ToolGPA

NOVEMBER 2026

Reputon

The Insider's Guide

Shopify app that emails buyers asking for Google or Trustpilot reviews



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

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

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

2.4

GPA, above 35 of the 63 other customer review tools we grade

Reputon makes a set of Shopify apps for store reputation. Its Customer Reviews app sends review request emails after delivery that point buyers to Google, Trustpilot, Facebook, Yelp and other platforms, and routes unhappy buyers to a private feedback form. Pricing is by emails sent per month, with a free plan.

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

> "
>
> **Review links and email templates have to be set up.**
>
> From our grade for ease of use

1 **Best for review request emails for a Shopify shop**

It only collects reviews on other platforms, so showing them on your product pages needs a separate paid widget app.

2 **Paid plans start at $9.99 a month**

As its pricing page puts it: $9.99 per month for 150 review emails.

3 **There is a free plan**

Beginner plan: 50 review request emails a month, customizable templates, multiple review links, a bad-review filter and email stats.

4 **It runs on Web**

Web.

5 **Review request emails**

Sends an email after an order is delivered, linking the buyer to a review form on the platform you choose, with templates and send timing you set.

6 **Several review platforms**

Supports Google, Trustpilot, Facebook, Yelp, Amazon, Reviews.io, SmartCustomer and any platform with a custom review link, with the traffic split between them.

7 **Bad-review filter**

Asks for a private rating first and sends unhappy customers to a feedback form instead of the public review page.

8 **A 2.4 GPA, above 35 of 63**

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

9 **Keep it**

The plain part of Reputon you could make: review collection. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Reputon at a glance

PRICING Free plan, from $9.99 per month for 150 review emails	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Reputon	CATEGORY Customer Review Tools
OUR GRADE 2.4 GPA, fair	

The report card

Best for review request emails for a Shopify shop

Reputon sends review request emails after Shopify orders, with a free plan of 50 emails a month. It only collects reviews on other platforms, so showing them on your product pages needs a separate paid widget app.

TOOLGPA REPORT CARD **Reputon** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Lite is $9.99 a month for 150 emails, inside the cheapest quarter ($15) for review tools, and there is a free plan.
Free plan and trial	C	Free for 50 review request emails a month. A shop with any real order volume will hit that quickly.
Features	C	Review request emails, several review platforms, a bad-review filter and analytics. It does not host product reviews on your store, and past-order import is paid.
Ease of use	C	No store rating on record. Review links and email templates have to be set up.
Platforms and integrations	B	Web, as a Shopify app, with Shopify Flow, AfterShip, Google Reviews, Trustpilot and Facebook links.

Grade point average Fair, out of 4.0 **2.4**

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 Reputon is for

- ✓ Fits if you run a Shopify shop and want review requests by email
- ✓ Works for shops that send under 50 orders a month

Who it is not for

- ✕ Skip it if you are not on Shopify, as it runs only there
- ✕ Not for you if you want reviews shown on product pages, as that is a separate widget app
- ✕ Tight if you ship over 50 orders a month on the free plan
- ✕ Watch out: past-order CSV import, the HTML editor and the branded email domain need paid plans

Good to know

Good for

- ✓ Shopify stores that want more Google or Trustpilot reviews
- ✓ Stores that want unhappy buyers sent to private feedback first
- ✓ Small stores that can start on 50 emails a month at no cost

Worth knowing

- ⓘ It collects reviews on other platforms; it does not host product reviews on your store pages. Reputon sells separate widget apps for that.
- ⓘ It runs only on Shopify, and the free plan stops at 50 emails a month.
- ⓘ Past-order CSV import, the HTML editor and the branded email domain need paid plans.
- ⓘ Reputon sells its other apps (widgets, importers) as separate listings with their own pricing.

PART 02 · PRICING

What it costs

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

$9.99

A month to start. There is a free plan too

Reputon has a free plan. Paid plans start at $9.99 per month for 150 review emails.

> **A shop with any real order volume will hit that quickly.**
>
> From our grade for free plan and trial

BEGINNER

$0

50 emails a month, templates, multiple review links, bad-review filter, email stats and AI email localization.

LITE

$9.99

per month for 150 emails

Adds an HTML email editor, CSV import, send-time option and skipping POS orders. Extra emails cost $1 per 15.

STANDARD

$24.99

per month for 500 emails

Adds sending frequency control, an email blacklist and delivered or order-tag triggers. Extra emails cost $5 per 100.

ADVANCED

$49.99

per month for 1,500 emails

Adds a branded email domain, AfterShip integration and VIP support. Extra emails cost $5 per 150.

LARGER VOLUMES

$99.99

per month for 5,000 emails

Advanced features; steps go to $149 for 10,000, $225 for 20,000, $399 for 50,000 and $599 for 100,000 emails.

The free plan

Beginner plan: 50 review request emails a month, customizable templates, multiple review links, a bad-review filter and email stats.

Read from reputon.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 emails buyers asking for Google or Trustpilot reviews. Here is what it does, as its own site describes it, and what it covers: AI features, review collection.

> **Review request emails, several review platforms, a bad-review filter and analytics.**

From our grade for features

Review request emails

Sends an email after an order is delivered, linking the buyer to a review form on the platform you choose, with templates and send timing you set.

Several review platforms

Supports Google, Trustpilot, Facebook, Yelp, Amazon, Reviews.io, SmartCustomer and any platform with a custom review link, with the traffic split between them.

Bad-review filter

Asks for a private rating first and sends unhappy customers to a feedback form instead of the public review page.

Past orders and imports

Import earlier orders from a CSV file to ask customers who bought before the app was installed. CSV import starts on the Lite plan.

Email analytics

Shows open rate, click rate and review conversion so templates can be compared.

AI email localization

Sends the request in the customer's language; the Shopify listing shows it on the free plan.

Where it runs

Web

What it works with

Shopify
Shopify Flow
AfterShip
Google Reviews
Trustpilot
Facebook

Reputon is made by Reputon.

Where it stands

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

35/63

Other customer review tools it is graded above

Reputon's GPA of 2.4 is higher than 35 of the 63 other customer review tools we grade, and level with 19.

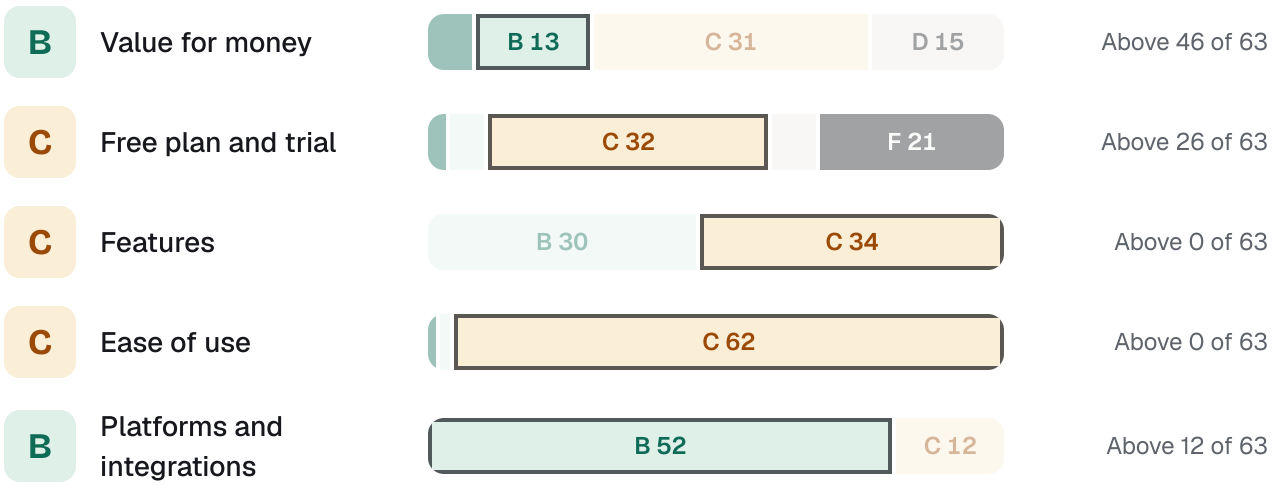
It stands best on value for money (B, above 46 of 63) and worst on features (C, above 0).

Its paid plans start at $9.99 a month, against a middle price of $29 for the category: 8 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 2 tools score higher and cost less.

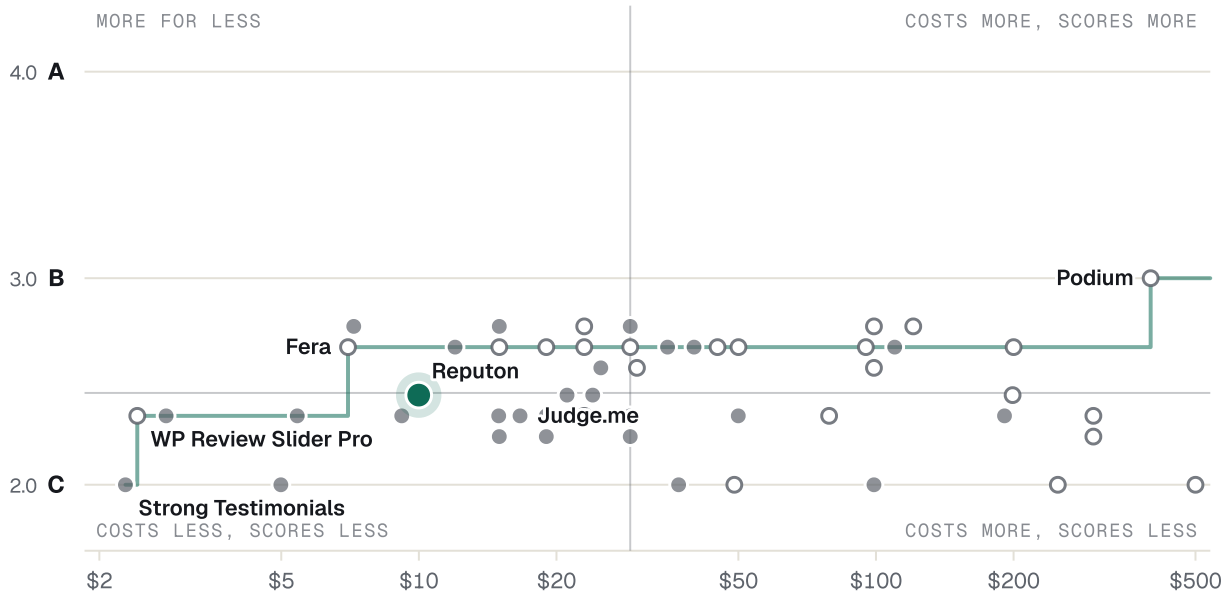
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Reputon's own letter is outlined.



Price against what you get

Each dot is one of 51 customer review tools. Further left costs less; higher up scores better on features, ease of use and platforms. Reputon 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

The plain part of Reputon you could make: review collection. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

It costs $119.88 a year.

What you could make

- Review collection: an app builder makes this well.

What you could not

- It plugs into other products, Shopify, Shopify Flow and AfterShip among them.

	× AI features, unless you pay a model provider for each request yourself.

What this rests on. Reputon'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



Grade.us, Trustindex, EmbedSocial, Trustmary and Stamped

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



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Grade.us

Free trial · from $99/mo

White-label review management for agencies and local businesses.

- Reputon has a free plan. Grade.us does not, though it has a free trial.
- Grade.us also covers reports.

Reputon and Grade.us compared in full



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Trustindex

Free plan · from $65/yr

Review widgets, review requests and rich snippets for sites.

- Trustindex also covers email campaigns, qR codes and schema markup.

Reputon and Trustindex compared in full



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EmbedSocial

Free plan · from $24/mo

Widgets that show Google, Facebook and other reviews on any website.

Reputon and EmbedSocial compared in full



2.0
GPA

Trustmary

Free plan · from $191/mo

Collect customer reviews and feedback, and show them on your site.

- Trustmary also covers surveys, reports, AI search visibility and schema markup.

Reputon and Trustmary compared in full



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Stamped

From $23/mo

Product reviews, Q&A and a loyalty program for online stores.

- Reputon has a free plan. Stamped does not.
- Stamped also covers reports.

Reputon and Stamped compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 Reputon free?

Reputon has a free plan. Beginner plan: 50 review request emails a month, customizable templates, multiple review links, a bad-review filter and email stats.

How much does Reputon cost?

Reputon lists 5 plans. Beginner: $0.

What platforms does Reputon work on?

Reputon is available on Web.

Does Reputon have an Android app?

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

Does Reputon have an iPhone app?

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

Is Reputon open source?

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

What does Reputon integrate with?

Reputon's listing names Shopify, Shopify Flow, AfterShip, Google Reviews, Trustpilot and Facebook.

Who makes Reputon?

Reputon is made by a company of the same name.

What are the alternatives to Reputon?

The closest alternatives to Reputon in our directory are Grade.us, Trustindex, EmbedSocial, Trustmary and Stamped.

How does Reputon compare with other customer review tools?

Reputon's GPA of 2.4 is higher than 35 of the 63 other customer review tools we grade, and level with 19.

Is Reputon good value for money?

ToolGPA grades Reputon B for value for money. Its paid plans start at $9.99 a month, against a middle price of $29 for the category: 8 of the 50 others that charge start lower.

Could I make my own version of Reputon?

The plain part of Reputon you could make: review collection. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Reputon'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 Reputon'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 Reputon. Prices change, so check reputon.com before you buy.

reputon.com/apps/customer-reviews-booster

apps.shopify.com/reputon-store-reviews

reputon.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

Reputon, kept up to date

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

toolgpa.com/tools/reputon

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, "Reputon: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/reputon
```

Know someone choosing between customer review tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Reputon, 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

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