ToolGPA

NOVEMBER 2026

GrowSurf

The Insider's Guide

Referral and affiliate program software with developer SDKs



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

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

2.6
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 GrowSurf's own pages, its app-store listings and our grades. Every fact in it is on GrowSurf'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

2.6

GPA, above 39 of the 44 other affiliate and referral tools we grade

GrowSurf runs referral programs that reward customers with gift cards, credits or cash, and affiliate programs that pay partners commissions. Referral plans are priced by the number of participants, while affiliate programs have a free plan with a 3% success fee. It offers a REST API, SDKs for web and mobile, and a large integration list.

> "
>
> **You wire up SDKs or integrations and configure the program.**
>
> From our grade for ease of use

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

1 **Best for referral and affiliate programs with developer SDKs**

The price steps up as participants grow.

2 **Paid plans start at $125 a month**

As its pricing page puts it: $125 per month, billed yearly ($179 billed monthly).

3 **There is a free plan**

Affiliate programs: a Free plan at $0 a month with a 3% success fee on payments that earn affiliates a commission. Referral programs have no free plan.

4 **It runs on Web**

Web.

5 Referral programs

Reward users with gift cards, credits, cash and other one-time rewards when they refer leads or customers, with dynamic rewards and upfront discounts.

6 Affiliate programs

Pay partners a fixed commission for a lead, or one-time or recurring commissions on sales, tracked through payment integrations.

7 Fraud protection

Automatic blocking of fraudulent referrals using server-side and client-side detection, data center IP checks and IP thresholds.

8 A 2.6 GPA, above 39 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

To replace GrowSurf 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.

GrowSurf at a glance

PRICING
Free plan, from $125 per month, billed yearly ($179 billed monthly)

FREE PLAN
Yes

FREE TRIAL
14-day free trial of referral programs, no credit card

RUNS ON
Web

MADE BY
GrowSurf

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.6 GPA, good

The report card

Best for referral and affiliate programs with developer SDKs

GrowSurf runs referral and affiliate programs, with an affiliate plan that costs nothing but a 3% fee on referral revenue. Referral programs have no free plan and start at $125 a month billed yearly for 2,500 participants. The price steps up as participants grow.

TOOLGPA REPORT CARD — **GrowSurf** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Referral Startup is $125 a month billed yearly ($179 monthly), at the start of the dearer quarter. The affiliate plan is a 3% fee instead.
Free plan and trial	B	Affiliate programs have a free plan with no subscription and a 3% fee, and referral programs have a 14-day trial with no card.
Features	B	Referral and affiliate programs, fraud protection, SDKs, tax forms and payouts. The listing shows no gap in the core work, only pricing add-ons.
Ease of use	C	No store rating on record. You wire up SDKs or integrations and configure the program.
Platforms and integrations	B	Web only, with 8 integrations and an API.

Grade point average — Good, out of 4.0 **2.6**

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 GrowSurf is for

- ✓ Fits if you want both referral and affiliate programs from one tool
- ✓ Works for developers who'll use the SDKs

Who it is not for

- ✕ Pricey if your program grows: referral pricing follows participants and steps up from $125 to $314 a month
- ✕ Watch out: there's no free referral plan, and the free affiliate plan takes 3% of referral revenue with no cap stated
- ✕ Skip it if you file 1099 tax forms, which are charged separately
- ✕ Tight if you use Marketo or Salesforce, as some integrations need an annual plan

Good to know

Good for

- ✓ SaaS, consumer and health companies rewarding customer referrals
- ✓ Product teams that want SDKs for web and mobile apps
- ✓ Affiliate programs that prefer a success fee to a subscription

Worth knowing

- ⓘ Referral pricing follows participants, meaning people who get or use a referral link; the price steps up as the program grows.
- ⓘ There is no free referral plan, and Business starts at 10,000 participants.
- ⓘ 1099 tax filings are charged separately, and some integrations such as Marketo and Salesforce need an annual plan.
- ⓘ The affiliate Free plan takes 3% of the referral revenue you earn, with no cap stated on the page.

PART 02 · PRICING

What it costs

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

$125

A month to start. There is a free plan too

GrowSurf has a free plan. Paid plans start at $125 per month, billed yearly ($179 billed monthly).

FREE (AFFILIATE PROGRAMS)

$0

No subscription; 3% of the referral revenue you earn. Stripe, Chargebee, Recurly, PayPal and Wise integrations.

STARTUP (REFERRAL)

$125

per month for up to 2,500 participants, billed yearly ($179 monthly)

2 referral programs, 2 team members, fraud protection and API. Tiers reach 5,000 participants.

BUSINESS (REFERRAL)

$314

per month for up to 10,000 participants, billed yearly ($449 monthly)

5 programs, 5 team members, custom domain, multi-language. $649 a month at 25,000 participants, billed monthly.

CUSTOM

Custom

Above 150,000 participants: onboarding program, volume discounts and priority support.

The free plan

Affiliate programs: a Free plan at $0 a month with a 3% success fee on payments that earn affiliates a commission. Referral programs have no free plan.

Trying it first

14-day free trial of referral programs, no credit card

Read from growsurf.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 30% with yearly billing

The pricing page shows yearly billing as a 30% saving, for example Startup at $125 a month instead of $179.

Stated on growsurf.com

What it does

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

1

Place it runs: Web

Referral and affiliate program software with developer SDKs. Here is what it does, as its own site describes it, and what it covers: public API, AI features, marketing automation, affiliate tracking, partner payouts.

> "
>
> **Referral and affiliate programs, fraud protection, SDKs, tax forms and payouts.**

From our grade for features

Referral programs

Reward users with gift cards, credits, cash and other one-time rewards when they refer leads or customers, with dynamic rewards and upfront discounts.

Affiliate programs

Pay partners a fixed commission for a lead, or one-time or recurring commissions on sales, tracked through payment integrations.

Fraud protection

Automatic blocking of fraudulent referrals using server-side and client-side detection, data center IP checks and IP thresholds.

Developer tools

REST API with libraries for TypeScript, Python, PHP, Ruby and Java, SDKs for JavaScript, iOS, Android and React Native, webhooks and an MCP server.

Tax forms and payouts

1099 tax form filing for payouts (filings are charged separately), and reward delivery through PayPal, Wise, Tango Card and Tremendous.

Wide integrations

Connects to email, CRM, analytics and ad tools such as HubSpot, Salesforce, Klaviyo, Mailchimp, Segment and Google Ads.

Where it runs

Web

What it works with

Stripe · HubSpot · Salesforce · Klaviyo · Mailchimp · Segment · Zapier · Chargebee

GrowSurf is made by GrowSurf.

Where it stands

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

39/44

Other affiliate and referral tools it is graded above

GrowSurf's GPA of 2.6 is higher than 39 of the 44 other affiliate and referral tools we grade, and level with 4.

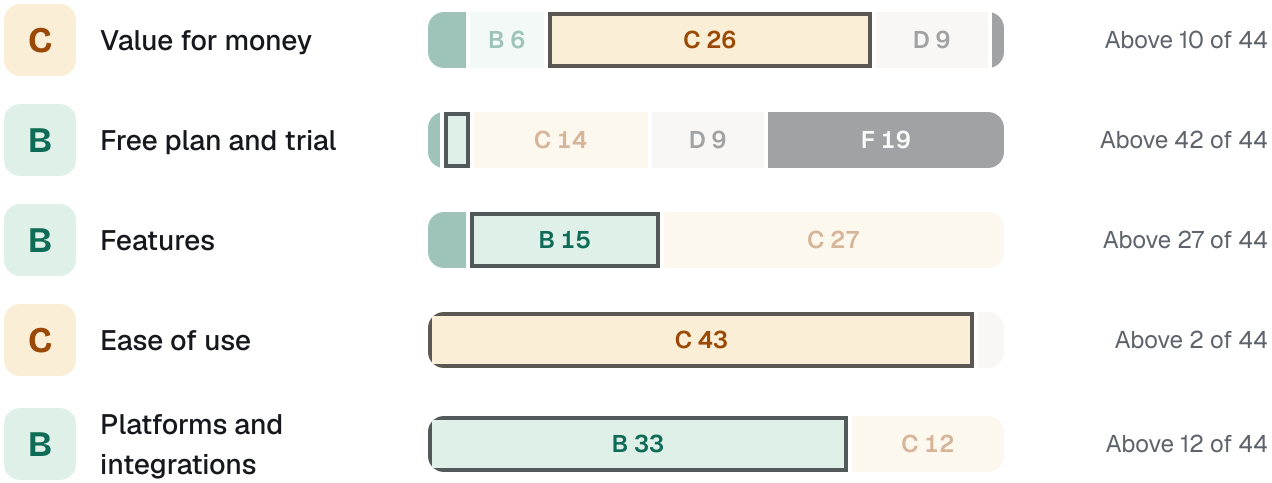
It stands best on free plan and trial (B, above 42 of 44) and worst on ease of use (C, above 2).

Its paid plans start at $125 a month, against a middle price of $61.50 for the category: 22 of the 29 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.

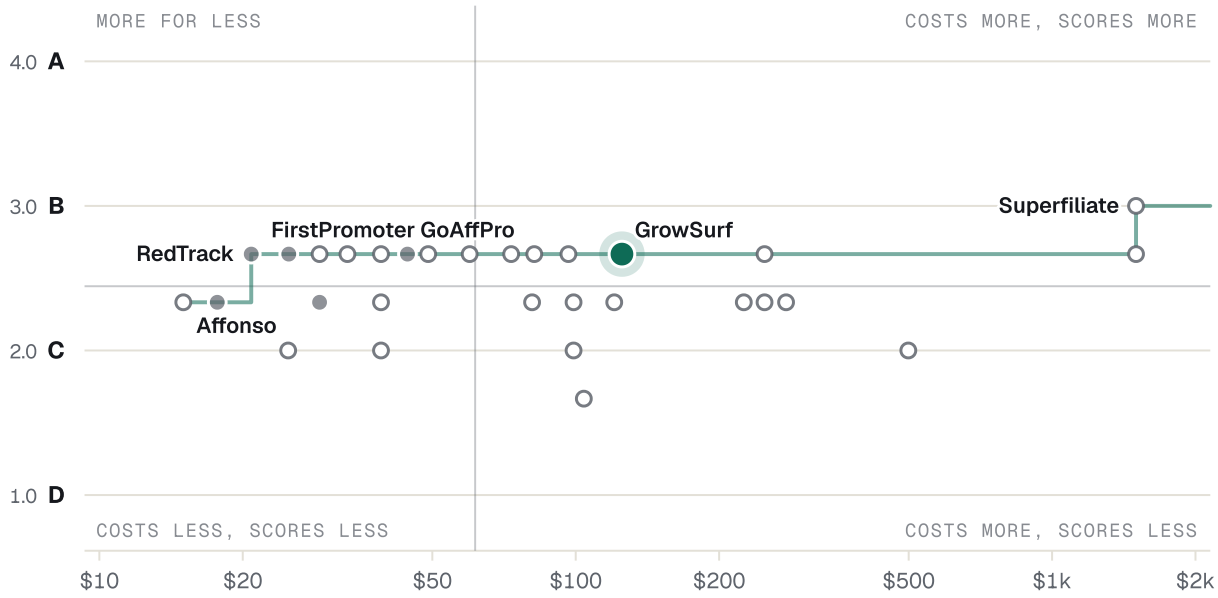
Each grade against the category

Every bar is all 45 affiliate and referral tools we grade, cut by the letter each got. GrowSurf'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. GrowSurf 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 GrowSurf 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 2.6 is higher than 39 of the 44 other affiliate and referral tools we grade. It costs $1,500 a year.

What you could not

- ✕ Payouts to partners in many countries, with their tax forms.
- ✕ Email sent in volume that still reaches the inbox.

- ✕ Every click and sale traced back to the right partner.
- ✕ It plugs into other products, Stripe, HubSpot and Salesforce among them, and has an API.
- ✕ 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. GrowSurf'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



Referral Rock, ReferralHero, Ambassador and Friendbuy

The 4 tools GrowSurf is most often weighed against, with where each one differs from it.

1.8 GPA

Referral Rock

Free trial · from $250/mo

Referral program software for businesses with sales and support teams.

- GrowSurf has a free plan. Referral Rock does not, though it has a free trial.
- GrowSurf also covers marketing automation.
- Referral Rock also covers workflow automation and reports.

GrowSurf and Referral Rock compared in full

1.8 GPA

ReferralHero

Free trial · from $249/mo

Referral, affiliate, waitlist and contest campaigns with a builder.

- GrowSurf has a free plan. ReferralHero does not, though it has a free trial.
- GrowSurf also covers marketing automation.
- ReferralHero also covers reports.

GrowSurf and ReferralHero compared in full



1.6
GPA

Ambassador

Paid

Referral, affiliate and loyalty programs for mid-market and enterprise.

- GrowSurf has a free plan. Ambassador does not.
- GrowSurf also covers marketing automation.
- Ambassador also covers reports.

GrowSurf and Ambassador compared in full



2.0
GPA

Friendbuy

Paid

Referral, loyalty and influencer programs for consumer brands.

- GrowSurf has a free plan. Friendbuy does not.
- GrowSurf also covers marketing automation.

GrowSurf and Friendbuy compared in full

PART 06 · QUESTIONS

Quick answers

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

15

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 GrowSurf free?

GrowSurf has a free plan. Affiliate programs: a Free plan at $0 a month with a 3% success fee on payments that earn affiliates a commission.

How much does GrowSurf cost?

GrowSurf lists 4 plans. Free (affiliate programs): $0.

What platforms does GrowSurf work on?

GrowSurf is available on Web.

Does GrowSurf offer any discounts?

GrowSurf publicly lists the following: Save 30% with yearly billing.

Does GrowSurf have an Android app?

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

Does GrowSurf have an iPhone app?

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

Is GrowSurf open source?

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

Does GrowSurf have an API?

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

What does GrowSurf integrate with?

GrowSurf's listing names Stripe, HubSpot, Salesforce, Klaviyo, Mailchimp, Segment, Zapier and Chargebee.

Does GrowSurf have a free trial?

Yes. 14-day free trial of referral programs, no credit card.

Who makes GrowSurf?

GrowSurf is made by a company of the same name.

What are the alternatives to GrowSurf?

The closest alternatives to GrowSurf in our directory are Referral Rock, ReferralHero, Ambassador and Friendbuy.

How does GrowSurf compare with other affiliate and referral tools?

GrowSurf's GPA of 2.6 is higher than 39 of the 44 other affiliate and referral tools we grade, and level with 4.

Is GrowSurf good value for money?

ToolGPA grades GrowSurf C for value for money. Its paid plans start at $125 a month, against a middle price of $61.50 for the category: 22 of the 29 others that charge start lower.

Could I make my own version of GrowSurf?

To replace GrowSurf 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 GrowSurf'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 GrowSurf'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 GrowSurf. Prices change, so check growsurf.com before you buy.

growsurf.com/pricing/referral-programs/

growsurf.com/pricing/affiliate-programs/

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

GrowSurf, kept up to date

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

toolgpa.com/tools/growsurf

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, "GrowSurf: The Insider's Guide",
checked Nov 12, 2026.
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ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded affiliate and referral tools after GrowSurf, 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

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what GrowSurf'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. GrowSurf is a trademark of its owner, and this guide is not made, paid for or approved by GrowSurf. Prices and plans change: check growsurf.com before you buy.