ToolGPA

NOVEMBER 2026

WP Popups

The Insider's Guide

WordPress popup plugin with a free edition and paid licenses



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

Made by Linsila LLC · checked Nov 13, 2026 · toolgpa.com

2.2
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ToolGPA put this guide together from WP Popups's own pages, its app-store listings and our grades. Every fact in it is on WP 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

WP Popups is a WordPress plugin for building popups with display filters, triggers and form integrations. A free edition is listed on WordPress.org; paid yearly licenses add premium rules, triggers, exit intent, analytics and email add-ons. Licenses are sold by number of sites.

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

> "
>
> **It runs only on WordPress, and the pricing page contradicts itself about renewals.**
>
> From our report card of WP Popups

1 **Best for WordPress popups with a free edition**

Exit intent, extra triggers and most email add-ons sit behind the paid tiers.

2 **Paid plans start at $5.83 a month when paid by the year**

As its pricing page puts it: $70 per year for 1 site.

3 **There is a free plan**

Free edition on WordPress.org with popup templates and display filters; premium rules, triggers, positions and exit intent are paid.

4 **It runs on Web**

Web.

5 **Display filters**

Show popups on chosen pages, templates or posts, by user role, referrer, device type or logged-in status.

6 **Exit intent and triggers**

Premium triggers and exit-intent popups are in the paid licenses.

7 **Form plugin support**

Works with form plugins such as WPForms, Gravity Forms, Ninja Forms and Contact Form 7.

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 **Keep it**

The plain part of WP Popups you could make: popups and forms. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

WP Popups at a glance

PRICING Free plan, from $70 per year for 1 site	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Linsila LLC	CATEGORY Popups & Website Widgets
OUR GRADE 2.2 GPA, fair	

The report card

Best for WordPress popups with a free edition

WP Popups is a WordPress plugin with a free edition and paid licences from $70 a year for one site. Exit intent, extra triggers and most email add-ons sit behind the paid tiers. It runs only on WordPress, and the pricing page contradicts itself about renewals.

TOOLGPA REPORT CARD

WP Popups

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$70 a year for one site, about $5.83 a month, which is inside the cheapest quarter of popup tools. Five-site, ten-site and unlimited tiers jump to $199, $399 and $599 a year.
Free plan and trial	C	The free edition has templates and display filters, but exit intent, premium triggers and positions are paid. There is no trial, only a 30-day money-back guarantee.
Features	C	Display filters, exit intent, form-plugin support and an A/B testing add-on. The listing shows gaps: most email integrations are add-ons tied to the higher plans.
Ease of use	C	No store rating on record. You install a plugin, build a popup and set rules.
Platforms and integrations	C	Only works inside WordPress. It lists WPForms, Gravity Forms, Contact Form 7, Mailchimp and Zapier.

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 WP Popups is for

- ✓ Fits if you run one WordPress site and want a plugin, not a hosted tool
- ✓ Works for a site that wants popups tied to a form plugin it already uses

Who it is not for

- ✗ Skip it if your site is not on WordPress
- ✗ Not for you if you want exit intent for free: it is paid
- ✗ Pricey if you need several sites, since 5 sites is $199 a year and 10 is $399
- ✗ Watch out: the page calls prices introductory and mentions renewal at a different price, so what you pay in year two is unclear
- ✗ Watch out: Zapier, geolocation and scheduler add-ons start on Pro at $399

Good to know

Good for

- ✓ WordPress sites that want a free popup plugin with an upgrade path
- ✓ Agencies licensing one plugin across many client sites

Worth knowing

- ⓘ Runs only inside WordPress.
- ⓘ The page calls the listed prices introductory (50% off) and says renewals are the regular price minus 30%, but also shows 'then $599/yr'; renewal is unclear.
- ⓘ Most email integrations are add-ons tied to higher plans, though add-ons can also be bought separately.
- ⓘ There is no free trial; the vendor offers a 30-day money-back guarantee.

PART 02 · PRICING

What it costs

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

$5.83

A month to start, paid by the year.
There is a free plan too

WP Popups has a free plan. Paid plans start at $70 per year for 1 site.

> **The free edition has templates and display filters, but exit intent, premium triggers and positions are paid.**
>
> From our grade for free plan and trial

FREE

$0

Free edition from WordPress.org. Add-ons can be bought separately and used with it.

BASIC

$70

per year for 1 site

Unlimited popups, premium rules, triggers and positions, exit intent, A/B tests add-on, Mailchimp and Constant Contact add-ons.

PLUS

$199

per year for 5 sites

Everything in Basic plus add-ons for MailPoet, Newsletter, ActiveCampaign, AWeber, GetResponse and MailerLite.

PRO

$399

per year for 10 sites

Everything in Plus plus Zapier, login, leaving notice, geolocation and scheduler add-ons, and premium support.

AGENCY

$599

per year for unlimited sites

Everything in Pro, unlimited sites and a pass for all future add-ons.

The free plan

Free edition on WordPress.org with popup templates and display filters; premium rules, triggers, positions and exit intent are paid.

Read from wppopups.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Introductory 50% off the first year

The pricing page shows each license at half its regular price, for example Basic at $35 instead of $70, as special introductory pricing. The renewal price is not stated consistently on the page.

Stated on wppopups.com

What it does

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

1

Place it runs: Web

WordPress popup plugin with a free edition and paid licenses. Here is what it does, as its own site describes it, and what it covers: forms, a/B testing, popups.

> **Display filters, exit intent, form-plugin support and an A/B testing add-on.**

From our grade for features

Display filters

Show popups on chosen pages, templates or posts, by user role, referrer, device type or logged-in status.

Exit intent and triggers

Premium triggers and exit-intent popups are in the paid licenses.

Form plugin support

Works with form plugins such as WPForms, Gravity Forms, Ninja Forms and Contact Form 7.

Email add-ons

Add-ons connect Mailchimp, Constant Contact, ActiveCampaign, AWeber, GetResponse and MailerLite, with higher plans covering more of them.

A/B tests add-on

Split testing of popups, included from the Basic plan.

Where it runs

Web

What it works with

WPForms
Gravity Forms
Ninja Forms
Contact Form 7
Mailchimp
MailPoet
ActiveCampaign
Zapier

WP Popups is made by Linsila LLC.

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

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

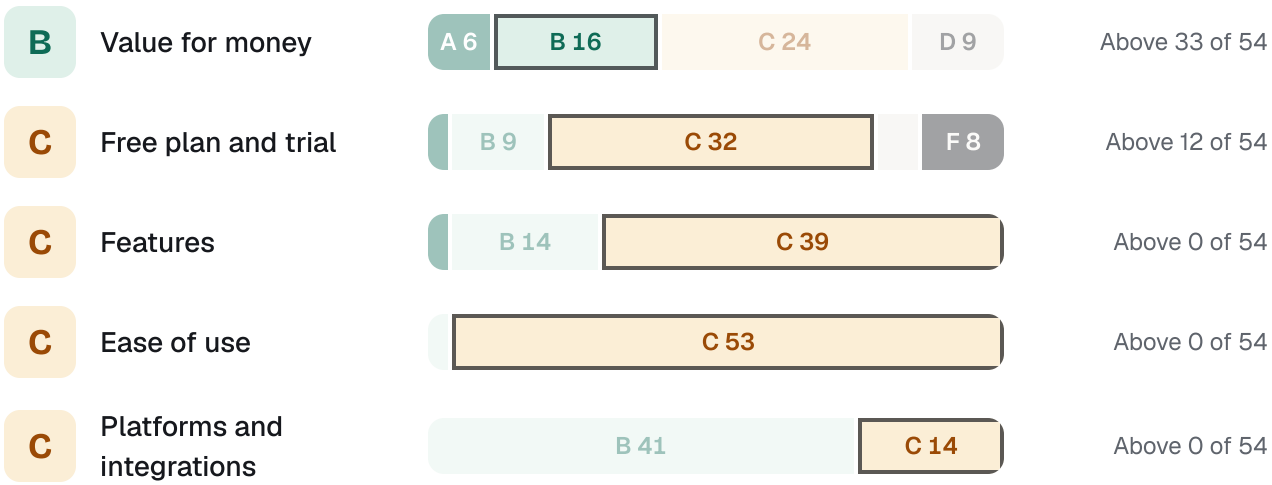
It stands best on value for money (B, above 33 of 54) and worst on features (C, above 0).

Its paid plans start at $5.83 a month when paid by the year, against a middle price of $14 for the category: 10 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 10 tools score higher and cost less.

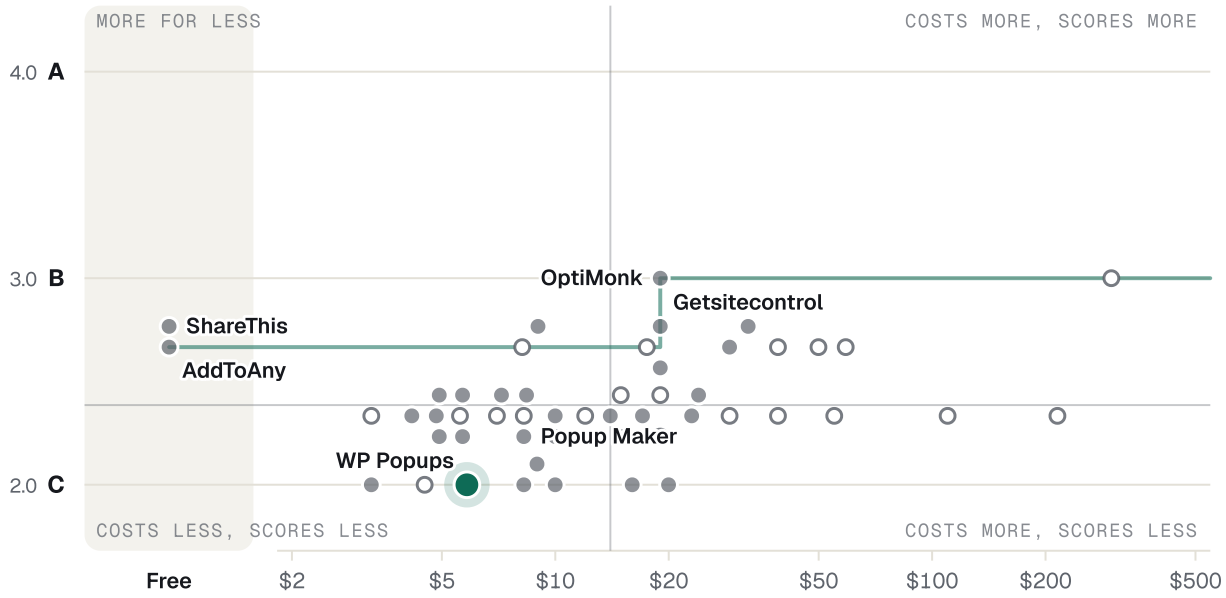
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. WP 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. WP 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.

Keep it

The plain part of WP Popups you could make: popups and forms. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 21 of the 54 other popup and widget tools grade higher. It costs $70 a year.

What you could make

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

What you could not

- Splitting visitors between versions and telling you which won.

- It plugs into other products, WPForms, Gravity Forms and Ninja Forms among them.

What this rests on. WP 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



Popup Maker, Icegram, MailOptin, Convert Pro and Thrive Leads

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

Popup Maker

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Free plan · from $99/yr

WordPress popup plugin with a free edition and yearly Pro licenses.

- Popup Maker also covers reports.

WP Popups and Popup Maker compared in full

Icegram

2.4 GPA

Free plan · from $99/yr

WordPress plugins for popups, action bars and email capture.

- Icegram also covers email campaigns.

WP Popups and Icegram compared in full

MailOptin

2.2 GPA

Free plan

WordPress popup, opt-in form and email newsletter plugin.

- WP Popups also covers a/B testing.
- MailOptin also covers email campaigns.

WP Popups and MailOptin compared in full



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Convert Pro

From $99/yr

WordPress popup and opt-in plugin with annual or lifetime licenses.

- WP Popups has a free plan. Convert Pro does not.
- WP Popups also covers forms.
- Convert Pro also covers templates.

WP Popups and Convert Pro compared in full



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Thrive Leads

From $599/yr

WordPress opt-in form builder with popups, ribbons and A/B tests.

- WP Popups has a free plan. Thrive Leads does not.
- Thrive Leads also covers reports.

WP Popups and Thrive Leads 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 WP Popups free?

WP Popups has a free plan. Free edition on WordPress.org with popup templates and display filters; premium rules, triggers, positions and exit intent are paid.

How much does WP Popups cost?

WP Popups lists 5 plans. Free: $0.

What platforms does WP Popups work on?

WP Popups is available on Web.

Does WP Popups offer any discounts?

WP Popups publicly lists the following: Introductory 50% off the first year.

Does WP Popups have an Android app?

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

Does WP Popups have an iPhone app?

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

Is WP Popups open source?

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

What does WP Popups integrate with?

WP Popups's listing names WPForms, Gravity Forms, Ninja Forms, Contact Form 7, Mailchimp, MailPoet, ActiveCampaign and Zapier.

Who makes WP Popups?

WP Popups is made by Linsila LLC.

What are the alternatives to WP Popups?

The closest alternatives to WP Popups in our directory are Popup Maker, Icegram, MailOptin, Convert Pro and Thrive Leads.

How does WP Popups compare with other popup and widget tools?

WP 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 WP Popups good value for money?

ToolGPA grades WP Popups B for value for money. Its paid plans start at $5.83 a month when paid by the year, against a middle price of $14 for the category: 10 of the 48 others that charge start lower.

Could I make my own version of WP Popups?

The plain part of WP Popups you could make: popups and forms. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from WP 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 WP 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 Linsila LLC. Prices change, so check wppopups.com before you buy.

wppopups.com/pricing/

wppopups.com

wordpress.org/plugins/wp-popups-lite/

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

WP Popups, kept up to date

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

toolgpa.com/tools/wp-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:

```
ToolGPA, "WP Popups: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/wp-popups
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after WP 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

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