ToolGPA

NOVEMBER 2026

Referrizer

The Insider’s Guide

Referral, reputation and text marketing for local businesses



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

Made by Referrizer · checked Nov 13, 2026 · toolgpa.com

1.8

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

1.8

GPA, above 22 of the 89 other affiliate and referral tools we grade

Referrizer is a marketing platform for local businesses that combines customer referral offers with lead management, text and email campaigns, review requests and a loyalty program. A customer can claim an offer or refer friends, and the platform follows up with the lead by text. The knowledge base mentions gyms and other appointment-based businesses.

> "
>
> **A web account with offers, lists and automation to set up.**
>
> From our grade for ease of use

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

1 **Best for referrals and texts for local businesses**

Referrizer bundles referral offers, lead follow-up, text and email campaigns and reviews for local businesses.

2 **It runs on Web**

Web.

3 Offers and referrals

Businesses publish offers that customers claim or share with friends. Buy Now offers work like a voucher with a set price, and visits and claims can be tracked with pixels.

4 Automatic lead follow-up

After a lead claims an offer, a set interval of text messages goes out automatically to move the lead toward becoming a customer.

5 Lead pipeline

A pipeline view tracks contact statuses with automated columns, conditions and filters, and contacts can be imported from other systems.

6 A 1.8 GPA, above 22 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 Referrizer you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Referrizer at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Referrizer	CATEGORY Affiliate & Referral Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for referrals and texts for local businesses

Referrizer bundles referral offers, lead follow-up, text and email campaigns and reviews for local businesses. But its prices could not be read, each plan includes set amounts of emails, call minutes and texts with extra usage billed, and it is not an affiliate payout system.

TOOLGPA REPORT CARD

Referrizer

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan prices could be read, so value sits in the middle by default. Each plan carries set emails, call minutes and text credits.
Free plan and trial	F	No free plan or trial appears in the help pages read.
Features	C	Offers, referrals, follow-up, a lead pipeline, campaigns and an AI booking assistant. It is broader than referrals and has no partner payouts.
Ease of use	C	A web account with offers, lists and automation to set up. No store rating is on record.
Platforms and integrations	B	Web only, with 8 integrations listed in the help centre.

Grade point average — Weak, out of 4.0 **1.8**

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 Referrizer is for

- ✓ Fits if you run a gym, studio or other local business and want referrals and texts together
- ✓ Works for owners who want follow-up on leads without a separate tool

Who it is not for

- ✗ Skip it if you want an affiliate network or partner payouts, as it is built around customer referrals
- ✗ Not for you if you need a clear price, as none could be read
- ✗ Watch out: extra emails, call minutes and texts beyond the plan are billed
- ✗ Tight if you want to leave easily, as cancelling is done by emailing support

Good to know

Good for

- ✓ Gyms, studios and other appointment-based local businesses
- ✓ Businesses that want referrals, texts and reviews in one account
- ✓ Owners who want leads followed up by text automatically

Worth knowing

- ⓘ Prices could not be read: the main site returned a block page and the help center lists no plan prices.
- ⓘ Each plan includes set amounts of emails, call minutes and text credits; extra usage is billed at the plan's rates.
- ⓘ Not an affiliate network or partner-payout system; it is built around customer referrals and offers.
- ⓘ Cancelling an account is done by emailing support.

What it costs

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

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

> **No plan prices could be read, so value sits in the middle by default.**
>
> From our grade for value for money

We could not confirm Referrizer's current prices from its own site, so this guide lists no plans. referrizer.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

Referral, reputation and text marketing for local businesses. Here is what it does, as its own site describes it, and what it covers: marketing automation, email campaigns, business texting, sMS marketing, review collection.

"

Offers, referrals, follow-up, a lead pipeline, campaigns and an AI booking assistant.

From our grade for features

Offers and referrals

Businesses publish offers that customers claim or share with friends. Buy Now offers work like a voucher with a set price, and visits and claims can be tracked with pixels.

Automatic lead follow-up

After a lead claims an offer, a set interval of text messages goes out automatically to move the lead toward becoming a customer.

Lead pipeline

A pipeline view tracks contact statuses with automated columns, conditions and filters, and contacts can be imported from other systems.

Text and email campaigns

Regular and automated campaigns by text or email, plus two-way text messaging and a Smart Line number with call minutes.

Reputation and loyalty

Reputation management collects reviews, and a loyalty program targets customer retention.

AI booking assistant

An assistant in the inbox can book, reschedule and cancel appointments around the clock.

Where it runs

Web

What it works with

Mindbody
Booker
Acuity
Clover
Club Ready
Dentrix
Glofox
Zapier

Referrizer is made by Referrizer.

Where it stands

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

22/89

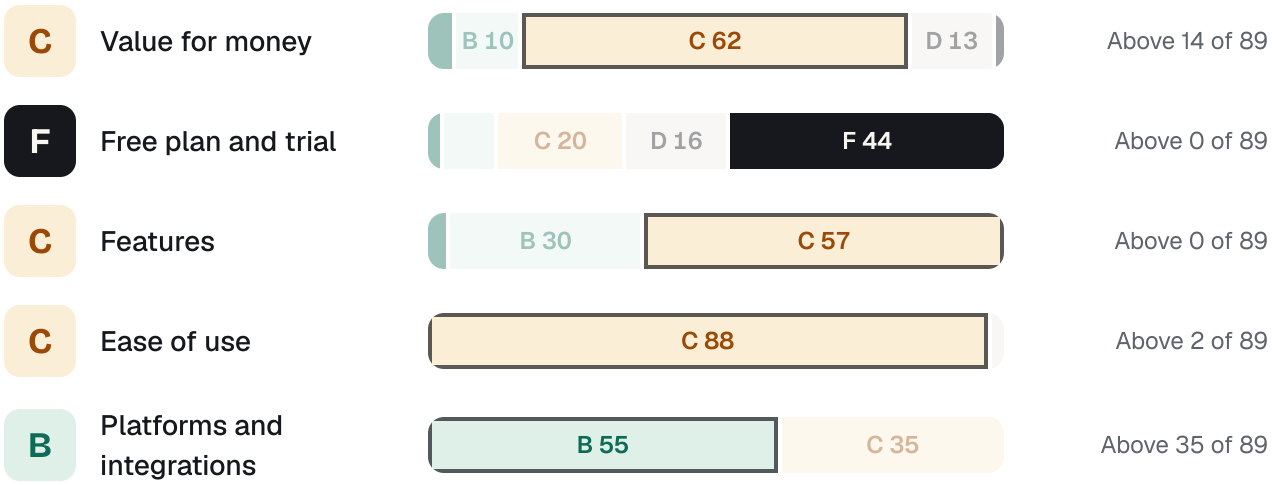
Other affiliate and referral tools it is graded above

Referrizer's GPA of 1.8 is higher than 22 of the 89 other affiliate and referral tools we grade, and level with 22.

It stands best on platforms and integrations (B, above 35 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. Referrizer'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 Referrizer you would be making email sent in volume that still reaches the inbox. 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: 45 of the 89 other affiliate and referral tools grade higher.

What you could make

- Review collection: an app builder makes this well.

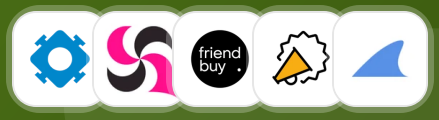
What you could not

- Email sent in volume that still reaches the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts from a business number, registered with the carriers.
- It plugs into other products, Mindbody, Booker and Acuity among them.
- Sharing with other people, which means accounts and invitations.

What this rests on. Referrizer'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



Referral Rock, ReferralCandy, Friendbuy, Referral Factory and GrowSurf

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

1.8 GPA

Referral Rock

Free trial · from $250/mo

Referral program software for businesses with sales and support teams.

- Referrizer also covers marketing automation, email campaigns, business texting, sMS marketing and review collection.
- Referral Rock also covers workflow automation, reports, affiliate tracking and partner payouts.

Referrizer and Referral Rock compared in full

2.2 GPA

ReferralCandy

Free trial · from $39/mo

Customer referral and affiliate programs for online stores.

- Referrizer also covers marketing automation, email campaigns, business texting, sMS marketing and review collection.
- ReferralCandy also covers affiliate tracking and partner payouts.

Referrizer and ReferralCandy compared in full



2.0
GPA

Friendbuy

Paid

Referral, loyalty and influencer programs for consumer brands.

- Referrizer also covers marketing automation, email campaigns, business texting, sMS marketing and review collection.
- Friendbuy also covers affiliate tracking and partner payouts.

Referrizer and Friendbuy compared in full



2.0
GPA

Referral Factory

Free trial · from $200/mo

Referral program software for mid-market and enterprise teams.

- Referrizer also covers marketing automation, email campaigns, business texting, sMS marketing and review collection.
- Referral Factory also covers no-code, reports, affiliate tracking and partner payouts.

Referrizer and Referral Factory compared in full



2.6
GPA

GrowSurf

Free plan · from $125/mo

Referral and affiliate program software with developer SDKs.

- GrowSurf has a free plan. Referrizer does not.
- Referrizer also covers email campaigns, business texting, sMS marketing and review collection.
- GrowSurf also covers affiliate tracking and partner payouts.

Referrizer and GrowSurf compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 Referrizer free?

No. Referrizer is a paid product.

What platforms does Referrizer work on?

Referrizer is available on Web.

Does Referrizer have an Android app?

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

Does Referrizer have an iPhone app?

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

Is Referrizer open source?

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

What does Referrizer integrate with?

Referrizer's listing names Mindbody, Booker, Acuity, Clover, Club Ready, Dentrix, Glofox and Zapier.

Who makes Referrizer?

Referrizer is made by a company of the same name.

What are the alternatives to Referrizer?

The closest alternatives to Referrizer in our directory are Referral Rock, ReferralCandy, Friendbuy, Referral Factory and GrowSurf.

How does Referrizer compare with other affiliate and referral tools?

Referrizer's GPA of 1.8 is higher than 22 of the 89 other affiliate and referral tools we grade, and level with 22.

Could I make my own version of Referrizer?

To replace Referrizer you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Referrizer'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 Referrizer's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews. Its main site blocked the page read here, so the grades come from the listing and its help centre.

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 Referrizer. Prices change, so check referrizer.com before you buy.

support.referrizer.com/

support.referrizer.com/category/referral-marketin...

support.referrizer.com/category/account-manage...

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

Referrizer, kept up to date

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

toolgpa.com/tools/referrizer

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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