ToolGPA

NOVEMBER 2026

Awin

The Insider's Guide

Affiliate network and platform for brands and partners



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

Made by Awin · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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

ToolGPA put this guide together from Awin's own pages, its app-store listings and our grades. Every fact in it is on Awin'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

Awin is an affiliate marketing network and platform. Advertisers pay a monthly fee plus a tracking fee on each transaction and get access to a directory of partners, while publishers, creators and agencies sign up on the partner side. The plans differ mainly in reporting depth, automation and commission rules.

To get you started, here are **9 things to know about Awin**, taken from its own pages and our grades.

> "
>
> **A self-managed program you build, or an expert-run service for more.**
>
> From our grade for ease of use

1 **Best for an affiliate network for brands and publishers**

Awin is an affiliate network and platform with a directory of publishing partners.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month, plus a 3.5% tracking fee per transaction (Access).

3 **You can try it first**

First month free on the Access plan

4 **It runs on Web**

Web.

5 **Partner directory**

Advertisers can search a directory of more than one million partners and get partner recommendations.

6 **Campaign tools**

Launch and manage campaigns, message partners in a communication center and set up automated partner emails.

7 **Commission rules**

Accelerate and Advanced support commission groups by product, category, new or existing customer, coupon code, publisher and more.

8 **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.

9 **Keep it**

To replace Awin 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.

Awin at a glance

PRICING
Free trial, from $99 per month, plus a 3.5% tracking fee per transaction (Access)

FREE PLAN
No

FREE TRIAL
First month free on the Access plan

RUNS ON
Web

MADE BY
Awin

CATEGORY
Affiliate & Referral Software

OUR GRADE
1.8 GPA, weak

The report card

Best for an affiliate network for brands and publishers

Awin is an affiliate network and platform with a directory of publishing partners. Access is $99 a month plus 3.5% of every transaction, with a 3-month minimum, and the page shows $49 until 30 November. Accelerate has no self-serve sign-up.

TOOLGPA REPORT CARD — **Awin** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Access is $99 a month plus 3.5% of each transaction, between the middle ($74) and the dearer quarter ($125). The fee on sales adds to it.
Free plan and trial	D	First month free on Access, but the page doesn't say if a card is needed, and there's no free plan.
Features	C	Partner directory, campaign tools, commission rules and reporting. Access has a simple dashboard, and APIs and automated rules start at Accelerate.
Ease of use	C	No store rating on record. A self-managed program you build, or an expert-run service for more.
Platforms and integrations	C	Web only, with no integrations on the listing, and APIs from Accelerate.

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 Awin is for

- ✓ Fits if you want to find publishers to promote you, not just track your own
- ✓ Works for brands that can run a self-managed program

Who it is not for

- ✕ Watch out: on top of $99 a month, Access takes 3.5% of every transaction, and Accelerate 2.5%
- ✕ Skip it if you can't commit to 3 months, the minimum on Access
- ✕ Not for you if you want a lasting price: the page shows promotional $49 and $99 until 30 November
- ✕ Tight if you want APIs or automated commission rules, which start at Accelerate with a contact button

Good to know

Good for

- ✓ Brands that want a self-managed affiliate program with no long contract
- ✓ Advertisers who want access to an established partner network
- ✓ Teams that need rule-based commissions on higher tiers

Worth knowing

- ⓘ Besides the monthly fee, Awin takes a tracking fee of 3.5% (Access) or 2.5% (Accelerate) of each transaction.
- ⓘ Access has a 3-month minimum term.
- ⓘ The pricing page shows promotional prices of $49 and $99 until 30 Nov; the regular prices are $99 and $199.
- ⓘ Accelerate is listed with a contact-us button rather than self-serve sign-up, and Advanced has no published price.

What it costs

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

$99

A month to start

Awin is a paid product with a free trial, starting at $99 per month, plus a 3.5% tracking fee per transaction (Access).

> **First month free on Access, but the page doesn't say if a card is needed, and there's no free plan.**
>
> From our grade for free plan and trial

ACCESS

$99

per month, plus 3.5% of each transaction

Self-managed program with partner directory access, a simple dashboard and a 3-month minimum term. Shown at $49 until 30 Nov.

ACCELERATE

$199

per month, plus 2.5% of each transaction

Adds self-managed or expert-run service, APIs, flexible reports and automated commission rules. Shown at $99 until 30 Nov.

ADVANCED

Custom

For enterprises: all platform features, custom reports, competitor benchmarks, branded private networks and unlimited commission rules.

Trying it first

First month free on the Access plan

Read from awin.com on Nov 12, 2026.

Ways to pay less

OTHER SAVINGS

Promotional monthly fee until 30 Nov

The pricing page shows Access at $49 and Accelerate at $99 a month, instead of $99 and $199, with a stated end date of 30 Nov.

Stated on awin.com

What it does

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

1

Place it runs: Web

Affiliate network and platform for brands and partners. Here is what it does, as its own site describes it, and what it covers: reports, affiliate tracking, partner payouts.

"

Partner directory, campaign tools, commission rules and reporting.

From our grade for features

Partner directory

Advertisers can search a directory of more than one million partners and get partner recommendations.

Campaign tools

Launch and manage campaigns, message partners in a communication center and set up automated partner emails.

Commission rules

Accelerate and Advanced support commission groups by product, category, new or existing customer, coupon code, publisher and more.

Reporting

Accelerate adds journey-path and performance reports and industry benchmarks; Advanced adds custom reports and competitor benchmarks.

Private networks

Advanced advertisers can run a branded private network for managing their own partnerships.

Service choice

From Accelerate up, a brand can run its program itself or buy expert service.

Where it runs

Web

What it works with

Its own pages name no integrations.

Awin is made by Awin.

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

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

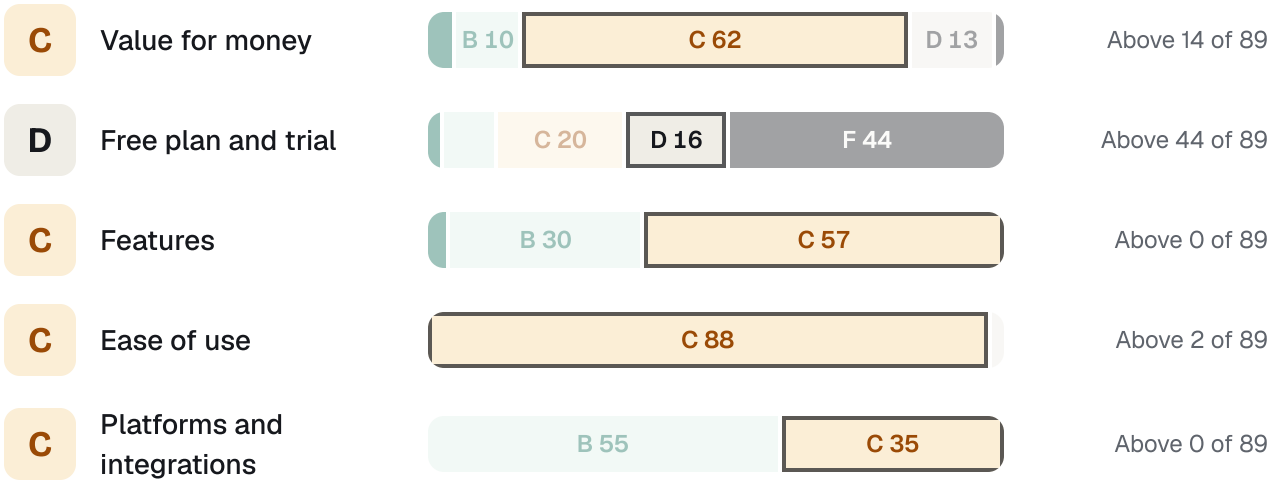
It stands best on value for money (C, above 14 of 89) and worst on free plan and trial (D, above 44).

Its paid plans start at $99 a month, against a middle price of $65.46 for the category: 29 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 25 tools score higher and cost less.

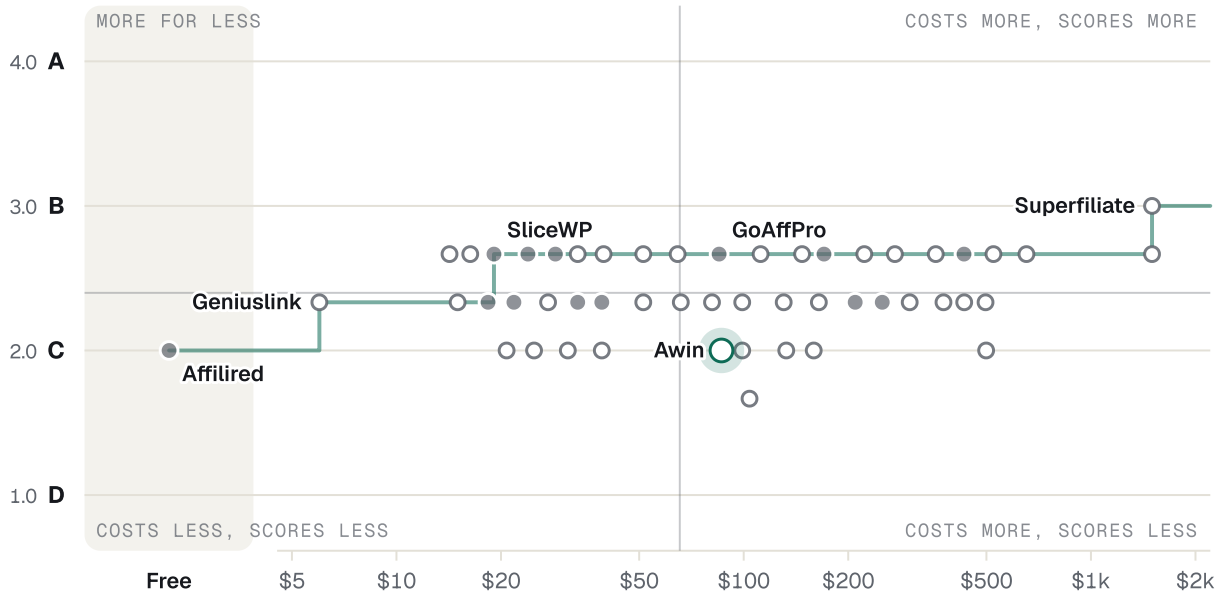
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. Awin'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. Awin 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 Awin 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 $1,188 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.

What this rests on. Awin'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



impact.com, CJ Affiliate, Rakuten Advertising, Partnerize and PartnerStack

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



2.0 GPA

impact.com

Free trial · from $30/mo

Partnership platform for affiliate, creator and referral programs.

Awin and impact.com compared in full



1.6 GPA

CJ Affiliate

Paid

Affiliate network and platform for brands, publishers and creators.

Awin and CJ Affiliate compared in full



1.6 GPA

Rakuten Advertising

Paid

Affiliate network and partner marketing for brands and publishers.

- Awin also covers partner payouts.

Awin and Rakuten Advertising compared in full



1.6
GPA

Partnerize

Paid

Partnership management platform for brands, publishers and agencies.

Awin and Partnerize compared in full



2.2
GPA

PartnerStack

Paid

B2B partner platform for affiliate, referral and reseller programs.

- Awin also covers reports.

Awin and PartnerStack compared in full

PART 06 · QUESTIONS

Quick answers

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

12

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 Awin free?

No, Awin is a paid product, but you can try it first. First month free on the Access plan.

How much does Awin cost?

Awin lists 3 plans. Access: $99 per month, plus 3.5% of each transaction.

What platforms does Awin work on?

Awin is available on Web.

Does Awin offer any discounts?

Awin publicly lists the following: Promotional monthly fee until 30 Nov.

Does Awin have an Android app?

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

Does Awin have an iPhone app?

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

Is Awin open source?

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

Who makes Awin?

Awin is made by a company of the same name.

What are the alternatives to Awin?

The closest alternatives to Awin in our directory are impact.com, CJ Affiliate, Rakuten Advertising, Partnerize and PartnerStack.

How does Awin compare with other affiliate and referral tools?

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

Is Awin good value for money?

ToolGPA grades Awin C for value for money. Its paid plans start at $99 a month, against a middle price of $65.46 for the category: 29 of the 49 others that charge start lower.

Could I make my own version of Awin?

To replace Awin 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 Awin'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 Awin'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 Awin. Prices change, so check awin.com before you buy.

awin.com/us/pricing/advertisers

awin.com/us/

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

Awin, kept up to date

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

toolgpa.com/tools/awin

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, "Awin: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/awin
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Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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