ToolGPA

NOVEMBER 2026

Formester

The Insider's Guide

Form builder with unlimited forms and responses on the free plan



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

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

3.2
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 Formester's own pages, its app-store listings and our grades. Every fact in it is on Formester'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

3.2

GPA, above 146 of the 148 other form and survey tools we grade

Formester is a form builder whose free plan has unlimited forms and responses, card-style forms, quiz scoring and payment collection. Paid plans add conditional logic, branding removal, an API and team seats. Many native integrations connect to CRMs, spreadsheets and automation tools.

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

> **No store rating on record, and it is a web app where the work is building each form, so it sits at C.**
>
> From our grade for ease of use

1 **Best for a form builder with a free plan and no response cap**

Formester is a form builder whose free plan has unlimited forms and responses, an AI form creator and payments.

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

As its pricing page puts it: $12 per month, billed annually ($13 billed monthly).

3 There is a free plan

Free forever: unlimited forms and responses, AI form creator, card-style forms, quiz auto-scoring and payment collection.

4 It runs on Web

Web.

5 AI form creator

Creates forms from a prompt; each plan includes a monthly allotment of AI credits.

6 Card-style forms

Step-by-step layout, plus quiz auto-scoring and drop-off analysis.

7 Payments

Collect payments through forms using PayPal and Authorize.net.

8 A 3.2 GPA, above 146 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

The plain part of Formester you could make: forms and templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

Formester at a glance

PRICING
Free plan, from $12 per month, billed annually ($13 billed monthly)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Formester

CATEGORY
Forms & Surveys

OUR GRADE
3.2 GPA, very good

The report card

Best for a form builder with a free plan and no response cap

Formester is a form builder whose free plan has unlimited forms and responses, an AI form creator and payments. Conditional logic and branding removal need Personal, and the API, PDF exports and team seats need Business at $45.

TOOLGPA REPORT CARD — **Formester** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Free and substantial: unlimited forms and responses. Personal is $12 a month billed annually, under the category's $19.99 middle.
Free plan and trial	A	Free forever with unlimited forms and responses, quizzes and payment collection. A normal person won't reach a cap.
Features	B	AI form creator, card-style forms, payments, conditional logic, integrations and team features. The gating is on logic and teams, not on the core job.
Ease of use	C	No store rating on record, and it is a web app where the work is building each form, so it sits at C.
Platforms and integrations	B	Web only, with eight listed integrations.

Grade point average — Very good, out of 4.0 — **3.2**

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 Formester is for

- ✓ Fits if you want a builder with no form or response limit
- ✓ Works for people who want payments or quizzes on a free plan

Who it is not for

- ✕ Tight if you want logic, since conditional logic and branding removal need Personal at $12
- ✕ Watch out: the API, PDF exports and team seats need Business at $45
- ✕ Watch out: AI credits are small on lower plans
- ✕ Skip it if you want Enterprise prices, as they are by sales contact only

Good to know

Good for

- ✓ Individuals and small teams who want no response caps
- ✓ Teams that route leads into a CRM or spreadsheet

Worth knowing

- ⓘ Conditional logic and branding removal need Personal or above.
- ⓘ API access, PDF exports and team seats need Business.
- ⓘ AI credits are small on the lower plans and rise on higher ones.
- ⓘ Enterprise pricing is available only by contacting sales.

PART 02 · PRICING

What it costs

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

$12

A month to start. There is a free plan too

Formester has a free plan. Paid plans start at $12 per month, billed annually ($13 billed monthly).

> **Free and substantial: unlimited forms and responses.**
>
> From our grade for value for money

FREE

$0

Unlimited forms and responses, AI form creator, all field types and custom email notifications.

PERSONAL

$12

per month, billed annually ($13 billed monthly)

Removes branding and adds conditional logic, redirects, backend-only forms, GTM and GA4, and email verification.

BUSINESS

$45

per month, billed annually ($49 billed monthly)

API access, PDF exports, 25 team members, real-time collaboration, 50 GB storage and translations.

ENTERPRISE

Custom

Custom limits, unlimited webhooks and signatures, high-volume uploads and priority support.

The free plan

Free forever: unlimited forms and responses, AI form creator, card-style forms, quiz auto-scoring and payment collection.

Read from formester.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual pricing saves one month

The pricing page labels annual billing as saving one month: Personal $12 and Business $45 against $13 and $49 monthly.

Stated on formester.com

What it does

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

1

Place it runs: Web

Form builder with unlimited forms and responses on the free plan. Here is what it does, as its own site describes it, and what it covers: public API, AI features, templates, forms.

> **AI form creator, card-style forms, payments, conditional logic, integrations and team features.**
>
> From our grade for features

AI form creator

Creates forms from a prompt; each plan includes a monthly allotment of AI credits.

Card-style forms

Step-by-step layout, plus quiz auto-scoring and drop-off analysis.

Payments

Collect payments through forms using PayPal and Authorize.net.

Conditional logic

Rules and conditional logic start on the Personal plan.

Native integrations

35 integrations listed, including Airtable, HubSpot, Google Sheets and Notion.

Team features

Business adds 25 seats, real-time collaboration and partial submission views.

Where it runs

- Web

What it works with

- Airtable
- Google Sheets
- HubSpot CRM
- Mailchimp
- Notion
- Make
- n8n
- Pipedrive

Formester is made by Formester.

Where it stands

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

146/148

Other form and survey tools it is graded above

Formester's GPA of 3.2 is higher than 146 of the 148 other form and survey tools we grade, and level with 2.

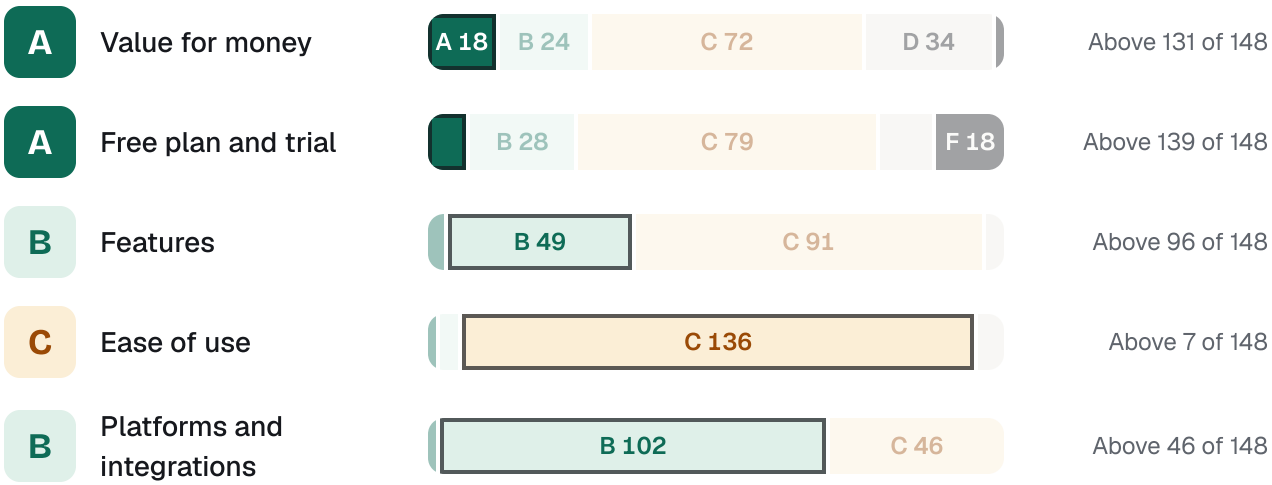
It stands best on free plan and trial (A, above 139 of 148) and worst on ease of use (C, above 7).

Its paid plans start at $12 a month, against a middle price of $20 for the category: 33 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.

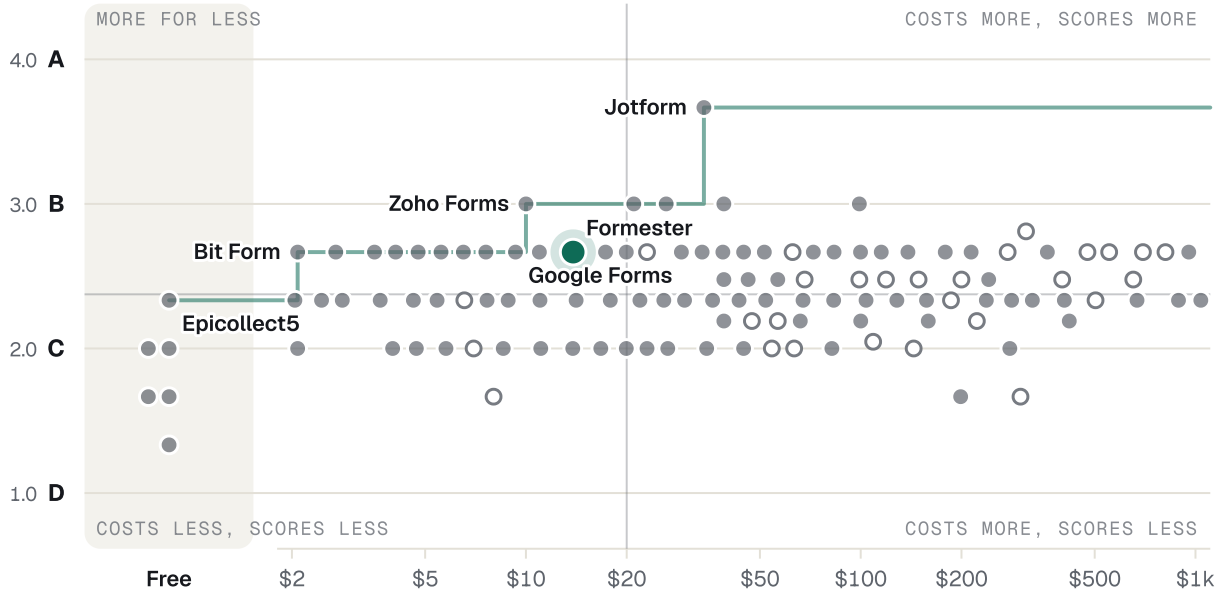
Each grade against the category

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

The plain part of Formester you could make: forms and templates. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

It is one of the better ones too: its GPA of 3.2 is higher than 146 of the 148 other form and survey tools we grade. It costs $144 a year.

What you could make

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

What you could not

- It plugs into other products, Airtable, Google Sheets and HubSpot CRM among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- Sharing with other people, which means accounts and invitations.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Formester'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



Tally, Fillout, Youform, forms.app and Jotform

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

Tally

2.8 GPA

Free plan · from $24/mo

Free form builder that works like a text document.

- Tally also covers no-code and surveys.

Formester and Tally compared in full

Fillout

2.8 GPA

Free plan · from $15/mo

Form builder with unlimited seats, payments and scheduling.

- Fillout also covers workflow automation and surveys.

Formester and Fillout compared in full

Youform

2.8 GPA

Free plan · from $20/mo

Form, survey and quiz builder with unlimited free responses.

- Youform also covers no-code and surveys.

Formester and Youform compared in full



2.6
GPA

forms.app

Free plan · from $19/mo

Form, survey and quiz builder with unlimited free responses.

- Only forms.app lists iOS and Android apps.
- forms.app also covers no-code and surveys.

Formester and forms.app 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.
- Jotform also covers workflow automation, AI agents and app builder.

Formester and Jotform 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 Formester free?

Formester has a free plan. Free forever: unlimited forms and responses, AI form creator, card-style forms, quiz auto-scoring and payment collection.

How much does Formester cost?

Formester lists 4 plans. Free: $0.

What platforms does Formester work on?

Formester is available on Web.

Does Formester offer any discounts?

Formester publicly lists the following: Annual pricing saves one month.

Does Formester have an Android app?

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

Does Formester have an iPhone app?

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

Is Formester open source?

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

Does Formester have an API?

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

What does Formester integrate with?

Formester's listing names Airtable, Google Sheets, HubSpot CRM, Mailchimp, Notion, Make, n8n and Pipedrive.

Who makes Formester?

Formester is made by a company of the same name.

What are the alternatives to Formester?

The closest alternatives to Formester in our directory are Tally, Fillout, Youform, forms.app and Jotform.

How does Formester compare with other form and survey tools?

Formester's GPA of 3.2 is higher than 146 of the 148 other form and survey tools we grade, and level with 2.

Is Formester good value for money?

ToolGPA grades Formester A for value for money. Its paid plans start at $12 a month, against a middle price of $20 for the category: 33 of the 114 others that charge start lower.

Could I make my own version of Formester?

The plain part of Formester you could make: forms and templates. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Formester'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 Formester'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 Formester. Prices change, so check formester.com before you buy.

formester.com/pricing/

formester.com/integrations/

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

Formester, kept up to date

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

toolgpa.com/tools/formester

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, "Formester: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/formester
```

Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Formester, 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

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

Bit Form Insider's Guide

Lightweight WordPress form builder with a free edition

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