userpilot

Userpilot vs Whatfix

Overview

Whatfix and Userpilot are similar tools offering 3 core functionalities: Product Analytics, In-app Engagement, and In-app Surveys.

But they differ in a few ways:

- Whatfix is primarily for employee onboarding, while Userpilot is for user onboarding.
- Userpilot has powerful features that Whatfix lacks, such as retroactive auto-capture, company segmentation, A/B testing, session replay, and survey templates.
- Whatfix is more expensive: Whatfix starts at ~$20,000/year, while Userpilot's Growth plan starts at $749/month.
- Whatfix supports web, native mobile, and desktop apps, while Userpilot supports only web apps.
- Whatfix has a steeper learning curve than Userpilot.

Comparing Userpilot & Whatfix

	userpilot	**whatfix**
User Engagement Whatfix calls this 'Digital Adoption Platform' (DAP)	✅ Easy to use ✅ A/B testing ✅ Order Flows & Surveys by priority	❌ Steep learning curve ❌ No A/B testing ❌ Cannot set priority for Flows/Surveys
Product Analytics	✅ Build ready-made dashboards using templates ✅ Session Replay (coming soon as an add-on)	❌ No templates to build dashboards ❌ No Session Replay
Surveys	✅ 15+ templates	❌ Basic templates
Events	✅ Retroactive auto-capture ✅ Auto-capture clicks, form inputs, URLs	❌ Cannot capture historical events ❌ Auto-capture only URLs
Segmentation	✅ User and company segmentation	❌ Only user segmentation
Resource Center Whatfix calls this 'Self Help'	✅ Add checklists, videos, flows, surveys, and links ✅ Separate targeting for individual modules	❌ Cannot add Task List (Checklist) to Self-Help ❌ Individual modules cannot be targeted separately
Devices supported	Web Apps	Web apps, native mobile & desktop apps
Pricing	The Growth plan starts from **$799/mo** ✅ Includes all features mentioned above	Pricing starts from **~$20,000/year** ❌ Doesn't include retroactive auto-capture, company segmentation, session replay, A/B testing, and more

Which tool to choose when?

Choose **whatfix** if you

- want to use them for employee onboarding and not for customer onboarding
- want to use them for your web apps and native mobile/desktop apps
- don't need session replay, historical auto-capture, or A/B testing.

Choose **userpilot** if you

- are looking for an all-in-one Product Growth platform that's easy to use and affordable
- don't want to manually tag events