ToolGPA

NOVEMBER 2026

Happyforms

The Insider's Guide

WordPress form builder with a live preview in the customizer



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

Made by Jestro LLC (trading as Happyforms) · 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 Happyforms's own pages, its app-store listings and our grades. Every fact in it is on Happyforms'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 56 of the 148 other form and survey tools we grade

Happyforms is a WordPress plugin for building contact, order, registration and survey forms with a live preview while you edit. Paid plans are sold per year by number of websites and include unlimited forms and responses, with payments, signatures, file uploads and many email-marketing integrations. A free edition is listed on WordPress.org.

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

> **No store rating on record, and it is a plugin you install and configure inside WordPress, so it sits at C.**
>
> From our grade for ease of use

1 **Best for a WordPress form builder with a live preview**

Happyforms is a WordPress form builder that shows a live preview in the customizer.

2 **Paid plans start at $7.42 a month when paid by the year**

As its pricing page puts it: $89 per year for 1 website.

3 There is a free plan

A free edition of the plugin is listed on WordPress.org; the plans page describes paid-only features such as conditional logic and signatures.

4 It runs on Web

Web.

5 Live form builder

Preview the form as you build it, directly in the WordPress customizer.

6 Conditional logic and multi-page forms

Show or hide parts of a form, split long forms over pages and let people resume partial submissions.

7 Payments

PayPal and Stripe order, donation and payment forms with coupon codes and no transaction fees from the plugin.

8 A 2.2 GPA, above 56 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 Happyforms 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.

Happyforms at a glance

PRICING
Free plan, from $89 per year for 1 website

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Jestro LLC (trading as Happyforms), since 2017

CATEGORY
Forms & Surveys

OUR GRADE
2.2 GPA, fair

The report card

Best for a WordPress form builder with a live preview

Happyforms is a WordPress form builder that shows a live preview in the customizer. It runs only inside WordPress, the plans page doesn't say what the free edition includes, and without a subscription you are locked out of the plugin in the dashboard.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Starter is $89 a year for 1 website, about $7.40 a month, with Pro at $99 for 3 sites shown on a sale with no end date.
Free plan and trial	C	A free edition is listed on WordPress.org, but the plans page names conditional logic and signatures as paid-only and doesn't list what the free one has.

SUBJECT	GRADE	COMMENT
Features	C	Live builder, conditional logic, multi-page forms, payments, signatures and uploads. Starter has only a subset of the paid features, and the free edition's features aren't listed.
Ease of use	C	No store rating on record, and it is a plugin you install and configure inside WordPress, so it sits at C.
Platforms and integrations	C	WordPress only, with eight listed features including email marketing connections.
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 Happyforms is for

- ✓ Fits if you run WordPress and want to see the form as you build it
- ✓ Works for sites that want signatures or payments in a form

Who it is not for

- ✗ Skip it if you don't use WordPress, as it runs only inside it
- ✗ Watch out: without an active subscription you are locked out of the plugin in the dashboard, though entries can be exported
- ✗ Watch out: Starter covers 1 site and Pro 3, and Starter has only some paid features
- ✗ Watch out: the page doesn't list what the free edition includes

Good to know

Good for

- ✓ WordPress sites that want unlimited forms and responses at a flat yearly price
- ✓ Order and registration forms with PayPal or Stripe
- ✓ Owners who want to keep submission data on their own host

Worth knowing

- ⓘ It runs only inside WordPress.
- ⓘ Without an active subscription you are locked out of the plugin in the WordPress dashboard, though submissions can still be exported.
- ⓘ Starter covers 1 website and Pro 3 websites; going beyond a limit is not billed automatically.
- ⓘ The plans page does not list which features are in the free edition.

What it costs

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

$7.42

A month to start, paid by the year. There is a free plan too

Happyforms has a free plan. Paid plans start at $89 per year for 1 website.

FREE

$0

The WordPress.org edition, installed on your own site, with fewer features than the paid plans.

STARTER

$89

per year for 1 website

Priority support and a subset of the paid features, marked as Starter-only on the plans page.

PRO

$99

per year for up to 3 websites

All features; shown on sale at $99 with $159 crossed out and a '$60 off today' label, with no end date given.

UNLIMITED

$399

per year for unlimited websites

All features on unlimited websites.

The free plan

A free edition of the plugin is listed on WordPress.org; the plans page describes paid-only features such as conditional logic and signatures.

Read from happyforms.io on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

14-day refund guarantee

The plans page says a payment is refunded in full if Happyforms is not right for you within 14 days.

Stated on happyforms.io

What it does

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

1

Place it runs: Web

WordPress form builder with a live preview in the customizer. Here is what it does, as its own site describes it, and what it covers: templates, workflow automation, no-code, forms, surveys.

> **Live builder, conditional logic, multi-page forms, payments, signatures and uploads.**

From our grade for features

Live form builder

Preview the form as you build it, directly in the WordPress customizer.

Conditional logic and multi-page forms

Show or hide parts of a form, split long forms over pages and let people resume partial submissions.

Payments

PayPal and Stripe order, donation and payment forms with coupon codes and no transaction fees from the plugin.

Signatures and file uploads

Collect hand-drawn signatures and file uploads, with over 20 advanced fields.

Email marketing integrations

Connects to Mailchimp, ActiveCampaign, AWeber, Constant Contact, ConvertKit, MailerLite and others.

Spam protection and data control

reCAPTCHA, a submission blocklist and IP logging; submissions stay in your own WordPress database.

Where it runs

- Web

What it works with

- Mailchimp
- ActiveCampaign
- AWeber
- Constant Contact
- Stripe
- PayPal
- Zapier
- ConvertKit

Happyforms is made by Jestro LLC (trading as Happyforms), and has been around since 2017.

PART 04 · STANDING

Where it stands

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

56/148

Other form and survey tools it is graded above

Happyforms's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

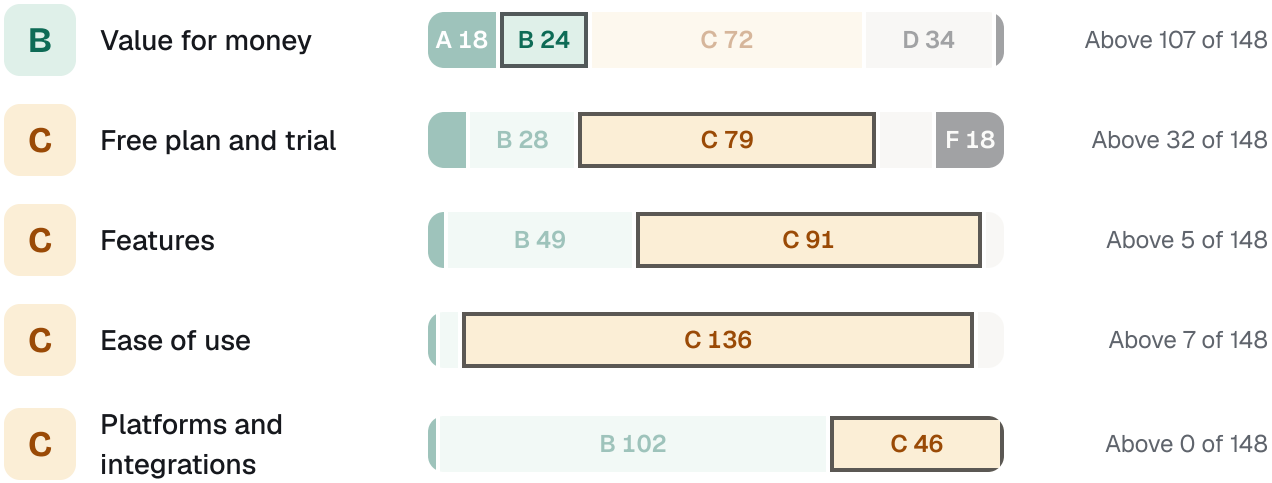
It stands best on value for money (B, above 107 of 148) and worst on platforms and integrations (C, above 0).

Its paid plans start at $7.42 a month when paid by the year, against a middle price of $20 for the category: 23 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 19 tools score higher and cost less.

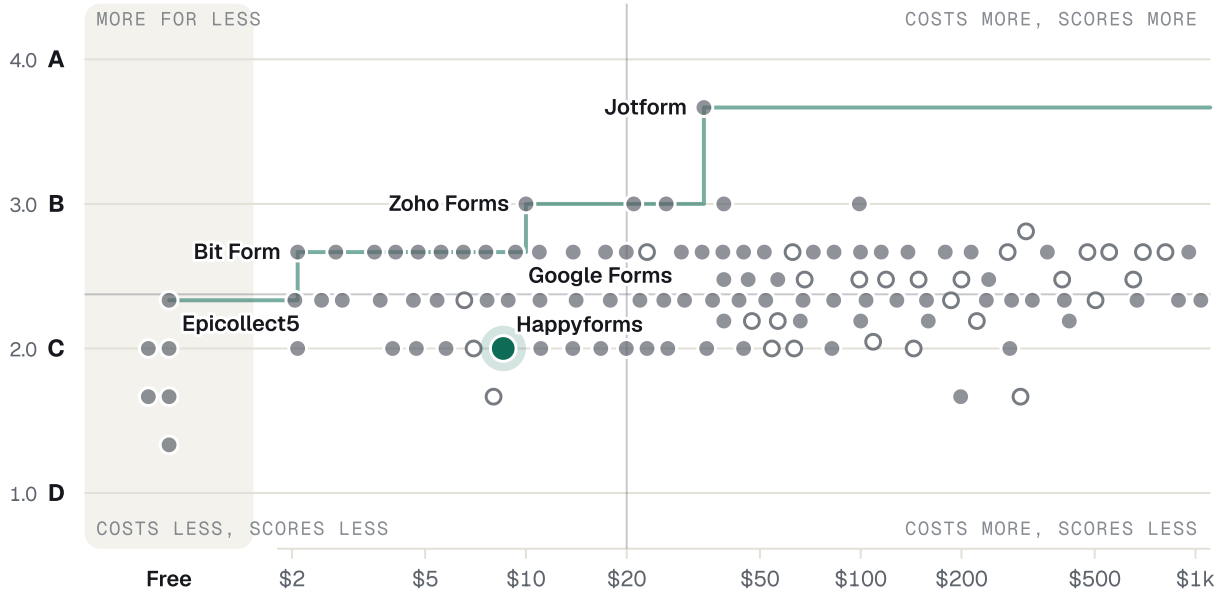
Each grade against the category

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

It costs $89 a year.

What you could make

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

What you could not

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

- ✕ Connections to other products, each kept working as those products change.

What this rests on. Happyforms'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



WPForms, Gravity Forms, Ninja Forms, Formidable Forms and Fluent Forms

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



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WPForms

Free plan · from $49.50/yr

Drag-and-drop form builder plugin for WordPress sites.

- Happyforms also covers no-code.

Happyforms and WPForms compared in full



2.0 GPA

Gravity Forms

From $59/yr

WordPress form builder plugin sold as a yearly license.

- Happyforms has a free plan. Gravity Forms does not.
- Happyforms also covers workflow automation and no-code.

Happyforms and Gravity Forms compared in full



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Ninja Forms

Free plan · from $99/yr

WordPress form builder with a free core and paid add-ons.

- Ninja Forms is open source, according to its own site.
- Happyforms also covers no-code and surveys.

Happyforms and Ninja Forms compared in full



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Formidable Forms

Free plan · from $79/yr

WordPress form builder that also displays entries as Views.

- Happyforms also covers workflow automation and no-code.
- Formidable Forms also covers databases.

Happyforms and Formidable Forms compared in full



2.8
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Fluent Forms

Free plan · from $79/yr

WordPress form plugin with annual and lifetime licenses.

- Happyforms also covers no-code.

Happyforms and Fluent Forms compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Happyforms free?

Happyforms has a free plan. A free edition of the plugin is listed on WordPress.org; the plans page describes paid-only features such as conditional logic and signatures.

How much does Happyforms cost?

Happyforms lists 4 plans. Free: $0.

What platforms does Happyforms work on?

Happyforms is available on Web.

Does Happyforms offer any discounts?

Happyforms publicly lists the following: 14-day refund guarantee.

Does Happyforms have an Android app?

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

Does Happyforms have an iPhone app?

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

Is Happyforms open source?

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

What does Happyforms integrate with?

Happyforms's listing names Mailchimp, ActiveCampaign, AWeber, Constant Contact, Stripe, PayPal, Zapier and ConvertKit.

Who makes Happyforms?

Happyforms is made by Jestro LLC (trading as Happyforms). It dates from 2017.

What are the alternatives to Happyforms?

The closest alternatives to Happyforms in our directory are WPForms, Gravity Forms, Ninja Forms, Formidable Forms and Fluent Forms.

How does Happyforms compare with other form and survey tools?

Happyforms's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

Is Happyforms good value for money?

ToolGPA grades Happyforms B for value for money. Its paid plans start at $7.42 a month when paid by the year, against a middle price of $20 for the category: 23 of the 114 others that charge start lower.

Could I make my own version of Happyforms?

To replace Happyforms 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 Happyforms'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 Happyforms'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 Jestro LLC (trading as Happyforms). Prices change, so check happyforms.io before you buy.

happyforms.io/
happyforms.io/features/
happyforms.io/upgrade/
wordpress.org/plugins/happyforms/

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

Happyforms, kept up to date

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

toolgpa.com/tools/happyforms

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, "Happyforms: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/happyforms
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Happyforms, 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 Happyforms'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. Happyforms is a trademark of its owner, and this guide is not made, paid for or approved by Jestro LLC (trading as Happyforms). Prices and plans change: check happyforms.io before you buy.