ToolGPA

NOVEMBER 2026

Outseta

The Insider's Guide

Memberships, billing, CRM, email and help desk in one platform



Every plan, grade, refund rule and rival among course and community platforms, read from Outseta's own pages.

Made by Outseta · checked Nov 12, 2026 · toolgpa.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 Outseta's own pages, its app-store listings and our grades. Every fact in it is on Outseta'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

2.2

GPA, above 45 of the 98 other course and community platforms we grade

Outseta bundles Stripe-connected billing, member sign-up and login, protected content, a CRM, email campaigns and a help desk into one account. It is aimed at founders running a membership site, community or small SaaS product on a site they already have. Every plan includes unlimited team seats and is priced by contact count and transaction fee.

> "
>
> **Several tools to configure: payments, CRM, email and help desk.**
>
> From our grade for ease of use

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

1 **Best for memberships, billing, CRM and email in one place**

Outseta bundles memberships, billing, CRM, email and a help desk.

2 **Paid plans start at $37 a month**

As its pricing page puts it: $37 per month for 1,000 contacts, billed annually ($47 monthly).

3 **You can try it first**

14-day free trial with access to every feature

4 **It runs on Web**

Web.

5 **Payments and subscriptions**

Connects to Stripe to sell memberships, subscriptions and one-time products, with individual and group memberships.

6 **Sign-up, login and gated content**

Adds member authentication and locks pages or content to specific plans on a site you already run.

7 **Built-in CRM**

Tracks prospects and customers in one place alongside their billing and activity.

8 **A 2.2 GPA, above 45 of 98**

That is against the other course and community platforms we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Outseta you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

Outseta at a glance

PRICING
Free trial, from $37 per month for 1,000 contacts, billed annually ($47 monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial with access to every feature

RUNS ON
Web

MADE BY
Outseta

CATEGORY
Courses & Communities

OUR GRADE
2.2 GPA, fair

The report card

Best for memberships, billing, CRM and email in one place

Outseta bundles memberships, billing, CRM, email and a help desk. Every plan carries a contact cap, so the price climbs from $37 to $697 a month as you grow, and it takes a 2% or 1% fee on payments on top of Stripe's.

TOOLGPA REPORT CARD	Outseta	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$37 a month billed yearly for 1,000 contacts, between the $29 cheaper quarter and $49 middle of courses and communities tools. It steps up to $697 at 100,000 contacts.
Free plan and trial	D	A 14-day free trial with every feature, but the page doesn't say whether a card is needed. No free plan.
Features	B	Payments, subscriptions, sign-up, gating, a CRM, email automations, a help desk and an API. Nothing in the listing is missing from the job.
Ease of use	C	No store rating on record. Several tools to configure: payments, CRM, email and help desk.
Platforms and integrations	B	Web only, with Stripe and Webflow connections, an API, webhooks and MCP access.
Grade point average		Fair, out of 4.0 **2.2**

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 Outseta is for

- ✓ Fits if you run a small software or membership business and want one account for billing and CRM
- ✓ Works for founders who would otherwise stitch together a CRM, email tool and help desk

Who it is not for

- ✗ Pricey if your list grows: every plan has a contact cap and it goes from $37 to $697 a month
- ✗ Skip it if you want a free plan, because there is only a 14-day trial
- ✗ Watch out: a 2% or 1% payment fee applies on top of Stripe's, except on Max
- ✗ Watch out: payments need a Stripe account

Good to know

Good for

- ✓ Founders launching a paid community or small SaaS who want one bill instead of several tools
- ✓ Teams that want to add seats without paying per user
- ✓ Sites built in Webflow or similar that need member login and billing

Worth knowing

- ⓘ Every plan carries a contact cap, and the monthly price steps up from $37 at 1,000 contacts to $697 at 100,000 (billed annually).
- ⓘ Outseta charges a 2% or 1% fee on payments on top of Stripe's own fees, except on the Max plan.
- ⓘ There is no free plan, only a 14-day trial.
- ⓘ Payments run through Stripe, so a Stripe account is required.

What it costs

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

$37
A month to start

Outseta is a paid product with a free trial, starting at $37 per month for 1,000 contacts, billed annually ($47 monthly).

START

$37

per month for up to 1,000 contacts, billed annually ($47 monthly)

2% Outseta transaction fee on top of Stripe's fees; unlimited team seats. Price rises with the contact tier.

SCALE

$97

per month for up to 10,000 contacts, billed annually ($127 monthly)

Transaction fee drops to 1%; same features as Start.

PRO

$197

per month for up to 25,000 contacts, billed annually ($247 monthly)

1% transaction fee and priority support from the team that builds the software.

MAX

$697

per month for up to 100,000 contacts, billed annually ($897 monthly)

No Outseta transaction fee and priority support.

Trying it first

14-day free trial with access to every feature

Read from outseta.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

About 25% off with yearly billing

The pricing page shows lower monthly rates on yearly billing, for example $37 instead of $47 for Start, and describes the saving as about 25%.

Stated on outseta.com

What it does

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

1

Place it runs: Web

Memberships, billing, CRM, email and help desk in one platform. Here is what it does, as its own site describes it, and what it covers: public API, marketing automation, email campaigns, help desk, community.

> **Payments, subscriptions, sign-up, gating, a CRM, email automations, a help desk and an API.**
>
> From our grade for features

Payments and subscriptions

Connects to Stripe to sell memberships, subscriptions and one-time products, with individual and group memberships.

Sign-up, login and gated content

Adds member authentication and locks pages or content to specific plans on a site you already run.

Built-in CRM

Tracks prospects and customers in one place alongside their billing and activity.

Email campaigns and automations

Sends marketing and transactional email to segments built from the member data.

Help desk

Handles customer support tickets from the same account, with unlimited team logins.

API, webhooks and MCP access

Every plan lists webhooks and MCP / API access for connecting other tools.

Where it runs

Web

What it works with

Stripe

Webflow

Outseta is made by Outseta.

Where it stands

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

45/98

Other course and community platforms it is graded above

Outseta's GPA of 2.2 is higher than 45 of the 98 other course and community platforms we grade, and level with 20.

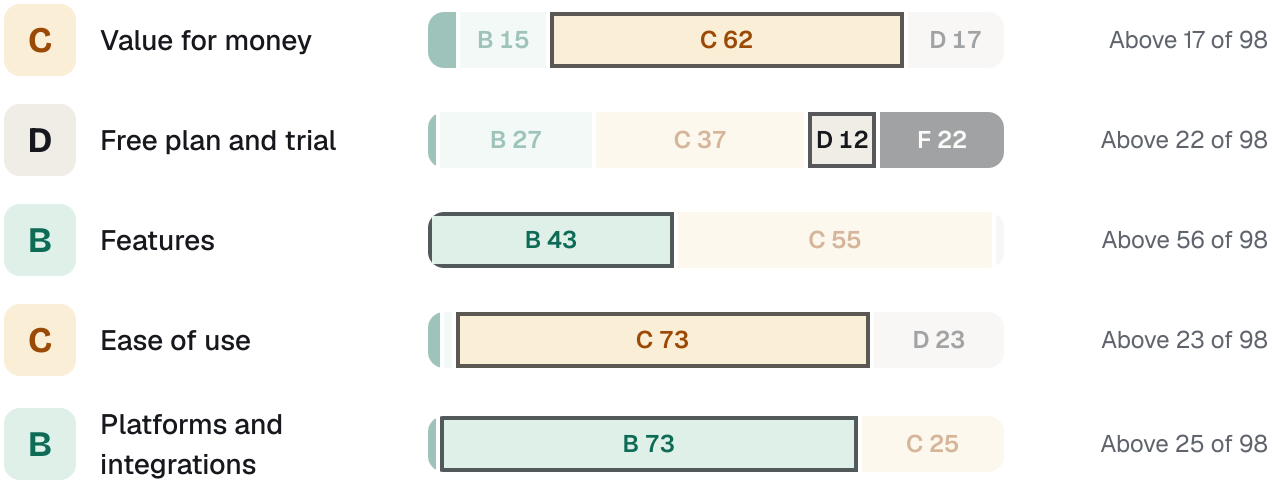
It stands best on features (B, above 56 of 98) and worst on free plan and trial (D, above 22).

Its paid plans start at $37 a month, against a middle price of $36 for the category: 33 of the 65 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.

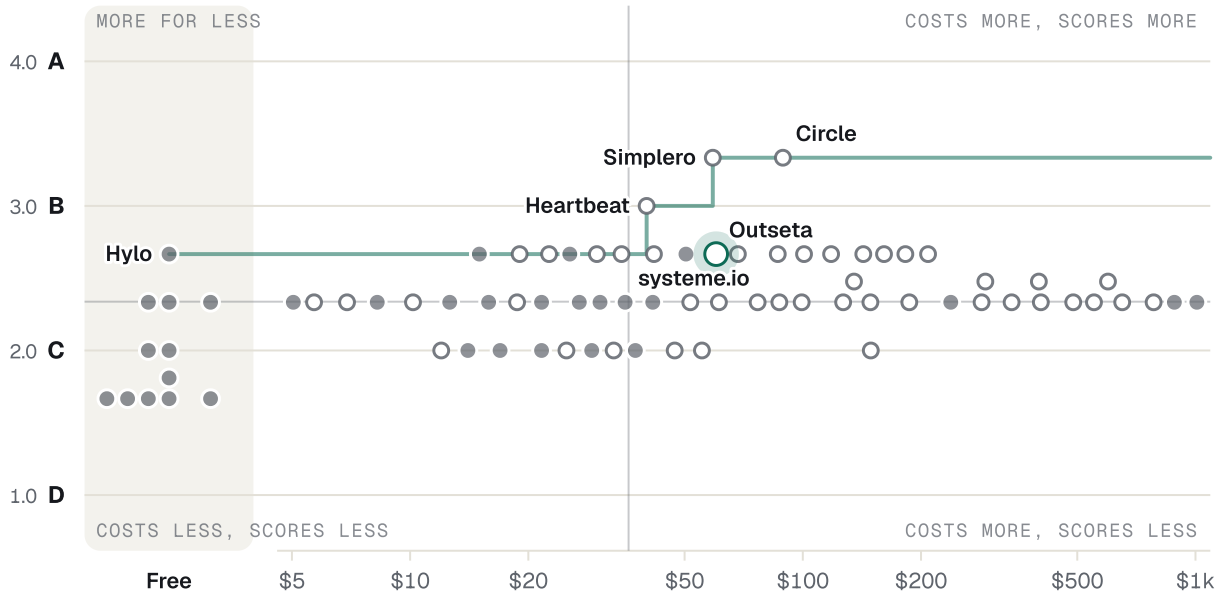
Each grade against the category

Every bar is all 99 course and community platforms we grade, cut by the letter each got. Outseta's own letter is outlined.



Price against what you get

Each dot is one of 78 course and community platforms. Further left costs less; higher up scores better on features, ease of use and platforms. Outseta 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 Outseta you would be making newsletters sent to thousands of people that still reach the inbox. That is not a weekend's work, with an AI app builder or without one.

It costs $444 a year.

What you could make

- Help desk: an app builder makes this well.

What you could not

- Newsletters sent to thousands of people that still reach the inbox.

- Email sent in volume that still reaches the inbox.
- A members' space with posts, chat and events that people keep coming back to.
- It plugs into other products, Stripe and Webflow among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Outseta'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



MemberSpace, Memberstack, Paid Memberships Pro, Circle and Kajabi

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

2.0 GPA

MemberSpace

Free trial · from $39/mo

Add memberships and gated content to a site you already have.

- Outseta also covers marketing automation, email campaigns and help desk.
- MemberSpace also covers paid newsletters and online courses.

Outseta and MemberSpace compared in full

2.2 GPA

Memberstack

Free trial · from $25/mo

Logins, payments and gated content for Webflow sites.

- Outseta also covers help desk.
- Memberstack also covers no-code.

Outseta and Memberstack compared in full



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Paid Memberships Pro

Free plan · from $49/mo

Open-source WordPress membership plugin with managed hosting.

- Paid Memberships Pro has a free plan. Outseta does not, though it has a free trial.
- Paid Memberships Pro is open source and self-hostable, according to its own site.
- Outseta also covers marketing automation, email campaigns and help desk.

Outseta and Paid Memberships Pro compared in full



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Circle

Free trial · from $89/mo

Community platform with courses, events, payments and branded apps.

- Only Circle lists iOS and Android apps.
- Outseta also covers marketing automation and help desk.
- Circle also covers workflow automation and online courses.

Outseta and Circle compared in full



2.0
GPA

Kajabi

Free trial · from $143/mo

All-in-one platform for selling courses, coaching and communities.

- Only Kajabi lists iOS and Android apps.
- Outseta also covers help desk.
- Kajabi also covers paid newsletters and online courses.

Outseta and Kajabi 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 Outseta free?

No, Outseta is a paid product, but you can try it first. 14-day free trial with access to every feature.

How much does Outseta cost?

Outseta lists 4 plans. Start: $37 per month for up to 1,000 contacts, billed annually ($47 monthly).

What platforms does Outseta work on?

Outseta is available on Web.

Does Outseta offer any discounts?

Outseta publicly lists the following: About 25% off with yearly billing.

Does Outseta have an Android app?

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

Does Outseta have an iPhone app?

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

Is Outseta open source?

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

Does Outseta have an API?

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

What does Outseta integrate with?

Outseta's listing names Stripe and Webflow. A listing names up to eight integrations, so it may connect to more.

Who makes Outseta?

Outseta is made by a company of the same name.

What are the alternatives to Outseta?

The closest alternatives to Outseta in our directory are MemberSpace, Memberstack, Paid Memberships Pro, Circle and Kajabi.

How does Outseta compare with other course and community platforms?

Outseta's GPA of 2.2 is higher than 45 of the 98 other course and community platforms we grade, and level with 20.

Is Outseta good value for money?

ToolGPA grades Outseta C for value for money. Its paid plans start at $37 a month, against a middle price of $36 for the category: 33 of the 65 others that charge start lower.

Could I make my own version of Outseta?

To replace Outseta you would be making newsletters sent to thousands of people that still reach the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Outseta'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 Outseta'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 Outseta. Prices change, so check outseta.com before you buy.

outseta.com/pricing

outseta.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

Outseta, kept up to date

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

toolgpa.com/tools/outseta

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, "Outseta: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/outseta
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Know someone choosing between course and community platforms?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded course and community platforms after Outseta, each with an Insider's Guide of its own.

Courses & Communities Insider's Guide

Every one of the 99 course and community platforms we grade, compared

Hylo Insider's Guide

Free open-source platform for community groups and coordination

3.2 GPA

Academy LMS Insider's Guide

WordPress LMS plugin with a free core and Pro licenses by site count

2.8 GPA

Circle Insider's Guide

Community platform with courses, events, payments and branded apps

2.8 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 Outseta'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. Outseta is a trademark of its owner, and this guide is not made, paid for or approved by Outseta. Prices and plans change: check outseta.com before you buy.