ToolGPA

NOVEMBER 2026

Pointerpro

The Insider's Guide

Assessment and scored-quiz builder with personalized reports



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

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

1.8
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Pointerpro's own pages, its app-store listings and our grades. Every fact in it is on Pointerpro'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

1.8

GPA, above 8 of the 148 other form and survey tools we grade

Pointerpro is a tool for building scored questionnaires and assessments that return a personalized report to each respondent. Consultants, coaches and trainers use it to turn their own frameworks into maturity scans, lead-generation quizzes and similar assessments. An AI step drafts a first version of the questionnaire from a description of your expertise.

> "
>
> **Building a scored assessment and its report layout is real work.**
>
> From our grade for ease of use

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

1 **Best for scored assessments that return a personal report**

Pointerpro builds scored questionnaires that send each respondent a personalised report.

2 **Paid plans start at $109 a month**

As its pricing page puts it: $109 per month, billed monthly ($1,099 billed annually).

3 **You can try it first**

14-day free trial: up to 3 assessments and 20 responses

4 **It runs on Web**

Web.

5 **Personalized feedback reports**

Respondents get a report built from their own answers: HTML on Core, and PDF with a drag-and-drop report builder on Plus.

6 **Scoring, outcomes and logic**

Skip logic, custom scoring, variables and outcomes attach advice to a respondent's score. Formulas need Plus or an add-on.

7 **AI-assisted building**

Describe your expertise and the AI drafts an assessment you can edit; an AI simulator tests it with a ghost respondent.

8 **A 1.8 GPA, above 8 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**

The plain part of Pointerpro you could make: surveys, forms and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Pointerpro at a glance

PRICING Free trial, from $109 per month, billed monthly ($1,099 billed annually)	FREE PLAN No
FREE TRIAL 14-day free trial: up to 3 assessments and 20 responses	RUNS ON Web
MADE BY Pointerpro	CATEGORY Forms & Surveys
OUR GRADE 1.8 GPA, weak	

The report card

Best for scored assessments that return a personal report

Pointerpro builds scored questionnaires that send each respondent a personalised report. But the report part isn't in the $109 Lite plan: HTML reports start at Core, $279 a month, and PDF reports at Plus, from $4,999 a year.

TOOLGPA REPORT CARD	Pointerpro	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Lite is $109 a month but has no personalised reports. The reports, the whole point of it, start on Core at $279, against a forms middle of $19.
Free plan and trial	D	14-day trial limited to 3 assessments and 20 responses. The listing doesn't say it needs no card, and there's no free plan.
Features	C	Scoring, logic, personalised reports, aggregate dashboards and AI-assisted building. But extra question types, formulas, webhooks and the API are paid add-ons.
Ease of use	C	No store rating on record. Building a scored assessment and its report layout is real work.
Platforms and integrations	B	Web only, with Stripe, PayPal and CRM sync on Core. No phone or desktop app.
Grade point average		Weak, out of 4.0 **1.8**

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 Pointerpro is for

- ✓ Fits if you're a consultant turning your own framework into a scored scan
- ✓ Works for lead-generation quizzes that end in a personalised report

Who it is not for

- ✕ Pricey if you need the reports: HTML starts at $279 a month and PDF at $4,999 a year
- ✕ Tight if you want free, because the trial stops at 3 assessments and 20 responses
- ✕ Watch out: each plan has 1 user, and extra admins, API, webhooks and SSO are add-ons
- ✕ Skip it if you want a general survey tool, since this is built around scored reports

Good to know

Good for

- ✓ Consultants and coaches who sell assessments built on their own framework
- ✓ Lead-generation quizzes that return a personalized result
- ✓ Teams running maturity scans or 360 assessments

Worth knowing

- ⓘ Personalized reports are not included in Lite; HTML reports start at Core and PDF reports at Plus.
- ⓘ Extra question types, formulas, SSO, email white labeling, webhooks and the API are paid add-ons.
- ⓘ Each plan includes 1 user; extra admins are an add-on.
- ⓘ Only Lite and Core have a monthly option; Plus is billed annually.

PART 02 · PRICING

What it costs

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

$109

A month to start

Pointerpro is a paid product with a free trial, starting at $109 per month, billed monthly ($1,099 billed annually).

> **The listing doesn't say it needs no card, and there's no free plan.**

From our grade for free plan and trial

LITE

$109

per month, billed monthly ($1,099 billed annually)

50 questionnaires and 5,000 responses a month for 1 user; no personalized reports. Page also shows €99 a month.

CORE

$279

per month, billed monthly ($2,799 billed annually)

Unlimited questionnaires, 5,000 responses a month, personalized HTML feedback reports and CRM sync. Also shown as €249 a month.

PLUS

$4,999

per year and up, billed annually

10,000 responses a month, formulas, custom CSS, PDF reports (50 a year), URL and email white labeling; sold through sales. Also shown as €4,499.

Trying it first

14-day free trial: up to 3 assessments and 20 responses

Read from pointerpro.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing on Lite and Core

Annual prices on the pricing page are $1,099 (Lite) and $2,799 (Core), against $109 and $279 a month billed monthly.

Stated on pointerpro.com

What it does

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

1

Place it runs: Web

Assessment and scored-quiz builder with personalized reports. Here is what it does, as its own site describes it, and what it covers: AI features, forms, surveys, reports, dashboards.

> "
>
> **Scoring, logic, personalised reports, aggregate dashboards and AI-assisted building.**

From our grade for features

Personalized feedback reports

Respondents get a report built from their own answers: HTML on Core, and PDF with a drag-and-drop report builder on Plus.

Scoring, outcomes and logic

Skip logic, custom scoring, variables and outcomes attach advice to a respondent's score. Formulas need Plus or an add-on.

AI-assisted building

Describe your expertise and the AI drafts an assessment you can edit; an AI simulator tests it with a ghost respondent.

Question types

Six core types are in every plan; 14 more, such as ranking, NPS, file upload and signature, are a paid add-on.

Aggregate and dashboard reporting

Aggregate reports and a dashboard builder are paid add-ons for group results across respondents.

Integrations and payments

The pricing page lists 1000+ application connectors, plus Stripe and PayPal payments, webhooks and an API as add-ons.

Where it runs

Web

What it works with

Stripe

PayPal

Pointerpro is made by Pointerpro.

Where it stands

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

8/148

Other form and survey tools it is graded above

Pointerpro's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

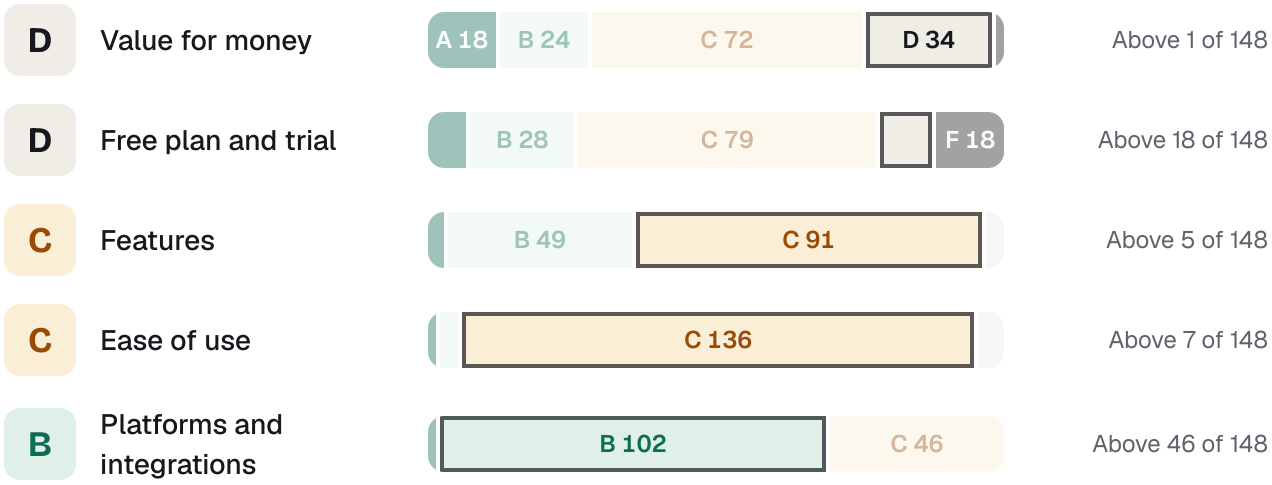
It stands best on platforms and integrations (B, above 46 of 148) and worst on value for money (D, above 1).

Its paid plans start at $109 a month, against a middle price of $20 for the category: 98 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 38 tools score higher and cost less.

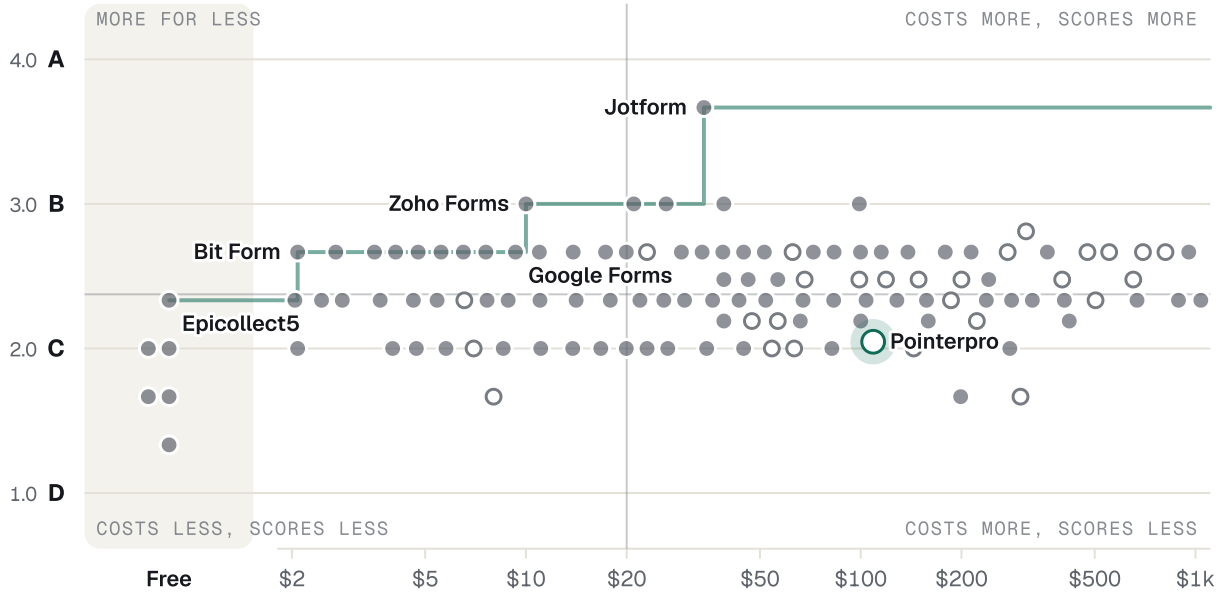
Each grade against the category

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

The plain part of Pointerpro you could make: surveys, forms and reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 123 of the 148 other form and survey tools grade higher. It costs $1,308 a year.

What you could make

- Surveys, forms and reports: an app builder makes these well.

What you could not

- Connections that pull numbers from dozens of other services.

- AI features, unless you pay a model provider for each request yourself.
- People on the other end: coaches. No app builder makes those.

What this rests on. Pointerpro'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



involve.me, Outgrow, Typeform, Interact and SurveySparrow

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

2.4 GPA

involve.me

Free plan · from $29/mo

Quiz funnel, form and calculator builder with CRM and email.

- involve.me has a free plan. Pointerpro does not, though it has a free trial.
- Pointerpro also covers reports and dashboards.
- involve.me also covers templates, marketing automation, workflow automation and no-code.

Pointerpro and involve.me compared in full

2.2 GPA

Outgrow

Free plan · from $14/mo

No-code builder for quizzes, calculators and lead-capture forms.

- Outgrow has a free plan. Pointerpro does not, though it has a free trial.
- Pointerpro also covers reports and dashboards.
- Outgrow also covers templates, no-code and chatbots.

Pointerpro and Outgrow compared in full

2.4
GPA

Typeform

Free plan · from $28/mo

Form, survey and quiz builder with logic, AI and video questions.

- Typeform has a free plan. Pointerpro does not, though it has a free trial.
- Pointerpro also covers dashboards.
- Typeform also covers templates and workflow automation.

Pointerpro and Typeform compared in full

2.2
GPA

Interact

Free plan · from $27/mo

Quiz maker for lead generation and product recommendations.

- Interact has a free plan. Pointerpro does not, though it has a free trial.
- Pointerpro also covers reports and dashboards.
- Interact also covers templates.

Pointerpro and Interact compared in full

2.4
GPA

SurveySparrow

Free plan · from $19/mo

Chat-style survey and customer feedback platform with AI analysis.

- SurveySparrow has a free plan. Pointerpro does not, though it has a free trial.
- Only SurveySparrow lists iOS and Android apps.
- Pointerpro also covers dashboards.

Pointerpro and SurveySparrow 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 Pointerpro free?

No, Pointerpro is a paid product, but you can try it first. 14-day free trial: up to 3 assessments and 20 responses.

How much does Pointerpro cost?

Pointerpro lists 3 plans. Lite: $109 per month, billed monthly ($1,099 billed annually).

What platforms does Pointerpro work on?

Pointerpro is available on Web.

Does Pointerpro offer any discounts?

Pointerpro publicly lists the following: Annual billing on Lite and Core.

Does Pointerpro have an Android app?

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

Does Pointerpro have an iPhone app?

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

Is Pointerpro open source?

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

What does Pointerpro integrate with?

Pointerpro's listing names Stripe and PayPal. A listing names up to eight integrations, so it may connect to more.

Who makes Pointerpro?

Pointerpro is made by a company of the same name.

What are the alternatives to Pointerpro?

The closest alternatives to Pointerpro in our directory are involve.me, Outgrow, Typeform, Interact and SurveySparrow.

How does Pointerpro compare with other form and survey tools?

Pointerpro's GPA of 1.8 is higher than 8 of the 148 other form and survey tools we grade, and level with 17.

Is Pointerpro good value for money?

ToolGPA grades Pointerpro D for value for money. Its paid plans start at $109 a month, against a middle price of $20 for the category: 98 of the 114 others that charge start lower.

Could I make my own version of Pointerpro?

The plain part of Pointerpro you could make: surveys, forms and reports.

Where this guide comes from

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

pointerpro.com/pricing/

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

Pointerpro, kept up to date

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

toolgpa.com/tools/pointerpro

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:

```
ToolGPA, "Pointerpro: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/pointerpro
```

Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after Pointerpro, 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 Pointerpro'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. Pointerpro is a trademark of its owner, and this guide is not made, paid for or approved by Pointerpro. Prices and plans change: check pointerpro.com before you buy.