



Frequently Asked Questions: Pricing

What is an Automated Message Credit (AMC)?

An automated message credit includes a reminder message, a recipient reply/confirmation, and an auto-reply message. You do not have to include an auto-reply, but if you choose to, it does not cost an additional AMC.

What counts as an "Automated Message Credit"?

Each participant that receives messages for an event counts as 1 AMC. For example, a typical haircut appointment that only has one client listed counts as 1 AMC. However, a tutoring appointment that has both the parent and the child listed as participants counts as 2 AMCs if messages are sent to both the parent and child.

Do I have to sign a contract?

No contract is required. Apptoto subscriptions are month-to-month or year-to-year. We know that some businesses have busy seasons. You can cancel, upgrade or downgrade at anytime, so you don't overpay for something you don't need.

What is the least expensive way to get started?

The smallest plan offered is \$29/month.

Is billing monthly or annually?

Either! But there is no discount for billing annually.

What if I need something bigger than \$249?

We can create a custom plan for you. Visit www.apptoto.com/enterprise to learn more.

Why does the price of a plan increase as I add more calendars?

Additional calendars are included with our larger plans since organizations with multiple employees see the most benefit from that functionality. Messages can be personalized and tailored to a specific calendar along with custom availability by employee.

Which payment methods are accepted?

PayPal, ACH billing and credit card payment are available for all plans. Annual invoicing is available for the Professional Plan and above.

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Frequently Asked Questions: Pricing (Cont.)

What solutions do you have for HIPAA compliant data?

If your business requires a signed BAA, that is available in our \$249/mo, though we will provide the following aspects of HIPAA compliance aside from the signed BAA for plans \$99/mo and above.

Here are the security measures we take for our HIPAA compliant plans:

- Stored and run on a HITRUST Certified server
- All sensitive data is encrypted both "at rest" and "in transit"
- Logging disabled on server 5
- SSL used for all communication
- Account disabled after 6 failed attempts
- A courtesy compliance review of message content

What if I go over my current plan during a month (ex. appointment credits)?

Overages are billed at \$0.12 per AMC. We also allow you to upgrade to a higher plan to mitigate your monthly overage expense.

What is White Glove on-boarding and what does it cost?

Apptoto's White Glove on-boarding covers for 3 hours of intensive support/setup. During this time an Apptoto expert will work with your designated point of contact to define and configure your Apptoto account - this includes system configuration and programming of all automated messages - through SMS text, email or voice. We then comprehensively train and turn over your new Apptoto service 100% ready to use. It is available for \$299 and has proven extremely valuable to numerous businesses.

I only want online scheduling, is there an additional expense for message reminders?

Apptoto believes in a comprehensive message reminder and online scheduling strategy and therefore includes both features at no additional expense with all plans.

Which currency do you use?

All prices listed on the pricing page are in US Dollars (USD).

Only +1 Country Code numbers are included in unlimited messaging. What do texts to other countries cost?

Text messages sent to NON +1 Country Codes will count towards your plan limit Automated Message Credits.