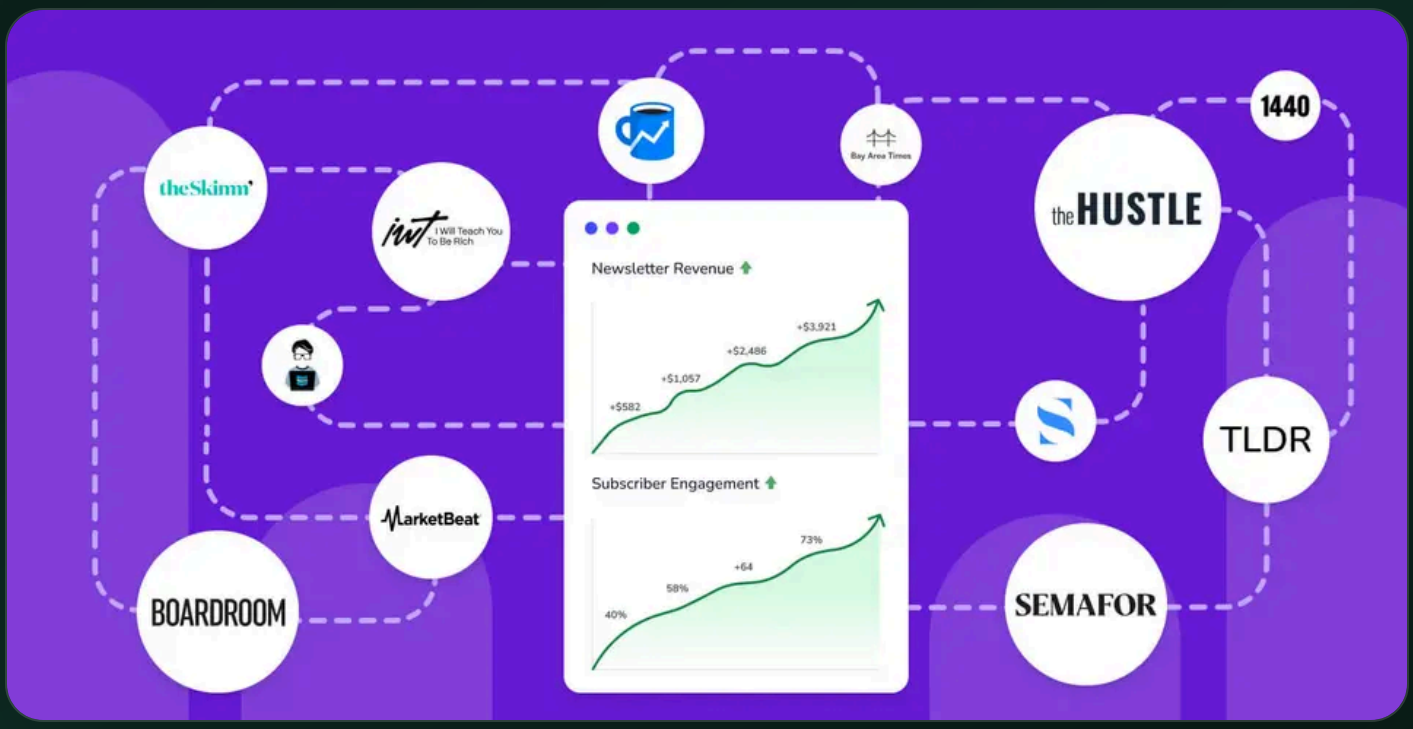
ToolGPA

NOVEMBER 2026

SparkLoop

The Insider's Guide

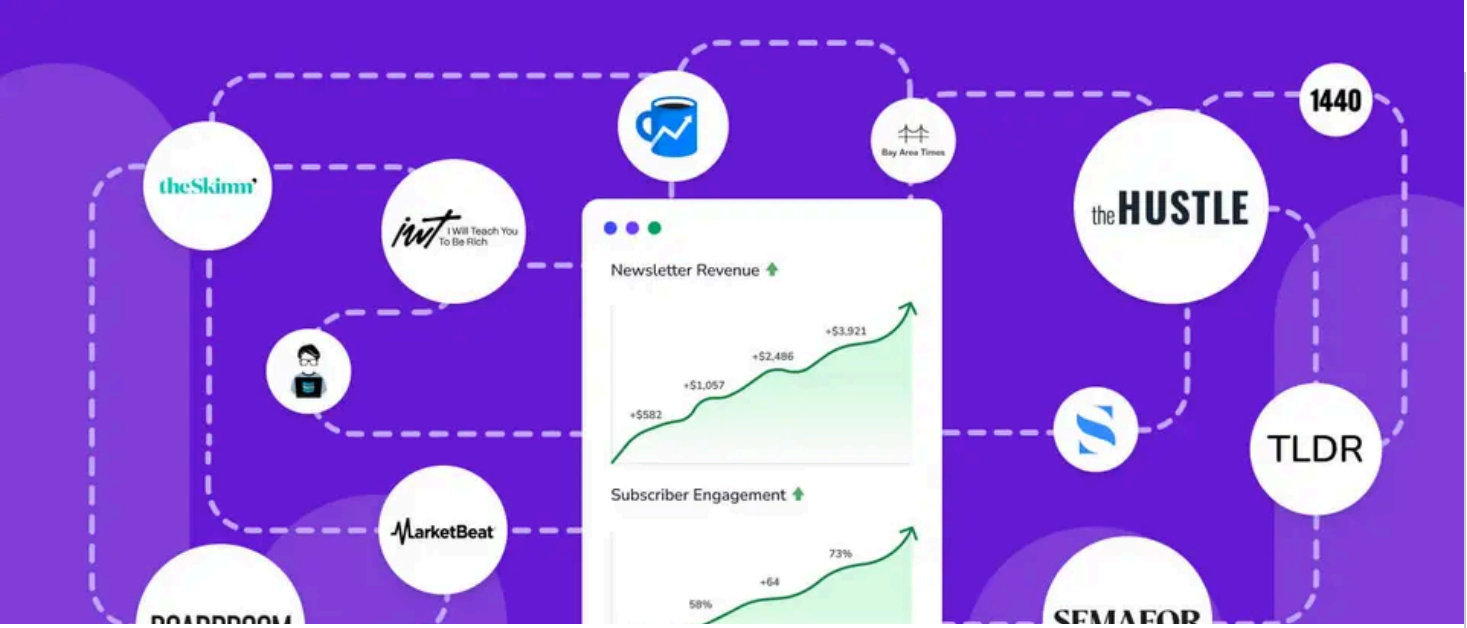
Newsletter growth through recommendations and referrals



Every plan, grade, refund rule and rival among email marketing and newsletter tools, read from SparkLoop's own pages.

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

2.0

GPA, above 25 of the 102 other email marketing and newsletter tools we grade

SparkLoop is a growth and monetization service for newsletter publishers rather than a tool for sending email. It runs paid and free newsletter recommendations, partner programs where publishers pay for quality subscribers, and referral programs with rewards. It connects to the email platform a newsletter already uses.

> "
>
> **You connect your email platform and set up programs.**
>
> From our grade for ease of use

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

1 **Best for growing a newsletter through recommendations**

SparkLoop helps newsletters grow through recommendations, partner programs and referrals.

2 **Paid plans start at $166.67 a month when paid by the year**

As its pricing page puts it: $2,000 per year for the Newsletter Referral Programs add-on.

3 **There is a free plan**

Paid recommendations, partner programs and free recommendations are listed as included free.

4 **It runs on Web**

Web.

5 **Paid recommendations**

Earn money by recommending other newsletters to your readers, in emails or through a post-opt-in widget on your site.

6 **Partner programs**

Get recommended by other newsletters and pay only for subscribers who meet quality criteria you set.

7 **Free recommendations**

Swap recommendations with similar newsletters at no cost.

8 **A 2.0 GPA, above 25 of 102**

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

9 **Keep it**

To replace SparkLoop you would be making payouts to partners in many countries, with their tax forms. That is not a weekend's work, with an AI app builder or without one.

SparkLoop at a glance

PRICING Free plan, from $2,000 per year for the Newsletter Referral Programs add-on	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY SparkLoop LLC	CATEGORY Email Marketing & Newsletters
OUR GRADE 2.0 GPA, fair	

The report card

Best for growing a newsletter through recommendations

SparkLoop helps newsletters grow through recommendations, partner programs and referrals. It doesn't send email, so you need another platform, and the referral program is a $2,000-a-year add-on.

TOOLGPA REPORT CARD **SparkLoop** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	The referral program is $2,000 a year, about $167 a month, which is above the $149 where the dearest tenth starts. Free recommendations carry no fee.
Free plan and trial	B	Paid recommendations, partner programs and free recommendations are included free. Partner programs charge per subscriber, at a rate not on the page.
Features	D	It does newsletter growth only and doesn't send email, so it is no use without another email platform.
Ease of use	C	No store rating on record. You connect your email platform and set up programs.
Platforms and integrations	B	Web with beehiiv, Kit, Mailchimp, Klaviyo, Brevo and HubSpot integrations.

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 SparkLoop is for

- ✓ Fits if you already send a newsletter and want more subscribers
- ✓ Works for publishers happy to run on an existing platform like beehiiv or Kit

Who it is not for

- ✕ Not for you if you need a tool to send email, as it doesn't
- ✕ Pricey if your list is small, since referral programs are a $2,000-a-year add-on
- ✕ Watch out: the price of subscribers bought through partner programs isn't on the pricing page

Good to know

Good for

- ✓ Newsletter publishers who want to grow their list through recommendations from other newsletters
- ✓ Publishers who want to earn from recommending other newsletters

Worth knowing

- ⓘ It does not send email; you need an existing email platform to send your newsletter.
- ⓘ The referral program is a $2,000 a year add-on, so it is a sizable cost for small lists.
- ⓘ The price of subscribers bought through partner programs is not shown on the pricing page.

PART 02 · PRICING

What it costs

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

$166.67

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

SparkLoop has a free plan. Paid plans start at $2,000 per year for the Newsletter Referral Programs add-on.

> **Paid recommendations, partner programs and free recommendations are included free.**
>
> From our grade for free plan and trial

FREE

$0

Includes paid recommendations, partner programs and free recommendations. Partner programs charge per quality subscriber, with the rate not stated on the page.

NEWSLETTER REFERRAL PROGRAMS

$2,000

per year, add-on

Referral program with in-email referral section, automatic fulfilment of digital and physical rewards, and a two-click email platform integration.

The free plan

Paid recommendations, partner programs and free recommendations are listed as included free.

Read from sparkloop.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

Newsletter growth through recommendations and referrals. Here is what it does, as its own site describes it, and what it covers: reports, partner payouts.

> **It does newsletter growth only and doesn't send email, so it is no use without another email platform.**
>
> From our grade for features

Paid recommendations

Earn money by recommending other newsletters to your readers, in emails or through a post-opt-in widget on your site.

Partner programs

Get recommended by other newsletters and pay only for subscribers who meet quality criteria you set.

Free recommendations

Swap recommendations with similar newsletters at no cost.

Referral programs

Reward readers for sharing; rewards are fulfilled automatically and shown in an in-email referral section.

Email platform integrations

Two-click, no-code connections to more than 25 email platforms.

Fraud protection and analytics

The vendor lists anti-fraud protection and an analytics section among its features.

Where it runs

Web

What it works with

beehiiv
Kit
Mailchimp
Klaviyo
Brevo
HubSpot

SparkLoop is made by SparkLoop LLC.

Where it stands

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

25/102

Other email marketing and newsletter tools it is graded above

SparkLoop's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

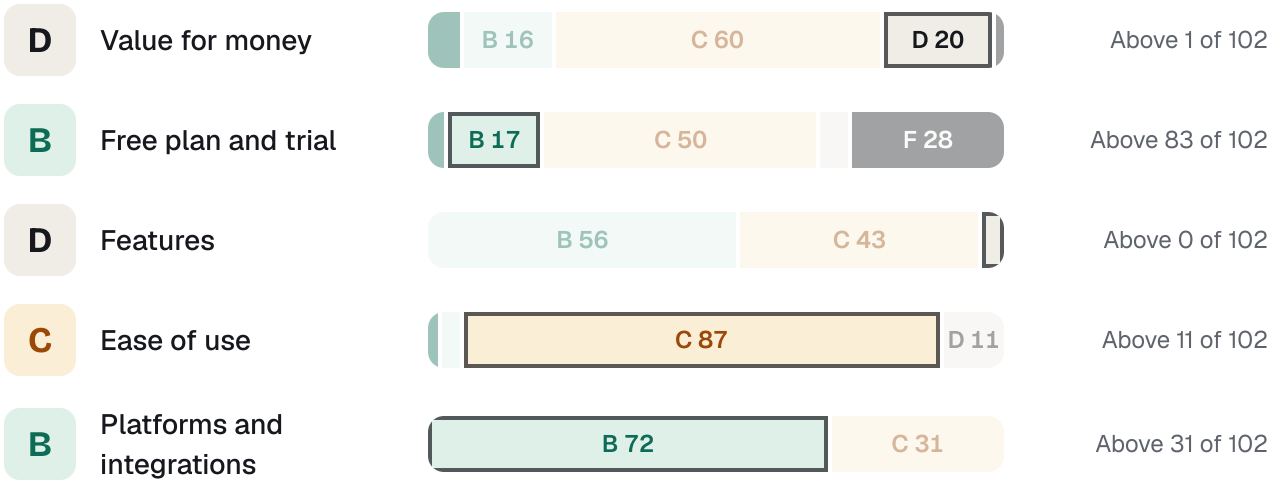
It stands best on free plan and trial (B, above 83 of 102) and worst on features (D, above 0).

Its paid plans start at $166.67 a month when paid by the year, against a middle price of $19 for the category: 70 of the 78 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 60 tools score higher and cost less.

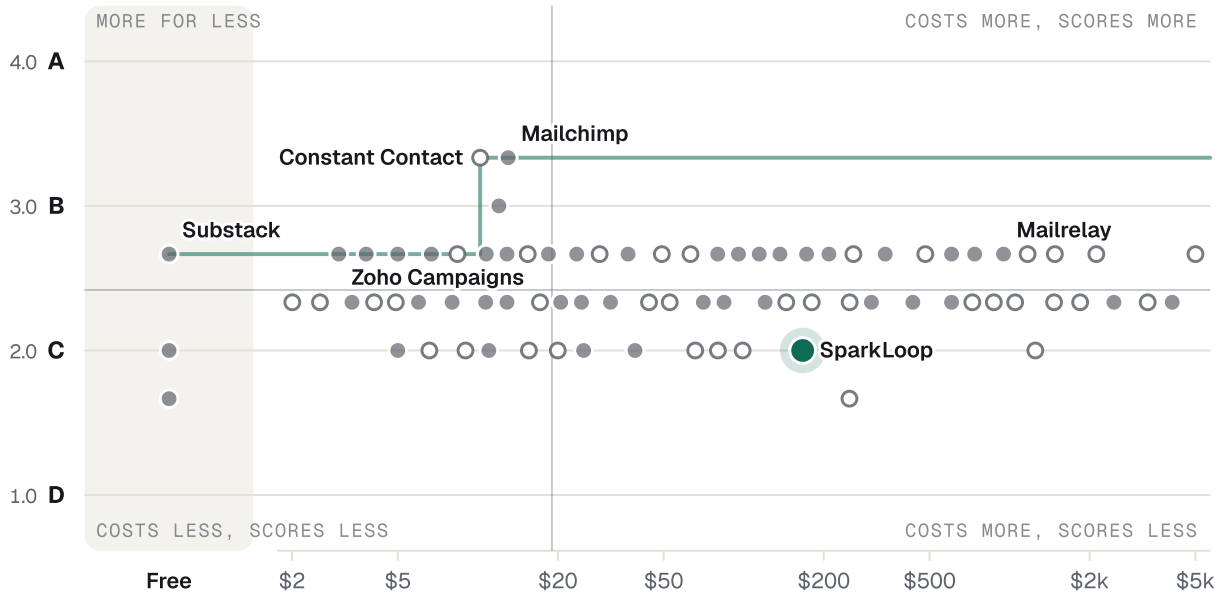
Each grade against the category

Every bar is all 103 email marketing and newsletter tools we grade, cut by the letter each got. SparkLoop's own letter is outlined.



Price against what you get

Each dot is one of 82 email marketing and newsletter tools. Further left costs less; higher up scores better on features, ease of use and platforms. SparkLoop 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 SparkLoop you would be making payouts to partners in many countries, with their tax forms. 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: 61 of the 102 other email marketing and newsletter tools grade higher. It costs $2,000 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Payouts to partners in many countries, with their tax forms.
- It plugs into other products, beehiiv, Kit and Mailchimp among them.
- Hooks into the device itself: widgets.

What this rests on. SparkLoop'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



ReferralHero, beehiiv, Kit, Curated and Substack

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

1.8 GPA

ReferralHero

Free trial · from $249/mo

Referral, affiliate, waitlist and contest campaigns with a builder.

- SparkLoop has a free plan. ReferralHero does not, though it has a free trial.
- ReferralHero also covers affiliate tracking.

SparkLoop and ReferralHero compared in full

2.4 GPA

beehiiv

Free plan · from $49/mo

Newsletter platform with paid subscriptions, ads, website and podcast.

- SparkLoop also covers reports and partner payouts.
- beehiiv also covers marketing automation, forms, email campaigns and paid newsletters.

SparkLoop and beehiiv compared in full

2.6 GPA

Kit

Free plan · from $33/mo

Email marketing and paid newsletters for creators.

- SparkLoop also covers reports and partner payouts.
- Kit also covers marketing automation, forms, email campaigns and paid newsletters.

SparkLoop and Kit compared in full

2.2 GPA

Curated

Free plan · from $39/mo

Newsletter platform for link-based, editorial issues.

- SparkLoop also covers partner payouts.
- Curated also covers email campaigns and paid newsletters.

SparkLoop and Curated compared in full

3.2 GPA

Substack

Free

Newsletter, podcast and video publishing with paid subscriptions.

- Only Substack lists iOS and Android apps.
- SparkLoop also covers reports and partner payouts.
- Substack also covers email campaigns, paid newsletters and community.

SparkLoop and Substack 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 SparkLoop free?

SparkLoop has a free plan. Paid recommendations, partner programs and free recommendations are listed as included free.

How much does SparkLoop cost?

SparkLoop lists 2 plans. Free: $0.

What platforms does SparkLoop work on?

SparkLoop is available on Web.

Does SparkLoop have an Android app?

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

Does SparkLoop have an iPhone app?

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

Is SparkLoop open source?

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

What does SparkLoop integrate with?

SparkLoop's listing names beehiiv, Kit, Mailchimp, Klaviyo, Brevo and HubSpot.

Who makes SparkLoop?

SparkLoop is made by SparkLoop LLC.

What are the alternatives to SparkLoop?

The closest alternatives to SparkLoop in our directory are ReferralHero, beehiiv, Kit, Curated and Substack.

How does SparkLoop compare with other email marketing and newsletter tools?

SparkLoop's GPA of 2.0 is higher than 25 of the 102 other email marketing and newsletter tools we grade, and level with 16.

Is SparkLoop good value for money?

ToolGPA grades SparkLoop D for value for money. Its paid plans start at $166.67 a month when paid by the year, against a middle price of $19 for the category: 70 of the 78 others that charge start lower.

Could I make my own version of SparkLoop?

To replace SparkLoop you would be making payouts to partners in many countries, with their tax forms.

Where this guide comes from

The prices, plans, platforms and features were read from SparkLoop'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 SparkLoop'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 SparkLoop LLC. Prices change, so check sparkloop.app before you buy.

sparkloop.app/pricing

sparkloop.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**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SparkLoop, kept up to date

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

toolgpa.com/tools/sparkloop

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, "SparkLoop: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/sparkloop
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Know someone choosing between email marketing and newsletter tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded email marketing and newsletter tools after SparkLoop, each with an Insider's Guide of its own.

Email Marketing & Newsletters Insider's Guide

Every one of the 103 email marketing and newsletter tools we grade, compared

Substack Insider's Guide

Newsletter, podcast and video publishing with paid subscriptions

3.2 GPA

Mailrelay Insider's Guide

Email marketing with a large free plan and SMS and WhatsApp add-ons

3.0 GPA

SendFox Insider's Guide

Email newsletters and list building for creators on a budget

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