ToolGPA

NOVEMBER 2026

Easy Affiliate

The Insider's Guide

Self-hosted affiliate program plugin for WordPress stores



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

Made by Easy Affiliate · checked Nov 13, 2026 · toolgpa.com

2.0

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

2.0

GPA, above 45 of the 89 other affiliate and referral tools we grade

Easy Affiliate is a WordPress plugin that runs an affiliate program on the merchant's own site, tracking clicks and sales, managing applications and paying commissions. It works with MemberPress, WooCommerce and Easy Digital Downloads, and is made by the MemberPress team.

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

> **It is a plugin you install and set up on a WordPress site that meets PHP and MySQL minimums, then connect to your cart or membership plugin.**
>
> From our grade for ease of use

1 **Best for affiliate programs on WordPress membership sites**

Easy Affiliate is a WordPress plugin that runs an affiliate program on your own site, with tracking, applications and PayPal payouts.

2 **Paid plans start at $20.75 a month when paid by the year**

As its pricing page puts it: $249 per year for 1 site at renewal, after a first year for $99.60.

3 It runs on Web

Web.

4 Self-hosted tracking

Clicks and sales are tracked on the merchant's own domain with first-party cookies, so no third-party service sits between the store and its affiliates.

5 Affiliate dashboard

Affiliates log in to see clicks, sales, creative assets and payments. Merchants manage applications and see real-time reports in WordPress.

6 Payouts

Pay affiliates with PayPal one-click payouts, generate a PayPal mass payment file, or pay manually. The vendor charges no per-payout fees.

7 A 2.0 GPA, above 45 of 89

That is against the other affiliate and referral tools we grade, on value, the free plan, features, ease of use and platforms.

8 Keep it

To replace Easy Affiliate 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.

Easy Affiliate at a glance

PRICING Paid, from $249 per year for 1 site at renewal, after a first year for $99.60	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Easy Affiliate	CATEGORY Affiliate & Referral Software
OUR GRADE 2.0 GPA, fair	

The report card

Best for affiliate programs on WordPress membership sites

Easy Affiliate is a WordPress plugin that runs an affiliate program on your own site, with tracking, applications and PayPal payouts. It only runs inside WordPress, there is no free plan or trial, and the plan that adds the API and commission rules costs $499 a year at renewal.

TOOLGPA REPORT CARD

Easy Affiliate

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Basic is $249 a year for 1 site, about $20.75 a month, just inside the cheaper quarter of affiliate tools ($31.17 a month). The first year is $99.60, but renewals go back to full price.
Free plan and trial	F	No free plan and no trial. The page offers a 14-day refund policy, which is not the same thing.
Features	C	Tracking, applications, PayPal payouts, recurring commissions and fraud flags. Payouts are built around PayPal, and multi-level commissions, fraud detection and the API are locked to Plus and Pro.
Ease of use	C	No store rating on record. It is a plugin you install and set up on a WordPress site that meets PHP and MySQL minimums, then connect to your cart or membership plugin.
Platforms and integrations	B	Web only, inside WordPress, but it connects to MemberPress, WooCommerce, Easy Digital Downloads, PayPal and four email tools, with an API on Pro.

Grade point average Fair, out of 4.0 **2.0**

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 Easy Affiliate is for

- ✓ Fits if you sell memberships on MemberPress and want affiliates tracked on your own domain
- ✓ Works for WooCommerce stores that would rather pay a yearly licence than a monthly platform fee

Who it is not for

- ✗ Not for you if you are not on WordPress, as it does not run anywhere else
- ✗ Skip it if you want to try before paying, because there is no free plan or trial
- ✗ Pricey if you read the headline price, since $99.60 is the first year only and $249 is what you pay after
- ✗ Watch out: multi-level commissions and fraud detection need Plus at $374, and the API and commission rules need Pro at $499
- ✗ Tight if you pay affiliates by anything other than PayPal, as other methods mean a mass payment file or doing it by hand

Good to know

Good for

- ✓ WordPress membership sites and WooCommerce stores
- ✓ Merchants who want no monthly platform fee or per-payout fee
- ✓ Sellers who want affiliate data to stay on their own site

Worth knowing

- ⓘ Runs only inside WordPress; the requirements page lists WordPress 6.0, PHP 7.4 and MySQL 8.0 or newer.
- ⓘ The listed plan prices are the annual renewal prices; the lower prices on the page are introductory first-year prices.
- ⓘ Multi-level commissions, fraud detection and email integrations need Plus; the API and commission rules need Pro.
- ⓘ Payouts are built around PayPal; other methods mean a mass payment file or manual payment.

PART 02 · PRICING

What it costs

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

$20.75

A month to start, paid by the year

Easy Affiliate is a paid product, starting at $249 per year for 1 site at renewal, after a first year for $99.60.

BASIC

$249

per year for 1 site, at renewal

1 site, unlimited affiliates, WooCommerce, MemberPress and Easy Digital Downloads support. Introductory first year $99.60.

PLUS

$374

per year for 3 sites, at renewal

Adds multi-level commissions, fraud detection and email list add-ons. Introductory first year $149.60.

PRO

$499

per year for 5 sites, at renewal

Adds commission rules, tax reports, the developer API and webhooks, and premium support. First year $199.60.

Read from easyaffiliate.com on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Introductory first-year pricing

The pricing page shows $99.60, $149.60 and $199.60 for the first year of Basic, Plus and Pro, with renewals at full price. A 14-day refund policy applies.

Stated on easyaffiliate.com

What it does

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

1

Place it runs: Web

Self-hosted affiliate program plugin for WordPress stores. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> **Tracking, applications, PayPal payouts, recurring commissions and fraud flags.**

From our grade for features

Self-hosted tracking

Clicks and sales are tracked on the merchant's own domain with first-party cookies, so no third-party service sits between the store and its affiliates.

Affiliate dashboard

Affiliates log in to see clicks, sales, creative assets and payments. Merchants manage applications and see real-time reports in WordPress.

Payouts

Pay affiliates with PayPal one-click payouts, generate a PayPal mass payment file, or pay manually. The vendor charges no per-payout fees.

Commission rules and levels

Per-user and per-product commission rules, and multi-level commissions through add-ons, depending on the plan.

Fraud detection

Flags suspicious affiliate transactions so they can be reviewed before payment, on Plus and above.

Recurring commissions

Tracks commissions on rebills with MemberPress, WooCommerce and Easy Digital Downloads, and with PayPal.

Where it runs

Web

What it works with

MemberPress
WooCommerce
Easy Digital Downloads
PayPal
Mailchimp
ActiveCampaign
ConvertKit
GetResponse

Easy Affiliate is made by Easy Affiliate.

Where it stands

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

45/89

Other affiliate and referral tools it is graded above

Easy Affiliate's GPA of 2.0 is higher than 45 of the 89 other affiliate and referral tools we grade, and level with 9.

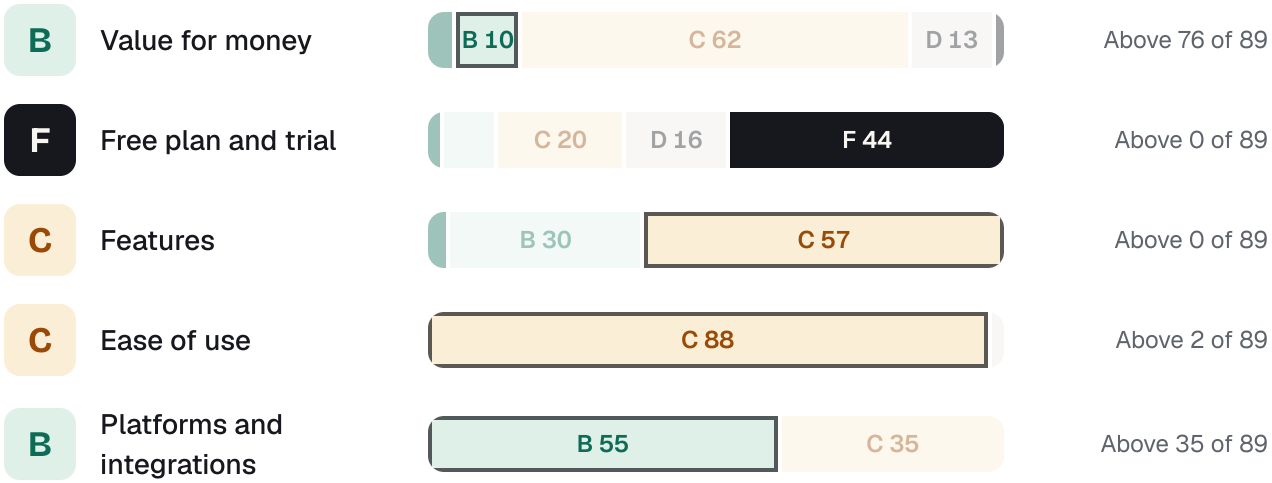
It stands best on value for money (B, above 76 of 89) and worst on free plan and trial (F, above 0).

Its paid plans start at $20.75 a month when paid by the year, against a middle price of $65.46 for the category: 5 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 1 tool scores higher and costs less.

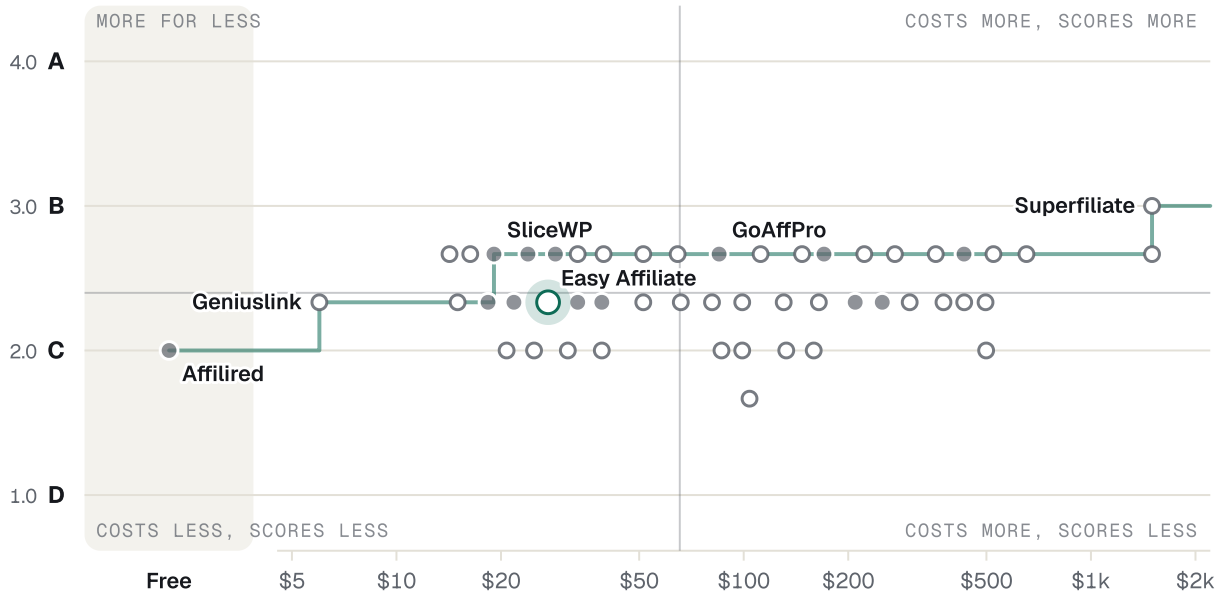
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. Easy Affiliate'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. Easy Affiliate 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 Easy Affiliate 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 costs $249 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.
- It plugs into other products, MemberPress, WooCommerce and Easy Digital Downloads among them, and has an API.

What this rests on. Easy Affiliate'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



AffiliateWP, SliceWP, Solid Affiliate, WP Affiliate Manager and Post Affiliate Pro

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

A · 1.8 GPA

AffiliateWP

From $299/yr

WordPress plugin for running your own affiliate program.

Easy Affiliate and AffiliateWP compared in full

2.8 GPA

SliceWP

Free plan · from $229/yr

WordPress affiliate plugin with a free edition and paid add-ons.

- SliceWP has a free plan. Easy Affiliate does not.

Easy Affiliate and SliceWP compared in full

1.6 GPA

Solid Affiliate

From $374/yr

WooCommerce affiliate plugin with payouts and fraud checks.

Easy Affiliate and Solid Affiliate compared in full

2.6
GPA

WP Affiliate Manager

Free plan · from $39

Free WordPress affiliate plugin with paid support editions.

- WP Affiliate Manager has a free plan. Easy Affiliate does not.

Easy Affiliate and WP Affiliate Manager 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.

Easy Affiliate and Post Affiliate Pro 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 Easy Affiliate free?

No. Easy Affiliate is a paid product, starting at $249 per year for 1 site at renewal, after a first year for $99.60.

How much does Easy Affiliate cost?

Easy Affiliate lists 3 plans. Basic: $249 per year for 1 site, at renewal.

What platforms does Easy Affiliate work on?

Easy Affiliate is available on Web.

Does Easy Affiliate offer any discounts?

Easy Affiliate publicly lists the following: Introductory first-year pricing.

Does Easy Affiliate have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Easy Affiliate is listed for Web.

Does Easy Affiliate have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Easy Affiliate is listed for Web.

Is Easy Affiliate open source?

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

Does Easy Affiliate have an API?

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

What does Easy Affiliate integrate with?

Easy Affiliate's listing names MemberPress, WooCommerce, Easy Digital Downloads, PayPal, Mailchimp, ActiveCampaign, ConvertKit and GetResponse.

Who makes Easy Affiliate?

Easy Affiliate is made by a company of the same name.

What are the alternatives to Easy Affiliate?

The closest alternatives to Easy Affiliate in our directory are AffiliateWP, SliceWP, Solid Affiliate, WP Affiliate Manager and Post Affiliate Pro.

How does Easy Affiliate compare with other affiliate and referral tools?

Easy Affiliate's GPA of 2.0 is higher than 45 of the 89 other affiliate and referral tools we grade, and level with 9.

Is Easy Affiliate good value for money?

ToolGPA grades Easy Affiliate B for value for money. Its paid plans start at $20.75 a month when paid by the year, against a middle price of $65.46 for the category: 5 of the 49 others that charge start lower.

Could I make my own version of Easy Affiliate?

To replace Easy Affiliate 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 Easy Affiliate'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 Easy Affiliate'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 Easy Affiliate. Prices change, so check easyaffiliate.com before you buy.

easyaffiliate.com/pricing/

easyaffiliate.com

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

Easy Affiliate, kept up to date

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

toolgpa.com/tools/easy-affiliate

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

Send them this guide:
toolgpa.com/tools/easy-affiliate/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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