ToolGPA

NOVEMBER 2026

Plug&Pay

The Insider's Guide

Dutch sales funnel software for checkouts, upsells and subscriptions



Every plan, grade, refund rule and rival among tools for selling digital products, read from Plug&Pay's own pages.

Made by Plug&Pay BV · checked Nov 12, 2026 · toolgpa.com

2.0
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 Plug&Pay's own pages, its app-store listings and our grades. Every fact in it is on Plug&Pay'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 6 of the 50 other tools for selling digital products we grade

Plug&Pay is a Netherlands-based tool for building landing pages, checkouts and sales funnels for digital programs, coaching, physical products, events and subscriptions. It sits on top of a Mollie or Stripe account for payments and adds order bumps, upsells, an affiliate system and invoicing tools. Plans are billed in euros, with a 14-day free trial.

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

> "
>
> **You connect Mollie or Stripe, then build pages, checkouts and funnels yourself.**
>
> From our grade for ease of use

1 **Best for Dutch-style sales funnels with upsells and subscriptions**

Plug&Pay is a Dutch funnel tool for checkouts, upsells and subscriptions, from €15 a month billed annually.

2 **Paid plans start at about $16.76 a month**

As its pricing page puts it: €15 per month, billed annually (€25 billed monthly).

3 **You can try it first**

14-day free trial; the first payment is taken after the 14 days and you can cancel before then

4 **It runs on Web**

Web.

5 Landing pages and website

Build pages from ready-made elements with an AI assistant, including a full website and AI-written sales copy. Lite allows 10 pages.

6 Checkouts and funnels

Create checkouts for one-time purchases, quotes and subscriptions, with order bumps, volume discounts and, from Premium, one-click upsells.

7 Sales boosters

Premium adds pop-ups, FOMO Frenzy, timed content, cart abandonment tracking and A/B testing.

8 A 2.0 GPA, above 6 of 50

That is against the other tools for selling digital products we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Plug&Pay you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Plug&Pay at a glance

PRICING
Free trial, from €15 per month, billed annually (€25 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial; the first payment is taken after the 14 days and you can cancel before then

RUNS ON
Web

MADE BY
Plug&Pay BV

CATEGORY
Selling Digital Products

OUR GRADE
2.0 GPA, fair

The report card

Best for Dutch-style sales funnels with upsells and subscriptions

Plug&Pay is a Dutch funnel tool for checkouts, upsells and subscriptions, from €15 a month billed annually. It cannot take payment without a Mollie or Stripe account, and Lite is capped at 3 products and 10 pages, with upsells and subscriptions waiting on the €59 plan.

TOOLGPA REPORT CARD — **Plug&Pay** — Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Lite is €15 a month billed annually (€25 monthly), which is under the category's middle at $22 but above its cheapest quarter at $10. Premium is €59 and Ultimate €119.
Free plan and trial	D	A 14-day trial, with the first payment taken after the 14 days, so a card is needed. There is no free plan.
Features	C	Landing pages, checkouts, order bumps, subscriptions, installments and affiliate tools. The gaps are in the plans: Lite stops at 3 products and 10 pages, and affiliates and the customer portal are Ultimate only.
Ease of use	C	No store rating on record. You connect Mollie or Stripe, then build pages, checkouts and funnels yourself.
Platforms and integrations	B	Web only, with Mollie, Stripe and Zapier connections and webhooks.
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 Plug&Pay is for

- ✓ Fits if you sell in the Netherlands or Europe and already use Mollie or Stripe
- ✓ Works for a small seller with up to 3 products who wants funnels and bumps

Who it is not for

- ✗ Tight if you are on Lite, which has 3 products, 10 pages and 1 user
- ✗ Pricey if you want upsells, subscriptions or your own domain, which start at €59 a month on Premium
- ✗ Watch out: affiliate tools, the debtor system and the customer portal are Ultimate only, at €119
- ✗ Watch out: it does not work without a Mollie or Stripe account, and yearly plans renew automatically

Good to know

Good for

- ✓ Coaches and course sellers in Europe who want checkout funnels
- ✓ Sellers who already use Mollie or Stripe and want upsells and bumps
- ✓ Small teams that need affiliate tracking alongside checkouts

Worth knowing

- ⓘ Plug&Pay cannot be used without a Mollie or Stripe account, which handles the payments.
- ⓘ Lite is capped at 3 products, 10 pages and 1 user; upsells, subscriptions and your own domain start at Premium.
- ⓘ Affiliate tools, the debtor system and the customer portal are limited to the Ultimate plan.
- ⓘ Prices are listed in euros; the yearly prices are billed once a year and a plan renews automatically.

PART 02 · PRICING

What it costs

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

~$16.76

A month to start

Plug&Pay is a paid product with a free trial, starting at €15 per month, billed annually (€25 billed monthly).

LITE

€15

per month, billed annually (€25 billed monthly)

Up to 3 products, 10 pages and 1 user, with all page templates, AI tools, order bumps, volume discounts, forms and webhooks.

PREMIUM

€59

per month, billed annually (€69 billed monthly)

Unlimited products and pages, 3 users, own domain, one-click upsells, subscriptions, installments, A/B testing and discount codes.

ULTIMATE

€119

per month, billed annually (€149 billed monthly)

Everything in Premium with 10 users, plus an affiliate system and marketplace, a debtor system and a customer portal.

Trying it first

14-day free trial; the first payment is taken after the 14 days and you can cancel before then

Read from plugandpay.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save up to €360 a year with annual billing

The pricing page's yearly toggle lowers each plan's monthly price and states a saving of €120 a year on Lite and Premium and €360 on Ultimate.

Stated on plugandpay.com

What it does

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

1

Place it runs: Web

Dutch sales funnel software for checkouts, upsells and subscriptions. Here is what it does, as its own site describes it, and what it covers: AI features, invoicing, affiliate tracking, online store, digital downloads, a/B testing, popups.

> **Landing pages, checkouts, order bumps, subscriptions, installments and affiliate tools.**
>
> From our grade for features

Landing pages and website

Build pages from ready-made elements with an AI assistant, including a full website and AI-written sales copy. Lite allows 10 pages.

Checkouts and funnels

Create checkouts for one-time purchases, quotes and subscriptions, with order bumps, volume discounts and, from Premium, one-click upsells.

Sales boosters

Premium adds pop-ups, FOMO Frenzy, timed content, cart abandonment tracking and A/B testing.

Subscriptions and installments

Sell recurring plans and installment payments from Premium, with a customer portal for buyers on Ultimate.

Affiliate marketing

Ultimate includes an affiliate system and an affiliate marketplace to let others promote your products.

Finances and roles

Debtor management for unpaid invoices on Ultimate, role management from Premium, and traffic and conversion statistics on every plan.

Where it runs

Web

What it works with

Mollie Stripe Zapier

Plug&Pay is made by Plug&Pay BV.

Where it stands

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

6/50

Other tools for selling digital products it is graded above

Plug&Pay's GPA of 2.0 is higher than 6 of the 50 other tools for selling digital products we grade, and level with 4.

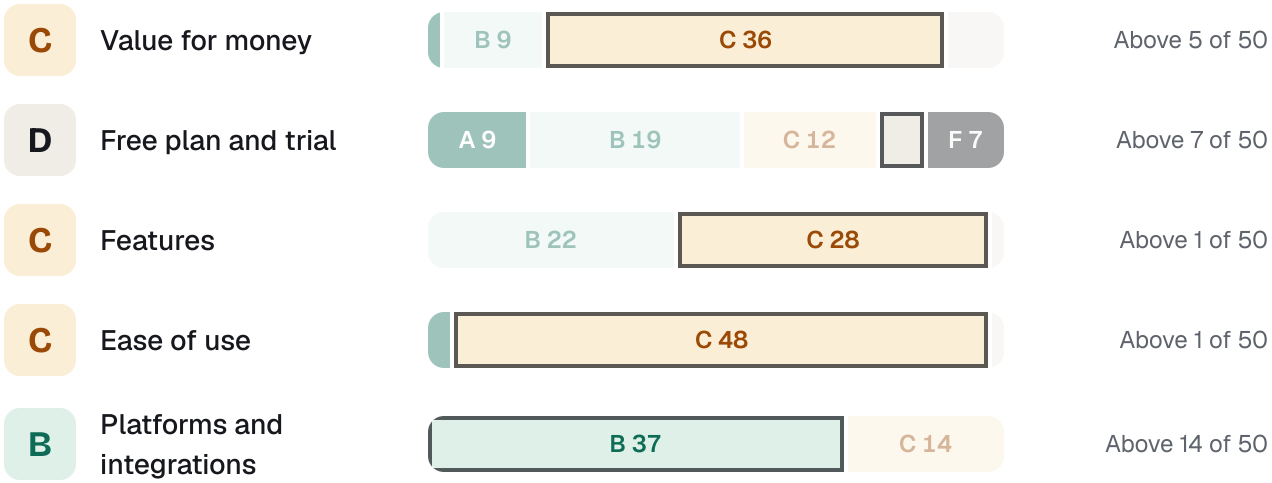
It stands best on platforms and integrations (B, above 14 of 50) and worst on free plan and trial (D, above 7).

Its paid plans start at about $16.76 a month, against a middle price of $16.74 for the category: 12 of the 22 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 9 tools score higher and cost less.

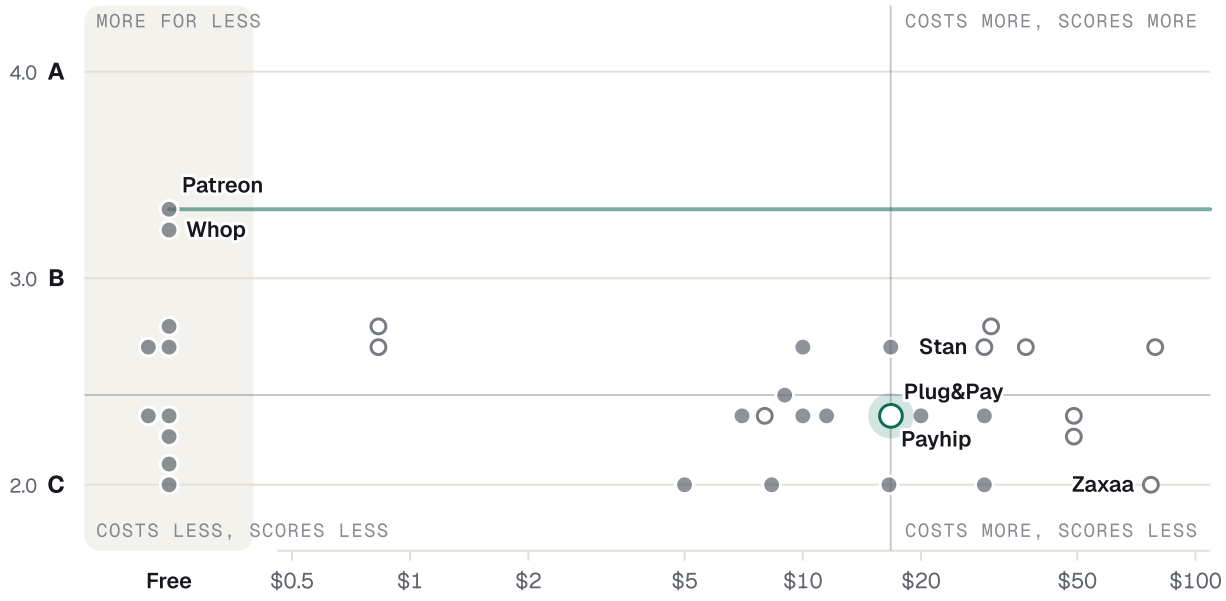
Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Plug&Pay's own letter is outlined.



Price against what you get

Each dot is one of 33 tools for selling digital products. Further left costs less; higher up scores better on features, ease of use and platforms. Plug&Pay 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 Plug&Pay you would be making checkout, card payments and sales tax handled for you. 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: 40 of the 50 other tools for selling digital products grade higher. It costs $201.10 a year.

What you could make

- Digital downloads, popups and invoicing: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.
- Every click and sale traced back to the right partner.
- Splitting visitors between versions and telling you which won.
- AI features, unless you pay a model provider for each request yourself.
- People on the other end: coaches. No app builder makes those.

What this rests on. Plug&Pay'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



ThriveCart, SamCart, CopeCart, ablefy and Digistore24

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

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ThriveCart

Free trial · from $37/mo

Checkout, funnel and course platform with a lifetime licence option.

- Plug&Pay also covers invoicing, online store and popups.
- ThriveCart also covers online courses and community.

Plug&Pay and ThriveCart compared in full

2.4 GPA

SamCart

Free trial · from $79/mo

Checkout and sales page builder with courses and an AI assistant.

- Plug&Pay also covers invoicing, online store and popups.
- SamCart also covers online courses.

Plug&Pay and SamCart compared in full



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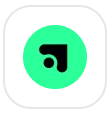
CopeCart

Paid

Checkout, tax and payment recovery for high-ticket digital sales.

- Only CopeCart lists iOS and Android apps.
- Plug&Pay also covers a/B testing and popups.
- CopeCart also covers online courses and merchant of record.

Plug&Pay and CopeCart compared in full



2.2
GPA

ablefy

Free trial · from €27/mo

Sales platform for courses, memberships and digital products (elopage).

- Plug&Pay also covers online store, a/B testing and popups.
- ablefy also covers online courses, community and ticketing.

Plug&Pay and ablefy compared in full



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GPA

Digistore24

Free plan

Checkout and affiliate marketplace for digital products.

- Digistore24 has a free plan. Plug&Pay does not, though it has a free trial.
- Plug&Pay also covers invoicing and popups.
- Digistore24 also covers partner payouts and merchant of record.

Plug&Pay and Digistore24 compared in full

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 Plug&Pay free?

No, Plug&Pay is a paid product, but you can try it first. 14-day free trial; the first payment is taken after the 14 days and you can cancel before then.

How much does Plug&Pay cost?

Plug&Pay lists 3 plans. Lite: €15 per month, billed annually (€25 billed monthly).

What platforms does Plug&Pay work on?

Plug&Pay is available on Web.

Does Plug&Pay offer any discounts?

Plug&Pay publicly lists the following: Save up to €360 a year with annual billing.

Does Plug&Pay have an Android app?

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

Does Plug&Pay have an iPhone app?

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

Is Plug&Pay open source?

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

What does Plug&Pay integrate with?

Plug&Pay's listing names Mollie, Stripe and Zapier. A listing names up to eight integrations, so it may connect to more.

Who makes Plug&Pay?

Plug&Pay is made by Plug&Pay BV.

What are the alternatives to Plug&Pay?

The closest alternatives to Plug&Pay in our directory are ThriveCart, SamCart, CopeCart, ablefy and Digistore24.

How does Plug&Pay compare with other tools for selling digital products?

Plug&Pay's GPA of 2.0 is higher than 6 of the 50 other tools for selling digital products we grade, and level with 4.

Is Plug&Pay good value for money?

ToolGPA grades Plug&Pay C for value for money. Its paid plans start at about $16.76 a month, against a middle price of $16.74 for the category: 12 of the 22 others that charge start lower.

Could I make my own version of Plug&Pay?

To replace Plug&Pay you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Plug&Pay'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 Plug&Pay'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 Plug&Pay BV. Prices change, so check plugandpay.com before you buy.

plugandpay.com/pricing/

plugandpay.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

Plug&Pay, kept up to date

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

toolgpa.com/tools/plug-and-pay

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, "Plug&Pay: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/plug-and-pay
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Know someone choosing between tools for selling digital products?

Send them this guide: toolgpa.com/tools/plug-and-pay/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Plug&Pay, each with an Insider's Guide of its own.

Selling Digital Products Insider's Guide

Every one of the 51 tools for selling digital products we grade, compared

Whop Insider's Guide

Storefront, checkout and payouts for paid communities and products

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itch.io Insider's Guide

Open marketplace for indie games, assets and tools, pay what you want

3.2 GPA

Patreon Insider's Guide

Paid memberships, a shop and community for creators and their fans

3.0 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 Plug&Pay'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. Plug&Pay is a trademark of its owner, and this guide is not made, paid for or approved by Plug&Pay BV. Prices and plans change: check plugandpay.com before you buy.