

BENCHMARK · 2026

The Commission *Benchmark*

What 31 real SaaS programs pay: rates, cookie windows, and how to set yours.

● Brought

AFFILIATE SOFTWARE FOR SAAS
BROUGHT.DEV / 2026

31

PROGRAMS

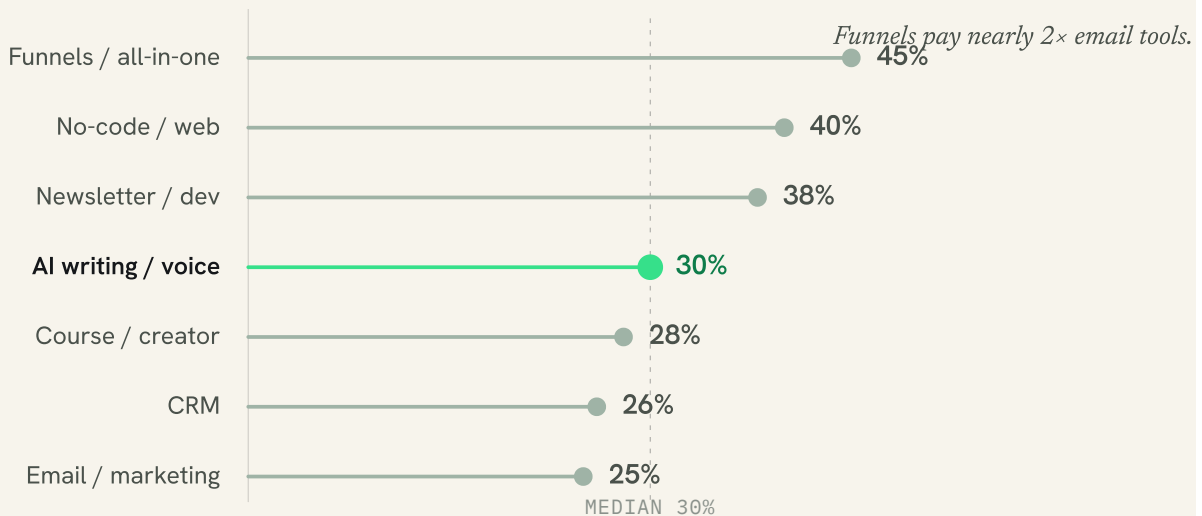
30%

MODAL RATE

90

DAY COOKIE

FIG. 01 Median commission by category



SOURCE: BROUGHT BENCHMARK 2026 · N=31 PROGRAMS

We compiled the published terms of 31 SaaS affiliate and referral programs across eight categories, then normalized them into one view: how much they pay, for how long, and how they attribute a sale. Use it to set your own rate with your margins in front of you, not by guessing.

Benchmarks tell you what is normal.
Your margins tell you what is safe.

01

What the data says

- The center of gravity is 20 to 30 percent recurring, with 30 percent the single most common figure. Pay much less and you will not attract serious partners; much more is a deliberate recruiting lever, not a default.

- **A 90-day cookie is the de-facto standard.** Shorter favors you, longer favors the affiliate. Most programs sit between 30 and 120 days.
- **About two thirds of programs pay recurring,** usually capped at 12 months. True lifetime recurring is rarer and is itself a marketing differentiator.
- **Sticky, high-retention products skew to one-time bounties** (hosting, some SEO tools), because the product retains so well that a flat upfront payment is safe.

02

The benchmark

All 31 programs, normalized. Figures marked (~) are approximate (cross-source variation, tiers, or ranges).

#	PRODUCT	CATEGORY	COMMISSION TYPE	RATE	COOKIE WINDOW	NOTABLE TERMS	CONFIDENCE
1	Kit (ConvertKit)	Email / creator	Recurring	50% for ~24 mo (~)	90 days (~)	New-applicant terms vary by source; direct program reportedly tightened. Tiers reported.	Approx
2	ActiveCampaign	Email / marketing automation	Recurring	20-30% (tiered: Silver 20 / Gold 25 / Platinum 30), up to 12 mo	90 days	60-day commission hold	Solid
3	GetResponse	Email / marketing	Recurring or one-time	33% recurring (lifetime) or \$100 bounty	120 days	Choice of model; \$50 min payout	Solid
4	HubSpot	CRM / marketing	Recurring	30% monthly, up to 12 mo	180 days	Official-confirmed. Among longest cookies.	Official-confirmed
5	Moosend	Email	Recurring (lifetime)	30-40% tiered	90 days	Lifetime on customer; scales with volume	Solid
6	Brevo	Email	One-time (bounty)	\$5 free signup + fixed for paid (~)	90 days	Bounty model, not revenue share	Approx
7	Tidio	Live chat / support	Recurring (lifetime)	30% lifetime	Not published (~)	Cookie not stated on listings	Approx
8	Semrush	SEO / marketing	One-time CPA (tiered)	\$200 → \$350/sale + \$10/trial	120 days	Tier by quarterly volume	Solid
9	Surfer SEO	SEO / content	CPA on first payment (or recurring, source-dependent)	~25% recurring or 75-125% first-payment CPA (~)	60 days (~)	Model reported inconsistently	Approx
10	Shopify (own program)	Ecommerce platform	One-time bounty	\$150 per qualified paying merchant (~)	Varies (~)	Distinct from individual store programs	Approx

#	PRODUCT	CATEGORY	COMMISSION TYPE	RATE	COOKIE WINDOW	NOTABLE TERMS	CONFIDENCE
11	Webflow	No-code / web	Recurring	50% of first-year subscription, up to 12 mo	90 days	Then 10-15% on renewal year (~)	Solid
12	Elementor	WordPress / web	One-time per sale	Up to 50% (tiered 45-65%) (~)	30 / 45 / 90 days (~)	Cookie figure inconsistent; 45 on official	Approx
13	Notion	Productivity	Recurring	50% for first 12 mo	90 days (30-180 reported) (~)	Direct program reportedly closed to new applicants	Approx
14	ClickFunnels	Funnels / marketing	Recurring (tiered)	20% → 30% → 40% by active referrals	45 days (sticky) (~)	"Dream car" bonus; 30-day reports too	Approx
15	Systeme.io	Funnels / all-in-one	Recurring (lifetime)	60% lifetime	Lifetime (email-tagged, cookieless)	Official-confirmed. Open to non-customers.	Official-confirmed
16	Leadpages	Landing pages	Recurring	30% recurring	30 days (90 in some sources) (~)	Runs on PartnerStack	Solid
17	Teachable	Course platform	Recurring	30% for ~12 mo	30-90 days (~)	Per-sale 1-year recurring	Approx
18	Thinkific	Course platform	Recurring (lifetime on eligible plans)	30% (Plus plan: \$150/mo flat)	90 days	Up to ~\$1,800/referral; PartnerStack	Solid
19	Kajabi	Course / creator	Recurring	New model: 100% first-month on first 4, then 10-20%; legacy 30%	30 days	Model changed for new partners	Solid
20	Podia	Course / creator	Recurring	20-30%, capped ~12 mo (~)	Not published (~)	Reported 25% for 12 mo	Approx
21	monday.com	Project management	Recurring / first-year	25% recurring (up to 100% first-year via tier)	90 days (resets on re-click)	\$25 min payout	Solid
22	Pipedrive	CRM	Recurring	20-33% (by plan), first 12 mo	90 days	Official 90-day window	Solid
23	Kinsta	Managed hosting	Hybrid: bounty + recurring	\$50-\$500 bounty + 10% lifetime	60 days	Last-touch; PayPal only	Solid
24	SiteGround	Hosting	One-time CPA (tiered)	\$50 → \$75 → \$100/sale by volume	60 days	Weekly payouts, no minimum	Solid
25	Bluehost	Hosting	One-time CPA	~\$65/signup (negotiable \$100-120)	30 days (7-90 reported) (~)	45-70 day commission hold	Solid
26	Cloudways	Managed hosting	Choice: slab / hybrid	Up to \$125/sale, or \$30 + 7% lifetime	90 days	\$250 min payout	Solid
27	Jasper	AI writing	Recurring	25-30% (~)	30-90 days (~)	Rate/cookie vary by source	Approx

#	PRODUCT	CATEGORY	COMMISSION TYPE	RATE	COOKIE WINDOW	NOTABLE TERMS	CONFIDENCE
28	Writesonic	AI writing	Recurring	30% (official page cites 20% for 12 mo) (~)	30-90 days (~)	Official page lower than directories	Approx
29	Copy.ai	AI writing	First-year revenue share	45% for first year (~)	60 days (~)	Directory-sourced	Approx
30	Murf AI	AI voice	Recurring	15-20% for up to 24 mo (~)	60-90 days (~)	Long payout horizon (24 mo)	Approx
31	Beehiiv	Newsletter platform	Recurring	50% of referred revenue over 12 mo	60 days	First-click attribution; referee gets discount	Solid

03

What rate should you pay

Benchmarks tell you what is normal. Your unit economics tell you what is safe. Anchor to the market band, then pressure-test against your own margin and a conservative customer lifetime.

NOTE

Quick check. With $ARPU = A$, gross margin = G , lifetime = L months, and a commission rate = C paid over D months, your cost per referred customer is $A \times C \times \min(L, D)$, against $A \times L \times G$ of gross profit. Keep cost well under that profit and only pay after the refund window clears.

NOTE

Sensible default. 25 to 30 percent recurring for the first 12 months, a 90-day cookie, and a second tier at 30 to 35 percent once a partner proves they produce. Add a small one-time bonus after the refund window to break the activation gap.

Treat every figure as a point-in-time snapshot for June 2026 and re-verify before relying on any single program's terms. Brought tracks all of this for you, refund-safe.

BROUGHT

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