ToolGPA

NOVEMBER 2026

# CAKE

## The Insider's Guide

Affiliate marketing and lead distribution software




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

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

1.6
GPA




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

CAKE is software for managing affiliate programs and distributing leads. It tracks impressions, clicks and conversions for advertisers, networks and publishers, with targeting, caps, fraud alerts and partner payments. Its site publishes no prices and sends buyers to a demo request.

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

> "
>
> **No price is published, and the site's only call to action is Request a Demo.**
>
> From our report card of CAKE

**1** **Best for affiliate tracking and lead distribution**

CAKE sells affiliate tracking and lead distribution software, with phone and email support round the clock.

**2** **It runs on Web**

Web.

**3** **Affiliate tracking**

Measures each impression, click and conversion for revenue and payout attribution, with event tracking along the customer journey.

**4** **Targeting and caps**

Target by location, device, browser and carrier, and set click and conversion caps with redirect rules for traffic over a cap.

**5** **Fraud controls**

Pixel whitelisting and custom alerts for unusual campaign behavior, with links to Xverify, BriteVerify and e-Hawk.

**6** **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.

**7** **Keep it**

To replace CAKE 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.

### CAKE at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>CAKE | CATEGORY<br>Affiliate & Referral Software |
| OUR GRADE<br>1.6 GPA, weak | |

## The report card

### Best for affiliate tracking and lead distribution

CAKE sells affiliate tracking and lead distribution software, with phone and email support round the clock. No price is published, and the site's only call to action is Request a Demo. Lead distribution is a separate solution.

| TOOLGPA REPORT CARD | CAKE | Graded Nov 12, 2026 |
|---|---|---|

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | No price is published; the call to action is Request a Demo. Middle by default. |
| **Free plan and trial** | F | No free plan or trial is shown on the listing or the pages read. |
| **Features** | C | Affiliate tracking, targeting and caps, fraud controls, payments, white label and API. Lead distribution is a separate product. |
| **Ease of use** | C | No store rating on record. A demo and a dedicated Client Success Manager are part of getting started. |
| **Platforms and integrations** | C | Web only, with 3 integrations listed on the listing. |
| **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 CAKE is for

- ✓ Fits if you run affiliate or lead-generation offers and want a vendor to set it up
- ✓ Works for teams that want support by phone and email at any hour

### Who it is not for

- ✗ Skip it if you want a price on the page, as none is published
- ✗ Not for you if you want a free plan or trial, because only a demo is offered
- ✗ Watch out: lead distribution is sold as a separate solution
- ✗ Tight if you run a tiny program: it's sold through sales, not sign-up

## Good to know

### Good for

- ✓ Advertisers and networks that need white-labeled tracking software
- ✓ Teams that distribute leads as well as run affiliate programs
- ✓ Programs that want phone and email support around the clock

### Worth knowing

- ⓘ No price is published; the site's call to action is Request a Demo.
- ⓘ Support is described as phone and email, 24 hours a day, with a dedicated Client Success Manager.
- ⓘ Lead distribution is a separate solution from the affiliate marketing software.

# What it costs

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

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

> **No price is published; the call to action is Request a Demo.**

From our grade for value for money

We could not confirm CAKE's current prices from its own site, so this guide lists no plans. getcake.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 marketing and lead distribution software. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> **Affiliate tracking, targeting and caps, fraud controls, payments, white label and API.**
>
> From our grade for features

### Affiliate tracking

Measures each impression, click and conversion for revenue and payout attribution, with event tracking along the customer journey.

### Targeting and caps

Target by location, device, browser and carrier, and set click and conversion caps with redirect rules for traffic over a cap.

### Fraud controls

Pixel whitelisting and custom alerts for unusual campaign behavior, with links to Xverify, BriteVerify and e-Hawk.

### CAKE Pay

Handles partner payments and tax document production.

## White label and API

A white-labeled interface with your brand, plus an open API for automation and reporting data.

## Lead distribution

A separate product that collects, validates and routes leads in real time.

### Where it runs

Web

### What it works with

Xverify

BriteVerify

e-Hawk

CAKE is made by CAKE.

PART 04 · STANDING

# Where it stands

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

**0/44**

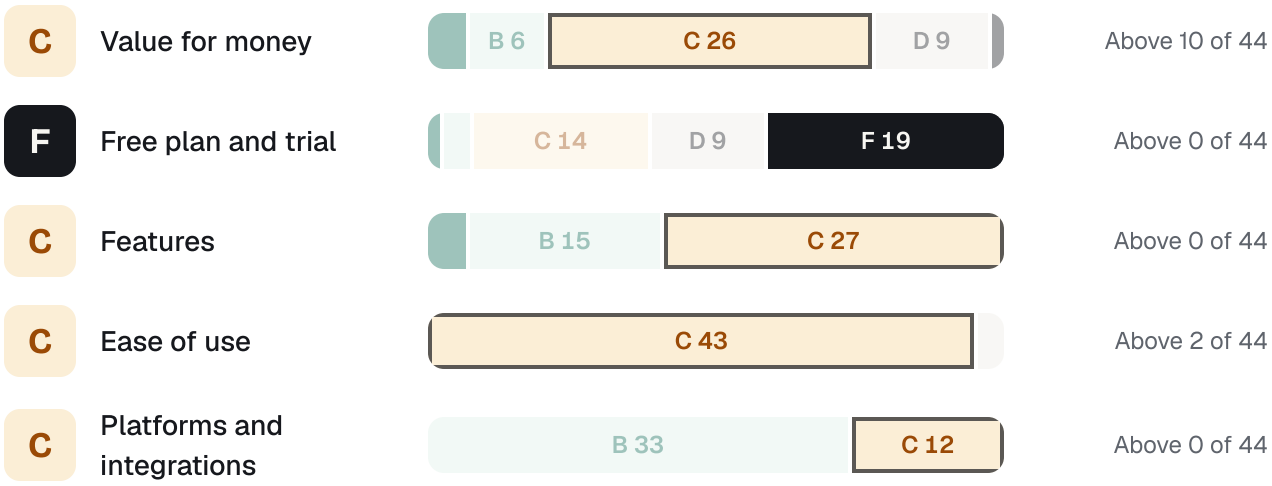
Other affiliate and referral tools it is graded above

CAKE'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 free plan and trial (F, above 0).

## Each grade against the category

Every bar is all 45 affiliate and referral tools we grade, cut by the letter each got. CAKE'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 CAKE 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: 34 of the 44 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.
- It plugs into other products, Xverify, BriteVerify and e-Hawk among them, and has an API.

**What this rests on.** CAKE'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



TUNE, Everflow, Affise, Trackier and Post Affiliate Pro

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

1.8 GPA

## TUNE

From $1,500/mo

Partner marketing platform for advertisers and affiliate networks.

CAKE and TUNE compared in full

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2.2 GPA

## Everflow

Paid

Partner marketing platform for brands, agencies and affiliate networks.

CAKE and Everflow compared in full

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1.6 GPA

## Affise

Free trial · from $499/mo

Partner marketing and affiliate tracking platform.

CAKE and Affise compared in full



2.2
GPA

## Trackier

Free trial

Affiliate tracking and performance marketing platform.

- Trackier also covers web analytics.

CAKE and Trackier 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.

CAKE and Post Affiliate Pro compared in full

# Quick answers

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

**11**

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 CAKE free?

No. CAKE is a paid product.

### What platforms does CAKE work on?

CAKE is available on Web.

### Does CAKE have an Android app?

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

### Does CAKE have an iPhone app?

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

### Is CAKE open source?

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

### Does CAKE have an API?

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

### What does CAKE integrate with?

CAKE's listing names Xverify, BriteVerify and e-Hawk. A listing names up to eight integrations, so it may connect to more.

### Who makes CAKE?

CAKE is made by a company of the same name.

### What are the alternatives to CAKE?

The closest alternatives to CAKE in our directory are TUNE, Everflow, Affise, Trackier and Post Affiliate Pro.

### How does CAKE compare with other affiliate and referral tools?

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

### Could I make my own version of CAKE?

To replace CAKE 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 CAKE'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 CAKE'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 CAKE. Prices change, so check getcake.com before you buy.

getcake.com/

getcake.com/affiliate-marketing-software/

# 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](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

### CAKE, kept up to date

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

toolgpa.com/tools/cake

### 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, "CAKE: The Insider's Guide", checked
Nov 12, 2026. https://toolgpa.com/tools/cake
```

### Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

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