

# GUIDE TO CHOOSING A MEMBERSHIP PLUGIN

COMPARISON CHARTS AND  
RESOURCES TO HELP YOU  
NAVIGATE MEMBERSHIP TECH



*The*  
**MEMBERSHIP**  
GUYS

These charts are broken down into five sections, to enable you compare features of plugins side by side. Please note that this chart doesn't include all possible features, so you will still want to research your final choices:

## **Core Features**

Whilst it's a given that your membership plugin will provide content protection, other features you may presume are included in all membership plugins might not be, such as the ability for a member to be part of several different membership products.

Email notifications refers to things like renewal emails, abandoned cart and failed payment emails rather than welcome emails.

Core pages includes things like account, login and registration pages which may be created automatically or may require you to create them manually using things like shortcodes.

## **Advanced Features**

These can often be deciding features of which plugin to use. For example only a few membership plugins offer upsell capabilities or the ability to pause a membership rather than cancel. Group memberships refers to the ability to offer a number of membership 'seats' to one purchaser, such as a company.

## **Payment Integrations**

Ideally you want your membership plugin to integrate directly with your payment processor or shopping cart.

## **Email Marketing Service Integrations**

This section highlights the key email integrations available. Other options may be available via third-party add-ons or Zapier.

## **Other Features**









































































Additional features such as integrations that may be important to you. Self-service refers to a member being able to control their own account, for example to cancel or change their billing details.

PLUGINS	Distinct or Tiered Memberships	Multiple Memberships Per User	Content Dripping	Core Pages Auto Generated	Email Notifications	Price
MemberPress			 incl. by date			\$119 - \$359 py
MemberMouse		Via Bundles				\$19.95 - 599 pm
Wishlist Member			 incl. by date			\$197
S2 Member Pro	Tiered Only	Via Custom Capabilities				Free - \$189
Paid Memberships Pro			With Add-On			Free - \$197
Restrict Content Pro			With Add-On			\$99 - \$499
Woo Memberships & Subscriptions						\$149+ each
WP E-Member						\$47
Digital Access Pass			 incl. by date			\$227 or \$39.99 pm
OptimizeMember	Tiered Only	Via Packages				\$97 - \$297
Memberium						\$19.95pm+ for AC \$47pm+ Infusionsoft
AccessAlly						\$79 - \$99 pm
ActiveMember360						\$9 - \$17 pm

PLUGINS	Coupons or Discounts	Membership Pausing	Upgrades & Downgrades	Upsells or One-Time Offers	Paid Trials	Group Memberships
MemberPress	✓	✓	✓	✗	✓	✓
MemberMouse	✓	✓	✓	✓	✓	With add-on
Wishlist Member	✗	✓	✓	✗	✓	✗
S2 Member Pro	✓	✗	✓	✓	✓	✗
Paid Memberships Pro	✓	✗	✓	✗	✓	With add-on
Restrict Content Pro	✓	✗	✓	✗	✓	With add-on
Woo Memberships & Subscriptions	✓	✓	✓	✗	✗	✗
WP E-Member	✓	✓	✓	✗	✓	✗
Digital Access Pass	✓	✓	✓	✓	✓	✗
OptimizeMember	✓	✗	✓	✗	✓	✗
Memberium	✓	✓	✓	✓	✓	✓
AccessAlly	✓	✓	✓	✓	✓	✗
ActiveMember360	✓	✓	✓	✓	✓	✗

PLUGINS	PayPal Standard or Express	PayPal Pro	Stripe	Authorize.net	Clickbank	Other
MemberPress	✓	✓	✓	✓	✗	✗
MemberMouse	✓	✗	✓	✓	✓	Braintree, Coinbase, Limelight
Wishlist Member	✓	✓	✓	✓	✓	Many incl. SamCart, 1ShoppingCart
S2 Member Pro	✓	✓	✓	✓	✓	✗
Paid Memberships Pro	✓	✓	✓	✓	✗	Braintree, 2Checkout, Woo, CyberSource
Restrict Content Pro	✓	✓	✓	✗	✗	Braintree, 2Checkout, AliPay, WooCommerce
Woo Memberships & Subscriptions	✓	With Add-On	With Add-On	With Add-On	✗	Anything that integrates with Woo!
WP E-Member	✓	✓	✗	✗	✓	Wpstore, WooCommerce
Digital Access Pass	✓	✓	✓	✓	✓	Many incl. SPC, Ejunkie, Infusionsoft,
OptimizeMember	✓	✓	✓	✓	✓	SamCart
Memberium	Via Infusionsoft	Via Infusionsoft	Via Infusionsoft	✗	✗	Infusionsoft, SamCart, ThriveCart, Woo
AccessAlly	✓	✗	✓	✗	✗	SamCart, Infusionsoft or Ontraport
ActiveMember360	✗	✗	✓	✗	✗	WooCommerce, ThriveCart, SamCart

PLUGINS	Aweber	Mailchimp	ActiveCampaign	Convertkit	Get Response	Other
MemberPress	✓	✓	✓	✓	✓	Several incl. Drip, ConstantContact
MemberMouse	✓	✓	✓	✓	✓	iContact. Drip
Wishlist Member	✓	✓	✓	✓	✓	Several incl. Drip, Infusionsoft
S2 Member Pro	✓	✓	✗	✗	✓	Can create custom API integrations
Paid Memberships Pro	With Add-On	With Add-On	✗	With Add-On	With Add-On	ConstantContact
Restrict Content Pro	✗	With Add-On	✗	✗	✗	3 <sup>rd</sup> party plugins available
Woo Memberships & Subscriptions	✗	With Add-On	✗	✗	✗	3 <sup>rd</sup> party plugins available
WP E-Member	✓	✓	✓	✓	✓	Infusionsoft
Digital Access Pass	✓	✓	✓	✓	✓	SendReach, 1ShoppingCart
OptimizeMember	✓	✓	✗	✗	✓	Infusionsoft, iContact,
Memberium	✗	✗	✓	✗	✗	Infusionsoft
AccessAlly	✗	✗	✓	✓	✗	Infusionsoft, Ontraport
ActiveMember360	✗	✗	✓	✗	✗	✗

PLUGINS	LMS Integrations	Forum Integrations	Affiliate Integrations	Stats / Reporting	Self Service	Easy to Setup
MemberPress						
MemberMouse		With add-on				
Wishlist Member						
S2 Member Pro						
Paid Memberships Pro		With add-on				
Restrict Content Pro		With add-on				
Woo Memberships & Subscriptions		With add-on				
WP E-Member				With add-on		
Digital Access Pass			Inbuilt			
OptimizeMember						
Memberium						
AccessAlly						
ActiveMember360						

We're often asked what tools we use for our own membership site, the Member Site Academy. Here is the full breakdown:

## **Platform: WordPress**

We find WordPress to be the most flexible and customisable platform for membership sites, allowing you to complete control.

## **Membership Plugin: MemberPress**

MemberPress is feature rich and provides good support, yet is also easy to setup. This is our favourite all-rounder plugin.

## **Forum: IPS Community Suite (IPBoard)**

IPBoard offers a great community experience and works seamlessly with WordPress via an SSO (single-sign-on) plugin.

## **Theme: Custom**

Our site is custom designed and developed, we do however offer a theme called [Memberoni](#) which has some similarities.

## **Payments: PayPal & Stripe**

We offer both on-site credit card payments via Stripe and PayPal payment options. We find the split is about 50:50.

## **Email: Active Campaign**

Active Campaign provides tagging options and advanced automation features. It also allows us to track site activity.

## **Video: Vimeo Pro**

Vimeo Pro allows us to protect video content to our domain only, customise our player and see engagement stats for videos.



Articles, podcasts and more to help you navigate the tech side of creating a membership site.

*Article:* [10 Things to Consider When Choosing Your Membership Plugin](#)

*Article:* [7 Things to Consider When Choosing a Membership Site Theme](#)

*Podcast:* [How to Get Good Advice on the Best Membership Plugin to Use](#)

*Article:* [5 Options for Adding a Forum to Your Membership Site](#)

*Resource:* [Reviews of popular membership plugins](#)

*Book:* [Member Machine: Build Your Membership Website in Just 30 Days](#)

*Article:* [8 Questions to Ask Before Purchasing Your Membership Plugin](#)

*Resource:* [A list of all of our most recommended tools & resources](#)

*Article:* [How to Build a Membership Website in Under a Day](#)

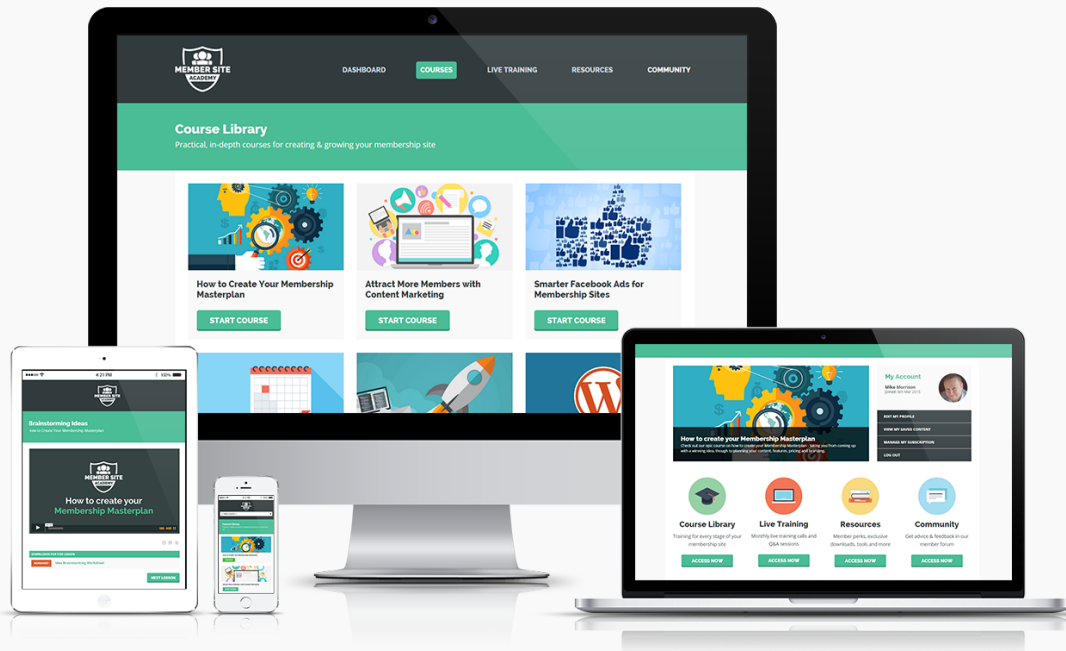
*Article:* [How Much Does it Cost to Start and Run a Membership Website?](#)

*Resource:* [Join our FREE Facebook group to ask questions to other membership owners](#)

*Resource:* [Step-by-step tech walkthroughs & a supportive community inside the Academy](#)

# Looking for more membership resources?

The **Member Site Academy** is Your Essential Resource For The Training, Advice, and Support you need to **Plan, Create & Grow** a Profitable, Meaningful Membership Website



## ***Training Library***

Courses on a wide range of essential skills, strategies and techniques to make your membership site a success

## ***Supportive Community***

Ask questions, request feedback, get help with technical issues & discuss challenges, problems and successes

## ***Member-Only Resources***

From exclusive freebies, handy tools and downloads, to member only perks, offers and discounts

**CLICK HERE TO LEARN MORE ABOUT MEMBER SITE ACADEMY**