ToolGPA

NOVEMBER 2026

Zuko Analytics

The Insider's Guide

Form and checkout analytics that shows where visitors drop out

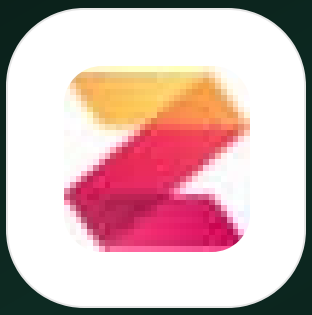


Every plan, grade, refund rule and rival among website and product analytics tools, read from Zuko Analytics's own pages.

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

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

Zuko Analytics tracks how visitors fill in web forms and checkouts, field by field, to show where they hesitate or abandon. It works with common form and store platforms and includes a Shopify app. Pricing follows the number of form sessions a month, with session replay as an add-on.

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

1 **Best for seeing where people quit your forms**

Zuko Analytics tracks how people fill in forms and checkouts field by field, to show where they stall or quit.

2 **Paid plans start at $56 a month**

As its pricing page puts it: $56 per month up to 5,000 form sessions, yearly ($70 billed monthly).

3 **You can try it first**

Free trial, no credit card required; length not stated on the pricing page

4 **It runs on Web**

Web.

5 **Field-level form tracking**

Reports on each form field to show where visitors stall, correct entries or leave, instead of only counting completed submissions.

6 **Abandonment summaries**

AI-written summaries describe when, where and why visitors abandon your forms.

7 **Session replay add-on**

An optional add-on lets you watch recordings of visitors working through a form.

8 **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.

9 **Keep it**

The plain part of Zuko Analytics you could make: reports and forms. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Zuko Analytics at a glance

PRICING
Free trial, from $56 per month up to 5,000 form sessions, yearly ($70 billed monthly)

FREE PLAN
No

FREE TRIAL
Free trial, no credit card required; length not stated on the pricing page

RUNS ON
Web

MADE BY
Formisimo Ltd

CATEGORY
Website & Product Analytics

OUR GRADE
2.2 GPA, fair

The report card

Best for seeing where people quit your forms

Zuko Analytics tracks how people fill in forms and checkouts field by field, to show where they stall or quit. It does that one job fully, from $56 a month for 5,000 form sessions, and session replay adds half the plan price again.

TOOLGPA REPORT CARD	Zuko Analytics	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$56 a month billed yearly for 5,000 form sessions, between the $32 middle and the $150 dearer quarter.
Free plan and trial	C	A free trial with no card, but the length isn't stated. No free plan.
Features	C	Field-level form tracking, abandonment summaries and Shopify checkout analytics. It does that job fully, but it's a smaller job than general analytics.
Ease of use	C	No rating read. Two tags to add and forms to map.
Platforms and integrations	B	Web only, with Shopify, Jotform, HubSpot, Magento, WordPress and BigCommerce.
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 Zuko Analytics is for

- ✓ Fits if a long form or checkout is where you lose people
- ✓ Works for stores on Shopify that want field-level data

Who it is not for

- ✕ Not for you if you want general site analytics, as it only covers forms
- ✕ Pricey if you want replay, which costs half the plan price extra
- ✕ Watch out: the 5,000-session plan has basic reports only
- ✕ Watch out: implementation support starts at 10,000 sessions
- ✕ Watch out: the trial length isn't stated

Good to know

Good for

- ✓ Marketing teams trying to raise form or checkout completion
- ✓ Lead-generation, insurance and finance sites with long forms
- ✓ Agencies reporting on clients' form conversions

Worth knowing

- ⓘ Prices follow form sessions per month; the page lists steps from 5,000 to 50,000.
- ⓘ Session replay costs an additional half of the plan price.
- ⓘ Basic reports only on the 5,000-session plan; implementation support starts at 10,000.
- ⓘ The pricing page shows GBP, USD and EUR, and does not state the trial length.

What it costs

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

$56

A month to start

Zuko Analytics is a paid product with a free trial, starting at $56 per month up to 5,000 form sessions, yearly ($70 billed monthly).

> **A free trial with no card, but the length isn't stated.**

From our grade for free plan and trial

5,000 SESSIONS

$56

per month up to 5,000 form sessions, yearly ($70 billed monthly)

Unlimited forms and users with basic reports. Session replay is an extra $28 a month ($35 on monthly billing).

10,000 SESSIONS

$112

per month up to 10,000 form sessions, yearly ($140 billed monthly)

All features and reports, plus implementation support. Session replay adds $56 a month ($70 on monthly billing).

25,000 SESSIONS

$280

per month up to 25,000 form sessions, yearly ($350 billed monthly)

All features and reports, plus implementation support. Session replay adds $140 a month ($175 on monthly billing).

50,000 SESSIONS

$560

per month up to 50,000 form sessions, yearly ($700 billed monthly)

All features and reports, plus implementation support. Session replay adds $280 a month ($350 on monthly billing).

Trying it first

Free trial, no credit card required; length not stated on the pricing page

Read from zuko.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% lower price on yearly plans

The yearly tab shows each plan 20% below the monthly price, for example $56 against $70 a month at 5,000 sessions.

Stated on zuko.io

What it does

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

1

Place it runs: Web

Form and checkout analytics that shows where visitors drop out. Here is what it does, as its own site describes it, and what it covers: AI features, forms, reports, session replay.

> **Field-level form tracking, abandonment summaries and Shopify checkout analytics.**

From our grade for features

Field-level form tracking

Reports on each form field to show where visitors stall, correct entries or leave, instead of only counting completed submissions.

Abandonment summaries

AI-written summaries describe when, where and why visitors abandon your forms.

Session replay add-on

An optional add-on lets you watch recordings of visitors working through a form.

Shopify checkout analytics

A Shopify app tracks where customers drop out of checkout.

Two-tag setup

Install two tags and you are tracking, with no need to tag every field, according to the vendor. It works with forms from tools such as Jotform and HubSpot.

Where it runs

Web

What it works with

Shopify
Jotform
HubSpot
Magento
Pardot
WordPress
BigCommerce

Zuko Analytics is made by Formisimo Ltd.

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

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

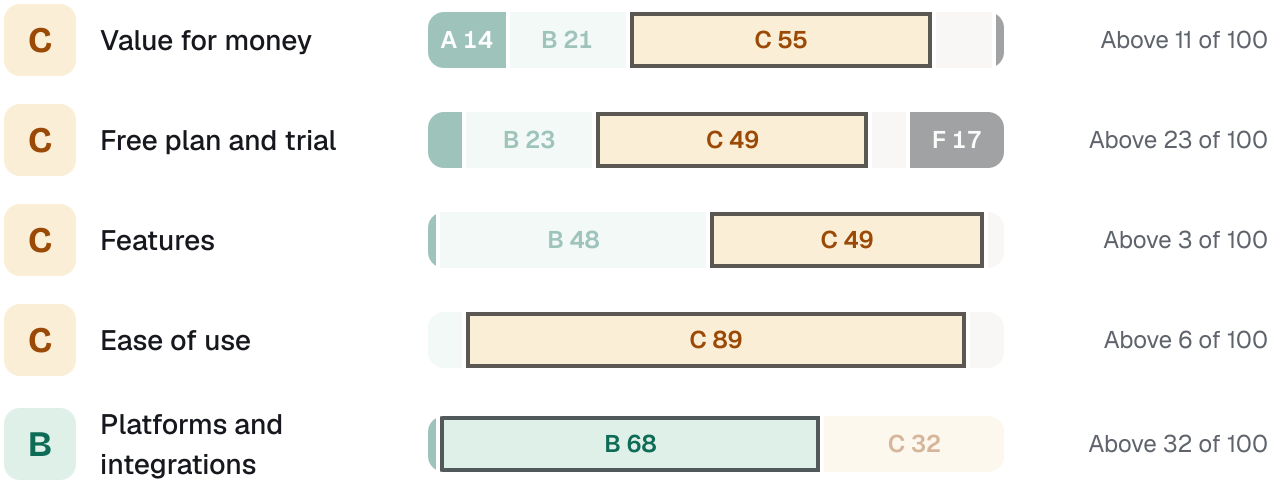
It stands best on platforms and integrations (B, above 32 of 100) and worst on features (C, above 3).

Its paid plans start at $56 a month, against a middle price of $25 for the category: 42 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 26 tools score higher and cost less.

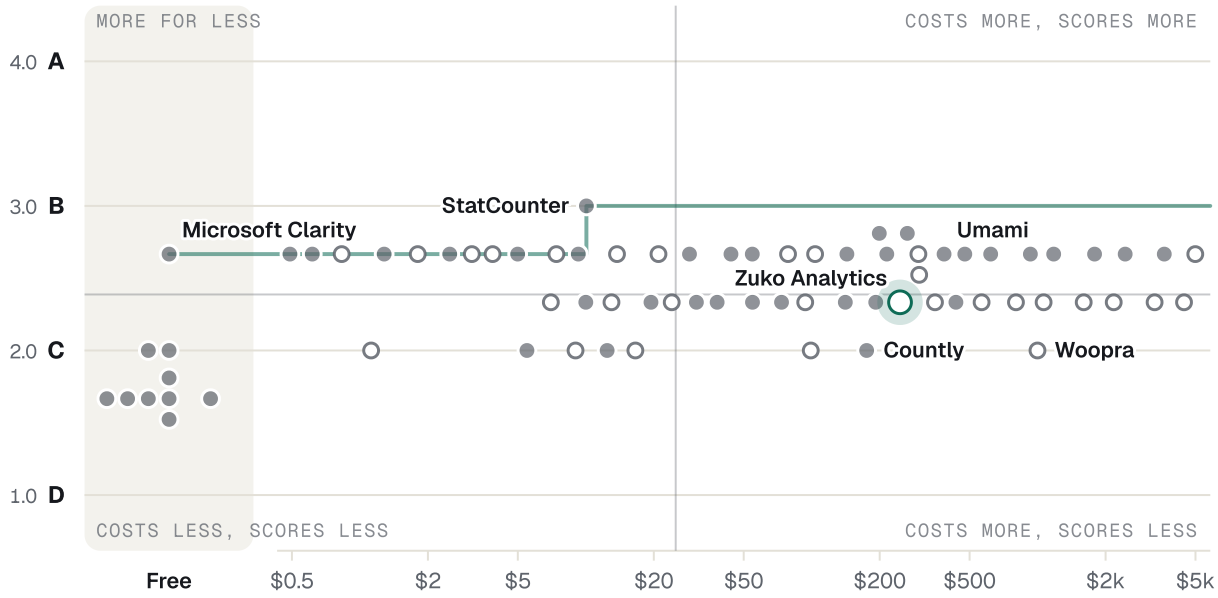
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Zuko Analytics's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Zuko Analytics 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 Zuko Analytics you could make: reports and forms. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

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. It costs $672 a year.

What you could make

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

What you could not

- Recordings of what each visitor did on your pages.
- It plugs into other products, Shopify, Jotform and HubSpot among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Zuko Analytics'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



Contentsquare, Fullstory, Mouseflow, Crazy Egg and Lucky Orange

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

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Contentsquare

Free plan · from $39/mo

Heatmaps, session replays and surveys, formerly sold as Hotjar.

- Contentsquare has a free plan. Zuko Analytics does not, though it has a free trial.
- Zuko Analytics also covers forms and reports.
- Contentsquare also covers surveys and web analytics.

Zuko Analytics and Contentsquare compared in full

3.0 GPA

Fullstory

Free plan

Session replay and behavior analytics for websites and apps.

- Fullstory has a free plan. Zuko Analytics does not, though it has a free trial.
- Zuko Analytics also covers forms and reports.
- Fullstory also covers surveys, dashboards and web analytics.

Zuko Analytics and Fullstory compared in full



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Mouseflow

Free plan · from $25/mo

Session replay, heatmaps and funnels for website behavior.

- Mouseflow has a free plan. Zuko Analytics does not, though it has a free trial.
- Zuko Analytics also covers reports.
- Mouseflow also covers surveys and web analytics.

Zuko Analytics and Mouseflow compared in full



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Crazy Egg

Free plan · from $29/mo

Heatmaps, session recordings and A/B testing for websites.

- Crazy Egg has a free plan. Zuko Analytics does not, though it has a free trial.
- Zuko Analytics also covers forms and reports.
- Crazy Egg also covers surveys, web analytics, a/B testing and popups.

Zuko Analytics and Crazy Egg compared in full



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GPA

Lucky Orange

Free trial · from $32/mo

Heatmaps, session recordings, surveys and live chat in one tool.

- Zuko Analytics also covers reports.
- Lucky Orange also covers surveys, live chat and web analytics.

Zuko Analytics and Lucky Orange compared in full

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 Zuko Analytics free?

No, Zuko Analytics is a paid product, but you can try it first. Free trial, no credit card required; length not stated on the pricing page.

How much does Zuko Analytics cost?

Zuko Analytics lists 4 plans. 5,000 sessions: $56 per month up to 5,000 form sessions, yearly ($70 billed monthly).

What platforms does Zuko Analytics work on?

Zuko Analytics is available on Web.

Does Zuko Analytics offer any discounts?

Zuko Analytics publicly lists the following: 20% lower price on yearly plans.

Does Zuko Analytics have an Android app?

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

Does Zuko Analytics have an iPhone app?

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

Is Zuko Analytics open source?

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

What does Zuko Analytics integrate with?

Zuko Analytics's listing names Shopify, Jotform, HubSpot, Magento, Pardot, WordPress and BigCommerce.

Who makes Zuko Analytics?

Zuko Analytics is made by Formisimo Ltd.

What are the alternatives to Zuko Analytics?

The closest alternatives to Zuko Analytics in our directory are Contentsquare, Fullstory, Mouseflow, Crazy Egg and Lucky Orange.

How does Zuko Analytics compare with other website and product analytics tools?

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

Is Zuko Analytics good value for money?

ToolGPA grades Zuko Analytics C for value for money. Its paid plans start at $56 a month, against a middle price of $25 for the category: 42 of the 63 others that charge start lower.

Could I make my own version of Zuko Analytics?

The plain part of Zuko Analytics you could make: reports and forms. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Zuko Analytics'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 Zuko Analytics'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 Formisimo Ltd. Prices change, so check zuko.io before you buy.

zuko.io/pricing

zuko.io

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

Zuko Analytics, kept up to date

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

toolgpa.com/tools/zuko-analytics

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, "Zuko Analytics: The Insider's
Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/zuko-analytics
```

Know someone choosing between website and product analytics tools?

Send them this guide:
toolgpa.com/tools/zuko-analytics/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Zuko Analytics, 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

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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 Zuko Analytics'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. Zuko Analytics is a trademark of its owner, and this guide is not made, paid for or approved by Formisimo Ltd. Prices and plans change: check zuko.io before you buy.