

Metricool Review

Pricing, pros, cons and practical fit

Marketers who need social scheduling and performance analysis together, especially when tracking several brands.

QUICK FACTS

At a glance

Starting price	From \$20/mo billed annually (Starter, 5 brands)
Free plan	Yes
Free trial	Yes
Difficulty	Medium
Last verified	Oct 2026
Best for	Agency, Marketing Team, Small Business

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Scheduling and cross-channel insights share the same workspace, with competitor metrics and exportable reports on appropriate plans.

MAIN LIMITATION

Free users face a 20-post monthly limit and cannot connect LinkedIn or X; advanced approvals and API access require Advanced.

WISETECHLIST VERDICT

Should you use Metricool?

Metricool is a strong choice if publishing performance matters as much as the content calendar. Its free plan is useful for testing one brand, while paid tiers offer wider analytics history, reporting, and larger brand limits.

USE CASES

What can you use Metricool for?

- Plan social campaigns
- Schedule multi-network posts
- Analyze channel performance

- Compare competitor profiles
- Export client reports
- Manage approvals on Advanced

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Unified social planner and analytics
- Competitor monitoring
- Free plan for 1 brand
- Reporting on Starter and above
- More brands on paid tiers
- Advanced API and approvals for agencies

WHAT TO CONSIDER

- Free plan limited to 20 posts per month
- Free excludes LinkedIn and X/Twitter
- 30-day free analytics history
- API and approval workflows require Advanced
- X requires an add-on on paid plans

PRACTICAL FIT

How Metricool fits a small business workflow

WHAT IT IS

Metricool is a social media management and digital analytics tool that centralizes post planning, network metrics, competitor comparisons, and campaign reporting. Brands can start with a limited free account, then expand into multi-brand reporting and more advanced team management as their needs grow.

WHERE IT FITS

Connect a brand, set up a content calendar, publish across supported networks, review performance by channel, benchmark competitors, and export reports on a qualifying paid plan.

WHEN IT MAY NOT FIT

A poor fit for people expecting full social listening or all network connections on Free. Team approvals, Looker Studio integration, and the Metricool API belong to Advanced or Custom plans.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Metricool if you run marketing for a brand or clients and routinely need both publishing schedules and understandable cross-network reporting.

SKIP IF

Skip Metricool if you need unrestricted LinkedIn or X publishing on a permanently free plan, or if you only want a minimal one-channel queue.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/metricool/>