ToolGPA

NOVEMBER 2026

Replo

The Insider's Guide

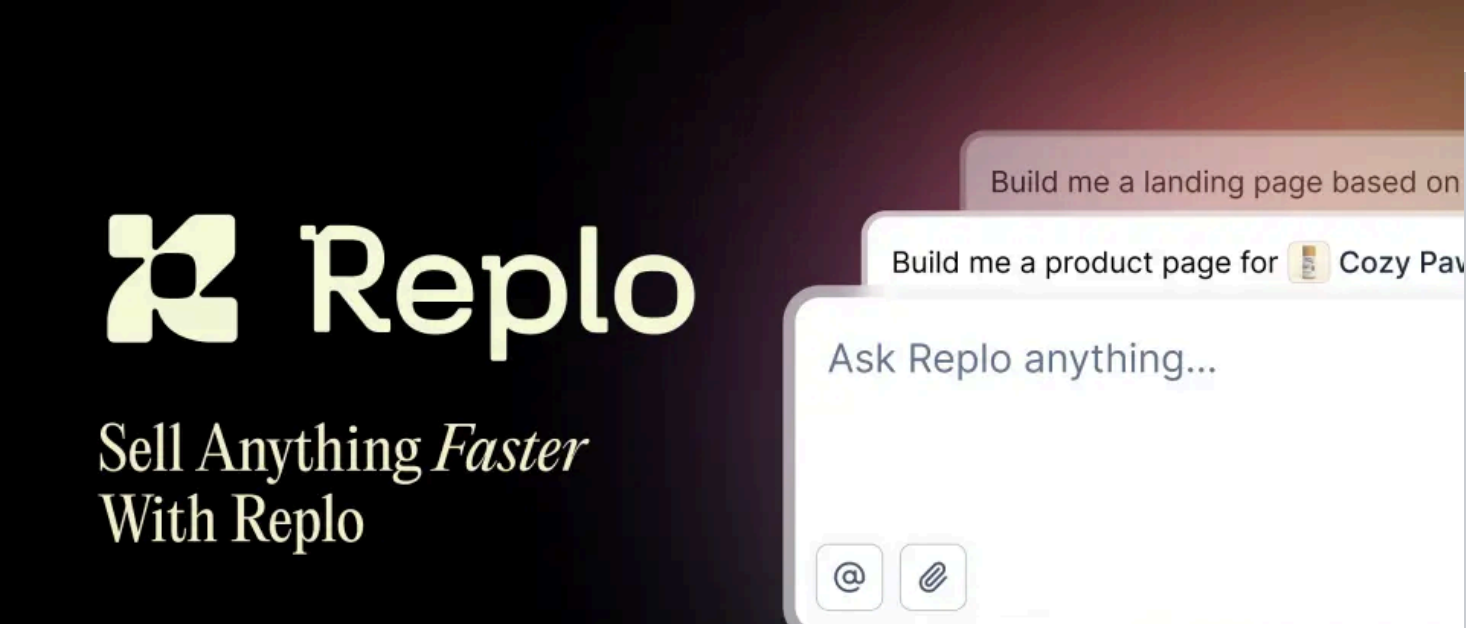
AI site and landing page builder for ecommerce brands



Every plan, grade, refund rule and rival among website and landing page builders, read from Replo's own pages.

Made by Replo · 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 Replo's own pages, its app-store listings and our grades. Every fact in it is on Replo'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 16 of the 104 other website and landing page builders we grade

Replo builds, hosts and tracks websites and landing pages for online stores, with an AI assistant that does much of the page building from a chat prompt. It connects to Shopify and marketing tools and reports visits, conversions and attributed revenue per site. Usage is metered, and paid plans add a custom domain.

To get you started, here are **9 things to know about Replo**, taken from its own pages and our grades.

> **No store rating on record, and you work out prompts, usage and a domain before pages go live.**
>
> From our grade for ease of use

1 **Best for AI-built store landing pages with hosting included**

Replo builds and hosts pages for online stores from an AI chat prompt, with a free plan on replosites.com.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month, billed annually.

3 There is a free plan

Free plan with a one-time allowance of usage, unlimited replosites.com sites, analytics and unlimited team members.

4 It runs on Web

Web.

5 AI site builder

Ask in chat for a page, such as a product page for a given item, and Replo builds it from your connected brand and product data.

6 Hosting included

Sites publish on replosites.com on every plan; Starter and Pro include one site on a custom domain.

7 Experiments and analytics

Track visits, conversions and attributed revenue per site, and run A/B tests and heatmaps on pages.

8 A 2.0 GPA, above 16 of 104

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

9 Keep it

To replace Replo 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.

Replo at a glance

PRICING
Free plan, from $99 per month, billed annually

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Replo

CATEGORY
Website & Landing Page Builders

OUR GRADE
2.0 GPA, fair

The report card

Best for AI-built store landing pages with hosting included

Replo builds and hosts pages for online stores from an AI chat prompt, with a free plan on replosites.com. The free usage is a one-time amount, a custom domain needs Starter at $99 a month billed yearly, and sessions are capped at 100,000 a month.

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

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $99 a month billed yearly, several times the category's middle of $12, with hosting, AI and a set-up call included.
Free plan and trial	C	Free plan with unlimited replosites.com sites, but the usage is a one-time amount and there is no custom domain.

SUBJECT	GRADE	COMMENT
Features	C	AI site builder with hosting, analytics and Shopify connections, but usage is metered and sessions capped at 100,000 a month on Starter.
Ease of use	C	No store rating on record, and you work out prompts, usage and a domain before pages go live.
Platforms and integrations	B	Web only, with Shopify, Klaviyo, Meta, Figma and ChatGPT links.
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 Replo is for

- ✓ Fits if you run a store and want an AI to draft pages for you
- ✓ Makes sense if you want hosting and analytics in one place

Who it is not for

- ✕ Pricey if you need your own domain, as Starter is $99 a month billed yearly
- ✕ Tight if you stay free, as the usage allowance is a one-time amount
- ✕ Watch out: extra credits and extra custom-domain sites cost more
- ✕ Watch out: visitor sessions are capped at 100,000 a month on Starter, shared across the workspace

Good to know

Good for

- Ecommerce brands producing many landing pages for ad campaigns
- Teams that want building, hosting and conversion tracking in one tool
- Merchants who want to try a builder on a free plan first

Worth knowing

- The free plan's usage is a one-time amount; paid plans renew usage monthly and extra credits can be bought.
- Starter and Pro each include one custom-domain site; more cost a flat monthly price per site.
- Visitor sessions are capped at 100,000 a month on Starter and 500,000 on Pro, shared across the workspace.
- Paid plans carry a 14-day money-back guarantee, per the pricing page.

PART 02 · PRICING

What it costs

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

$99

A month to start. There is a free plan too

Replo has a free plan. Paid plans start at $99 per month, billed annually.

> **Free plan with unlimited replosites.com sites, but the usage is a one-time amount and there is no custom domain.**
>
> From our grade for free plan and trial

FREE

$0

Unlimited sites on replosites.com with analytics; usage is a one-time amount and there is no custom domain.

STARTER

$99

per month, billed annually

Shown as $99, was $119. 1 custom domain, monthly usage, 100,000 visitor sessions a month, 1:1 setup call.

PRO

$499

per month, billed annually

Shown as $499, was $599. 5x Starter's usage, 500,000 sessions, 10 hours of onboarding and a shared Slack channel.

CUSTOM

Custom

Custom usage and session limits, volume pricing and priority support; sold through a call.

The free plan

Free plan with a one-time allowance of usage, unlimited replosites.com sites, analytics and unlimited team members.

Read from replo.app on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 17% with annual billing

The pricing page toggle lists a 17% saving for annual billing, with Starter shown at $99 against $119.

Stated on replo.app

What it does

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

1

Place it runs: Web

AI site and landing page builder for ecommerce brands. Here is what it does, as its own site describes it, and what it covers: AI features, templates, no-code, online store, web analytics, a/B testing.

"

Web only, with Shopify, Klaviyo, Meta, Figma and ChatGPT links.

From our grade for platforms and integrations

AI site builder

Ask in chat for a page, such as a product page for a given item, and Replo builds it from your connected brand and product data.

Hosting included

Sites publish on replosites.com on every plan; Starter and Pro include one site on a custom domain.

Experiments and analytics

Track visits, conversions and attributed revenue per site, and run A/B tests and heatmaps on pages.

Store and ad connections

Connects to Shopify, Klaviyo and Meta, and supports Figma import and a page-per-ad workflow.

Saved workflows

Save and rerun workflows such as audits and reports, available on every plan.

Founder-led onboarding on Pro

Pro adds optimization recommendations, 10 hours of hands-on onboarding and recurring check-ins.

Where it runs

Web

What it works with

Shopify · Klaviyo · Meta · Figma · ChatGPT · Claude

Replo is made by Replo.

Where it stands

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

16/104

Other website and landing page builders it is graded above

Replo's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

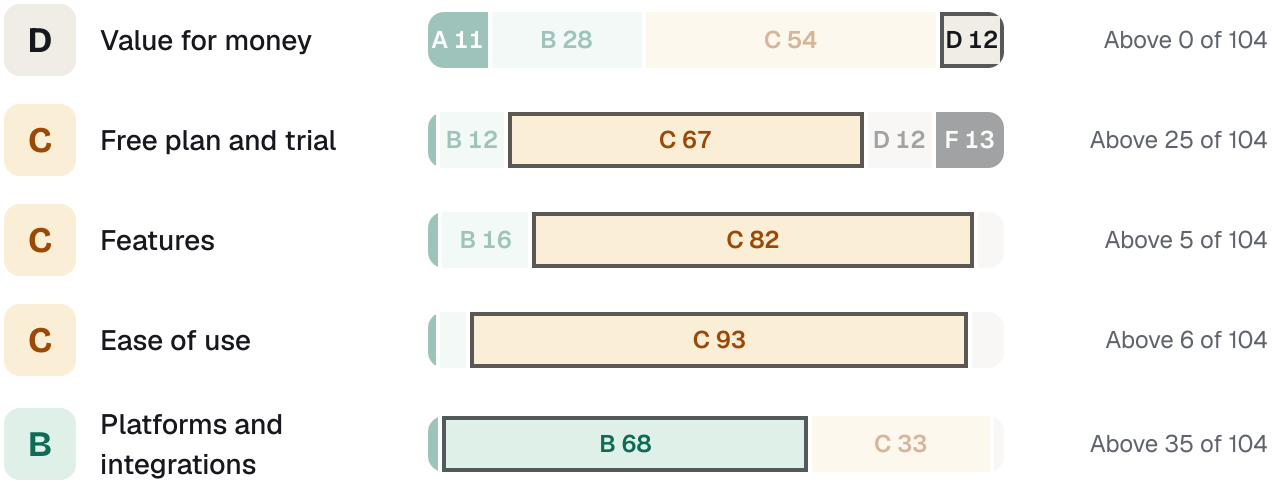
It stands best on platforms and integrations (B, above 35 of 104) and worst on value for money (D, above 0).

Its paid plans start at $99 a month, against a middle price of $11.50 for the category: 88 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 19 tools score higher and cost less.

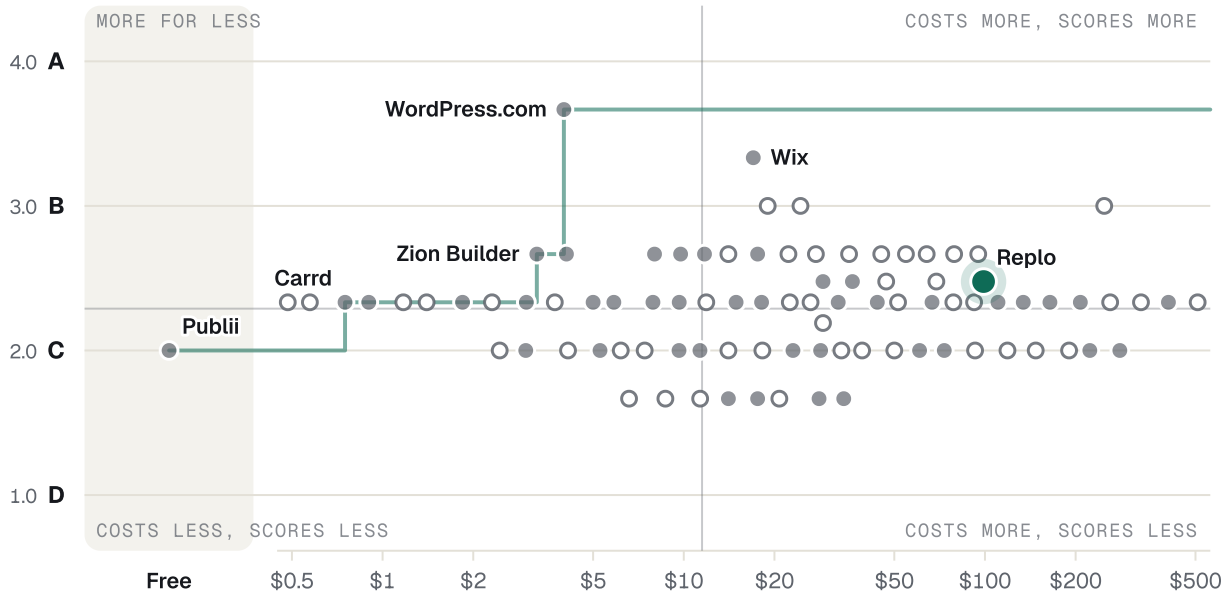
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Replo's own letter is outlined.



Price against what you get

Each dot is one of 91 website and landing page builders. Further left costs less; higher up scores better on features, ease of use and platforms. Replo 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 Replo 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: 65 of the 104 other website and landing page builders grade higher. It costs $1,188 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.

- A builder that other people can use without writing code.
- Splitting visitors between versions and telling you which won.
- A tracking script and a database that counts every visit.
- It plugs into other products, Shopify, Klaviyo and Meta among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Replo'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



Shogun, PageFly, GemPages, Zipify Pages and Unbounce

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

1.8 GPA

Shogun

Free plan · from $31/mo

No-code page builder, A/B testing and personalization for Shopify.

- Replo also covers web analytics.

Replo and Shogun compared in full

1.8 GPA

PageFly

Free plan · from $24/mo

Shopify app for building store pages with AI and a visual editor.

- Replo also covers online store, web analytics and a/B testing.

Replo and PageFly compared in full

2.0 GPA

GemPages

Free plan · from $29/mo

Shopify page and sales funnel builder with post-purchase upsells.

- Replo also covers online store, web analytics and a/B testing.

Replo and GemPages compared in full



2.2
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Zipify Pages

Free trial · from $19/mo

Landing, product and home page builder for Shopify stores.

- Replo has a free plan. Zipify Pages does not, though it has a free trial.
- Replo also covers web analytics.

Replo and Zipify Pages compared in full



2.4
GPA

Unbounce

Free trial · from $22/mo

Landing page builder with A/B testing and AI traffic routing.

- Replo has a free plan. Unbounce does not, though it has a free trial.
- Replo also covers online store, web analytics and a/B testing.
- Unbounce also covers forms.

Replo and Unbounce compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Replo free?

Replo has a free plan. Free plan with a one-time allowance of usage, unlimited replosites.com sites, analytics and unlimited team members.

How much does Replo cost?

Replo lists 4 plans. Free: $0.

What platforms does Replo work on?

Replo is available on Web.

Does Replo offer any discounts?

Replo publicly lists the following: Save 17% with annual billing.

Does Replo have an Android app?

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

Does Replo have an iPhone app?

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

Is Replo open source?

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

What does Replo integrate with?

Replo's listing names Shopify, Klaviyo, Meta, Figma, ChatGPT and Claude.

Who makes Replo?

Replo is made by a company of the same name.

What are the alternatives to Replo?

The closest alternatives to Replo in our directory are Shogun, PageFly, GemPages, Zipify Pages and Unbounce.

How does Replo compare with other website and landing page builders?

Replo's GPA of 2.0 is higher than 16 of the 104 other website and landing page builders we grade, and level with 23.

Is Replo good value for money?

ToolGPA grades Replo D for value for money. Its paid plans start at $99 a month, against a middle price of $11.50 for the category: 88 of the 89 others that charge start lower.

Could I make my own version of Replo?

To replace Replo 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 Replo'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 Replo'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 Replo. Prices change, so check replo.app before you buy.

replo.app/

replo.app/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

Replo, kept up to date

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

toolgpa.com/tools/replo

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, "Replo: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/replo
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Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Replo, each with an Insider's Guide of its own.

Website & Landing Page Builders Insider's Guide

Every one of the 106 website and landing page builders we grade, compared

WordPress.com Insider's Guide

Hosted WordPress with themes, plugins and a free plan

3.4 GPA

Zion Builder Insider's Guide

Lightweight visual page builder plugin for WordPress

3.0 GPA

Publii Insider's Guide

Free open-source desktop CMS that publishes static websites

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 Replo'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. Replo is a trademark of its owner, and this guide is not made, paid for or approved by Replo. Prices and plans change: check replo.app before you buy.