ToolGPA

NOVEMBER 2026

Adtraction

The Insider's Guide

Partner marketing network with self-managed and full-service plans

Every plan, grade, refund rule and rival among affiliate and referral tools, read from Adtraction's own pages.

Made by Adtraction · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Adtraction's own pages, its app-store listings and our grades. Every fact in it is on Adtraction's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 3 of the 89 other affiliate and referral tools we grade

Adtraction is a partner marketing network operating across the UK, the Nordics, Poland, Spain, the Netherlands, the DACH countries, France and Italy. Brands pay a monthly platform fee plus a tracking fee and pay partners only when a sale happens. Plans range from running a program yourself to a dedicated local account manager.

To get you started, here are **8 things to know about Adtraction**, taken from its own pages and our grades.

> **You set up accounts and programs before it does anything, so there is a learning curve.**
>
> From our grade for ease of use

1 **Best for pay-per-sale affiliate partnerships with a small network**

Adtraction connects brands with about 8,000 partners on pay-per-sale terms.

2 **Paid plans start at about $132.65 a month**

As its pricing page puts it: £99 per month plus a 3% tracking fee.

3 **It runs on Web**

Web.

4 **Partner marketplace**

Brands discover partners and approve applications in one place; the pricing page cites access to 8,000 selected partners.

5 **Pay per sale**

Partners earn a commission on sales, and brands pay a monthly platform fee plus a tracking fee rather than for clicks.

6 **Reporting and tracking**

Real-time performance reporting covers links and coupon tracking, and an API and integrations are listed in the resources area.

7 **A 1.6 GPA, above 3 of 89**

That is against the other affiliate and referral tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Adtraction you would be making payouts to partners in many countries, with their tax forms. That is not a weekend's work, with an AI app builder or without one.

Adtraction at a glance

PRICING Paid, from £99 per month plus a 3% tracking fee	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Adtraction	CATEGORY Affiliate & Referral Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for pay-per-sale affiliate partnerships with a small network

Adtraction connects brands with about 8,000 partners on pay-per-sale terms. Plans start at £99 a month plus a 3% tracking fee, add-ons cost extra, and the partner pool is small next to the big networks.

TOOLGPA REPORT CARD

Adtraction

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Self-managed is £99 a month plus a 3% tracking fee, between the $69 middle and the $159 dearer quarter for affiliate tools.
Free plan and trial	F	No free plan or trial on the listing, so you pay before you can try it.
Features	C	A partner marketplace, pay per sale, tracking and reporting. The pool is about 8,000 partners, much smaller than the larger networks.
Ease of use	C	No store rating on record. You set up accounts and programs before it does anything, so there is a learning curve.
Platforms and integrations	C	Web only, with Shopify the one integration named.

Grade point average — Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Adtraction is for

- ✓ Fits if you want pay-per-sale partners in Europe and the UK
- ✓ Works for brands that want an account manager at a higher tier

Who it is not for

- ✕ Watch out: prices are in pounds and carry a 3% tracking fee
- ✕ Pricey if you add extras: Adtraction Plus is £149 a month, and Managed add-ons run £249 and £499
- ✕ Skip it if you want the biggest partner pool, as it has about 8,000
- ✕ Watch out: guided launch and setup is an extra

Good to know

Good for

- ✓ Brands selling in European markets that want a predictable monthly fee
- ✓ Small teams that can run a program themselves on the Self-managed plan
- ✓ Businesses that want local account managers rather than software alone

Worth knowing

- ⓘ Prices are shown in pounds sterling; the tracking fee is 3% on Self-managed and custom on higher plans.
- ⓘ Add-ons cost extra: Adtraction Plus £149 a month on Self-managed, and on Managed dynamic commissioning £249 and influencer services £499 a month.
- ⓘ The partner pool is about 8,000 partners, a smaller figure than the networks that claim hundreds of thousands.
- ⓘ Guided launch and setup is an optional extra, not part of the base plans.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$132.65

A month to start

Adtraction is a paid product, starting at £99 per month plus a 3% tracking fee.

> **No free plan or trial on the listing, so you pay before you can try it.**

From our grade for free plan and trial

SELF-MANAGED

£99

per month, plus 3% tracking fee

Launch and run your own program with full platform access, the partner marketplace and Shopify integration.

MANAGED

£149

per month, plus custom tracking fee

Adds proactive partner recruitment and access to the customer success team.

FULL SERVICE

£199

per month, plus custom tracking fee

Adds a dedicated local account manager, quarterly business reviews and industry benchmarks.

Read from adtraction.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Partner marketing network with self-managed and full-service plans. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> "A partner marketplace, pay per sale, tracking and reporting."

From our grade for features

Partner marketplace

Brands discover partners and approve applications in one place; the pricing page cites access to 8,000 selected partners.

Pay per sale

Partners earn a commission on sales, and brands pay a monthly platform fee plus a tracking fee rather than for clicks.

Reporting and tracking

Real-time performance reporting covers links and coupon tracking, and an API and integrations are listed in the resources area.

Account management tiers

Managed adds partner recruitment, and Full service adds a local account manager and quarterly reviews of how the program is performing.

Adtraction Plus add-on

An optional add-on for Self-managed that is priced separately, alongside a guided launch and setup service.

Where it runs

Web

What it works with

Shopify

Adtraction is made by Adtraction.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

3/89

Other affiliate and referral tools it is graded above

Adtraction's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

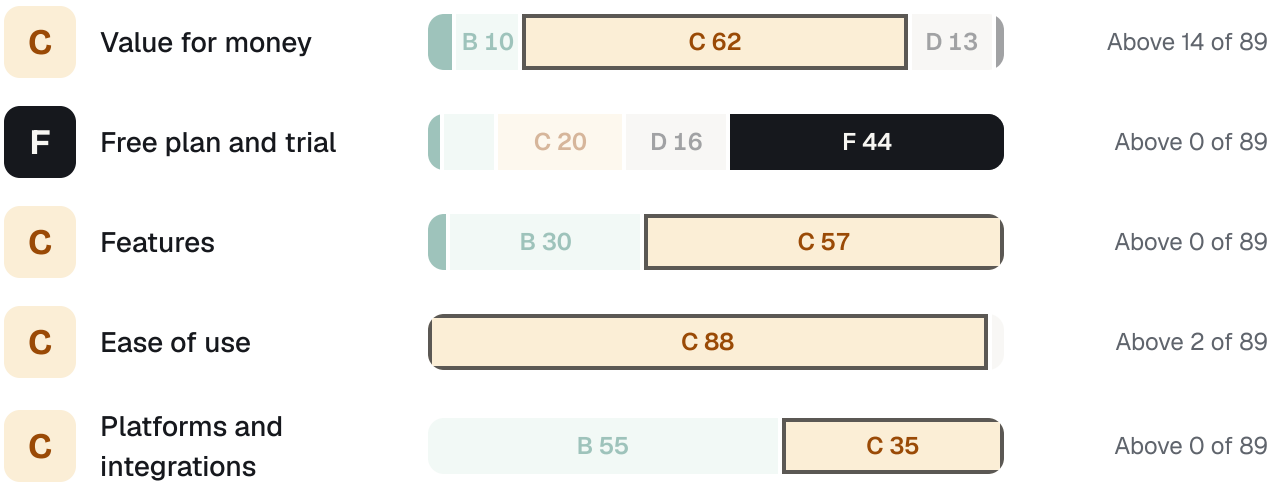
It stands best on value for money (C, above 14 of 89) and worst on free plan and trial (F, above 0).

Its paid plans start at about $132.65 a month, against a middle price of $65.46 for the category: 37 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 30 tools score higher and cost less.

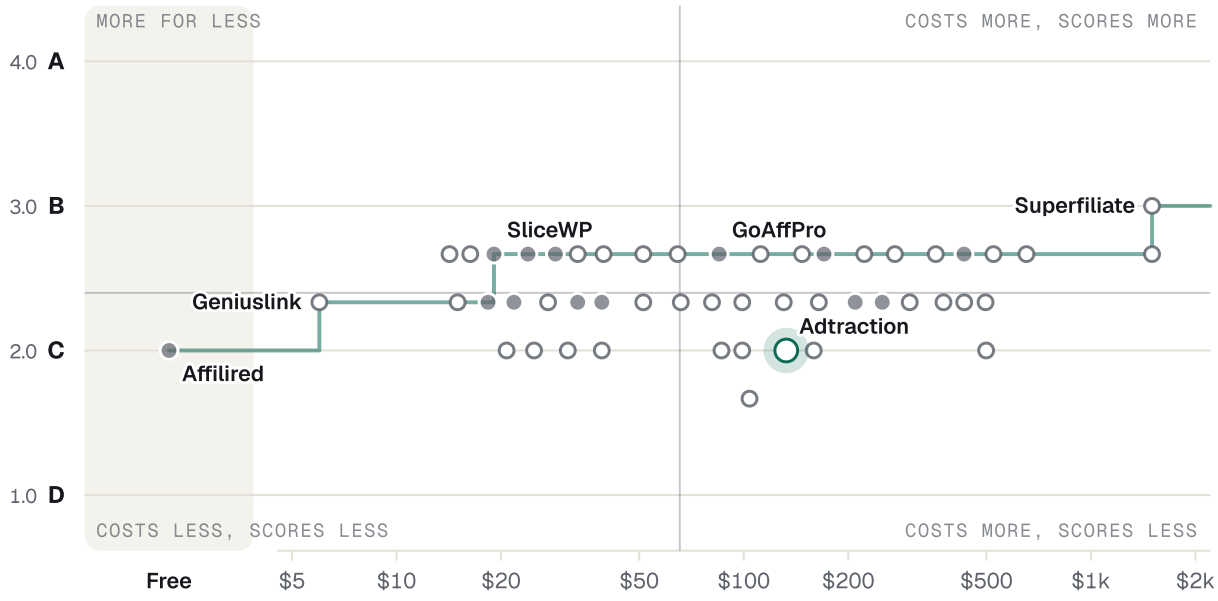
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. Adtraction's own letter is outlined.



Price against what you get

Each dot is one of 51 affiliate and referral tools. Further left costs less; higher up scores better on features, ease of use and platforms. Adtraction is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Adtraction you would be making payouts to partners in many countries, with their tax forms. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 68 of the 89 other affiliate and referral tools grade higher. It costs $1,591.79 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Payouts to partners in many countries, with their tax forms.

- Every click and sale traced back to the right partner.
- It plugs into other products, Shopify among them, and has an API.

What this rests on. Adtraction's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Tradedoubler, Daisycon, Awin, Webgains and Affilae

The 5 tools Adtraction is most often weighed against, with where each one differs from it.

2.2 GPA

Tradedoubler

Free trial · from €59/mo

Partner marketing network with a self-serve plan for small brands.

Adtraction and Tradedoubler compared in full

1.6 GPA

Daisycon

Paid

European affiliate network with managed services for advertisers.

- Only Daisycon lists a browser extension.

Adtraction and Daisycon compared in full

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

Adtraction and Awin compared in full

1.6
GPA

Webgains

Paid

Service-led affiliate network for retailers, agencies and publishers.

Adtraction and Webgains compared in full

A

1.8
GPA

Affilae

Free trial · from $99/mo

Affiliate and influencer program platform with a fee per sale.

Adtraction and Affilae compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Adtraction free?

No. Adtraction is a paid product, starting at £99 per month plus a 3% tracking fee.

How much does Adtraction cost?

Adtraction lists 3 plans. Self-managed: £99 per month, plus 3% tracking fee.

What platforms does Adtraction work on?

Adtraction is available on Web.

Does Adtraction have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Adtraction is listed for Web.

Does Adtraction have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Adtraction is listed for Web.

Is Adtraction open source?

Adtraction is not described as open source on its own site, as read on Nov 13, 2026.

Does Adtraction have an API?

Yes. Adtraction offers a public API, according to its own site.

What does Adtraction integrate with?

Adtraction's listing names Shopify. A listing names up to eight integrations, so it may connect to more.

Who makes Adtraction?

Adtraction is made by a company of the same name.

What are the alternatives to Adtraction?

The closest alternatives to Adtraction in our directory are Tradedoubler, Daisycon, Awin, Webgains and Affilae.

How does Adtraction compare with other affiliate and referral tools?

Adtraction's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

Is Adtraction good value for money?

ToolGPA grades Adtraction C for value for money. Its paid plans start at about $132.65 a month, against a middle price of $65.46 for the category: 37 of the 49 others that charge start lower.

Could I make my own version of Adtraction?

To replace Adtraction you would be making payouts to partners in many countries, with their tax forms.

Where this guide comes from

The prices, plans, platforms and features were read from Adtraction's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Adtraction's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Adtraction. Prices change, so check adtraction.com before you buy.

adtraction.com/pricing

adtraction.com

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Adtraction, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/adtraction

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Adtraction: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/adtraction
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Know someone choosing between affiliate and referral tools?

Send them this guide:
toolgpa.com/tools/adtraction/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded affiliate and referral tools after Adtraction, each with an Insider's Guide of its own.

Affiliate & Referral Software Insider's Guide

Every one of the 90 affiliate and referral tools we grade, compared

GoAffPro Insider's Guide

Affiliate and multi-level marketing app for online stores

3.2 GPA

SliceWP Insider's Guide

WordPress affiliate plugin with a free edition and paid add-ons

2.8 GPA

Affiliatly Insider's Guide

Affiliate program software for online stores, with a free plan

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Adtraction's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Adtraction is a trademark of its owner, and this guide is not made, paid for or approved by Adtraction. Prices and plans change: check adtraction.com before you buy.