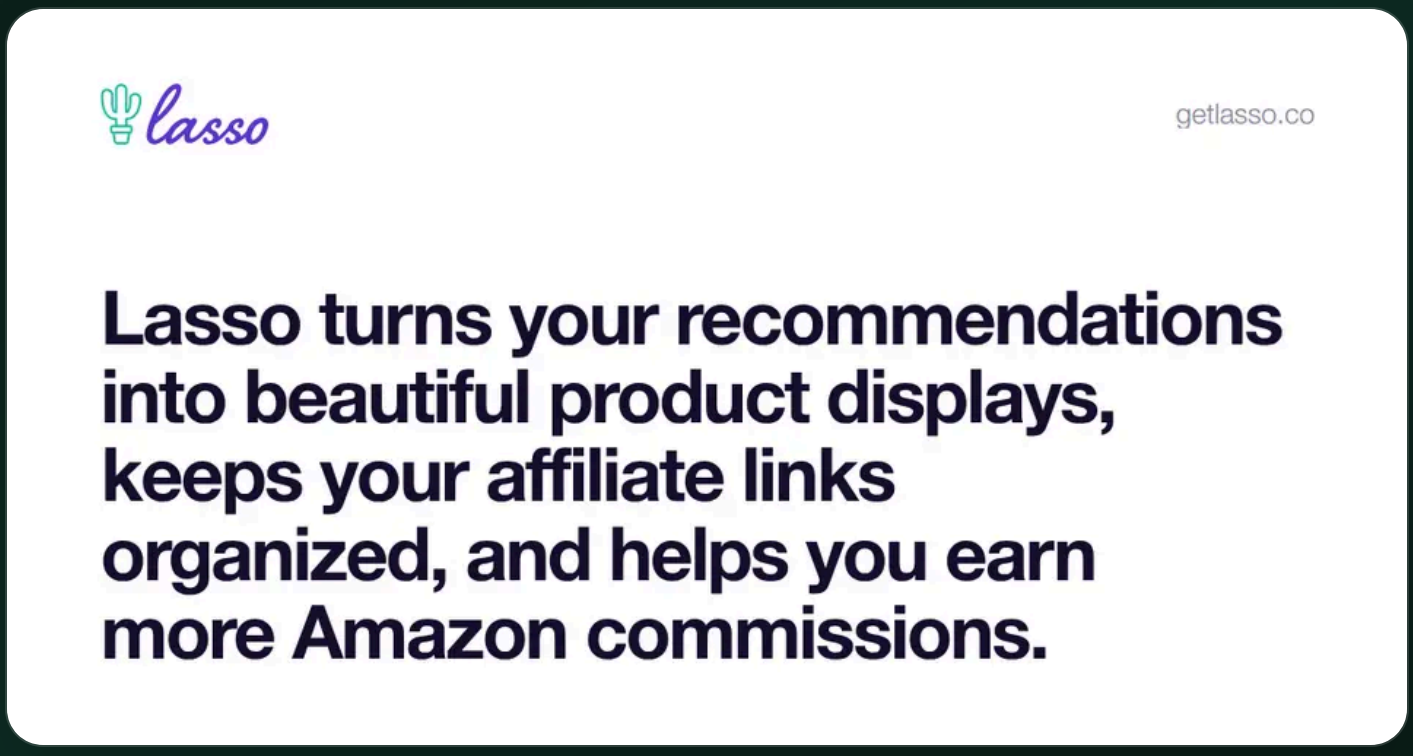
ToolGPA

NOVEMBER 2026

Lasso

The Insider's Guide

Affiliate link manager and product displays for publishers



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

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

2.6
GPA

Lasso turns your recommendations into beautiful product displays, keeps your affiliate links organized, and helps you earn

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

2.6

GPA, above 81 of the 89 other affiliate and referral tools we grade

Lasso is a tool for publishers who promote other companies' products. It turns affiliate links into product displays, comparison tables and grids in WordPress, tracks clicks, alerts on broken links and adds Amazon images and prices. It also covers link-in-bio pages, YouTube descriptions and a marketplace of higher-commission Amazon products.

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

"

A WordPress plugin and web dashboard to install and configure.

From our grade for ease of use

1 **Best for affiliate link displays for bloggers**

Lasso manages affiliate links and builds product boxes and tables for WordPress and YouTube, with a free plan for one site.

2 **Paid plans start at $19 a month**

As its pricing page puts it: $19 per month for 1 property.

3 There is a free plan

Free plan for 1 property: single product displays, Amazon images with your own API, a simple link dashboard and broken link alerts.

4 It runs on Web

Web, with a browser extension too.

5 Product displays and tables

Turns an affiliate link into a product box, comparison table or grid in a post, with the publisher's own text.

6 Amazon images and prices

Pulls Amazon product images and prices automatically; the free plan needs the publisher's own Amazon API credentials.

7 Link health alerts

Flags broken links and out-of-stock products so they can be fixed.

8 A 2.6 GPA, above 81 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

The plain part of Lasso you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Lasso at a glance

PRICING
Free plan, from $19 per month for 1 property

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web, Browser extension

MADE BY
Lasso

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.6 GPA, good

The report card

Best for affiliate link displays for bloggers

Lasso manages affiliate links and builds product boxes and tables for WordPress and YouTube, with a free plan for one site. But it is a tool for publishers, not for running a program, plans are limited by property count, and the API and team seats start at $59 a month.

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

SUBJECT	GRADE	COMMENT
Value for money	B	Creator is $19 a month, inside the category's cheapest quarter, which starts at $31. Pro is $29 and Studio $59.
Free plan and trial	B	A free plan for 1 property with single product displays, a link dashboard and broken link alerts. You can live on it for one site.
Features	C	Displays, tables, link health alerts and analytics cover the publisher job. The free plan has the Lite plugin and advanced analytics need Pro.
Ease of use	C	A WordPress plugin and web dashboard to install and configure. No store rating is on record.
Platforms and integrations	B	Web and a browser extension, with WordPress, YouTube and link-in-bio support and 3 integrations.

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 Lasso is for

- ✓ Fits if you run one blog or YouTube channel and want neat product boxes
- ✓ Works for Amazon affiliates who want broken-link alerts

Who it is not for

- ✗ Skip it if you want to run your own affiliate program, as this is a publisher tool
- ✗ Tight if you run more than one site: 1 property on Free and Creator, 3 on Pro, 5 on Studio
- ✗ Watch out: team seats and API access start at Studio, $59 a month
- ✗ Too light on the free plan, which uses the Lite WordPress plugin and a basic dashboard

Good to know

Good for

- ✓ Affiliate bloggers who recommend products in WordPress posts
- ✓ Amazon Associates publishers
- ✓ YouTube creators with affiliate links in descriptions

Worth knowing

- ⓘ Plans are limited by properties: 1 on Free and Creator, 3 on Pro, 5 on Studio.
- ⓘ Team support and API access start at Studio.
- ⓘ This is a publisher tool for placing and tracking links, not software for running an affiliate program of your own.
- ⓘ The free plan uses the Lite WordPress plugin; paid plans get the full version.

PART 02 · PRICING

What it costs

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

$19

A month to start. There is a free plan too

Lasso has a free plan. Paid plans start at $19 per month for 1 property.

FREE

$0

1 property (one website or one YouTube channel), single product displays, simple link dashboard and the Lite WordPress plugin.

CREATOR

$19

per month for 1 property, billed monthly

Product displays, tables and grids, Amazon images and prices without your own API, broken link alerts and simple analytics.

PRO

$29

per month for up to 3 properties, billed monthly

Adds a synced link dashboard, advanced analytics and international link localization.

STUDIO

$59

per month for up to 5 properties, billed monthly

Adds team support, API access and priority support.

ENTERPRISE

Custom

Unlimited properties, custom features and integrations, and a dedicated account manager.

The free plan

Free plan for 1 property: single product displays, Amazon images with your own API, a simple link dashboard and broken link alerts.

Read from getlasso.co on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save about 17% with yearly billing

The pricing page shows yearly totals of $190 (Creator), $289 (Pro) and $549 (Studio) against the monthly prices, with a Save 17% label.

Stated on getlasso.co

What it does

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

2

Places it runs: Web and Browser extension

Affiliate link manager and product displays for publishers. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking.

> **Displays, tables, link health alerts and analytics cover the publisher job.**

From our grade for features

Product displays and tables

Turns an affiliate link into a product box, comparison table or grid in a post, with the publisher's own text.

Amazon images and prices

Pulls Amazon product images and prices automatically; the free plan needs the publisher's own Amazon API credentials.

Link health alerts

Flags broken links and out-of-stock products so they can be fixed.

Link management and analytics

A single dashboard for affiliate links, link shortening on your own domain and click tracking, with advanced analytics from Pro.

Higher-commission marketplace

A marketplace of more than 450,000 products, plus higher rates on eligible Amazon products.

WordPress, YouTube and link-in-bio

Works through a WordPress plugin, YouTube integration and a Chrome extension, with link-in-bio pages for social content.

Where it runs

Web

Browser extension

What it works with

WordPress

YouTube

Amazon Associates

Lasso is made by Lasso.

Where it stands

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

81/89

Other affiliate and referral tools it is graded above

Lasso's GPA of 2.6 is higher than 81 of the 89 other affiliate and referral tools we grade, and level with 6.

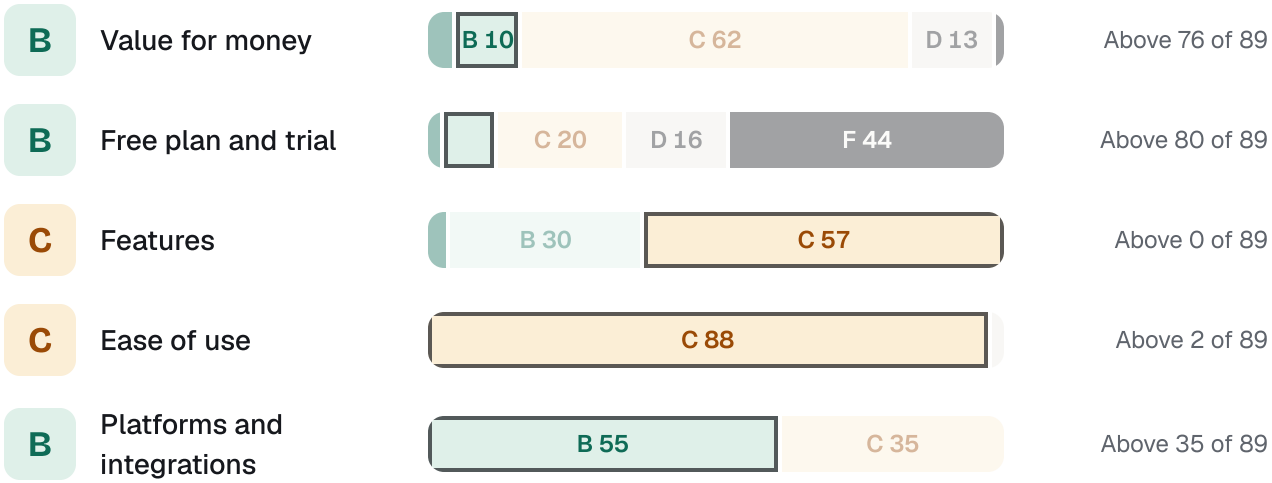
It stands best on free plan and trial (B, above 80 of 89) and worst on features (C, above 0).

Its paid plans start at $19 a month, against a middle price of $65.46 for the category: 3 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

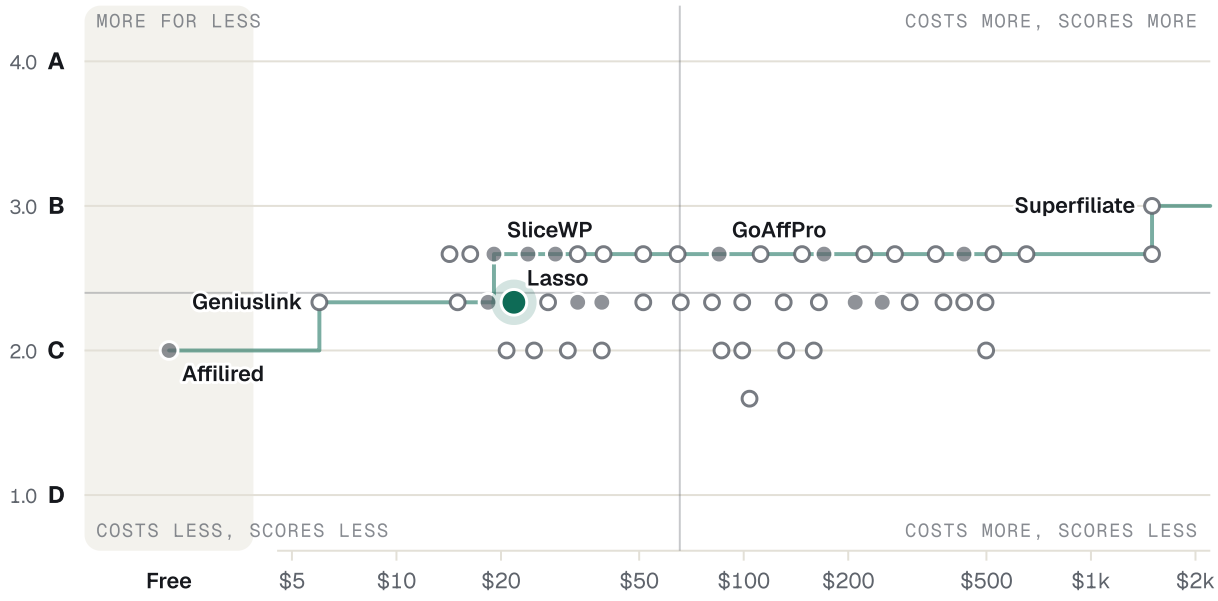
Each grade against the category

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

The plain part of Lasso you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

It is one of the better ones too: its GPA of 2.6 is higher than 81 of the 89 other affiliate and referral tools we grade. It costs $228 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Every click and sale traced back to the right partner.

- It plugs into other products, WordPress, YouTube and Amazon Associates among them, and has an API.

What this rests on. Lasso'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



ThirstyAffiliates, Geniuslink, Affilimate, AffiliateWP and Skimlinks

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

1.8 GPA

ThirstyAffiliates

From $249/yr

WordPress plugin for cloaking and managing affiliate links.

- Lasso has a free plan. ThirstyAffiliates does not.
- Only Lasso lists a browser extension.
- ThirstyAffiliates also covers internal linking.

Lasso and ThirstyAffiliates compared in full

2.4 GPA

Geniuslink

Free trial · from $6/mo

Smart affiliate links with localization and mobile deep linking.

- Lasso has a free plan. Geniuslink does not, though it has a free trial.
- Only Lasso lists a browser extension.
- Geniuslink also covers a/B testing.

Lasso and Geniuslink compared in full

1.8 GPA

Affilimate

Paid

Affiliate revenue analytics and sponsorship tools for publishers.

- Lasso has a free plan. Affilimate does not.
- Only Lasso lists a browser extension.
- Affilimate also covers dashboards.

Lasso and Affilimate compared in full

1.8 GPA

AffiliateWP

From $299/yr

WordPress plugin for running your own affiliate program.

- Lasso has a free plan. AffiliateWP does not.
- Only Lasso lists a browser extension.
- AffiliateWP also covers partner payouts.

Lasso and AffiliateWP compared in full

2.4 GPA

Skimlinks

Free plan · from $166/mo

Affiliate link monetization for publishers, with paid merchant tiers.

- Only Lasso lists a browser extension.

Lasso and Skimlinks compared in full

PART 06 · QUESTIONS

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 Lasso free?

Lasso has a free plan. Free plan for 1 property: single product displays, Amazon images with your own API, a simple link dashboard and broken link alerts.

How much does Lasso cost?

Lasso lists 5 plans. Free: $0.

What platforms does Lasso work on?

Lasso is available on Web. It also has a browser extension.

Does Lasso offer any discounts?

Lasso publicly lists the following: Save about 17% with yearly billing.

Does Lasso have an Android app?

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

Does Lasso have an iPhone app?

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

Is Lasso open source?

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

Does Lasso have an API?

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

What does Lasso integrate with?

Lasso's listing names WordPress, YouTube and Amazon Associates. A listing names up to eight integrations, so it may connect to more.

Who makes Lasso?

Lasso is made by a company of the same name.

What are the alternatives to Lasso?

The closest alternatives to Lasso in our directory are ThirstyAffiliates, Geniuslink, Affilimate, AffiliateWP and Skimlinks.

How does Lasso compare with other affiliate and referral tools?

Lasso's GPA of 2.6 is higher than 81 of the 89 other affiliate and referral tools we grade, and level with 6.

Is Lasso good value for money?

ToolGPA grades Lasso B for value for money. Its paid plans start at $19 a month, against a middle price of $65.46 for the category: 3 of the 49 others that charge start lower.

Could I make my own version of Lasso?

The plain part of Lasso you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Lasso'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 Lasso'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 Lasso. Prices change, so check getlasso.co before you buy.

getlasso.co/pricing/

getlasso.co/

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

Lasso, kept up to date

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

toolgpa.com/tools/lasso

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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