ToolGPA

NOVEMBER 2026

MoeGo

The Insider's Guide

Booking and business software for pet groomers



Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from MoeGo's own pages.

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

2.0
GPA

MoeGo

The Future of *Pet Business* Software for Modern Pet Care

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

2.0

GPA, above 32 of the 85 other salon, spa and studio booking apps we grade

MoeGo is software for pet businesses, built mostly around mobile and salon grooming. It offers a smart scheduler, online booking, two-way messaging, payments and client records. Plans are Basic, Growth and Ultimate, priced differently for mobile grooming and for a grooming salon, plus a custom Enterprise plan.

To get you started, here are **8 things to know about MoeGo**, taken from its own pages and our grades.

> "
>
> **Services, vans and payments have to be set up.**
>
> From our grade for ease of use

1 **Best for pet grooming booking by van or salon**

Basic is limited to one team member, texts are capped, and no free plan or trial is stated.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month for mobile grooming.

3 **It runs on 3 platforms**

Web, iOS and Android.

4 **Smart scheduler**

Scheduling that cuts driving time between mobile grooming appointments, with route optimization and multi-van scheduling on higher plans.

5 **Online booking**

A 24/7 online booking portal with booking limits and a list of abandoned bookings that staff can follow up.

6 **Payments**

A built-in card processor takes card-present and card-not-present payments, including cards on file and online invoices.

7 **A 2.0 GPA, above 32 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace MoeGo you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

MoeGo at a glance

PRICING Paid, from $49 per month for mobile grooming	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY MoeGo	CATEGORY Salon, Spa & Studio Booking
OUR GRADE 2.0 GPA, fair	

The report card

Best for pet grooming booking by van or salon

MoeGo handles booking, payments and reminders for pet groomers, with Basic from $49 a month for a mobile groomer. Basic is limited to one team member, texts are capped, and no free plan or trial is stated.

TOOLGPA REPORT CARD	MoeGo	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $49 a month for mobile grooming and $79 for a salon, with Growth and Ultimate per van at $99 and $159, around the $49 middle for booking tools.
Free plan and trial	F	No free plan or trial is stated on the page.
Features	B	Smart scheduler, online booking, payments, messaging and no-show protection. The gaps named are team limits and text caps.
Ease of use	C	No store rating on record. Services, vans and payments have to be set up.
Platforms and integrations	B	Web, iPhone and Android. No integrations are listed on the page read.

Grade point average Fair, out of 4.0 **2.0**

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 MoeGo is for

- ✓ Fits if you run a mobile grooming van and want routes and booking
- ✓ Works for grooming salons that want card-on-file protection

Who it is not for

- ✕ Skip it if you want to try it free first, as no trial is stated
- ✕ Tight if you have a team, as Basic is limited to one team member
- ✕ Pricey if you add vans, as Growth and Ultimate are per van at $99 and $159
- ✕ Watch out: included texts are capped at 200 or 900 per van

Good to know

Good for

- ✓ Mobile groomers who run vans and need route planning
- ✓ Grooming salons that want booking, payments and texting together
- ✓ Pet businesses growing into multiple locations or franchises

Worth knowing

- ⓘ The pricing page has separate tabs by care type; Basic is $49 for mobile grooming and $79 for a grooming salon.
- ⓘ Growth and Ultimate are priced per van (mobile) or per location (salon); Basic is limited to one team member.
- ⓘ Included SMS is capped: 200 per van on Basic, 900 per van on Growth and Ultimate for mobile grooming.
- ⓘ Boarding, daycare and other care types have their own tabs; no free plan or trial is stated on the page.

What it costs

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

$49

A month to start

MoeGo is a paid product, starting at $49 per month for mobile grooming.

> **No free plan or trial is stated on the page.**
>
> From our grade for free plan and trial

BASIC

$49

per month, mobile grooming ($79 for a grooming salon)

For a solo groomer, up to 1 team member: smart scheduling, online booking, payments and 2-way messaging.

GROWTH

$99

per van / month, mobile grooming

Everything in Basic, plus multi-van scheduling, routes and waitlist. Salons pay $149 per location.

ULTIMATE

$159

per van / month, mobile grooming

Everything in Growth, plus unlimited auto messages and a branded phone number. Salons pay $239 per location.

ENTERPRISE

Custom

For franchises and chains: franchise management, API platform and enterprise analytics.

Read from moego.pet on Nov 13, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

Booking and business software for pet groomers. Here is what it does, as its own site describes it, and what it covers: public API, business texting, appointment booking, sMS marketing, review collection.

"

Smart scheduler, online booking, payments, messaging and no-show protection.

From our grade for features

Smart scheduler

Scheduling that cuts driving time between mobile grooming appointments, with route optimization and multi-van scheduling on higher plans.

Online booking

A 24/7 online booking portal with booking limits and a list of abandoned bookings that staff can follow up.

Payments

A built-in card processor takes card-present and card-not-present payments, including cards on file and online invoices.

Messaging and reminders

Automated reminders by text, email and phone, two-way messages and mass texts, with an included SMS allowance per van or location.

No-show protection

Card on file, prepayment and pre-authorization, plus digital agreements clients can sign by text or at booking.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

MoeGo is made by MoeGo.

PART 04 · STANDING

Where it stands

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

32/85

Other salon, spa and studio booking apps it is graded above

MoeGo's GPA of 2.0 is higher than 32 of the 85 other salon, spa and studio booking apps we grade, and level with 15.

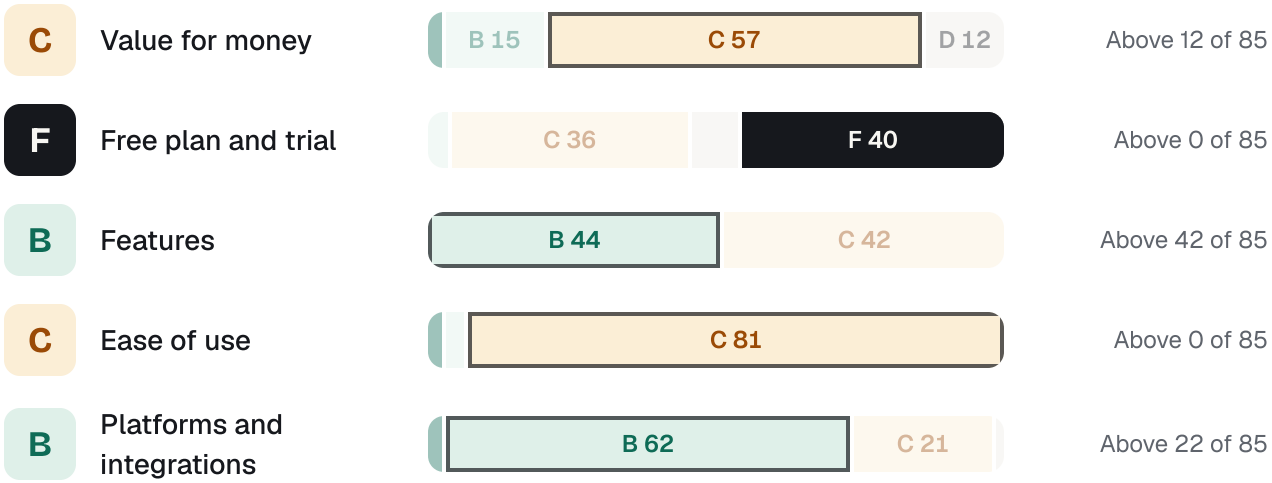
It stands best on features (B, above 42 of 85) and worst on free plan and trial (F, above 0).

Its paid plans start at $49 a month, against a middle price of $49 for the category: 25 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

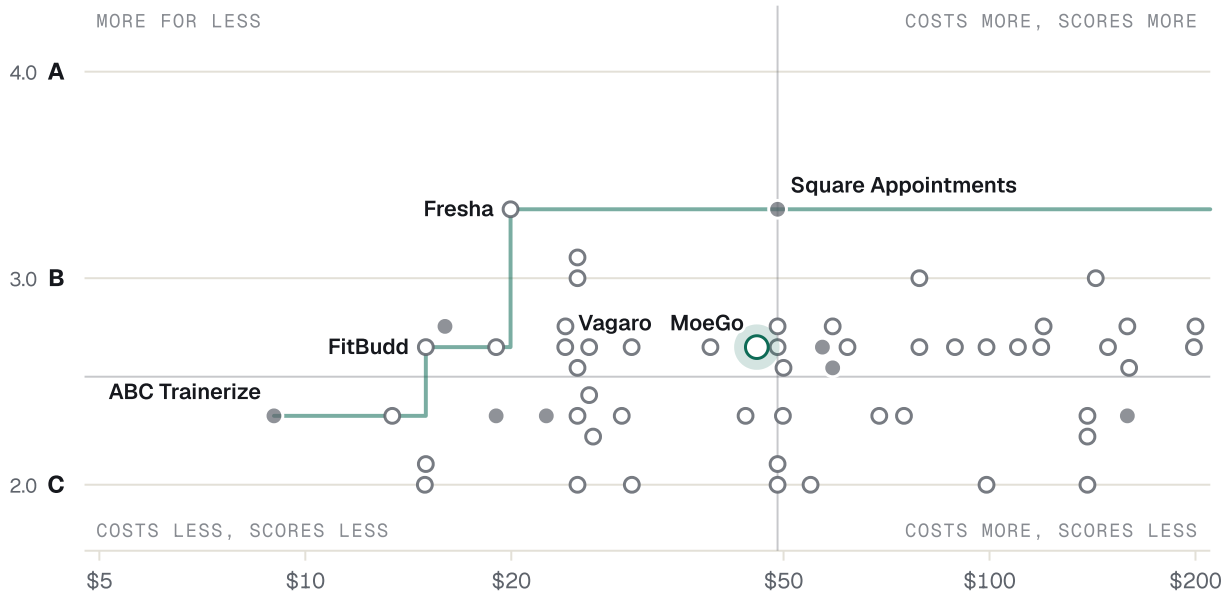
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. MoeGo's own letter is outlined.



Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. MoeGo 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 MoeGo you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

It costs $588 a year.

What you could make

- Appointment booking and review collection: an app builder makes these well.

What you could not

- Texts to thousands of numbers, registered with the carriers.

- ✕ Texts from a business number, registered with the carriers.
- ✕ A real app for iOS and Android. Something home-made would be a web page.
- ✕ An API that other software can build on.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. MoeGo'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



PocketSuite, MyTime, Booksy, Vagaro and Square Appointments

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

2.4 GPA

PocketSuite

Free trial · from $49.99/mo

Booking, payments and client messaging for service pros.

- MoeGo also covers sMS marketing and review collection.
- PocketSuite also covers forms, invoicing, reports and class booking.

MoeGo and PocketSuite compared in full

1.8 GPA

MyTime

From $149/mo

Scheduling and point of sale for franchise service brands.

- MoeGo also covers business texting.
- MyTime also covers reports, inventory and class booking.

MoeGo and MyTime compared in full

2.6 GPA

Booksy

Free trial · from $29.99/mo

Booking app and marketplace for barbers, salons and beauty pros.

- MoeGo also covers business texting and review collection.
- Booksy also covers forms and email campaigns.

MoeGo and Booksy compared in full

2.6 GPA

Vagaro

Free trial · from $30/mo

Booking, payments and marketing for salons, spas and studios.

- MoeGo also covers business texting, sMS marketing and review collection.
- Vagaro also covers forms, email campaigns, payroll, inventory and class booking.

MoeGo and Vagaro compared in full

3.2 GPA

Square Appointments

Free plan · from $49/mo

Booking, point of sale and payments for appointment businesses.

- Square Appointments has a free plan. MoeGo does not.
- MoeGo also covers business texting, appointment booking, sMS marketing and review collection.
- Square Appointments also covers booking links, invoicing and reports.

MoeGo and Square Appointments compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 MoeGo free?

No. MoeGo is a paid product, starting at $49 per month for mobile grooming.

How much does MoeGo cost?

MoeGo lists 4 plans. Basic: $49 per month, mobile grooming ($79 for a grooming salon).

What platforms does MoeGo work on?

MoeGo is available on Web, iOS and Android.

Does MoeGo have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. MoeGo is listed for Web, iOS and Android.

Does MoeGo have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. MoeGo is listed for Web, iOS and Android.

Is MoeGo open source?

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

Does MoeGo have an API?

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

Who makes MoeGo?

MoeGo is made by a company of the same name.

What are the alternatives to MoeGo?

The closest alternatives to MoeGo in our directory are PocketSuite, MyTime, Booksy, Vagaro and Square Appointments.

How does MoeGo compare with other salon, spa and studio booking apps?

MoeGo's GPA of 2.0 is higher than 32 of the 85 other salon, spa and studio booking apps we grade, and level with 15.

Is MoeGo good value for money?

ToolGPA grades MoeGo C for value for money. Its paid plans start at $49 a month, against a middle price of $49 for the category: 25 of the 57 others that charge start lower.

Could I make my own version of MoeGo?

To replace MoeGo you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from MoeGo'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 MoeGo'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 MoeGo. Prices change, so check moego.pet before you buy.

moego.pet/pricing

moego.pet/pricing?companyType=1

moego.pet

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

MoeGo, kept up to date

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

toolgpa.com/tools/moego

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, "MoeGo: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/moego
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Know someone choosing between salon, spa and studio booking apps?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after MoeGo, each with an Insider's Guide of its own.

Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 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 MoeGo'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. MoeGo is a trademark of its owner, and this guide is not made, paid for or approved by MoeGo. Prices and plans change: check moego.pet before you buy.