ToolGPA

NOVEMBER 2026

Wheel of Popups

The Insider's Guide

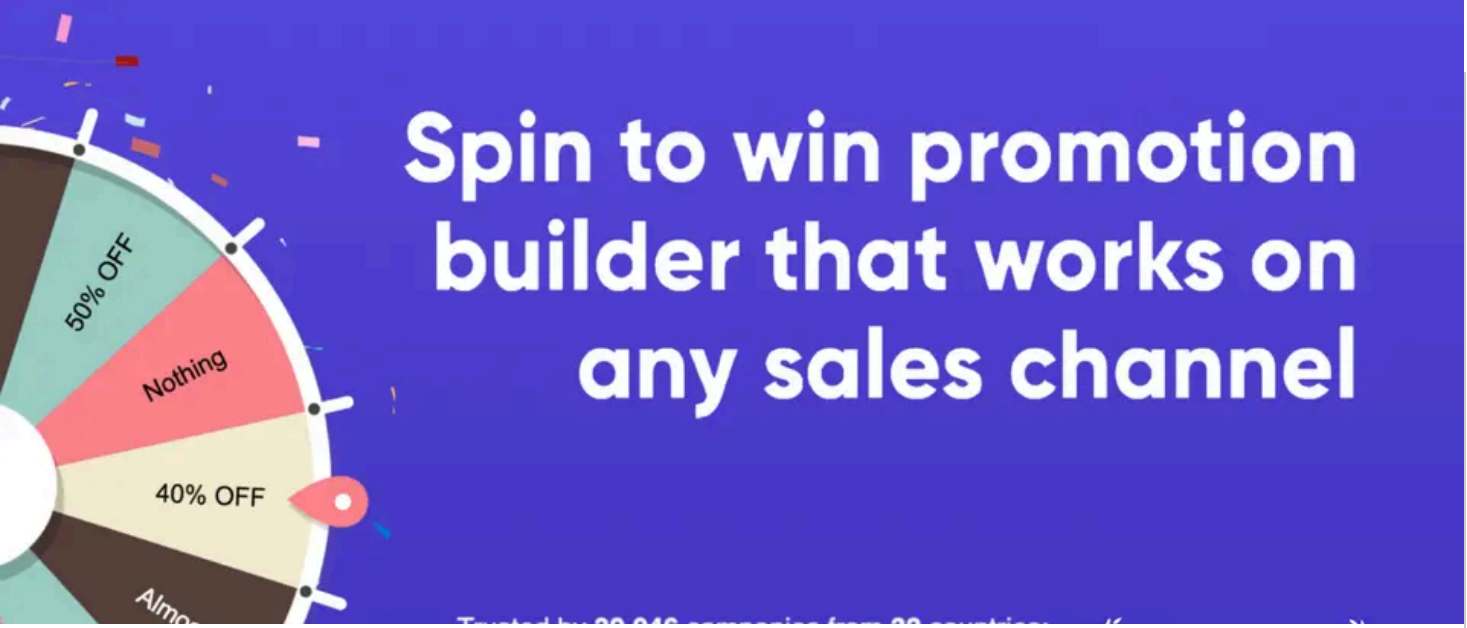
Spin-to-win and exit-intent popups for websites and online stores



Every plan, grade, refund rule and rival among popup and widget tools, read from Wheel of Popups's own pages.

Made by Wheel of Popups · checked Nov 13, 2026 · toolgpa.com

2.2
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Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

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

ToolGPA put this guide together from Wheel of Popups's own pages, its app-store listings and our grades. Every fact in it is on Wheel of Popups'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 14 of the 54 other popup and widget tools we grade

Wheel of Popups is a website popup builder best known for spin-to-win discount wheels and exit-intent offers. Plans are priced by monthly pageviews and the number of promotions that can run at once. Every plan includes live chat, email support and an account manager, and a 10-day free trial needs no card.

> "
>
> **You design a promotion, set rewards and add the script.**
>
> From our grade for ease of use

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

1 **Best for spin-to-win popups with a card-free trial**

Wheel of Popups does spin-to-win and exit-intent popups for websites and stores, from $19 a month for 5,000 pageviews.

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

As its pricing page puts it: $19 per month for 5,000 pageviews.

3 **You can try it first**

10-day free trial, no credit card required, up to 5,000 pageviews

4 **It runs on Web**

Web.

5 **Spin-to-win wheel**

A gamified popup where visitors spin a wheel for a discount or reward in exchange for their email address.

6 **Exit-intent popups**

Popups can be set to appear as a visitor is about to leave, aimed at cart abandonment and lead capture.

7 **Visual design tools**

A visual builder with separate desktop and mobile editors, form fields, branding and text editing, and settings for rewards, urgency and placement.

8 **A 2.2 GPA, above 14 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 Wheel of Popups for yourself: popups, forms and reports.

Wheel of Popups at a glance

PRICING
Free trial, from $19 per month for 5,000 pageviews

FREE PLAN
No

FREE TRIAL
10-day free trial, no credit card required, up to 5,000 pageviews

RUNS ON
Web

MADE BY
Wheel of Popups

CATEGORY
Popups & Website Widgets

OUR GRADE
2.2 GPA, fair

The report card

Best for spin-to-win popups with a card-free trial

Wheel of Popups does spin-to-win and exit-intent popups for websites and stores, from $19 a month for 5,000 pageviews. The 10-day trial needs no

card. There's no free plan, the number of promotions at once is capped at 1 on Basic, and the refund policy is only 'get in touch'.

TOOLGPA REPORT CARD

Wheel of Popups

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$19 a month for 5,000 pageviews is between the middle ($14.92) and the dearer quarter ($24) for popup tools. The page shows crossed-out higher prices and says yearly saves about 20% without listing yearly prices.
Free plan and trial	C	A 10-day trial with no card, up to 5,000 pageviews, then a paid plan. No free plan.
Features	C	Spin-to-win wheel, exit intent, design tools, segments and analytics, and templates for use cases. It is a narrower job than a full popup tool, and Basic runs 1 promotion at a time.
Ease of use	C	No store rating on record. You design a promotion, set rewards and add the script.
Platforms and integrations	B	Web app that connects with WordPress, Shopify, Wix, Squarespace, WooCommerce, Webflow, HubSpot and Mailchimp. No phone or desktop app.

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 Wheel of Popups is for

- ✓ Fits if you want a wheel-of-prizes popup and can set the rewards yourself
- ✓ Makes sense if you want to try it for 10 days without a card

Who it is not for

- ✗ Tight if you want several promotions at once: Basic runs 1, Startup 5, Business 20
- ✗ Skip it if you want a free plan, since after 10 days or 5,000 pageviews a paid plan is needed
- ✗ Pricey if you grow past 5,000 pageviews, with $49 a month at 30,000 and $149 at 100,000
- ✗ Watch out: the refund policy reads 'get in touch with us' with no window stated

Good to know

Good for

- ✓ Online stores that want a discount wheel to collect email addresses
- ✓ Small sites that need only one or a few promotions at a time
- ✓ Businesses that want a named account manager included in the plan

Worth knowing

- ⓘ Plans are capped by pageviews and by the number of promotions running at once, from 1 on Basic to 50 on Enterprise.
- ⓘ There is no free plan; after the 10-day trial or 5,000 pageviews, a paid plan is required.
- ⓘ The pricing page lists a refund policy only as 'get in touch with us', with no stated window.
- ⓘ The page says prepaying for a year saves about 20%, but it does not list the yearly prices.

What it costs

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

$19
A month to start

Wheel of Popups is a paid product with a free trial, starting at $19 per month for 5,000 pageviews.

BASIC

$19

per month for up to 5,000 pageviews

1 promotion, no branding, live chat and email support. Shown as $19 down from a crossed-out $29.

STARTUP

$49

per month for up to 30,000 pageviews

5 promotions, no branding, live chat and email support. Shown as $49 down from a crossed-out $89.

BUSINESS

$149

per month for up to 100,000 pageviews

20 promotions, no branding, live chat and email support. Shown as $149 down from a crossed-out $229.

ENTERPRISE

$249

per month for up to 500,000 pageviews

50 promotions, no branding, live chat and email support. Shown as $249 down from a crossed-out $499.

Trying it first

10-day free trial, no credit card required, up to 5,000 pageviews

Read from wheelofpopups.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

About 20% off when prepaying a year

The pricing FAQ says paying for a year up front when upgrading to a paid plan takes roughly 20% off.

Stated on wheelofpopups.com

What it does

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

1

Place it runs: Web

Spin-to-win and exit-intent popups for websites and online stores. Here is what it does, as its own site describes it, and what it covers: forms, reports, popups.

> **Spin-to-win wheel, exit intent, design tools, segments and analytics, and templates for use cases.**
>
> From our grade for features

Spin-to-win wheel

A gamified popup where visitors spin a wheel for a discount or reward in exchange for their email address.

Exit-intent popups

Popups can be set to appear as a visitor is about to leave, aimed at cart abandonment and lead capture.

Visual design tools

A visual builder with separate desktop and mobile editors, form fields, branding and text editing, and settings for rewards, urgency and placement.

Segments and analytics

Targeting segments decide who sees a promotion, and a dashboard lets you view, filter and export the leads each one collects.

Use-case templates

Setups for lead generation, email promotion, holiday sales, social giveaways, abandoned carts and trade shows.

Where it runs

Web

What it works with

WordPress
Shopify
Wix
Mailchimp
WooCommerce
Squarespace
Webflow
HubSpot

Wheel of Popups is made by Wheel of Popups.

PART 04 · STANDING

Where it stands

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

14/54

Other popup and widget tools it is graded above

Wheel of Popups's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

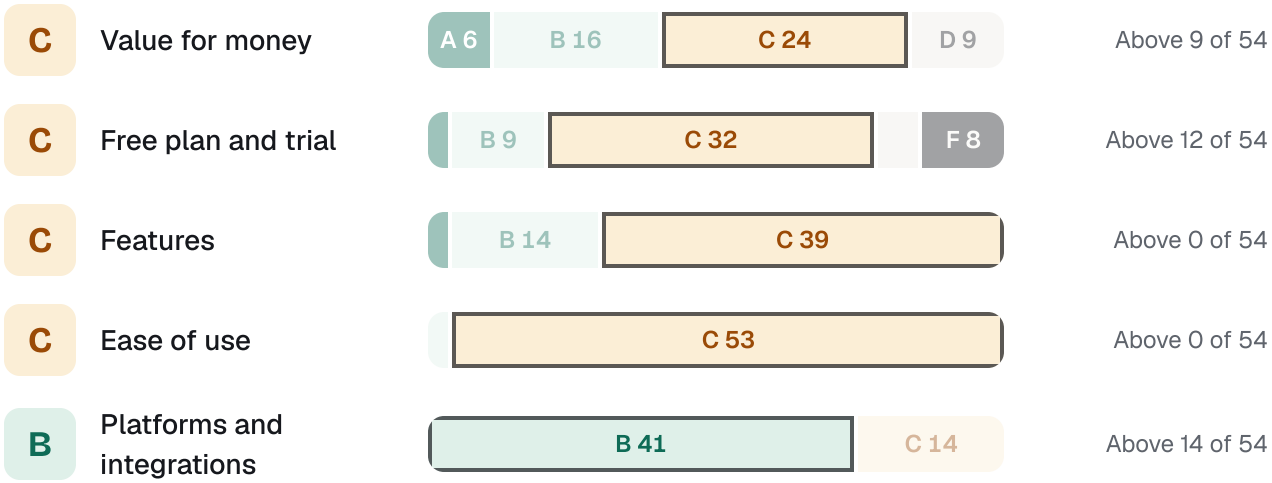
It stands best on platforms and integrations (B, above 14 of 54) and worst on features (C, above 0).

Its paid plans start at $19 a month, against a middle price of $14 for the category: 30 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

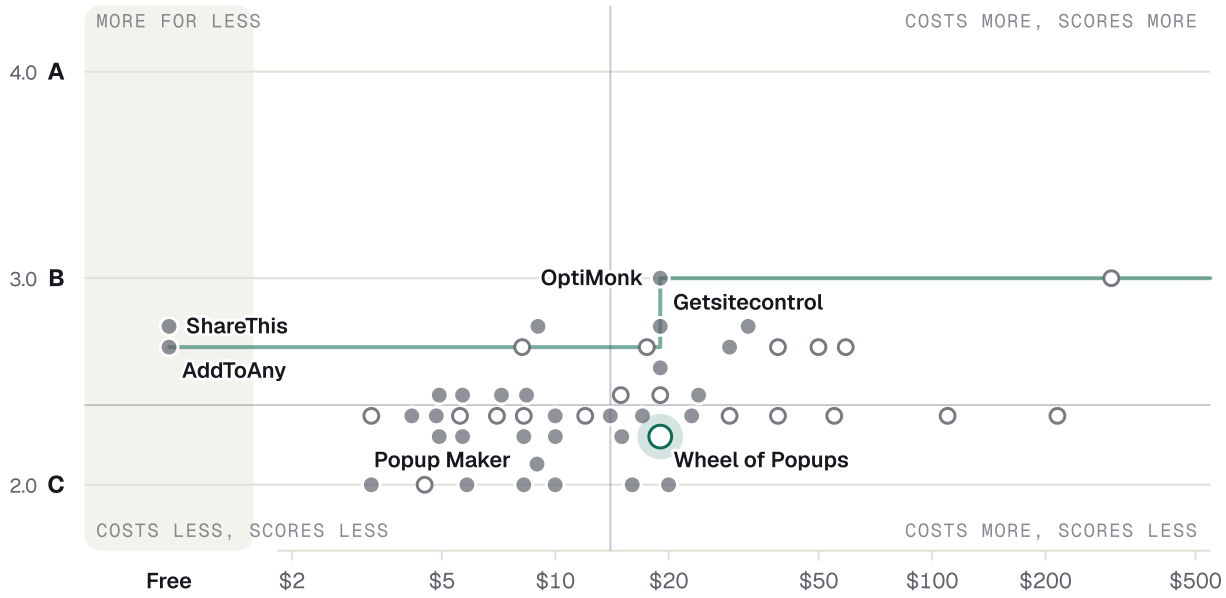
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. Wheel of Popups'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. Wheel of Popups 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 Wheel of Popups for yourself: popups, forms and reports.

What you would give up is listed below. Whether that is worth the price is your call. It costs $228 a year.

What you could make

- Popups, forms and reports: an app builder makes these well.

What you could not

- ✕ It plugs into other products, WordPress, Shopify and Wix among them.

- It runs in a browser, which is where something home-made would run too.

What this rests on. Wheel of Popups'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



OptinMonster, Wheelio, OptiMonk, Wisepops and Getsitecontrol

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

1.8 GPA

OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- Wheel of Popups also covers reports.
- OptinMonster also covers templates, no-code and a/B testing.

Wheel of Popups and OptinMonster compared in full

2.2 GPA

Wheelio

Free trial · from $14.92/mo

Spin-to-win and scratch-card pop-ups for email and SMS capture.

- Wheel of Popups also covers forms and reports.
- Wheelio also covers sMS marketing.

Wheel of Popups and Wheelio compared in full



2.6
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OptiMonk

Free plan · from $19/mo

Popups for online stores, built by an AI agent you describe them to.

- OptiMonk has a free plan. Wheel of Popups does not, though it has a free trial.
- Wheel of Popups also covers forms and reports.
- OptiMonk also covers templates, AI agents and a/B testing.

Wheel of Popups and OptiMonk compared in full



2.4
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Wisepops

Free trial · from $299/mo

Popups, on-site feeds, web push and A/B tests for online stores.

- Wheel of Popups also covers forms and reports.
- Wisepops also covers a/B testing.

Wheel of Popups and Wisepops compared in full



2.8
GPA

Getsitecontrol

Free plan · from $19/mo

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

- Getsitecontrol has a free plan. Wheel of Popups does not, though it has a free trial.
- Wheel of Popups also covers reports.
- Getsitecontrol also covers marketing automation, surveys, email campaigns and a/B testing.

Wheel of Popups and Getsitecontrol compared in full

PART 06 · QUESTIONS

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 Wheel of Popups free?

No, Wheel of Popups is a paid product, but you can try it first. 10-day free trial, no credit card required, up to 5,000 pageviews.

How much does Wheel of Popups cost?

Wheel of Popups lists 4 plans. Basic: $19 per month for up to 5,000 pageviews.

What platforms does Wheel of Popups work on?

Wheel of Popups is available on Web.

Does Wheel of Popups offer any discounts?

Wheel of Popups publicly lists the following: About 20% off when prepaying a year.

Does Wheel of Popups have an Android app?

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

Does Wheel of Popups have an iPhone app?

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

Is Wheel of Popups open source?

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

What does Wheel of Popups integrate with?

Wheel of Popups's listing names WordPress, Shopify, Wix, Mailchimp, WooCommerce, Squarespace, Webflow and HubSpot.

Who makes Wheel of Popups?

Wheel of Popups is made by a company of the same name.

What are the alternatives to Wheel of Popups?

The closest alternatives to Wheel of Popups in our directory are OptinMonster, Wheelio, OptiMonk, Wisepops and Getsitecontrol.

How does Wheel of Popups compare with other popup and widget tools?

Wheel of Popups's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

Is Wheel of Popups good value for money?

ToolGPA grades Wheel of Popups C for value for money. Its paid plans start at $19 a month, against a middle price of $14 for the category: 30 of the 48 others that charge start lower.

Could I make my own version of Wheel of Popups?

You could make the core of Wheel of Popups for yourself: popups, forms and reports.

Where this guide comes from

The prices, plans, platforms and features were read from Wheel of Popups'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 Wheel of Popups'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 Wheel of Popups. Prices change, so check wheelofpopups.com before you buy.

wheelofpopups.com/pricing
wheelofpopups.com/integrations
wheelofpopups.com

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

Wheel of Popups, kept up to date

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

toolgpa.com/tools/wheel-of-popups

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, "Wheel of Popups: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/wheel-of-popups
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Know someone choosing between popup and widget tools?

Send them this guide: toolgpa.com/tools/wheel-of-popups/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after Wheel of Popups, 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

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