ToolGPA

NOVEMBER 2026

Appointo

The Insider's Guide

No-code appointment booking widget for websites and Shopify stores



Every plan, grade, refund rule and rival among calendar and scheduling apps, read from Appointo's own pages.

Made by Appointo · checked Nov 13, 2026 · toolgpa.com

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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 Appointo's own pages, its app-store listings and our grades. Every fact in it is on Appointo'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 22 of the 114 other calendar and scheduling apps we grade

Appointo is an appointment booking tool that adds a booking widget to a website or online store without coding. It supports group appointments, calendar sync, automated email and text reminders and a customer portal for managing bookings. It is sold as one paid plan after a 14-day trial.

> "
>
> **You set up services and embed the widget.**
>
> From our grade for ease of use

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

1 **Best for a booking widget for a small shop**

Appointo adds a booking widget to a website, with one $12 a month plan after a 14-day trial.

2 **Paid plans start at $12 a month**

As its pricing page puts it: $12 per month; billing basis not shown.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Booking widget**

Add a booking feature to a website page or store, with custom colors, text, logo and translation into other languages.

6 **Group appointments**

Supports group sessions and multi-day bookings such as tours or rentals, with custom questions for customers.

7 **Email and text notifications**

Automated reminders, confirmations, rescheduling and feedback messages sent by email and text.

8 **A 2.2 GPA, above 22 of 114**

That is against the other calendar and scheduling apps we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Appointo you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Appointo at a glance

PRICING
Free trial, from $12 per month; billing basis not shown

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web

MADE BY
Appointo

CATEGORY
Calendar & Scheduling

OUR GRADE
2.2 GPA, fair

The report card

Best for a booking widget for a small shop

Appointo adds a booking widget to a website, with one $12 a month plan after a 14-day trial. There is no free plan, each extra team member is $6 a month, and the page does not say if $12 is billed monthly or yearly.

TOOLGPA REPORT CARD

Appointo

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$12 a month on one plan, between the middle of calendar tools at $8 and the dearer quarter at $16.
Free plan and trial	C	A 14-day trial needs no card, and there is no free plan.
Features	C	Widget, group bookings, reminders, calendar and video sync and a booking portal. Only a single plan is listed.
Ease of use	C	No store rating on record. You set up services and embed the widget.
Platforms and integrations	B	Web with Google Calendar, Outlook, Zoom, Stripe, Shopify and WhatsApp. No apps are listed.

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 Appointo is for

- ✓ Fits if you run a Shopify or website shop that takes appointments
- ✓ Works for a small team of two or three

Who it is not for

- ✕ Skip it if you want a free plan, as it is a 14-day trial only
- ✕ Pricey if you add staff, at $6 a month for each extra team member
- ✕ Watch out: $12 sits beside a crossed-out $39 with no end date, and the billing basis is not shown
- ✕ Skip it if you want a native app, as only a browser dashboard is listed

Good to know

Good for

- ✓ Shopify store owners who sell bookable services
- ✓ Small service businesses that want a cheap single plan
- ✓ Fitness, therapy and coaching practices taking group bookings

Worth knowing

- ⓘ There is only one paid plan and no free plan beyond the 14-day trial.
- ⓘ The page does not say whether $12 is a monthly-billed or annual-billed price, and shows it beside a crossed-out $39 with no end date.
- ⓘ Each additional team member costs $6 a month.
- ⓘ Only a browser dashboard is listed; no native apps are described on the pages read.

What it costs

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

$12

A month to start

Appointo is a paid product with a free trial, starting at $12 per month; billing basis not shown.

PRO PLAN

$12

per month; billing basis not shown

Unlimited services and bookings, group appointments and extra team members at $6 a month each. Shown against a crossed-out $39.

Trying it first

14-day free trial, no credit card required

Read from appointo.me on Nov 13, 2026.

Ways to pay less

NONPROFIT

Special pricing for non-profits

The pricing FAQ says non-profit organizations get special pricing; the amount is not stated and requires contacting support.

Stated on appointo.me

What it does

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

1

Place it runs: Web

No-code appointment booking widget for websites and Shopify stores. Here is what it does, as its own site describes it, and what it covers: public API, booking links, no-code, appointment booking.

"

Widget, group bookings, reminders, calendar and video sync and a booking portal.

From our grade for features

Booking widget

Add a booking feature to a website page or store, with custom colors, text, logo and translation into other languages.

Group appointments

Supports group sessions and multi-day bookings such as tours or rentals, with custom questions for customers.

Email and text notifications

Automated reminders, confirmations, rescheduling and feedback messages sent by email and text.

Calendar and video integrations

Syncs with Google and Outlook calendars and connects to Zoom for online appointments.

Customer booking portal

Customers can manage their own bookings through a portal rather than emailing the business.

Team management

Employees control their own availability and bookings. Extra team members cost $6 a month each.

Where it runs

Web

What it works with

Google Calendar
Outlook
Zoom
Google Meet
Stripe
Shopify
WhatsApp

Appointo is made by Appointo.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

22/114

Other calendar and scheduling apps it is graded above

Appointo's GPA of 2.2 is higher than 22 of the 114 other calendar and scheduling apps we grade, and level with 23.

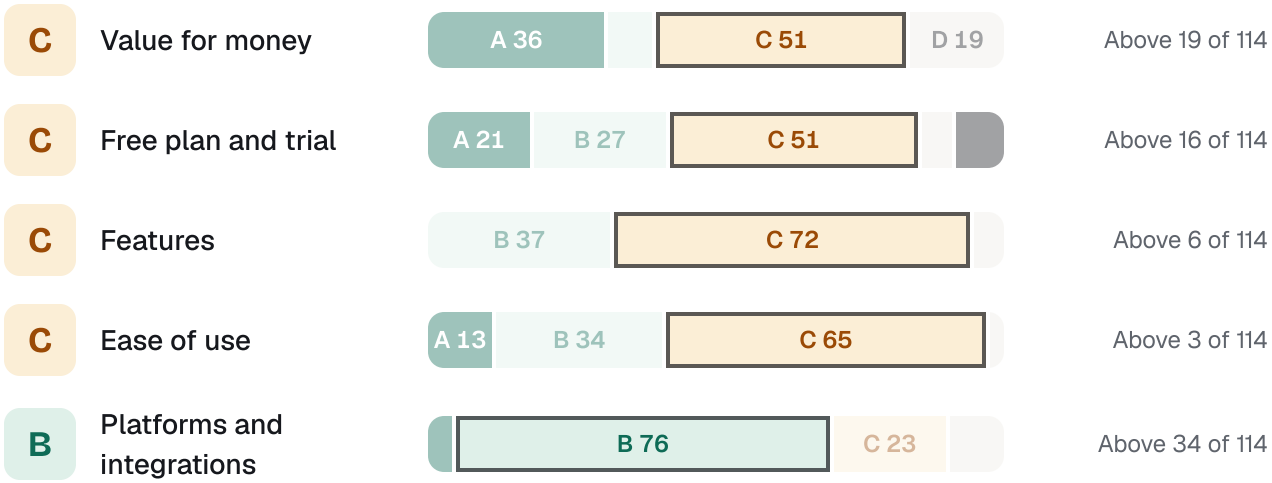
It stands best on platforms and integrations (B, above 34 of 114) and worst on ease of use (C, above 3).

Its paid plans start at $12 a month, against a middle price of $8.13 for the category: 59 of the 85 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 35 tools score higher and cost less.

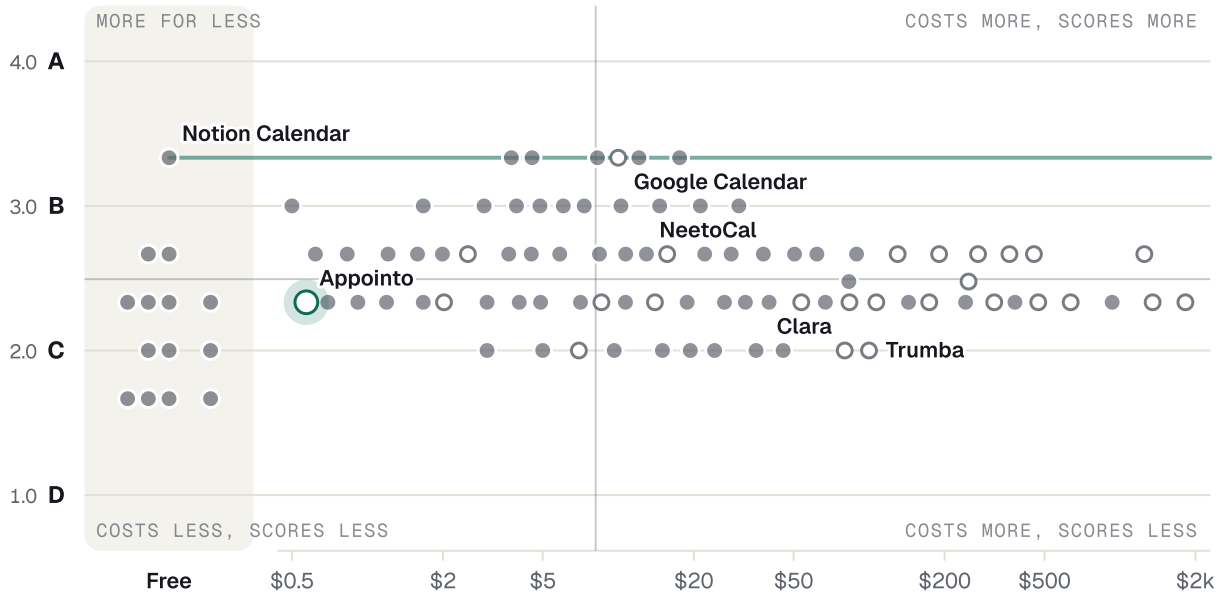
Each grade against the category

Every bar is all 115 calendar and scheduling apps we grade, cut by the letter each got. Appointo's own letter is outlined.



Price against what you get

Each dot is one of 100 calendar and scheduling apps. Further left costs less; higher up scores better on features, ease of use and platforms. Appointo 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

To replace Appointo you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 69 of the 114 other calendar and scheduling apps grade higher. It costs $144 a year.

What you could make

- Appointment booking: an app builder makes this well.

What you could not

- A builder that other people can use without writing code.

- Booking pages that read and write other people's calendars and send the emails.
- It plugs into other products, Google Calendar, Outlook and Zoom among them, and has an API.
- Hooks into the device itself: widgets.

What this rests on. Appointo'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



LatePoint, Setmore, SimplyBook.me, Picktime and Trafft

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

2.2 GPA

LatePoint

Free plan · from $79/yr

WordPress plugin for appointment and event booking with payments.

- LatePoint has a free plan. Appointo does not, though it has a free trial.
- LatePoint can be bought with a one-time purchase.
- Appointo also covers booking links and no-code.

Appointo and LatePoint compared in full

2.8 GPA

Setmore

Free plan · from $5/mo

Appointment booking app with a free plan for up to four staff.

- Setmore has a free plan. Appointo does not, though it has a free trial.
- Only Setmore lists macOS, Windows, iOS and Android apps.
- Appointo also covers no-code and appointment booking.

Appointo and Setmore compared in full



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SimplyBook.me

Free plan · from €11.9/mo

Online booking system for service businesses, priced by volume.

- SimplyBook.me has a free plan. Appointo does not, though it has a free trial.
- Only SimplyBook.me lists iOS and Android apps.
- Appointo also covers no-code and appointment booking.

Appointo and SimplyBook.me compared in full



2.8
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Picktime

Free plan · from $3/mo

Appointment and class booking software with a free plan.

- Picktime has a free plan. Appointo does not, though it has a free trial.
- Only Picktime lists iOS and Android apps.
- Appointo also covers no-code.

Appointo and Picktime compared in full



3.0
GPA

Trafft

Free plan · from $3.99/mo

Appointment booking with a free plan for one user.

- Trafft has a free plan. Appointo does not, though it has a free trial.
- Only Trafft lists iOS and Android apps.
- Appointo also covers no-code.

Appointo and Trafft compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

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 Appointo free?

No, Appointo is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Appointo cost?

Appointo lists one plan. Pro Plan: $12 per month; billing basis not shown.

What platforms does Appointo work on?

Appointo is available on Web.

Does Appointo offer any discounts?

Appointo publicly lists the following: Special pricing for non-profits.

Does Appointo have an Android app?

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

Does Appointo have an iPhone app?

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

Is Appointo open source?

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

Does Appointo have an API?

Yes. Appointo offers a public API, according to its own site.

What does Appointo integrate with?

Appointo's listing names Google Calendar, Outlook, Zoom, Google Meet, Stripe, Shopify and WhatsApp.

Who makes Appointo?

Appointo is made by a company of the same name.

What are the alternatives to Appointo?

The closest alternatives to Appointo in our directory are LatePoint, Setmore, SimplyBook.me, Picktime and Trafft.

How does Appointo compare with other calendar and scheduling apps?

Appointo's GPA of 2.2 is higher than 22 of the 114 other calendar and scheduling apps we grade, and level with 23.

Is Appointo good value for money?

ToolGPA grades Appointo C for value for money. Its paid plans start at $12 a month, against a middle price of $8.13 for the category: 59 of the 85 others that charge start lower.

Could I make my own version of Appointo?

To replace Appointo you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from Appointo'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 Appointo'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 Appointo. Prices change, so check appointo.me before you buy.

appointo.me/pricing

appointo.me

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

Appointo, kept up to date

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

toolgpa.com/tools/appointo

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, "Appointo: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/appointo
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Know someone choosing between calendar and scheduling apps?

Send them this guide:
toolgpa.com/tools/appointo/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded calendar and scheduling apps after Appointo, each with an Insider's Guide of its own.

Calendar & Scheduling Insider's Guide

Every one of the 115 calendar and scheduling apps we grade, compared

Notion Calendar Insider's Guide

Free calendar app that connects to Notion databases

3.6 GPA

Google Calendar Insider's Guide

Online calendar from Google, free with a personal account

3.4 GPA

World Time Buddy Insider's Guide

Visual time zone converter and world clock for planning calls

3.4 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 Appointo'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. Appointo is a trademark of its owner, and this guide is not made, paid for or approved by Appointo. Prices and plans change: check appointo.me before you buy.