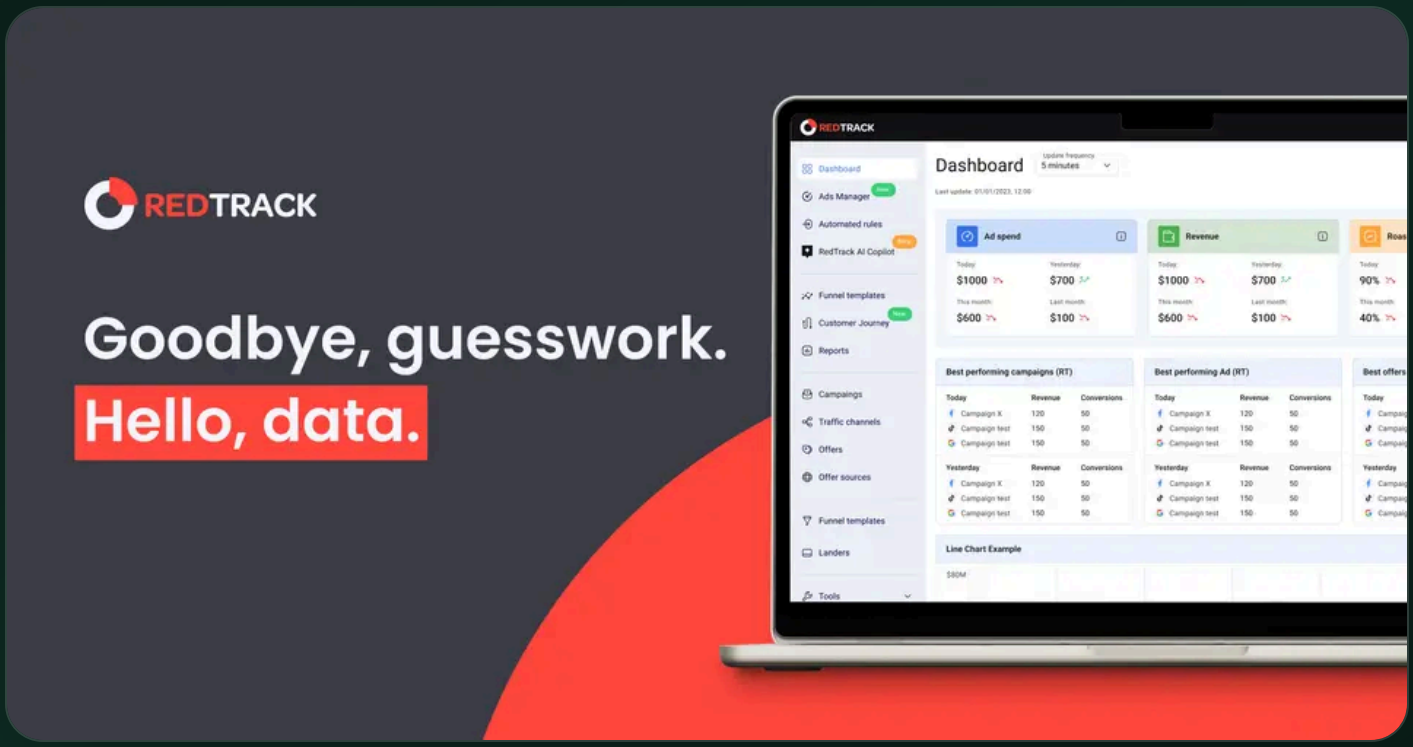
ToolGPA

NOVEMBER 2026

RedTrack

The Insider's Guide

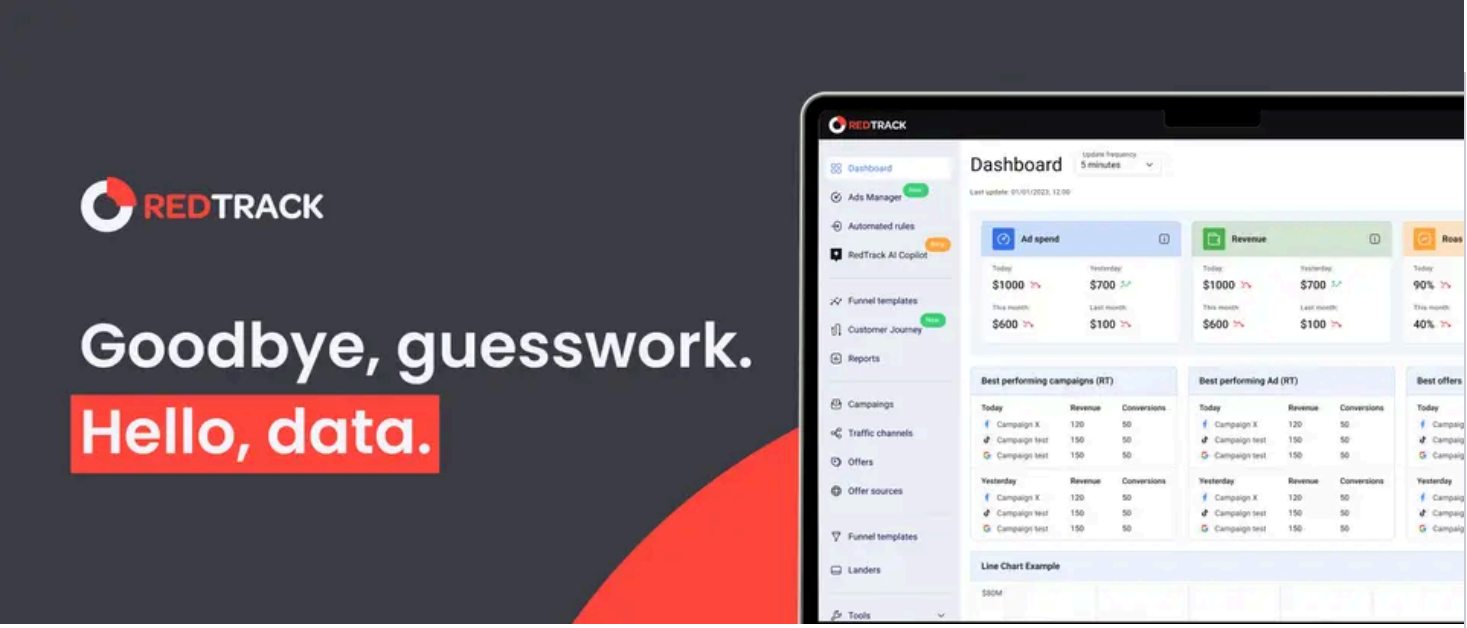
Ad and affiliate tracking with conversion API and spend sync



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

Made by RedTrack · checked Nov 12, 2026 · toolgpa.com

2.4
GPA



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What it is, who it suits, its grades and the ten things to know first

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

2.4

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

RedTrack is a tracking platform for media buyers, affiliates and ecommerce stores. It captures clicks server-side, syncs ad spend, and sends conversions back to ad platforms through a Conversion API. Affiliate and lead-gen plans are priced by tracked events per month; ecommerce plans by tracked revenue.

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

> "
>
> **The pricing page shows Black Friday prices with no end date.**
>
> From our report card of RedTrack

1 **Best for ad and affiliate tracking with server-side conversions**

RedTrack tracks ads and affiliate traffic, with a free Relay plan for one ecommerce store.

2 **Paid plans start at $20.83 a month when paid by the year**

As its pricing page puts it: $69 per month at the $250K tier, billed annually (Brand, ecommerce).

3 **There is a free plan**

Relay, for ecommerce: free server-side CAPI and store order sync for one store, with UTM-based last-click attribution.

4 **It runs on Web**

Web.

5 **Server-side tracking**

Captures clicks and sub-IDs server-side, with redirect and direct tracking and cookieless tracking on every paid plan.

6 **Conversion API**

Sends conversions back to Meta, Google, TikTok, Snapchat, Microsoft/Bing, X, Pinterest and OpenAI Ads, or forwards S2S postbacks to other networks.

7 **Cost and revenue sync**

Pulls ad spend at ad level from platforms such as Meta, Google, TikTok, Taboola and Outbrain, at a rate that depends on the plan.

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**

The plain part of RedTrack you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

RedTrack at a glance

PRICING
Free plan, from $69 per month at the $250K tier, billed annually (Brand, ecommerce)

FREE PLAN
Yes

FREE TRIAL
14-day free trial on the paid plans

RUNS ON
Web

MADE BY
RedTrack

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.4 GPA, fair

The report card

Best for ad and affiliate tracking with server-side conversions

RedTrack tracks ads and affiliate traffic, with a free Relay plan for one ecommerce store. Affiliate plans start at $118 a month on yearly billing and meter tracked events. The pricing page shows Black Friday prices with no end date.

TOOLGPA REPORT CARD	RedTrack	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	The affiliate Solo plan is $118 a month billed yearly ($169 monthly), between the middle ($74) and the dearer quarter ($125). Brand starts at $69.
Free plan and trial	C	Free Relay plan is for one ecommerce store, with last-click only. Paid plans have a 14-day trial.
Features	B	Server-side tracking, conversion API, cost and revenue sync, rules, MCP and API. The listing shows no gap in the core work, only plan limits.
Ease of use	C	No store rating on record. You set up tracking, ad accounts and rules.
Platforms and integrations	B	Web only, with 8 integrations plus MCP and API.
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 RedTrack is for

- ✓ Fits if you run paid traffic and want server-side tracking tied to ad spend
- ✓ Works for an ecommerce store that wants free conversion API relay

Who it is not for

- ✕ Tight if you want more than the free Relay: one store, one user and no multi-touch attribution
- ✕ Watch out: the page shows Black Friday pricing, 30% off, with no end date
- ✕ Pricey if you pass your event limit: affiliate plans meter events, with overage at $0.025 per 1K on Enterprise
- ✕ Skip it if you want affiliate tracking free, as Relay is for ecommerce only

Good to know

Good for

- ✓ Affiliates and media buyers who track paid traffic across several ad platforms
- ✓ Ecommerce brands that want server-side conversion reporting
- ✓ Agencies running ads across many client accounts

Worth knowing

- ⓘ The page shows Black Friday pricing, 30% off the 12-month price, with no end date stated. It says the price holds at renewal.
- ⓘ Affiliate plans meter tracked events per month; the Enterprise plan lists overage at $0.025 per 1K events.
- ⓘ Ecommerce prices shown are for the $250K annual revenue tier and rise with tracked revenue; an Agency plan at $419 a month billed annually is also listed.
- ⓘ The free Relay plan has no multi-touch attribution, ad-level spend sync or live chat.

What it costs

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

$20.83

A month to start, paid by the year.
There is a free plan too

RedTrack has a free plan. Paid plans start at $69 per month at the $250K tier, billed annually (Brand, ecommerce).

> **Free Relay plan is for one ecommerce store, with last-click only.**

From our grade for free plan and trial

RELAY

$0

Ecommerce only: one store, one user, UTM last-click attribution, free CAPI and store order sync, email support.

BRAND

$69

per month at the $250K tier, billed annually ($99 billed monthly)

Ecommerce: 3 stores, unlimited users, multi-touch attribution. Price rises with tracked revenue. Crossed-out price $99.

SOLO

$118

per month, billed annually ($169 billed monthly)

Affiliate and lead gen: 5M events a month, 1 user, ad spend sync every 60 minutes. Crossed-out price $169.

TEAM

$279

per month, billed annually ($399 billed monthly)

20M events a month, 5 users (more at $29 a month each), spend sync every 30 minutes, Creative Analytics. Crossed-out $399.

ENTERPRISE

$699

per month, billed annually ($999 billed monthly)

75M events a month, 15 users, Scale Rules, Ads Manager controls, a dedicated account manager. Crossed-out $999.

CUSTOM

Custom

100M+ events a month and 25+ users, priced on the dimensions you name.

The free plan

Relay, for ecommerce: free server-side CAPI and store order sync for one store, with UTM-based last-click attribution.

Trying it first

14-day free trial on the paid plans

Read from redtrack.io on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves about 30%

The pricing page shows each paid plan cheaper on annual billing than monthly, for example Solo at $118 a month billed yearly against $169 monthly.

Stated on redtrack.io

What it does

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

1

Place it runs: Web

Ad and affiliate tracking with conversion API and spend sync. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards, affiliate tracking.

"

Server-side tracking, conversion API, cost and revenue sync, rules, MCP and API.

From our grade for features

Server-side tracking

Captures clicks and sub-IDs server-side, with redirect and direct tracking and cookieless tracking on every paid plan.

Conversion API

Sends conversions back to Meta, Google, TikTok, Snapchat, Microsoft/Bing, X, Pinterest and OpenAI Ads, or forwards S2S postbacks to other networks.

Cost and revenue sync

Pulls ad spend at ad level from platforms such as Meta, Google, TikTok, Taboola and Outbrain, at a rate that depends on the plan.

Rules and Ads Manager

Stop Rules pause losing ads on every plan, and Enterprise adds Scale Rules and bid and budget changes from Ads Manager.

MCP and API

API access to read data and create tracking links, plus an MCP connection for AI agents, on the paid plans.

Store integrations

Ecommerce plans sync orders from Shopify, WooCommerce, CartPanda, PrestaShop, Magento, Adobe Commerce and BigCommerce.

Where it runs

Web

What it works with

Meta
Google
TikTok
Shopify
WooCommerce
BigCommerce
ClickBank
Digistore24

RedTrack is made by RedTrack.

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

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

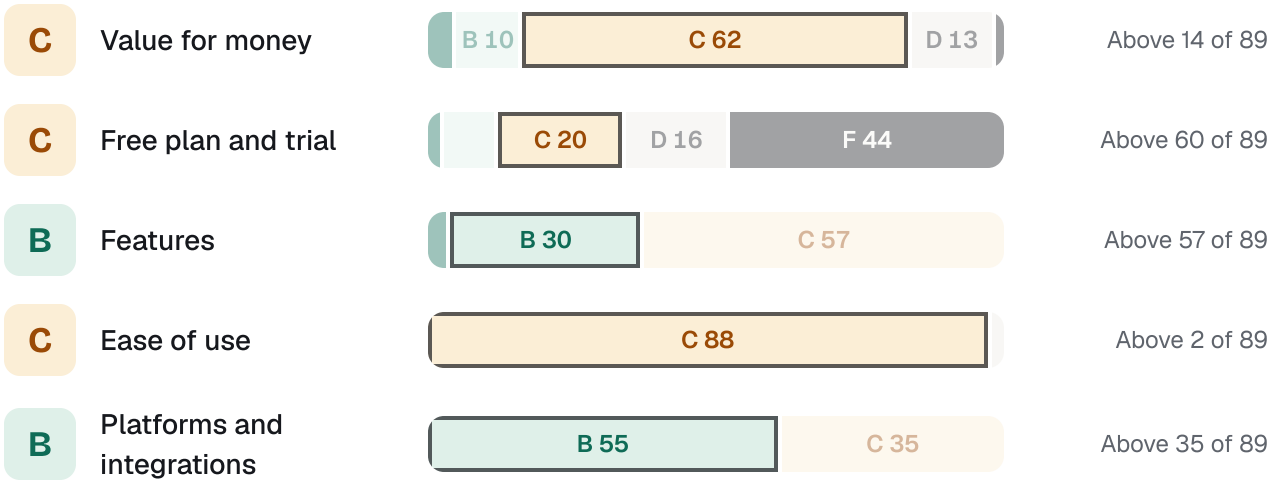
It stands best on features (B, above 57 of 89) and worst on ease of use (C, above 2).

Its paid plans start at $20.83 a month when paid by the year, against a middle price of $65.46 for the category: 7 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.

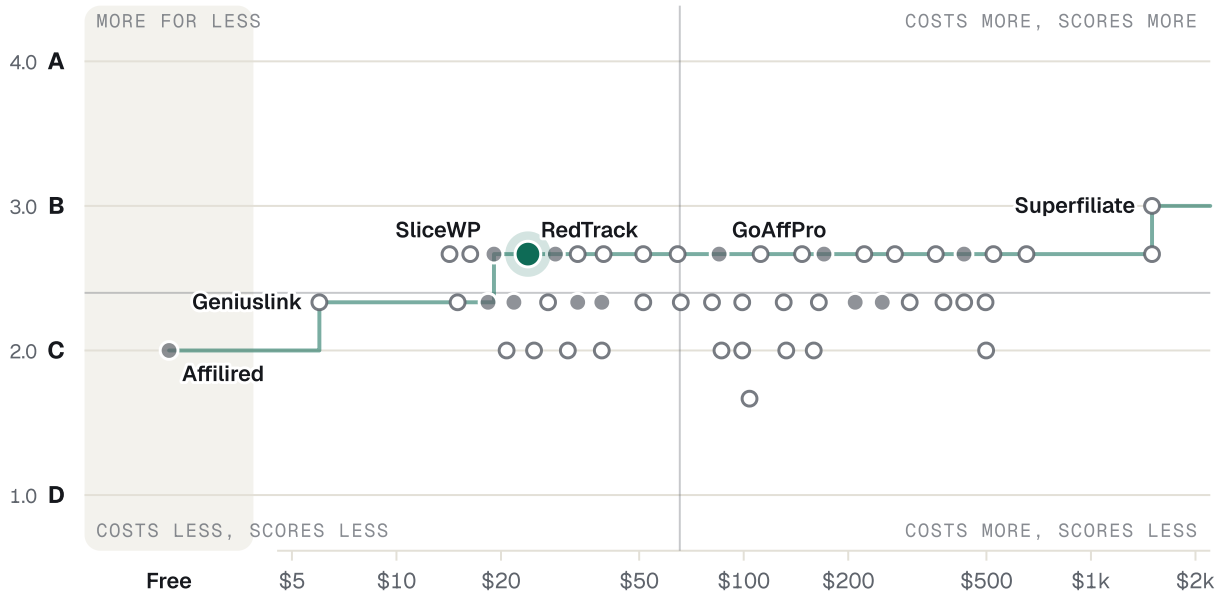
Each grade against the category

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

The plain part of RedTrack you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

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 $250 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Every click and sale traced back to the right partner.

- Connections that pull numbers from dozens of other services.
- It plugs into other products, Meta, Google and TikTok among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. RedTrack'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



Voluum, Binom, Affise, Everflow and Trackier

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

1.8 GPA

Voluum

From $109/mo

Cloud ad tracker for affiliates and media buyers.

- RedTrack has a free plan. Voluum does not.
- RedTrack also covers dashboards.

RedTrack and Voluum compared in full

1.6 GPA

Binom

Free trial · from $104/mo

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

- RedTrack has a free plan. Binom does not, though it has a free trial.
- Binom is self-hostable, according to its own site.
- RedTrack also covers dashboards.

RedTrack and Binom compared in full



1.6
GPA

Affise

Free trial · from $499/mo

Partner marketing and affiliate tracking platform.

- RedTrack has a free plan. Affise does not, though it has a free trial.
- RedTrack also covers dashboards.
- Affise also covers partner payouts.

RedTrack and Affise compared in full



2.2
GPA

Everflow

Paid

Partner marketing platform for brands, agencies and affiliate networks.

- RedTrack has a free plan. Everflow does not.
- RedTrack also covers dashboards.
- Everflow also covers partner payouts.

RedTrack and Everflow compared in full



2.2
GPA

Trackier

Free trial

Affiliate tracking and performance marketing platform.

- RedTrack has a free plan. Trackier does not, though it has a free trial.
- RedTrack also covers dashboards.
- Trackier also covers partner payouts and web analytics.

RedTrack and Trackier compared in full

Quick answers

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

15

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 RedTrack free?

RedTrack has a free plan. Relay, for ecommerce: free server-side CAPI and store order sync for one store, with UTM-based last-click attribution.

How much does RedTrack cost?

RedTrack lists 6 plans. Relay: $0.

What platforms does RedTrack work on?

RedTrack is available on Web.

Does RedTrack offer any discounts?

RedTrack publicly lists the following: Annual billing saves about 30%.

Does RedTrack have an Android app?

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

Does RedTrack have an iPhone app?

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

Is RedTrack open source?

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

Does RedTrack have an API?

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

What does RedTrack integrate with?

RedTrack's listing names Meta, Google, TikTok, Shopify, WooCommerce, BigCommerce, ClickBank and Digistore24.

Does RedTrack have a free trial?

Yes. 14-day free trial on the paid plans.

Who makes RedTrack?

RedTrack is made by a company of the same name.

What are the alternatives to RedTrack?

The closest alternatives to RedTrack in our directory are Voluum, Binom, Affise, Everflow and Trackier.

How does RedTrack compare with other affiliate and referral tools?

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

Is RedTrack good value for money?

ToolGPA grades RedTrack C for value for money. Its paid plans start at $20.83 a month when paid by the year, against a middle price of $65.46 for the category: 7 of the 49 others that charge start lower.

Could I make my own version of RedTrack?

The plain part of RedTrack you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from RedTrack'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 RedTrack'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 RedTrack. Prices change, so check redtrack.io before you buy.

redtrack.io/pricing/

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

RedTrack, kept up to date

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

toolgpa.com/tools/redtrack

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, "RedTrack: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/redtrack
```

Know someone choosing between affiliate and referral tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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