ToolGPA

NOVEMBER 2026

Webgains

The Insider's Guide

Service-led affiliate network for retailers, agencies and publishers

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

Made by Webgains Ltd · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Webgains's own pages, its app-store listings and our grades. Every fact in it is on Webgains'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

1.6

GPA, above 3 of the 89 other affiliate and referral tools we grade

Webgains is an affiliate network that connects advertisers with publishers, from content and cashback sites to creators. It pairs a tracking platform with account management, and it lists local experts for expanding programs into new markets. It is part of ad pepper media International and is based in Bristol, UK.

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

> "
>
> **Advertiser rates aren't published, and you start through a demo request.**
>
> From our report card of Webgains

1 **Best for a managed affiliate network**

Webgains is a managed affiliate network where an account team sets up your program.

2 **It runs on Web**

Web.

3 **Publisher network**

The site claims more than 250,000 publisher partners and over 1,800 advertisers, with sales in more than 150 countries.

4 **Account management**

Advertisers get a dedicated team, with bespoke account management and local experts for opening programs in new markets.

5 **Resilient Tracking Suite**

Tracking is described as GDPR-compliant, with the platform quoted at 99.9% uptime.

6 **A 1.6 GPA, above 3 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 Webgains 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.

Webgains at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Webgains Ltd	CATEGORY Affiliate & Referral Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for a managed affiliate network

Webgains is a managed affiliate network where an account team sets up your program. Advertiser rates aren't published, and you start through a demo request.

TOOLGPA REPORT CARD	Webgains	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Rates aren't published; the site says there is one monthly minimum fee that differs by service level.
Free plan and trial	F	Publishers can sign up free, but advertisers get no free plan or trial and must request a demo.
Features	C	A publisher network, account management, a tracking suite, agency access and learning material. The listing shows no gaps.
Ease of use	C	No store rating on record. You set up accounts and programs before it does anything, so there is a learning curve.
Platforms and integrations	C	Web only, and the listing names no integrations.
Grade point average		Weak, out of 4.0 **1.6**

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 Webgains is for

- ✓ Fits if you want an agency-style team to set up your affiliate program
- ✓ Works for brands that pay a monthly minimum instead of building it themselves

Who it is not for

- ✗ Skip it if you want self-serve, because the team recommends a service level
- ✗ Watch out: no advertiser rate is published
- ✗ Not for you if you want a trial, as none is listed
- ✗ Too light for tracking beyond affiliate marketing

Good to know

Good for

- ✓ Retailers and brands that want hands-on account management
- ✓ Agencies running affiliate programs for several clients
- ✓ Publishers who want to join a network without paying to sign up

Worth knowing

- ⓘ Advertiser rates are not published; the site says there is a single monthly minimum fee that differs by service level.
- ⓘ Publishers can sign up free, according to the homepage, but advertisers must request a demo or start a program through the sales team.
- ⓘ Programs are set up through the team, which recommends a service level, so it is not a self-serve tool.

What it costs

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

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

> **Rates aren't published; the site says there is one monthly minimum fee that differs by service level.**
>
> From our grade for value for money

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

Service-led affiliate network for retailers, agencies and publishers. Here is what it does, as its own site describes it, and what it covers: reports, affiliate tracking, partner payouts.

> **A publisher network, account management, a tracking suite, agency access and learning material.**
>
> From our grade for features

Publisher network

The site claims more than 250,000 publisher partners and over 1,800 advertisers, with sales in more than 150 countries.

Account management

Advertisers get a dedicated team, with bespoke account management and local experts for opening programs in new markets.

Resilient Tracking Suite

Tracking is described as GDPR-compliant, with the platform quoted at 99.9% uptime.

Agency access

A separate offer for agencies lets them run affiliate programs for their clients' web stores from one platform.

Learning resources

A Knowledge Hub with platform guides, an affiliate glossary, downloadable guides and an affiliate calculator is free to use.

Where it runs

Web

What it works with

Its own pages name no integrations.

Webgains is made by Webgains Ltd.

Where it stands

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

3/89

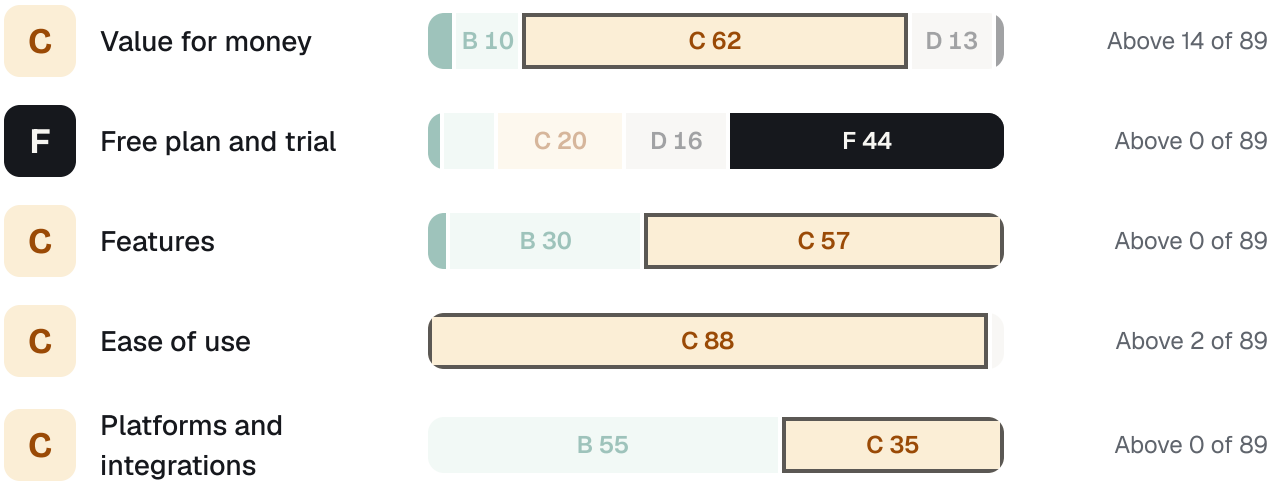
Other affiliate and referral tools it is graded above

Webgains's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

It stands best on value for money (C, above 14 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. Webgains'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 Webgains 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: 68 of the 89 other affiliate and referral tools grade higher.

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

What this rests on. Webgains'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



Awin, Tradedoubler, impact.com, CJ Affiliate and FlexOffers

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

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

Webgains and Awin compared in full

2.2 GPA

Tradedoubler

Free trial · from €59/mo

Partner marketing network with a self-serve plan for small brands.

Webgains and Tradedoubler compared in full

2.0 GPA

impact.com

Free trial · from $30/mo

Partnership platform for affiliate, creator and referral programs.

Webgains and impact.com compared in full



1.6
GPA

CJ Affiliate

Paid

Affiliate network and platform for brands, publishers and creators.

Webgains and CJ Affiliate compared in full



1.8
GPA

FlexOffers

Paid

Affiliate network for publishers and advertisers.

Webgains and FlexOffers compared in full

PART 06 · QUESTIONS

Quick answers

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

9

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 Webgains free?

No. Webgains is a paid product.

What platforms does Webgains work on?

Webgains is available on Web.

Does Webgains have an Android app?

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

Does Webgains have an iPhone app?

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

Is Webgains open source?

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

Who makes Webgains?

Webgains is made by Webgains Ltd.

What are the alternatives to Webgains?

The closest alternatives to Webgains in our directory are Awin, Tradedoubler, impact.com, CJ Affiliate and FlexOffers.

How does Webgains compare with other affiliate and referral tools?

Webgains's GPA of 1.6 is higher than 3 of the 89 other affiliate and referral tools we grade, and level with 18.

Could I make my own version of Webgains?

To replace Webgains 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 Webgains'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 Webgains'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 Webgains Ltd. Prices change, so check webgains.com before you buy.

webgains.com

webgains.com/advertisers/

webgains.com/publishers/

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

Webgains, kept up to date

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

toolgpa.com/tools/webgains

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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