ToolGPA

NOVEMBER 2026

Binom

The Insider's Guide

Self-hosted and cloud tracker for affiliates and media buyers



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

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

1.6
GPA



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

1.6

GPA, above 0 of the 44 other affiliate and referral tools we grade

Binom is a performance marketing tracker sold at one price regardless of click volume, users or domains. It comes as a license you install on your own server or as a cloud plan, and tracks clicks, events and postbacks from affiliate networks. A separate Binom Protect product handles bot and VPN filtering.

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

> "
>
> **The main plan is a self-hosted license that runs on your own server.**
>
> From our grade for ease of use

1 **Best for a tracker for affiliates and media buyers**

The pricing page doesn't make clear which billing the default view shows.

2 **Paid plans start at $104 a month**

As its pricing page puts it: $104 per month, billed yearly ($149 billed monthly).

3 **You can try it first**

30-day trial on the Binom v2 card; the FAQ says 14 days, extendable to 30

4 **It runs on Web**

Web.

5 **Tracking**

Tracks 30-plus click metrics and 30 events and tokens, and receives postbacks from affiliate networks.

6 **Reports**

Reports with up to 5 grouping levels, and statistics by campaign group and across campaigns.

7 **Traffic management**

Paths, rules, rotations and built-in cloaking and bot detection to control where traffic goes.

8 **A 1.6 GPA, above 0 of 44**

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**

The plain part of Binom you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Binom at a glance

PRICING
Free trial, from $104 per month, billed yearly ($149 billed monthly)

FREE PLAN
No

FREE TRIAL
30-day trial on the Binom v2 card; the FAQ says 14 days, extendable to 30

RUNS ON
Web

MADE BY
Binom

CATEGORY
Affiliate & Referral Software

OUR GRADE
1.6 GPA, weak

The report card

Best for a tracker for affiliates and media buyers

Binom is a tracker you install on your own server or have hosted, from $104 a month on yearly billing. Cloud is $299 a month and capped at 2 million visits a day. The pricing page doesn't make clear which billing the default view shows.

TOOLGPA REPORT CARD	Binom	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Self-hosted Binom v2 is $104 a month billed yearly ($149 monthly), between the middle ($74) and the dearer quarter ($125). Cloud is $299.
Free plan and trial	D	A 30-day trial is on the card and the FAQ says 14 days, and a card isn't mentioned either way.
Features	C	Tracking, reports, traffic management, teamwork and an API. Cloud is capped at 2m traffic a day.
Ease of use	D	No store rating on record. The main plan is a self-hosted license that runs on your own server.
Platforms and integrations	C	Web only, with no integrations listed on the listing, and an API.
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 Binom is for

- ✓ Fits if you can run your own server and want to own your tracking data
- ✓ Works for media buyers who need to handle a lot of traffic

Who it is not for

- ✕ Not for you if you don't want to run a server: Binom v2 is self-hosted
- ✕ Pricey if you pick Cloud, at $299 a month for up to 2m traffic a day
- ✕ Watch out: the trial is 30 days on the card and 14 days in the FAQ, and the billing basis of the price is unclear
- ✕ Skip it if you need bot protection included, as Binom Protect is a separate $69 or $99 a month

Good to know

Good for

- ✓ Affiliates who prefer a flat price to a metered tracker
- ✓ Teams comfortable running a tracker on their own server
- ✓ Buyers who want the cloud option without managing a server

Worth knowing

- ⓘ The page's Monthly/Yearly toggle shows $149 and $104 for Binom v2 with a 30% saving; the default view could not be confirmed as monthly or yearly.
- ⓘ The cloud plan is capped at 2m traffic a day and its billing basis is not shown.
- ⓘ Binom Protect, a separate bot-protection product, is $69 or $99 a month with its own 14-day trial.
- ⓘ The site says it will install the tracker on your server for free.

PART 02 · PRICING

What it costs

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

$104

A month to start

Binom is a paid product with a free trial, starting at $104 per month, billed yearly ($149 billed monthly).

BINOM V2

$104

per month, billed yearly ($149 billed monthly)

Self-hosted license: traffic up to 260m a day, unlimited users and domains, lifetime data retention. Extra license $52.

BINOM CLOUD

$299

per month, billing basis not shown

Hosted for you with auto installation, up to 2m traffic a day, unlimited users and domains. Extra license $149.

Trying it first

30-day trial on the Binom v2 card; the FAQ says 14 days, extendable to 30

Read from binom.org on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

30% off with yearly billing

The pricing page's toggle labels the yearly option as saving 30% on Binom v2.

Stated on binom.org

What it does

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

1

Place it runs: Web

Self-hosted and cloud tracker for affiliates and media buyers. Here is what it does, as its own site describes it, and what it covers: self-hostable, public API, reports, affiliate tracking.

"

Tracking, reports, traffic management, teamwork and an API.

From our grade for features

Tracking

Tracks 30-plus click metrics and 30 events and tokens, and receives postbacks from affiliate networks.

Reports

Reports with up to 5 grouping levels, and statistics by campaign group and across campaigns.

Traffic management

Paths, rules, rotations and built-in cloaking and bot detection to control where traffic goes.

Teamwork

Access rights for campaigns and statistics, with no limit on additional users.

Own your data

On the self-hosted version the data sits on your own server, with no volume or storage limit.

API

The site lists an advanced API for any action in the tracker, including a Click API.

Where it runs

Web

What it works with

Its own pages name no integrations.

Binom is made by Binom.

Where it stands

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

0/44

Other affiliate and referral tools it is graded above

Binom's GPA of 1.6 is higher than 0 of the 44 other affiliate and referral tools we grade, and level with 10.

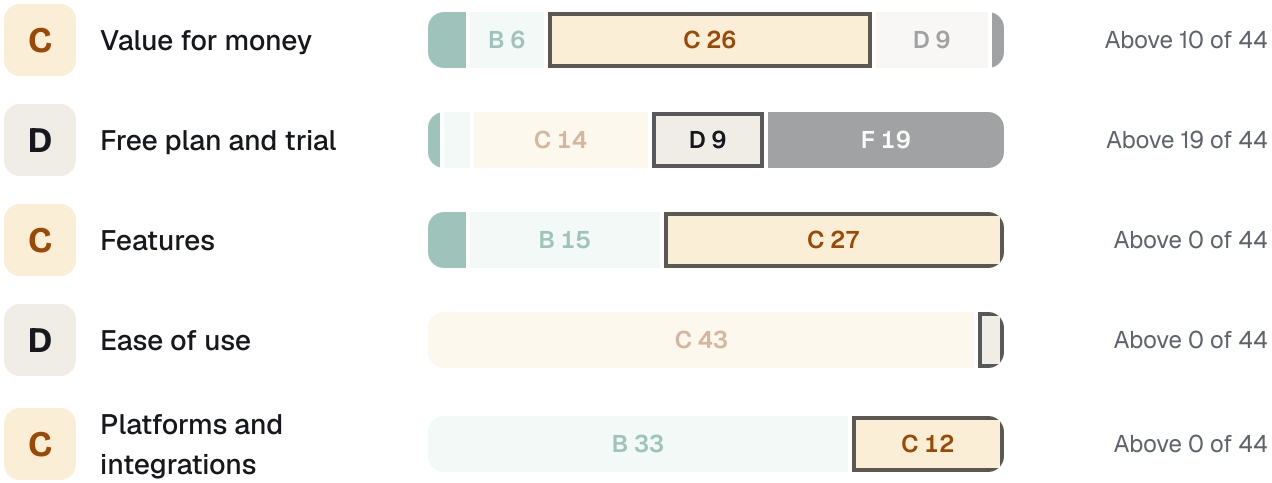
It stands best on value for money (C, above 10 of 44) and worst on ease of use (D, above 0).

Its paid plans start at $104 a month, against a middle price of $61.50 for the category: 20 of the 29 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 20 tools score higher and cost less.

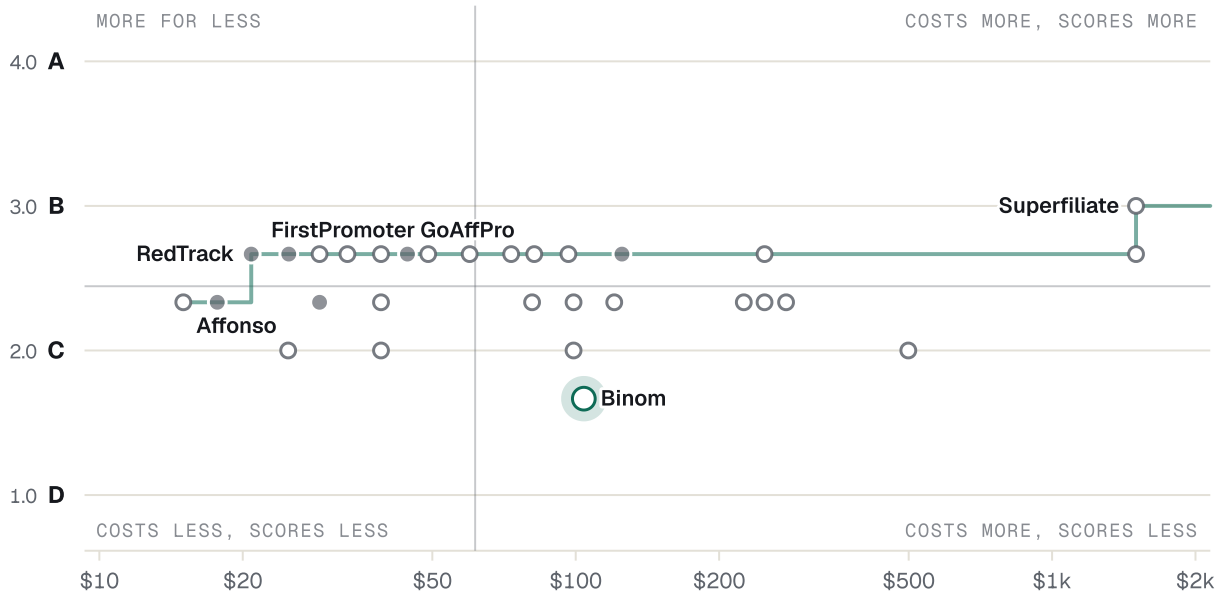
Each grade against the category

Every bar is all 45 affiliate and referral tools we grade, cut by the letter each got. Binom's own letter is outlined.



Price against what you get

Each dot is one of 30 affiliate and referral tools. Further left costs less; higher up scores better on features, ease of use and platforms. Binom 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

The plain part of Binom you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 34 of the 44 other affiliate and referral tools grade higher. It costs $1,248 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Every click and sale traced back to the right partner.

- ✕ An API that other software can build on.

What this rests on. Binom'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



Voluum, RedTrack, Affise, Trackier and Everflow

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

1.8 GPA

Voluum

From $109/mo

Cloud ad tracker for affiliates and media buyers.

- Binom is self-hostable, according to its own site.

Binom and Voluum compared in full

2.4 GPA

RedTrack

Free plan · from $69/mo

Ad and affiliate tracking with conversion API and spend sync.

- RedTrack has a free plan. Binom does not, though it has a free trial.
- Binom is self-hostable, according to its own site.
- RedTrack also covers dashboards.

Binom and RedTrack compared in full



1.6
GPA

Affise

Free trial · from $499/mo

Partner marketing and affiliate tracking platform.

- Binom is self-hostable, according to its own site.
- Affise also covers partner payouts.

Binom and Affise compared in full



2.2
GPA

Trackier

Free trial

Affiliate tracking and performance marketing platform.

- Binom is self-hostable, according to its own site.
- Trackier also covers partner payouts and web analytics.

Binom and Trackier compared in full



2.2
GPA

Everflow

Paid

Partner marketing platform for brands, agencies and affiliate networks.

- Binom is self-hostable, according to its own site.
- Everflow also covers partner payouts.

Binom and Everflow compared in full

Quick answers

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

14

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 Binom free?

No, Binom is a paid product, but you can try it first. 30-day trial on the Binom v2 card; the FAQ says 14 days, extendable to 30.

How much does Binom cost?

Binom lists 2 plans. Binom v2: $104 per month, billed yearly ($149 billed monthly).

What platforms does Binom work on?

Binom is available on Web.

Does Binom offer any discounts?

Binom publicly lists the following: 30% off with yearly billing.

Does Binom have an Android app?

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

Does Binom have an iPhone app?

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

Is Binom open source?

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

Can Binom be self-hosted?

Yes. Binom's own site says it can be run on a server of your own.

Does Binom have an API?

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

Who makes Binom?

Binom is made by a company of the same name.

What are the alternatives to Binom?

The closest alternatives to Binom in our directory are Voluum, RedTrack, Affise, Trackier and Everflow.

How does Binom compare with other affiliate and referral tools?

Binom's GPA of 1.6 is higher than 0 of the 44 other affiliate and referral tools we grade, and level with 10.

Is Binom good value for money?

ToolGPA grades Binom C for value for money. Its paid plans start at $104 a month, against a middle price of $61.50 for the category: 20 of the 29 others that charge start lower.

Could I make my own version of Binom?

The plain part of Binom you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Binom'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 Binom'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 Binom. Prices change, so check binom.org before you buy.

binom.org/price

binom.org/

PART 07 · ABOUT

About ToolGPA

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

5,038

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**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Binom, kept up to date

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

toolgpa.com/tools/binom

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Affiliate & Referral Software Insider's Guide

Every one of the 45 affiliate and referral tools we grade, compared

GoAffPro Insider's Guide

Affiliate and multi-level marketing app for online stores

3.2 GPA

Affiliatly Insider's Guide

Affiliate program software for online stores, with a free plan

2.6 GPA

FirstPromoter Insider's Guide

Affiliate, referral and influencer programs for SaaS subscriptions

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 Binom'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. Binom is a trademark of its owner, and this guide is not made, paid for or approved by Binom. Prices and plans change: check binom.org before you buy.