



The 19 Shopify Apps I Would Use to Start My Own Shopify Store in 2023

Starting an e-commerce store requires a crazy amount of thought and planning for a successful launch. If you're reading this, you've probably already embarked on the scariest part: taking that first leap to launch your own business. Congrats!

A solid tech stack that integrates well with one another, allows you to create a cohesive customer experience, and doesn't slow down your site is CRUCIAL! There are over SIX THOUSAND apps on the [Shopify app store](#). With all of these choices comes an avalanche of information and "Ultimate Shopify App" lists, so it can be overwhelming to figure out which ones to choose.

Well, there's good news and bad news... the bad news is that here's another Shopify App list. The good news is that I've helped architect the ecommerce experience for over 100 Shopify and Shopify Plus stores. After many starts and stops with various tools, this is what I've aligned as the apps I would use to launch a store in 2023.

Now, this list is partial. You may need to add in some apps here and there based on your specific needs, but these 20 apps should be the foundation for your store. These suggestions are rooted in our best-in-class understanding and hands-on experience with every application through our work at Electriq.

The TLDR - The Apps I'd Use List

If you don't want to read through the complete list, here are some quick links to each tool:

- [Malomo](#)
- [Rebuy](#)
- [Recharge](#)
- [Klaviyo](#)
- [Attentive](#)
- [Superfiliate](#)
- [Octane.ai](#) or [Jebbit](#)
- [Okendo](#)
- [Gorgias](#)
- [Ecocart](#)
- [Fairing](#)
- [Lifetimely](#)
- [Gatsby](#)
- [Loop Returns](#)
- [Windsor.io](#)
- [PostPilot](#)
- [Status](#)
- [Novel](#)
- [Kinn](#)



Malomo

What is it: Transactional Touchpoints out of Klaviyo and Branded Order Tracking Pages

Differentiator: Malomo moves away from Shopify's default order confirmation and shipping/tracking pages to create a branded experience with upsells, education, and community building. From there, you can create specific pages based on crucial personalization criteria: i.e., a landing page for one-shot customers versus subscription customers, new vs. returning, VIP customers, and more.

Price: Based on # orders per month (Plans as low as \$.02/shipping)

How we use it:

1. Build separate transactional flows for one-shot versus subscription customers, including custom order tracking pages.
2. A/B test in Klaviyo to increase CTR.

[*I also put together a walk-through video of Malomo here.*](#)

Rebuy

What is it: Personalized Recommendations, Upsells, Cross-Sells, AI, Frictionless Re-ordering, and more

Differentiator: Rebuy is a powerhouse regarding increasing AOV, personalizing merchandising, and improving retention. With Rebuy, you can pre-populate checkouts based on a customer's last order, add a free shipping threshold in your slideout cart, surface limited-time discounts, and much more!

Starting Price: FREE up to 50 orders per month

How we use it: Since there are so many different use cases, I summarize it in a YouTube video, which includes live examples from our current clients.

[*Watch the walk-through video of Rebuy here.*](#)

Recharge

What is it: Subscription Commerce Platform

Differentiator: There are some startups to watch in 2023, but Recharge is THE subscription platform for Shopify merchants. Recharge is not only a robust subscription platform, but it has numerous integrations with other best-in-class apps in the Shopify ecosystem.

Starting Price: No Monthly Fee (1% + 10¢ per transaction) or \$299/mo (1% + 19¢ per transaction)

How we use it: All things subscription!

- 1) Subscribe & save
- 2) Gifting
- 3) Prepays
- 4) Build your own box
- 5) A quiz that leads to custom subscription recommendation
- 6) Intro offer into an auto-renew
- 7) SMS Subscription Management

[*I also put together a walk-through video of RechargeSMS here.*](#)

Klaviyo

What is it: Email/SMS Marketing

Differentiator: Email has been the foundation for DTC companies for as long as we can remember. SMS, on the other hand, has recently exploded in popularity. Today, for the highest level of return on your marketing (apart from having a specialist behind these), you need to ensure that your email and SMS



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marketing are working together. Klaviyo provides a cohesive view of all your communication touchpoints and streamlined data analysis. You are also able to create sophisticated flows across both channels. I'd make an educated guess that Klaviyo also has more app integrations than anyone else in the ecommerce space, ensuring that you can pass data from other platforms to enhance your email/SMS marketing.

Price: Based on # of contacts (Use their Price [calculator](#))

How we use it: For everything related to email & SMS marketing and as an aggregator of all data we have on a customer.

[I also put together a walk-through video of all the flows you need to have here.](#)

[Attentive](#)

What is it: SMS Marketing

Differentiator: Attentive offers A/B testing, segmentation, journey creations, conversational flows, compliance and deliverability, Shopify app integrations, and so much more! Attentive currently holds some of the strongest platform capabilities for SMS Marketing and boasts an easy-to-use platform with 5-star customer service and support. Email is great, but you must remember this booming channel!

Starting Price: Free trial, then variable based on subscriber count, term commitment, etc.

How we use it: Everything SMS marketing!

- List growth
- Conversational Flows
- Transactional SMS
- And More

[I put together a walk-through video of Attentive here.](#)

[I also put together a complete 65-video course on Attentive here.](#)

[Superfiliate](#)

What is it: Referral/Loyalty Platform

Differentiator: Superfiliate can be deployed as a referral + loyalty platform through its on-site, post-purchase, and portal commerce experiences while allowing customers to create unique headless storefronts to refer their friends with. Through deep integrations with Klaviyo, Attentive, and Postscript, Superfiliate automates SMS/email communication while integrating with Shopify and Recharge to handle payments.

Price: \$599/month + 5% of Superfiliate revenue (flexible flat-rate pricing for some brands)

How we use it:

- Deploy loyalty + referral program to drive profitable user acquisition ([Like this example with Hold On Bags](#))
- Reward loyal customers with gifts they can give to their friends
- Create personalized social commerce experiences
- Embed into the Malomo tracking pages, Klaviyo email communications, etc.

[I also put together a walk-through video of Superfiliate here.](#)

[Octane.ai](#)

What is it: Quiz Builder



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Differentiator: Octane is a must-have in the age of ever-changing privacy policies. A quiz allows site visitors to share zero-party data, get funneled into your communications, and be guided through the buying decision process based on personalized recommendations. This journey creates the foundation for personalization from the moment the site visitors take the quiz all the way through to your first-order retention efforts and beyond.

Starting Price: \$49/month

How we use it:

1. Create engaging quizzes with email or SMS lead capture that provide personalized product recommendations ([like these two florence by mills quizzes](#))
2. Email/SMS flow after quiz completion to nurture leads into that first purchase
3. Take the data acquired from Octane and use it in our retention efforts via personalized email/SMS messaging powered by Klaviyo

[I also put together a walk-through video of Octane.ai here.](#)

Jebbit

What is it: Creative SAAS solution enables brands to collect zero-party data, inform marketing flows better, drive improved personalization, and fuel improved ad efficiencies. The results are increased conversion rates, AOV, and LTV, reduced conversion costs, and lower bounce rates.

Differentiator: URL based, which makes it an omnichannel solution. Self-serve SaaS platform that lets brands and agencies create “experiences” (i.e., product finders, shoppable look-books, trivia, personality quizzes, etc.) across all touch points of the consumer journey. Jebbit offers standard templates, enabling a brand to up-load its fonts and logos and create custom experiences from scratch. The Jebbit platform also automatically creates tracking URLs for key channels - paid display, owned web, large social platforms like Pinterest, Facebook, TikTok, Snap, Twitter, Instagram, search, email, and SMS. Jebbit has more integrations than any other platform, and all data collected can be leveraged within major tech platforms such as Klaviyo, Attentive, Salesforce, Adobe, and Braze, to name a few. The platform is no-code; Jebbit does not own any data; and it is THE trusted quiz platform of partners like Publicis, Nestle, L’Oreal, E.L.F. cosmetics, Express, and more. Jebbit seamlessly revolutionizes pre, intra, and post-purchase personalization.

Starting Price: SAAS pricing model

How we use it: at all touchpoints, you want to capture more leads, better understand your consumers, and pixel for ad retargeting.

1. Implement Jebbit experiences in your email / SMS campaigns, owned web, QR codes, social channels, paid media, etc., to capture zero-party data.
2. Use that zero-party data to fuel and inform hyper-personalized marketing flows, optimize advertising and marketing campaigns, and drive improved business results.

Okendo

What is it: Review Platform

Differentiator: Compared to many other review platforms, Okendo provides the fairest price in the market, considering what it offers. You can ask questions based on customer demographics and product-specific attributes during the review request process. It’s also a developer’s dream to customize styling on-site. It has strong filtering capabilities and much more! Okendo offers best-in-class integrations with Klaviyo, Attentive, Rebuy, Gorgias, and others.

Starting Price: \$29/month

How we use it: For all of our client’s product reviews (including [florence by mills](#))



1. Positive and negative review flows in Klaviyo.
2. Segment customers based on attributes provided in their Okendo reviews
3. Source UGC

[*I also put together a walk-through video of Okendo here.*](#)

Gorgias

What is it: Customer Service Platform

Differentiator: Gorgias is a customer service platform that allows you to automate frequent tickets, drive sales through the chat functionality, and unify all customer communications. With the many Shopify app integrations available, it allows for a 360-degree view of the customer needing support.

Starting Price: \$60/month

How we use it: For Customer Service

1. Live chat on site
2. All customer service interactions (Facebook/Instagram, emails, SMS messages, etc.)
3. Set up rules to automate the customer service process
4. Create pre-made macros to streamline customer service responses

[*I also put together a walk-through video of Gorgias here.*](#)

Ecocart

What is it: Offset Order Carbon Emissions

Differentiator: Ecocart offers your customers the option to offset their order's carbon footprint in both the cart and at checkout. Consumers are becoming more and more eco-conscious, with their purchasing behavior aligning with brands that emulate their values. Utilizing Ecocart showcases your brand's commitment to sustainability.

Price: FREE

How we use it: In-cart option to make your order carbon neutral

1. Integrate with Klaviyo to see which of your customers are eco-conscious buyers

Fairing (formerly Enquire Labs)

What is it: Post-purchase survey

Differentiator: Enquire Labs allows you to specify whether you only want to ask the question to new or repeat customers and build out question streams and logic. Their simple 1-click integration with Shopify and Recharge allows you to easily tailor questions in your post-purchase (order confirmation) area to better understand how your customers found you and more! You can pass that information to other apps to enhance personalization efforts as you gain zero-party data.

Starting Price: \$49/mo

How we use it: To gather customer feedback and segmentable data points. I like to think about it from an email and SMS personalization standpoint. What would I like to be able to know about a customer to tailor and personalize our communications to them? From there, I can figure out which questions I need to ask in the post-purchase survey to get the required data to execute my personalization strategy.

[*I also put together a walk-through video of Fairing here.*](#)



Lifetimely

What is it: Lifetime Value and Profit Analytics

Differentiator: Lifetimely allows you to look at your customers' lifetime value and other behaviors. Their array of in-depth features, functionalities, and data allows you to make better-informed decisions across your business.

Starting Price: \$19/month

How we use it: For cohort, retention, and LTV analysis. I put together a video that describes how we use it at Electriq and what actionable takeaways you can glean from the data.

[Watch the walk-through video of Lifetimely here.](#)

[I also put together a Using Lifetimely for Shopify CLTV Reporting & Analysis video here.](#)

Gatsby

What is it: Influencer Marketing

Differentiator: Gatsby integrates into your current communication funnels to make influencer marketing easier. Collect Instagram/TikTok handles from your lead capture, post-purchase confirmation page, or even unique landing pages, and Gatsby takes care of the rest. Gaining your site visitors' Instagram handles allows you to assess the potential reach of your customers as micro-influencers, get insights every time your brand is mentioned, and even automate your communication and triggers with their Klaviyo integration.

Starting Price: \$80/month

How we use it: To build loyalty programs that incentivize social selling and also to gain insights into our customer's social reach.

[Here's a walk-through video of Gatsby.](#)

Loop

What is it: A return app that incentivizes exchanges & upsells over refunds

Differentiator: Loop will decrease your refunds by providing a personalized customer return experience that automates variant exchanges while influencing customers to exchange for higher-priced items on your Shopify store instead of choosing a refund.

Starting Price: \$163/month

How we use it: By empowering customers to easily exchange an item with Loop, you'll see an increase in customer retention, upsells (from customers exchanging for higher-priced items), and a decrease in refunds, which improves the efficiency of your acquisition costs.

Windsor.io

What is it: AI-generated personal videos for every customer, deployed via Klaviyo emails and texts.

Differentiator: Windsor.io is a new app we've recently tested with an Electriq client, immi, that produced a [significant ROI](#). Through their AI, you can record one video, typically by the brand's founder, and have millions of personalized copies sent to your customers. Brands typically use these videos to boost engagement on post-purchase, abandoned cart, welcome series, and subscription renewal flows. [Here's an example of a generated video by immi.](#)

Starting Price: \$0.30/video

How we use it: All our Email/SMS flows for retention and customer loyalty



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- [Post Purchase/Thank You videos](#)
- [Abandoned Checkout](#)
- [Brand Building](#)
- And much more. [Check out this demo from their founder.](#)

PostPilot

What is it: Direct mail for DTC/ecommerce - think Klaviyo for postcards.

Differentiator: PostPilot's full service offering, from strategy to design to implementation, means your team doesn't have to lift a finger. And our affordable, transparent pricing delivers killer ROI.

Starting Price: Subscription plans from \$0 to \$499/month (no contracts) and per-card prices from \$0.49/piece.

How we use it: PostPilot is a must for amplifying retention and lifecycle messaging, especially for your email suppression list. You can send one-off or automated campaigns powered by Shopify purchase data, or PostPilot's native Klaviyo integration.

Status

What is it: Customer account for Shopify Plus brands that increases sign-in rates, shopping activity, and tech stack performance.

Differentiator: Status tracks shoppers across every session - saving product views, clicks, and add-to-carts to the customer account. This increases AOV by 20% on average from signed-in shoppers. Status also supercharges signed-in shopping rates through intelligent log-in tools and integrations, 3x'ing sign-in rates for most brands.

Starting Price: Free for 60 days, then a monthly subscription based on # of customers in the last 12 months.

How we use it: Status is redefining what a customer account can do:

- Capture more first-time customers (expensive segment to retain)
- Improve loyalty program performance (Status puts points and credit in front of shoppers)
- Supercharge wishlist engagement (shoppers actually use their wishlist)
- Customize email/sms flows with recently viewed products, saved items, and cart data.
- Unify tech stacks behind a single log-in (returns, tracking, subscriptions, credit, etc.)

Novel

What is it: A brand new engagement channel through Apple and Google wallet passes

Differentiator: Novel offers a no-code platform for brands to launch Apple and Google passes that will live in their customers' mobile wallets. This new channel amplifies existing retention strategies through integrations that automatically log customers in and goes a step further by enabling the brand to send Push Notifications (without an app) and enabling customers and affiliates to do Conversational Referrals via QR code or SMS.

Overall, brands have seen at minimum a 10% LTV lift, and it takes minutes to set up.

Starting Price: 30-day free trial, starts at \$99/month + \$.05/pass usage fee (with other plans for large brands)

How we use it: To lift customer LTV and acquire new customers for our brands via

- Conversational referrals via QR code/SMS
- Opt-out Push Notifications (no extra click for your customers to enable!)
- Integrations with all major Subscription, Loyalty, and Referral players



[Kinn](#)

What is it: Create a mobile app for your site

Differentiator: Kinn is focused on mobile apps as a retention channel. Unlike a drag-and-drop app builder, Kinn turns your website into a mobile app with total functional and design parity. All of a brand's tech, including custom features, will work in the mobile app. On top of this, Kinn offers powerful segmentation and content features like shoppable stories, polls, and a community forum to help a brand engage customers more effectively.

Starting Price: Usage-based.

How we use it: To create iOS and Android apps for our clients

- Deliver a better customer experience with logged-in shopping
- Reduce SMS costs by activating push notifications
- Build community in an owned channel

Loyalty Program: Automated without an App

What is it: Loyalty Program

Differentiator: I strongly believe that points-based loyalty programs just don't work. Historically, we've seen low adoption rates caused by confusing customer journeys, complicated tiered reward structures, and mediocre customer experience. Instead, why not build out a manual loyalty program that surprises and delights your customer? For example: for every customer who places their 5th order with you, include a free piece of merch in their order! You can expand on it from there.

Starting Price: FREE

How we use it: Through Klaviyo flows, we can set up a manual loyalty program. For our Shopify Plus clients, we'll use Shopify Flow to automatically add rewards to a customer's order based on what order # it is with the brand.

How Should You Build your Tech Stack?

At the end of the day, how you set up your Shopify store and utilize supporting apps is up to you. However, you should look to maximize the efficiency and capabilities of all platforms.

Ensure you are researching your apps, especially the integrations they offer. You want to ensure that the new apps you add to your store will work with all of the other apps you have. You can maximize an app far beyond its current capabilities if you have a secondary app that takes information from app A and enhances your capabilities with app B. This allows you to create a cohesive customer journey across all touchpoints while making your app investment more efficient.

You should have a clear goal and purpose for each app you decide to use, as well as KPIs and an ROI you're looking to achieve when assessing whether the tool is successful or not.

Tip: *Ensure you know the attribution method and window for each tool you use. If the tool you're using has a 30-day view attribution window, it will look like it generates a massive ROI.*

Second Tip: *Most of these tools require a setup process and support to ensure they're successful. Just because you drop a referral program on your site doesn't mean customers will use it unless you include it in your marketing materials, customer journeys, etc. [That's why you work with Electriq](#) :)*



Final Thoughts

The e-commerce space is growing at an unprecedented rate. There has never been more competition, and ad costs are going through the roof. However, personalization and an understanding of your customers have continuously been able to withstand the test of time. All the apps recommended in this article focus on increasing LTV by creating a best-in-class customer experience.

It's a beautiful thing when your entire app tech stack works cohesively to create a strong customer experience. The sooner you implement some of these best practices, the sooner you will start reaping the benefits!