ToolGPA

NOVEMBER 2026

Bold Commerce

The Insider's Guide

Shopify apps for subscriptions, upsells, pricing and memberships



Every plan, grade, refund rule and rival among online store builders, read from Bold Commerce's own pages.

Made by Bold Commerce · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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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 Bold Commerce's own pages, its app-store listings and our grades. Every fact in it is on Bold Commerce'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

1.8

GPA, above 15 of the 80 other online store builders we grade

Bold Commerce now sells a suite of six Shopify apps for repeat purchases rather than a store platform: subscriptions, upsells, custom pricing, discounts, memberships and reorder nudging. The apps run inside Shopify stores and are priced and installed one by one, with some prices tied to the merchant's Shopify plan.

To get you started, here are **8 things to know about Bold Commerce**, taken from its own pages and our grades.

> **They only run inside Shopify, so you need a Shopify store first, and the older platform pages are gone.**
>
> From our report card of Bold Commerce

1 **Best for Shopify stores adding subscriptions, upsells or memberships**

Bold Commerce is now six Shopify apps for repeat purchases, such as subscriptions, upsells and memberships, each priced on its own.

2 **You can try it first**

Free trials listed per app: 7 days for Bold Upsell, 14 days for Custom Pricing

3 It runs on Web

Web.

4 Subscriptions

Subscription plans with automated billing, churn prevention and upsell tools, plus a free migration service from other subscription platforms.

5 AI upsells

Upsell offers in the cart, at checkout, on product pages, after purchase and in email, including free-gift offers that add themselves to the cart.

6 Custom pricing

Customer-specific prices for wholesale, VIP, member and subscriber buyers, with quantity breaks, without needing Shopify Plus.

7 A 1.8 GPA, above 15 of 80

That is against the other online store builders we grade, on value, the free plan, features, ease of use and platforms.

8 Keep it

To replace Bold Commerce 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.

Bold Commerce at a glance

PRICING
Free trial

FREE PLAN
No

FREE TRIAL
Free trials listed per app: 7 days for Bold Upsell, 14 days for Custom Pricing

RUNS ON
Web

MADE BY
Bold Commerce

CATEGORY
Online Store Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for Shopify stores adding subscriptions, upsells or memberships

Bold Commerce is now six Shopify apps for repeat purchases, such as subscriptions, upsells and memberships, each priced on its own. They only run inside Shopify, so you need a Shopify store first, and the older platform pages are gone.

TOOLGPA REPORT CARD	Bold Commerce	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Priced app by app: Upsell is $4.99 to $399.99 by Shopify plan and Custom Pricing is $29 to $129. Several apps add up past one tool's price.
Free plan and trial	C	7-day and 14-day trials listed per app. We didn't read whether a card is asked for.
Features	D	Not a store builder: it's add-on apps that only work inside Shopify, so it needs another product to be useful at all.
Ease of use	C	No rating on record. Each app has to be installed and set up inside Shopify.
Platforms and integrations	C	Web only, tied to Shopify, Shopify Flow and Shopify Plus.
Grade point average		Weak, out of 4.0 **1.8**

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 Bold Commerce is for

- ✓ Fits if you already run a Shopify store and want subscriptions or upsells
- ✓ Works for stores that want customers to reorder

Who it is not for

- ✕ Not for you if you're not on Shopify, as the apps only run there
- ✕ Pricey if you stack apps, since each is billed separately
- ✕ Watch out: Memberships adds $0.13 per member per month after the first 10
- ✕ Watch out: the earlier Bold platform pages are gone, so older reviews may describe a different product

Good to know

Good for

- ✓ Shopify merchants who want to lift repeat orders and average order value
- ✓ Stores selling wholesale or member pricing without a move to Shopify Plus
- ✓ Brands moving their subscriptions off another subscription app

Worth knowing

- ⓘ Prices are per app, not per suite. Bold Upsell shows $4.99, $24.99, $74.99 and $399.99 a month by Shopify plan, with a 7-day trial.
- ⓘ Bold Custom Pricing lists $29, $69 and $129 a month with a 14-day free trial; Memberships adds $0.13 per member per month after the first 10.
- ⓘ The apps run only inside Shopify; this is not a standalone store builder, so a store needs Shopify itself.
- ⓘ The earlier Bold Commerce platform pages are gone; the site now describes only the Shopify app suite.

What it costs

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

Bold Commerce's current pricing could not be confirmed from its own site.

> **Several apps add up past one tool's price.**
>
> From our grade for value for money

We could not confirm Bold Commerce's current prices from its own site, so this guide lists no plans. boldcommerce.com has them.

Ways to pay less

OTHER SAVINGS

3 free months when moving subscriptions

Migrations from any other subscription platform to Bold Subscriptions qualify for 3 months free; upgrades from Bold V1 get 1 month free.

Stated on boldcommerce.com

What it does

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

1

Place it runs: Web

Shopify apps for subscriptions, upsells, pricing and memberships. Here is what it does, as its own site describes it, and what it covers: AI features, marketing automation, online store.

> **Not a store builder: it's add-on apps that only work inside Shopify, so it needs another product to be useful at all.**
>
> From our grade for features

Subscriptions

Subscription plans with automated billing, churn prevention and upsell tools, plus a free migration service from other subscription platforms.

AI upsells

Upsell offers in the cart, at checkout, on product pages, after purchase and in email, including free-gift offers that add themselves to the cart.

Custom pricing

Customer-specific prices for wholesale, VIP, member and subscriber buyers, with quantity breaks, without needing Shopify Plus.

Memberships

Member-only products, content and pricing, plus perks such as free shipping, store credit and early access, usable online and in store.

Discounts

Scheduled sales that go live, move products into a sale collection and reset themselves when the promotion ends.

Reorder nudging (rePete)

Reorder reminders timed to when a customer is likely to run out, run from a separate rePete product.

Where it runs

Web

What it works with

Shopify

Shopify Flow

Shopify Plus

Bold Commerce is made by Bold Commerce.

PART 04 · STANDING

Where it stands

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

15/80

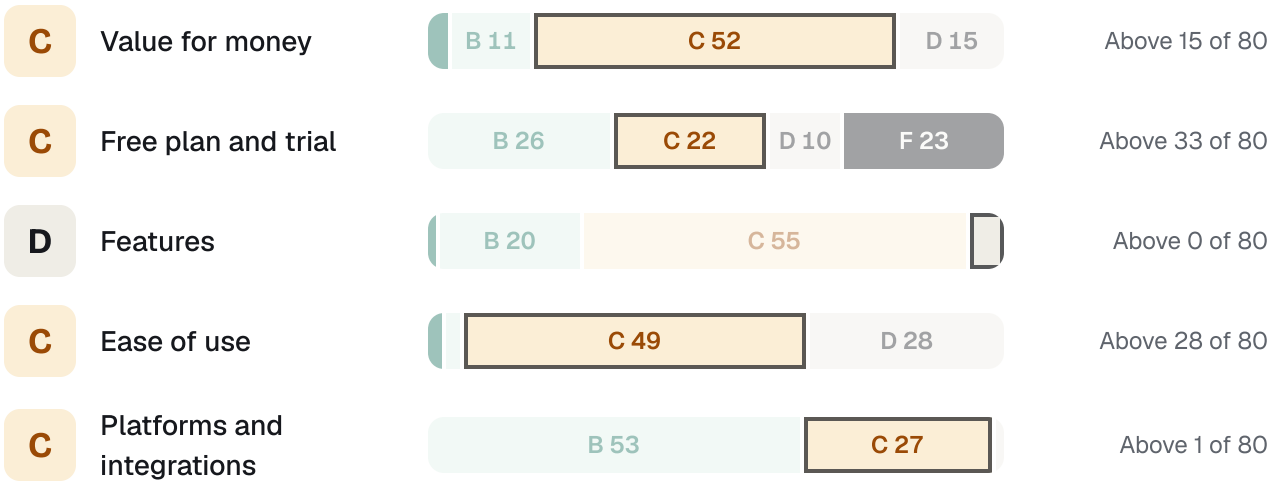
Other online store builders it is graded above

Bold Commerce's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

It stands best on free plan and trial (C, above 33 of 80) and worst on features (D, above 0).

Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Bold Commerce's own letter is outlined.



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 Bold Commerce 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: 52 of the 80 other online store builders grade higher.

What you could not

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ Email sent in volume that still reaches the inbox.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Bold Commerce'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



Shopify, BigCommerce, WooCommerce, Ecwid and Snipcart

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

Shopify

2.8 GPA

Free trial · from $29/mo

Hosted commerce platform for online, in-person and social selling.

- Only Shopify lists iOS and Android apps.
- Bold Commerce also covers marketing automation.
- Shopify also covers email campaigns, inventory and shipping labels.

Bold Commerce and Shopify compared in full

BigCommerce

2.6 GPA

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Only BigCommerce lists iOS and Android apps.
- Bold Commerce also covers marketing automation.
- BigCommerce also covers reports and inventory.

Bold Commerce and BigCommerce compared in full



2.2
GPA

WooCommerce

Free plan

Free, open-source store plugin for WordPress that you host yourself.

- WooCommerce has a free plan. Bold Commerce does not, though it has a free trial.
- Only WooCommerce lists iOS and Android apps.
- WooCommerce is open source and self-hostable, according to its own site.

Bold Commerce and WooCommerce compared in full



2.2
GPA

Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- Only Ecwid lists iOS and Android apps.
- Bold Commerce also covers marketing automation.
- Ecwid also covers inventory, digital downloads and shipping labels.

Bold Commerce and Ecwid compared in full



2.0
GPA

Snipcart

From $20/mo

Shopping cart and checkout for any website, built for developers.

- Bold Commerce also covers marketing automation.
- Snipcart also covers inventory and digital downloads.

Bold Commerce and Snipcart compared in full

Quick answers

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

11

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 Bold Commerce free?

No, Bold Commerce is a paid product, but you can try it first. Free trials listed per app: 7 days for Bold Upsell, 14 days for Custom Pricing.

What platforms does Bold Commerce work on?

Bold Commerce is available on Web.

Does Bold Commerce offer any discounts?

Bold Commerce publicly lists the following: 3 free months when moving subscriptions.

Does Bold Commerce have an Android app?

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

Does Bold Commerce have an iPhone app?

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

Is Bold Commerce open source?

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

What does Bold Commerce integrate with?

Bold Commerce's listing names Shopify, Shopify Flow and Shopify Plus. A listing names up to eight integrations, so it may connect to more.

Who makes Bold Commerce?

Bold Commerce is made by a company of the same name.

What are the alternatives to Bold Commerce?

The closest alternatives to Bold Commerce in our directory are Shopify, BigCommerce, WooCommerce, Ecwid and Snipcart.

How does Bold Commerce compare with other online store builders?

Bold Commerce's GPA of 1.8 is higher than 15 of the 80 other online store builders we grade, and level with 13.

Could I make my own version of Bold Commerce?

To replace Bold Commerce 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 Bold Commerce'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 Bold Commerce'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 Bold Commerce. Prices change, so check boldcommerce.com before you buy.

boldcommerce.com/
boldcommerce.com/shopify/custom-pricing
boldcommerce.com/shopify/subscriptions
boldcommerce.com/shopify/bold-upsell
boldcommerce.com/shopify/bold-memberships

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

Bold Commerce, kept up to date

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

toolgpa.com/tools/bold-commerce

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, "Bold Commerce: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/bold-commerce
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Know someone choosing between online store builders?

Send them this guide:
toolgpa.com/tools/bold-commerce/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Bold Commerce, each with an Insider's Guide of its own.

Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

2.6 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Bold Commerce'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. Bold Commerce is a trademark of its owner, and this guide is not made, paid for or approved by Bold Commerce. Prices and plans change: check boldcommerce.com before you buy.