ToolGPA

NOVEMBER 2026

Whatfix

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 Whatfix's own pages.

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

2.2
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 Whatfix's own pages, its app-store listings and our grades. Every fact in it is on Whatfix'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 29 of the 100 other website and product analytics tools we grade

Whatfix is a digital adoption platform that puts guided flows, tooltips, task lists and pop-ups on top of web, desktop and mobile software to train users inside the app. Companion products cover product analytics and hands-on practice environments. Pricing is quote-based, sold through its sales team.

To get you started, here are **8 things to know about Whatfix**, taken from its own pages and our grades.

> "
>
> **Flows to build, and it's sold through sales.**
>
> From our grade for ease of use

1 **Best for in-app guidance for enterprise software**

Whatfix puts guided flows, tooltips and task lists on top of web, desktop and mobile software to train people inside the app.

2 **You can try it first**

Free trial offered through a request form; terms not stated

3 **It runs on Web**

Web.

4 **In-app guidance**

Step-by-step flows, smart tips, beacons, pop-ups, task lists and a self-help widget that appear inside the application being used.

5 **No-code content editor**

Content authors build, update, test and publish guidance in a dashboard without code, with a content lifecycle process.

6 **Guidance analytics**

Dashboards show how users engage with content, where it falls short and how many complete a flow, aggregated across applications.

7 **A 2.2 GPA, above 29 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.

8 **Keep it**

To replace Whatfix 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.

Whatfix at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL Free trial offered through a request form; terms not stated	RUNS ON Web
MADE BY Whatfix, since 2014	CATEGORY Website & Product Analytics
OUR GRADE 2.2 GPA, fair	

The report card

Best for in-app guidance for enterprise software

Whatfix puts guided flows, tooltips and task lists on top of web, desktop and mobile software to train people inside the app. No price is published, the trial is by request form with no terms stated, and the Standard plan is limited to 2 integrations.

TOOLGPA REPORT CARD	Whatfix	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; plans are by demo request. That's a C by default.
Free plan and trial	D	A free trial is offered through a request form, but its length and card terms aren't stated.
Features	B	In-app guidance, a no-code editor, analytics, surveys and translation, across web, desktop and mobile.
Ease of use	C	No rating read. Flows to build, and it's sold through sales.
Platforms and integrations	B	Covers web, desktop and mobile apps, though integrations are limited on Standard.

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 Whatfix is for

- ✓ Fits if you roll out business software and want to train people inside it
- ✓ Works for teams that buy through a sales call

Who it is not for

- ✗ Skip it if you want a price first, since none is published
- ✗ Tight on Standard, which is limited to 2 integrations
- ✗ Watch out: some Standard and Premium features may not exist in self-hosted setups
- ✗ Watch out: web, desktop and mobile are separate platform plans
- ✗ Not for you if you want a quick trial, as it's a request form with terms unstated

Good to know

Good for

- ✓ Enterprises rolling out CRM, ERP or HR software to employees
- ✓ Product teams guiding customers through their own application

Worth knowing

- ⓘ No prices are published; the pricing page offers a Standard, a Premium and an Enterprise multi-app plan through a demo request.
- ⓘ The Standard plan is limited to 2 integrations, and some features differ between plans.
- ⓘ Some Standard and Premium features may be unavailable under a self-hosted deployment.
- ⓘ The pricing page says the platform covers web, desktop and mobile apps, and lists them as separate platform plans.

What it costs

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

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

> **No price is published; plans are by demo request.**

From our grade for value for money

We could not confirm Whatfix's current prices from its own site, so this guide lists no plans. whatfix.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, no-code, surveys, dashboards.

> **In-app guidance, a no-code editor, analytics, surveys and translation, across web, desktop and mobile.**
>
> From our grade for features

In-app guidance

Step-by-step flows, smart tips, beacons, pop-ups, task lists and a self-help widget that appear inside the application being used.

No-code content editor

Content authors build, update, test and publish guidance in a dashboard without code, with a content lifecycle process.

Guidance analytics

Dashboards show how users engage with content, where it falls short and how many complete a flow, aggregated across applications.

In-app surveys

NPS and usability surveys come built in, and higher plans support custom surveys with unlimited questions.

Translation and content export

Manual or automatic translation of content, and export to video, slide decks, PDF and other formats for training material.

Where it runs

Web

What it works with

Its own pages name no integrations.

Whatfix is made by Whatfix, and has been around since 2014.

PART 04 · STANDING

Where it stands

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

29/100

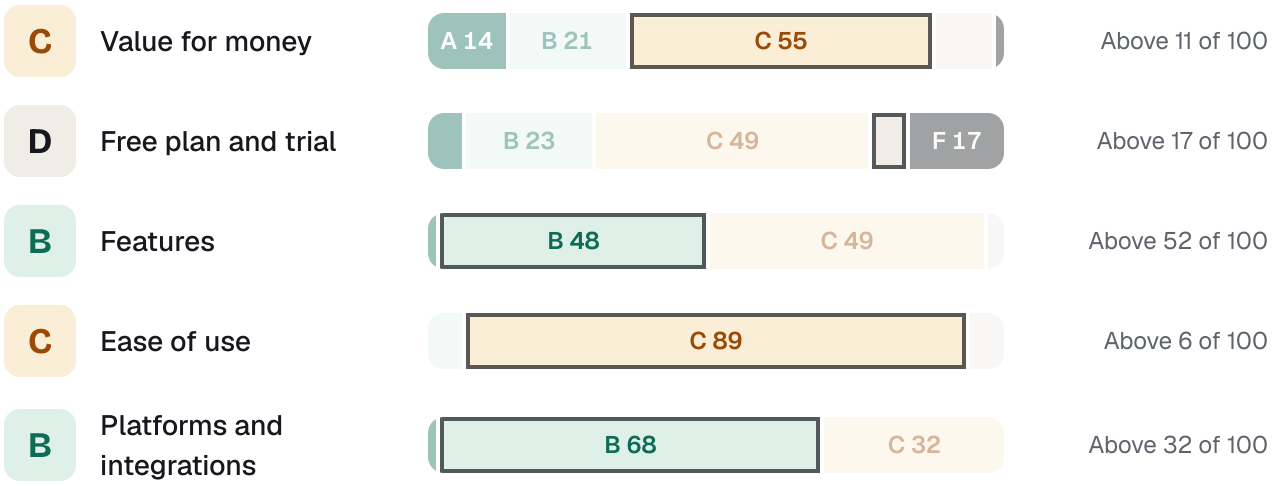
Other website and product analytics tools it is graded above

Whatfix's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

It stands best on features (B, above 52 of 100) and worst on free plan and trial (D, above 17).

Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Whatfix'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 Whatfix 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: 46 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 that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Whatfix'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



WalkMe, Pendo, Appcues, Userpilot and Gainsight PX

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

1.8 GPA

WalkMe

Paid

Digital adoption platform with in-app guidance and analytics.

- WalkMe also covers workflow automation and chatbots.

Whatfix and WalkMe compared in full

2.4 GPA

Pendo

Free plan

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

- Pendo has a free plan. Whatfix does not, though it has a free trial.
- Whatfix also covers no-code and dashboards.
- Pendo also covers web analytics and session replay.

Whatfix and Pendo compared in full



1.6 GPA

Appcues

From $9,000/yr

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

- Whatfix also covers no-code.
- Appcues also covers workflow automation.

Whatfix and Appcues compared in full



2.0 GPA

Userpilot

Free trial · from $299/mo

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

- Whatfix also covers no-code.
- Userpilot also covers session replay.

Whatfix and Userpilot compared in full



1.8 GPA

Gainsight PX

Free trial

Product analytics and in-app engagement from Gainsight.

- Whatfix also covers no-code.
- Gainsight PX also covers workflow automation and reports.

Whatfix and Gainsight PX compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Whatfix free?

No, Whatfix is a paid product, but you can try it first. Free trial offered through a request form; terms not stated.

What platforms does Whatfix work on?

Whatfix is available on Web.

Does Whatfix have an Android app?

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

Does Whatfix have an iPhone app?

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

Is Whatfix open source?

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

Who makes Whatfix?

Whatfix is made by a company of the same name. It dates from 2014.

What are the alternatives to Whatfix?

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

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

Whatfix's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Could I make my own version of Whatfix?

To replace Whatfix 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 Whatfix'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 Whatfix'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 Whatfix. Prices change, so check whatfix.com before you buy.

whatfix.com/pricing/

whatfix.com/about-us/

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

Whatfix, kept up to date

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

toolgpa.com/tools/whatfix

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, "Whatfix: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/whatfix
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Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Whatfix, 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 Whatfix'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. Whatfix is a trademark of its owner, and this guide is not made, paid for or approved by Whatfix. Prices and plans change: check whatfix.com before you buy.