ToolGPA

NOVEMBER 2026

Cello

The Insider's Guide

Referral platform for B2B SaaS, for users and for partners



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

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

2.4

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

2.4

GPA, above 68 of the 89 other affiliate and referral tools we grade

Cello is a referral platform with two product lines: user referrals, embedded inside a SaaS product through web and mobile SDKs, and partner referrals for affiliates and influencers. User-referral plans are priced by the referral ARR a program generates; partner plans by campaigns and transacting partners. It includes a Slack support channel and a growth portal.

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

> "
>
> **A web app with campaigns and rewards to build, and Slack support on paid plans.**
>
> From our grade for ease of use

1 **Best for referral programs for B2B SaaS, users and partners**

Cello runs referral programs for SaaS companies, for users inside the product and for partners, with a free partner plan for 1 campaign and 5 partners.

2 **Paid plans start at $65 a month**

As its pricing page puts it: $65 per month for up to $10K referral ARR.

3 There is a free plan

Partner referrals Free plan: 1 campaign and up to 5 transacting partners, with a 5% transaction cost.

4 It runs on 3 platforms

Web, iOS and Android.

5 In-product referrals

A web SDK and a mobile SDK for iOS, Android, Flutter and React Native put personal referral links inside the product, with no separate sign-up.

6 Sharing and attribution

Share by email, social, QR code or unique link, with branded landing pages and auto attribution that recovers missed attributions.

7 Campaigns and rewards

Campaigns carry payout rules, and users are notified and rewarded automatically when a referral succeeds.

8 A 2.4 GPA, above 68 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 Cello 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.

Cello at a glance

PRICING
Free plan, from $65 per month for up to $10K referral ARR

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web, iOS, Android

MADE BY
Cello

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.4 GPA, fair

The report card

Best for referral programs for B2B SaaS, users and partners

Cello runs referral programs for SaaS companies, for users inside the product and for partners, with a free partner plan for 1 campaign and 5 partners. But user plans are capped by referral ARR, partner plans take a 2% to 5% cut of transactions, and the page's currency should be checked.

TOOLGPA REPORT CARD — **Cello** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	User referrals start at $65 a month for up to $10K referral ARR, which is under the category's middle of $69 but not in its cheapest quarter.
Free plan and trial	C	A free partner plan with 1 campaign and up to 5 transacting partners, with a 5% transaction cost. Caps you will reach quickly.
Features	B	In-product referrals, sharing, campaigns, rewards, activation sequences and partner programs cover the core job. The listing names no gap.
Ease of use	C	A web app with campaigns and rewards to build, and Slack support on paid plans. No store rating is on record.
Platforms and integrations	B	Web, iOS and Android listed, with a single integration named.
Grade point average		Fair, out of 4.0 **2.4**

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 Cello is for

- ✓ Fits if you run B2B SaaS and want referrals from both users and partners
- ✓ Works for small partner programs that stay under 5 transacting partners

Who it is not for

- ✗ Skip it if your referral ARR is above $10K, where the next user plan is $200 a month
- ✗ Tight if you grow past 5 partners, as the next partner plan is $80 a month
- ✗ Watch out: partner plans take a transaction cost of 5% on Free and 3.5% on Plus and Pro
- ✗ Watch out: the page shows dollars but its pricing data lists euros, so check the currency at sign-up

Good to know

Good for

- ✓ B2B SaaS teams adding referrals inside their own product
- ✓ Small programs that start on the entry plan or the free partner tier
- ✓ Companies paying partners internationally

Worth knowing

- ⓘ User-referral plans are capped by referral ARR: $10K, $50K and $100K, with Enterprise for more.
- ⓘ The page text shows dollars, but its structured pricing data lists euro amounts, so confirm the currency at sign-up.
- ⓘ Partner referrals charge a transaction cost of 5% on Free, 3.5% on Plus and Pro, and 2% on Enterprise.
- ⓘ Dedicated success manager is not on the Start plan.

What it costs

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

$65

A month to start. There is a free plan too

Cello has a free plan. Paid plans start at $65 per month for up to $10K referral ARR.

USER REFERRALS START

$65

per month for up to $10K referral ARR

Unlimited referrals, 1 campaign, all integrations and features, Slack support, 0% transaction costs. Shown with a 32% discount.

USER REFERRALS GROW

$200

per month for up to $50K referral ARR

Unlimited campaigns, priority Slack support and a dedicated success manager. Shown with a 33% discount.

USER REFERRALS SCALE

$750

per month for up to $100K referral ARR

Same features as Grow at a higher referral ARR ceiling; Enterprise has unlimited ARR at a custom price.

PARTNER REFERRALS FREE

$0

1 campaign and up to 5 transacting partners, with a 5% transaction cost.

PARTNER REFERRALS PLUS

$80

per month for up to 25 transacting partners

3 campaigns, with a 3.5% transaction cost.

PARTNER REFERRALS PRO

$280

per month for up to 100 transacting partners

10 campaigns, 3.5% transaction cost. The Enterprise tier has custom pricing and a 2% transaction cost.

The free plan

Partner referrals Free plan: 1 campaign and up to 5 transacting partners, with a 5% transaction cost.

Read from cello.so on Nov 13, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

Referral platform for B2B SaaS, for users and for partners. Here is what it does, as its own site describes it, and what it covers: AI features, reports, affiliate tracking, partner payouts.

> **In-product referrals, sharing, campaigns, rewards, activation sequences and partner programs cover the core job.**
>
> From our grade for features

In-product referrals

A web SDK and a mobile SDK for iOS, Android, Flutter and React Native put personal referral links inside the product, with no separate sign-up.

Sharing and attribution

Share by email, social, QR code or unique link, with branded landing pages and auto attribution that recovers missed attributions.

Campaigns and rewards

Campaigns carry payout rules, and users are notified and rewarded automatically when a referral succeeds.

Activation sequences

Automated engagement sequences across in-product and email touchpoints encourage users to share.

Partner referrals

A separate line for affiliates and influencers, priced by campaigns and transacting partners, with a growth portal.

Performance analytics

Referral performance is tracked in a portal in real time, with text customizable in more than 10 languages.

Where it runs

Web iOS Android

What it works with

Slack

Cello is made by Cello.

PART 04 · STANDING

Where it stands

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

68/89

Other affiliate and referral tools it is graded above

Cello's GPA of 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade, and level with 12.

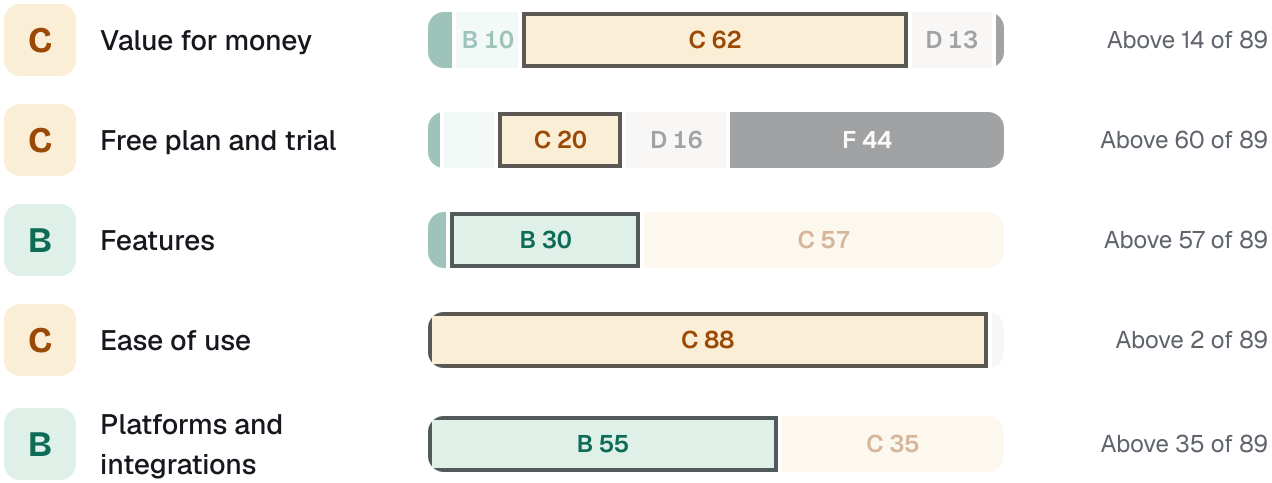
It stands best on features (B, above 57 of 89) and worst on ease of use (C, above 2).

Its paid plans start at $65 a month, against a middle price of $65.46 for the category: 24 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

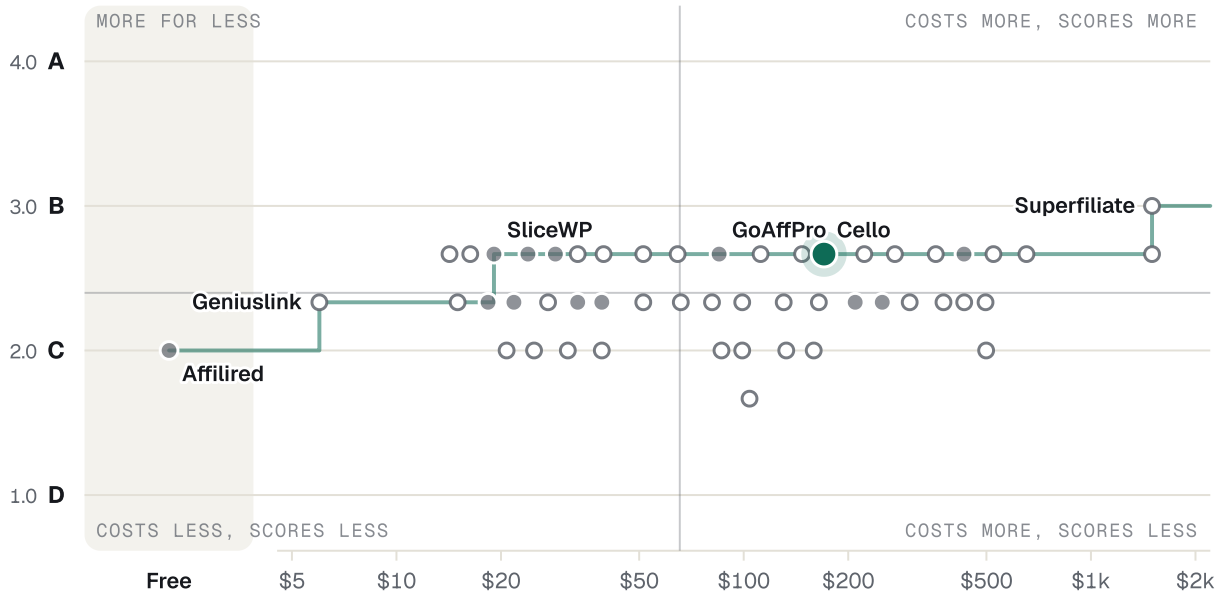
Each grade against the category

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

It is one of the better ones too: its GPA of 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade. It costs $780 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.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Cello'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



FirstPromoter, PartnerStack, Rewardful, Referral Factory and GrowSurf

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

2.6 GPA

FirstPromoter

Free trial · from $49/mo

Affiliate, referral and influencer programs for SaaS subscriptions.

- Cello has a free plan. FirstPromoter does not, though it has a free trial.
- Only Cello lists iOS and Android apps.
- Cello also covers reports.

Cello and FirstPromoter compared in full

2.2 GPA

PartnerStack

Paid

B2B partner platform for affiliate, referral and reseller programs.

- Cello has a free plan. PartnerStack does not.
- Only Cello lists iOS and Android apps.
- Cello also covers reports.

Cello and PartnerStack compared in full



2.6
GPA

Rewardful

Free trial · from $49/mo

Affiliate and referral tracking for SaaS companies billing on Stripe.

- Cello has a free plan. Rewardful does not, though it has a free trial.
- Only Cello lists iOS and Android apps.
- Cello also covers reports.

Cello and Rewardful compared in full



2.0
GPA

Referral Factory

Free trial · from $200/mo

Referral program software for mid-market and enterprise teams.

- Cello has a free plan. Referral Factory does not, though it has a free trial.
- Only Cello lists iOS and Android apps.
- Referral Factory also covers no-code.

Cello and Referral Factory compared in full



2.6
GPA

GrowSurf

Free plan · from $125/mo

Referral and affiliate program software with developer SDKs.

- Only Cello lists iOS and Android apps.
- Cello also covers reports.
- GrowSurf also covers marketing automation.

Cello and GrowSurf 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 Cello free?

Cello has a free plan. Partner referrals Free plan: 1 campaign and up to 5 transacting partners, with a 5% transaction cost.

How much does Cello cost?

Cello lists 6 plans. User referrals Start: $65 per month for up to $10K referral ARR.

What platforms does Cello work on?

Cello is available on Web, iOS and Android.

Does Cello have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Cello is listed for Web, iOS and Android.

Does Cello have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Cello is listed for Web, iOS and Android.

Is Cello open source?

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

What does Cello integrate with?

Cello's listing names Slack. A listing names up to eight integrations, so it may connect to more.

Who makes Cello?

Cello is made by a company of the same name.

What are the alternatives to Cello?

The closest alternatives to Cello in our directory are FirstPromoter, PartnerStack, Rewardful, Referral Factory and GrowSurf.

How does Cello compare with other affiliate and referral tools?

Cello's GPA of 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade, and level with 12.

Is Cello good value for money?

ToolGPA grades Cello C for value for money. Its paid plans start at $65 a month, against a middle price of $65.46 for the category: 24 of the 49 others that charge start lower.

Could I make my own version of Cello?

To replace Cello 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 Cello'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 Cello'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 Cello. Prices change, so check cello.so before you buy.

cello.so/pricing/

cello.so/

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

Cello, kept up to date

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

toolgpa.com/tools/cello

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, "Cello: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/cello
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Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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