ToolGPA

NOVEMBER 2026

Reform

The Insider's Guide

Multi-step lead-generation form builder with conversion tooling



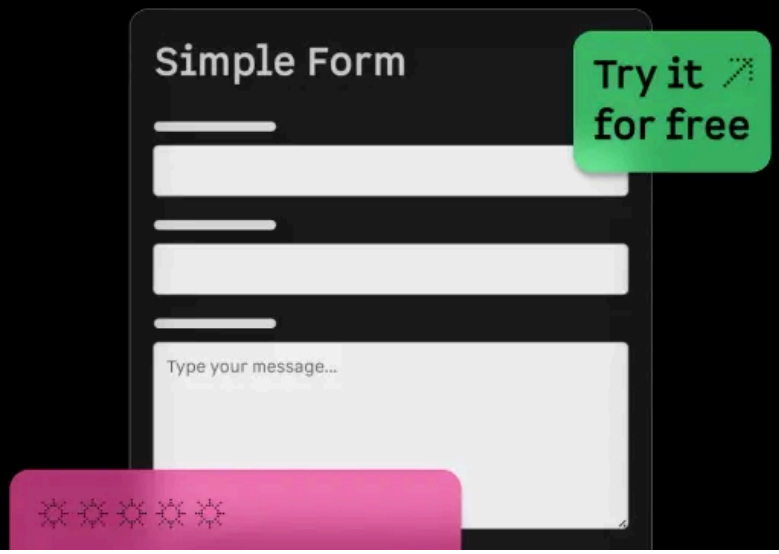
Every plan, grade, refund rule and rival among form and survey tools, read from Reform's own pages.

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

2.2
GPA

Get more qualified leads with conversion optimized forms

Reform



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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 Reform's own pages, its app-store listings and our grades. Every fact in it is on Reform'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 56 of the 148 other form and survey tools we grade

Reform is a form builder aimed at marketers collecting sales leads. It builds multi-step forms with conditional logic, tracks partial submissions and sends responses to CRM and marketing tools. It is made by FunnelEnvy, a conversion-optimization firm that also offers custom-built forms.

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

> **No store rating on record, and it is a web app where the work is building each form, so it sits at C.**
>
> From our grade for ease of use

1 **Best for multi-step lead-generation forms**

Reform is a multi-step form builder aimed at lead generation, with partial submissions and CRM connections.

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

As its pricing page puts it: $15 per month, billed monthly ($150 per year billed annually).

3 **You can try it first**

14-day free trial of Pro features, card required

4 **It runs on Web**

Web.

5 **Multi-step forms**

Split a form across steps, with conditional logic and routing based on answers.

6 **Partial submissions**

Respondents can save a draft and return by email link; on Pro, owners can see incomplete responses.

7 **CRM and automation connections**

Sends responses to Google Sheets, Notion and Zapier on Basic, and to Kit, HubSpot and Close on Pro.

8 **A 2.2 GPA, above 56 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**

To replace Reform you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Reform at a glance

PRICING
Free trial, from $15 per month, billed monthly ($150 per year billed annually)

FREE PLAN
No

FREE TRIAL
14-day free trial of Pro features, card required

RUNS ON
Web

MADE BY
FunnelEnvy

CATEGORY
Forms & Surveys

OUR GRADE
2.2 GPA, fair

The report card

Best for multi-step lead-generation forms

Reform is a multi-step form builder aimed at lead generation, with partial submissions and CRM connections. Forms on the free plan cannot be published, and the 14-day trial needs a card.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $15 a month and Pro $35, in the middle of form tools.
Free plan and trial	D	A 14-day Pro trial that needs a card and charges automatically unless canceled. The free plan can't publish forms.
Features	B	Multi-step forms, partial submissions, headless forms, custom code, webhooks and CRM connections. Salesforce is listed as coming soon, but that is not core.
Ease of use	C	No store rating on record, and it is a web app where the work is building each form, so it sits at C.
Platforms and integrations	B	Web only, with eight listed integrations including Sheets, Notion and Zapier.

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 Reform is for

- ✓ Fits if you build lead forms with several steps
- ✓ Works for marketers who want partial responses captured

Who it is not for

- ✗ Tight if you want free, as free forms can't be published or shared
- ✗ Watch out: the 14-day Pro trial needs a card and bills unless you cancel
- ✗ Watch out: team access, file upload, webhooks and CRM integrations need Pro at $35
- ✗ Watch out: Salesforce is listed as coming soon

Good to know

Good for

- ✓ Marketing teams running lead-gen forms that feed a CRM
- ✓ Landing pages that need multi-step forms and drop-off visibility
- ✓ Teams that want a specialist agency to build the form for them

Worth knowing

- ⓘ Forms on the Free plan cannot be published or shared publicly.
- ⓘ The 14-day trial is Pro only and needs a card; it charges for Pro automatically unless canceled.
- ⓘ Team access, file upload, webhooks and CRM integrations such as HubSpot need Pro.
- ⓘ The pricing page lists Salesforce as coming soon.

What it costs

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

$15
A month to start

Reform is a paid product with a free trial, starting at $15 per month, billed monthly ($150 per year billed annually).

FREE PLAN

$0

Build forms with basic features and Reform branding; forms cannot be published or used live.

BASIC PLAN

$15

per month, billed monthly ($150 per year billed annually)

Unlimited responses, publishing and embedding, no Reform branding, reCAPTCHA, headless forms and basic integrations such as Google Sheets, Notion and Zapier.

PRO PLAN

$35

per month, billed monthly ($350 per year billed annually)

Basic plus team access, file upload, multi-outcome logic, save-and-return drafts, incomplete responses, custom CSS and JavaScript, webhooks and CRM integrations.

Trying it first

14-day free trial of Pro features, card required

Read from reform.app on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly billing saves 16%

The pricing page shows Basic at $150 and Pro at $350 a year when billed annually, against $180 and $420 on monthly billing, and says yearly billing saves 16%.

Stated on reform.app

What it does

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

1

Place it runs: Web

Multi-step lead-generation form builder with conversion tooling. Here is what it does, as its own site describes it, and what it covers: public API, templates, workflow automation, no-code, forms.

> **Multi-step forms, partial submissions, headless forms, custom code, webhooks and CRM connections.**
>
> From our grade for features

Multi-step forms

Split a form across steps, with conditional logic and routing based on answers.

Partial submissions

Respondents can save a draft and return by email link; on Pro, owners can see incomplete responses.

CRM and automation connections

Sends responses to Google Sheets, Notion and Zapier on Basic, and to Kit, HubSpot and Close on Pro.

Headless forms

Basic and Pro plans can use forms headlessly for full control of the design.

Custom code and webhooks

Pro adds custom CSS and JavaScript and webhooks for custom integrations.

Done-for-you forms

FunnelEnvy conversion specialists design and build a customized lead-generation funnel on request.

Where it runs

Web

What it works with

Google Sheets · Notion · Zapier · Kit · HubSpot · Close · Slack · Google Analytics

Reform is made by FunnelEnvy.

Where it stands

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

56/148

Other form and survey tools it is graded above

Reform's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

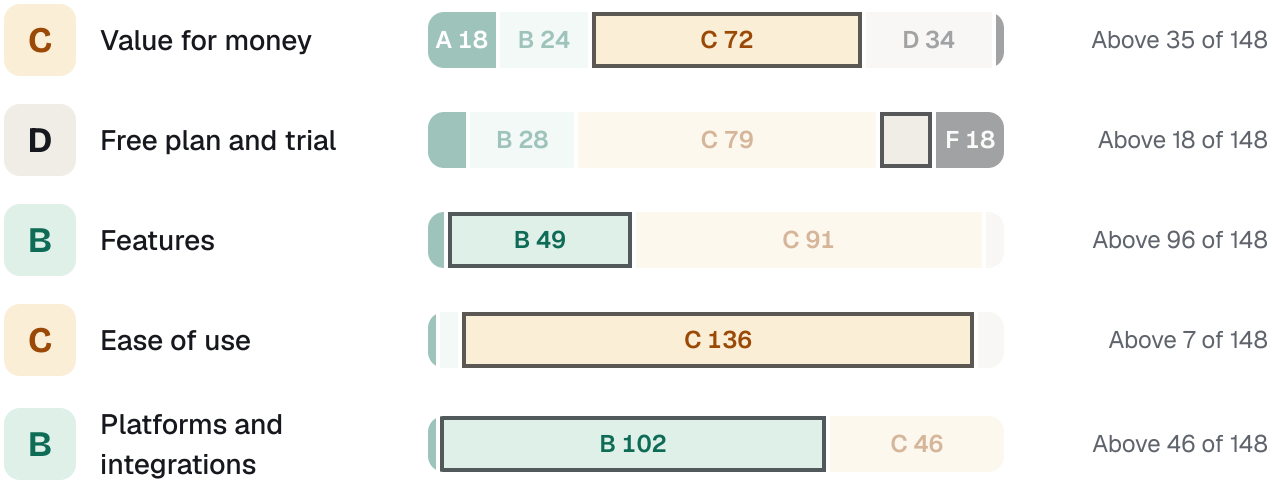
It stands best on features (B, above 96 of 148) and worst on free plan and trial (D, above 18).

Its paid plans start at $15 a month, against a middle price of $20 for the category: 38 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

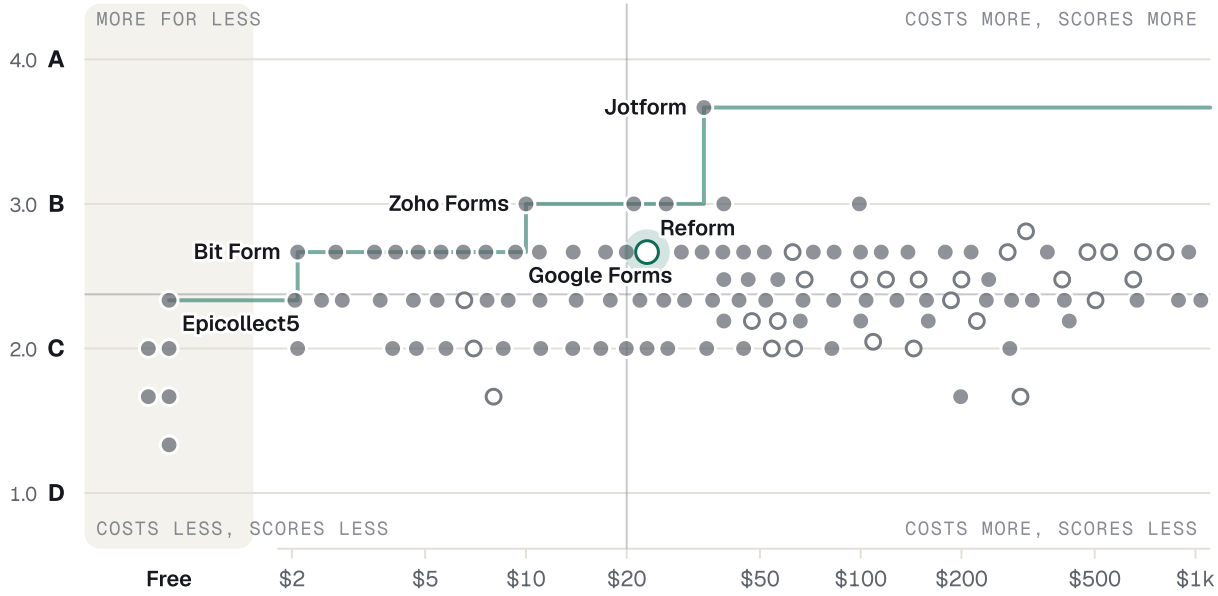
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. Reform'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. Reform 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 Reform you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $180 a year.

What you could make

- Forms and templates: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

- A builder that other people can use without writing code.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Reform'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



Typeform, Cognito Forms, Heyflow, Formstack and Fillout

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

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. Reform does not, though it has a free trial.
- Reform also covers no-code.
- Typeform also covers surveys and reports.

Reform and Typeform compared in full

2.4 GPA

Cognito Forms

Free plan · from $19/mo

Form builder with calculations, payments and approval workflows.

- Cognito Forms has a free plan. Reform does not, though it has a free trial.
- Cognito Forms also covers surveys.

Reform and Cognito Forms compared in full



2.0
GPA

Heyflow

Free trial · from $49/mo

No-code builder for lead funnels and multi-step forms.

- Reform also covers templates and workflow automation.

Reform and Heyflow compared in full



2.2
GPA

Formstack

Free trial · from $83/mo

No-code forms with document generation and eSignatures.

Reform and Formstack compared in full



2.8
GPA

Fillout

Free plan · from $15/mo

Form builder with unlimited seats, payments and scheduling.

- Fillout has a free plan. Reform does not, though it has a free trial.
- Reform also covers no-code.
- Fillout also covers surveys.

Reform and Fillout compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Reform free?

No, Reform is a paid product, but you can try it first. 14-day free trial of Pro features, card required.

How much does Reform cost?

Reform lists 3 plans. Free plan: $0.

What platforms does Reform work on?

Reform is available on Web.

Does Reform offer any discounts?

Reform publicly lists the following: Yearly billing saves 16%.

Does Reform have an Android app?

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

Does Reform have an iPhone app?

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

Is Reform open source?

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

Does Reform have an API?

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

What does Reform integrate with?

Reform's listing names Google Sheets, Notion, Zapier, Kit, HubSpot, Close, Slack and Google Analytics.

Who makes Reform?

Reform is made by FunnelEnvy.

What are the alternatives to Reform?

The closest alternatives to Reform in our directory are Typeform, Cognito Forms, Heyflow, Formstack and Fillout.

How does Reform compare with other form and survey tools?

Reform's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

Is Reform good value for money?

ToolGPA grades Reform C for value for money. Its paid plans start at $15 a month, against a middle price of $20 for the category: 38 of the 114 others that charge start lower.

Could I make my own version of Reform?

To replace Reform you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Reform'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 Reform'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 FunnelEnvy. Prices change, so check reform.app before you buy.

reform.app/pricing

reform.app/about

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

Reform, kept up to date

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

toolgpa.com/tools/reform

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, "Reform: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/reform
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Know someone choosing between form and survey tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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