ToolGPA

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Nacelle

The Insider's Guide

Shopify app that matches a store to the Meta ad a shopper clicked



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

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

1.4
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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 Nacelle's own pages, its app-store listings and our grades. Every fact in it is on Nacelle'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

1.4

GPA, above 0 of the 80 other online store builders we grade

Nacelle now sells Delta, a Shopify app that reads which Meta ad brought a visitor to a store and reshapes the homepage, collection and product pages, recommendations and chat to match that ad's promise. It installs as an app alongside the existing theme. Nacelle began as headless commerce infrastructure for Shopify stores.

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

> "
>
> **It's a one-click install, but needs read-only access to your Meta ad account.**
>
> From our grade for ease of use

1 **Best for Shopify stores spending heavily on Meta ads**

It's a narrow tool built around one ad network, and the pricing page has no lift data of its own yet.

2 **Paid plans start at $500 a month**

As its pricing page puts it: $500 per month, plus 20% of proven incremental revenue.

3 It runs on Web

Web.

4 Ad-matched storefront

Delta reads the Meta ad a shopper came from and reshapes the homepage, collection and product pages and recommendations around that ad's message.

5 Paige shopping assistant

An AI shopping assistant trained on the store's catalog answers questions about products, shipping and returns, and knows which ad brought the shopper.

6 Control-group measurement

A control group on the same store measures what Delta added. The performance fee is billed on the lower bound of that measured range.

7 A 1.4 GPA, above 0 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 Nacelle 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.

Nacelle at a glance

PRICING
Paid, from $500 per month, plus 20% of proven incremental revenue

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Nacelle, since 2019

CATEGORY
Online Store Builders

OUR GRADE
1.4 GPA, weak

The report card

Best for Shopify stores spending heavily on Meta ads

Nacelle is now a Shopify app that matches your store to the Meta ad a shopper clicked, at $500 a month plus 20% of the extra revenue it proves. It's a narrow tool built around one ad network, and the pricing page has no lift data of its own yet.

TOOLGPA REPORT CARD — **Nacelle** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$500 a month flat plus 20% of proven incremental revenue, far above the category's $29 middle, and the cost grows with results.
Free plan and trial	D	No free plan or trial on record. The pricing page says billing starts only after the first lift report, but gives no length.
Features	D	One narrow job, an ad-matched storefront with a shopping assistant, on top of Shopify. It isn't a store platform.
Ease of use	C	No rating on record. It's a one-click install, but needs read-only access to your Meta ad account.
Platforms and integrations	C	Web only, working with Shopify and Meta.

Grade point average — Weak, out of 4.0 **1.4**

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 Nacelle is for

- ✓ Fits if you run a Shopify store with large Meta ad spend
- ✓ Works for brands that want a control-group measurement of the extra sales

Who it is not for

- ✗ Not for you if you're not on Shopify, as Delta runs there
- ✗ Pricey if results are good, because 20% of proven extra revenue goes on top of $500
- ✗ Watch out: the pricing page says there is no lift data yet, and its examples are hypothetical
- ✗ Watch out: it isn't the headless platform Nacelle was known for

Good to know

Good for

- ✓ Shopify brands spending heavily on Meta ads and sending all clicks to the same pages
- ✓ Teams who want to pay on measured extra revenue rather than a tiered plan
- ✓ Agencies managing Shopify clients, who earn a share of the performance fee

Worth knowing

- ⓘ Pricing is a $500 monthly platform fee plus 20% of measured incremental revenue, so the cost grows with results.
- ⓘ The pricing page says there is no lift data yet; its examples use hypothetical lift chosen by the reader.
- ⓘ Delta runs on Shopify and is built around Meta ads; the page lists questions about TikTok, Google and non-Shopify stores without answers visible in the page text.
- ⓘ This is no longer the headless commerce platform Nacelle was known for; the site mentions a few large brands still running on it.

PART 02 · PRICING

What it costs

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

$500

A month to start

Nacelle is a paid product, starting at $500 per month, plus 20% of proven incremental revenue.

> **The pricing page says billing starts only after the first lift report, but gives no length.**
>
> From our grade for free plan and trial

DELTA

$500

per month, plus 20% of proven incremental revenue

Flat platform fee that is not tiered by traffic or revenue; billing starts only after the first lift report. Month to month.

Read from nacelle.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Shopify app that matches a store to the Meta ad a shopper clicked. Here is what it does, as its own site describes it, and what it covers: AI features, chatbots, online store, a/B testing.

> **One narrow job, an ad-matched storefront with a shopping assistant, on top of Shopify.**
>
> From our grade for features

Ad-matched storefront

Delta reads the Meta ad a shopper came from and reshapes the homepage, collection and product pages and recommendations around that ad's message.

Paige shopping assistant

An AI shopping assistant trained on the store's catalog answers questions about products, shipping and returns, and knows which ad brought the shopper.

Control-group measurement

A control group on the same store measures what Delta added. The performance fee is billed on the lower bound of that measured range.

One-click install

Delta installs as a Shopify app with no theme edits, works with the existing theme, and can be set back to zero exposure.

Read-only Meta access

Delta reads campaigns, creative and Meta's performance data per asset; the site says it never edits a campaign, budget or creative.

Where it runs

Web

What it works with

Shopify

Meta

Nacelle is made by Nacelle, and has been around since 2019.

Where it stands

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

0/80

Other online store builders it is graded above

Nacelle's GPA of 1.4 is higher than 0 of the 80 other online store builders we grade, and level with 4.

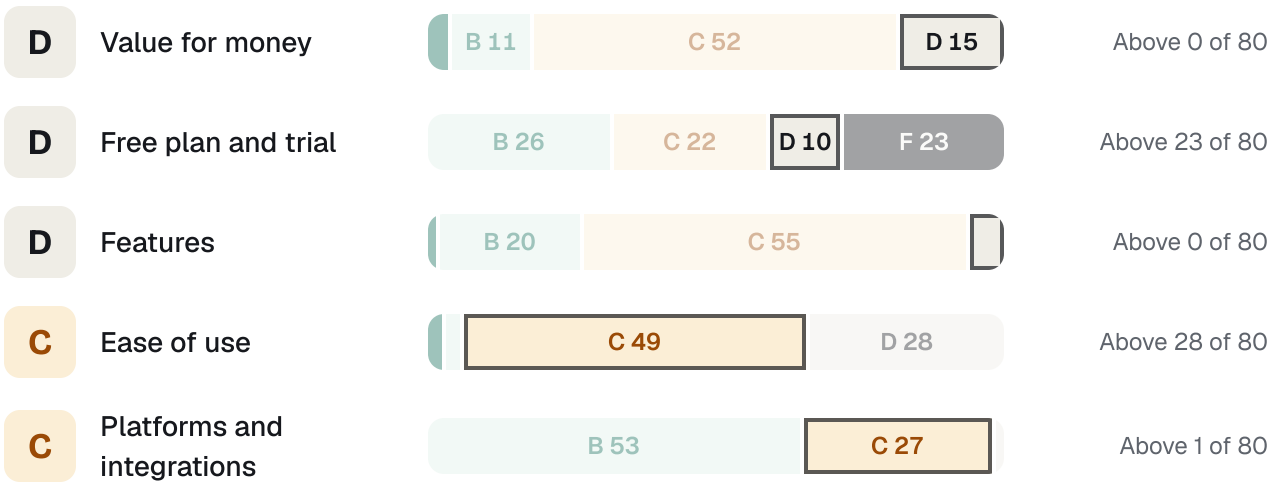
It stands best on ease of use (C, above 28 of 80) and worst on value for money (D, above 0).

Its paid plans start at $500 a month, against a middle price of $29.25 for the category: 39 of the 44 others that charge start lower.

On features, ease of use and platforms it scores 1.7 out of 4. 38 tools score higher and cost less.

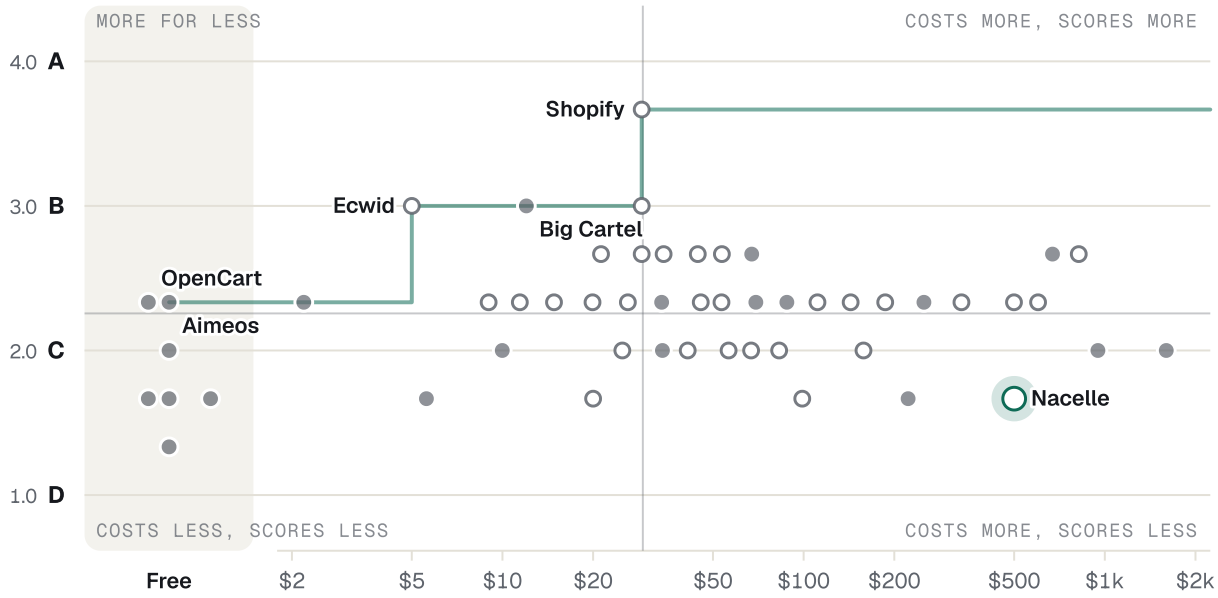
Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. Nacelle'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. Nacelle 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 Nacelle 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: 76 of the 80 other online store builders grade higher. It costs $6,000 a year.

What you could not

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ A chatbot builder hooked into the messaging apps.

- ✕ Splitting visitors between versions and telling you which won.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Nacelle'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, commercetools, VTEX and Commerce Layer

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



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.
- Nacelle also covers chatbots and a/B testing.
- Shopify also covers email campaigns, inventory and shipping labels.

Nacelle and Shopify 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.
- Nacelle also covers chatbots and a/B testing.
- BigCommerce also covers reports and inventory.

Nacelle and BigCommerce compared in full



2.0
GPA

commercetools

Free trial

API-first headless commerce platform for large retailers.

- Nacelle also covers chatbots and a/B testing.

Nacelle and commercetools compared in full



2.0
GPA

VTEX

Paid

Enterprise commerce platform for B2C, B2B and marketplaces.

- Nacelle also covers chatbots and a/B testing.
- VTEX also covers inventory and whatsApp messaging.

Nacelle and VTEX compared in full



2.2
GPA

Commerce Layer

Free plan

API-first checkout and order management for headless commerce.

- Commerce Layer has a free plan. Nacelle does not.
- Nacelle also covers chatbots and a/B testing.
- Commerce Layer also covers inventory.

Nacelle and Commerce Layer compared in full

Quick answers

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

12

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 Nacelle free?

No. Nacelle is a paid product, starting at $500 per month, plus 20% of proven incremental revenue.

How much does Nacelle cost?

Nacelle lists one plan. Delta: $500 per month, plus 20% of proven incremental revenue.

What platforms does Nacelle work on?

Nacelle is available on Web.

Does Nacelle have an Android app?

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

Does Nacelle have an iPhone app?

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

Is Nacelle open source?

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

What does Nacelle integrate with?

Nacelle's listing names Shopify and Meta. A listing names up to eight integrations, so it may connect to more.

Who makes Nacelle?

Nacelle is made by a company of the same name. It dates from 2019.

What are the alternatives to Nacelle?

The closest alternatives to Nacelle in our directory are Shopify, BigCommerce, commercetools, VTEX and Commerce Layer.

How does Nacelle compare with other online store builders?

Nacelle's GPA of 1.4 is higher than 0 of the 80 other online store builders we grade, and level with 4.

Is Nacelle good value for money?

ToolGPA grades Nacelle D for value for money. Its paid plans start at $500 a month, against a middle price of $29.25 for the category: 39 of the 44 others that charge start lower.

Could I make my own version of Nacelle?

To replace Nacelle 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 Nacelle'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 Nacelle'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 Nacelle. Prices change, so check nacelle.com before you buy.

nacelle.com/
nacelle.com/about/
nacelle.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

Nacelle, kept up to date

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

toolgpa.com/tools/nacelle

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

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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