

At-a-Glance Comparison of Learning Management Systems (LMS)

Hosted LMS Platforms

| FEATURES | RUZUKU | TEACHABLE | THINKIFIC | KAJABI | TEACHERY | ZIPPY COURSES PLATFORM |
|---|--------------------------------|--------------------------------|---------------------------------------|--|---------------------------------|--------------------------------|
| Number of Courses and Students | | | | | | |
| | Unlimited courses and students | Unlimited courses and students | Unlimited courses and students | Depends on plan: Basic-5 courses, 1000 students Pro-100 courses, 10000 students Premium-unlimited courses, unlimited students | Unlimited courses and students | Unlimited courses and students |
| Course Content | | | | | | |
| Drip according to schedule | Yes | Yes, with paid versions | Yes, with Essentials and higher plans | Yes | Yes, by days out from purchase. | Yes, by Unit or by Lesson |
| Self-directed (unlock next module as student completes) | Yes | No | No | No | No | Yes |

COURSES & EDUCATION

Cheat Sheet



| FEATURES | RUZUKU | TEACHABLE | THINKIFIC | KAJABI | TEACHERY | ZIPPY COURSES PLATFORM |
|--|---|------------------|-------------------------------|---|--|---|
| previous) | | | | | | |
| All modules available as soon as student enrolls | Yes | Yes | Yes | Yes | Yes | Yes |
| Content Formats- Hosted by platform? | | | | | | |
| Text | Yes | Yes | Yes | Yes, unlimited | Embed images from Google Drive or Dropbox | Yes, with the following storage limits: Standard Price Tier: 100 GB Professional Price Tier: 2 TB |
| Audio | Yes, mp3 | Yes | Yes, mp2, mp3, mpga, ogg, wav | Yes, unlimited | Embed from SoundCloud (free or paid) | Yes |
| Video | Yes, up to 2GB, or embedded from another source | Yes, up to 1.5GB | Yes, up to 2 GB | Yes, through Wistia, up to 2G per lesson/post | Embed from Wistia (paid), YouTube (free), Vimeo (free or paid) | Embed from a web-hosting platform (e.g., Vimeo, Wistia) |

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|--|--|---|-----------------------|--|---------------|--|
| Live video conferencing | For Up-and-Comer and University levels only: live video conferencing for up to 1,500 participants and live teleconferencing for up to 200 participants | Embed from third-party platforms like: LiveStream, UStream, Adobe Connect, YouTube, Twitch.tv | No | The Premier theme allows you to embed live video or broadcasting from a third-party service, such as YouTube Live | Embed | No |
| Sales Page | | | | | | |
| Templates available | Yes | Yes | Yes | Yes, single sales page template | Yes | Default Courses Public Details page and Course Directory |
| Customization | Yes, but limited | Yes | Yes | Yes | Yes | No, but it does offer the ability to add Testimonials |
| Other landing pages available (if so, what?) | None | Thank You page, Privacy Policy, Terms of Use. | FAQ, About Page, etc. | Yes, offers landing page templates with multiple themes, opt-in forms, email sequences, email broadcasts, and FII templates (within "Pipelines") | Payment pages | Opt-in Page |
| Payments | | | | | | |

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|-------------------------------------|---|--|---|---|---|----------------------------------|
| Integration with payment processors | Stripe and PayPal for all 3 pricing tiers; Up-and-Comer and University also integrate with Infusionsoft and 1ShoppingCart | Stripe, PayPal, Mastercard, Visa, AmEx | Stripe and PayPal (depending on the pricing tier) | Stripe only, or send students to external payment system and integrate with Kajabi through Zapier | Stripe (preferred) or others through Zapier | Stripe, PayPal, and Infusionsoft |
| Different payment arrangements | | | | | | |
| Payment plans | Yes at Up-and-Comer and University pricing levels only | Yes | Only in the business versions | Yes | Yes | Yes |
| Subscriptions | Yes at Up-and-Comer and University pricing levels only | Yes | On upgraded plans | Yes | Yes | Yes |
| Discount coupons | Yes for all levels; lots of flexibility | Yes | Only in the Essentials | Yes, coupon codes, bundle pricing, and limited-time offers | Yes | Yes |
| Email Marketing | | | | | | |



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|--|---|--|--|--|---|--|
| Integration with email service providers | MailChimp | Mailchimp, AWeber, Infusionsoft, Mixpanel, and others. All via Zapier. | AWeber, Mailchimp, and Zapier | MailChimp, Drip, ConvertKit, Segment, ActiveCampaign, ClickFunnels, and AWeber | MailChimp, ConvertKit | Constant Contact, AWeber, Ontraport, Infusionsoft, GetResponse, MailChimp, ActiveCampaign, ConvertKit, Drip |
| Own email service | You can create notifications (emails) that will go out to all of your students at intervals you determine from within the platform | Yes | Yes. Automated Welcome/Course completion emails are in Starter. In Essentials, you also get access to Bulk Email Students. | Yes, limited to email broadcasts, but you can use filters based on purchases, forms filled, and activity | No, but do have the option of sending a welcome email and course completion email | Yes, but only for emails scheduled to go out at specific intervals after a student registers for the course (i.e., 1 day, 3 days, 14 days) |
| Quizzes | | | | | | |
| Multiple choice | Yes, at the University level only; however, you can create a quiz using an external, web-based tool (Ruzuku recommends ProProfs) and embed it | Yes | Yes, via the Quiz | No, but can embed from third-party platforms such as Google Forms | No | Yes |

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|--------------------|--|------------|---|--|----------|---|
| Fill in the blanks | No; however, you can create a quiz using an external, web-based tool (Ruzuku recommends ProProfs) and embed it | No | Yes, via the Survey | No, but can embed from third-party platforms such as Google Forms | No | Accomplished through Worksheet feature, but not in quiz |
| Others | There is the option to create a Discussion Prompt at the end of each lesson, which allows students to post text, photos, videos, or docs | True/False | No | No, but can embed from third-party platforms such as Google Forms | No | Short answer, essay, dropdown menu, checkboxes, and matrix field are available in the Worksheet feature, but not in quizzes |
| Assignments | | | | | | |
| Word doc | Yes | No | Files can only be submitted via third-party tools, like Dropbox | Students can only submit comments at this time – no ability to upload files. However, if students want the instructor to check out work, they can post a link to the file of choice within the comments. | No | Via link to external source only |
| PDF | Yes | No | | | No | Via link to external source only |
| Image files | Yes | No | | | No | Via link to external source only |
| Video files | Yes | No | | | No | Via link to external source only |
| Other | | | | | No | |

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| Community/Discussion Forum | | | | | | |
| Type | Discussion thread at the bottom of each lesson and a student forum page that is attractive and inviting | Can enable comments at the bottom of each lesson. Also Google forms, surveys, etc | Student forum, which appears publicly | No, embed one from Muut.com or Plushforums.com | Can enable comments with Disqus, but need to sign up for a free Disqus account. | No |
| Features | Students can upload images, videos, and files; also students create a profile for themselves with a bio and photo when they enroll | Just add comments | Students can share files within discussions for group assessment and feedback | No | No | No |
| Badges/Certificates | | | | | | |
| Types | No | Certificate of Completion can be set up with Teachable, WebMerge, and Zapier. Not automatically in the system | No badges. Certificates can be issued with paid versions | No | No | Not available currently, though it is expected in a future update |



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|------------------------------|---|---|--|---|---|---|
| Performance-based | No | | Progression graphics (like completing a lesson, percentage of course complete) | No | No | |
| Analytics | | | | | | |
| Which metrics are available? | Track payment history, pricing level, and progress through course | Sign-ups, revenue, coupons used, through Google Analytics | Course progress of the whole student body, as well as segmentation based on filters like join date, progression, coupons used, etc | Track individual student progress, average progress within lessons, number of students who completed within lessons, sales (by day, week, month, and offer), affiliate sales (with Pro and Premium versions), opt-ins, landing page conversions, and hosted email marketing stats | Use Google Analytics identifier (code) or JavaScript for other provider | Orders, Courses Purchased, Tier Purchased, Course Start Date by student, Course Progress, Quiz Results, Worksheet Responses |
| Individual student tracking | Yes | Yes | Minor, can see what they're enrolled in, and their activity feed. | Yes | No | Yes |
| Group tracking | Yes | Yes | Yes, through segmentation. | No | No | No |
| Affiliate Management | | | | | | |

| FEATURES | RUZUKU | TEACHABLE | THINKIFIC | KAJABI | TEACHERY | ZIPPY COURSES PLATFORM |
|-------------------------|---|--|---|---|--|--|
| | Create affiliate-specific coupon codes or price points and track from Student Dashboard | Yes | Yes, allows you to assign users as affiliates, provide them links, and allow for payouts. | Available with Pro and Premium versions | No | Yes (Application page to become Affiliate, set Affiliate Preferences page, and Affiliate Dashboard page) |
| Customer Support | | | | | | |
| | Super quick, friendly, and helpful responses to both of my support requests from someone who clearly loves her job! | Received an answer to my question within 24 hours | Sent quick question. Got auto-response with instructions that answer will come within 1 business day. I got my answer within an hour. | After a minor support glitch with my first ticket, which was quickly rectified, subsequent help was timely and of high quality. | I received friendly and straightforward responses within 8 hours. I was super happy with the support. It's definitely one of their strong suits. | Fast (4 hours), friendly, and thorough |
| Pricing | | | | | | |
| | Bootstrapper: \$74.75/month (billed annually) | Basic: \$33.25/month (billed annually) + 5% transaction fees | Starter: \$0 + 10% transaction fees | Basic: \$103/month (billed annually) | Monthly Plan: \$49/month | Standard: \$79/month (billed annually) |
| | Up-and-Comer: \$83.08/month (billed annually) | Professional: \$83.25/month (billed monthly) + no transaction fees | Essentials: \$39/month (billed annually) + 5% transaction fees | Pro: \$311/month (billed annually) | Annual Plan: \$470/year | Professional: \$159/month (billed annually) |
| | University: \$125/month (billed annually) | | Business: \$79/month (billed annually) + no transaction fees | Premium: \$719/month (billed annually) | Lifetime: \$900/forever | |

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|------------------------|---|---|---|---|---|---|
| | | | Advanced: \$219/month (billed annually) + no transaction fees | | | |
| Mirasee Reviews | | | | | | |
| | https://mirasee.com/blog/ruzuku-review | https://mirasee.com/blog/teachable-review | https://mirasee.com/blog/thinkific-review | https://mirasee.com/blog/kajabi-review | https://mirasee.com/blog/teachery-review/ | https://mirasee.com/blog/zippy-courses-platform-review |



WordPress Plugins

| FEATURES | LEARNDASH | LIFTERLMS | WP COURSEWARE | ZIPPY COURSES PLUGIN |
|--|--------------------------------|--------------------------------------|--------------------------------|---|
| Number of Courses and Students | | | | |
| | Unlimited courses and students | Unlimited courses and students | Unlimited courses and students | Unlimited courses and students |
| Course Content | | | | |
| Drip according to schedule | Yes | Yes | Yes | Yes |
| Self-directed (unlock next module as student completes previous) | Yes | No | Yes | Yes, by requiring quiz completion |
| All modules available as soon as student enrolls | Yes | Yes | Yes | Yes |
| Content Formats- Hosted by platform? | | | | |
| Text | Yes | Yes | Yes | Yes |
| Audio | Upload or embed | Upload or embed | Upload or embed | Upload or embed |
| Video | Upload or embed | Embed from Youtube, Vimeo, or Wistia | Yes | Limit to 64MB. Suggest hosting on Vimeo or Wistia |
| Live video conferencing | No | No | No | No |
| Sales Page | | | | |

| FEATURES | LEARNDASH | LIFTERLMS | WP COURSEWARE | ZIPPY COURSES PLUGIN |
|--|---|----------------------------------|--|---|
| Templates available | No | No | No | Have Core Pages and a Course Directory which are basic. Zippy recommends using LeadPages for more zing. |
| Customization | As much as WordPress allows | As much as WordPress allows | As much as WordPress allows | As much as WordPress allows |
| Other landing pages available (if so, what?) | WordPress Pages | WordPress Pages | WordPress Pages | Email templates |
| Payments | | | | |
| Integration with payment processors | PayPal, Stripe, 2Checkout, PMPro, MemberPress, and other membership plugins; Gravity Forms, Event Espresso, Shopping Cart options including WooCommerce, Easy Digital Downloads, and iThemes Exchange | Yes, Stripe, PayPal, WooCommerce | WooCommerce, Easy Digital Downloads (Stripe or PayPal options), Ontraport; range of Membership Site integrations; Other integrations available for additional charge | Stripe, Paypal, Samcart, Authorize.Net, ClickBank, Infusionsoft, 1ShoppingCart, and Ontraport |
| Can you set up different payment arrangements: | | | | |

| FEATURES | LEARNDASH | LIFTERLMS | WP COURSEWARE | ZIPPY COURSES PLUGIN |
|--|---|--|-------------------------------------|--|
| Payment plans | Yes, depending on payment processor | Yes | Integration options available | Yes |
| Subscriptions | Yes, depending on payment processor | Yes | Integration options available | Yes |
| Discount coupons | Yes, depending on payment processor | Yes | Integration options available | No. You have to create a discounted product and share that product's link |
| Email Marketing | | | | |
| Integration with email service providers | All emails are generated by WordPress, not by LearnDash; LearnDash recommends creating more stylish emails by installing the WP-better-emails plugin or sending all emails from your site through a SparkPost.com account | Paid add-ons to integrate with Infusionsoft, ConvertKit, and Mailchimp | MailChimp; AWeber; Constant Contact | AWeber, Mailchimp, Infusionsoft, Active Campaign, GetResponse, Mad Mimi, Ontraport, Constant Contact, Campaign Monitor |
| Own email service | | Yes, using WordPress; options to use dedicated SMTP providers | Yes | No |
| Quizzes | | | | |
| Multiple choice | Yes | Yes | Yes | Yes |
| Fill in the blanks | Yes | No, but on the roadmap | Yes | No |

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|-----------------------------------|--|--|---|--|
| Others | Single Answer, Sorting, Matching, Free Text, Survey, and Essay | Multi-select, fill-in-the-blanks, free- answer, and manual grading | True/False; Open-ended; File upload | No |
| Assignments | | | | |
| Word doc | Yes | Yes, through a third-party tool like Gravity Forms | Yes | No |
| PDF | Yes | | Yes | No |
| Image files | Yes | | Yes | No |
| Video files | Yes, but not recommended | | Yes, but not recommended | No |
| Community/Discussion forum | | | | |
| Types | Yes, through bbPress plugin (free) | Comments after a lesson | Yes, through integration/plugin, such as BuddyPress; Ability to add comments at bottom of lessons | Comments after a lesson |
| Features | Depends on plugin | Basic WordPress | Basic WordPress | No |
| Badges/Certificates | | | | |
| Types | Certificates included; badges through the BadgeOS plugin | Badges for various triggers and certificates | Certificates included; badges through plugin | Certifications (No gamification, such as badges) |

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|------------------------------|--|---|---|--|
| Performance-based | Yes—quiz certificate or course completion certificate | Yes | No | Yes |
| Analytics | | | | |
| Which metrics are available? | Payment transactions; steps completed; course completion; quiz results | Sales metrics and where the student body is at | Lesson & Module completion; % course completion; quiz results | When lessons are viewed, completed lessons, and skipped lessons |
| Individual student tracking | Yes | Yes | Yes | Yes |
| Group tracking | | | | |
| | Yes | Yes | Through integration/plugin | Yes |
| Affiliate Management | | | | |
| | No | Through plug-in such as AffiliateWP or iDevAffiliate (paid) | No | Integrates with AffiliateWP plugin (paid) |
| Customer Support | | | | |
| | Fast, friendly replies via email Monday-Friday | Only paying Customers can submit support tickets. | | Very prompt reply. I had a response back within 12 hours. Satisfied with the response. |
| Pricing | | | | |

| FEATURES | LEARNDASH | LIFTERLMS | WP COURSEWARE | ZIPPY COURSES PLUGIN |
|-----------------------|---|---|---|---|
| | Basic (1 site license): \$159 | Free | Teacher (2 sites): \$99 | Standard (1 site): \$199 |
| | Plus Package (10 site licenses): \$189 | Add-ons, Personal (1 site): \$99 each | Professor (10 sites): \$125 | Deluxe Package (1 site): \$299 |
| | Pro Package (unlimited site licenses): \$329 | Add-ons, Developer (5 sites): \$299 each | Guru (25 sites): \$175 | |
| | | Add-ons, Universe Bundle-Personal (1 site): \$299 total | | |
| | | Add-ons, Universe Bundle-Developer (5 sites): \$499 total | | |
| Mirasee Review | | | | |
| | https://mirasee.com/blog/learn-dash-review | https://mirasee.com/blog/lifterlms-review/ | https://mirasee.com/blog/wp-courseware-review/ | https://mirasee.com/blog/zippy-courses-plugin-review/ |