ToolGPA

NOVEMBER 2026

Zaxaa

The Insider's Guide

Order forms, upsells and affiliates for digital product sellers



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

Made by XooGuu, LLC · checked Nov 13, 2026 · toolgpa.com

1.6
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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 Zaxaa's own pages, its app-store listings and our grades. Every fact in it is on Zaxaa'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 0 of the 50 other tools for selling digital products we grade

Zaxaa is a shopping cart and sales funnel platform for course creators, coaches and small businesses that sell digital products. It offers checkout templates, one-click upsells and bumps, instant affiliate commissions and email autoresponders. Pricing follows the number of contacts, with no transaction fees.

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

> "
>
> **You build offers, funnels and email sequences yourself.**
>
> From our grade for ease of use

1 **Best for order forms, upsells and affiliates for digital sellers**

Zaxaa gives sellers order forms, upsells, affiliate payouts and email autoresponders for a flat monthly fee.

2 **Paid plans start at $77 a month**

As its pricing page puts it: $77 per month for up to 30,000 contacts.

3 **You can try it first**

First month free on Premium Automation; a card is required

4 **It runs on Web**

Web.

5 **Offer and checkout builder**

Set one-time, recurring, free or paid trial and installment prices, and choose from checkout templates you can brand.

6 **Upsells, downsells and bumps**

Unlimited one-click upsells, downsells for buyers who decline, and pre-sale order bumps on every plan.

7 **Instant affiliate commissions**

Affiliates are paid commissions on sales, included on both plans without extra transaction fees.

8 **A 1.6 GPA, above 0 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 Zaxaa 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.

Zaxaa at a glance

PRICING
Free trial, from $77 per month for up to 30,000 contacts

FREE PLAN
No

FREE TRIAL
First month free on Premium Automation; a card is required

RUNS ON
Web

MADE BY
XooGuu, LLC

CATEGORY
Selling Digital Products

OUR GRADE
1.6 GPA, weak

The report card

Best for order forms, upsells and affiliates for digital sellers

Zaxaa gives sellers order forms, upsells, affiliate payouts and email autoresponders for a flat monthly fee. The $77 entry price is in the top tenth of its category and climbs with your contact list.

TOOLGPA REPORT CARD	Zaxaa	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$77 a month for up to 30,000 contacts, at the start of the dearest tenth of digital-product tools, and a seller with few contacts still pays it.
Free plan and trial	D	First month free on Premium Automation, but a card is required; no free plan.
Features	C	Offer and checkout builder, upsells and downsells, affiliate commissions, autoresponders and multi-currency sales. Payments run through PayPal.
Ease of use	C	No store rating on record. You build offers, funnels and email sequences yourself.
Platforms and integrations	C	Web only, and the listing names just two integrations, PayPal and BirdSend.
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 Zaxaa is for

- ✓ Fits if you run upsell funnels and affiliate launches for courses or coaching
- ✓ Works for sellers who want a fixed monthly fee instead of a share of sales

Who it is not for

- ✗ Pricey if you have few contacts, as $77 a month is the floor
- ✗ Pricey if your list grows: 100,000 contacts is $147 on Premium and $239 on Ultimate
- ✗ Watch out: a card is required for the free first month
- ✗ Watch out: going over the contact limit moves you up a plan automatically

Good to know

Good for

- ✓ Online course creators and coaches selling digital products
- ✓ Sellers who run upsell funnels and affiliate launches
- ✓ Sellers who want a fixed monthly fee rather than a share of sales

Worth knowing

- ⓘ Price rises with contacts: at 100,000 contacts it is $147 a month on Premium and $239 on Ultimate.
- ⓘ Payments are taken through PayPal and card details are required to start the free month.
- ⓘ Going over the contact limit moves you to the next plan level automatically.
- ⓘ The pricing page is built around email contacts, so a seller with few contacts still pays the $77 entry price.

What it costs

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

$77

A month to start

Zaxaa is a paid product with a free trial, starting at $77 per month for up to 30,000 contacts.

> **First month free on Premium Automation, but a card is required; no free plan.**

From our grade for free plan and trial

PREMIUM AUTOMATION

$77

per month for up to 30,000 contacts, billed monthly

Unlimited offers, upsells, downsells, bumps, affiliate commissions and email sends. $147 a month at 100,000 contacts.

ULTIMATE AUTOMATION

$99

per month for up to 30,000 contacts, billed monthly

Same features as Premium. The page says its email system moved to a separate product, BirdSend. $239 a month at 100,000 contacts.

Trying it first

First month free on Premium Automation; a card is required

Read from zaxaa.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

40% discount on yearly billing

The pricing page toggles to a yearly plan and states a 40% discount compared with paying monthly.

Stated on zaxaa.com

What it does

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

1

Place it runs: Web

Order forms, upsells and affiliates for digital product sellers. Here is what it does, as its own site describes it, and what it covers: marketing automation, email campaigns, affiliate tracking, online store, digital downloads.

> **Offer and checkout builder, upsells and downsells, affiliate commissions, autoresponders and multi-currency sales.**
>
> From our grade for features

Offer and checkout builder

Set one-time, recurring, free or paid trial and installment prices, and choose from checkout templates you can brand.

Upsells, downsells and bumps

Unlimited one-click upsells, downsells for buyers who decline, and pre-sale order bumps on every plan.

Instant affiliate commissions

Affiliates are paid commissions on sales, included on both plans without extra transaction fees.

Email autoresponders

Email marketing with contact tagging and behaviors, unlimited email sends, web forms and automation rules.

Multi-currency sales

It supports 11 currencies, including USD, GBP, EUR, CAD, AUD, CHF and JPY.

Flat fee, no sales cut

The pricing page says there are no Zaxaa transaction fees, and a contact is counted once however many lists it is on.

Where it runs

Web

What it works with

PayPal

BirdSend

Zaxaa is made by XooGuu, LLC.

PART 04 · STANDING

Where it stands

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

0/50

Other tools for selling digital products it is graded above

Zaxaa's GPA of 1.6 is higher than 0 of the 50 other tools for selling digital products we grade, and level with 2.

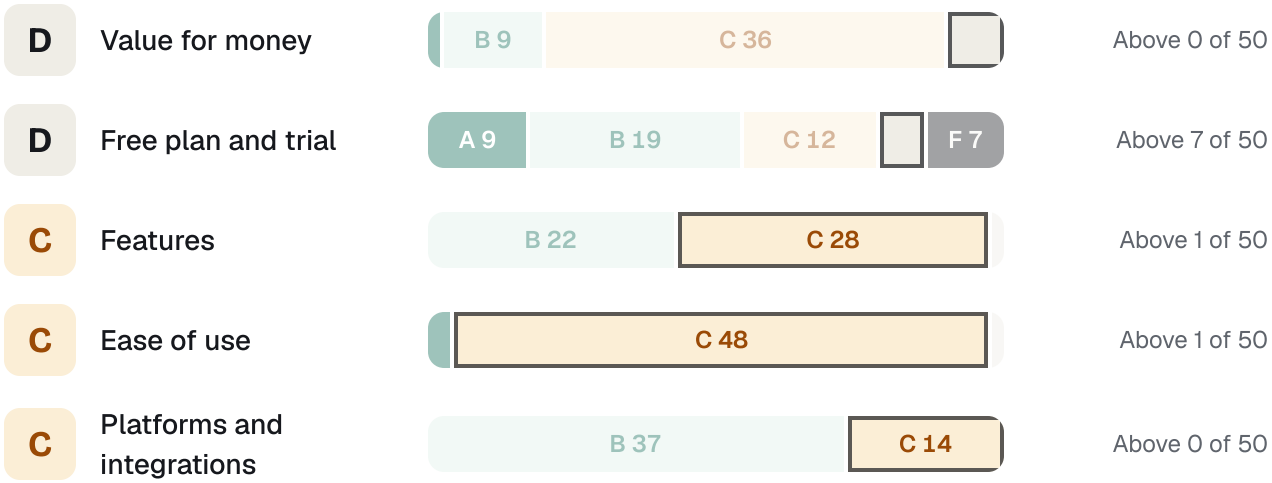
It stands best on features (C, above 1 of 50) and worst on value for money (D, above 0).

Its paid plans start at $77 a month, against a middle price of $16.74 for the category: 21 of the 22 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 25 tools score higher and cost less.

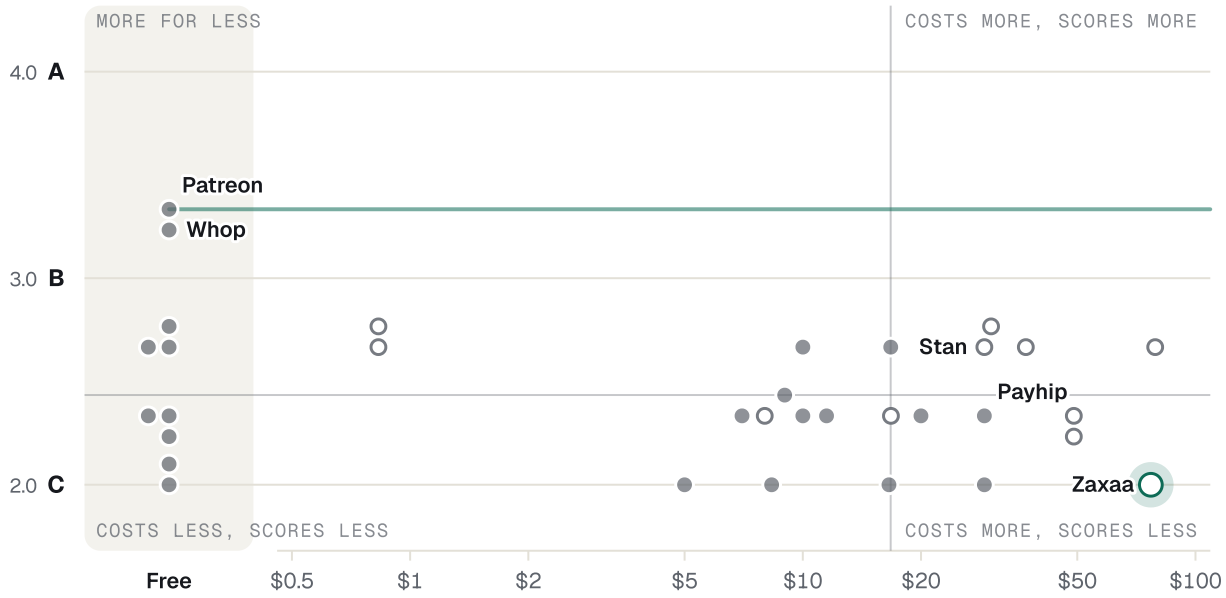
Each grade against the category

Every bar is all 51 tools for selling digital products we grade, cut by the letter each got. Zaxaa's own letter is outlined.



Price against what you get

Each dot is one of 33 tools for selling digital products. Further left costs less; higher up scores better on features, ease of use and platforms. Zaxaa 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 Zaxaa 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.

That makes this kind of software worth paying for, not this one in particular: 48 of the 50 other tools for selling digital products grade higher. It costs $924 a year.

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.

- Newsletters sent to thousands of people that still reach the inbox.
- Email sent in volume that still reaches the inbox.
- Every click and sale traced back to the right partner.
- People on the other end: coaches. No app builder makes those.

What this rests on. Zaxaa'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



PayKickstart, ThriveCart, SamCart, SendOwl and Plug&Pay

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

2.2 GPA

PayKickstart

Free trial

Checkout, recurring billing and affiliate management for sellers.

- Zaxaa also covers marketing automation and email campaigns.
- PayKickstart also covers invoicing and reports.

Zaxaa and PayKickstart compared in full

2.6 GPA

ThriveCart

Free trial · from $37/mo

Checkout, funnel and course platform with a lifetime licence option.

- Zaxaa also covers marketing automation, email campaigns and online store.
- ThriveCart also covers online courses, community and a/B testing.

Zaxaa and ThriveCart compared in full



2.4
GPA

SamCart

Free trial · from $79/mo

Checkout and sales page builder with courses and an AI assistant.

- Zaxaa also covers marketing automation, email campaigns and online store.
- SamCart also covers online courses and a/B testing.

Zaxaa and SamCart compared in full



2.4
GPA

SendOwl

Free trial · from $32.50/mo

Checkout and delivery for downloads, licenses and subscriptions.

- Zaxaa also covers marketing automation and email campaigns.

Zaxaa and SendOwl compared in full



2.0
GPA

Plug&Pay

Free trial · from €15/mo

Dutch sales funnel software for checkouts, upsells and subscriptions.

- Zaxaa also covers marketing automation and email campaigns.
- Plug&Pay also covers invoicing, a/B testing and popups.

Zaxaa and Plug&Pay compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Zaxaa free?

No, Zaxaa is a paid product, but you can try it first. First month free on Premium Automation; a card is required.

How much does Zaxaa cost?

Zaxaa lists 2 plans. Premium Automation: $77 per month for up to 30,000 contacts, billed monthly.

What platforms does Zaxaa work on?

Zaxaa is available on Web.

Does Zaxaa offer any discounts?

Zaxaa publicly lists the following: 40% discount on yearly billing.

Does Zaxaa have an Android app?

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

Does Zaxaa have an iPhone app?

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

Is Zaxaa open source?

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

What does Zaxaa integrate with?

Zaxaa's listing names PayPal and BirdSend. A listing names up to eight integrations, so it may connect to more.

Who makes Zaxaa?

Zaxaa is made by XooGuu, LLC.

What are the alternatives to Zaxaa?

The closest alternatives to Zaxaa in our directory are PayKickstart, ThriveCart, SamCart, SendOwl and Plug&Pay.

How does Zaxaa compare with other tools for selling digital products?

Zaxaa's GPA of 1.6 is higher than 0 of the 50 other tools for selling digital products we grade, and level with 2.

Is Zaxaa good value for money?

ToolGPA grades Zaxaa D for value for money. Its paid plans start at $77 a month, against a middle price of $16.74 for the category: 21 of the 22 others that charge start lower.

Could I make my own version of Zaxaa?

To replace Zaxaa 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 Zaxaa'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 Zaxaa'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 XooGuu, LLC. Prices change, so check zaxaa.com before you buy.

zaxaa.com/pricing

zaxaa.com

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

Zaxaa, kept up to date

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

toolgpa.com/tools/zaxaa

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, "Zaxaa: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/zaxaa
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Know someone choosing between tools for selling digital products?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded tools for selling digital products after Zaxaa, 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 Zaxaa'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. Zaxaa is a trademark of its owner, and this guide is not made, paid for or approved by XooGuu, LLC. Prices and plans change: check zaxaa.com before you buy.