

# Ruby

Product Benefits Overview — April 2026

<https://www.ruby.com>

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## Pricing

- \$250 /month
- Free plan available (limited features)
- Custom enterprise pricing on request

## Key Strengths

- analytics
- scheduling
- customizable
- AI-powered
- CRM
- real-time

## Limitations

- Some advanced features may require a learning curve
- Premium plans needed for full functionality
- Usage limits on lower-tier plans