them this guide: toolgpa.com/tools/walls-io/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Walls.io, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Walls.io'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. Walls.io is a trademark of its owner, and this guide is not made, paid for or approved by Walls.io. Prices and plans change: check walls.io before you buy.