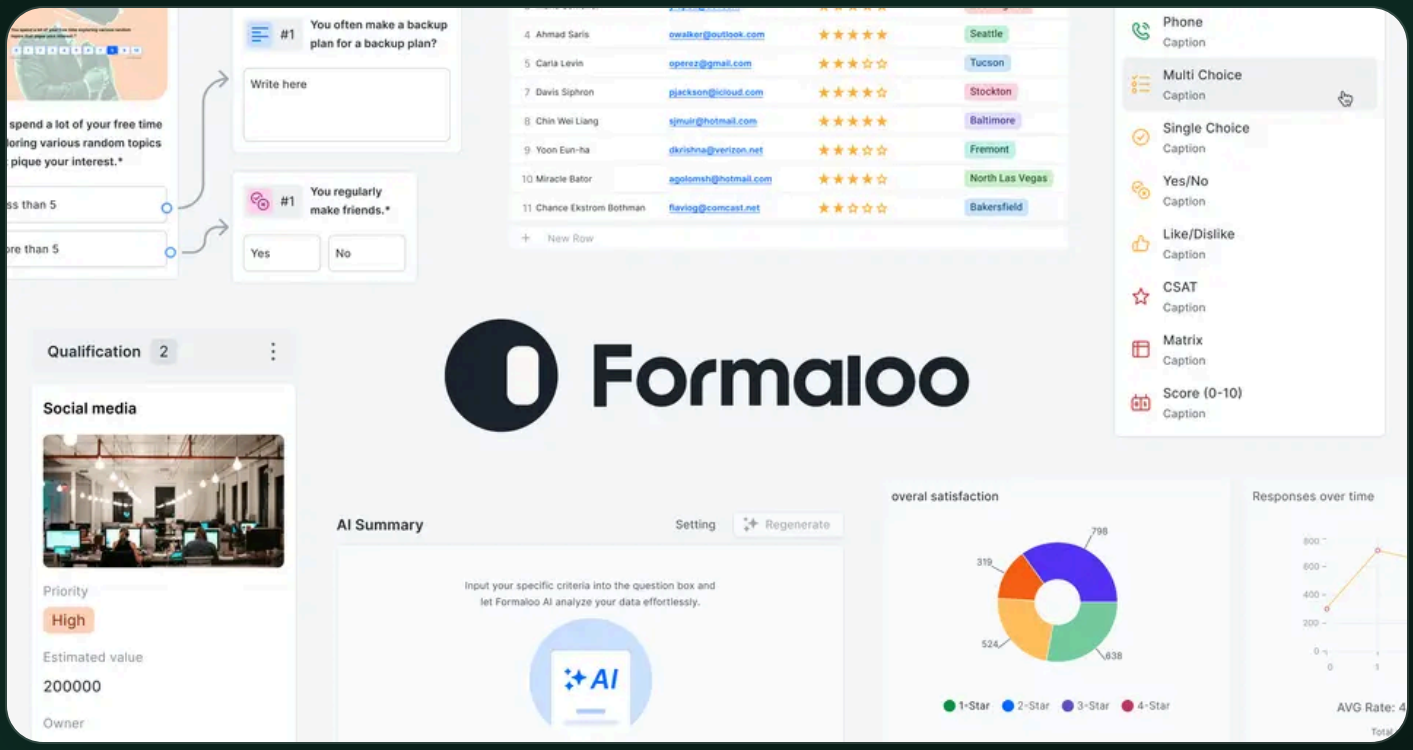
ToolGPA

NOVEMBER 2026

Formaloo

The Insider's Guide

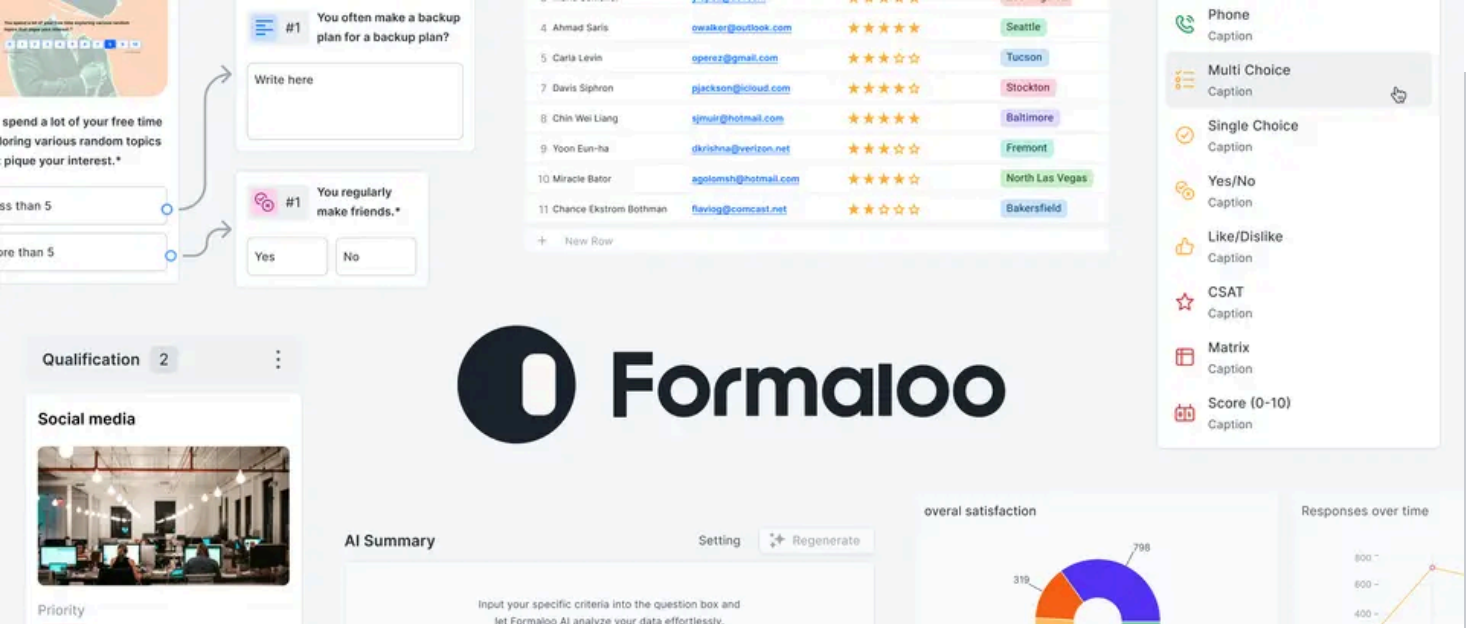
Form, survey and portal builder with workflows and PDFs



Every plan, grade, refund rule and rival among form and survey tools, read from Formaloo's own pages.

Made by Formaloo · checked Nov 12, 2026 · toolgpa.com

2.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Formaloo's own pages, its app-store listings and our grades. Every fact in it is on Formaloo's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.6

GPA, above 116 of the 148 other form and survey tools we grade

Formaloo is a no-code builder for forms, surveys, client portals and small databases. Every plan has unlimited forms and submissions, and paid plans add workflows, PDF and signature handling, payments and API access. A separate enterprise product adds AI agents for intake and approvals.

> "
>
> **It is a web app where you build forms and portals yourself.**
>
> From our grade for ease of use

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

1 **Best for forms that feed workflows, PDFs and portals**

Formaloo builds forms, surveys and portals with workflows, PDFs and payments, and its free plan has unlimited forms and submissions.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month, billed yearly ($24 billed monthly).

3 **There is a free plan**

Unlimited forms, submissions and questions with logic and calculations, 1 team seat, 20 external seats and 1 GB of storage.

4 **It runs on Web**

Web.

5 **Forms and surveys**

Unlimited forms, questions and submissions on every plan, with more than 50 field types, conditional logic, variables, calculations and scoring.

6 **Workflows and approvals**

Paid plans run rule-based workflows that send notifications and update data. Business adds multi-step approvals before a request moves on.

7 **PDFs and signatures**

Pro and above generate PDFs and smart documents from submissions, and collect and store unlimited e-signatures.

8 **A 2.6 GPA, above 116 of 148**

That is against the other form and survey tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Formaloo you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Formaloo at a glance

PRICING
Free plan, from $19 per month, billed yearly ($24 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Formaloo

CATEGORY
Forms & Surveys

OUR GRADE
2.6 GPA, good

The report card

Best for forms that feed workflows, PDFs and portals

Formaloo builds forms, surveys and portals with workflows, PDFs and payments, and its free plan has unlimited forms and submissions. It has 1 team seat on Free, extra seats cost $9 each, and its branding comes off only on Business.

TOOLGPA REPORT CARD

Formaloo

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $19 a month billed yearly, inside the ordinary band. Business is $29.
Free plan and trial	B	Free gives unlimited forms, submissions and questions with logic and calculations, 1 team seat, 20 external seats and 1 GB of storage.
Features	B	Forms, workflows and approvals, PDFs and signatures, payments, portals and an API. Nothing in the listing shows a gap in the core work.
Ease of use	C	No store rating on record. It is a web app where you build forms and portals yourself.
Platforms and integrations	B	Web only, with Google Workspace, Slack, Stripe, Calendly, HubSpot, Microsoft, Zapier and Make.

Grade point average — Good, out of 4.0 **2.6**

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 Formaloo is for

- ✓ Fits if you need forms that trigger approvals or generate PDFs
- ✓ Works for small teams who want portals for clients without extra tools

Who it is not for

- ✗ Tight if you work in a team, as Free has 1 team seat and extra seats are $9 each a month
- ✗ Pricey if you want your own branding only, since Pro charges $9 a month to remove Formaloo's
- ✗ Skip it if you need self-hosting, SAML SSO or HIPAA, which are Enterprise only and sold through sales
- ✗ Watch out: the page shows $19 and $29 on the yearly view and $24 and $48 monthly

Good to know

Good for

- ✓ Teams that want unlimited submissions without a response cap
- ✓ Intake, onboarding and approval flows that need PDFs and signatures
- ✓ Agencies that need client portals and white-label forms

Worth knowing

- ⓘ Free has 1 team seat and 20 external seats; extra team seats are $9 per seat a month on paid plans.
- ⓘ Formaloo branding comes off only on Business, or as a $9 a month add-on on Pro.
- ⓘ Self-hosting, SAML SSO and HIPAA workspaces are Enterprise only, which is sold through sales.
- ⓘ Prices are shown as $19 and $29 on the yearly view and $24 and $48 on the monthly one.

PART 02 · PRICING

What it costs

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

$19

A month to start. There is a free plan too

Formaloo has a free plan. Paid plans start at $19 per month, billed yearly ($24 billed monthly).

FREE

$0

Unlimited forms, submissions and questions, conditional logic, 1 team seat, 20 external seats and 1 GB storage.

PRO

$19

per month, billed yearly ($24 billed monthly)

Adds workflows, PDFs, unlimited signatures, payments, API and webhooks, 100 external seats and 5 GB storage.

BUSINESS

$29

per month, billed yearly ($48 billed monthly)

Adds no branding, custom domains, CSS and JS, approvals, 3 team seats, 30 GB. Shown at $29, crossed out from $38.

ENTERPRISE

Custom

Self-hosting option, SAML SSO, HIPAA workspaces, audit controls and a dedicated support team. Sold through sales.

The free plan

Unlimited forms, submissions and questions with logic and calculations, 1 team seat, 20 external seats and 1 GB of storage.

Read from formaloo.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 25% with yearly billing

The pricing page offers a yearly toggle that it labels as saving 25% against paying monthly.

Stated on formaloo.com

What it does

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

1

Place it runs: Web

Form, survey and portal builder with workflows and PDFs. Here is what it does, as its own site describes it, and what it covers: public API, AI features, databases, workflow automation, no-code, forms, surveys.

> "
>
> **Forms, workflows and approvals, PDFs and signatures, payments, portals and an API.**

From our grade for features

Forms and surveys

Unlimited forms, questions and submissions on every plan, with more than 50 field types, conditional logic, variables, calculations and scoring.

Workflows and approvals

Paid plans run rule-based workflows that send notifications and update data. Business adds multi-step approvals before a request moves on.

PDFs and signatures

Pro and above generate PDFs and smart documents from submissions, and collect and store unlimited e-signatures.

Payments and bookings

Pro connects a payment gateway such as Stripe, Square or PayPal to take payments, donations and subscriptions, and can cap how often an option is chosen.

Portals and databases

Forms can feed databases and logged-in portals where customers or partners manage their own data.

API and integrations

Pro includes webhooks, the API and SDK, and connections to tools such as Slack, HubSpot, Zapier, Make and n8n.

Where it runs

Web

What it works with

Google Workspace · Slack · Stripe · Calendly · HubSpot · Microsoft · Zapier · Make

Formaloo is made by Formaloo.

Where it stands

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

116/148

Other form and survey tools it is graded above

Formaloo's GPA of 2.6 is higher than 116 of the 148 other form and survey tools we grade, and level with 15.

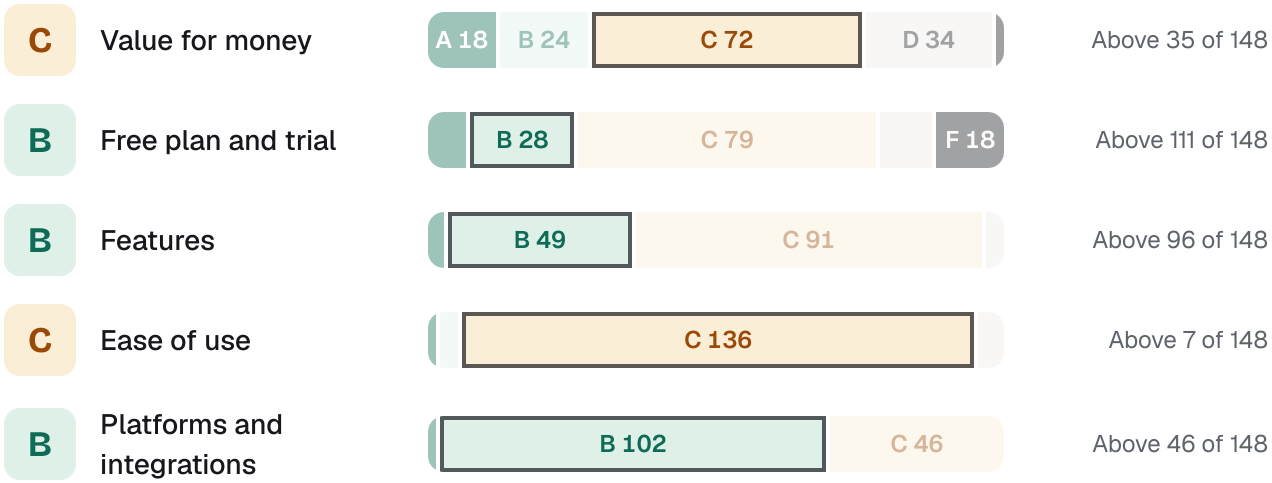
It stands best on free plan and trial (B, above 111 of 148) and worst on ease of use (C, above 7).

Its paid plans start at $19 a month, against a middle price of $20 for the category: 49 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

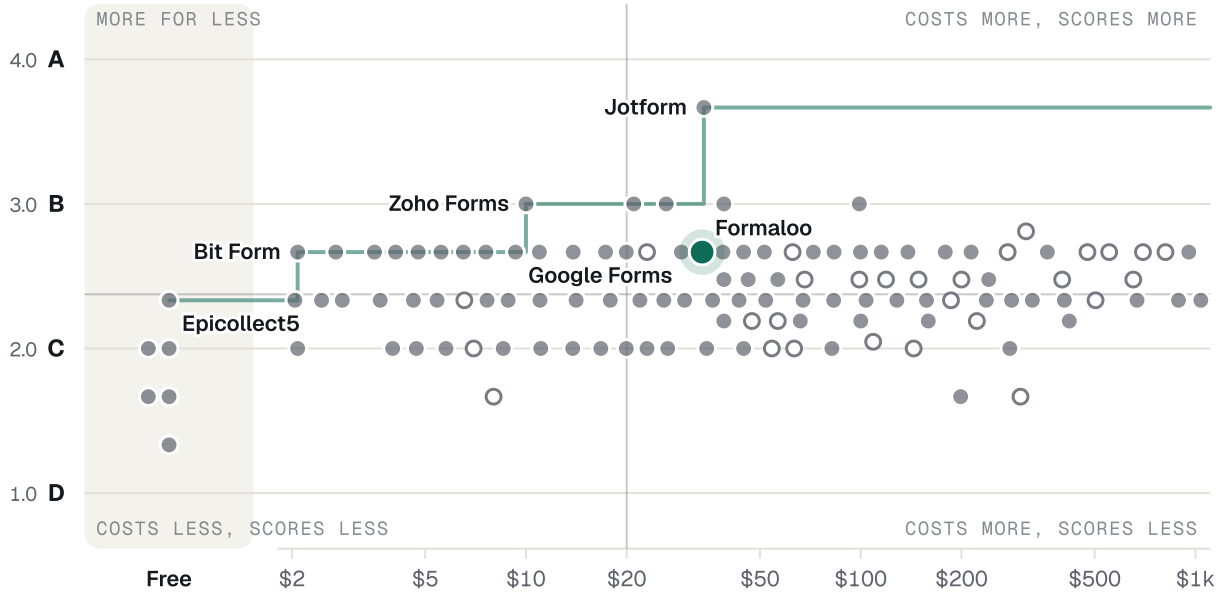
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Formaloo's own letter is outlined.



Price against what you get

Each dot is one of 121 form and survey tools. Further left costs less; higher up scores better on features, ease of use and platforms. Formaloo 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 Formaloo you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 116 of the 148 other form and survey tools we grade. It costs $228 a year.

What you could make

- Forms and surveys: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- A builder that other people can use without writing code.
- Databases with views, filters and links between them.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Formaloo'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



Typeform, Jotform, Tally, Fillout and Paperform

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

2.4 GPA

Typeform

Free plan · from $28/mo

Form, survey and quiz builder with logic, AI and video questions.

- Formaloo also covers databases and no-code.
- Typeform also covers templates and reports.

Formaloo and Typeform compared in full

3.0 GPA

Jotform

Free plan · from $34/mo

No-code form builder with payments, e-signatures and workflows.

- Only Jotform lists iOS and Android apps.
- Formaloo also covers databases, no-code and surveys.
- Jotform also covers templates, AI agents and app builder.

Formaloo and Jotform compared in full



2.8
GPA

Tally

Free plan · from $24/mo

Free form builder that works like a text document.

- Formaloo also covers databases and workflow automation.
- Tally also covers templates.

Formaloo and Tally compared in full



2.8
GPA

Fillout

Free plan · from $15/mo

Form builder with unlimited seats, payments and scheduling.

- Formaloo also covers databases and no-code.
- Fillout also covers templates.

Formaloo and Fillout compared in full



2.4
GPA

Paperform

Free plan · from $49/mo

Form builder for payments, bookings, signatures and workflows.

- Formaloo also covers databases.
- Paperform also covers templates.

Formaloo and Paperform compared in full

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 Formaloo free?

Formaloo has a free plan. Unlimited forms, submissions and questions with logic and calculations, 1 team seat, 20 external seats and 1 GB of storage.

How much does Formaloo cost?

Formaloo lists 4 plans. Free: $0.

What platforms does Formaloo work on?

Formaloo is available on Web.

Does Formaloo offer any discounts?

Formaloo publicly lists the following: Save 25% with yearly billing.

Does Formaloo have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Formaloo is listed for Web.

Does Formaloo have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Formaloo is listed for Web.

Is Formaloo open source?

Formaloo is not described as open source on its own site, as read on Nov 12, 2026.

Does Formaloo have an API?

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

What does Formaloo integrate with?

Formaloo's listing names Google Workspace, Slack, Stripe, Calendly, HubSpot, Microsoft, Zapier and Make.

Who makes Formaloo?

Formaloo is made by a company of the same name.

What are the alternatives to Formaloo?

The closest alternatives to Formaloo in our directory are Typeform, Jotform, Tally, Fillout and Paperform.

How does Formaloo compare with other form and survey tools?

Formaloo's GPA of 2.6 is higher than 116 of the 148 other form and survey tools we grade, and level with 15.

Is Formaloo good value for money?

ToolGPA grades Formaloo C for value for money. Its paid plans start at $19 a month, against a middle price of $20 for the category: 49 of the 114 others that charge start lower.

Could I make my own version of Formaloo?

To replace Formaloo you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Formaloo's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Formaloo's own pages on 12 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 Formaloo. Prices change, so check formaloo.com before you buy.

formaloo.com/pricing

PART 07 · ABOUT

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

Formaloo, kept up to date

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

toolgpa.com/tools/formaloo

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:

```
ToolGPA, "Formaloo: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/formaloo
```

Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Formaloo, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

3.2 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 Formaloo'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. Formaloo is a trademark of its owner, and this guide is not made, paid for or approved by Formaloo. Prices and plans change: check formaloo.com before you buy.