ToolGPA

NOVEMBER 2026

Preview App

The Insider's Guide

Instagram and TikTok feed planner with scheduling



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

Made by Preview App 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 Preview App's own pages, its app-store listings and our grades. Every fact in it is on Preview App'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 82 of the 90 other social media schedulers we grade

Preview is a mobile-first planner for Instagram and TikTok accounts. Users arrange photos, videos and carousels on a feed grid, edit them in the app, and schedule posts, with auto-posting to Instagram, Facebook and TikTok on the top plan. A free tier allows unlimited planned posts for one user and one device.

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

> "
>
> **You connect accounts and learn the grid planner.**
>
> From our grade for ease of use

1 **Best for planning an Instagram and TikTok feed grid**

Preview is a feed grid planner for Instagram and TikTok, with a free plan of unlimited planned posts for one user on one device.

2 **Paid plans start at $6.67 a month**

As its pricing page puts it: $6.67 per month, billed yearly.

3 **There is a free plan**

1 user and 1 device, unlimited posts, Reels and TikTok planner, 2 filter packs, basic analytics and a video editor.

4 **It runs on 2 platforms**

iOS and Web.

5 **Feed grid planner**

Drag and drop photos, videos and carousels to see how the Instagram grid will look before anything is posted.

6 **Auto-posting**

On Premium, posts to Instagram, Facebook and TikTok are published for you; the app says Instagram has approved it for auto-posting.

7 **Built-in editing**

Includes filters, a photo editor, a video editor with music and voiceover, and an image splitter for multi-post layouts.

8 **A 2.6 GPA, above 82 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 Preview App you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Preview App at a glance

PRICING Free plan, from $6.67 per month, billed yearly	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web, iOS
MADE BY Preview App Pty Ltd	CATEGORY Social Media Schedulers
OUR GRADE 2.6 GPA, good	STORE RATING 4.7 on the App Store, 44,774 ratings

The report card

Best for planning an Instagram and TikTok feed grid

Preview is a feed grid planner for Instagram and TikTok, with a free plan of unlimited planned posts for one user on one device. Auto-posting, the story planner and full analytics sit on Premium at $12.50 a month, and it only covers Instagram, TikTok and Facebook.

TOOLGPA REPORT CARD

Preview App

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$6.67 a month on yearly billing for Pro, but auto-posting needs Premium at $12.50, which is inside the $14 cheaper quarter. Monthly prices aren't shown.
Free plan and trial	B	Free for one user on one device, with unlimited planned posts, a Reels and TikTok planner and a video editor. One person could live on that, but not post automatically.
Features	C	Feed grid planner, editing, hashtags and captions, plus auto-posting on Premium. Per the listing, it's centred on Instagram and TikTok, and auto-posting, story planner and full analytics are Premium only.
Ease of use	C	No store rating on record. You connect accounts and learn the grid planner.
Platforms and integrations	B	iPhone app and web, with a desktop planner on Premium. It lists only Instagram, TikTok and Facebook, and no Android app is shown.

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 Preview App is for

- ✓ Fits if you plan your Instagram grid before posting and want a free tier
- ✓ Works for one person on one device

Who it is not for

- ✗ Not for you if you want automatic posting for free, since it's on Premium, $12.50 a month
- ✗ Too light for teams on the free plan, which is 1 user and 1 device
- ✗ Skip it if you use Android, as only iOS and web are listed
- ✗ Watch out: monthly prices aren't shown on the page, only yearly ones

Good to know

Good for

- ✓ Solo creators and small brands planning an Instagram grid
- ✓ People who want a free planner with unlimited posts
- ✓ Small teams sharing one Premium subscription

Worth knowing

- ⓘ Auto-posting, the story planner and full analytics need the Premium plan.
- ⓘ Listed prices are the yearly-billed monthly equivalents; the page says monthly plans exist but shows no monthly price.
- ⓘ The free plan is limited to 1 user and 1 device.
- ⓘ It centers on Instagram and TikTok, with Facebook posting on Premium; other networks are not listed.

PART 02 · PRICING

What it costs

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

$6.67

A month to start. There is a free plan too

Preview App has a free plan. Paid plans start at $6.67 per month, billed yearly.

> **Free for one user on one device, with unlimited planned posts, a Reels and TikTok planner and a video editor.**
>
> From our grade for free plan and trial

FREE

$0

1 user, 1 device, unlimited planned posts, 2 filter packs and basic analytics.

PRO

$6.67

per month, billed yearly (monthly plans exist, price not shown)

Adds all filter packs, repost, all caption fonts and an image splitter.

PREMIUM

$12.50

per month, billed yearly (monthly plans exist, price not shown)

Adds auto-posting, story planner, full analytics, competitor insights, desktop planner and unlimited team members.

The free plan

1 user and 1 device, unlimited posts, Reels and TikTok planner, 2 filter packs, basic analytics and a video editor.

Read from thepreviewapp.com on Nov 13, 2026.

What it does

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

2

Places it runs: Web and iOS

Instagram and TikTok feed planner with scheduling. Here is what it does, as its own site describes it, and what it covers: AI features, templates, calendar, video editing, reports.

"

Feed grid planner, editing, hashtags and captions, plus auto-posting on Premium.

From our grade for features

Feed grid planner

Drag and drop photos, videos and carousels to see how the Instagram grid will look before anything is posted.

Auto-posting

On Premium, posts to Instagram, Facebook and TikTok are published for you; the app says Instagram has approved it for auto-posting.

Built-in editing

Includes filters, a photo editor, a video editor with music and voiceover, and an image splitter for multi-post layouts.

Hashtag and caption tools

Hashtag group manager, hashtag SEO keyword collections and a caption finder with over 3,000 ideas.

Analytics and competitor insights

Basic analytics are free; full analytics and competitor insights need Premium.

Team access

Premium allows unlimited team members under one subscription, with per-person permissions and no shared Instagram password.

Where it runs

Web

iOS

What it works with

Instagram

TikTok

Facebook

Preview App is made by Preview App Pty Ltd.

PART 04 · STANDING

Where it stands

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

82/90

Other social media schedulers it is graded above

Preview App's GPA of 2.6 is higher than 82 of the 90 other social media schedulers we grade, and level with 7.

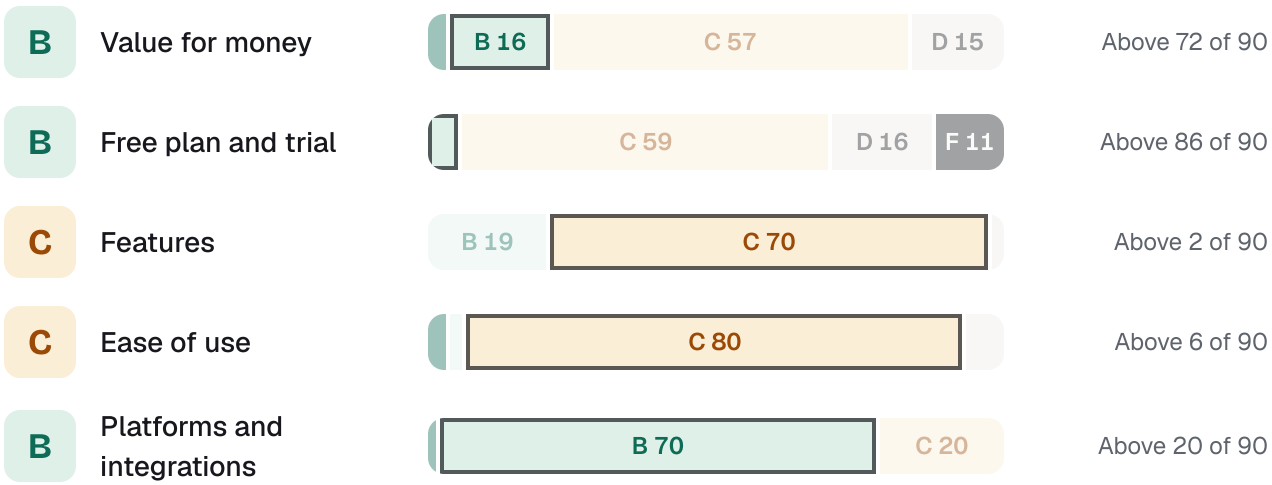
It stands best on free plan and trial (B, above 86 of 90) and worst on features (C, above 2).

Its paid plans start at $6.67 a month, against a middle price of $24.46 for the category: 7 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

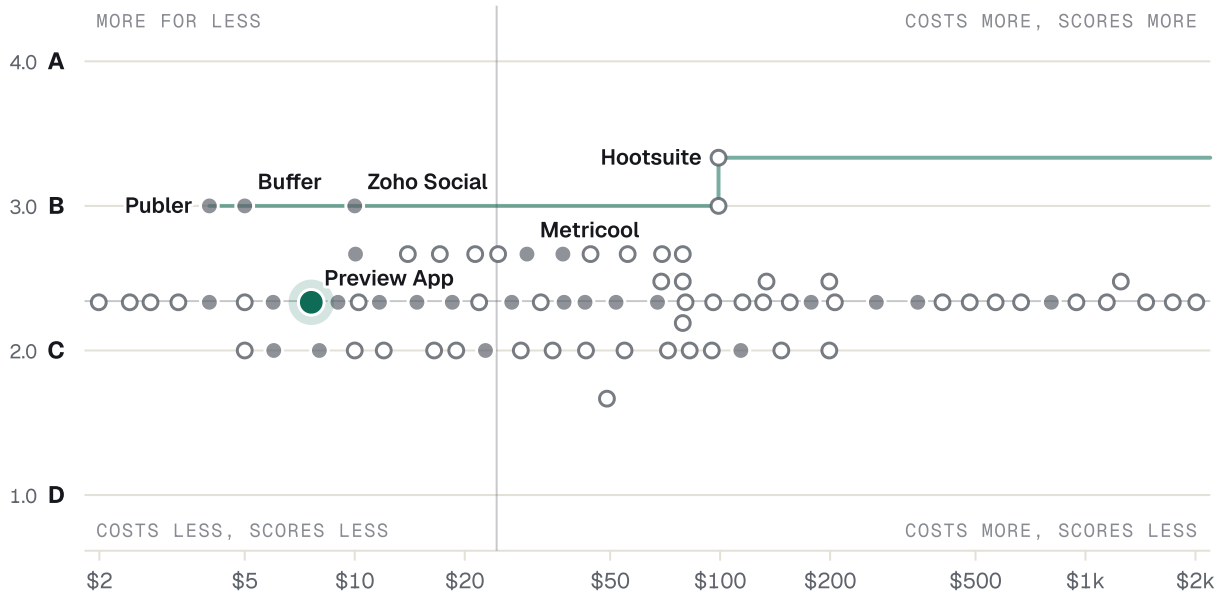
Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Preview App'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. Preview App 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 Preview App you would be making a video editor. 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 82 of the 90 other social media schedulers we grade. It costs $80.04 a year.

What you could make

- Calendar, templates and reports: an app builder makes these well.

What you could not

- × A video editor.
- × A real app for iOS. Something home-made would be a web page.

- AI features, unless you pay a model provider for each request yourself.
- What a company asks for before it lets staff use something: roles and permissions.

What this rests on. Preview App'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



Later, Planoly, Hopper HQ, Plann and Pallyy

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

2.4 GPA

Later

Free trial · from $18.75/mo

Visual social media planner with link in bio and analytics.

- Preview App has a free plan. Later does not, though it has a free trial.
- Only Later lists an Android app.
- Only Later lists a browser extension.

Preview App and Later 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 an Android app.
- Preview App also covers video editing and reports.
- Planoly also covers online store.

Preview App and Planoly compared in full

2.4 GPA

Hopper HQ

Free trial · from $5/mo

Social media scheduler priced per connected account.

- Preview App has a free plan. Hopper HQ does not, though it has a free trial.
- Only Hopper HQ lists an Android app.
- Preview App also covers video editing.

Preview App and Hopper HQ compared in full

2.4 GPA

Plann

Free plan · from $12.50/mo

Instagram-first visual planner and scheduler with AI captions.

- Only Plann lists an Android app.
- Preview App also covers video editing and reports.

Preview App and Plann compared in full

2.2 GPA

Pallyy

Free plan · from $25/mo

Social media scheduler for agencies, priced per client.

- Only Preview App lists an iOS app.
- Preview App also covers templates and video editing.
- Pallyy also covers shared inbox.

Preview App and Pallyy 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 Preview App free?

Preview App has a free plan. 1 user and 1 device, unlimited posts, Reels and TikTok planner, 2 filter packs, basic analytics and a video editor.

How much does Preview App cost?

Preview App lists 3 plans. Free: $0.

What platforms does Preview App work on?

Preview App is available on iOS and Web.

How is Preview App rated?

Preview App's iPhone and iPad app averages 4.7 out of 5 from 44,774 ratings on the App Store in the United States, as read on Nov 13, 2026.

Does Preview App have an Android app?

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

Does Preview App have a Windows app?

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

Is Preview App open source?

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

What does Preview App integrate with?

Preview App's listing names Instagram, TikTok and Facebook. A listing names up to eight integrations, so it may connect to more.

Who makes Preview App?

Preview App is made by Preview App Pty Ltd.

What are the alternatives to Preview App?

The closest alternatives to Preview App in our directory are Later, Planoly, Hopper HQ, Plann and Pallyy.

How does Preview App compare with other social media schedulers?

Preview App's GPA of 2.6 is higher than 82 of the 90 other social media schedulers we grade, and level with 7.

Is Preview App good value for money?

ToolGPA grades Preview App B for value for money. Its paid plans start at $6.67 a month, against a middle price of $24.46 for the category: 7 of the 79 others that charge start lower.

Could I make my own version of Preview App?

To replace Preview App you would be making a video editor. That is not a weekend's work, with an AI app builder or without one.

Where this guide comes from

The prices, plans, platforms and features were read from Preview App'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 Preview'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 Preview App Pty Ltd. Prices change, so check thepreviewapp.com before you buy.

thepreviewapp.com/pricing
apps.apple.com/us/app/preview-planner-for-insta...
thepreviewapp.com/

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

Preview App, kept up to date

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

toolgpa.com/tools/preview-app

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, "Preview App: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/preview-app
```

Know someone choosing between social media schedulers?

Send them this guide: toolgpa.com/tools/preview-app/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Preview App, 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 Preview App'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. Preview App is a trademark of its owner, and this guide is not made, paid for or approved by Preview App Pty Ltd. Prices and plans change: check thepreviewapp.com before you buy.