ToolGPA

NOVEMBER 2026

Wishpond

The Insider's Guide

Marketing platform with landing pages, forms and a website builder



Every plan, grade, refund rule and rival among website and landing page builders, read from Wishpond's own pages.

Made by Wishpond Technologies Ltd. · checked Nov 13, 2026 · toolgpa.com

1.6

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

1.6

GPA, above 1 of the 104 other website and landing page builders we grade

Wishpond is a marketing platform that bundles a website and landing page builder with pop-ups, forms, email marketing, sales automation and social promotions. It also lists AI sales agents and SMS marketing. Its pricing page now sends visitors to a demo request, so plan prices are not published.

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

> **It's a web suite with many modules, so expect accounts, templates and campaigns to set up.**
>
> From our grade for ease of use

1 **Best for a marketing suite with a site builder bolted on**

Wishpond is a marketing suite that bundles a site builder, landing pages, pop-ups, email and SMS.

2 **It runs on Web**

Web.

3 AI website builder

A drag-and-drop builder with AI suggestions for text, images and layout, using mobile-responsive templates.

4 Landing pages and funnels

Capture products listed include landing pages, marketing funnels, pop-ups and forms.

5 Email and sales automation

Nurture tools include email marketing, a leads database, sales automation and automations.

6 A 1.6 GPA, above 1 of 104

That is against the other website and landing page builders we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace Wishpond you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Wishpond at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Wishpond Technologies Ltd.	CATEGORY Website & Landing Page Builders
OUR GRADE 1.6 GPA, weak	

The report card

Best for a marketing suite with a site builder bolted on

Wishpond is a marketing suite that bundles a site builder, landing pages, pop-ups, email and SMS. The catch is the price: the pricing page now sends you to a demo form, so you can't see what it costs before talking to someone, and there's no free plan or trial on record.

TOOLGPA REPORT CARD

Wishpond

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan prices are published, because the pricing page redirects to a book-a-demo form. With nothing to compare against the category's $12 middle, it sits in the middle.
Free plan and trial	F	Nothing free is listed: no free plan and no trial, only a demo request.
Features	C	Builder, landing pages, pop-ups, forms, email and SMS in one place. But the builder is one module of a bigger suite, and its page says e-commerce depends on the plan.
Ease of use	C	No store rating on record. It's a web suite with many modules, so expect accounts, templates and campaigns to set up.
Platforms and integrations	C	Web only, and no integrations are listed.

Grade point average — Weak, out of 4.0 **1.6**

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 Wishpond is for

- ✓ Fits if you want site, forms, email and SMS from one vendor and don't mind a sales call
- ✓ Works for small businesses and clinics the vendor's industry pages are aimed at

Who it is not for

- ✗ Skip it if you want to see a price before you talk to anyone, since none is published
- ✗ Not for you if you need a free plan or a trial to try first, as none is listed
- ✗ Too light for a standalone website, because the builder is one module of the marketing suite
- ✗ Watch out: e-commerce depends on the plan you are sold, and no integrations are listed

Good to know

Good for

- ✓ Small businesses wanting one marketing suite
- ✓ Teams running lead-capture campaigns and promotions
- ✓ Agencies and clinics using its industry pages

Worth knowing

- ⓘ Pricing is unverified: the pricing page redirects to a book-a-demo form.
- ⓘ The website builder is one module of a wider marketing suite, not a standalone product.
- ⓘ The builder's page says e-commerce depends on the chosen plan.

What it costs

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

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

> **No plan prices are published, because the pricing page redirects to a book-a-demo form.**
>
> From our grade for value for money

We could not confirm Wishpond's current prices from its own site, so this guide lists no plans. wishpond.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

Marketing platform with landing pages, forms and a website builder. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, forms, sMS marketing, popups.

"

Builder, landing pages, pop-ups, forms, email and SMS in one place.

From our grade for features

AI website builder

A drag-and-drop builder with AI suggestions for text, images and layout, using mobile-responsive templates.

Landing pages and funnels

Capture products listed include landing pages, marketing funnels, pop-ups and forms.

Email and sales automation

Nurture tools include email marketing, a leads database, sales automation and automations.

SMS and AI agents

The site lists SMS marketing flows and no-code AI agents, including AI sales agents.

A/B testing and analytics

The site mentions A/B testing and AI-driven analytics for campaign results.

Where it runs

Web

What it works with

Its own pages name no integrations.

Wishpond is made by Wishpond Technologies Ltd.

PART 04 · STANDING

Where it stands

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

1/104

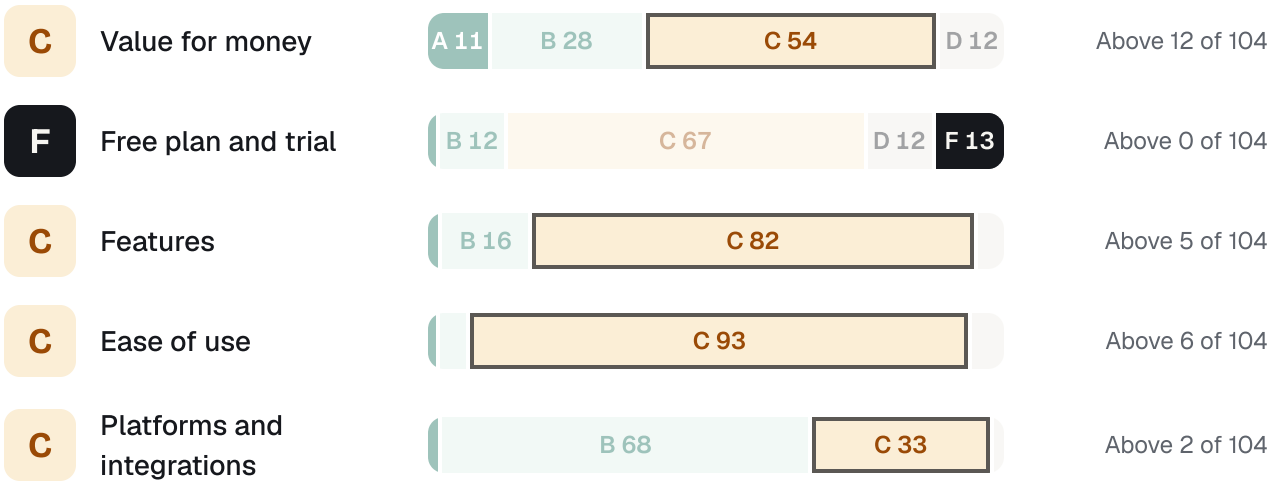
Other website and landing page builders it is graded above

Wishpond's GPA of 1.6 is higher than 1 of the 104 other website and landing page builders we grade, and level with 4.

It stands best on value for money (C, above 12 of 104) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Wishpond'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 Wishpond you would be making email sent in volume that still reaches the inbox. 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: 99 of the 104 other website and landing page builders grade higher.

What you could make

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

What you could not

- Email sent in volume that still reaches the inbox.
- Texts to thousands of numbers, registered with the carriers.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Wishpond'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



Leadpages, Unbounce, Instapage, ClickFunnels and ConvertFlow

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

2.4 GPA

Leadpages

Free trial · from $29/mo

Landing page builder with AI page creation and A/B testing.

- Wishpond also covers marketing automation, sMS marketing and popups.
- Leadpages also covers no-code.

Wishpond and Leadpages compared in full

2.4 GPA

Unbounce

Free trial · from $22/mo

Landing page builder with A/B testing and AI traffic routing.

- Wishpond also covers marketing automation, sMS marketing and popups.
- Unbounce also covers templates and no-code.

Wishpond and Unbounce compared in full



2.0 GPA

Instapage

Free trial · from $79/mo

Landing page platform for paid ads with A/B tests and AI copy.

- Wishpond also covers marketing automation, sMS marketing and popups.
- Instapage also covers templates and no-code.

Wishpond and Instapage compared in full



2.2 GPA

ClickFunnels

Free trial · from $81/mo

Sales funnel builder bundled with email, courses, a store and CRM.

- Wishpond also covers forms, sMS marketing and popups.
- ClickFunnels also covers templates, no-code and email campaigns.

Wishpond and ClickFunnels compared in full



2.2 GPA

ConvertFlow

Free plan · from $29/mo

Funnel builder for popups, quizzes, forms and landing pages.

- ConvertFlow has a free plan. Wishpond does not.
- Wishpond also covers marketing automation and sMS marketing.
- ConvertFlow also covers templates, no-code, online store and a/B testing.

Wishpond and ConvertFlow compared in full

Quick answers

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

9

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 Wishpond free?

No. Wishpond is a paid product.

What platforms does Wishpond work on?

Wishpond is available on Web.

Does Wishpond have an Android app?

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

Does Wishpond have an iPhone app?

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

Is Wishpond open source?

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

Who makes Wishpond?

Wishpond is made by Wishpond Technologies Ltd.

What are the alternatives to Wishpond?

The closest alternatives to Wishpond in our directory are Leadpages, Unbounce, Instapage, ClickFunnels and ConvertFlow.

How does Wishpond compare with other website and landing page builders?

Wishpond's GPA of 1.6 is higher than 1 of the 104 other website and landing page builders we grade, and level with 4.

Could I make my own version of Wishpond?

To replace Wishpond you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Wishpond'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 Wishpond'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 Wishpond Technologies Ltd. Prices change, so check wishpond.com before you buy.

wishpond.com/

wishpond.com/pricing/

wishpond.com/website-builder/

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

Wishpond, kept up to date

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

toolgpa.com/tools/wishpond

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, "Wishpond: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/wishpond
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Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Wishpond, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 106 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

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