Calendly's target audience consists primarily of professionals, teams, and organizations across various company sizes, with a significant focus on small businesses and enterprises.

Buyer (Decision Maker):

- Typically business managers, operations leaders, or IT heads responsible for purchasing software that streamlines scheduling and improves operational efficiency.
- In enterprises, buyers include executives overseeing digital transformation or productivity tools, as well as procurement teams, especially in large corporations like Fortune 500 companies (with 86% of Fortune 500 firms using Calendly).
- They seek a scalable, secure, and integrable solution that reduces meeting friction and can be adopted organization-wide with features like single sign-on and advanced user provisioning.

End User:

- Individual professionals, sales teams, customer success representatives, recruiters, consultants, and anyone needing to schedule meetings efficiently without back-and-forth emails.
- Users range from solopreneurs and small businesses (81,000+ companies with 0-9 employees) to mid-sized teams (20-49 employees) and larger companies.
- They value ease of use, seamless integration with calendars and CRM, mobile access, and quick onboarding, which supports millions of users scheduling meetings globally.

Examples from Calendly's website and data:

- Over 20 million users in 230+ countries use Calendly to simplify scheduling.
- As of 2022, 57,000+ businesses leverage Calendly globally, with majority from the United States, UK, Canada, and Germany.
- Calendly users span ages mostly 15-44 years old, with a balanced gender distribution.
- Enterprise adoption is growing fast, with customers spending over $50,000 annually increasing 400% YoY recently.

This mix of individual end users and enterprise buyers informs Calendly's product and go-to-market strategy, blending simplicity for daily users with robust capabilities and security for large-scale deployments.