ToolGPA

NOVEMBER 2026

Iris Works

The Insider's Guide

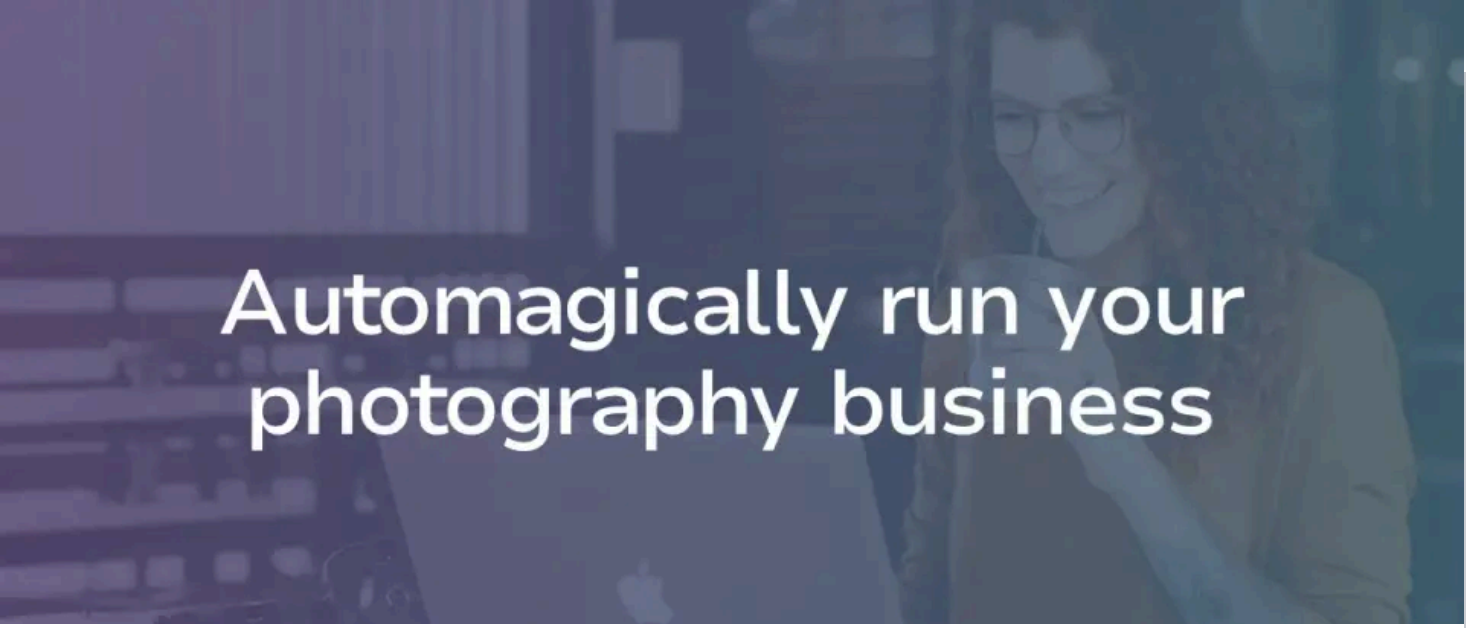
Client management and booking software for photographers



Every plan, grade, refund rule and rival among CRM tools, read from Iris Works's own pages.

Made by Iris Works · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



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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 Iris Works's own pages, its app-store listings and our grades. Every fact in it is on Iris Works'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 50 of the 116 other CRM tools we grade

Iris Works is a CRM for photography studios. It covers online booking, contracts with e-signatures, invoices and quotes, questionnaires, lead pages, workflows and email marketing, with a new gallery product. Four tiers are priced per month, with a 14-day free trial.

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

> "
>
> **A web app where you build your booking pages and workflows.**
>
> From our grade for ease of use

1 **Best for booking and client management for photographers**

Iris Works covers online booking, contracts, invoices and email marketing for photographers.

2 **Paid plans start at $14.95 a month**

As its pricing page puts it: $14.95 per month for Starter, billed monthly.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Online booking**

Session-specific booking pages with real-time availability, buffer times, cancellation windows and a booking, contract and payment flow in one pass.

6 **Contracts, invoices and quotes**

Photography contract templates with auto-filled variables, invoices and quotes, and questionnaires with conditional questions.

7 **Workflows**

Attach automated questionnaires, reminders and follow-ups to booking calendars, with different workflows per session type.

8 **A 2.2 GPA, above 50 of 116**

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

9 **Keep it**

To replace Iris Works 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.

Iris Works at a glance

PRICING Free trial, from $14.95 per month for Starter, billed monthly	FREE PLAN No
FREE TRIAL 14-day free trial, no credit card required	RUNS ON Web
MADE BY Iris Works	CATEGORY CRM Software
OUR GRADE 2.2 GPA, fair	

The report card

Best for booking and client management for photographers

Iris Works covers online booking, contracts, invoices and email marketing for photographers. Starter is $14.95 a month, but workflows, lead pages and quotes need Basic at $29.95, and Pro includes either booking or email marketing, not both.

TOOLGPA REPORT CARD

Iris Works

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Starter is $14.95 a month, but workflows, lead pages and invoices with quotes start at Basic, $29.95, which is the category middle.
Free plan and trial	C	14-day free trial with no card required. There is no free plan after it.
Features	C	Online booking, contracts, invoices, quotes, workflows, lead pages and email marketing. Pro includes booking or email marketing, and both together need Pro Plus.
Ease of use	C	No store rating on record. A web app where you build your booking pages and workflows.
Platforms and integrations	B	Web, with Square, Stripe, PayPal, QuickBooks, ShootProof, Pic-Time and Google Calendar. No phone app is 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 Iris Works is for

- ✓ Fits if you are a photographer who wants booking and contracts at a flat monthly price
- ✓ Works for studios that already use ShootProof or Pic-Time

Who it is not for

- ✗ Tight if you pick Starter: workflows and lead pages need Basic at $29.95
- ✗ Pricey if you want booking and email together, which needs Pro Plus at $49.95
- ✗ Watch out: Square, Stripe and PayPal charge their own fees on payments
- ✗ Skip it if you want a phone app, as none is listed

Good to know

Good for

- ✓ Solo and small photography studios replacing separate booking and contract tools
- ✓ Wedding, family and newborn photographers with session-specific workflows
- ✓ Photographers moving from another studio manager, with free migration offered

Worth knowing

- ⓘ Workflows, lead pages and invoices with quotes start at Basic, not Starter.
- ⓘ Pro includes either online booking or email marketing; both together need Pro Plus.
- ⓘ Payments run through Square, Stripe or PayPal, which charge their own fees.
- ⓘ The pages read list no mobile apps.

PART 02 · PRICING

What it costs

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

$14.95

A month to start

Iris Works is a paid product with a free trial, starting at $14.95 per month for Starter, billed monthly.

STARTER

$14.95

per month, billed monthly ($149 per year)

Online booking, booking website, online payment processing, e-contracts and invoice templates on booking.

BASIC

$29.95

per month, billed monthly ($299 per year)

Adds workflows and automation, a custom lead page, free contract templates, invoices and quotes, and locations.

PRO

$39.95

per month, billed monthly ($399 per year)

Basic plus free account setup, with a choice of online booking or email marketing, not both.

PRO PLUS

$49.95

per month, billed monthly ($499 per year)

Pro with both online booking and email marketing.

Trying it first

14-day free trial, no credit card required

Read from iris-works.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly plans cost less than 12 months

The pricing page lists a yearly price per tier: $149 Starter, $299 Basic, $399 Pro and $499 Pro Plus.

Stated on iris-works.com

What it does

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

1

Place it runs: Web

Client management and booking software for photographers. Here is what it does, as its own site describes it, and what it covers: workflow automation, forms, invoicing, email campaigns, quotes and estimates, appointment booking.

> **Online booking, contracts, invoices, quotes, workflows, lead pages and email marketing.**
>
> From our grade for features

Online booking

Session-specific booking pages with real-time availability, buffer times, cancellation windows and a booking, contract and payment flow in one pass.

Contracts, invoices and quotes

Photography contract templates with auto-filled variables, invoices and quotes, and questionnaires with conditional questions.

Workflows

Attach automated questionnaires, reminders and follow-ups to booking calendars, with different workflows per session type.

Lead pages

A custom lead page integrated with the CRM to capture inquiries from a studio website.

Email marketing

Templates, segmentation, scheduled sends and opt-in forms; the vendor says it does not use complex event-based automation.

Where it runs

Web

What it works with

Square
Stripe
PayPal
QuickBooks
ShootProof
Pic-Time
Fundy Designer
Google Calendar

Iris Works is made by Iris Works.

PART 04 · STANDING

Where it stands

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

50/116

Other CRM tools it is graded above

Iris Works's GPA of 2.2 is higher than 50 of the 116 other CRM tools we grade, and level with 25.

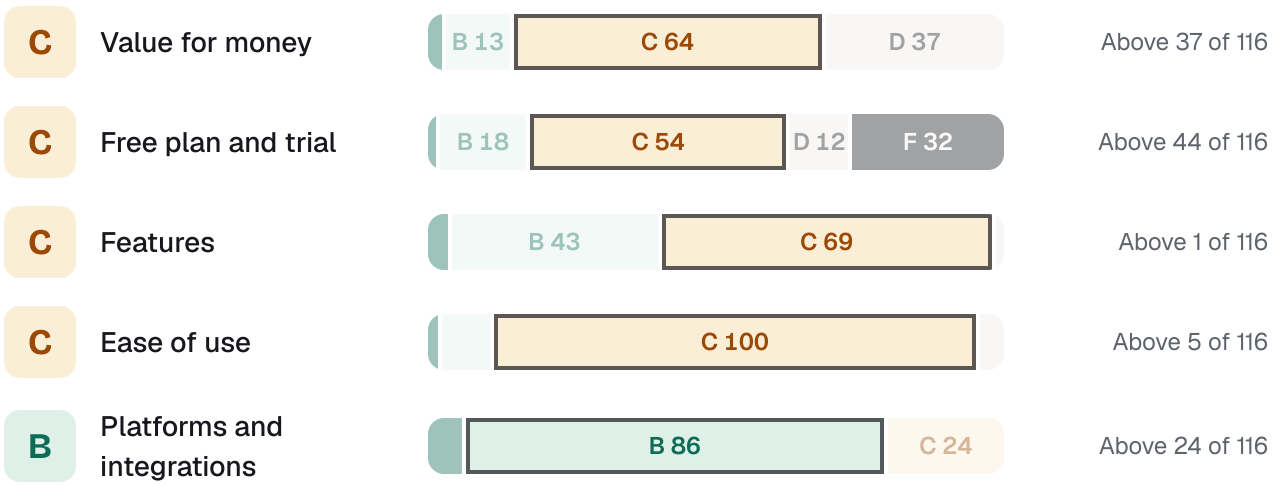
It stands best on platforms and integrations (B, above 24 of 116) and worst on features (C, above 1).

Its paid plans start at $14.95 a month, against a middle price of $29 for the category: 20 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 14 tools score higher and cost less.

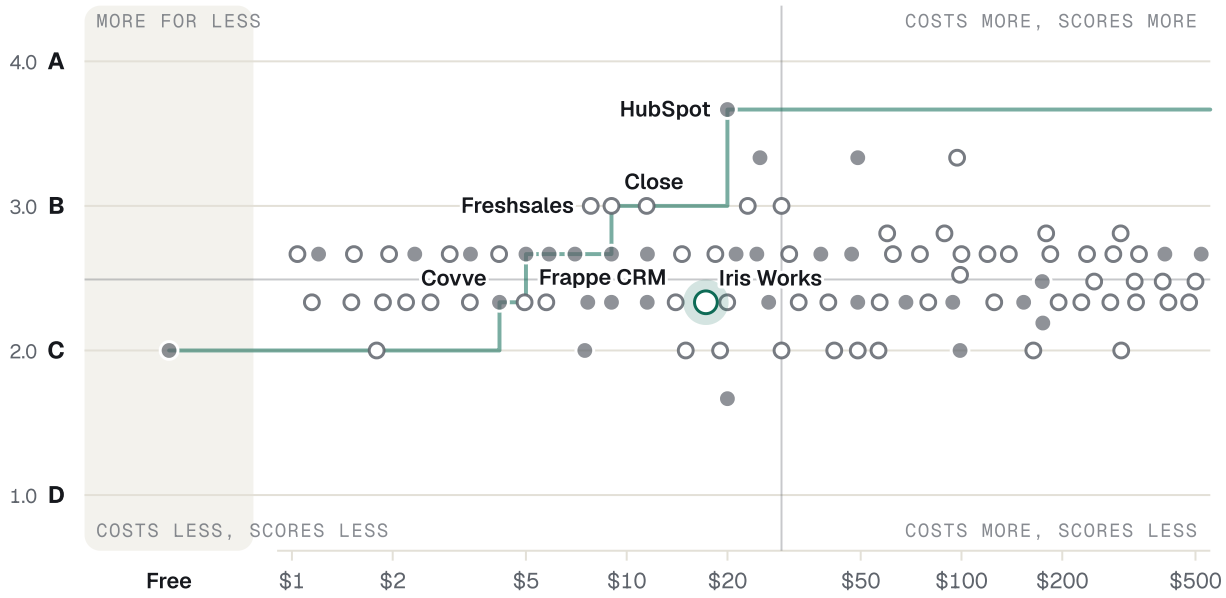
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Iris Works's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Iris Works 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 Iris Works 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 costs $179.40 a year.

What you could make

- Appointment booking, invoicing, quotes and estimates and forms: an app builder makes these well.

What you could not

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

- Newsletters sent to thousands of people that still reach the inbox.

What this rests on. Iris Works'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



HoneyBook, 17hats, Studio Ninja, Dubsado and Pixieset

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

HoneyBook

2.6 GPA

Free trial · from $29/mo

Client management, contracts and payments for independents.

- Only HoneyBook lists iOS and Android apps.
- Iris Works also covers email campaigns, quotes and estimates and appointment booking.
- HoneyBook also covers templates, booking links and sales pipeline.

Iris Works and HoneyBook compared in full

17hats

2.4 GPA

Free trial · from $60/mo

CRM and small business manager with invoicing, booking and texting.

- Iris Works also covers email campaigns.
- 17hats also covers sales pipeline and sMS marketing.

Iris Works and 17hats compared in full



2.2 GPA

Studio Ninja

Free trial · from $16/mo

Studio management and CRM for photographers and videographers.

- Only Studio Ninja lists iOS and Android apps.
- Iris Works also covers email campaigns.
- Studio Ninja also covers tasks and sales pipeline.

Iris Works and Studio Ninja compared in full



2.4 GPA

Dubsado

Free trial · from $335/yr

Client management, contracts and invoicing for service businesses.

- Only Dubsado lists iOS and Android apps.
- Iris Works also covers email campaigns, quotes and estimates and appointment booking.
- Dubsado also covers templates, booking links, time tracking and reports.

Iris Works and Dubsado compared in full



2.6 GPA

Pixieset

Free plan · from $12/mo

Client galleries, booking and studio CRM for photographers.

- Pixieset has a free plan. Iris Works does not, though it has a free trial.
- Only Pixieset lists iOS and Android apps.
- Iris Works also covers workflow automation and email campaigns.

Iris Works and Pixieset compared in full

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 Iris Works free?

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

How much does Iris Works cost?

Iris Works lists 4 plans. Starter: $14.95 per month, billed monthly ($149 per year).

What platforms does Iris Works work on?

Iris Works is available on Web.

Does Iris Works offer any discounts?

Iris Works publicly lists the following: Yearly plans cost less than 12 months.

Does Iris Works have an Android app?

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

Does Iris Works have an iPhone app?

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

Is Iris Works open source?

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

What does Iris Works integrate with?

Iris Works's listing names Square, Stripe, PayPal, QuickBooks, ShootProof, Pic-Time, Fundy Designer and Google Calendar.

Who makes Iris Works?

Iris Works is made by a company of the same name.

What are the alternatives to Iris Works?

The closest alternatives to Iris Works in our directory are HoneyBook, 17hats, Studio Ninja, Dubsado and Pixieset.

How does Iris Works compare with other CRM tools?

Iris Works's GPA of 2.2 is higher than 50 of the 116 other CRM tools we grade, and level with 25.

Is Iris Works good value for money?

ToolGPA grades Iris Works C for value for money. Its paid plans start at $14.95 a month, against a middle price of $29 for the category: 20 of the 93 others that charge start lower.

Could I make my own version of Iris Works?

To replace Iris Works 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 Iris Works'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 Iris Works'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 Iris Works. Prices change, so check iris-works.com before you buy.

iris-works.com/pricing
iris-works.com/integrations
iris-works.com/email-marketing
iris-works.com/
iris-works.com/online-booking

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

Iris Works, kept up to date

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

toolgpa.com/tools/iris-works

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, "Iris Works: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/iris-works
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Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/iris-works/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Iris Works, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

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 Iris Works'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. Iris Works is a trademark of its owner, and this guide is not made, paid for or approved by Iris Works. Prices and plans change: check iris-works.com before you buy.