

MarkinBlog Publishes 2026 Analysis of the Best Sales Funnel Builders

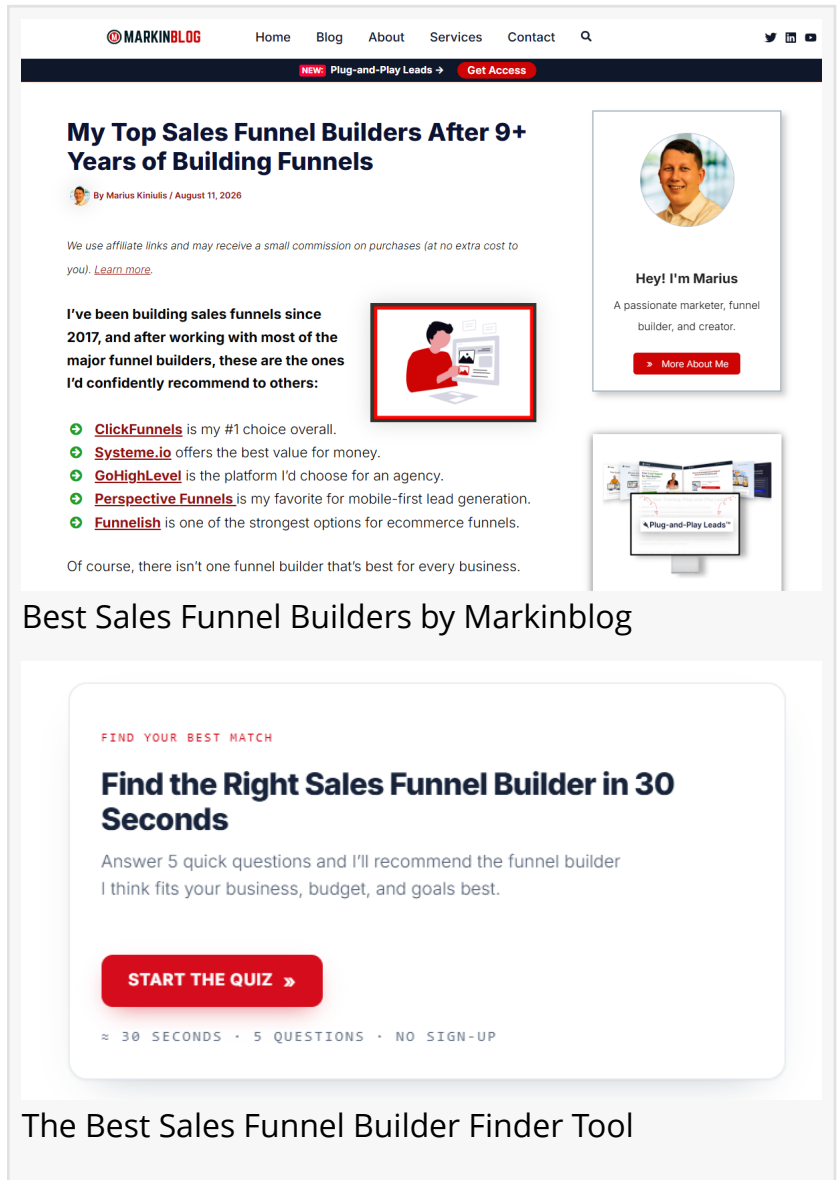
MarkinBlog compares the best sales funnel builders for 2026, drawing on 9+ years of experience and more than 300 funnels built.

KAUNAS, KAUNAS CITY, LITHUANIA, August 16, 2026 /EINPresswire.com/ -- MarkinBlog has published an updated 2026 analysis of the best sales funnel builders, based on founder Marius Kiniulis' experience building sales funnels since 2017 and working with many of the major platforms in the category.

The analysis can be found at:
<https://www.markinblog.com/sales-funnel-builders/>

The new analysis compares sales funnel software based not only on features and subscription prices, but also on what each platform is primarily designed to do, which businesses it best suits, and how much of the customer journey it can manage without relying on additional software.

After building more than 300 sales funnels and spending thousands of hours working with funnel and marketing platforms, Kiniulis currently ranks [ClickFunnels](#) as his best overall sales funnel builder, while recommending [Systeme.io](#) for value and beginners, [GoHighLevel](#) for agencies, Perspective Funnels for mobile-first lead generation, and Funnelish for ecommerce funnels.



The screenshot displays the MarkinBlog website. The top navigation bar includes links for Home, Blog, About, Services, and Contact, along with a search icon. A prominent red banner advertises 'NEW! Plug-and-Play Leads' with a 'Get Access' button. The main article, 'My Top Sales Funnel Builders After 9+ Years of Building Funnels' by Marius Kiniulis, dated August 11, 2026, is featured. It includes a disclaimer about affiliate links and a list of recommended funnel builders: ClickFunnels, Systeme.io, GoHighLevel, Perspective Funnels, and Funnelish. A sidebar on the right introduces Marius Kiniulis as a passionate marketer and funnel builder, with a 'More About Me' button. Below the article, a section titled 'Best Sales Funnel Builders by Markinblog' promotes a quiz: 'Find the Right Sales Funnel Builder in 30 Seconds'. The quiz description states it answers 5 quick questions to recommend a funnel builder based on business, budget, and goals. A 'START THE QUIZ' button is present, along with details: '≈ 30 SECONDS • 5 QUESTIONS • NO SIGN-UP'.

"One of the biggest problems with sales funnel software comparisons is that completely different types of products are often treated as if they're direct competitors," said Marius Kiniulis, founder of MarkinBlog. "A landing page builder, checkout platform and full funnel platform can all play a role in a sales funnel, but they're designed to solve different problems. I wanted this comparison to make those differences much clearer."

MarkinBlog Introduces a Seven-Category Funnel Software Classification

As part of the updated analysis, MarkinBlog separates funnel-related software into seven categories based on each platform's primary role in the customer journey:

- Full Funnel Platforms - software designed to manage most or all of the funnel within one platform.
- Dedicated Funnel Builders - conversion-focused funnel software designed to work alongside other marketing tools.
- Checkout Platforms - software primarily focused on checkout, payments, order bumps, upsells, and increasing average order value.
- Course & Learning Platforms - platforms primarily designed to create, sell, and deliver courses, memberships, and coaching programs.
- Email Marketing Platforms - email and automation software that may also provide landing pages and basic funnel functionality.
- Landing Page Builders - software primarily designed to create individual conversion-focused pages.
- Quiz Builders - interactive tools primarily used for lead generation, qualification, and segmentation.

Under MarkinBlog's methodology, a true sales funnel builder is software primarily designed to create and connect multiple stages of a conversion journey, including opt-in pages, sales pages, checkout, order bumps, upsells and downsells, follow-up automation, and conversion tracking.

The distinction is intended to help businesses avoid comparing software based solely on overlapping feature lists.

The Best Sales Funnel Builder Depends on the Business

Rather than naming one platform as the best option for every situation, the analysis recommends different sales funnel builders for different business models and requirements.

MarkinBlog's current recommendations include:

1. ClickFunnels - best overall sales funnel builder.
2. Systeme.io - best value for money and a strong option for beginners.

3. GoHighLevel - best suited to agencies.
4. Perspective Funnels - preferred for mobile-first lead generation.
5. Funnelish - one of the strongest options for ecommerce funnels.

The analysis also compares platforms for small businesses, affiliate marketers, digital products, online courses, coaches and consultants, SaaS businesses and other common use cases.

New Sales Funnel Builder Finder Provides Personalized Recommendations

Alongside the comparison, MarkinBlog has launched a Sales Funnel Builder Finder, a free interactive tool designed to help businesses narrow down which funnel platform best fits their needs.

The tool asks five questions about factors such as the user's business, requirements and budget, then recommends a sales funnel builder based on the answers. The process takes approximately 20–30 seconds.

Rather than assuming one platform is best for every user, the finder applies the same use-case distinctions used throughout MarkinBlog's sales funnel builder analysis.

For example, a business looking for an all-in-one funnel platform may have very different requirements from an agency managing clients, an ecommerce business focused on checkout conversions, or a marketer primarily generating mobile leads.

"The question isn't simply which funnel builder has the most features," said Kiniulis. "It's which platform gives you the right features for the type of funnel and business you're actually building. The finder is designed to make that decision easier."

The Sales Funnel Builder Finder is available as part of MarkinBlog's full sales funnel builder comparison.

Nine Years of Hands-On Funnel Building Experience

Kiniulis has been building websites for more than 15 years and sales funnels since 2017.

During that time, he says he has built more than 300 sales funnels and generated more than \$4 million in revenue for funnel builder companies through referrals.

His experience includes long-term use of ClickFunnels and Systeme.io, along with hands-on experience with platforms including GoHighLevel, Kartra, Perspective Funnels, Funnelish, Convertri, ThriveCart, SamCart and OptimizePress.

Kiniulis also earned the ClickFunnels Dream Car Award after referring more than 200 active

members to the platform.

The updated guide combines that experience with individual platform comparisons, funnel software classification, pricing considerations and recommendations based on specific business scenarios.

The complete analysis of the best sales funnel builders for 2026 is available at:

<https://www.markinblog.com/sales-funnel-builders/>

About MarkinBlog

MarkinBlog is a digital marketing publication founded by Marius Kiniulis covering sales funnels, lead generation, marketing software, and online business growth.

Kiniulis has been building websites for more than 15 years and sales funnels since 2017, focusing on testing marketing platforms through practical use rather than relying solely on feature comparisons.

For more information, visit:

<https://www.markinblog.com/>

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