ToolGPA

NOVEMBER 2026

impact.com

The Insider's Guide

Partnership platform for affiliate, creator and referral programs



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

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

2.0
GPA

impact.com

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

2.0

GPA, above 20 of the 44 other affiliate and referral tools we grade

impact.com is a platform for brands that run partner programs: affiliate, influencer and creator, and customer referral, with tracking, payouts and fraud protection in one account. Pricing starts with a small self-serve tier for a short list of store platforms and moves to sales-led plans priced by monthly partner payouts.

> "
>
> **Larger plans are sold through sales and billed onboarding.**
>
> From our grade for ease of use

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

1 **Best for partnerships across affiliate, creator and referral programs**

impact.com runs affiliate, creator and referral programs.

2 **Paid plans start at $30 a month**

As its pricing page puts it: $30 per month, plus 2.5% of revenue (Starter).

3 **You can try it first**

30-day free trial on the Starter tier only

4 **It runs on Web**

Web.

5 **Affiliate program management**

Recruitment, tracking, payouts and fraud protection for an affiliate program, with a partner marketplace on Essentials and above.

6 **Creator and influencer management**

Creator and influencer partnerships are managed in the same account, with a paid Creator Premium add-on for dedicated support.

7 **Customer referral**

The Advocate product runs customer referral programs next to affiliate and creator ones. It is included from Essentials up.

8 **A 2.0 GPA, above 20 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 impact.com 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.

impact.com at a glance

PRICING
Free trial, from $30 per month, plus 2.5% of revenue (Starter)

FREE PLAN
No

FREE TRIAL
30-day free trial on the Starter tier only

RUNS ON
Web

MADE BY
impact.com

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.0 GPA, fair

The report card

Best for partnerships across affiliate, creator and referral programs

impact.com runs affiliate, creator and referral programs. Starter is $30 a month plus 2.5% of revenue for listed store platforms, but the real plans start at $500 a month on a 12-month contract. Onboarding on the upper tiers is billed at $250 an hour.

TOOLGPA REPORT CARD — **impact.com** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $30 a month plus 2.5% of revenue, but only for listed stores. Essentials is $500 a month and Pro $2,500, at or above the dearest tenth ($499).
Free plan and trial	D	30-day free trial on Starter only, and no word on a card.
Features	B	Affiliate, creator and referral programs, reporting, attribution, payouts and add-ons. The listing names no gap in the core work, only paid add-ons.
Ease of use	C	No store rating on record. Larger plans are sold through sales and billed onboarding.
Platforms and integrations	B	Web only, with 8 integrations and API-based tracking 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 impact.com is for

- ✓ Fits if you run a larger brand with partners across affiliate, creators and referrals
- ✓ Makes sense if you can commit to a 12-month contract

Who it is not for

- ✗ Pricey if you outgrow Starter: Essentials is $500 a month and Pro $2,500
- ✗ Watch out: every plan needs a 12-month contract, and a tier change needs a new 12-month addendum
- ✗ Not for you if you're off the listed store platforms, as Starter works only with them
- ✗ Tight if you want add-ons or setup help: add-ons cost extra and onboarding on upper tiers is $250 an hour

Good to know

Good for

- ✓ Online stores on Shopify, WooCommerce or BigCommerce starting an affiliate channel
- ✓ Brands that want affiliate, creator and referral programs in one place
- ✓ Larger brands that need API tracking or a white-labeled partner portal

Worth knowing

- ⓘ The page says every plan needs a 12-month contract, and a tier change needs a new 12-month addendum.
- ⓘ Starter is limited to Shopify, WooCommerce, BigCommerce, Adobe Commerce, Squarespace, Ecwid, Shoplazza, nopCommerce and Zoho Commerce.
- ⓘ Essentials, Pro and Enterprise setup and onboarding is billed at $250 an hour.
- ⓘ Add-ons (Creator Premium, Advocate Premium, Optimize, AI Search Visibility, Brand Safety) cost extra and are not on Starter.

What it costs

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

$30
A month to start

impact.com is a paid product with a free trial, starting at $30 per month, plus 2.5% of revenue (Starter).

STARTER

$30

per month, plus 2.5% of revenue

Basic tracking and reporting, Amazon, Walmart and Best Buy integration, partner recommendations and chat support. Only for listed store platforms.

ESSENTIALS

$500

per month

For brands with up to $2m a year in ecommerce revenue. Includes up to $2,500 a month in partner payouts. Sold through sales.

PRO

$2,500

per month

For $2m to $15m a year in revenue. Includes up to $14,300 a month in payouts, API-based tracking and custom commission rates. Sold through sales.

ENTERPRISE

Custom

For $15m+ a year or multi-channel programs: white-labeled partner portal, fraud and risk scoring and multi-touch attribution.

Trying it first

30-day free trial on the Starter tier only

Read from impact.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

Partnership platform for affiliate, creator and referral programs. Here is what it does, as its own site describes it, and what it covers: reports, affiliate tracking, partner payouts.

> **Affiliate, creator and referral programs, reporting, attribution, payouts and add-ons.**
>
> From our grade for features

Affiliate program management

Recruitment, tracking, payouts and fraud protection for an affiliate program, with a partner marketplace on Essentials and above.

Creator and influencer management

Creator and influencer partnerships are managed in the same account, with a paid Creator Premium add-on for dedicated support.

Customer referral

The Advocate product runs customer referral programs next to affiliate and creator ones. It is included from Essentials up.

Reporting and attribution

Basic tracking and reporting on Starter, a Data Lab analytics tool on Pro and multi-touch attribution on Enterprise.

Partner payouts

Each paid tier includes a monthly amount of partner payouts; beyond that, payouts are paid a la carte with no overage fees, per the FAQ.

Add-ons

Optional paid add-ons on Essentials and above include Optimize, AI Search Visibility and Brand Safety tools.

Where it runs

- Web

What it works with

- Shopify
- WooCommerce
- BigCommerce
- Adobe Commerce
- Squarespace
- Amazon
- Walmart
- Best Buy

impact.com is made by impact.com.

Where it stands

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

20/44

Other affiliate and referral tools it is graded above

impact.com's GPA of 2.0 is higher than 20 of the 44 other affiliate and referral tools we grade, and level with 5.

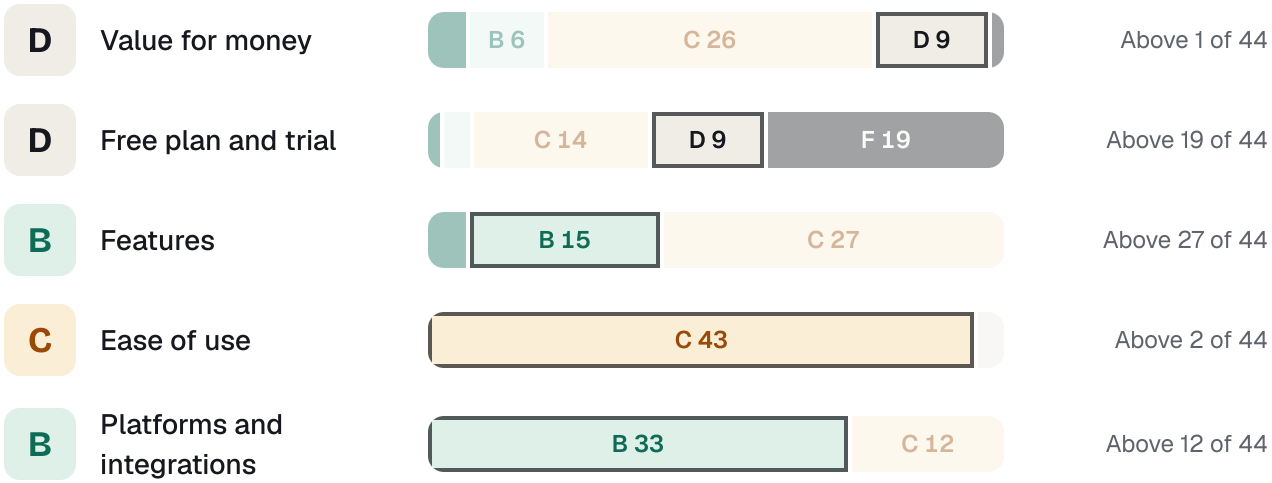
It stands best on features (B, above 27 of 44) and worst on value for money (D, above 1).

Its paid plans start at $30 a month, against a middle price of $61.50 for the category: 7 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.

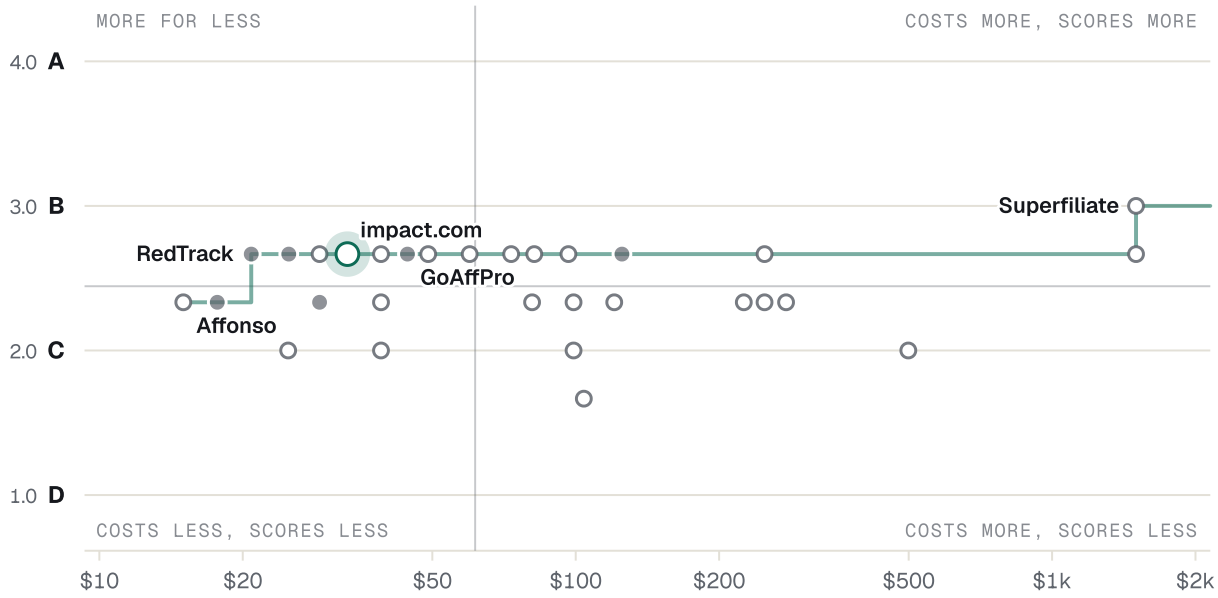
Each grade against the category

Every bar is all 45 affiliate and referral tools we grade, cut by the letter each got. impact.com'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. impact.com 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 impact.com 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 $360 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, Shopify, WooCommerce and BigCommerce among them.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. impact.com'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



Partnerize, Awin, CJ Affiliate, Rakuten Advertising and PartnerStack

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

1.6 GPA

Partnerize

Paid

Partnership management platform for brands, publishers and agencies.

impact.com and Partnerize compared in full

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

impact.com and Awin compared in full

1.6 GPA

CJ Affiliate

Paid

Affiliate network and platform for brands, publishers and creators.

impact.com and CJ Affiliate compared in full

1.6
GPA

Rakuten Advertising

Paid

Affiliate network and partner marketing for brands and publishers.

- impact.com also covers partner payouts.

impact.com and Rakuten Advertising compared in full

2.2
GPA

PartnerStack

Paid

B2B partner platform for affiliate, referral and reseller programs.

- impact.com also covers reports.

impact.com and PartnerStack 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 impact.com free?

No, impact.com is a paid product, but you can try it first. 30-day free trial on the Starter tier only.

How much does impact.com cost?

impact.com lists 4 plans. Starter: $30 per month, plus 2.5% of revenue.

What platforms does impact.com work on?

impact.com is available on Web.

Does impact.com have an Android app?

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

Does impact.com have an iPhone app?

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

Is impact.com open source?

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

What does impact.com integrate with?

impact.com's listing names Shopify, WooCommerce, BigCommerce, Adobe Commerce, Squarespace, Amazon, Walmart and Best Buy.

Who makes impact.com?

impact.com is made by a company of the same name.

What are the alternatives to impact.com?

The closest alternatives to impact.com in our directory are Partnerize, Awin, CJ Affiliate, Rakuten Advertising and PartnerStack.

How does impact.com compare with other affiliate and referral tools?

impact.com's GPA of 2.0 is higher than 20 of the 44 other affiliate and referral tools we grade, and level with 5.

Is impact.com good value for money?

ToolGPA grades impact.com D for value for money. Its paid plans start at $30 a month, against a middle price of $61.50 for the category: 7 of the 29 others that charge start lower.

Could I make my own version of impact.com?

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

impact.com/pricing/

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

impact.com, kept up to date

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

toolgpa.com/tools/impact

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, "impact.com: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/impact
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Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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