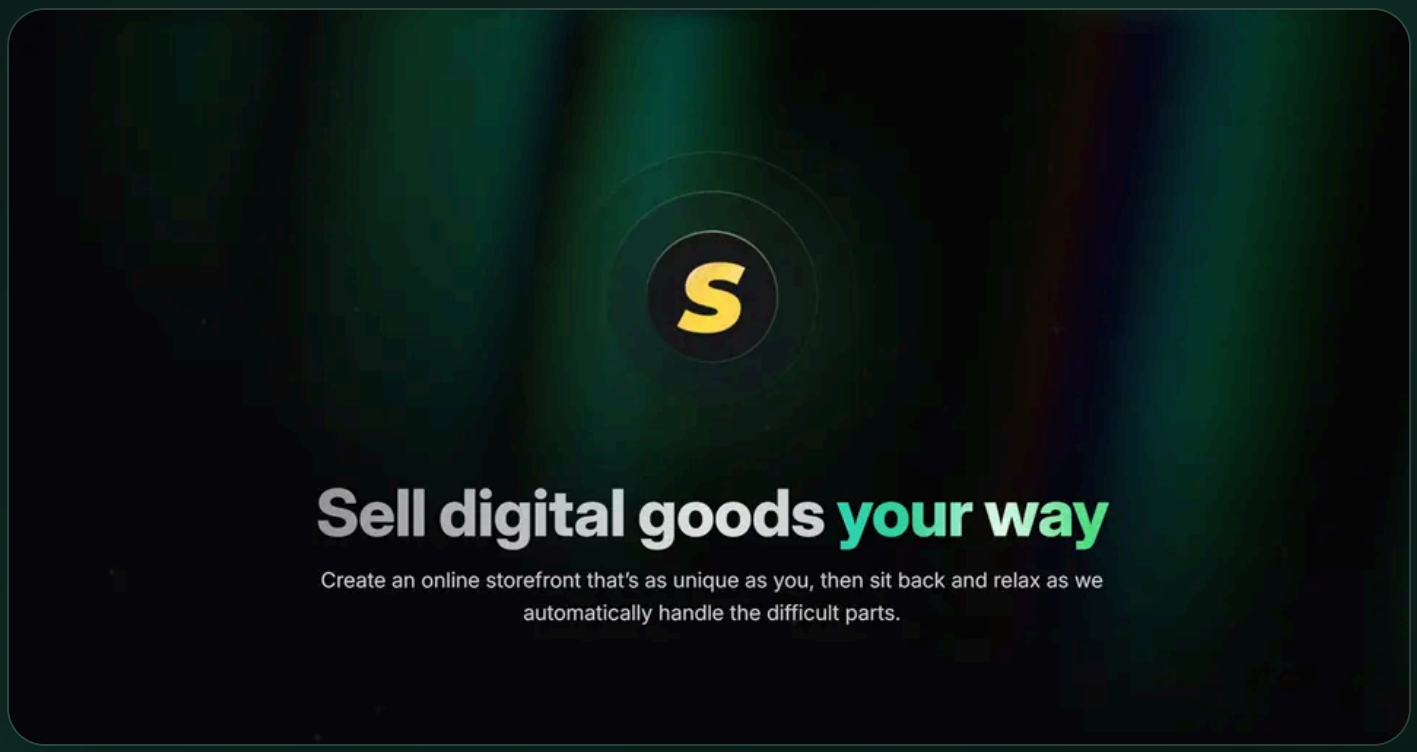
ToolGPA

NOVEMBER 2026

# Sell.app

## The Insider's Guide

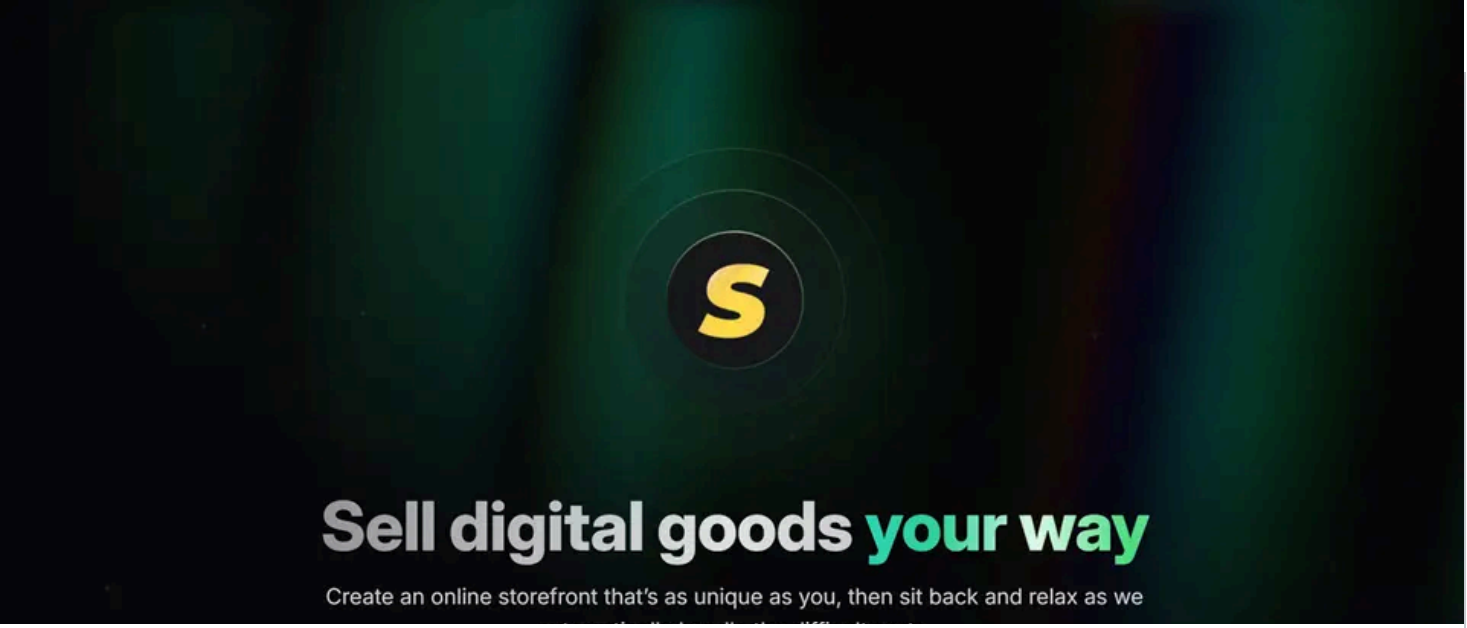
Digital product storefronts billed as a percentage of sales




**Every plan, grade, refund rule and rival among tools for selling digital products, read from Sell.app's own pages.**

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

2.6
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 Sell.app's own pages, its app-store listings and our grades. Every fact in it is on Sell.app'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

**2.6**

GPA, above 35 of the 50 other tools for selling digital products we grade

Sell.app, which calls itself SellApp, hosts storefronts for digital goods such as ebooks, software license keys, videos, templates and memberships. It delivers orders automatically and supports payment gateways including Stripe, PayPal, Square and crypto. Signing up costs nothing: the platform takes a share of each sale, or a flat monthly fee on its higher plan.

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

> **No store rating on record, and it is a web app where the work is building the store, so it sits at C.**
>
> From our grade for ease of use

**1** **Best for a digital product store with no monthly fee**

Sell.app is a store builder for digital products with no monthly fee, taking 3% of each sale instead.

**2** **What it costs**

Paid plans start at $0 to start, then 3% of each sale.

### 3 There is a free plan

The Standard plan has no monthly fee: unlimited products and resources, a custom domain, any payment method and the store builder, with a 3% fee on each sale.

### 4 It runs on Web

Web.

### 5 Store builder and templates

A drag-and-drop store builder with templates for digital product sellers, plus an AI-assisted option for drafting a storefront.

### 6 Automated delivery

Sells ebooks, PDFs, software with license keys, videos, templates and memberships, and delivers them after payment.

### 7 Community access

Can add a buyer to a Discord server and give them a role after purchase; the site also lists Telegram, Slack and WhatsApp communities.

### 8 A 2.6 GPA, above 35 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 Sell.app 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.

### Sell.app at a glance

PRICING
Free plan, from $0 to start, then 3% of each sale

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
SellApp

CATEGORY
Selling Digital Products

OUR GRADE
2.6 GPA, good

## The report card

### Best for a digital product store with no monthly fee

Sell.app is a store builder for digital products with no monthly fee, taking 3% of each sale instead. The fee is billed the month after, unpaid bills can put a store on hold, and the only way to drop the 3% is $199.99 a month.

TOOLGPA REPORT CARD — **Sell.app** — Graded Nov 13, 2026

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | Standard has no monthly fee but keeps 3% of each sale. The plan that removes it is $199.99 a month, and the page doesn't say whether Stripe or PayPal fees come on top. |
| **Free plan and trial** | B | No monthly fee, unlimited products, custom domain and the store builder on Standard. You pay 3% of every sale, so it is free to start rather than free to run. |

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Features** | B | Store builder, automated delivery, subscriptions, affiliates, fraud checks and an API and embed. The listing shows no gap in the core job of selling a digital file. |
| **Ease of use** | C | No store rating on record, and it is a web app where the work is building the store, so it sits at C. |
| **Platforms and integrations** | B | Web only, but with an API, an embed and seven listed integrations. No desktop or phone apps. |
| **Grade point average** | | Good, out of 4.0 **2.6** |

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 Sell.app is for

- ✓ Fits if you sell digital files and want no monthly bill
- ✓ Works for people who want a store, delivery and an API in one place

### Who it is not for

- ✕ Pricey if your sales grow, because the only way to drop the 3% is $199.99 a month
- ✕ Watch out: fees are billed in arrears and the pricing FAQ says unpaid bills can put a store on hold
- ✕ Watch out: the pricing page doesn't say whether payment gateway fees come on top of the 3%
- ✕ Skip it if you want an app, as it runs in a browser only

# Good to know

## Good for

- ✓ Sellers of software licenses and digital goods who want to start with no monthly fee
- ✓ Communities that grant Discord or Telegram access after purchase
- ✓ Developers who want an API and webhooks around their store

## Worth knowing

- ⓘ The Standard plan keeps 3% of each sale, billed monthly in arrears; the Advanced plan that removes it costs $199.99 per month.
- ⓘ Fees are not taken at the time of sale: unpaid fee bills can put a store on hold, according to the pricing FAQ.
- ⓘ The pricing page does not say whether payment gateway fees such as Stripe's or PayPal's come on top of the platform fee.
- ⓘ Runs in a browser only; no desktop or mobile apps are listed.

PART 02 · PRICING

# What it costs

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

**$0**

To start. There is a free plan too

Sell.app has a free plan. Paid plans start at $0 to start, then 3% of each sale.

> **No monthly fee, unlimited products, custom domain and the store builder on Standard.**

From our grade for free plan and trial

STANDARD

## $0

3% of each sale, billed to the seller at the start of the following month. Unlimited resources and products, custom domain, any payment method and the store builder.

ADVANCED

## $199.99

per month

Everything in Standard with 0% platform fees. Payment gateway fees are separate.

### The free plan

The Standard plan has no monthly fee: unlimited products and resources, a custom domain, any payment method and the store builder, with a 3% fee on each sale.

Read from sell.app 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

Digital product storefronts billed as a percentage of sales. Here is what it does, as its own site describes it, and what it covers: public API, community, affiliate tracking, online store, digital downloads.

> **Store builder, automated delivery, subscriptions, affiliates, fraud checks and an API and embed.**
>
> From our grade for features

### Store builder and templates

A drag-and-drop store builder with templates for digital product sellers, plus an AI-assisted option for drafting a storefront.

### Automated delivery

Sells ebooks, PDFs, software with license keys, videos, templates and memberships, and delivers them after payment.

### Community access

Can add a buyer to a Discord server and give them a role after purchase; the site also lists Telegram, Slack and WhatsApp communities.

### Subscriptions and affiliates

Configurable recurring payments, and an affiliate program feature so others can promote a store for a commission.

## Payment options and fraud checks

Works with providers such as Stripe, PayPal, Square and crypto gateways, with built-in fraud protection measures.

## Developer API and embed

An API and webhooks for programmatic access to a store, and an embeddable checkout modal for use on other sites.

### Where it runs

Web

### What it works with

Stripe
PayPal
Square
Discord
Telegram
Slack
WhatsApp

Sell.app is made by SellApp.

PART 04 · STANDING

# Where it stands

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

**35/50**

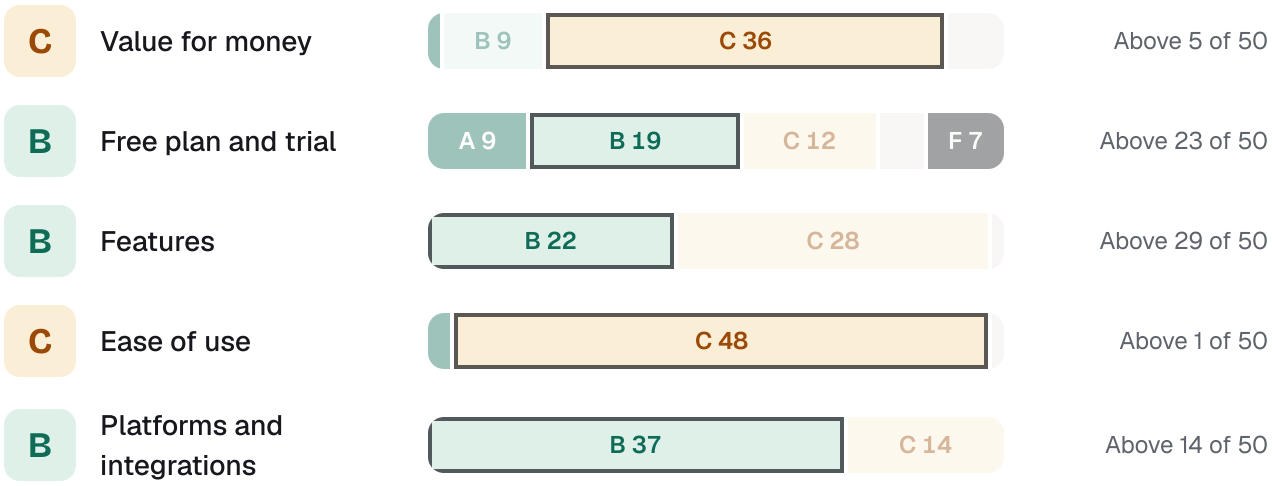
Other tools for selling digital products it is graded above

Sell.app's GPA of 2.6 is higher than 35 of the 50 other tools for selling digital products we grade, and level with 10.

It stands best on features (B, above 29 of 50) and worst on ease of use (C, above 1).

## Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Sell.app'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 Sell.app 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.

It is one of the better ones too: its GPA of 2.6 is higher than 35 of the 50 other tools for selling digital products we grade.

### What you could make

- Digital downloads: an app builder makes this well.

### What you could not

- Checkout, card payments and sales tax handled for you.
- Every click and sale traced back to the right partner.
- A members' space with posts, chat and events that people keep coming back to.
- It plugs into other products, Stripe, PayPal and Square among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

**What this rests on.** Sell.app'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



Shoppy, Sellfy, Gumroad, Payhip and Lemon Squeezy

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

2.2 GPA

## Shoppy

Free plan · from $29/mo

Digital goods storefront with crypto and PayPal checkout.

- Sell.app also covers community and affiliate tracking.
- Shoppy also covers reports.

Sell.app and Shoppy compared in full

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2.4 GPA

## Sellfy

Free trial · from $22/mo

Store builder for selling downloads, subscriptions and print-on-demand.

- Sell.app has a free plan. Sellfy does not, though it has a free trial.
- Sell.app also covers community.
- Sellfy also covers email campaigns and print on demand.

Sell.app and Sellfy compared in full



2.6 GPA

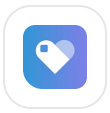
## Gumroad

Free

Sell downloads, memberships and courses for a cut of each sale.

- Only Gumroad lists iOS and Android apps.
- Sell.app also covers community and online store.
- Gumroad also covers email campaigns and merchant of record.

Sell.app and Gumroad compared in full



2.6 GPA

## Payhip

Free plan · from $29/mo

Store for downloads, courses and memberships, with a free plan.

- Sell.app also covers community.
- Payhip also covers online courses.

Sell.app and Payhip compared in full



2.8 GPA

## Lemon Squeezy

Free plan · from $10/mo

Merchant of record checkout for software, subscriptions and downloads.

- Sell.app also covers community.
- Lemon Squeezy also covers email campaigns and merchant of record.

Sell.app and Lemon Squeezy compared in full

PART 06 · QUESTIONS

# Quick answers

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

**12**

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 Sell.app free?

Sell.app has a free plan. The Standard plan has no monthly fee: unlimited products and resources, a custom domain, any payment method and the store builder, with a 3% fee on each sale.

### How much does Sell.app cost?

Sell.app lists 2 plans. Standard: $0.

### What platforms does Sell.app work on?

Sell.app is available on Web.

### Does Sell.app have an Android app?

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

### Does Sell.app have an iPhone app?

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

### Is Sell.app open source?

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

### Does Sell.app have an API?

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

### What does Sell.app integrate with?

Sell.app's listing names Stripe, PayPal, Square, Discord, Telegram, Slack and WhatsApp.

### Who makes Sell.app?

Sell.app is made by SellApp.

### What are the alternatives to Sell.app?

The closest alternatives to Sell.app in our directory are Shoppy, Sellfy, Gumroad, Payhip and Lemon Squeezy.

### How does Sell.app compare with other tools for selling digital products?

Sell.app's GPA of 2.6 is higher than 35 of the 50 other tools for selling digital products we grade, and level with 10.

### Could I make my own version of Sell.app?

To replace Sell.app 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 Sell.app'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 Sell.app'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 SellApp. Prices change, so check sell.app before you buy.

sell.app/pricing

sell.app

# 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](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

### Sell.app, kept up to date

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

toolgpa.com/tools/sell-app

### 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:

```
ToolGPA, "Sell.app: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/sell-app
```

### Know someone choosing between tools for selling digital products?

Send them this guide: toolgpa.com/tools/sell-app/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded tools for selling digital products after Sell.app, 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

3.4 GPA

### 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 Sell.app'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. Sell.app is a trademark of its owner, and this guide is not made, paid for or approved by SellApp. Prices and plans change: check sell.app before you buy.