ToolGPA

NOVEMBER 2026

RafflePress

The Insider's Guide

Giveaway and contest plugin for WordPress



Every plan, grade, refund rule and rival among popup and widget tools, read from RafflePress's own pages.

Made by RafflePress · checked Nov 13, 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 RafflePress's own pages, its app-store listings and our grades. Every fact in it is on RafflePress'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

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GPA, above 14 of the 54 other popup and widget tools we grade

RafflePress is a WordPress plugin for running giveaways and contests that reward visitors with bonus entries for subscribing, following, sharing and referring friends. A lite edition is on WordPress.org, and the Pro licenses are paid once, with lifetime updates and a year of priority support.

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

> "
>
> **You build each giveaway in an editor and connect an email tool.**
>
> From our grade for ease of use

1 **Best for giveaway contests on WordPress**

Email integrations, templates and landing pages are paid.

2 **What it costs**

Paid plans start at $299 one-time for 1 site.

3 **There is a free plan**

Lite edition on WordPress.org with the drag-and-drop builder; email integrations, landing pages and templates are Pro.

4 **It runs on Web**

Web.

5 **Bonus entry actions**

Visitors earn extra entries by subscribing, following accounts, sharing or watching a video; the site lists more than 30 entry actions.

6 **Viral referrals**

A refer-a-friend action gives each entrant a referral link and rewards them with bonus entries.

7 **Drag-and-drop builder and templates**

Giveaways are built visually from pre-built templates, and can be shown as a widget or a dedicated landing page.

8 **A 2.2 GPA, above 14 of 54**

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

9 **Keep it**

To replace RafflePress you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

RafflePress at a glance

PRICING Free plan, from $299 one-time for 1 site	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY RafflePress	CATEGORY Popups & Website Widgets
OUR GRADE 2.2 GPA, fair	

The report card

Best for giveaway contests on WordPress

RafflePress is a WordPress plugin for giveaways and contests, with a free Lite edition and $299 once for one site. Email integrations, templates and landing pages are paid. It works only on self-hosted WordPress, and the one-time price covers 1 year of priority support.

TOOLGPA REPORT CARD

RafflePress

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$299 once for one site is under two years of the popup category's middle subscription, with lifetime updates. Unlimited sites is $349.
Free plan and trial	C	A free Lite edition with the builder and basic entry actions. Email integrations, templates and landing pages are Pro.
Features	C	Bonus entries, viral referrals, a builder, fraud protection and email integrations. It does the contest job fully, but it is a smaller job than a popup tool.
Ease of use	C	No store rating on record. You build each giveaway in an editor and connect an email tool.
Platforms and integrations	C	Self-hosted WordPress only, with Mailchimp, ConvertKit, AWeber, Drip, ActiveCampaign, Constant Contact, GetResponse and Zapier named.

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 RafflePress is for

- ✓ Fits if you run self-hosted WordPress and want to run giveaways
- ✓ Makes sense if you would rather pay once than yearly

Who it is not for

- ✗ Skip it if your site is not self-hosted WordPress: there is no hosted version
- ✗ Tight if you want email sign-ups from the free Lite edition, which leaves out integrations
- ✗ Pricey if you only need one giveaway, at $299 up front
- ✗ Watch out: the one-time price includes only 1 year of priority support

Good to know

Good for

- ✓ WordPress sites growing an email list with a contest
- ✓ Bloggers who prefer paying once instead of a subscription
- ✓ Agencies running giveaways for client sites on one license

Worth knowing

- ⓘ It works only on self-hosted WordPress; there is no hosted version.
- ⓘ The free Lite edition leaves out email integrations, templates and landing pages.
- ⓘ The one-time price includes only 1 year of priority support.
- ⓘ The page states a 14-day money-back guarantee.

PART 02 · PRICING

What it costs

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

$299 one-time

To start. There is a free plan too

RafflePress has a free plan. Paid plans start at $299 one-time for 1 site.

> **A free Lite edition with the builder and basic entry actions.**
>
> From our grade for free plan and trial

LITE

$0

Free plugin from WordPress.org with the giveaway builder and basic entry actions.

SINGLE SITE

$299

one-time, for 1 site

All features, integrations and templates, lifetime updates and 1 year of priority support.

UNLIMITED SITES

$349

one-time, for unlimited sites

Same as Single Site on unlimited sites, including client sites.

The free plan

Lite edition on WordPress.org with the drag-and-drop builder; email integrations, landing pages and templates are Pro.

Read from rafflepress.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

Giveaway and contest plugin for WordPress. Here is what it does, as its own site describes it, and what it covers: templates, no-code, reports, popups.

"

Bonus entries, viral referrals, a builder, fraud protection and email integrations.

From our grade for features

Bonus entry actions

Visitors earn extra entries by subscribing, following accounts, sharing or watching a video; the site lists more than 30 entry actions.

Viral referrals

A refer-a-friend action gives each entrant a referral link and rewards them with bonus entries.

Drag-and-drop builder and templates

Giveaways are built visually from pre-built templates, and can be shown as a widget or a dedicated landing page.

Fraud protection

Actions are verified through APIs where possible, and the plugin can invalidate entries it flags as fraud.

Email and CRM integrations

Connects to more than 15 email services and CRMs, plus Zapier and webhooks, so entrants flow onto a list.

Where it runs

Web

What it works with

Mailchimp
ConvertKit
AWeber
Drip
ActiveCampaign
Constant Contact
GetResponse
Zapier

RafflePress is made by RafflePress.

Where it stands

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

14/54

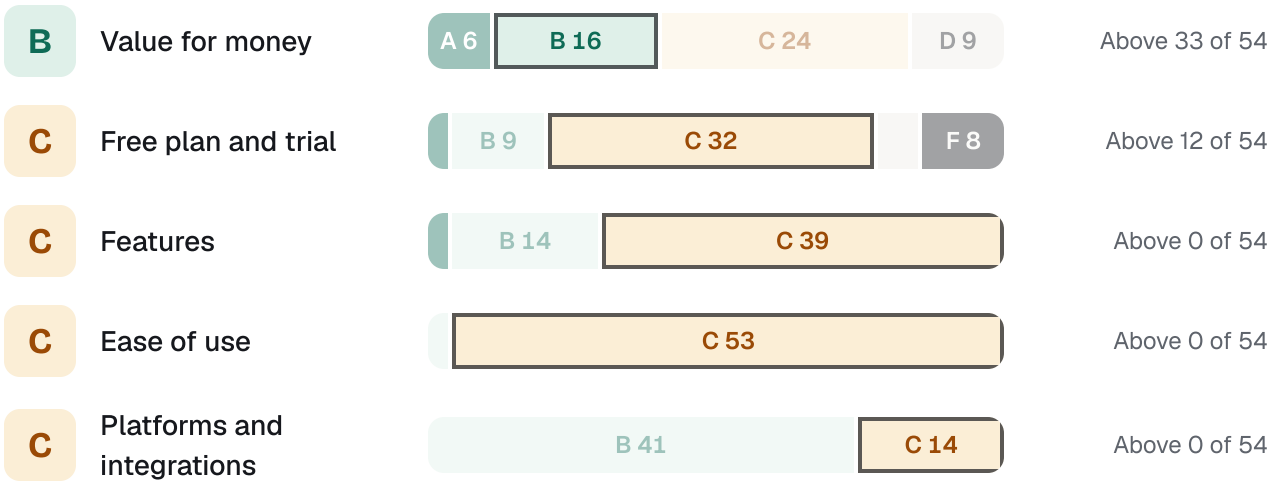
Other popup and widget tools it is graded above

RafflePress's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

It stands best on value for money (B, above 33 of 54) and worst on features (C, above 0).

Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. RafflePress'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 RafflePress you would be making a builder that other people can use without writing code. 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: 21 of the 54 other popup and widget tools grade higher. It costs $299, paid once.

What you could make

- Popups, templates and reports: an app builder makes these well.

What you could not

- A builder that other people can use without writing code.
- It plugs into other products, Mailchimp, ConvertKit and AWeber among them.
- Hooks into the device itself: widgets.

What this rests on. RafflePress'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



OptinMonster, Popup Maker and WP Popups

The 3 tools RafflePress is most often weighed against, with where each one differs from it.



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OptinMonster

From $210/yr

Pop-ups, floating bars and opt-in forms added to an existing site.

- RafflePress has a free plan. OptinMonster does not.
- RafflePress also covers reports.
- OptinMonster also covers forms and a/B testing.

RafflePress and OptinMonster compared in full



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Popup Maker

Free plan · from $99/yr

WordPress popup plugin with a free edition and yearly Pro licenses.

- RafflePress also covers templates and no-code.
- Popup Maker also covers forms and a/B testing.

RafflePress and Popup Maker compared in full



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WP Popups

Free plan · from $70/yr

WordPress popup plugin with a free edition and paid licenses.

- RafflePress also covers templates, no-code and reports.
- WP Popups also covers forms and a/B testing.

RafflePress and WP Popups compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 RafflePress free?

RafflePress has a free plan. Lite edition on WordPress.org with the drag-and-drop builder; email integrations, landing pages and templates are Pro.

How much does RafflePress cost?

RafflePress lists 3 plans. Lite: $0.

What platforms does RafflePress work on?

RafflePress is available on Web.

Does RafflePress have an Android app?

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

Does RafflePress have an iPhone app?

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

Is RafflePress open source?

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

What does RafflePress integrate with?

RafflePress's listing names Mailchimp, ConvertKit, AWeber, Drip, ActiveCampaign, Constant Contact, GetResponse and Zapier.

Who makes RafflePress?

RafflePress is made by a company of the same name.

What are the alternatives to RafflePress?

The closest alternatives to RafflePress in our directory are OptinMonster, Popup Maker and WP Popups.

How does RafflePress compare with other popup and widget tools?

RafflePress's GPA of 2.2 is higher than 14 of the 54 other popup and widget tools we grade, and level with 19.

Could I make my own version of RafflePress?

To replace RafflePress you would be making a builder that other people can use without writing code.

Where this guide comes from

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

rafflepress.com/

wordpress.org/plugins/rafflepress/

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

RafflePress, kept up to date

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

toolgpa.com/tools/rafflepress

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, "RafflePress: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/rafflepress
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Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after RafflePress, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

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