ToolGPA

NOVEMBER 2026

Optimise

The Insider's Guide

Partnership platform with AI agents and local expert teams



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

Made by Optimise Media Group Limited · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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ToolGPA put this guide together from Optimise's own pages, its app-store listings and our grades. Every fact in it is on Optimise'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

1.6

GPA, above 3 of the 89 other affiliate and referral tools we grade

Optimise is a partnership marketing company that sells an affiliate and partner platform together with managed service. Its tools include PartnerIQ, which it describes as proprietary partnership intelligence feeding AI agents, plus modules for growth, insight, protection and campaign management. It also runs a rewards platform for brand offers.

To get you started, here are **7 things to know about Optimise**, taken from its own pages and our grades.

> **You set up accounts and programs before it does anything, so there is a learning curve.**
>
> From our grade for ease of use

1 **Best for global partnership marketing run by a service team**

Optimise is a partnership marketing company with tracking, fraud and insight modules and a rewards platform.

2 **It runs on Web**

Web.

3 **PartnerIQ intelligence**

Combines partnership performance data, third-party data and Optimise expertise to feed AI agents that recommend what to do next.

4 **Growth and Insight modules**

Growth finds and ranks partner opportunities, and Insight shows what is driving value so teams know where to optimize.

5 **Protect**

Partner compliance and protection tools aimed at spotting compliance, fraud and traffic-quality problems earlier.

6 **A 1.6 GPA, above 3 of 89**

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

7 **Keep it**

To replace Optimise 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.

Optimise at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Optimise Media Group Limited	CATEGORY Affiliate & Referral Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for global partnership marketing run by a service team

Optimise is a partnership marketing company with tracking, fraud and insight modules and a rewards platform. It publishes no prices, and works with over 800 advertisers through a sales-led service.

TOOLGPA REPORT CARD **Optimise** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No prices or plans are published, so cost is unconfirmed.
Free plan and trial	F	No free plan or trial is listed, so you pay before you can try it.
Features	C	Partner intelligence, growth and insight modules, fraud protection and a control centre. The AI agent features are described only in general terms.
Ease of use	C	No store rating on record. You set up accounts and programs before it does anything, so there is a learning curve.
Platforms and integrations	C	Web only, and the listing names no integrations.

Grade point average Weak, out of 4.0 **1.6**

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 Optimise is for

- ✓ Fits if you are a large advertiser wanting a managed partnership program
- ✓ Works for brands operating in several regions

Who it is not for

- ✗ Skip it if you want a price, as none is published
- ✗ Not for you if you want self-serve, because it reads as a sales-led service
- ✗ Watch out: the AI agent features are described only in general terms
- ✗ Too light for small shops without a partnership team

Good to know

Good for

- ✓ Larger brands that want software plus a managed local team
- ✓ Agencies running partnership programs for clients
- ✓ Partners in Asia-Pacific, the Middle East, the UK and US markets

Worth knowing

- ⓘ No prices or plans are published on the pages we read, so cost is unconfirmed.
- ⓘ The company says it works with over 800 advertisers, which points to a managed, sales-led service rather than self-serve.
- ⓘ The AI agent features are described only in general terms on the homepage.

What it costs

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

Optimise's current pricing could not be confirmed from its own site.

> **No prices or plans are published, so cost is unconfirmed.**
>
> From our grade for value for money

We could not confirm Optimise's current prices from its own site, so this guide lists no plans. optimisemedia.com has them.

What it does

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

1

Place it runs: Web

Partnership platform with AI agents and local expert teams. Here is what it does, as its own site describes it, and what it covers: AI features, reports, affiliate tracking, partner payouts.

> **Partner intelligence, growth and insight modules, fraud protection and a control centre.**
>
> From our grade for features

PartnerIQ intelligence

Combines partnership performance data, third-party data and Optimise expertise to feed AI agents that recommend what to do next.

Growth and Insight modules

Growth finds and ranks partner opportunities, and Insight shows what is driving value so teams know where to optimize.

Protect

Partner compliance and protection tools aimed at spotting compliance, fraud and traffic-quality problems earlier.

Manage control centre

Handles everyday actions on partnership campaigns, to cut repetitive work in running complex programs.

Rewards platform and services

Lets brands build exclusive offers for partners, with local expert teams and managed service sold alongside the software.

Where it runs

Web

What it works with

Its own pages name no integrations.

Optimise is made by Optimise Media Group Limited.

PART 04 · STANDING

Where it stands

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

3/89

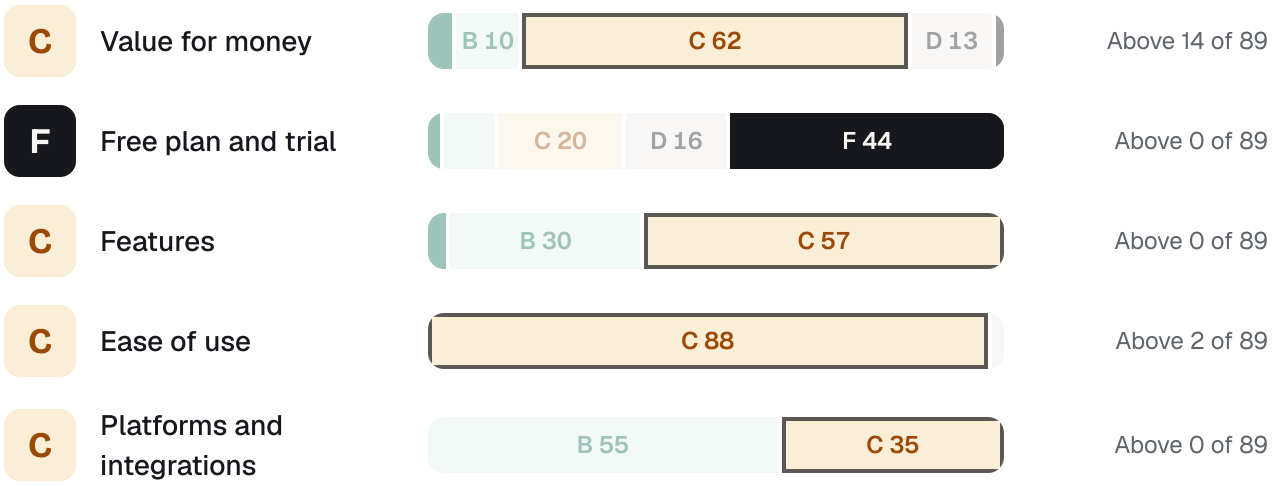
Other affiliate and referral tools it is graded above

Optimise's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

It stands best on value for money (C, above 14 of 89) and worst on free plan and trial (F, above 0).

Each grade against the category

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



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 Optimise 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.

That makes this kind of software worth paying for, not this one in particular: 68 of the 89 other affiliate and referral tools grade higher.

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.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Optimise'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, impact.com, Awin, CJ Affiliate and Tradedoubler

The 5 tools Optimise 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.

Optimise and Partnerize compared in full

2.0 GPA

impact.com

Free trial · from $30/mo

Partnership platform for affiliate, creator and referral programs.

Optimise and impact.com compared in full

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

Optimise and Awin compared in full

1.6
GPA

CJ Affiliate

Paid

Affiliate network and platform for brands, publishers and creators.

Optimise and CJ Affiliate compared in full

2.2
GPA

Tradedoubler

Free trial · from €59/mo

Partner marketing network with a self-serve plan for small brands.

Optimise and Tradedoubler compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Optimise free?

No. Optimise is a paid product.

What platforms does Optimise work on?

Optimise is available on Web.

Does Optimise have an Android app?

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

Does Optimise have an iPhone app?

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

Is Optimise open source?

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

Who makes Optimise?

Optimise is made by Optimise Media Group Limited.

What are the alternatives to Optimise?

The closest alternatives to Optimise in our directory are Partnerize, impact.com, Awin, CJ Affiliate and Tradedoubler.

How does Optimise compare with other affiliate and referral tools?

Optimise's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

Could I make my own version of Optimise?

To replace Optimise 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 Optimise'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 Optimise'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 Optimise Media Group Limited. Prices change, so check optimisemedia.com before you buy.

optimisemedia.com

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

Optimise, kept up to date

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

toolgpa.com/tools/optimise

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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