ToolGPA

NOVEMBER 2026

Offer18

The Insider's Guide

Affiliate and performance marketing tracking platform



Every plan, grade, refund rule and rival among affiliate and referral tools, read from Offer18's own pages.

Made by Offer18 · checked Nov 13, 2026 · toolgpa.com

2.4
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 Offer18's own pages, its app-store listings and our grades. Every fact in it is on Offer18'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

2.4

GPA, above 68 of the 89 other affiliate and referral tools we grade

Offer18 is a tracking platform for affiliate networks, agencies, media buyers and brands. It tracks clicks, conversions and payouts, with anti-fraud tools, offer automation, white-label panels and a mobile attribution SDK. Plans are priced by monthly conversions or clicks.

To get you started, here are **9 things to know about Offer18**, taken from its own pages and our grades.

> **It is a tracker with offers, targeting and caps to set up, and the vendor offers migration help.**
>
> From our grade for ease of use

1 **Best for white-label tracking for networks and media buyers**

Offer18 is a tracking platform for affiliate networks, agencies and media buyers, priced by monthly conversions from $49.

2 **Paid plans start at $49 a month**

As its pricing page puts it: $49 per month for up to 4,000 conversions, billing basis not shown.

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Affiliate tracking**

Tracks clicks, conversions and payouts in real time, with affiliate and advertiser management.

6 **Anti-fraud**

Blocks spam clicks and fake conversions.

7 **Offer automation and sync**

Launches and updates offers automatically, and an Offer Sync API pulls offers from partner networks.

8 **A 2.4 GPA, above 68 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**

To replace Offer18 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.

Offer18 at a glance

PRICING
Free trial, from $49 per month for up to 4,000 conversions, billing basis not shown

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web

MADE BY
Offer18

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.4 GPA, fair

The report card

Best for white-label tracking for networks and media buyers

Offer18 is a tracking platform for affiliate networks, agencies and media buyers, priced by monthly conversions from $49. White label, team management and 24x7 support are not on the cheapest plan, and the page does not say whether prices are billed monthly or yearly.

TOOLGPA REPORT CARD — **Offer18** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $49 a month for up to 4,000 conversions, between the cheaper quarter ($31.17) and the middle ($69) of affiliate tools. Advanced is $149 for 10,000 conversions.
Free plan and trial	C	A 14-day free trial that needs no card, and no free plan after it.
Features	B	Click and conversion tracking, anti-fraud, offer automation and sync, white label, a mobile attribution SDK and capping rules. The listing names no gap in the core job, though some of it sits on dearer plans.
Ease of use	C	No store rating on record. It is a tracker with offers, targeting and caps to set up, and the vendor offers migration help.
Platforms and integrations	B	Web only, but it lists Shopify, WooCommerce and BigCommerce, an Offer Sync API and a mobile attribution SDK.

Grade point average

Fair, out of 4.0 **2.4**

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 Offer18 is for

- ✓ Fits if you run a small affiliate network and want your own branded panel
- ✓ Works for media buyers who want to track paid traffic down to the click

Who it is not for

- ✗ Tight if you grow, because plans stop at 4,000, 10,000 and 40,000 conversions a month and more needs a custom quote
- ✗ Skip it if you need white label or team seats on the cheapest plan, as Basic leaves them out
- ✗ Watch out: the page does not say whether the monthly prices are billed monthly or yearly
- ✗ Watch out: the iGaming and eCommerce add-ons are offered with no prices
- ✗ Pricey if you are alone, at $49 a month before you reach the Advanced plan

Good to know

Good for

- ✓ Affiliate networks that want white-label tracking
- ✓ Media buyers tracking paid traffic
- ✓ Teams moving from another tracker, with migration support

Worth knowing

- ⓘ Plans are capped by conversions: 4,000, 10,000 and 40,000 a month; bigger volumes need the custom Business plan.
- ⓘ The page does not say whether the monthly prices are billed monthly or annually.
- ⓘ White label, team management and 24x7 support are not listed on Basic.
- ⓘ The page offers iGaming and eCommerce add-ons without prices.

What it costs

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

$49
A month to start

Offer18 is a paid product with a free trial, starting at $49 per month for up to 4,000 conversions, billing basis not shown.

BASIC

$49

per month for up to 4,000 conversions

Click-based plan with 150,000 clicks, unlimited offers and basic technical support.

ADVANCED

$149

per month for up to 10,000 conversions

Conversion-based, unlimited clicks and offers, adds team management, white label and 24x7 support.

PREMIUM

$349

per month for up to 40,000 conversions

Conversion-based with unlimited clicks and offers and the same feature set as Advanced.

BUSINESS

Custom

Custom conversion and click volumes, billed monthly or yearly, set after a call with sales.

Trying it first

14-day free trial, no credit card required

Read from offer18.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Affiliate and performance marketing tracking platform. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> **Click and conversion tracking, anti-fraud, offer automation and sync, white label, a mobile attribution SDK and capping rules.**
>
> From our grade for features

Affiliate tracking

Tracks clicks, conversions and payouts in real time, with affiliate and advertiser management.

Anti-fraud

Blocks spam clicks and fake conversions.

Offer automation and sync

Launches and updates offers automatically, and an Offer Sync API pulls offers from partner networks.

White label

Run the panel and tracking links on your own domain, available on Advanced and above.

Mobile attribution

An SDK for installs, in-app events and ad revenue.

Targeting and capping rules

Targeting, click and conversion capping and payout rules, plus a link tester for redirects across geos and devices.

Where it runs

Web

What it works with

Shopify

WooCommerce

BigCommerce

Offer18 is made by Offer18.

Where it stands

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

68/89

Other affiliate and referral tools it is graded above

Offer18's GPA of 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade, and level with 12.

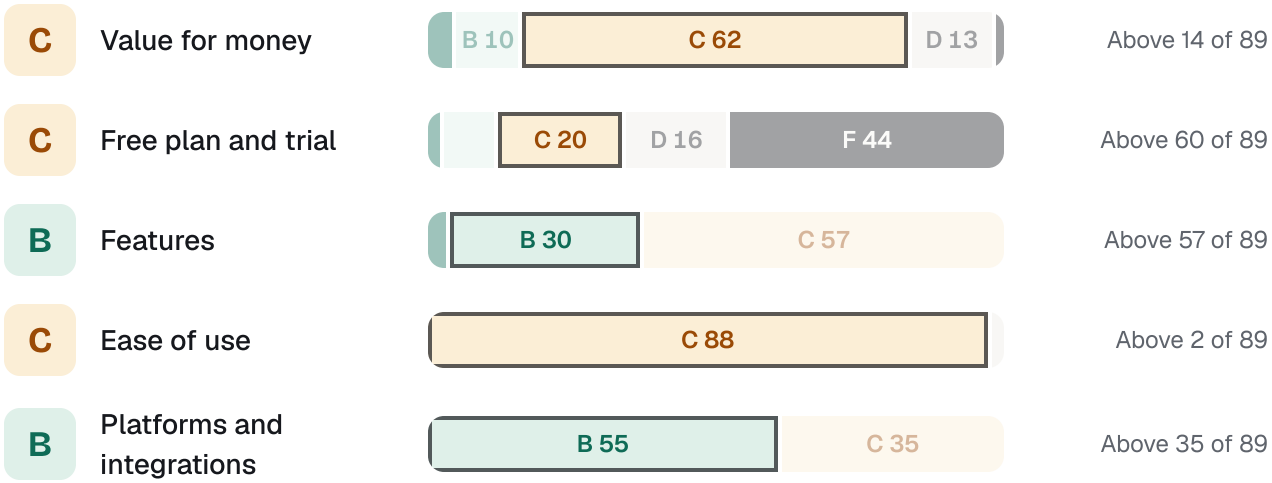
It stands best on features (B, above 57 of 89) and worst on ease of use (C, above 2).

Its paid plans start at $49 a month, against a middle price of $65.46 for the category: 18 of the 49 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.

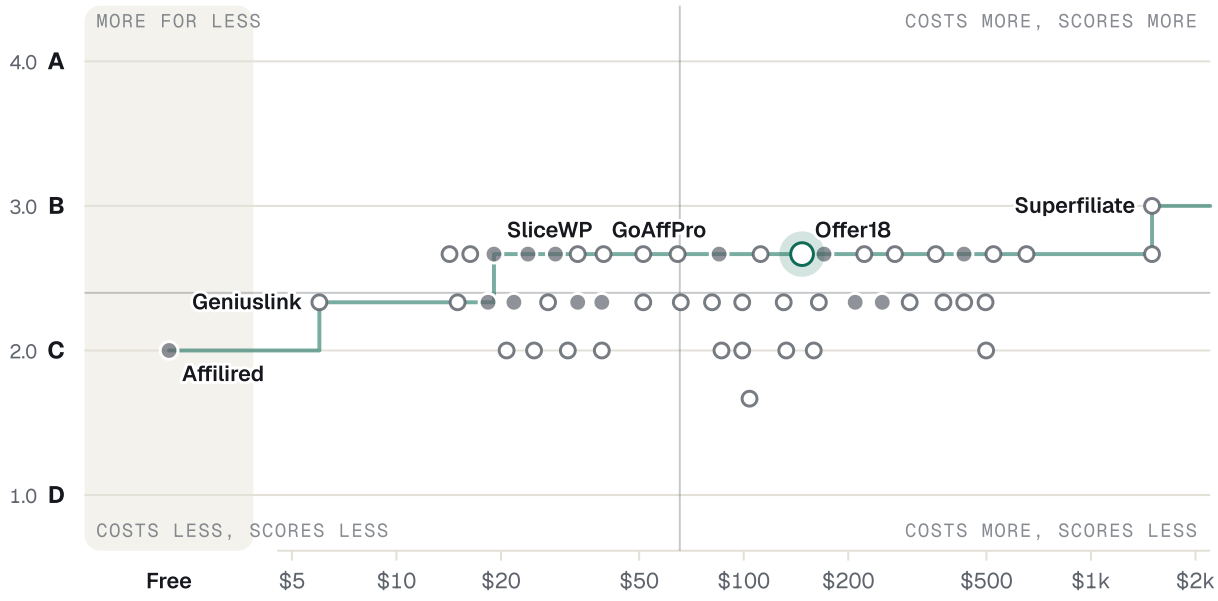
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. Offer18'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. Offer18 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 Offer18 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 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade. It costs $588 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, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Offer18'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



Everflow, TUNE, Trackier and Binom

The 4 tools Offer18 is most often weighed against, with where each one differs from it.

2.2 GPA

Everflow

Paid

Partner marketing platform for brands, agencies and affiliate networks.

Offer18 and Everflow compared in full

1.8 GPA

TUNE

From $1,500/mo

Partner marketing platform for advertisers and affiliate networks.

Offer18 and TUNE compared in full

2.2 GPA

Trackier

Free trial

Affiliate tracking and performance marketing platform.

- Trackier also covers web analytics.

Offer18 and Trackier compared in full



1.6
GPA

Binom

Free trial · from $104/mo

Self-hosted and cloud tracker for affiliates and media buyers.

- Binom is self-hostable, according to its own site.
- Offer18 also covers partner payouts.

Offer18 and Binom compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Offer18 free?

No, Offer18 is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Offer18 cost?

Offer18 lists 4 plans. Basic: $49 per month for up to 4,000 conversions.

What platforms does Offer18 work on?

Offer18 is available on Web.

Does Offer18 have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Offer18 is listed for Web.

Does Offer18 have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Offer18 is listed for Web.

Is Offer18 open source?

Offer18 is not described as open source on its own site, as read on Nov 13, 2026.

Does Offer18 have an API?

Yes. Offer18 offers a public API, according to its own site.

What does Offer18 integrate with?

Offer18's listing names Shopify, WooCommerce and BigCommerce. A listing names up to eight integrations, so it may connect to more.

Who makes Offer18?

Offer18 is made by a company of the same name.

What are the alternatives to Offer18?

The closest alternatives to Offer18 in our directory are Everflow, TUNE, Trackier and Binom.

How does Offer18 compare with other affiliate and referral tools?

Offer18's GPA of 2.4 is higher than 68 of the 89 other affiliate and referral tools we grade, and level with 12.

Is Offer18 good value for money?

ToolGPA grades Offer18 C for value for money. Its paid plans start at $49 a month, against a middle price of $65.46 for the category: 18 of the 49 others that charge start lower.

Could I make my own version of Offer18?

To replace Offer18 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 Offer18'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 Offer18'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 Offer18. Prices change, so check offer18.com before you buy.

offer18.com/price
offer18.com/about-us
offer18.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

Offer18, kept up to date

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

toolgpa.com/tools/offer18

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, "Offer18: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/offer18
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Know someone choosing between affiliate and referral tools?

Send them this guide: toolgpa.com/tools/offer18/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded affiliate and referral tools after Offer18, 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 Offer18'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. Offer18 is a trademark of its owner, and this guide is not made, paid for or approved by Offer18. Prices and plans change: check offer18.com before you buy.