ToolGPA

NOVEMBER 2026

Digistore24

The Insider's Guide

Checkout and affiliate marketplace for digital products

Every plan, grade, refund rule and rival among tools for selling digital products, read from Digistore24's own pages.

Made by Digistore24, Inc · checked Nov 12, 2026 · toolgpa.com

2.8
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 Digistore24's own pages, its app-store listings and our grades. Every fact in it is on Digistore24'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

2.8

GPA, above 46 of the 50 other tools for selling digital products we grade

Digistore24 is a sales platform for digital products, courses, software and events. It combines a checkout with order bumps and one-click upsells, an affiliate marketplace, and handling of tax, payments and chargebacks as merchant of record. Sellers pay a fee per sale and no monthly charge.

To get you started, here are **8 things to know about Digistore24**, taken from its own pages and our grades.

1 **Best for digital products sold through affiliates**

Digistore24 is a checkout and affiliate marketplace that acts as the seller on record and takes 2.9% + $1 a sale with no monthly fee.

2 **There is a free plan**

No setup or monthly fee for brands; from 2.9% + $1 per sale. Affiliates join and promote for free.

3 **It runs on Web**

Web.

4 **Cart builder and upsells**

Customizable checkout pages with order bumps and one-click upsells, plus built-in split testing and analytics.

5 **Merchant of record**

Digistore24 says it is the seller on record and handles sales tax and VAT in 180 countries, along with fraud checks and chargebacks.

6 **Affiliate marketplace**

Sellers get access to a network the site puts at 125,000+ affiliates, with commission tracking and scheduled payouts handled automatically.

7 **A 2.8 GPA, above 46 of 50**

That is against the other tools for selling digital products we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Digistore24 you would be making selling as the merchant of record, so sales tax and VAT are handled everywhere. That is not a weekend's work, with an AI app builder or without one.

Digistore24 at a glance

PRICING Free plan	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Digistore24, Inc, since 2012	CATEGORY Selling Digital Products
OUR GRADE 2.8 GPA, good	

The report card

Best for digital products sold through affiliates

Digistore24 is a checkout and affiliate marketplace that acts as the seller on record and takes 2.9% + $1 a sale with no monthly fee. The fee is a starting rate that moves with product type and traffic source, the platform is browser only, and the payout fees and the real final rate only show up once you are selling.

TOOLGPA REPORT CARD	Digistore24	Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	No monthly fee and 2.9% + $1 a sale, below the 5% + 50¢ Paddle charges and the 3.8% + 50¢ Freemius charges. The category's cheapest quarter starts at $10 a month, but a percentage fee is not a like-for-like comparison.
Free plan and trial	B	No setup or monthly fee, so you can build checkouts and list a product without paying anything until you make a sale. Affiliates join free with no card. There is no trial because there is nothing to trial.
Features	B	Checkout with order bumps and one-click upsells, split testing, tax and VAT handling as seller on record, chargebacks, and an affiliate marketplace the site puts at 125,000+ affiliates. The core job is covered.
Ease of use	C	No store rating on record. You set up a seller account, products, checkout pages and affiliate terms before the first sale, and the work of building the offer is yours.
Platforms and integrations	B	Web only, with a hub listing 32 integrations across email, shipping, membership and webinar tools. The mobile app mentioned is an analytics app, not the platform.
Grade point average		Good, out of 4.0 **2.8**

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 Digistore24 is for

- ✓ Fits if you sell a course or info product and want affiliates to promote it
- ✓ Works for sellers who prefer one per-sale fee to a monthly plan and want tax and VAT handled for them

Who it is not for

- ✕ Watch out: 2.9% + $1 is a starting rate, and the final one depends on product type, traffic source and volume
- ✕ Pricey if you sell low-priced items, since the flat $1 is a big slice of a $10 sale
- ✕ Watch out: payout fees are $2.50 for ACH and $40 for an international wire
- ✕ Skip it if you want a phone app for running the store, as the only app is for analytics

Good to know

Good for

- ✓ Course and info product sellers who want an affiliate network
- ✓ Sellers who prefer one per-sale fee over a monthly plan
- ✓ Sellers who want tax and VAT handled for them

Worth knowing

- ⓘ The fee is described as starting at 2.9% + $1 per sale; the final rate varies with product type, traffic source and volume.
- ⓘ Payout fees are listed in its comparison table: $2.50 for ACH and $40 for an international wire.
- ⓘ The site lists a Digistore24 Analytics mobile app, but the platform itself is used in a browser.

What it costs

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

2

plans to choose from

Digistore24 has a free plan.

> **No setup or monthly fee, so you can build checkouts and list a product without paying anything until you make a sale.**
>
> From our grade for free plan and trial

FOR BRANDS

$0

No setup or monthly fee. Digistore24 keeps from 2.9% + $1 of each sale, covering payments, tax and VAT, fraud and affiliate payouts.

FOR AFFILIATES

$0

Free to join and promote offers from the marketplace. No fees and no credit card required.

The free plan

No setup or monthly fee for brands; from 2.9% + $1 per sale. Affiliates join and promote for free.

Read from digistore24.com on Nov 12, 2026.

What it does

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

1

Place it runs: Web

Checkout and affiliate marketplace for digital products. Here is what it does, as its own site describes it, and what it covers: affiliate tracking, partner payouts, online store, digital downloads, merchant of record, a/B testing.

> **The mobile app mentioned is an analytics app, not the platform.**
>
> From our grade for platforms and integrations

Cart builder and upsells

Customizable checkout pages with order bumps and one-click upsells, plus built-in split testing and analytics.

Merchant of record

Digistore24 says it is the seller on record and handles sales tax and VAT in 180 countries, along with fraud checks and chargebacks.

Affiliate marketplace

Sellers get access to a network the site puts at 125,000+ affiliates, with commission tracking and scheduled payouts handled automatically.

Global payment methods

Cards, PayPal, Klarna, Google Pay, Apple Pay and others are covered without a separate processor contract.

Integrations hub

Connects to email, shipping, membership and webinar tools; the hub lists 32 integrations across those groups.

Where it runs

Web

What it works with

AWeber
Klaviyo
Mailchimp
ActiveCampaign
GetResponse
Maropost

Digistore24 is made by Digistore24, Inc, and has been around since 2012.

Where it stands

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

46/50

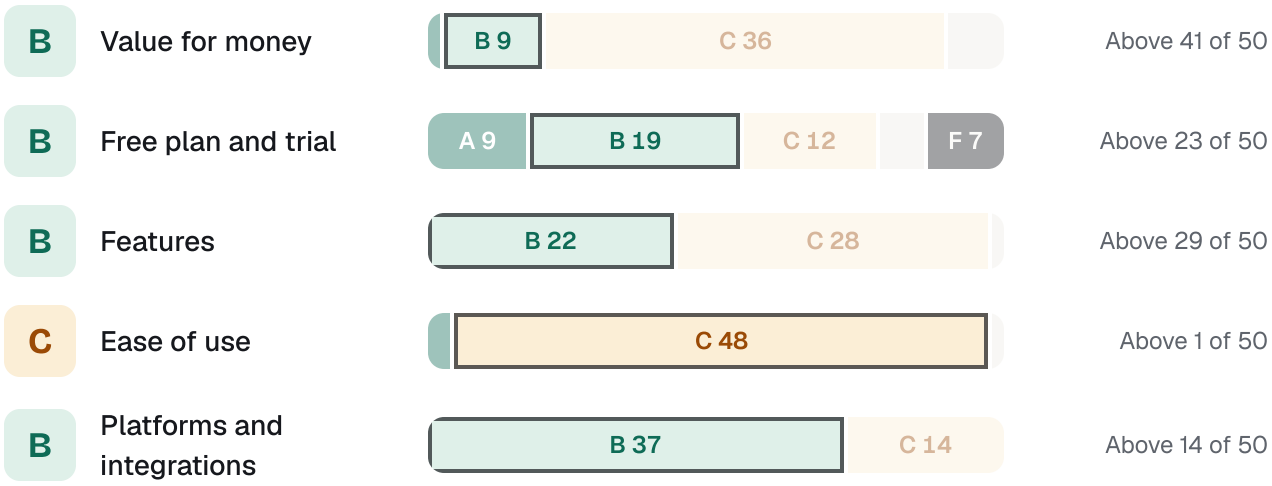
Other tools for selling digital products it is graded above

Digistore24's GPA of 2.8 is higher than 46 of the 50 other tools for selling digital products we grade, and level with 1.

It stands best on value for money (B, above 41 of 50) and worst on ease of use (C, above 1).

Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Digistore24'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 Digistore24 you would be making selling as the merchant of record, so sales tax and VAT are handled everywhere. 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 2.8 is higher than 46 of the 50 other tools for selling digital products we grade.

What you could make

- Digital downloads: an app builder makes this well.

What you could not

- Selling as the merchant of record, so sales tax and VAT are handled everywhere.
- Payouts to partners in many countries, with their tax forms.
- Checkout, card payments and sales tax handled for you.
- Every click and sale traced back to the right partner.
- Splitting visitors between versions and telling you which won.
- It plugs into other products, AWeber, Klaviyo and Mailchimp among them.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Digistore24'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



ClickBank, CopeCart, ThriveCart, SamCart and Plug&Pay

The 5 tools Digistore24 is most often weighed against, with where each one differs from it.

2.4 GPA

ClickBank

Free plan

Affiliate marketplace and checkout for digital and physical products.

- Digistore24 also covers merchant of record and a/B testing.

Digistore24 and ClickBank compared in full

2.2 GPA

CopeCart

Paid

Checkout, tax and payment recovery for high-ticket digital sales.

- Digistore24 has a free plan. CopeCart does not.
- Only CopeCart lists iOS and Android apps.
- Digistore24 also covers partner payouts and a/B testing.

Digistore24 and CopeCart compared in full

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GPA

ThriveCart

Free trial · from $37/mo

Checkout, funnel and course platform with a lifetime licence option.

- Digistore24 has a free plan. ThriveCart does not, though it has a free trial.
- Digistore24 also covers partner payouts, online store and merchant of record.
- ThriveCart also covers online courses and community.

Digistore24 and ThriveCart compared in full

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GPA

SamCart

Free trial · from $79/mo

Checkout and sales page builder with courses and an AI assistant.

- Digistore24 has a free plan. SamCart does not, though it has a free trial.
- Digistore24 also covers partner payouts, online store and merchant of record.
- SamCart also covers online courses.

Digistore24 and SamCart compared in full

2.0
GPA

Plug&Pay

Free trial · from €15/mo

Dutch sales funnel software for checkouts, upsells and subscriptions.

- Digistore24 has a free plan. Plug&Pay does not, though it has a free trial.
- Digistore24 also covers partner payouts and merchant of record.
- Plug&Pay also covers invoicing and popups.

Digistore24 and Plug&Pay compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Digistore24 free?

Digistore24 has a free plan. No setup or monthly fee for brands; from 2.9% + $1 per sale.

How much does Digistore24 cost?

Digistore24 lists 2 plans. For Brands: $0.

What platforms does Digistore24 work on?

Digistore24 is available on Web.

Does Digistore24 have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Digistore24 is listed for Web.

Does Digistore24 have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Digistore24 is listed for Web.

Is Digistore24 open source?

Digistore24 is not described as open source on its own site, as read on Nov 12, 2026.

What does Digistore24 integrate with?

Digistore24's listing names AWeber, Klaviyo, Mailchimp, ActiveCampaign, GetResponse and Maropost.

Who makes Digistore24?

Digistore24 is made by Digistore24, Inc. It dates from 2012.

What are the alternatives to Digistore24?

The closest alternatives to Digistore24 in our directory are ClickBank, CopeCart, ThriveCart, SamCart and Plug&Pay.

How does Digistore24 compare with other tools for selling digital products?

Digistore24's GPA of 2.8 is higher than 46 of the 50 other tools for selling digital products we grade, and level with 1.

Could I make my own version of Digistore24?

To replace Digistore24 you would be making selling as the merchant of record, so sales tax and VAT are handled everywhere.

Where this guide comes from

The prices, plans, platforms and features were read from Digistore24'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 Digistore24'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 Digistore24, Inc. Prices change, so check digistore24.com before you buy.

digistore24.com/pricing
digistore24.com/integrations

digistore24.com/
digistore24.com/about-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

Digistore24, kept up to date

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

toolgpa.com/tools/digistore24

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, "Digistore24: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/digistore24
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Know someone choosing between tools for selling digital products?

Send them this guide:
toolgpa.com/tools/digistore24/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Digistore24, each with an Insider's Guide of its own.

Selling Digital Products Insider's Guide

Every one of the 51 tools for selling digital products we grade, compared

Whop Insider's Guide

Storefront, checkout and payouts for paid communities and products

3.4 GPA

itch.io Insider's Guide

Open marketplace for indie games, assets and tools, pay what you want

3.2 GPA

Patreon Insider's Guide

Paid memberships, a shop and community for creators and their fans

3.0 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 Digistore24'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. Digistore24 is a trademark of its owner, and this guide is not made, paid for or approved by Digistore24, Inc. Prices and plans change: check digistore24.com before you buy.