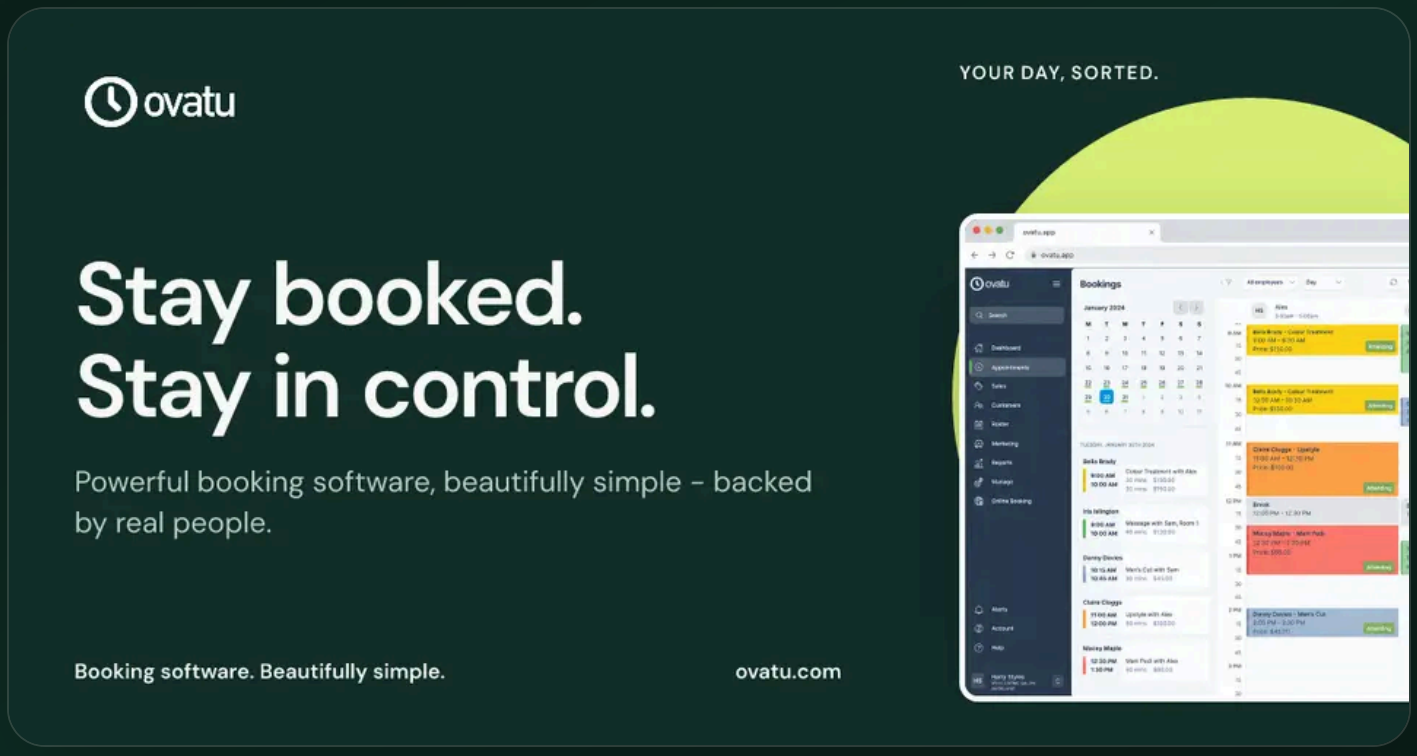
ToolGPA

NOVEMBER 2026

Ovatu

The Insider's Guide

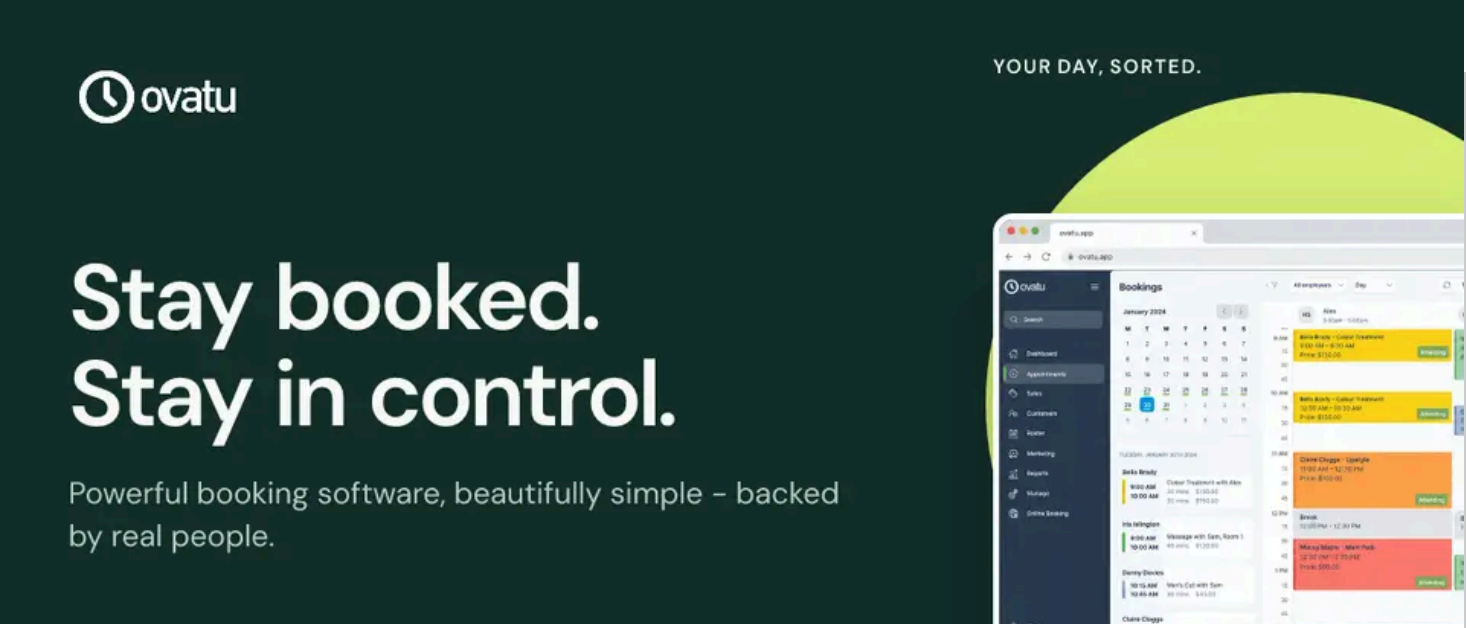
Booking software for salons, spas and clinics



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

Made by Ovatu Pty Ltd · checked Nov 13, 2026 · toolgpa.com

2.6
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 Ovatu's own pages, its app-store listings and our grades. Every fact in it is on Ovatu'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

2.6

GPA, above 75 of the 85 other salon, spa and studio booking apps we grade

Ovatu is booking software for salons, spas and clinics. It covers online booking, a calendar, reminders, point of sale, gift cards and staff rosters. Pricing is a monthly fee for the first employee plus a smaller fee for each additional one, in two plans, Neat and Loaded.

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

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

1 **Best for a salon booking system priced per employee**

Ovatu handles online booking, reminders, point of sale and marketing, from $25 a month for the first employee.

2 **Paid plans start at $25 a month for each person**

As its pricing page puts it: US$25 per month for the first employee, plus US$7 per additional employee.

3 **You can try it first**

30-day free trial

4 **It runs on 4 platforms**

Web, iOS, Android and macOS.

5 Online booking

Clients book one-to-one appointments and classes through a personal mini website, a booking button for Facebook and Instagram, and website widgets.

6 Reminders and waitlist

Email and SMS appointment reminders, rebooking and review reminders. The automated waitlist is on the Loaded plan; Neat has a simple waitlist.

7 Point of sale

Invoicing, tips, deposits and online payments, with cash drawer and payment terminal integrations on both plans.

8 A 2.6 GPA, above 75 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.

9 Keep it

To replace Ovatu 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.

Ovatu at a glance

PRICING
Free trial, from US$25 per month for the first employee, plus US$7 per additional employee

FREE PLAN
No

FREE TRIAL
30-day free trial

RUNS ON
Web, macOS, iOS, Android

MADE BY
Ovatu Pty Ltd

CATEGORY
Salon, Spa & Studio Booking

OUR GRADE
2.6 GPA, good

The report card

Best for a salon booking system priced per employee

Ovatu handles online booking, reminders, point of sale and marketing, from $25 a month for the first employee. SMS costs US$0.04 a message extra, and campaigns, gift cards and forms need the Loaded plan.

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

SUBJECT	GRADE	COMMENT
Value for money	C	$25 a month for one employee, $7 for each extra, so five people pay $53, a little above the $49 middle for booking tools.
Free plan and trial	C	A 30-day free trial. The page does not say whether a card is needed. No free plan.
Features	B	Online booking, reminders, waitlist, point of sale, marketing, rosters and forms. The gaps named are plan gates and SMS costs.
Ease of use	C	No store rating on record. Services, staff and rosters have to be set up.
Platforms and integrations	A	Web, iPhone, Android and Mac, with Stripe, Square, SumUp, PayPal, Zoom and Mailchimp links.

Grade point average — Good, out of 4.0 **2.6**

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 Ovatu is for

- ✓ Fits if you are a salon with one or a few bookable staff
- ✓ Works for businesses that take cards through Stripe or Square

Who it is not for

- ✕ Skip it if you want a free plan, as only a 30-day trial exists
- ✕ Pricey if you send many texts, at US$0.04 a message on top
- ✕ Tight if you want gift cards, campaigns or forms, which need Loaded at $38
- ✕ Watch out: the price grows with every bookable employee

Good to know

Good for

- ✓ Salons, spas and clinics with a handful of bookable staff
- ✓ Owners who want one monthly price instead of a cut of each booking
- ✓ Solo practitioners starting on the first-employee price

Worth knowing

- ⓘ SMS reminders cost extra: the pricing page shows US$0.04 per message on top of the monthly plan.
- ⓘ Campaigns, gift cards, passes, promo codes, forms, resources and inventory stocktakes need the Loaded plan.
- ⓘ The price grows with each bookable employee; non-bookable users such as admins are free.
- ⓘ The pricing page was read from a country selector set to Global; the figures are in US dollars.

PART 02 · PRICING

What it costs

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

$25

A month to start, for each person

Ovatu is a paid product with a free trial, starting at US$25 per month for the first employee, plus US$7 per additional employee.

> **The page does not say whether a card is needed.**
>
> From our grade for free plan and trial

NEAT

$25

per month for the first employee, plus $7 per additional employee

Appointments, online booking, point of sale, reminders, waitlist and reviews. Unlimited non-bookable users.

LOADED

$38

per month for the first employee, plus $10 per additional employee

Everything in Neat, plus campaigns, passes, gift cards, promo codes, loyalty, forms and inventory control.

Trying it first

30-day free trial

Read from ovatu.com on Nov 13, 2026.

What it does

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

4

Places it runs: Web, macOS, iOS and Android

Booking software for salons, spas and clinics. Here is what it does, as its own site describes it, and what it covers: forms, inventory, appointment booking, class booking, sMS marketing.

"

Online booking, reminders, waitlist, point of sale, marketing, rosters and forms.

From our grade for features

Online booking

Clients book one-to-one appointments and classes through a personal mini website, a booking button for Facebook and Instagram, and website widgets.

Reminders and waitlist

Email and SMS appointment reminders, rebooking and review reminders. The automated waitlist is on the Loaded plan; Neat has a simple waitlist.

Point of sale

Invoicing, tips, deposits and online payments, with cash drawer and payment terminal integrations on both plans.

Marketing and loyalty

Mass email and SMS campaigns, loyalty programs, promo codes, gift cards and passes (service bundles) are limited to the Loaded plan.

Rosters and resources

Weekly, fortnightly or four-weekly staff rosters on both plans. Resource booking for rooms and equipment is on Loaded.

Consultation forms

A form builder with scheduling, online completion, annotation fields and form locking, included on the Loaded plan.

Where it runs

Web · macOS · iOS · Android

What it works with

Stripe · Square · SumUp · PayPal · Zoom · Mailchimp · SendPulse · Slack

Ovatu is made by Ovatu Pty Ltd.

Where it stands

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

75/85

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

Ovatu's GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade, and level with 6.

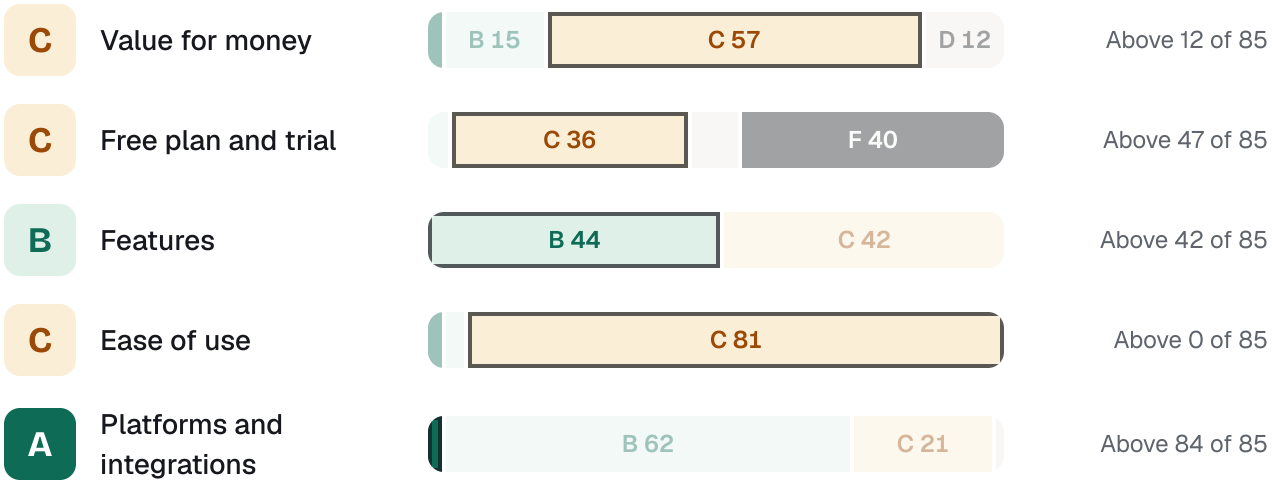
It stands best on platforms and integrations (A, above 84 of 85) and worst on ease of use (C, above 0).

Its paid plans start at $25 a month for each person, against a middle price of $49 for the category: 12 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 3.0 out of 4. 1 tool scores higher and costs less.

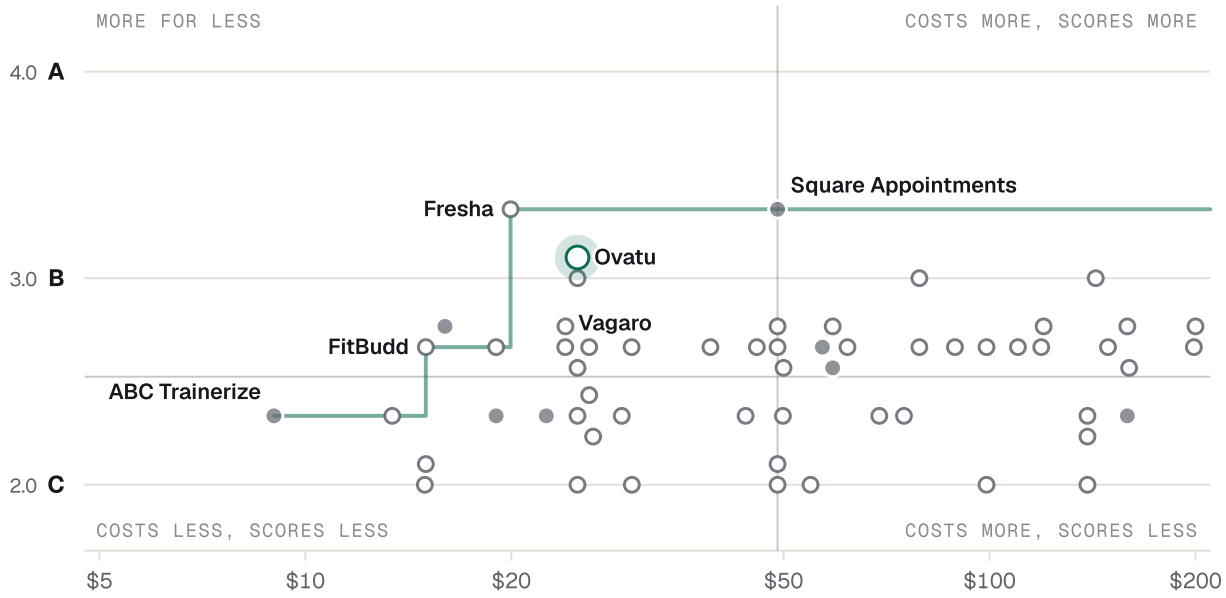
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. Ovatu'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. Ovatu 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 Ovatu 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 is one of the better ones too: its GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade. It costs $300 a year.

What you could make

- Appointment booking, class booking, inventory and forms: an app builder makes these well.

What you could not

- Texts to thousands of numbers, registered with the carriers.
- Apps for macOS, iOS and Android that stay in step with each other.
- It is priced for each person, which means accounts and billing for a team.
- It plugs into other products, Stripe, Square and SumUp among them.
- Hooks into the device itself: widgets.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Ovatu'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



Fresha, Vagaro, Booksy and Bookeo

The 4 tools Ovatu is most often weighed against, with where each one differs from it.

Fresha

3.0 GPA

Free trial · from $19.95/mo

Salon and spa booking with a consumer marketplace for new clients.

- Only Ovatu lists a macOS app.
- Ovatu also covers forms, class booking and sMS marketing.
- Fresha also covers email campaigns, shift scheduling and review collection.

Ovatu and Fresha compared in full

Vagaro

2.6 GPA

Free trial · from $30/mo

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

- Only Ovatu lists a macOS app.
- Ovatu also covers sMS marketing.
- Vagaro also covers email campaigns and payroll.

Ovatu and Vagaro compared in full

2.6
GPA

Booksy

Free trial · from $29.99/mo

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

- Only Ovatu lists a macOS app.
- Ovatu also covers inventory and class booking.
- Booksy also covers email campaigns.

Ovatu and Booksy compared in full

2.4
GPA

Bookeo

Free trial · from $14.95/mo

Online booking for appointments, classes and tours.

- Only Ovatu lists iOS, Android and macOS apps.
- Ovatu also covers forms and inventory.
- Bookeo also covers reports.

Ovatu and Bookeo 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 Ovatu free?

No, Ovatu is a paid product, but you can try it first. 30-day free trial.

How much does Ovatu cost?

Ovatu lists 2 plans. Neat: $25 per month for the first employee, plus $7 per additional employee.

What platforms does Ovatu work on?

Ovatu is available on Web, iOS, Android and macOS.

Does Ovatu have a Windows app?

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

Does Ovatu have a Linux app?

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

Is Ovatu open source?

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

What does Ovatu integrate with?

Ovatu's listing names Stripe, Square, SumUp, PayPal, Zoom, Mailchimp, SendPulse and Slack.

Who makes Ovatu?

Ovatu is made by Ovatu Pty Ltd.

What are the alternatives to Ovatu?

The closest alternatives to Ovatu in our directory are Fresha, Vagaro, Booksy and Bookeo.

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

Ovatu's GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade, and level with 6.

Is Ovatu good value for money?

ToolGPA grades Ovatu C for value for money. Its paid plans start at $25 a month for each person, against a middle price of $49 for the category: 12 of the 57 others that charge start lower.

Could I make my own version of Ovatu?

To replace Ovatu 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 Ovatu'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 Ovatu'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 Ovatu Pty Ltd. Prices change, so check ovatu.com before you buy.

ovatu.com/pricing

ovatu.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

Ovatu, kept up to date

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

toolgpa.com/tools/ovatu

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after Ovatu, 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 Ovatu'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. Ovatu is a trademark of its owner, and this guide is not made, paid for or approved by Ovatu Pty Ltd. Prices and plans change: check ovatu.com before you buy.