DECEMBER 2024

FORMASSEMBLY
COMPARISON REPORT

FEATURING | CATEGORY

Formstack | **Online Forms**
Jotform
Typeform

FormAssembly

INFO~TECH
RESEARCH GROUP

SoftwareReviews

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Picking the **Right Technology Partner** for Your Business

Choosing the right software is a decision that has far-reaching implications for your business.

The software and systems you implement are not just tools; they're the backbone of your organization's operations and play a crucial role in delivering value to both your customers and your employees.

Finding the right technology partner is a complex but vital task. It requires a decision that's based not only on the software's features and performance but also on how well the vendor will support you throughout your journey with its software.

Bridge the Satisfaction Gap

Furthering the importance of choosing the right software is the fact that organizations tend to keep the software they purchase. According to data collected by SoftwareReviews, 92% of users said they were likely to renew their existing enterprise software, while only 64% indicated they were likely to recommend their current provider. This gap between renewal rates and satisfaction highlights the significant risk and opportunity involved in your next software purchase.

Top Factors to Consider When Selecting a Vendor

Traditionally, selection projects have focused on features and price. To close the satisfaction gap, you need to consider other aspects of the software and the vendor when making your decision.

01

How the software will contribute to business value and support your organization's most important goals.

02

How the software will integrate with your existing processes and align with your unique needs, industry-specific requirements, and growth trajectory.

03

Whether functionality and user experience from the outset will reduce learning curves, heighten adoption, ensure user satisfaction, and maximize productivity.

04

How the software provider will continuously improve and grow with you as your business evolves.

Satisfaction Gap — Likeliness to Renew / Likeliness to Recommend
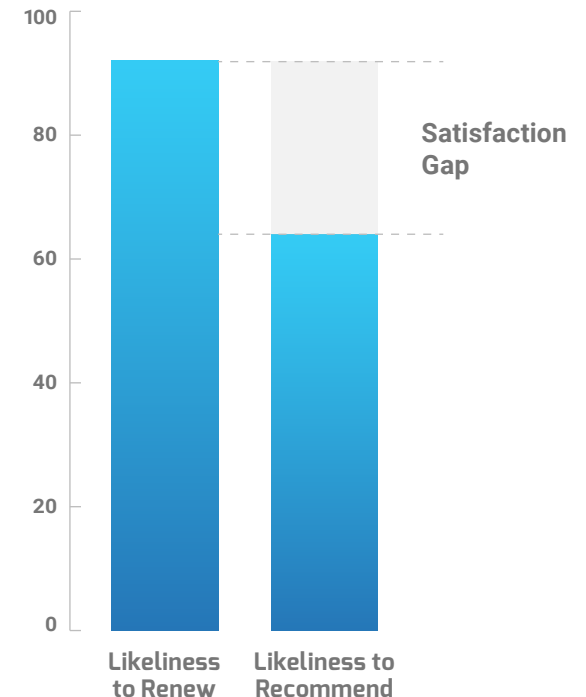
Always **Leverage Data** During Your Selection Process

SoftwareReviews' goal is to guide software buyers through a complex and evolving market by collecting insights from real users of enterprise software.

SoftwareReviews believes you need data to make any decision, and purchasing software is no different. SoftwareReviews reports encompass over 100 data points to measure customer satisfaction across multiple aspects of the software experience.

Incorporating data into your selection process enhances your ability to assess the strengths and weaknesses of potential software solutions objectively. This eliminates bias from the decision-making process and increases the likeliness of a successful long-term partnership with your new vendor.

Top factors affecting **user satisfaction** across all software categories

Business Value

Customer Relationship

Reliability

Performance

Innovation

Features

Comparison Report Featuring
FormAssembly and Competitors

SoftwareReviews reports provide comprehensive insight into the experience of evaluating, purchasing, and using enterprise software.

The data is collected from real users who have worked with solutions intimately, from procurement and implementation to everyday use.

This Comparison Report is designed to compare FormAssembly against Jotform, Typeform, and Formstack. The report uses select data from SoftwareReviews' 2024 Online Forms reports.

The goal of this report is to compare top providers across a variety of metrics and assist buyers in choosing the software that best matches their organizational needs.

What Do We Measure?

SoftwareReviews compares over 100 data points on the performance of enterprise software across a number of areas, including:

Product features and functionality customized for each category.

Table-stakes capabilities expected of all software providers.

Customer satisfaction metrics that measure the experience of working with the vendor.

Overall user satisfaction metrics.

To view the full category report, please visit
softwarereviews.com

Key Providers at a Glance

COMPARE TOP SATISFACTION METRICS

This report will summarize select metrics valued by users in the online forms category, specifically for the following vendors and products.

FormAssembly

FormAssembly transforms how organizations collect, connect, and protect data. As the industry's most trusted forms-based data collection platform, FormAssembly helps over 5,500 organizations streamline data workflows with a customizable form builder, automation tools, and seamless integrations with essential applications. Built with best-in-class security, privacy, and compliance standards, FormAssembly empowers teams to collect and manage data with confidence.

| **8.4** Composite Score | **8.4** Customer Experience (CX) Score | **95%** Plan to Renew |

Formstack

With Formstack, businesses and teams of all types and sizes can easily create online forms to automate repetitive business processes and gain rich insights. Quickly and easily create custom forms, feed data into digital documents, and collect eSignatures to streamline your workflow automation. Formstack's platform brings all our workplace productivity products together into one, integrated solution.

| **7.2** Composite Score | **7.3** Customer Experience (CX) Score | **89%** Plan to Renew |

Jotform

Create online forms the easy way. Whether you're looking to generate leads, collect order payments, conduct customer surveys, find applicants for a job, or register guests for an event, Jotform's easy-to-use form builder lets you build a customized online form to fit your exact needs in minutes.

| **8.3** Composite Score | **8.4** Customer Experience (CX) Score | **84%** Plan to Renew |

Typeform

Typeform turns average forms & surveys into a powerful brand communication tool for your business. Create forms, surveys, quizzes (and so much more) to grow your audience, improve just about anything, and validate (or invalidate) your best ideas.

| **7.6** Composite Score | **7.4** Customer Experience (CX) Score | **82%** Plan to Renew |

Key Metrics

COMPOSITE SCORE

The primary ranking of overall software performance. This score is a proprietary algorithm comprising end-user feedback on vendor capabilities, feature scores, user satisfaction, and Net Emotional Footprint and is adjusted for the volume and recency of vendor reviews.

CUSTOMER EXPERIENCE (CX) SCORE

This score rates vendors on the overall customer experience.
It is based on a proprietary algorithm comprising all relationship metrics and business value drivers and is adjusted for the volume and recency of vendor reviews.

PLAN TO RENEW

This metric captures how likely current users are to renew or extend their services with their current provider.

How Vendors Performed in the **Data Quadrant**

What Is the Data Quadrant?

The Data Quadrant is a comprehensive evaluation of the top software in the online forms market.

The SoftwareReviews Data Quadrant evaluates and ranks products based on feedback from real, verified users and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

Data is collected from real users, meticulously verified, and visualized in easy-to-understand charts and graphs. Each product is compared against others in its market to create a holistic, unbiased view of the product landscape.

The Data Quadrant is a summation of hundreds of data points that gives you a quick snapshot of the market. Use this detailed report to quickly validate your top features and shortlist your top contenders.

The remainder of this report highlights data points chosen by FormAssebly to illustrate performance in the market and what you should consider when making your next software purchase.

= Outlier
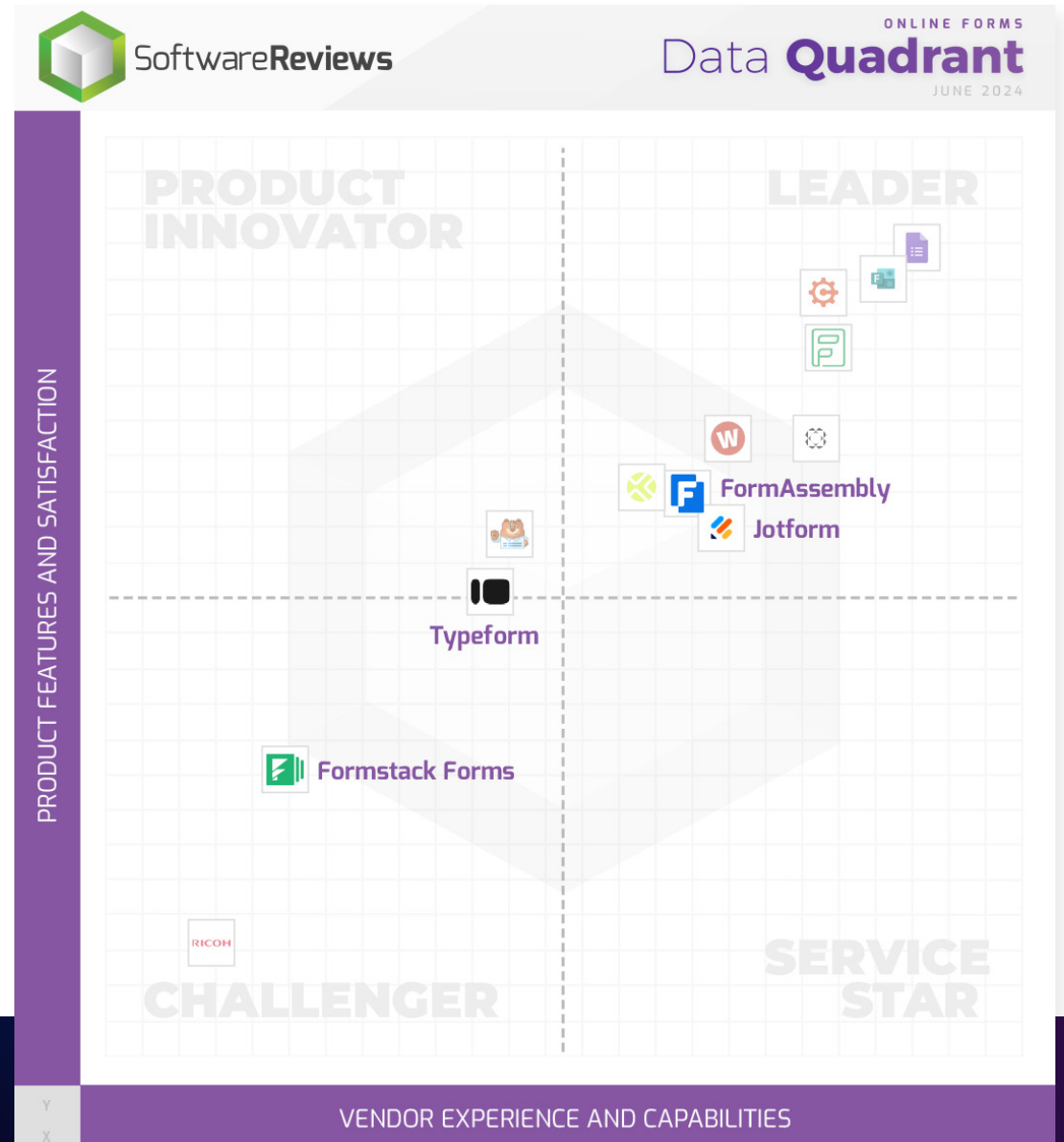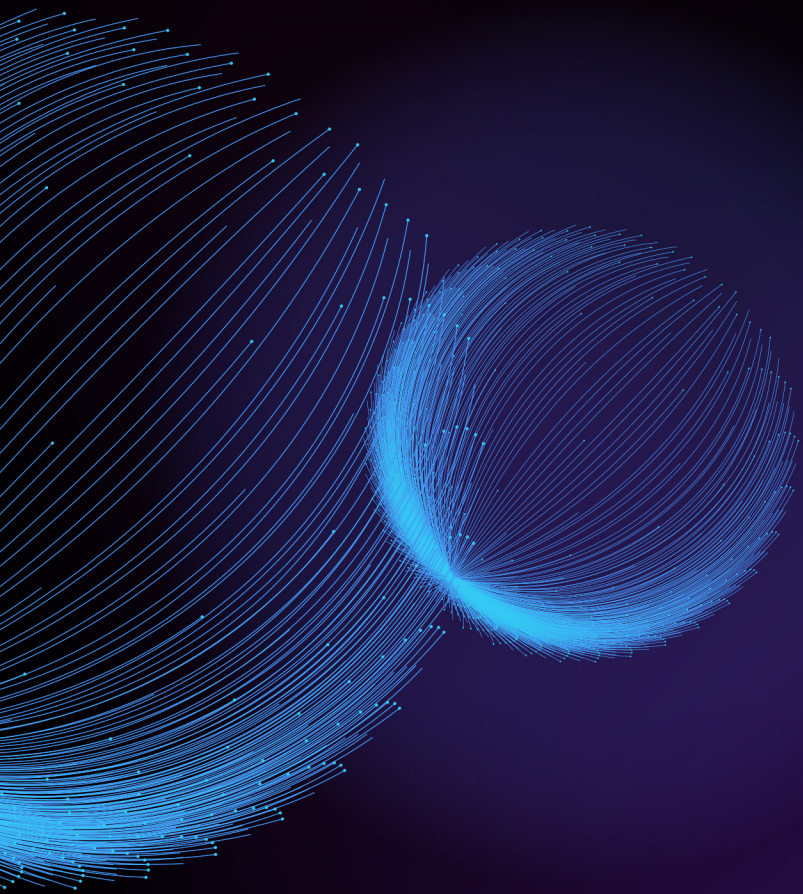
DIVING INTO THE DATA

Comparison of FormAssembly, Jotform, Typeform, and Formstack

Beyond Conventional Metrics: Measuring Business Value Created Through Software Partners

While features and functionality are certainly important when choosing a particular platform, long-term satisfaction is most often correlated with how the platform provides value to the business and its users.

Business value serves as a much more comprehensive measure of how a software solution contributes to an organization's strategic objectives, growth plans, and overall success.

The best software doesn't simply meet immediate needs but also actively contributes to helping an organization manage costs, grow revenue, increase employee productivity, and create a competitive edge.

The image below highlights how users feel their provider supports their business goals and objectives.

Business value satisfaction distribution and average rating across featured technology providers.

FormAssembly   **86**%

Formstack   **78**%

Jotform   **81**%

Typeform   **82**%
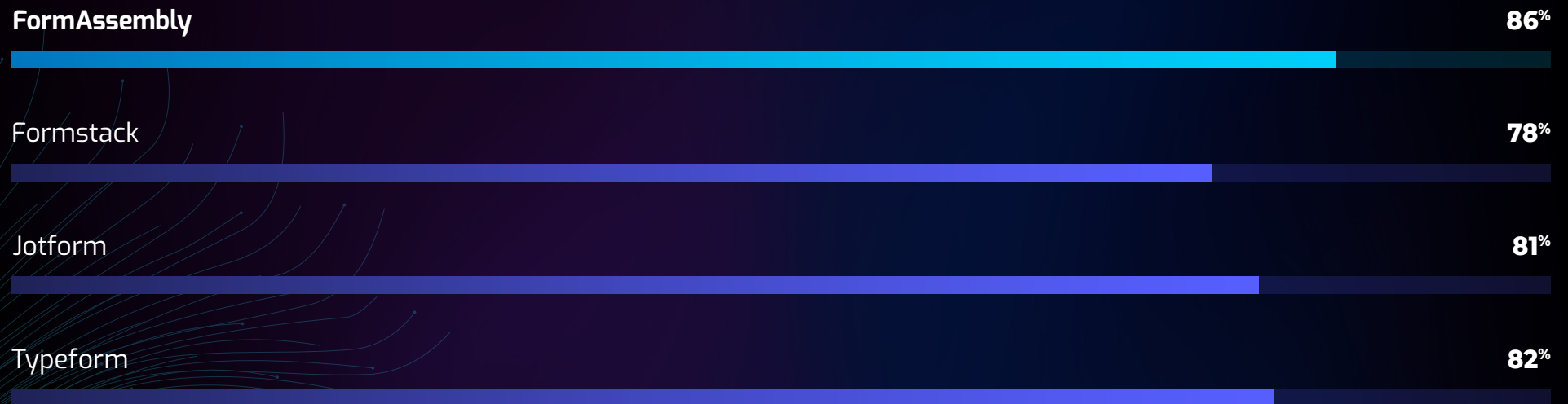
Empowering Growth Through **Forward-Thinking Product Strategy**

Business needs change, but often our software providers do not. How your software partners continuously invest in their products can be the difference between a high-performing tool enabling your business and a legacy application holding you back.

Regular updates and enhancements not only keep the software up to date but also provide opportunities for organizations to leverage new features and capabilities. Furthermore, a vendor's product strategy can signal its commitment to innovation and the alignment of its product roadmap with changing market needs and industry opportunities.

When you choose technology providers that prioritize ongoing development and improvements, you can be confident they are dedicated to delivering long-term value to their customers.

FormAssembly
80%

Typeform
74%

Jotform
79%

Formstack
79%

Average user satisfaction with the **technology provider's product strategy.**
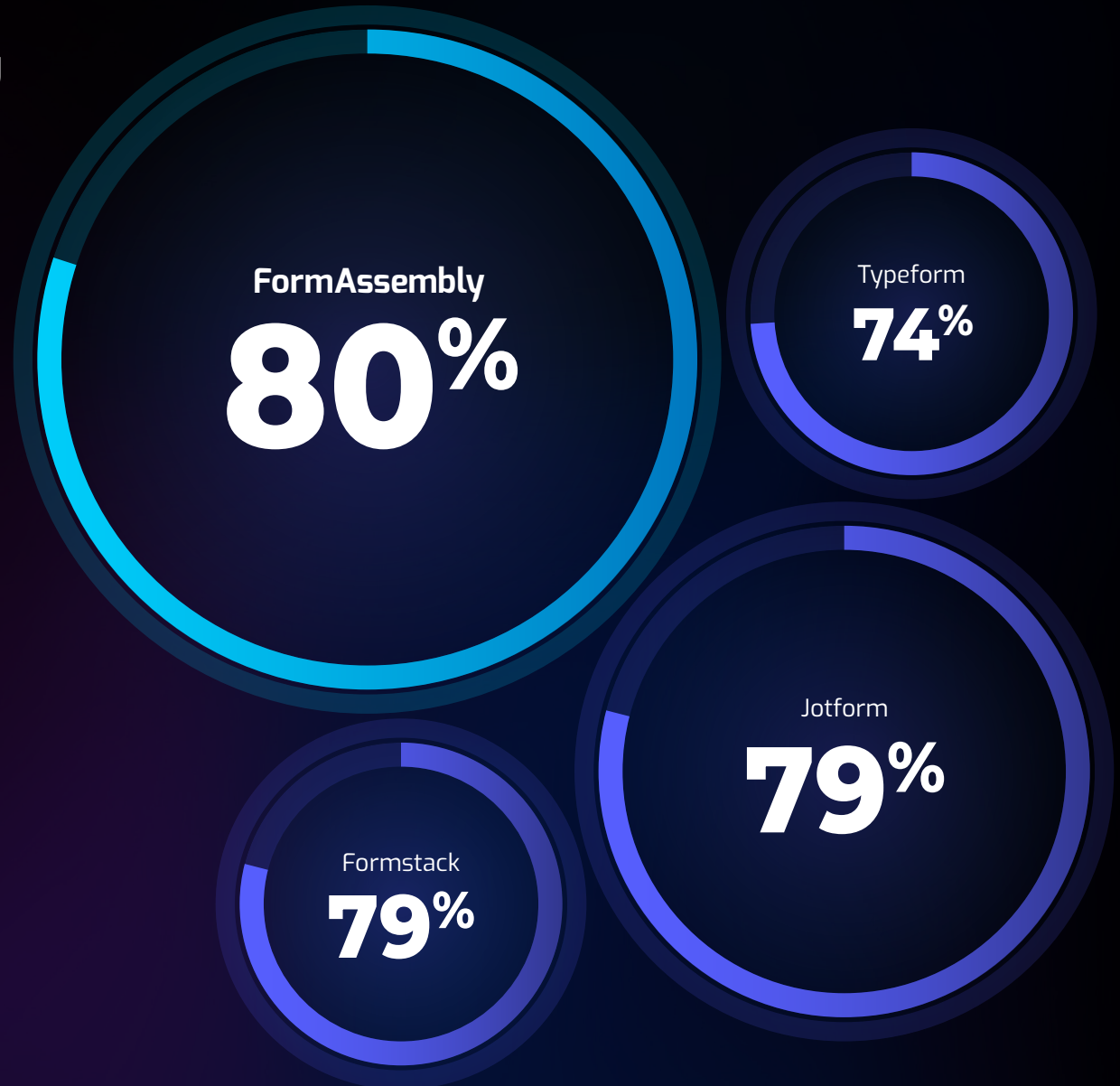
Implementation Satisfaction: Kicking Off a Partnership the Right Way

A well-executed software implementation ensures that organizations can leverage the full potential of the technology to enhance productivity, optimize processes, and deliver superior customer experiences.

Software that is easy to implement, adapt, and integrate into your environment minimizes disruptions and configuration effort, saving valuable time and resources.

In essence, successful software implementation is the linchpin ensuring you maximize value – and minimize risk – from your software investments.

User satisfaction with various factors that support a successful software implementation among technology providers within the **online forms** market.

FormAssembly

91%

Formstack **75**%
Jotform **81**%
Typeform **83**%

Ease of Customization

FormAssembly

90%

Formstack **78**%
Jotform **80**%
Typeform **88**%

Ease of Implementation

FormAssembly

86%

Formstack **75**%
Jotform **79**%
Typeform **85**%

Ease of Administration

Vendor Support:
The Front Door to Satisfied Customers

The support organization is often the first point of contact for users, so it has a pivotal role in setting the overall tone for the vendor-customer relationship. When contacting support, whether for general questions or to report an emergency, users expect their issues to be resolved quickly and effectively by a supportive and empathetic partner.

The level and quality of vendor support should be a critical factor in choosing the right software provider. It is important for organizations to choose a partner that demonstrates a commitment to customer success and has the capability to ensure its applications are performing optimally.

Vendor support satisfaction from disappointed to delighted across indicated vendors. Percentage indicates customers' overall average satisfaction with vendor support.

FormAssembly   **82%**

Formstack   **79%**

Jotform   **78%**

Typeform   **74%**

User Sentiment Feedback

DISAPPOINTS	ALMOST SATISFIES	HIGHLY SATISFIES	DELIGHTS

The Crucial Role of **Vendor Training** in Software Utilization

Training support provided by the vendor is critical to the successful adoption and utilization of the software solution.

Effective training ensures that users understand how to maximize the potential of the system, leading to increased efficiency, productivity, and user satisfaction. Proper training also reduces the likelihood of user errors and helps achieve a faster return on investment. It empowers users to leverage the full capabilities of the software, ultimately enhancing the overall value proposition for the buyer.

Users reported **satisfaction with the availability and quality of training** from their vendor.

FormAssembly
84%

Formstack
68%

Typeform
81%

Jotform
77%
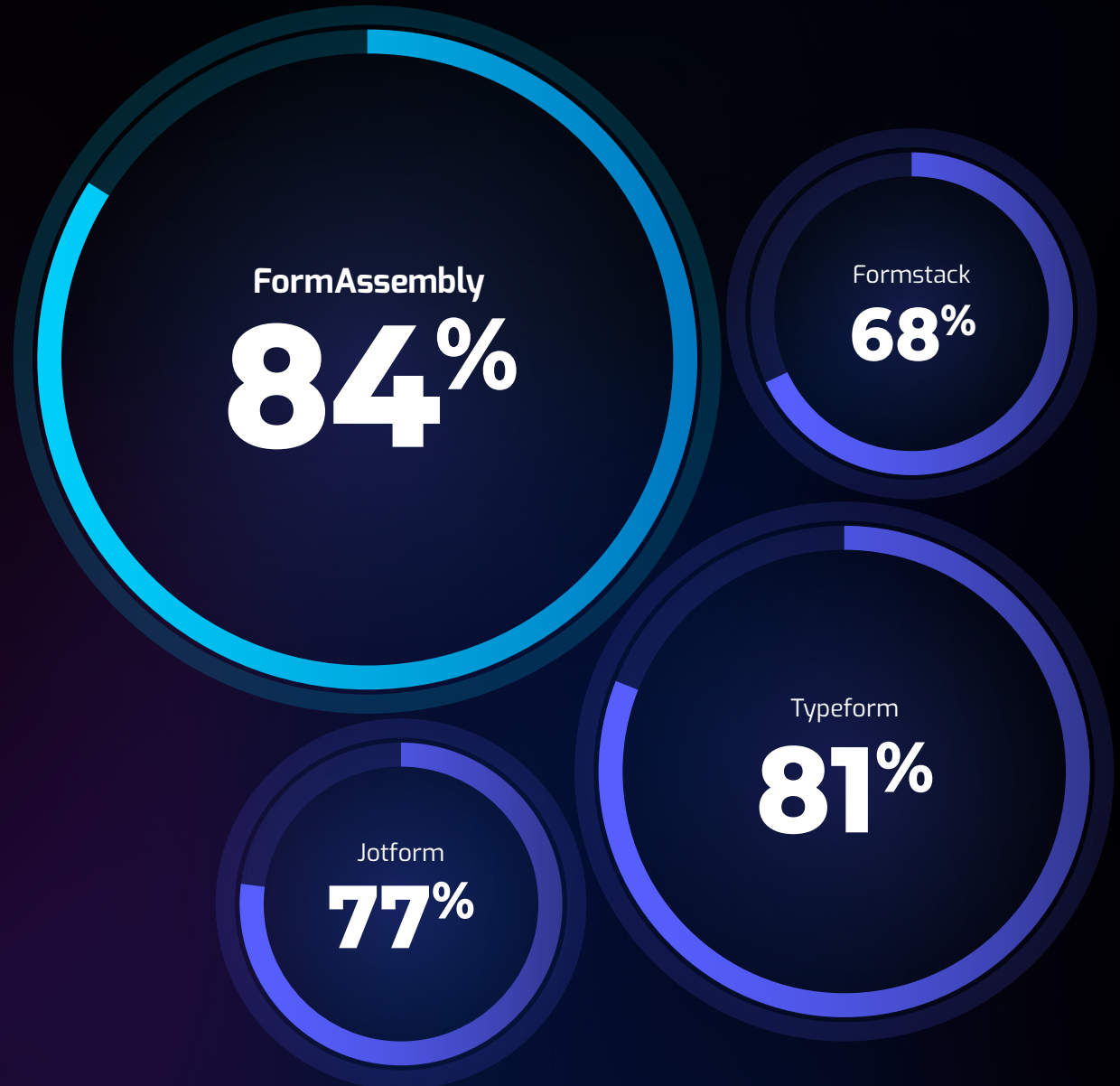
Features Are the Gateway to Driving **Customer Satisfaction**

Organizations buy software to address the capabilities needed to run their businesses.

A rich selection of high-quality features enables users to address a diverse set of requirements efficiently and effectively in a single platform. Buyers benefit from software vendors that offer a wide range of features, as it ensures they can tailor the solution to their specific needs and drive maximum value from their investment.

Just as important as the breadth is the quality of those software capabilities. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

Users reported **satisfaction with the breadth and quality of features** of their software.
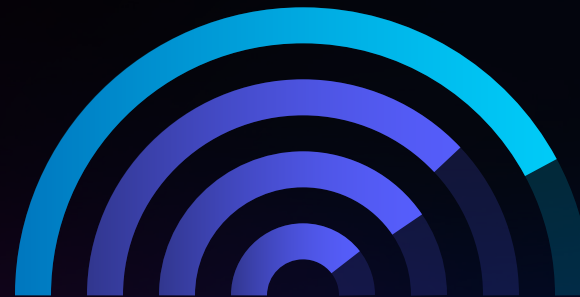
Breadth of Features

FormAssembly
88%

Formstack **76%**
Jotform **81%**
Typeform **79%**

Quality of Features

FormAssembly
87%

Formstack **83%**
Jotform **80%**
Typeform **86%**

Elevating Success With
User-Friendly Software

Software's ease of use is closely linked to adoption rate, time to value, and employee job satisfaction.

Software solutions that are user friendly and require minimal training not only reduce the learning curve but also empower employees to use the tools to their fullest potential.

Ultimately, a strong user experience leads to increased productivity, fewer errors, and a smoother workflow, allowing organizations to maximize the return on investment from their software purchases.

Users reported **satisfaction with the usability and intuitiveness** of their software.

FormAssembly
85%

Formstack
75%

Jotform
81%

Typeform
79%
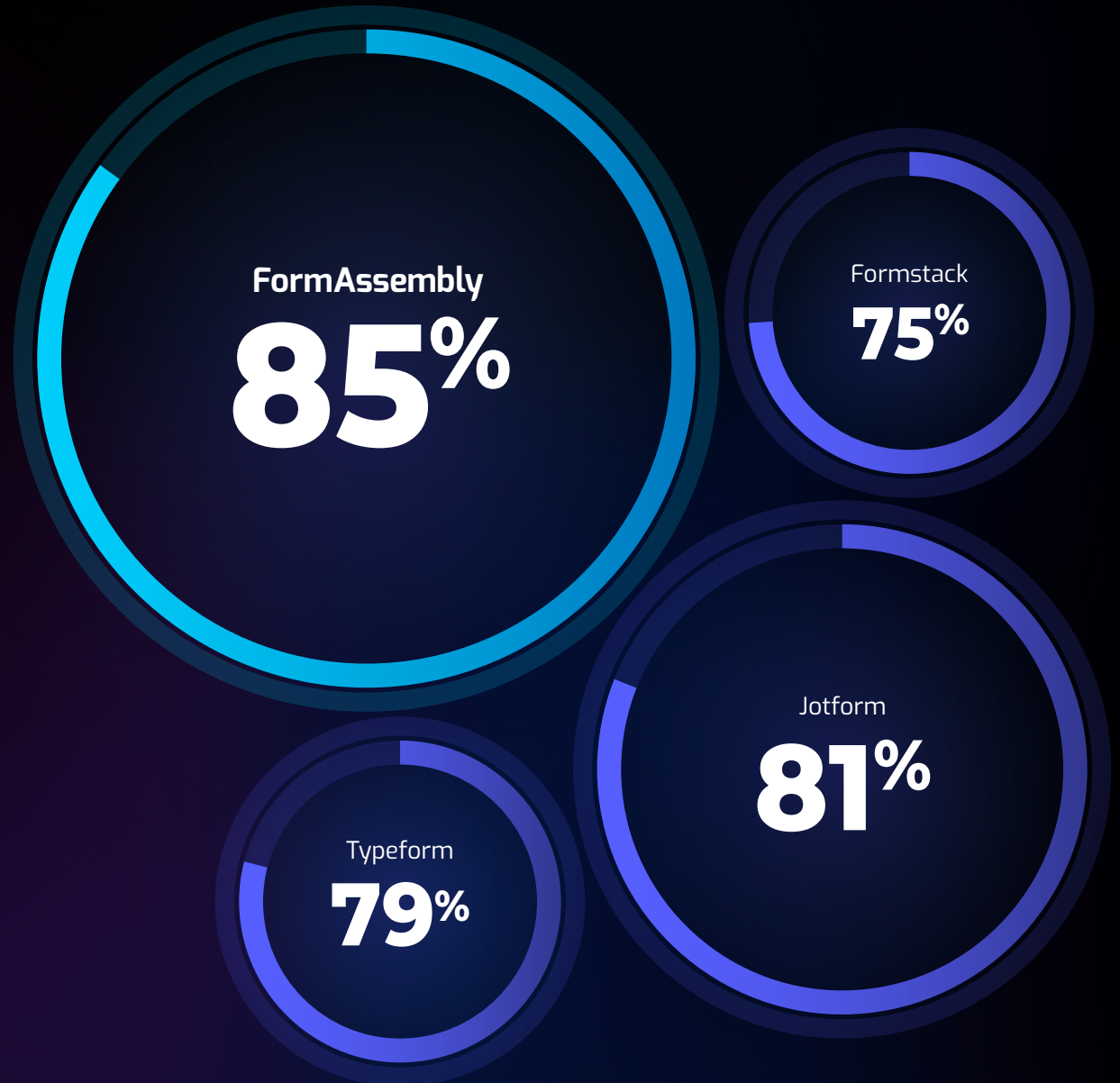
Professional Success:
Empowering Employees With the Right Tools

Empowered employees are the driving force behind an organization's success, and the software tools they use can significantly influence their ability to support the organization and their own personal success.

Software solutions that enable individuals to work more efficiently and excel in their role elevate the organization's overall performance.

Choosing the right software can serve as a catalyst for employee empowerment, propelling both individuals and the organization toward greater professional success and sustainable growth.

Average score on the **importance to users' professional success** of each software platform. Data is measured using the NPS methodology.

90%

83%

83%

75%

FormAssembly

Formstack

Jotform

Typeform
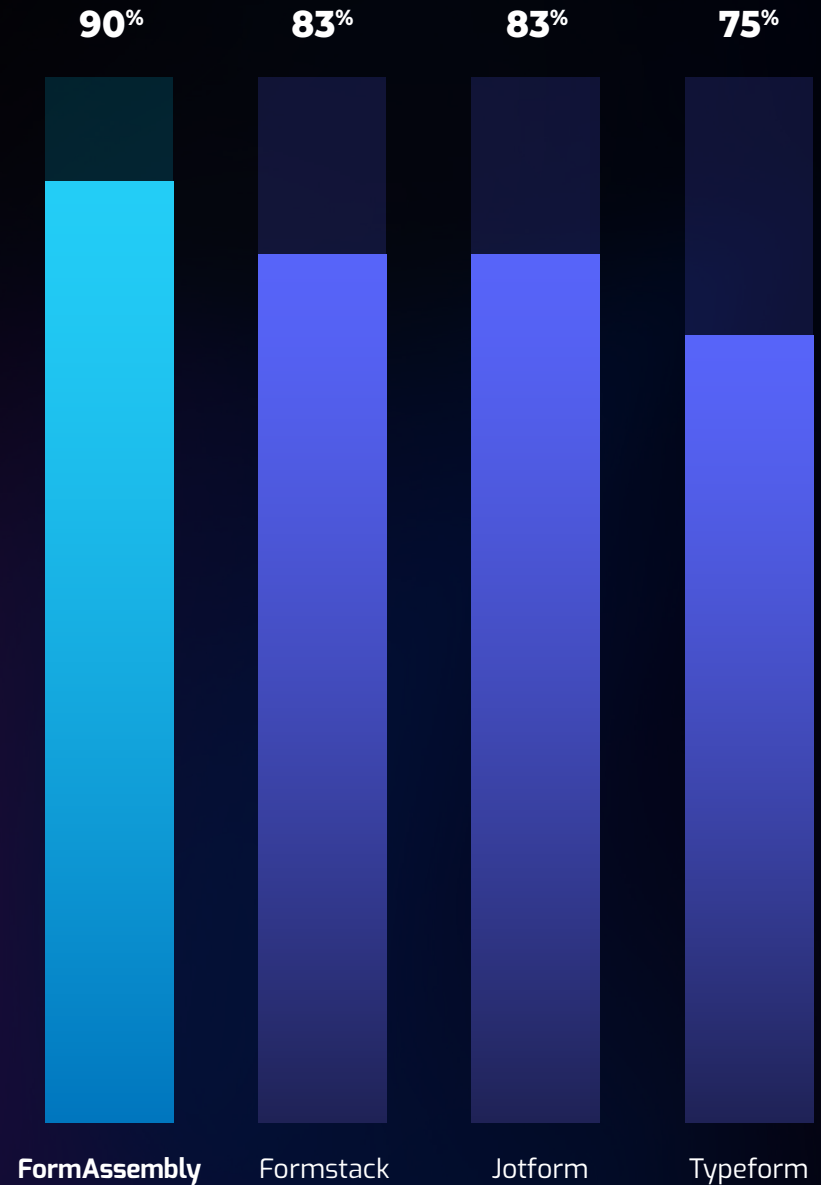
The Power of the **Vendor Relationship**

The importance of the relationship with a software vendor is often underestimated during the selection process, yet it is crucial to establishing a long-term, mutually beneficial partnership.

While selection projects typically focus on features and functionality, organizations need to consider how the vendor relationship plays into long-term success with their technology providers.

A strong vendor relationship will be one where the provider actively ensures its customers are using its tools effectively, continuously invests in its products to respond to market needs, and actively engages in customer-centric service, contracting, and problem resolution practices.

SoftwareReviews assesses the strength of vendor relationships through the Emotional Footprint metric. This evaluates how vendors interact with their customers across 27 aspects of the customer experience, offering a comprehensive view of the potential partnership. The Net Emotional Footprint, using a Net Promoter methodology, provides an overall rating of customer satisfaction and user experience with their technology providers.

The strength of the **vendor relationship** with customers is referred to as the overall Emotional Footprint. The data is a rollup of 27 questions that make up the overall **Net Emotional Footprint** score.

Vendor	Score
FormAssembly	**+88**
Formstack	**+78**
Jotform	**+88**
Typeform	**+75**

Enhancing User Satisfaction: The Role of Software Features in Delivering ROI

When buying software, you are buying a tool to support business processes and help provide value to your customers, employees, and partners.

Features are the foundation for software performance and usually the first stage of the evaluation process. A well-designed set of features not only addresses immediate needs but also anticipates future demands.

The features to the right are some of the key features to consider when searching for online forms software.

These top-listed features are a subset of the total features reviewed in the category and serve as a guideline for anyone evaluating software in this space.

Users reported **satisfaction with key features** of the software.

Security

FormAssembly	**88**%
Formstack	**79**%
Jotform	**84**%
Typeform	**87**%

Workflow Automation

FormAssembly	**87**%
Formstack	**84**%
Jotform	**79**%
TypeForm	**87**%

APIs and Integration

FormAssembly	**89**%
Formstack	**78**%
Jotform	**76**%
Typeform	**79**%

Mobility

FormAssembly	**86**%
Formstack	**78**%
Jotform	**81**%
Typeform	**84**%
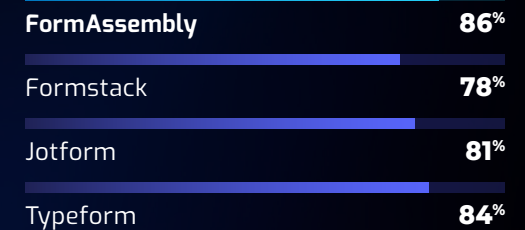
Field Configuration and Customization

FormAssembly	**87**%
Formstack	**81**%
Jotform	**77**%
Typeform	**85**%

Why **Service Is So Essential** in Your Software Partnerships

The service experience is more than just a friendly voice on the other end of a phone or a cheerful email response. It is about efficiently and effectively addressing client issues, regardless of the source or impact of the request.

With the heavy reliance organizations have on their business software, the service interactions you have with your software provider are instrumental in ensuring value from the partnership.

Service experience emerges as a pivotal factor to consider when selecting a software provider because it exerts a direct inf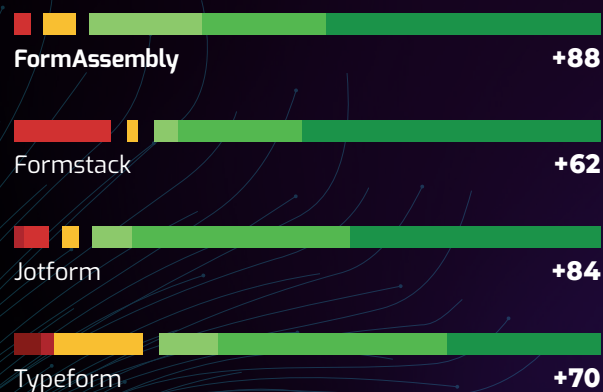luence on your overall experience with the software and your satisfaction as a user. While the software itself may be robust and feature-rich, without responsive and effective service, you can encounter obstacles during implementation, troubleshooting, and ongoing support.

Scoring is based on the Net Promoter methodology using selected components of the **service experience working with the vendor**.

Emotional Spectrum

NEGATIVE   NEUTRAL   POSITIVE

Effective vs. Frustrating

FormAssembly   **+88**

Formstack   **+62**

Jotform   **+84**

Typeform   **+70**

Respectful vs. Disrespectful

FormAssembly   **+95**

Formstack   **+95**

Jotform   **+92**

Typeform   **+77**

Saves Time vs. Wastes Time

FormAseembly   **+83**

Formstack   **+78**

Jotform   **+87**

Typeform   **+78**

Choose a Partner That Will
Innovate and Inspire Growth

No organization is stagnant, which means our software must evolve as well.

The ability of your software partner to react to changes within your organization and the broader market is essential to the long-term success of your partnership. Whether it involves addressing emerging compliance regulations, accommodating shifts in customer behavior, or scaling to meet surging demand, a software partner's agility can prevent disruptions and uphold operational continuity.

When choosing a technology provider, ensure the vendor is continuously investing in its product but also committed to ensuring your organization is informed and able to take advantage of the new functionality.

The below graphs represent how real users felt regarding their partner's strategy and innovation practices.

Scoring is based on the Net Promoter methodology using selected components of the **strategy and innovation experience working with the vendor**.
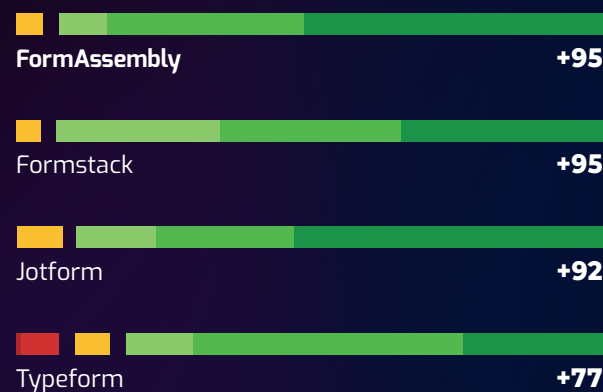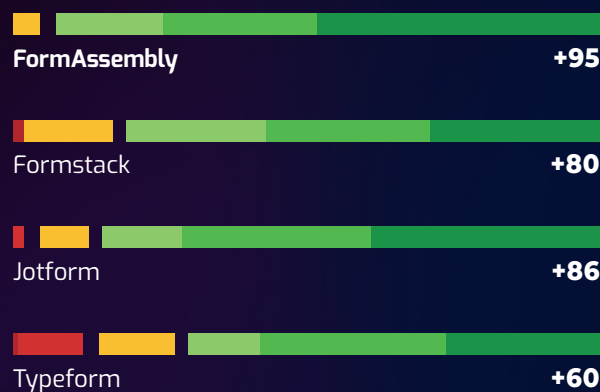
Emotional Spectrum

NEGATIVE   NEUTRAL   POSITIVE

Helps Innovate vs. Roadblock

FormAssembly **+97**

Formstack **+96**

Jotform **+89**

Typeform **+81**

Continually Improving vs. Stagnant

FormAssembly **+95**

Formstack **+80**

Jotform **+86**

Typeform **+60**

Includes vs. Charges for Enhancements

FormAssembly **+92**

Formstack **+67**

Jotform **+85**

Typeform **+56**

Measure Your **Product Experience** Beyond Feature Performance

Software is acquired to support a business process or capability, therefore the best software needs to reliably enable your business performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that costs your organization time and money.

For software buyers, understanding the product experience category is paramount in making informed purchasing decisions. A positive product experience signifies that the software

meets or exceeds user expectations across critical dimensions, indicating reliability, efficiency, security, and innovation. Comparing the product experience serves as a crucial benchmark for software buyers, guiding them toward solutions that not only meet their immediate requirements but also promise long-term value and user satisfaction.

The below graphs represent how real users felt regarding their partner's product experience, offering a detailed picture of its strengths and weaknesses.

Scoring is based on the Net Promoter methodology using selected components of the **product experience working with the vendor**.

Emotional Spectrum

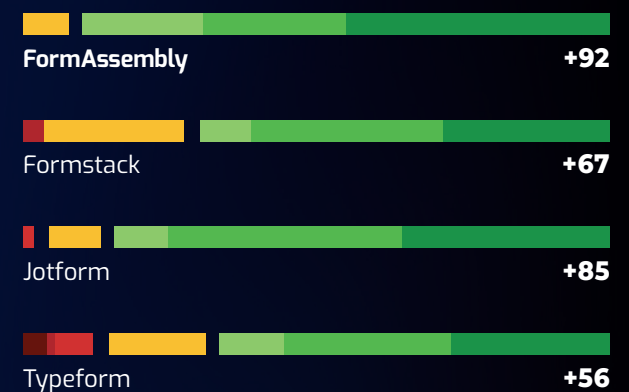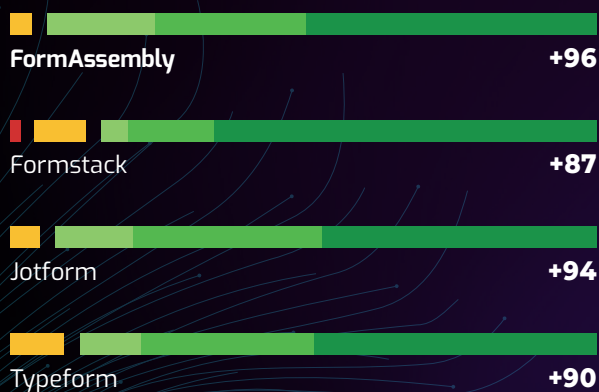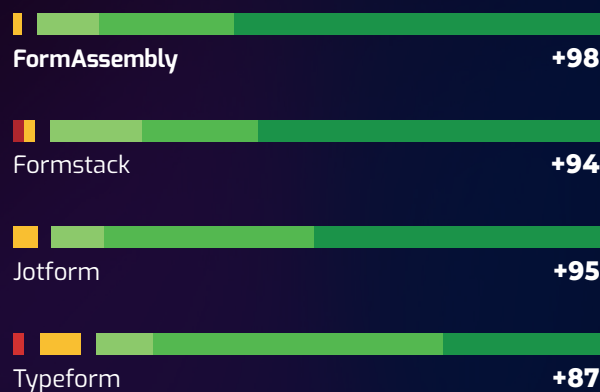NEGATIVE   NEUTRAL   POSITIVE

Reliable vs. Unreliable

FormAssembly	**+96**
Formstack	**+87**
Jotform	**+94**
Typeform	**+90**

Enables vs. Restricts Productivity

FormAssembly	**+98**
Formstack	**+94**
Jotform	**+95**
Typeform	**+87**

Performance Enhancing vs. Restricting

FormAssembly	**+98**
Formstack	**+73**
Jotform	**+94**
Typeform	**+86**

Focus on What
Matters to You

Regardless of whether you are at the beginning of your journey or reevaluating your software needs, finding a solution that will meet the needs of your business, your employees, and your customers today starts with good data.

When first evaluating software, avoid being drawn in by those surface-level factors that catch your attention and instead focus on what will drive satisfaction in the long run. When finally making that decision, remember that satisfaction with your software vendor extends well beyond strong features at a competitive price point.

Long-term partnerships do start with a product that meets your functional needs, but long-term satisfaction relies on your relationship with your vendor: the vendor's ability to understand your business priorities and commit to its software supporting your business processes not just after the initial sale, but into the future.

SURFACE-LEVEL SATISFACTION DRIVERS

Surface-level satisfaction has immediate effects, but these are sometimes short-term or limited to certain groups of users. These factors include:

- Novelty of New Software
- Ease of Implementation
- Financial Savings
- Breadth of Features

DEEP SATISFACTION DRIVERS

Deep satisfaction drivers have long-term and meaningful impact on the way that organizations work. They maintain and increase satisfaction over time by reducing complexity and delivering exceptional quality. These factors include relationship sentiments such as:

- Strategy and Innovation
- Service Experience
- Product Experience
- Negotiation and Contract

About This **Report**

What Is the Online Forms Market?

Form builders and data collection platforms enable organizations to create, customize, and manage online forms for seamless data entry, submission, and processing. These tools support automated workflows, enforce data validation, and integrate with databases and business applications to ensure accuracy and efficiency.

About FormAssembly

FormAssembly is a leading forms-based data collection platform, trusted by organizations worldwide for its ease of use, enterprise-grade security, and seamless Salesforce integration. Designed for businesses in highly regulated industries—including financial services, healthcare, higher education, nonprofits, and government—FormAssembly simplifies data workflows while ensuring compliance.

With 350+ 5-star reviews on the Salesforce AppExchange, FormAssembly is the preferred digital form solution for Salesforce users. Grounded in its mission of data stewardship, FormAssembly integrates robust security practices, industry-leading certifications, and a company-wide commitment to privacy-first data collection. Through proactive training, advanced tooling, and seamless compliance processes, FormAssembly empowers organizations to collect and manage data securely and efficiently.

For more information, visit
formassembly.com

Data Sources

This report was created on behalf of FormAssembly, using selected data from the December 2024 Online Forms award cycle. The opinions and data represented in this report are not based on the opinions of SoftwareReviews or Info-Tech Research Group analysts.

Data for **FormAssembly** was sourced from the December 2024 Product Scorecard Report.

Data for **Formstack** was sourced from the December 2024 Product Scorecard Report.

Data for **Jotform** was sourced from the December 2024 Product Scorecard Report.

Data for **Typeform** was sourced from the December 2024 Product Scorecard Report.

About **SoftwareReviews**

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation experience.

Our Methodology

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level rollup and a more detailed drill-down.

Software reports are available to download at
softwarereviews.com/categories