Online form builders

Why the cheapest headline can mislead

The decision

An agency is developing a form setup service for small service businesses. Which software differences matter to the package and sales message?

What the evidence suggests

A useful offer starts with the client's submission volume, branding needs and handoff workflow. Sell the completed intake process with a clearly stated software allowance, then test whether buyers will pay for the setup.

COMPETITOR	PRICE / BILLING	OBSERVED OFFER
Typeform [1]	Basic plan card displays $39/month on monthly billing. See pricing conflict below.	The Basic card includes 100 responses per month and one user, with conditional logic and integrations.
Fillout [2]	Free: $0. Starter: $15/month, billed $180 annually.	Free includes 1,000 responses per month and unlimited seats. Starter raises the allowance to 2,000; branding removal is listed on Pro.
Tally [3]	Free: $0. Help documentation lists Pro at $29/month.	Free forms and submissions are unlimited within its fair-use rules. Pro adds branding removal, custom domains and team collaboration.

How to read this comparison

Typeform's main Basic card showed $39/month, while a lower comparison section exposed different figures. Treat the card as a recorded observation, not a confirmed payable price. Request a current checkout quote before budgeting. Fillout's quoted Starter price requires annual billing; Tally's $29 figure comes from its help page. These are not like-for-like tiers. No checkout, submission-volume or product usability test was performed.

Three next moves

Hypotheses to test with buyers

1. Package a completed intake workflow

Define the client deliverable: a form, confirmation message, notification destination and documented handoff. Use a sample submission to demonstrate what the client receives.

Basis: All three publish features beyond basic form creation [1-3]. The proposed service package is our hypothesis.

Test: Offer a fixed-scope paid setup to 10 relevant service businesses. Record deposits and delivery time, not just interest.

2. Quote against a real usage scenario

Ask for expected monthly responses, paid-user needs and branding requirements before selecting the software. Show the software commitment separately from the setup fee.

Basis: Response allowances and branding gates differ materially across the cited plans [1-3].

Test: Use the same scenario for each quote. Track cost-related objections and whether the client accepts the complete price.

3. Sell a handoff that can be checked

Add an acceptance checklist covering required fields, confirmation text, notification receipt and the destination of submitted data. Only promise integrations that have been tested.

Basis: Published feature lists do not prove that a particular client workflow is configured correctly. This is an operational inference.

Test: Run one agreed sample submission during delivery. Measure time to acceptance, revision requests and paid referrals.

Source appendix

[1] Typeform pricing | https://www.typeform.com/pricing

[2] Fillout pricing | https://www.fillout.com/pricing

[3] Tally plans and pricing | https://tally.so/help/plans-and-pricing

Accessed 2026-09-05. Public vendor pages only. Facts and billing notes above are source observations; proposed actions and their tests are Keptline analysis.

This independent demonstration illustrates an agency decision, not a commissioned project or vendor endorsement. It does not establish demand for the proposed setup service. Prices and plans can change.