ToolGPA

NOVEMBER 2026

Outfy

The Insider's Guide

Turns online-store products into videos and automatic social posts



Every plan, grade, refund rule and rival among social media schedulers, read from Outfy's own pages.

Made by Outfy · 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 Outfy's own pages, its app-store listings and our grades. Every fact in it is on Outfy'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 36 of the 90 other social media schedulers we grade

Outfy connects to an online store, such as Shopify or Etsy, and turns its products into videos, collages, image promotions and ads. It posts them to social networks automatically or on a manual schedule, writes captions and hashtags in many languages, and has a credit-based AI studio.

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

> "
>
> **You connect your store and social accounts, set a brand kit and pick templates.**
>
> From our grade for ease of use

1 **Best for turning a shop's products into posts automatically**

Outfy connects to a store such as Shopify or Etsy, makes videos and collages from your products and posts them on a schedule.

2 **Paid plans start at $15 a month**

As its pricing page puts it: $15 per month, billed monthly (regular price $25).

3 **There is a free plan**

1 automated product post a day per network, 4 manual product posts a day and 50 one-time AI credits.

4 **It runs on Web**

Web.

5 **Auto-create and auto-post**

Picks products from the store, builds videos, collages or product posts and publishes them on a schedule.

6 **Videos and collages**

Classic videos and collages on Essential, with enhanced videos for Shorts and YouTube from Growth.

7 **AI studio**

Credit-based UGC videos, AI videos, video and image ads and AI images; credits renew monthly on paid plans.

8 **A 2.2 GPA, above 36 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Outfy you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

Outfy at a glance

PRICING Free plan, from $15 per month, billed monthly (regular price $25)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Outfy	CATEGORY Social Media Schedulers
OUR GRADE 2.2 GPA, fair	

The report card

Best for turning a shop's products into posts automatically

Outfy connects to a store such as Shopify or Etsy, makes videos and collages from your products and posts them on a schedule. The prices shown are 'limited time' with no end date against regular prices of $25, $45 and $55, and the free plan is one automatic post a day per network.

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

SUBJECT	GRADE	COMMENT
Value for money	C	$15 a month billed monthly on Essential, but the page lists a regular price of $25 beside it. Annual prices couldn't be read.
Free plan and trial	C	A free plan with 1 automatic product post a day per network and 50 one-time AI credits. You'll hit it, and the credits don't refill.
Features	C	Auto-created videos, collages and captions in many languages, plus an AI studio. Uploading generated assets back to your product pages works for Shopify and Etsy only.
Ease of use	C	No store rating on record. You connect your store and social accounts, set a brand kit and pick templates.
Platforms and integrations	B	Web only, but it plugs into Shopify, Etsy and Stripe.

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 Outfy is for

- ✓ Fits if you run a Shopify or Etsy shop and want products posted without writing each one
- ✓ Works for small shops that need videos made from product photos

Who it is not for

- ✗ Not for you if you don't sell products through a connected store
- ✗ Tight if you stay free: 1 automatic post a day per network and 50 one-time credits
- ✗ Pricey if the intro prices end, since the regular prices are $25, $45 and $55 a month
- ✗ Watch out: trial availability and plan changes can vary by account and payment provider

Good to know

Good for

- ✓ Shopify and Etsy sellers who want product content posted automatically
- ✓ Stores without a video editor on staff
- ✓ Sellers testing social posting on a free plan first

Worth knowing

- ⓘ Prices shown are introductory 'limited time' prices with no end date; the page lists higher regular prices of $25, $45 and $55.
- ⓘ Annual prices were not readable; the page only says annual billing saves up to 40%.
- ⓘ Uploading generated assets to the products page is currently supported for Shopify and Etsy only.
- ⓘ The page notes that trial availability and plan changes can vary by account, platform and payment provider.

PART 02 · PRICING

What it costs

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

$15

A month to start. There is a free plan too

Outfy has a free plan. Paid plans start at $15 per month, billed monthly (regular price $25).

> **You'll hit it, and the credits don't refill.**
>
> From our grade for free plan and trial

FREE

$0

1 automatic product post a day per network, template captions and 50 one-time AI credits.

ESSENTIAL

$15

per month, billed monthly

Shown as $15 against a $25 regular price: 360 videos and 360 collages a month, 100 AI credits, 7-day trial.

GROWTH

$27

per month, billed monthly

Shown as $27 against $45 regular: enhanced videos, 400 AI credits a month and 2 of each network.

UNLIMITED

$33

per month, billed monthly

Shown as $33 against $55 regular: unlimited automation, 1,000 AI credits a month and 5 of each network.

The free plan

1 automated product post a day per network, 4 manual product posts a day and 50 one-time AI credits.

Read from outfy.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Up to 40% off with annual billing

Outfy's pricing page offers a pay-annually option labelled as saving up to 40%.

Stated on outfy.com

What it does

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

1

Place it runs: Web

Turns online-store products into videos and automatic social posts. Here is what it does, as its own site describes it, and what it covers: AI features, calendar, image generation, video generation, ad creative, online store.

> **Auto-created videos, collages and captions in many languages, plus an AI studio.**

From our grade for features

Auto-create and auto-post

Picks products from the store, builds videos, collages or product posts and publishes them on a schedule.

Videos and collages

Classic videos and collages on Essential, with enhanced videos for Shorts and YouTube from Growth.

AI studio

Credit-based UGC videos, AI videos, video and image ads and AI images; credits renew monthly on paid plans.

Multilingual captions

AI captions and hashtags in 17 listed languages on paid plans; the free plan uses template captions.

Brand kit

Saves brand colors, logo and language so generated content matches.

Where it runs

Web

What it works with

Shopify

Etsy

Stripe

Outfy is made by Outfy.

PART 04 · STANDING

Where it stands

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

36/90

Other social media schedulers it is graded above

Outfy's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

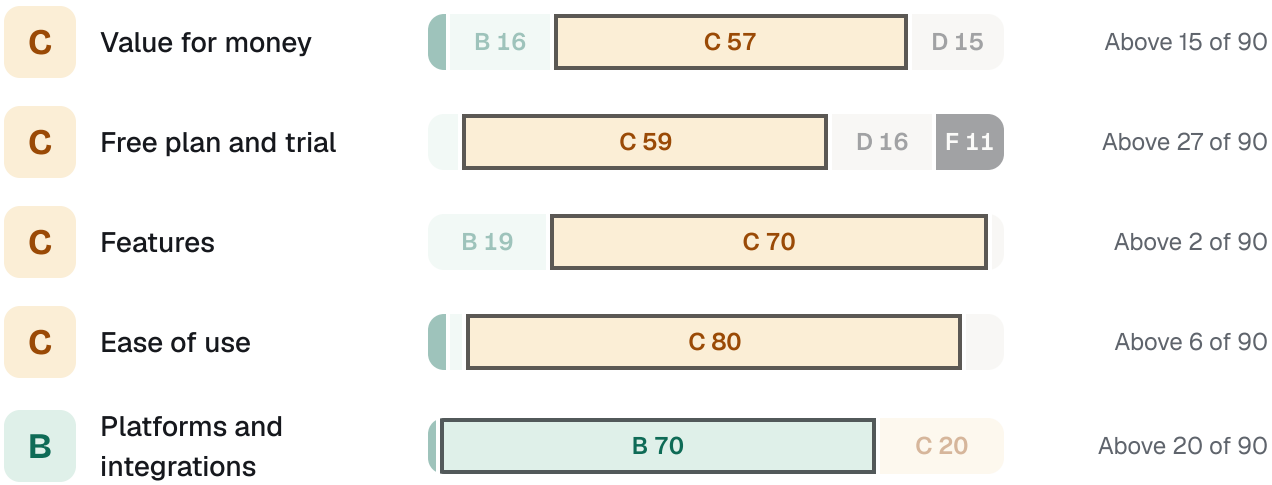
It stands best on platforms and integrations (B, above 20 of 90) and worst on features (C, above 2).

Its paid plans start at $15 a month, against a middle price of $24.46 for the category: 23 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 5 tools score higher and cost less.

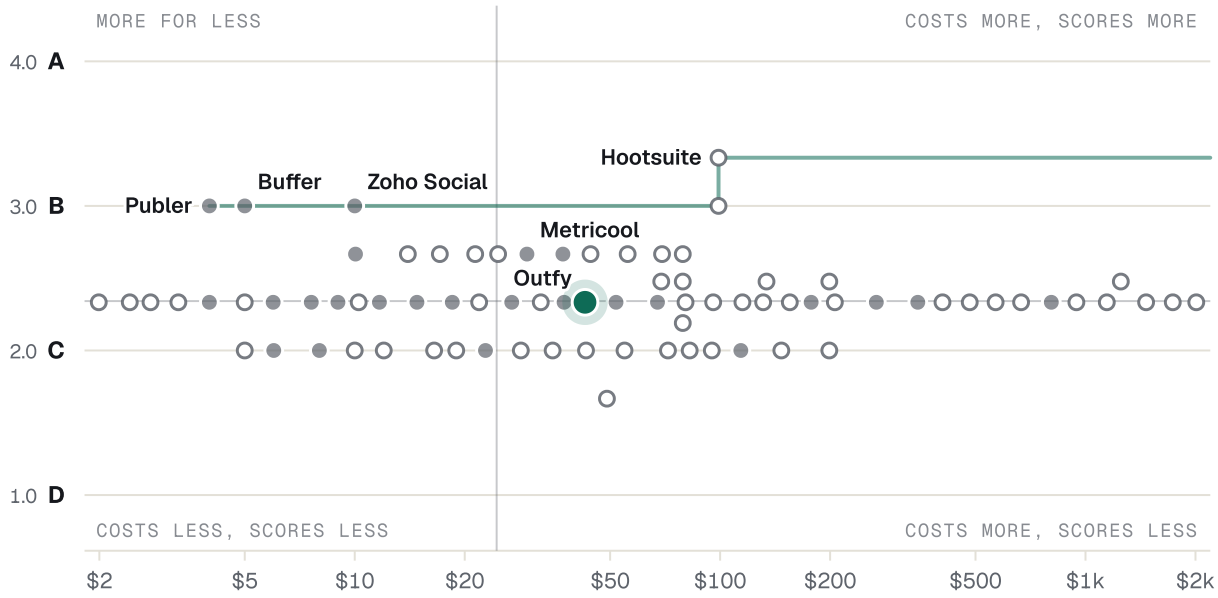
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Outfy's own letter is outlined.



Price against what you get

Each dot is one of 80 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Outfy 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 Outfy you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

It costs $180 a year.

What you could make

- Calendar: an app builder makes this well.

What you could not

- A video model, which you can rent by the second but not make.

- An image model, which you can rent by the picture but not make.
- Checkout, card payments and sales tax handled for you.
- Ad images and videos made to each network's sizes.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Outfy'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



Ocoya, Later, Publer, SocialBee and Planoly

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

Ocoya

2.0 GPA

Free trial · from $29/mo

AI-assisted social scheduler with a design studio and workflows.

- Outfy has a free plan. Ocoya does not, though it has a free trial.
- Outfy also covers image generation, video generation, ad creative and online store.
- Ocoya also covers templates, shared inbox and workflow automation.

Outfy and Ocoya compared in full

Later

2.4 GPA

Free trial · from $18.75/mo

Visual social media planner with link in bio and analytics.

- Outfy has a free plan. Later does not, though it has a free trial.
- Only Later lists iOS and Android apps.
- Only Later lists a browser extension.

Outfy and Later compared in full

2.6 GPA

Publer

Free plan · from $4/mo

Social media scheduler priced by connected accounts and members.

- Only Publer lists iOS and Android apps.
- Only Publer lists a browser extension.
- Outfy also covers image generation, video generation, ad creative and online store.

Outfy and Publer compared in full

2.2 GPA

SocialBee

Free trial · from $29/mo

Category-based social media scheduler that recycles evergreen posts.

- Outfy has a free plan. SocialBee does not, though it has a free trial.
- Only SocialBee lists iOS and Android apps.
- Outfy also covers image generation, video generation, ad creative and online store.

Outfy and SocialBee compared in full

2.4 GPA

Planoly

Free plan · from $14/mo

Visual social planner with link in bio and Instagram DM automation.

- Only Planoly lists iOS and Android apps.
- Outfy also covers image generation, video generation and ad creative.
- Planoly also covers templates.

Outfy and Planoly 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 Outfy free?

Outfy has a free plan. 1 automated product post a day per network, 4 manual product posts a day and 50 one-time AI credits.

How much does Outfy cost?

Outfy lists 4 plans. Free: $0.

What platforms does Outfy work on?

Outfy is available on Web.

Does Outfy offer any discounts?

Outfy publicly lists the following: Up to 40% off with annual billing.

Does Outfy have an Android app?

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

Does Outfy have an iPhone app?

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

Is Outfy open source?

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

What does Outfy integrate with?

Outfy's listing names Shopify, Etsy and Stripe. A listing names up to eight integrations, so it may connect to more.

Who makes Outfy?

Outfy is made by a company of the same name.

What are the alternatives to Outfy?

The closest alternatives to Outfy in our directory are Ocoya, Later, Publer, SocialBee and Planoly.

How does Outfy compare with other social media schedulers?

Outfy's GPA of 2.2 is higher than 36 of the 90 other social media schedulers we grade, and level with 28.

Is Outfy good value for money?

ToolGPA grades Outfy C for value for money. Its paid plans start at $15 a month, against a middle price of $24.46 for the category: 23 of the 79 others that charge start lower.

Could I make my own version of Outfy?

To replace Outfy you would be making a video model, which you can rent by the second but not make.

Where this guide comes from

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

outfy.com/pricing

outfy.com/

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

Outfy, kept up to date

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

toolgpa.com/tools/outfy

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, "Outfy: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/outfy
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Know someone choosing between social media schedulers?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Outfy, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

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