ToolGPA

NOVEMBER 2026

Lipscore

The Insider's Guide

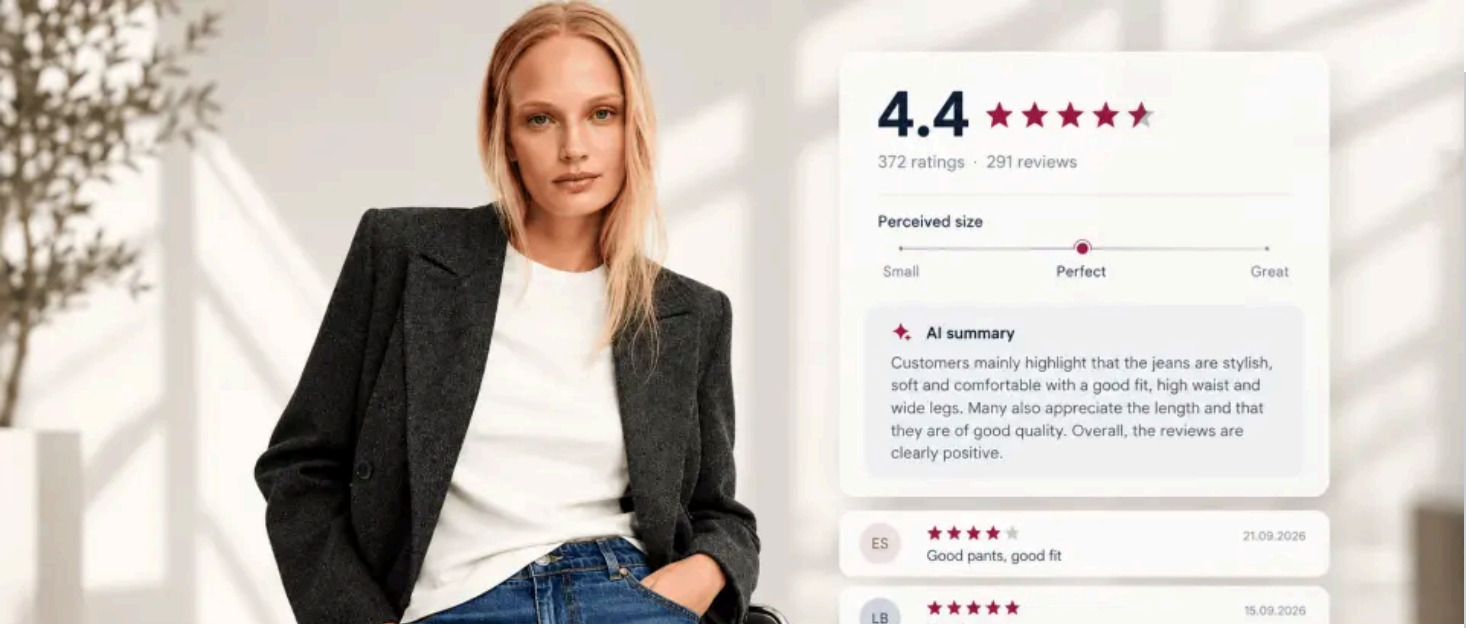
Verified product and service reviews for online retailers



Every plan, grade, refund rule and rival among customer review tools, read from Lipscore's own pages.

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

2.0
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 Lipscore's own pages, its app-store listings and our grades. Every fact in it is on Lipscore'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

2.0

GPA, above 17 of the 63 other customer review tools we grade

Lipscore collects verified product reviews and service reviews for online and in-store retailers, sends branded email invitations and shows the results in widgets and in Google search. It also offers an analytics product with response rates and product insights. Pricing is quoted per customer, based on invitation volume.

To get you started, here are **7 things to know about Lipscore**, taken from its own pages and our grades.

> **No price is published, and signing up is a one-year subscription that needs three months' notice to cancel.**
>
> From our report card of Lipscore

1 **Best for verified product and service reviews for retailers**

Lipscore collects verified product and service reviews and shows them in widgets and Google results.

2 **It runs on Web**

Web.

3 **Product reviews**

Branded email invitations to online customers, review widgets, review filtering and stars in Google organic results and Google Ads.

4 **Service reviews**

A separate review type for the shopping experience, with its own widgets, including widgets for physical stores.

5 **Lipscore Analytics**

A dashboard of ratings, reviews, invitations and response rates, with product insights such as top and bottom products.

6 **A 2.0 GPA, above 17 of 63**

That is against the other customer review tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Lipscore 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.

Lipscore at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Lipscore	CATEGORY Customer Review Tools
OUR GRADE 2.0 GPA, fair	

The report card

Best for verified product and service reviews for retailers

Lipscore collects verified product and service reviews and shows them in widgets and Google results. No price is published, and signing up is a one-year subscription that needs three months' notice to cancel. SMS, Q&A and translations are add-ons.

TOOLGPA REPORT CARD	Lipscore	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published, so it sits at C. The pricing page says cost follows review types, add-ons and your annual order volume.
Free plan and trial	F	No free plan or trial is mentioned; you book a demo.
Features	B	Product and service reviews, analytics, Kickstart, imports and AI moderation. SMS, Q&A and translations are separate add-ons.
Ease of use	C	No rating on record, and you set up invitations and widgets on your store.
Platforms and integrations	B	Shopify, WooCommerce, Magento and Zapier connections.
Grade point average		Fair, out of 4.0 **2.0**

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 Lipscore is for

- ✓ Fits if you run an online or in-store retailer with steady order volume
- ✓ Works for shops that want service reviews as well as product reviews

Who it is not for

- ✕ Watch out: no prices are published, so you get a quote after a demo
- ✕ Not for you if you want to try it free, since no free plan or trial is mentioned
- ✕ Tight if you might leave: a one-year term and three months' notice to cancel
- ✕ Pricey if you need SMS, Q&A, translations, SSO or premium support, all add-ons

Good to know

Good for

- ✓ Retailers that want both product and service reviews from one vendor
- ✓ Stores with high order volume that can commit to an annual contract
- ✓ Shops on Shopify, WooCommerce, Magento or a custom platform

Worth knowing

- ⓘ No prices are published: the pricing page says cost depends on review types, add-ons and annual order volume.
- ⓘ Sign-up is a one-year subscription, and cancelling needs three months' notice before the term ends.
- ⓘ SMS invitations, Q&A, translations, SSO and premium support are add-ons, not part of the core product.
- ⓘ No free plan or free trial is mentioned on the pricing page; a demo is booked instead.

What it costs

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

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

> **The pricing page says cost follows review types, add-ons and your annual order volume.**
>
> From our grade for value for money

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

What it does

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

1

Place it runs: Web

Verified product and service reviews for online retailers. Here is what it does, as its own site describes it, and what it covers: public API, AI features, reports, online store, review collection.

> **Product and service reviews, analytics, Kickstart, imports and AI moderation.**

From our grade for features

Product reviews

Branded email invitations to online customers, review widgets, review filtering and stars in Google organic results and Google Ads.

Service reviews

A separate review type for the shopping experience, with its own widgets, including widgets for physical stores.

Lipscore Analytics

A dashboard of ratings, reviews, invitations and response rates, with product insights such as top and bottom products.

Kickstart and imports

Kickstart invites recent buyers to build up reviews within 48 hours, and reviews can be imported from a previous provider.

AI moderation and summaries

AI moderation is listed under the core features, and an AI Summary of what customers say is shown on the home page.

Add-ons

SMS invitations, in-store invitations, automatic translations, Q&A, SSO and premium support are listed as add-ons.

Where it runs

Web

What it works with

Shopify
WooCommerce
Magento
Zapier

Lipscore is made by Lipscore.

PART 04 · STANDING

Where it stands

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

17/63

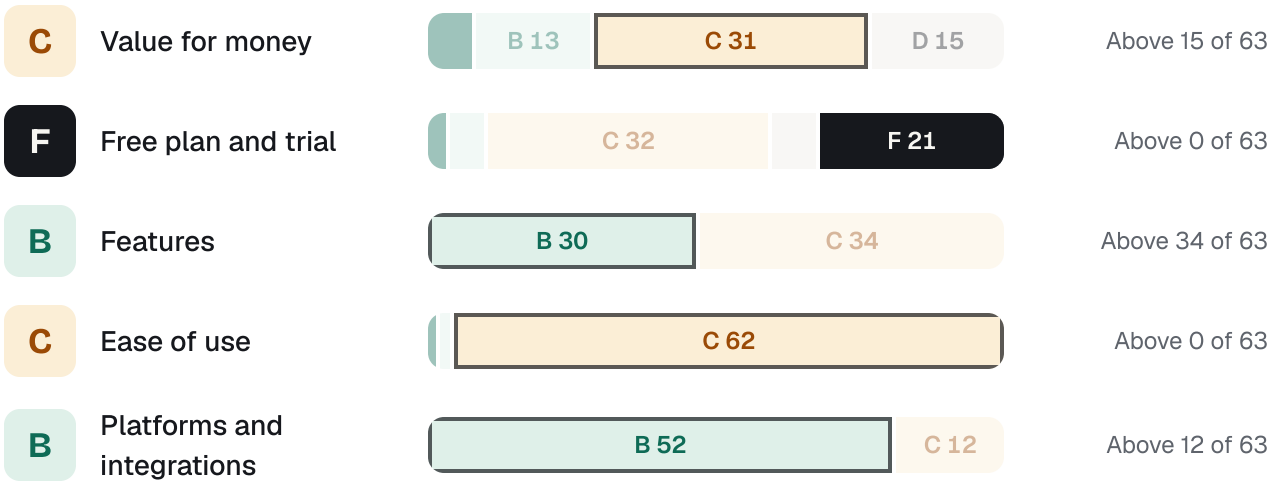
Other customer review tools it is graded above

Lipscore's GPA of 2.0 is higher than 17 of the 63 other customer review tools we grade, and level with 10.

It stands best on features (B, above 34 of 63) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Lipscore'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 Lipscore 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: 36 of the 63 other customer review tools grade higher.

What you could make

- Review collection and reports: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.
- It plugs into other products, Shopify, WooCommerce and Magento among them, and has an API.
- AI features, unless you pay a model provider for each request yourself.
- Hooks into the device itself: widgets.
- What a company asks for before it lets staff use something: single sign-on.
- Sharing with other people, which means accounts and invitations.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Lipscore'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



Trustpilot, Yotpo, Judge.me, REVIEWS.io and Feefo

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

2.2 GPA

Trustpilot

Free plan · from $99/mo

Business reviews on Trustpilot's public site, with paid invite plans.

- Trustpilot has a free plan. Lipscore does not.
- Lipscore also covers online store.

Lipscore and Trustpilot compared in full

2.4 GPA

Yotpo

Free plan · from $15/mo

Product reviews, photo UGC and loyalty for online stores.

- Yotpo has a free plan. Lipscore does not.
- Lipscore also covers reports and online store.

Lipscore and Yotpo compared in full



3.0
GPA

Judge.me

Free plan · from $15/mo

Product reviews for Shopify stores with a free plan and one paid tier.

- Judge.me has a free plan. Lipscore does not.
- Lipscore also covers reports and online store.

Lipscore and Judge.me compared in full



2.6
GPA

REVIEWS.io

Free trial · from $23/mo

Product and company reviews for online stores, priced by invites.

- Lipscore also covers reports and online store.
- REVIEWS.io also covers surveys.

Lipscore and REVIEWS.io compared in full

1.8
GPA

Feefo

From $200/mo

Verified customer reviews for products and services.

- Lipscore also covers online store.
- Feefo also covers surveys.

Lipscore and Feefo compared in full

PART 06 · QUESTIONS

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 Lipscore free?

No. Lipscore is a paid product.

What platforms does Lipscore work on?

Lipscore is available on Web.

Does Lipscore have an Android app?

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

Does Lipscore have an iPhone app?

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

Is Lipscore open source?

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

Does Lipscore have an API?

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

What does Lipscore integrate with?

Lipscore's listing names Shopify, WooCommerce, Magento and Zapier. A listing names up to eight integrations, so it may connect to more.

Who makes Lipscore?

Lipscore is made by a company of the same name.

What are the alternatives to Lipscore?

The closest alternatives to Lipscore in our directory are Trustpilot, Yotpo, Judge.me, REVIEWS.io and Feefo.

How does Lipscore compare with other customer review tools?

Lipscore's GPA of 2.0 is higher than 17 of the 63 other customer review tools we grade, and level with 10.

Could I make my own version of Lipscore?

To replace Lipscore 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 Lipscore'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 Lipscore'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 Lipscore. Prices change, so check lipscore.com before you buy.

lipscore.com/pricing/ lipscore.com

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

Lipscore, kept up to date

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

toolgpa.com/tools/lipscore

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, "Lipscore: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/lipscore
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Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Lipscore, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Common Ninja Insider's Guide

No-code embeddable widgets, including review and testimonial walls

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

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