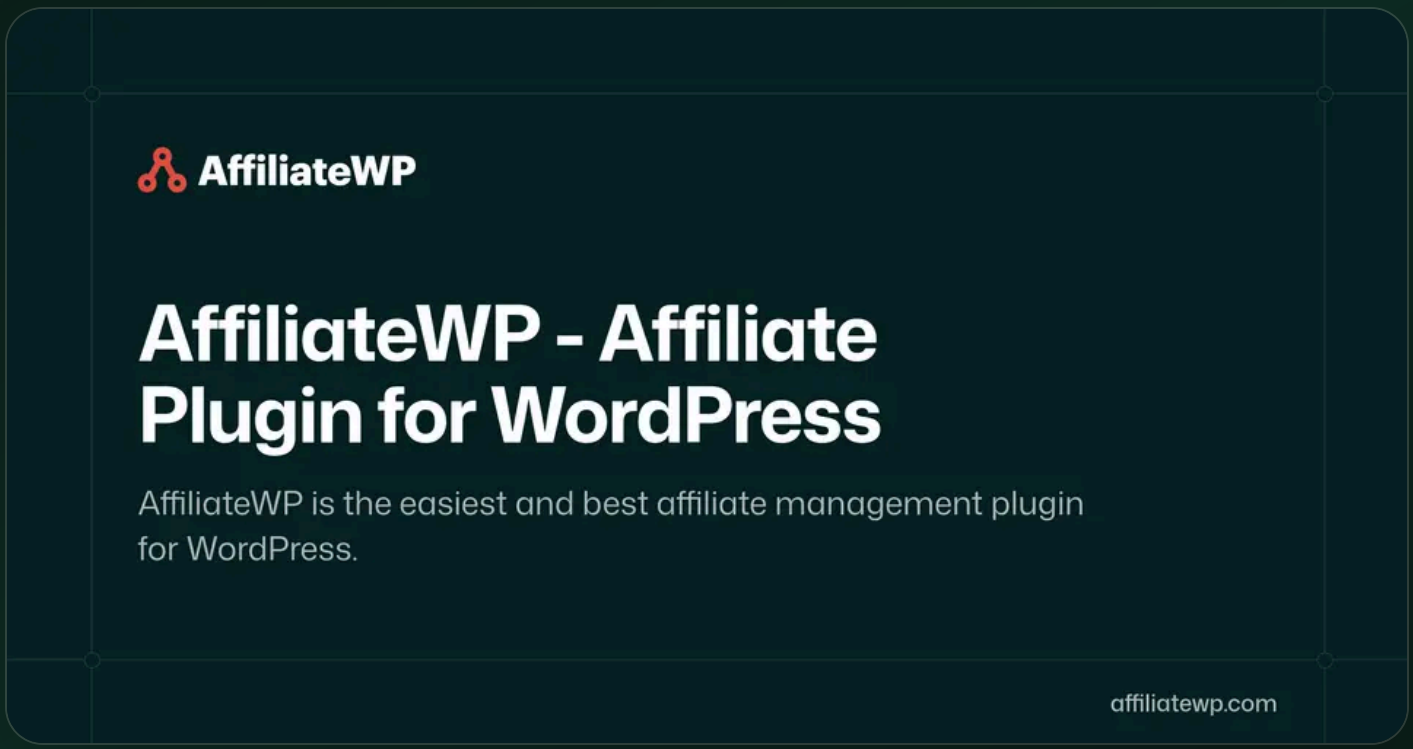
ToolGPA

NOVEMBER 2026

AffiliateWP

The Insider's Guide

WordPress plugin for running your own affiliate program



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

Made by Sandhills Development, LLC · checked Nov 12, 2026 · toolgpa.com

1.8
GPA

AffiliateWP

AffiliateWP - Affiliate Plugin for WordPress

AffiliateWP is the easiest and best affiliate management plugin for WordPress.

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 AffiliateWP's own pages, its app-store listings and our grades. Every fact in it is on AffiliateWP's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

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

1.8

GPA, above 22 of the 89 other affiliate and referral tools we grade

AffiliateWP is a WordPress plugin that runs an affiliate program on your own site. It tracks sales from WooCommerce, Easy Digital Downloads and several membership, course and form plugins, with no platform or transaction fees. Plans are annual licenses priced by the number of sites.

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

> "
>
> **It's a plugin for self-hosted WordPress, so you run the site it sits on.**
>
> From our grade for ease of use

1 **Best for affiliate programs on your own WordPress site**

AffiliateWP is a WordPress plugin for running your own affiliate program, from $299 a year at renewal with a first year at half price.

2 **Paid plans start at $24.92 a month when paid by the year**

As its pricing page puts it: $299 per year for 1 site at renewal, after a first year at $149.50.

3 **It runs on Web**

Web.

4 **Referral tracking**

Tracks referrals with pretty permalink links and tracked affiliate coupons, and the vendor says its tracking is ad-block-proof.

5 **Affiliate dashboard**

Affiliates see their referrals and earnings in a self-service dashboard with real-time reporting.

6 **Payouts**

Stripe and PayPal payouts, international payouts and store credit; automatic payouts on Pro.

7 **A 1.8 GPA, above 22 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 AffiliateWP 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.

AffiliateWP at a glance

PRICING
Paid, from $299 per year for 1 site at renewal, after a first year at $149.50

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Sandhills Development, LLC, since 2014

CATEGORY
Affiliate & Referral Software

OUR GRADE
1.8 GPA, weak

The report card

Best for affiliate programs on your own WordPress site

AffiliateWP is a WordPress plugin for running your own affiliate program, from $299 a year at renewal with a first year at half price. It runs only on self-hosted WordPress, and recurring commissions need Pro at $599 a year. There is no trial, only a 14-day refund window.

TOOLGPA REPORT CARD	AffiliateWP	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	$299 a year for 1 site at renewal, about $25 a month, inside the cheaper quarter ($39). The $149.50 first year is an introductory price.
Free plan and trial	F	No free plan or trial, only a 14-day money-back guarantee.
Features	C	Referral tracking, affiliate dashboard, Stripe and PayPal payouts. Recurring and multi-tier commissions and automatic payouts need Pro, and it runs only on WordPress.
Ease of use	D	No store rating on record. It's a plugin for self-hosted WordPress, so you run the site it sits on.
Platforms and integrations	B	Web, as a WordPress plugin, with 6 integrations.
Grade point average		Weak, out of 4.0 **1.8**

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 AffiliateWP is for

- ✓ Fits if your store or site already runs on self-hosted WordPress
- ✓ Makes sense if you want to own your affiliate data and pay a flat yearly fee

Who it is not for

- ✗ Skip it if you're not on WordPress, as the plugin runs only there
- ✗ Not for you if you want a trial, since there is only a 14-day money-back guarantee
- ✗ Pricey if you want recurring or multi-tier commissions, which need Pro at $599 a year
- ✗ Watch out: the 50% prices are for the first year only, and renewals are at full price

Good to know

Good for

- ✓ WordPress and WooCommerce stores that want to host their own affiliate program
- ✓ Sellers who prefer an annual license to a percentage of affiliate revenue

Worth knowing

- ⓘ Runs only on self-hosted WordPress; on WordPress.com it needs a plan that allows plugins.
- ⓘ The 50% prices are introductory and all renewals are at full price.
- ⓘ There is no free trial, only a 14-day money-back guarantee.
- ⓘ Recurring commissions, multi-tier commissions and automatic payouts need the Pro plan.

What it costs

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

$24.92

A month to start, paid by the year

AffiliateWP is a paid product, starting at $299 per year for 1 site at renewal, after a first year at $149.50.

PERSONAL

$299

per year for 1 site, at renewal

Unlimited affiliates and commissions, tracked coupons, self-service affiliate dashboard, Stripe and PayPal payouts. First year $149.50.

PLUS

$399

per year for 2 sites, at renewal

Adds multi-currency commissions, affiliate leaderboards and welcome bonuses, and commission on signups. First year $199.50.

PRO

$599

per year for 5 sites, at renewal

Adds automatic payouts, recurring and lifetime commissions, multi-tier commissions, landing pages and the fraud prevention suite. First year $299.50.

GROWTH BUNDLE

$699

per year for 10 sites, at renewal

AffiliateWP Pro plus RewardsWP Pro, a points-based loyalty and refer-a-friend plugin, with priority support. First year $349.50.

Read from affiliatewp.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

Introductory 50% off the first year

The pricing page shows each plan at half its regular price, with a note that all renewals are at full price. No end date is given.

Stated on affiliatewp.com

What it does

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

1

Place it runs: Web

WordPress plugin for running your own affiliate program. Here is what it does, as its own site describes it, and what it covers: reports, affiliate tracking, partner payouts.

> **Referral tracking, affiliate dashboard, Stripe and PayPal payouts.**

From our grade for features

Referral tracking

Tracks referrals with pretty permalink links and tracked affiliate coupons, and the vendor says its tracking is ad-block-proof.

Affiliate dashboard

Affiliates see their referrals and earnings in a self-service dashboard with real-time reporting.

Payouts

Stripe and PayPal payouts, international payouts and store credit; automatic payouts on Pro.

Commission options

Lifetime, recurring and multi-tier commissions plus tiered affiliate rates on the Pro plan.

Fraud prevention

A fraud prevention suite is included on Pro and the Growth Bundle.

Integrations

Works with WooCommerce and about 20 other plugins, with only the turned-on integrations loaded.

Where it runs

- Web

What it works with

- WooCommerce
- Easy Digital Downloads
- Gravity Forms
- Ninja Forms
- Stripe
- PayPal

AffiliateWP is made by Sandhills Development, LLC, and has been around since 2014.

Where it stands

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

22/89

Other affiliate and referral tools it is graded above

AffiliateWP's GPA of 1.8 is higher than 22 of the 89 other affiliate and referral tools we grade, and level with 22.

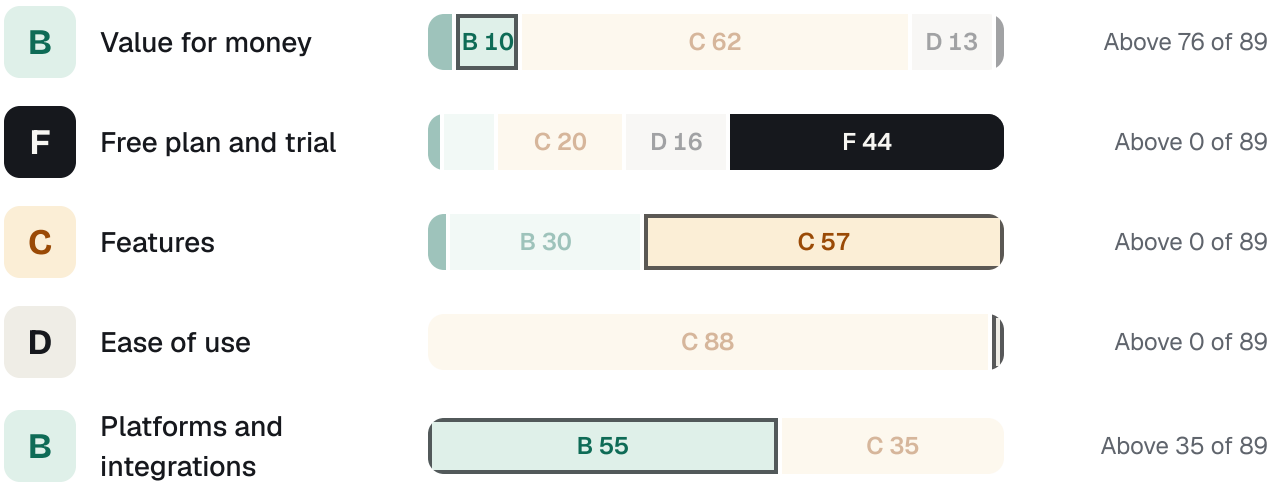
It stands best on value for money (B, above 76 of 89) and worst on free plan and trial (F, above 0).

Its paid plans start at $24.92 a month when paid by the year, against a middle price of $65.46 for the category: 8 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 7 tools score higher and cost less.

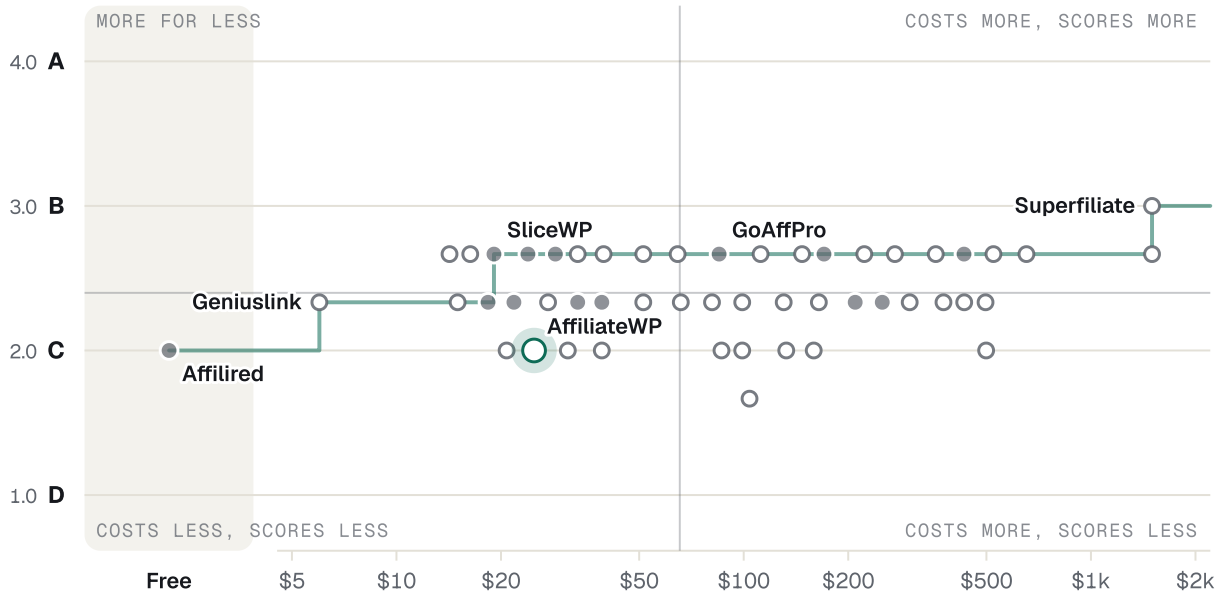
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. AffiliateWP'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. AffiliateWP 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 AffiliateWP 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: 45 of the 89 other affiliate and referral tools grade higher. It costs $299 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, WooCommerce, Easy Digital Downloads and Gravity Forms among them.

What this rests on. AffiliateWP'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



Refersion, Tapfiliate, LeadDyno, GoAffPro and Post Affiliate Pro

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

2.0 GPA

Refersion

From $29/mo

Affiliate and influencer program software for online stores.

- AffiliateWP also covers reports.

AffiliateWP and Refersion compared in full

2.4 GPA

Tapfiliate

Free trial · from $74/mo

Affiliate, referral and influencer tracking for SaaS and online stores.

AffiliateWP and Tapfiliate compared in full

2.4 GPA

LeadDyno

Free trial · from $49/mo

Affiliate program software for online stores, SaaS and creators.

- AffiliateWP also covers reports.

AffiliateWP and LeadDyno compared in full



3.2
GPA

GoAffPro

Free plan · from $49/mo

Affiliate and multi-level marketing app for online stores.

- GoAffPro has a free plan. AffiliateWP does not.
- AffiliateWP also covers reports.

AffiliateWP and GoAffPro compared in full



2.4
GPA

Post Affiliate Pro

Free trial · from $79/mo

Affiliate program and network software priced by tracking volume.

- Only Post Affiliate Pro lists iOS and Android apps.

AffiliateWP and Post Affiliate Pro 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 AffiliateWP free?

No. AffiliateWP is a paid product, starting at $299 per year for 1 site at renewal, after a first year at $149.50.

How much does AffiliateWP cost?

AffiliateWP lists 4 plans. Personal: $299 per year for 1 site, at renewal.

What platforms does AffiliateWP work on?

AffiliateWP is available on Web.

Does AffiliateWP offer any discounts?

AffiliateWP publicly lists the following: Introductory 50% off the first year.

Does AffiliateWP have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. AffiliateWP is listed for Web.

Does AffiliateWP have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. AffiliateWP is listed for Web.

Is AffiliateWP open source?

AffiliateWP is not described as open source on its own site, as read on Nov 12, 2026.

What does AffiliateWP integrate with?

AffiliateWP's listing names WooCommerce, Easy Digital Downloads, Gravity Forms, Ninja Forms, Stripe and PayPal.

Who makes AffiliateWP?

AffiliateWP is made by Sandhills Development, LLC. It dates from 2014.

What are the alternatives to AffiliateWP?

The closest alternatives to AffiliateWP in our directory are Refersion, Tapfiliate, LeadDyno, GoAffPro and Post Affiliate Pro.

How does AffiliateWP compare with other affiliate and referral tools?

AffiliateWP's GPA of 1.8 is higher than 22 of the 89 other affiliate and referral tools we grade, and level with 22.

Is AffiliateWP good value for money?

ToolGPA grades AffiliateWP B for value for money. Its paid plans start at $24.92 a month when paid by the year, against a middle price of $65.46 for the category: 8 of the 49 others that charge start lower.

Could I make my own version of AffiliateWP?

To replace AffiliateWP 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 AffiliateWP's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from AffiliateWP's own pages on 12 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 Sandhills Development, LLC. Prices change, so check affiliatewp.com before you buy.

affiliatewp.com/pricing/

affiliatewp.com/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

AffiliateWP, kept up to date

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

toolgpa.com/tools/affiliatewp

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:

```
ToolGPA, "AffiliateWP: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/affiliatewp
```

Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded affiliate and referral tools after AffiliateWP, 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 AffiliateWP'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. AffiliateWP is a trademark of its owner, and this guide is not made, paid for or approved by Sandhills Development, LLC. Prices and plans change: check affiliatewp.com before you buy.