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ADVISOR BUSINESS

# Appointy Review 2025: Features, Pros And Cons

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Written By [Amy Nichol Smith](#)  
Former Product Review Editor

[& 1 other](#)

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Starting Price

**Free; \$19.99 per month (billed annually)**

Calendars

**Google, Outlook, iCal**

Client portal

**Yes**

## Our Verdict

Appointy is an online scheduling app that works well for many industries, especially for those who run service-based businesses. You can enable clients to book appointments via a booking page, set appointments yourself, block time on your calendar and accept payments. It offers advanced features such as email and SMS customization, resource management and gift certificate creation.

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### Pros

- Free plan offered
- Google bookings included
- Zapier integration for all plans
- Automated text, email reminders
- Highly customizable
- Multiple payment gateways

### Cons

- Limited marketing features
- Limited services on free plan
- Appointy branding on all plans except Enterprise

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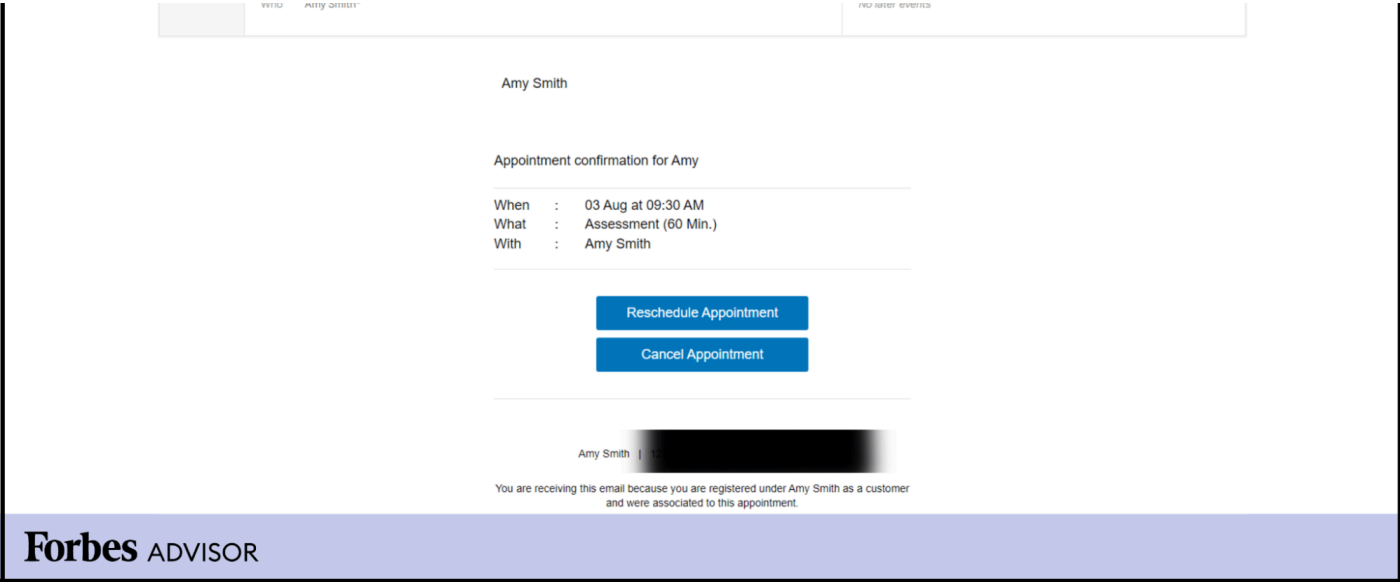


## What Is Appointy?

Appointy is an easy-to-use scheduling app that's appropriate for many types of industries, but especially for service-based businesses. This online scheduling software provides everything you need to set appointments, allow clients to book with you, accept payments for services and connect to some apps to help you reach your audience.

There's a generous free plan that's a great pick if you're running a new solo operation and it's easy to upgrade to a paid plan when you need more features or fewer limitations. All plans include automatic text and email reminders and paid users get access to customization options for emails.

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An email confirmation of an appointment including details of when, where, service and the staff member.

Although Appointy is an excellent scheduling app, it offers few integrations to connect other software you may use (the Zapier integration helps, though). Plus, you’ll have to put up with Appointy branding on your communications with clients unless you want to pay a premium for the Enterprise plan.

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3

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## What Sets Appointy Apart

In many ways, Appointy is similar to other online scheduling software in that it allows you to perform the basics of setting appointments for clients. However, it offers some features and flexibility that even the top titles don't.

Appointy supports more than two dozen languages, unlike one of the best appointment apps, Square. Calendar syncs are also more limited for other scheduling software, but Appointy lets you integrate Outlook, iCal or Google Calendar. Additionally, you can manage appointments for multiple calendars, if needed.

Another rare feature of Appointy is the ability to manage bookings for multiple locations, though this is only available on the highest paid plan. Also available for Professional and Enterprise plan users is the option to manage resources such as staff, equipment and rooms.

## Pros

Appointy's developers carefully considered the end users' needs beyond basic appointment setting, which is apparent with features such as recurring appointments, resource management, multiple location support and integration with the most popular calendars. It also included a Zapier integration to help extend functionality and allow you to use Appointy in conjunction with software you're already using.

## Cons

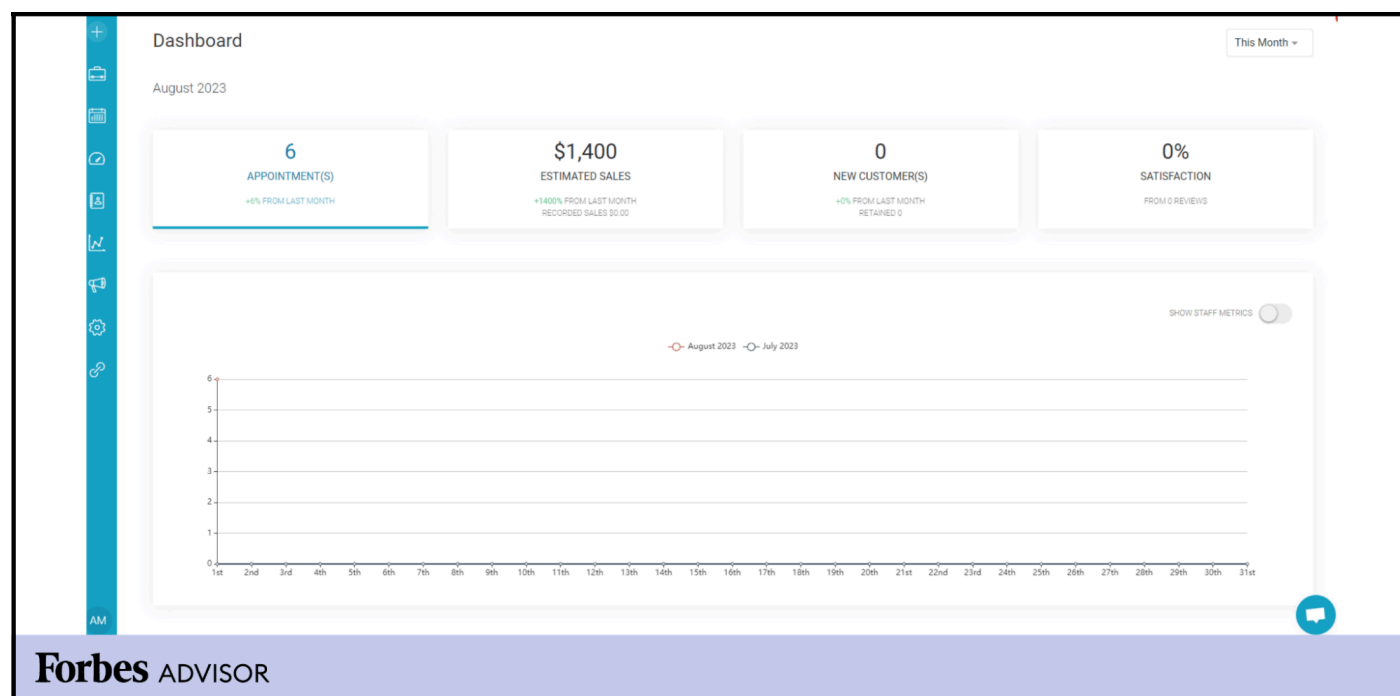
Some of Appointy's best features are locked behind expensive pricing plans, which may put it out of reach for smaller businesses. You can't customize SMS text messages, manage multiple locations' appointments or get a custom booking portal without upgrading to the Enterprise plan. You're also limited to one staff member on the low-paid plan (\$5 per user per month thereafter) and five staff members on the higher-tier plans (\$7.50 per user per month to add more).

## Appointy Core Features

Although you should expect every scheduling app to give you the ability to set appointments or show clients your availability, some apps do it better than others or make the feature even better. Appointy improves upon core features, including calendar syncs and booking page.

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book appointments. Plus, you can set your hours and days however you want, including custom cushioning between appointments for breaks or travel time.



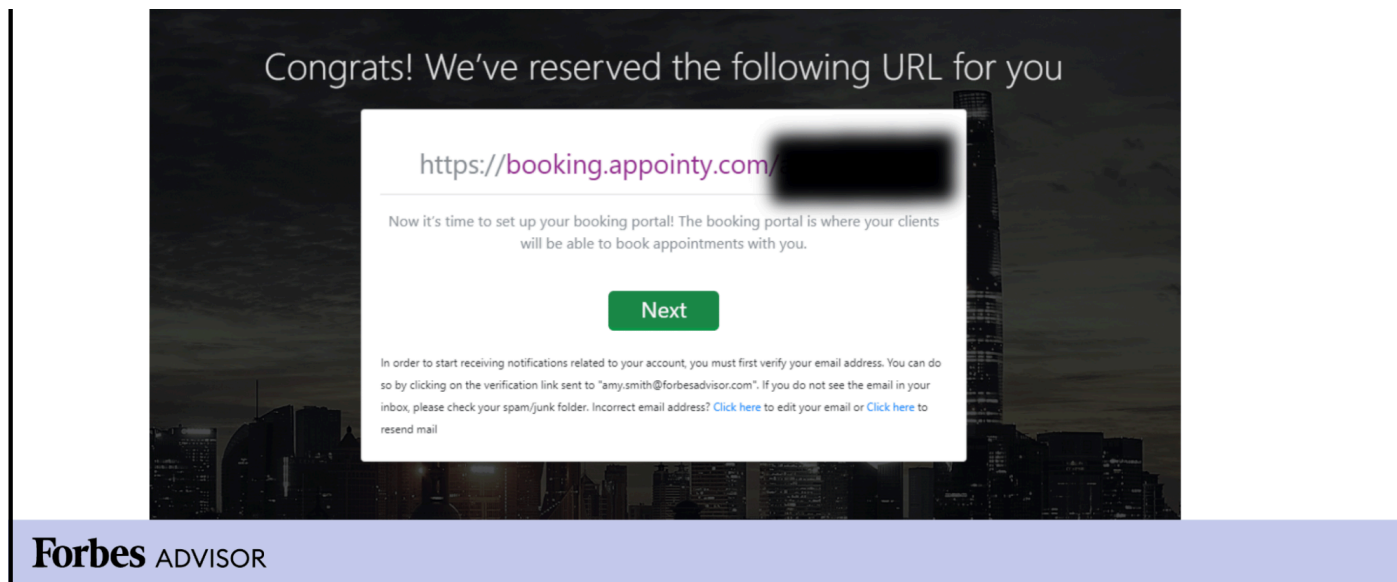
A view of the Appointy dashboard including details on sales, appointments, customers and satisfaction for the current month.

## Calendar Sync

All Appointy paid plans allow a two-way sync with Google Calendar, which is common among most scheduling apps. However, Appointy also allows users to connect to Outlook and Apple's iCal calendars, depending on the plan you choose.

## Booking Page

Appointy offers a booking page you can use on your website that provides a clear view of your availability for appointments. Alternatively, you can simply share your booking page with customers so they can set appointments with you any time. Enterprise users can create a custom booking page with no Appointy branding.

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The first screen you see after registering for an account with Appointy includes your booking page URL.

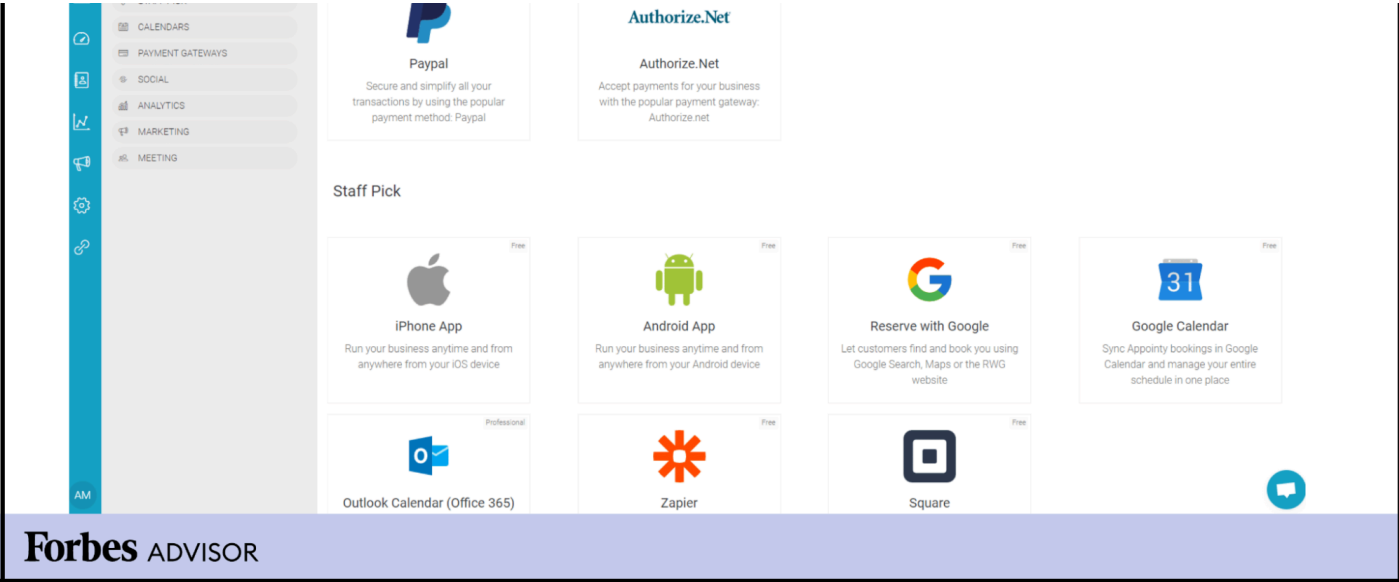
## Reminders and Notifications

Most scheduling apps will send automatic email notifications and Appointy is no exception. Appointy also sends text reminders if you opt for this feature. Email and text reminders are available for all users, but you have to purchase SMS credits. Additionally, Appointy automatically adds appointments to your calendar, a client's calendar (if they allow it) and it will send you in-app notifications of upcoming appointments.

## Software Integrations

Appointy offers about 20 integrations with various apps including calendars, Zoom, Facebook and Instagram, Google Analytics and payment gateways. All of these integrations help you set up demos in a video call, accept payments online (or in person) and measure your success with site stats. There's also an integration with Zapier that can connect you to more than 1,000 other apps to automate your workflows better.

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Some of the apps you can integrate with Appointy such as payment gateways, Appointy mobile apps and calendars.

Appointy Pricing and Plans

Appointy provides a free plan that’s suitable for someone just starting out with a service-based business. It’s limiting, but will cost you nothing to use the software to book appointments. The Growth plan is the entry-level tier that starts at \$19.99 per month and removes limits, such as the number of services you can offer. The Professional and Enterprise plans cost \$49.99 and \$79.99 per month (if billed annually), respectively. They provide more staff members and features to help you grow your business.

|                                | Free | Growth    | Professional | Enterprise |
|--------------------------------|------|-----------|--------------|------------|
| Starting Price (Monthly)*      | \$0  | \$19.99   | \$49.99      | \$79.99    |
| User Limit                     | One  | One       | Five         | Five       |
| Additional User Cost (Monthly) | N/A  | \$5       | \$7.50       | \$7.50     |
| Services                       | Five | Unlimited | Unlimited    | Unlimited  |

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|                     |   |   | iCal, Outlook | iCal, Outlook |
|---------------------|---|---|---------------|---------------|
| Email Customization | X | ✓ | ✓             | ✓             |
| Resource Management | X | X | ✓             | ✓             |
| Gift Certificates   | X | X | ✓             | ✓             |
| SMS Customization   | X | X | X             | ✓             |
| Multiple Locations  | X | X | X             | ✓             |

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## Free

Although the free plan is a bit limiting, it's usable if you tend to book no more than 100 appointments in a month and offer five or fewer services. You can integrate your booking page on your website and Facebook and you're not limited to individual appointments; you can set appointments for group classes or events. Automatic reminders are also available but text reminders require you to purchase SMS credits.

## Growth

Appointy removes some limitations with its entry-level plan. It costs \$19.99 per month and only allows one staff member. However, you now can set an unlimited number of appointments and services. It's at this point you can sync Google Calendar and connect your iCal with Appointy. You can also create custom discounts and offers to help market your business. You can also customize your emails to customers.

## Professional

The Professional plan costs \$49.99 per month and lets you include up to five staff members, so it's a good value. It includes all the features from Growth plus resource management, integrations with

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## Enterprise

The highest tier of Appointy costs \$79.99 per month, but you don't get more staff members at this level; you're still limited to five, but this is per location and it's at this level you can manage multiple locations and two are included, so technically you get 10 staff members. Added value comes with SMS customization and the removal of Appointy branding, which gives you a more professional look.

## Appointy Setup and Customization

Setting up Appointy is quick and easy. You can sign up and start using Appointy with just a name and email address. You get access to your booking page right away and after you answer a few questions, you go through a guided setup process to add services, set up your booking rules and see how everything looks in your client portal on both a desktop and mobile.

The screenshot displays the Appointy setup interface, divided into two main sections: "Create your own service menu" and "Add business hours to let customers know when you are open".

**Create your own service menu:** This section features a table with columns for "Service Title", "Duration (min)", and "Price (USD)". Three services are listed: "Assessment" (1h 0m, \$250), "Training" (1h 0m, \$200), and "Implementation" (1m, \$200). Each row has a delete icon (X) to its right. Below the table is a "+ Add Service" button.

**Add business hours to let customers know when you are open:** This section shows a list of days of the week with corresponding time slots. Monday, Tuesday, Wednesday, and Thursday are selected (indicated by blue checkmarks). For each selected day, a time range is set (e.g., 09:00 am to 05:00 pm for Monday). Friday, Saturday, and Sunday are unselected (indicated by grey circles). A detailed view of the time slots for the selected days is shown on the right, with a "Start" button for each day.

At the bottom of the setup interface, there are "Back" and "Next" buttons for navigation.

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Appointy walks you through setting up services and availability for the client portal.

## Appointy Ease of Use

Appointy is fairly intuitive and it includes a decent walk-through when you first set up your account, so it's definitely easy to use. However, some features don't always work as expected. For example, after setting multiple appointments, you'd expect to see those appointments reflected on the dashboard's charts. The stats seemed inconsistent and it wasn't clear how to resolve the issue.

It's also worth noting that Appointy stalls out often. It sometimes takes a while for pages and data to load.

## Appointy Security

All of Appointy's booking pages are secured with a secure sockets layer (SSL) certificate, so it's safe for clients to add contact and payment information because that data will be encrypted. Although Appointy doesn't specifically claim it is HIPAA compliant, it points out that its policies are aligned with what's required for HIPAA standards such as with encryption, system administrator logins and passwords, strong server security and daily backups. Plus, there's a timed logout for users.

## Appointy Customer Service and Support

Support is available via email for free plan users. All paid plans get access to email and chat. For Professional and Enterprise users, they also get access to phone support. You can contact support 24 hours per day on weekdays; and from 6:30 a.m. to 3:30 p.m. PT on Saturdays.

Customer support is quick to respond via live chat in the app. After about a minute of waiting, you may be given the option to play a game in the chatbot window, which helps the few minutes of waiting go by quickly. The agent we spoke with asked questions first to help troubleshoot the issue rather than using prepared answers.

**Dashboard**

July 2023

0  
APPOINTMENT(S)  
0% FROM LAST MONTH

0.00  
ESTIMATED SALES  
0% FROM LAST MONTH  
RECORDED SALES \$0.00

0  
NEW CUSTOMER(S)  
-0% FROM LAST MONTH  
RETAINED 0

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th 11th 12th 13th 14th 15th 16th 17th 18th 19th 20th 21st 22nd 23rd 24th 25th

Legend: July 2023, June 2023

**Chat** | Helpdesk

Sal from Appointy

Wednesday, 2 August

Hi! I set multiple appointments in July in Appointy, which shows up in some charts, but not always. When I look at the report, appointments are reflected, but in the dashboard chart, they aren't. How can I resolve this?

Sal

Hi

Are there any specific appointments that do not show up?

Just the ones from July aren't showing on the chart. Regardless of whether I look at current or past month.

I set 4 appointments on July 12, and they don't show on the chart.

However, they do show up when I look at August, but only in the numbers at top. Not in the chart.

Compose your message...

A live chat interaction with an Appointy support agent within the app.

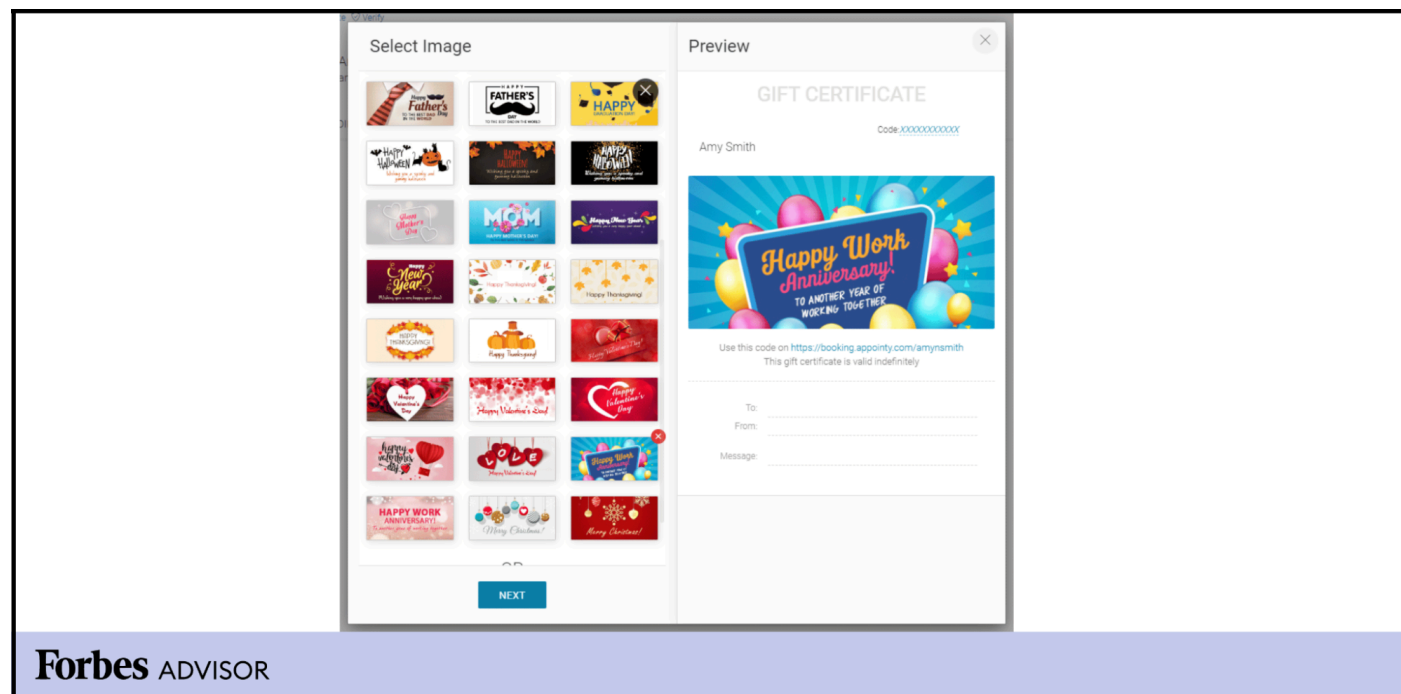
window may disappear. Simply bring it back up and you shouldn't lose anything you typed.

## Additional Features

Appointy doesn't follow the mold of many other scheduling tools by including task management or time tracking features. Rather, Appointy includes some marketing features, resource management and advanced appointment scheduling features.

## Marketing Features

Although Appointy's marketing features are thin, they can be helpful for growing your business. Depending on the plan you choose, you can create discount or offer codes and create your own gift certificates. You can also integrate Appointy with your Google listing, so clients can find you in the local pages of Google and book from your Google listing. For social media savants, you can add a booking button to your Facebook or Instagram business pages.



A preview of a gift certificate in the Appointy app.

## Resource Management

Rare among scheduling apps is the ability to manage resources, but Appointy is an exception. If you run a service-based business, such as a gym, your staff members can manage room access or equipment and essentially check out these resources so others cannot use them at the same time. You can also use the resource management feature to book appointments for specific staff members based on their availability.

does. Additionally, you can manage appointments on multiple calendars and for multiple locations. You can also require clients to verify when they set appointments by text or a phone call, but there is an added cost for you associated with these verifications.

## Appointy Alternatives and How They Compare

|                          | Appointy                                                                  | Square Appointments                                                 | Calendly              | SimplyBook.Me                                                                                  |
|--------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------|------------------------------------------------------------------------------------------------|
| Rating (Out of 5 Stars)  | ★★★★☆                                                                     | ★★★★★                                                               | ★★★★☆                 | ★★★★☆                                                                                          |
| Starting Price (Monthly) | \$19.99                                                                   | \$29 per location                                                   | \$8 per user          | \$8.25 per user                                                                                |
| Free Plan                | ✓                                                                         | ✓                                                                   | ✓                     | ✓                                                                                              |
| Calendars                | Google, Outlook, iCal                                                     | Google                                                              | Google, Outlook, iCal | Google, Outlook, iCal                                                                          |
| Reminders                | Email, text                                                               | Email, text                                                         | Email                 | Email                                                                                          |
| Marketing Features       | Facebook, Instagram, Google listing, discounts, offers, gift certificates | Facebook, Instagram, Google listing, discounts, marketing campaigns | By integrations only  | Facebook, Instagram, Google listing, discounts, offers, gift certificates, book soon reminders |
| Resource Management      | ✓                                                                         | ✓                                                                   | X                     | ✓                                                                                              |
| Client Portal            | ✓                                                                         | ✓                                                                   | X                     | ✓                                                                                              |

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|--------------|---------------|----------|----------------------------------------------|-------------------------------------------------|
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Appointy stacks up well against its competitors in a lot of ways, but it is more expensive than the industry average. In some ways, such as calendar options, it performs better than even the best scheduling app, Square Appointments, but it also falls short in its marketing offerings. Here’s a closer look at how it fares against some of the more popular options.

**Appointy vs. Square Appointments**

Although Appointy is more affordable than Square Appointments with its entry-level plan, Square Appointments offers more value. With Square, you can manage multiple locations with the Plus plan, as opposed to Appointy which only allows this on its much pricier Enterprise plan. Both offer resource management, but Appointy gives it to you with its mid-level and more affordable plan, while Square Appointments reserves it for top-tier plan users only.

When you compare marketing features, Appointy vs. Square Appointments is fairly similar, but Square Appointments gives you automated marketing campaigns to help with customer retention and future bookings; Appointy does not.

**Appointy vs. Calendly**

An Appointy vs. [Calendly](#) showdown is almost unfair as they aren’t built for the same type of businesses. Appointy is a bit more flexible in that it works well for service-based businesses that rely on in-person classes or appointments, but also works for businesses that need to schedule demos with prospective customers or online consulting appointments; Calendly is much more suitable for the latter.

You won’t get a classic client portal in Calendly that you get with Appointy and Calendly doesn’t offer resource management. However, Calendly is much more affordable, starting at only \$8 per user, per month.

**Appointy vs. SimplyBook.me**

Other than pricing, the biggest differences between Appointy and SimplyBook.me come down to texting options and security features. Appointy includes text reminders for your clients, but

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Appointy acknowledges that businesses must be HIPAA compliant, not services, but it follows it up by assuring you that it offers strong security.

### Who Is Appointy Best For?

Given Appointy’s feature set, it is flexible enough to work for almost any type of business that relies on appointment scheduling to be successful. However, its pricing structure leaves little middle ground: The free plan is great for a new business owner, but small businesses on tight budgets might not be able to afford the high-tier paid plans with features they need.

Appointy is a great scheduling app that’s easy to use and includes features that work best for service-based businesses, especially those that offer classes or require resource management for staff and equipment.

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Available

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Track hours and run payroll effortlessly

Yes

Minimize time theft and control labor costs

Yes

Free for up to 20 employees (no credit card required)

Yes

3

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It's hard to find fault with Appointy because it's such a flexible app for different types of industries, it provides a lot of value and customer support is quick to respond and helpful. However, there is a big gap between the free plan and entry-level plan and the pricing for each paid plan is much steeper than most other scheduling apps. The value Appointy provides may be worth it, though; you get resource management, email and text reminders, a booking page and client portal, multi-location support and the most popular calendar integrations.

One frustration we experienced was with the inability to offer different times for services. For example, you cannot offer one service with multiple duration options; rather you have to set up each different time option (15 minutes, 30 minutes, one hour, etc.) as a different service. The app was often slow to respond or load and it didn't always make sense (e.g., defining a "booking" versus an "appointment").

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## Frequently Asked Questions (FAQs)

- + **What are the benefits of Appointy?**
  - + **Does Appointy include marketing features?**
  - + **Are email and SMS reminders in Appointy free to send?**
  - + **What is the best appointment scheduling app?**
- 

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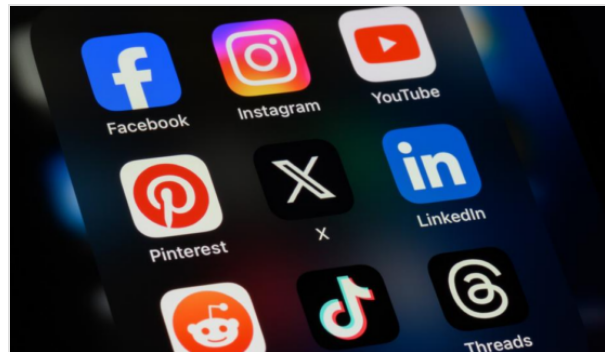
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