ToolGPA

NOVEMBER 2026

Cratejoy

The Insider's Guide

Store builder and marketplace for subscription box businesses



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

Made by Cratejoy · checked Nov 13, 2026 · toolgpa.com

1.6
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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 Cratejoy's own pages, its app-store listings and our grades. Every fact in it is on Cratejoy'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

1.6

GPA, above 5 of the 80 other online store builders we grade

Cratejoy is an ecommerce platform built around recurring subscription boxes. Sellers can list on its consumer Marketplace only, or run their own branded site that also lists on the Marketplace, with renewal, shipping and customer tools for subscriptions.

> "
>
> **You set up the boxes, site and billing yourself.**
>
> From our grade for ease of use

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

1 **Best for subscription box sellers**

Cratejoy is a store platform for subscription boxes, with a marketplace listing and your own site from $24.99 a month billed yearly.

2 **Paid plans start at $24.99 a month**

As its pricing page puts it: $24.99 per month, billed yearly ($29 billed monthly).

3 **It runs on Web**

Web.

4 **Subscription renewals and shipping**

Advanced rebilling and shipping features and built-in customer management tools aimed at recurring boxes.

5 **Marketplace listing**

Sellers list on Cratejoy's consumer Marketplace, which the vendor says draws about 4 million monthly page views.

6 **Your own website**

Essentials and Advanced include a custom site built on responsive templates, with app integrations and an API.

7 **A 1.6 GPA, above 5 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 Cratejoy 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.

Cratejoy at a glance

PRICING
Paid, from $24.99 per month, billed yearly ($29 billed monthly)

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Cratejoy

CATEGORY
Online Store Builders

OUR GRADE
1.6 GPA, weak

The report card

Best for subscription box sellers

Cratejoy is a store platform for subscription boxes, with a marketplace listing and your own site from $24.99 a month billed yearly. Every plan adds a 1.25% plus $0.10 fee per transaction, and marketplace orders carry a 15% referral fee.

TOOLGPA REPORT CARD	Cratejoy	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$24.99 a month billed yearly ($29 monthly) is inside the category's $20 to $89 range. Fees of 1.25% plus $0.10 an order come on top of every plan.
Free plan and trial	F	No free plan and no trial is listed, so you pay from the start.
Features	C	Renewals and shipping, a marketplace listing, your own website, dunning and tax. It does the box job fully and is a narrower job than a general store, and the vendor does not position it for one-off products.
Ease of use	C	You set up the boxes, site and billing yourself. No store rating is on record.
Platforms and integrations	C	Web only, with TaxJar the only listed integration.
Grade point average		Weak, out of 4.0 **1.6**

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 Cratejoy is for

- ✓ Fits if you sell subscription boxes and want a marketplace plus your own site
- ✓ Works for new box sellers who want recurring billing without custom development

Who it is not for

- ✕ Pricey if you sell a lot, since each order adds 1.25% plus $0.10 on every plan
- ✕ Not for you if you sell one-off products, as the plans are built for recurring boxes
- ✕ Skip it if you want a trial, because none is listed
- ✕ Watch out: marketplace orders and renewals carry a 15% referral fee, and monthly billing costs more on every plan

Good to know

Good for

- ✓ Subscription box businesses that want to sell on a marketplace as well as their own site
- ✓ New box sellers who want recurring billing and shipping tools without custom development

Worth knowing

- ⓘ Every plan adds a transaction fee of 1.25% + $0.10 on top of the monthly price.
- ⓘ Marketplace orders and renewals carry a 15% referral fee, which applies to Essentials and Advanced too.
- ⓘ The plans are built for recurring boxes; the vendor does not position them for general one-off product stores.
- ⓘ Prices shown are the yearly-billed rate; paying monthly costs more on every plan.

PART 02 · PRICING

What it costs

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

$24.99

A month to start

Cratejoy is a paid product, starting at $24.99 per month, billed yearly ($29 billed monthly).

> **No free plan and no trial is listed, so you pay from the start.**

From our grade for free plan and trial

MARKETPLACE ONLY

$24.99

per month, billed annually ($29 billed monthly)

A listing on the Cratejoy Marketplace plus subscription tools. Adds 1.25% + $0.10 per transaction and a 15% referral fee on every order and renewal.

ESSENTIALS

$59

per month, billed annually ($79 billed monthly)

Your own custom website and themes plus a Marketplace listing. Adds 1.25% + $0.10 per order; Marketplace orders also carry the 15% referral fee.

ADVANCED

$159

per month, billed annually ($199 billed monthly)

Everything in Essentials, plus native TaxJar integration, advanced dunning, a referral app and priority support. Same transaction and referral fees.

Read from sell.cratejoy.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Lower rate for yearly billing

The pricing page shows each plan cheaper when paid yearly: $24.99 vs $29, $59 vs $79 and $159 vs $199 per month.

Stated on sell.cratejoy.com

What it does

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

1

Place it runs: Web

Store builder and marketplace for subscription box businesses. Here is what it does, as its own site describes it, and what it covers: public API, online store.

> **Renewals and shipping, a marketplace listing, your own website, dunning and tax.**

From our grade for features

Subscription renewals and shipping

Advanced rebilling and shipping features and built-in customer management tools aimed at recurring boxes.

Marketplace listing

Sellers list on Cratejoy's consumer Marketplace, which the vendor says draws about 4 million monthly page views.

Your own website

Essentials and Advanced include a custom site built on responsive templates, with app integrations and an API.

Checkout and currencies

Secure checkout supporting 138 currencies, with fraud protection included.

Dunning and tax

Advanced adds advanced dunning for failed payments and a native TaxJar integration.

Seller support

Support by live chat and email, with priority support included on Advanced.

Where it runs

Web

What it works with

TaxJar

Cratejoy is made by Cratejoy.

PART 04 · STANDING

Where it stands

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

5/80

Other online store builders it is graded above

Cratejoy's GPA of 1.6 is higher than 5 of the 80 other online store builders we grade, and level with 9.

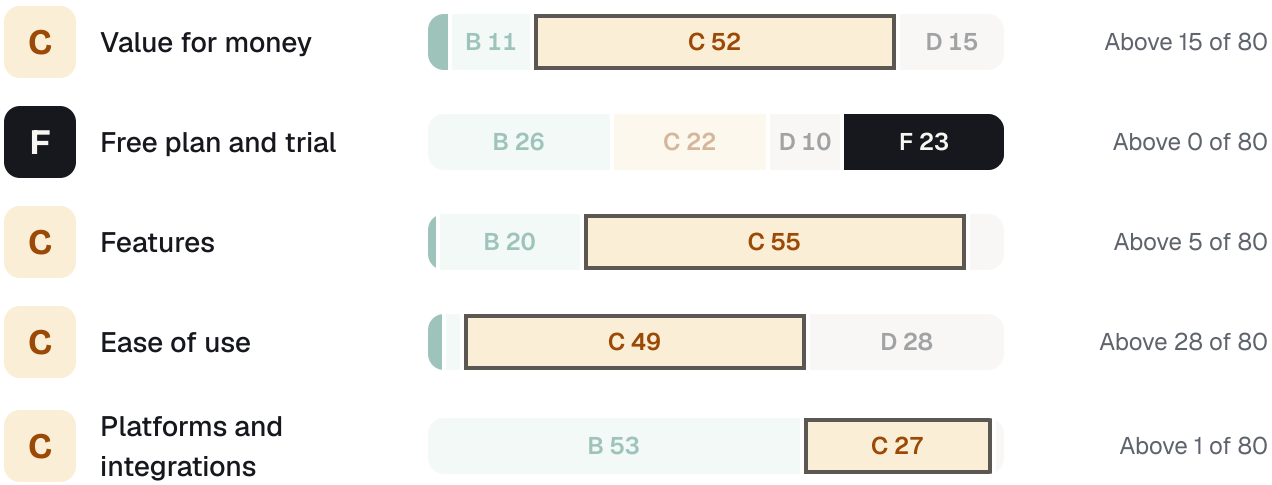
It stands best on ease of use (C, above 28 of 80) and worst on free plan and trial (F, above 0).

Its paid plans start at $24.99 a month, against a middle price of $29.25 for the category: 15 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 14 tools score higher and cost less.

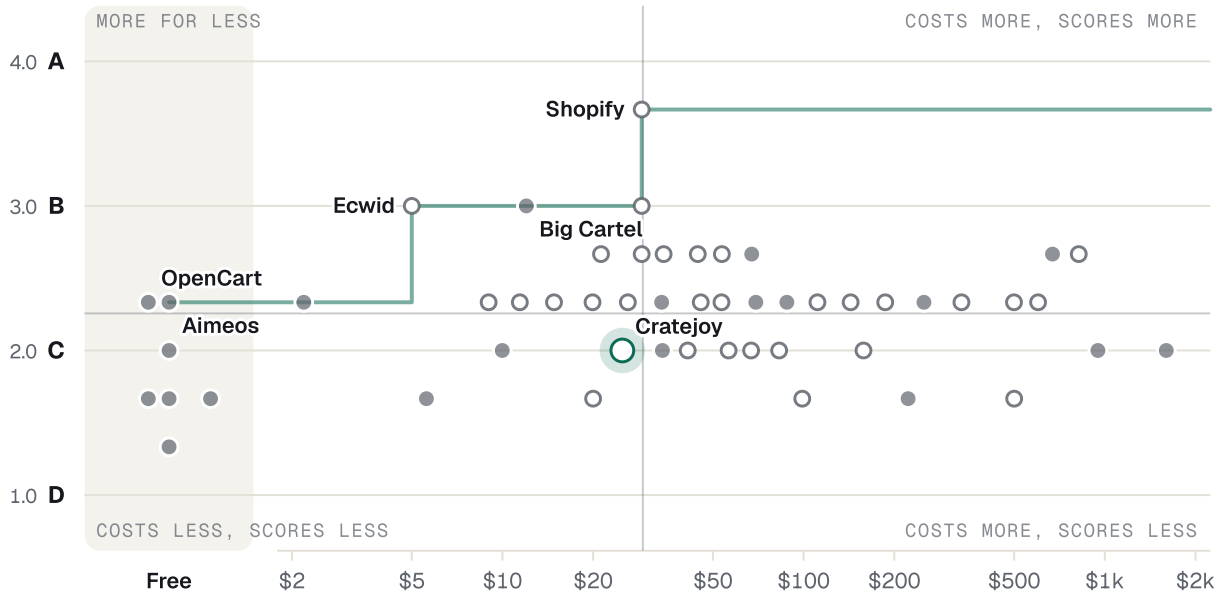
Each grade against the category

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



Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. Cratejoy is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 Cratejoy 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: 66 of the 80 other online store builders grade higher. It costs $299.88 a year.

What you could not

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ It plugs into other products, TaxJar among them, and has an API.

What this rests on. Cratejoy'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



Subbly, Shopify, WooCommerce, BigCommerce and Big Cartel

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

1.8 GPA

Subbly

Free trial · from $59/mo

Store and subscription platform for subscription-box businesses.

- Subbly also covers AI agents, inventory and shipping labels.

Cratejoy and Subbly compared in full

2.8 GPA

Shopify

Free trial · from $29/mo

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

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

Cratejoy and Shopify 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. Cratejoy does not.
- Only WooCommerce lists iOS and Android apps.
- WooCommerce is open source and self-hostable, according to its own site.

Cratejoy and WooCommerce compared in full

2.6
GPA

BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- Only BigCommerce lists iOS and Android apps.
- BigCommerce also covers reports and inventory.

Cratejoy and BigCommerce compared in full

2.8
GPA

Big Cartel

Free plan · from $12/mo

Simple online store for artists, makers and independent sellers.

- Big Cartel has a free plan. Cratejoy does not.
- Only Big Cartel lists iOS and Android apps.
- Big Cartel also covers inventory, digital downloads and shipping labels.

Cratejoy and Big Cartel compared in full

PART 06 · QUESTIONS

Quick answers

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

14

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 Cratejoy free?

No. Cratejoy is a paid product, starting at $24.99 per month, billed yearly ($29 billed monthly).

How much does Cratejoy cost?

Cratejoy lists 3 plans. Marketplace Only: $24.99 per month, billed annually ($29 billed monthly).

What platforms does Cratejoy work on?

Cratejoy is available on Web.

Does Cratejoy offer any discounts?

Cratejoy publicly lists the following: Lower rate for yearly billing.

Does Cratejoy have an Android app?

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

Does Cratejoy have an iPhone app?

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

Is Cratejoy open source?

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

Does Cratejoy have an API?

Yes. Cratejoy offers a public API, according to its own site.

What does Cratejoy integrate with?

Cratejoy's listing names TaxJar. A listing names up to eight integrations, so it may connect to more.

Who makes Cratejoy?

Cratejoy is made by a company of the same name.

What are the alternatives to Cratejoy?

The closest alternatives to Cratejoy in our directory are Subbly, Shopify, WooCommerce, BigCommerce and Big Cartel.

How does Cratejoy compare with other online store builders?

Cratejoy's GPA of 1.6 is higher than 5 of the 80 other online store builders we grade, and level with 9.

Is Cratejoy good value for money?

ToolGPA grades Cratejoy C for value for money. Its paid plans start at $24.99 a month, against a middle price of $29.25 for the category: 15 of the 44 others that charge start lower.

Could I make my own version of Cratejoy?

To replace Cratejoy 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 Cratejoy'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 Cratejoy'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 Cratejoy. Prices change, so check cratejoy.com before you buy.

sell.cratejoy.com/

sell.cratejoy.com/pricing/

PART 07 · ABOUT

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

Cratejoy, kept up to date

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

toolgpa.com/tools/cratejoy

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, "Cratejoy: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/cratejoy
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Know someone choosing between online store builders?

Send them this guide: toolgpa.com/tools/cratejoy/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Cratejoy, 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 Cratejoy'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. Cratejoy is a trademark of its owner, and this guide is not made, paid for or approved by Cratejoy. Prices and plans change: check cratejoy.com before you buy.