ToolGPA

NOVEMBER 2026

AvantLink

The Insider's Guide

Affiliate network connecting advertisers with vetted publishers



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

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

1.8
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 AvantLink's own pages, its app-store listings and our grades. Every fact in it is on AvantLink'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

1.8

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

AvantLink is an affiliate network based in Park City, Utah, with separate networks for the United States, Canada and Australia. Advertisers run programs on its Arches platform and publishers apply to promote them. The site publishes no prices and routes advertisers to an application.

> "
>
> **No fees are published, and advertisers apply and are quoted.**
>
> From our report card of AvantLink

To get you started, here are **7 things to know about AvantLink**, taken from its own pages and our grades.

1 **Best for an affiliate network for outdoor and specialty retail**

AvantLink is an affiliate platform with publisher vetting, attribution, a recruitment centre and an API.

2 **It runs on Web**

Web.

3 **Arches platform**

The network's dashboard for advertisers and publishers, with customizable graphs and a mobile-responsive layout.

4 **Publisher vetting**

AvantLink says it accepts about 30% of publisher applicants, and publishers apply to each advertiser program individually.

5 **AvantMetrics attribution**

Tracks the full click stream of each converting customer to show the effect of the referral program and other channels.

6 **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.

7 **Keep it**

To replace AvantLink 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.

AvantLink at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY AvantLink	CATEGORY Affiliate & Referral Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for an affiliate network for outdoor and specialty retail

AvantLink is an affiliate platform with publisher vetting, attribution, a recruitment centre and an API. No fees are published, and advertisers apply and are quoted.

TOOLGPA REPORT CARD	AvantLink	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No fees, commission share or plans are published; advertisers apply and are quoted.
Free plan and trial	F	No free plan or trial is listed, so you pay before you can try it.
Features	C	A platform, publisher vetting, attribution, recruitment, an API and managed services. Canada and Australia are smaller networks than the US one.
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	B	Web with an API. The listing names no 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 AvantLink is for

- ✓ Fits if you are an advertiser who wants vetted publishers
- ✓ Works for US merchants wanting an API

Who it is not for

- ✗ Skip it if you want a price, because none is published
- ✗ Watch out: publishers apply to each program separately, and a brand's rejection can't be appealed by reapplying
- ✗ Not for you outside the US, as Canada and Australia are smaller networks
- ✗ Too light for non-affiliate channels

Good to know

Good for

- ✓ Brands that want a vetted, smaller publisher base
- ✓ Advertisers selling in the US, Canada or Australia
- ✓ Teams that want direct contact with network staff

Worth knowing

- ⓘ No fees, commission share or plans are published; advertisers apply and are quoted.
- ⓘ Publishers apply to each advertiser program separately, and a brand's rejection cannot be appealed by reapplying.
- ⓘ Canada and Australia are described as emerging networks with smaller catalogs than the US one.

What it costs

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

AvantLink's current pricing could not be confirmed from its own site.

> **No fees, commission share or plans are published; advertisers apply and are quoted.**
>
> From our grade for value for money

We could not confirm AvantLink's current prices from its own site, so this guide lists no plans. avantlink.com has them.

What it does

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

1

Place it runs: Web

Affiliate network connecting advertisers with vetted publishers. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> "
>
> **A platform, publisher vetting, attribution, recruitment, an API and managed services.**

From our grade for features

Arches platform

The network's dashboard for advertisers and publishers, with customizable graphs and a mobile-responsive layout.

Publisher vetting

AvantLink says it accepts about 30% of publisher applicants, and publishers apply to each advertiser program individually.

AvantMetrics attribution

Tracks the full click stream of each converting customer to show the effect of the referral program and other channels.

Recruitment center

Advertisers can search for relevant publishers and contact them from inside the network.

API

Pulls custom reports, creates ad campaigns and updates data feeds programmatically.

Managed services

Account managers hold strategy reviews, and outsourced program managers can run programs on advertisers' behalf.

Where it runs

Web

What it works with

Its own pages name no integrations.

AvantLink is made by AvantLink.

PART 04 · STANDING

Where it stands

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

22/89

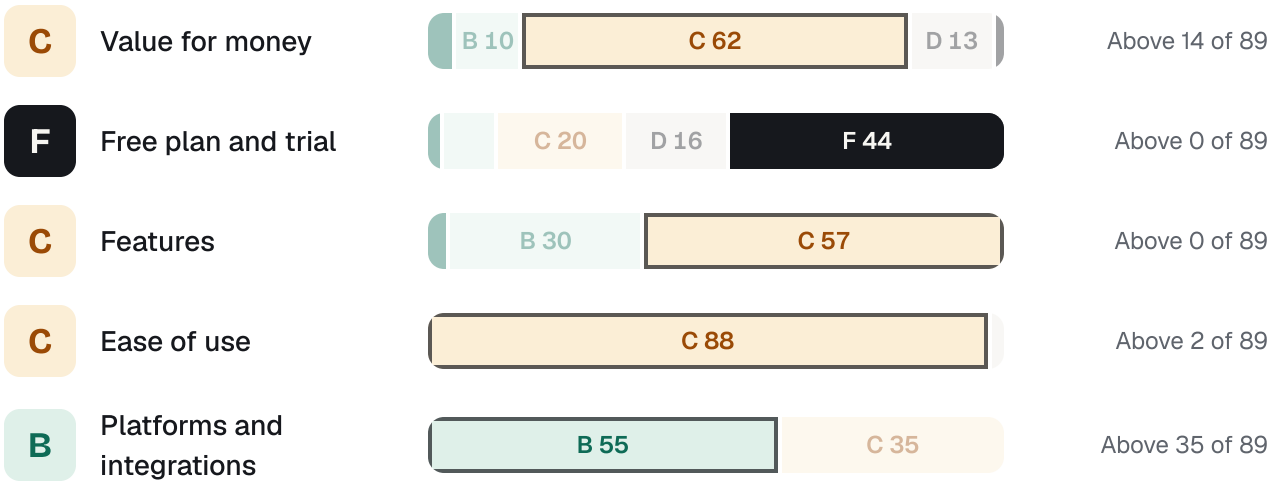
Other affiliate and referral tools it is graded above

AvantLink'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 platforms and integrations (B, above 35 of 89) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 AvantLink 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.

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.
- An API that other software can build on.

What this rests on. AvantLink'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



LinkConnector, CJ Affiliate, Awin and impact.com

The 4 tools AvantLink is most often weighed against, with where each one differs from it.

1.4 GPA

LinkConnector

From $500

Affiliate network for merchants, with managed account tiers.

AvantLink and LinkConnector compared in full

1.6 GPA

CJ Affiliate

Paid

Affiliate network and platform for brands, publishers and creators.

AvantLink and CJ Affiliate compared in full

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

AvantLink and Awin compared in full



2.0
GPA

impact.com

Free trial · from $30/mo

Partnership platform for affiliate, creator and referral programs.

AvantLink and impact.com compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 AvantLink free?

No. AvantLink is a paid product.

What platforms does AvantLink work on?

AvantLink is available on Web.

Does AvantLink have an Android app?

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

Does AvantLink have an iPhone app?

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

Is AvantLink open source?

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

Does AvantLink have an API?

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

Who makes AvantLink?

AvantLink is made by a company of the same name.

What are the alternatives to AvantLink?

The closest alternatives to AvantLink in our directory are LinkConnector, CJ Affiliate, Awin and impact.com.

How does AvantLink compare with other affiliate and referral tools?

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

Could I make my own version of AvantLink?

To replace AvantLink 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 AvantLink'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 AvantLink'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 AvantLink. Prices change, so check avantlink.com before you buy.

avantlink.com

avantlink.com/advertisers/

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

AvantLink, kept up to date

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

toolgpa.com/tools/avantlink

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, "AvantLink: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/avantlink
```

Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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