

SHOPIFY GROWTH

Shopify App Stack Guide: Must-Have Apps by Category

Curated recommendations across 12 categories with compatibility notes and pricing tiers.

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Building Your App Stack

The right app stack can transform your Shopify store's capabilities without custom development. But too many apps create performance issues and conflicts. This guide helps you choose wisely.

Principles for app selection: prioritize apps with native Shopify integration, avoid apps that inject heavy JavaScript, check reviews for performance impact, and test each app's effect on page speed before committing.

Essential Apps by Category

We've organized must-have apps across 12 categories, with recommendations at different price points.

Email Marketing

Klaviyo (\$0-\$150/mo): Best for data-driven brands. Native Shopify integration with advanced segmentation. Shopify Email (\$0+): Built-in, simple, good for getting started. Omnisend (\$16-\$150/mo): Good mid-market option with SMS.

Reviews & Social Proof

Judge.me (\$0-\$15/mo): Best value, great free tier. Loox (\$9.99-\$299/mo): Best for photo reviews. Stamped.io (\$19-\$199/mo): Advanced features for Plus stores.

Upsells & Cross-Sells

ReConvert (\$4.99-\$14.99/mo): Post-purchase upsells. Bold Upsell (\$9.99-\$59.99/mo): In-cart and popup upsells. Rebuy (\$99-\$499/mo): AI-powered recommendations for Plus stores.

SEO

JSON-LD for SEO (Free): Schema markup automation. Crush.pics (\$0-\$19.99/mo): Image compression. Plug in SEO (\$29.99/mo): Comprehensive SEO monitoring.

Subscriptions

Recharge (\$99-\$499/mo): Market leader, most integrations. Loop (\$99-\$399/mo): Modern, Shopify-native. Skio (\$299-\$999/mo): Passwordless login focus.

Performance Considerations

Every app you install adds JavaScript to your storefront, potentially impacting page speed. Audit your app stack quarterly.

Use Shopify's built-in performance report to identify slow apps. Remove any app you haven't used in 30 days. Consider headless architecture for stores with extensive app requirements.

About Creative Labs

Creative Labs is a global eCommerce agency specializing in Shopify development, SEO, conversion optimization, and digital growth strategies. We help brands build online stores that convert and scale.

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