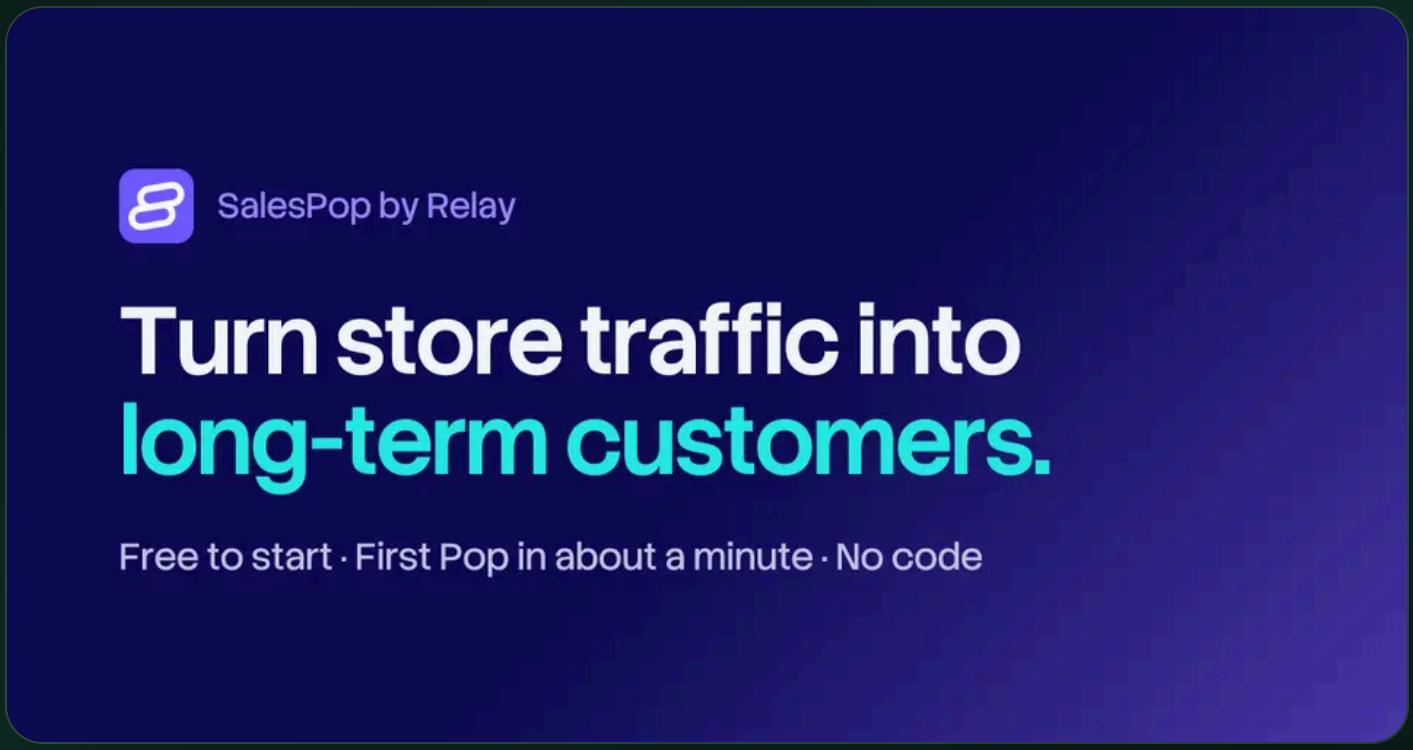
ToolGPA

NOVEMBER 2026

SalesPop

The Insider's Guide

Recent-sales and review popups for Shopify stores



Every plan, grade, refund rule and rival among popup and widget tools, read from SalesPop's own pages.

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

2.0
GPA

SalesPop by Relay

Turn store traffic into long-term customers.

Free to start · First Pop in about a minute · No code

Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

05 The alternatives
The tools it is most often weighed against, side by side

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

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from SalesPop's own pages, its app-store listings and our grades. Every fact in it is on SalesPop'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 5 of the 54 other popup and widget tools we grade

SalesPop is a Shopify app that shows small popups built from real store activity, such as recent orders, add-to-carts, reviews and low-stock levels. Plans are priced by monthly visitors, with a free plan for 1,000 visitors, and billing runs through Shopify.

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

> "
>
> **It is a Shopify app, and the page says it works best on stores with established traffic.**
>
> From our report card of SalesPop

1 **Best for recent-sales popups for Shopify stores**

The same features sit on every plan, so what you pay for is traffic.

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

As its pricing page puts it: $9.99 per month for 5,000 visitors.

3 There is a free plan

1,000 visitors a month with recent-sales popups, templates and chat support, no card needed.

4 It runs on Web

Web.

5 Real-activity popups

Popups are built from events on the store, such as recent orders, add-to-cart, reviews and low inventory, and show a first name and city only.

6 Welcome and discount popups

Welcome and Discount popups give new stores something to show while order volume is low, and can collect email addresses.

7 Preview and rules

Each popup can be previewed before publishing, with pages, corner, frequency and duration set on one screen.

8 A 2.0 GPA, above 5 of 54

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

9 Your call

You could make the core of SalesPop for yourself: popups and reports.

SalesPop at a glance

PRICING
Free plan, from $9.99 per month for 5,000 visitors

FREE PLAN
Yes

FREE TRIAL
7-day free trial on paid plans, no card needed

RUNS ON
Web

MADE BY
Relay

CATEGORY
Popups & Website Widgets

OUR GRADE
2.0 GPA, fair

The report card

Best for recent-sales popups for Shopify stores

SalesPop shows recent-sales and review popups on a Shopify store, with a free plan at 1,000 visitors a month and paid plans from $9.99. The same features sit on every plan, so what you pay for is traffic. It is a Shopify app, and the page says it works best on stores with established traffic.

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

SUBJECT	GRADE	COMMENT
Value for money	C	$9.99 a month for 5,000 visitors, between the cheapest quarter ($8.25) and the middle ($14.92) for popup tools. Growth is $29 and Scale $79.
Free plan and trial	C	A free plan with a 1,000-visitor cap and a 7-day card-free trial on paid plans. A real store will pass 1,000 visitors.
Features	C	Recent-sales popups, welcome and discount popups, analytics and A/B tests. It is a narrower job than a full popup tool, built around Shopify store activity.
Ease of use	C	No store rating on record. You install it from the Shopify App Store and set up rules and templates.
Platforms and integrations	C	Shopify only. No other platform is listed, and no phone or desktop app.
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 SalesPop is for

- ✓ Fits if you run a Shopify store and want recent-sales popups
- ✓ Works for a store that wants to try a plan with no card

Who it is not for

- ✗ Not for you if your store is not on Shopify
- ✗ Tight if your store passes 1,000 visitors a month on the free plan
- ✗ Skip it if you want different features at different prices: every plan lists the same ones
- ✗ Watch out: the page says it works best on stores with established traffic, and billing is through Shopify every 30 days

Good to know

Good for

- ✓ Shopify stores that want recent-order and review popups
- ✓ New stores that can start on the free 1,000-visitor plan
- ✓ Merchants who want no theme edits or code

Worth knowing

- ⓘ It is built for Shopify; the page presents it as an app installed from the Shopify App Store.
- ⓘ Plans differ by monthly visitor limit; the pricing table lists the same features on every plan.
- ⓘ The page says it works best on stores with established traffic.
- ⓘ Billing is in USD through Shopify every 30 days.

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

SalesPop has a free plan. Paid plans start at $9.99 per month for 5,000 visitors.

FREE

$0

1,000 visitors a month, recent sales popups, ready-made templates and chat support.

STARTER

$9.99

per month for up to 5,000 visitors

Same features as Free with a higher visitor limit.

GROWTH

$29

per month for up to 25,000 visitors

Same features with a 25,000 visitor limit.

SCALE

$79

per month for up to 100,000 visitors

Same features with a 100,000 visitor limit.

The free plan

1,000 visitors a month with recent-sales popups, templates and chat support, no card needed.

Trying it first

7-day free trial on paid plans, no card needed

Read from salespop.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

Recent-sales and review popups for Shopify stores. Here is what it does, as its own site describes it, and what it covers: reports, a/B testing, popups.

"

Recent-sales popups, welcome and discount popups, analytics and A/B tests.

From our grade for features

Real-activity popups

Popups are built from events on the store, such as recent orders, add-to-cart, reviews and low inventory, and show a first name and city only.

Welcome and discount popups

Welcome and Discount popups give new stores something to show while order volume is low, and can collect email addresses.

Preview and rules

Each popup can be previewed before publishing, with pages, corner, frequency and duration set on one screen.

Analytics and A/B tests

Shows views, clicks, closes and conversions per popup type, with A/B tests to compare variants.

Extra visitors on demand

The page says extra visitors can be bought during a busy month instead of moving up a plan.

Where it runs

Web

What it works with

Shopify

SalesPop is made by Relay.

Where it stands

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

5/54

Other popup and widget tools it is graded above

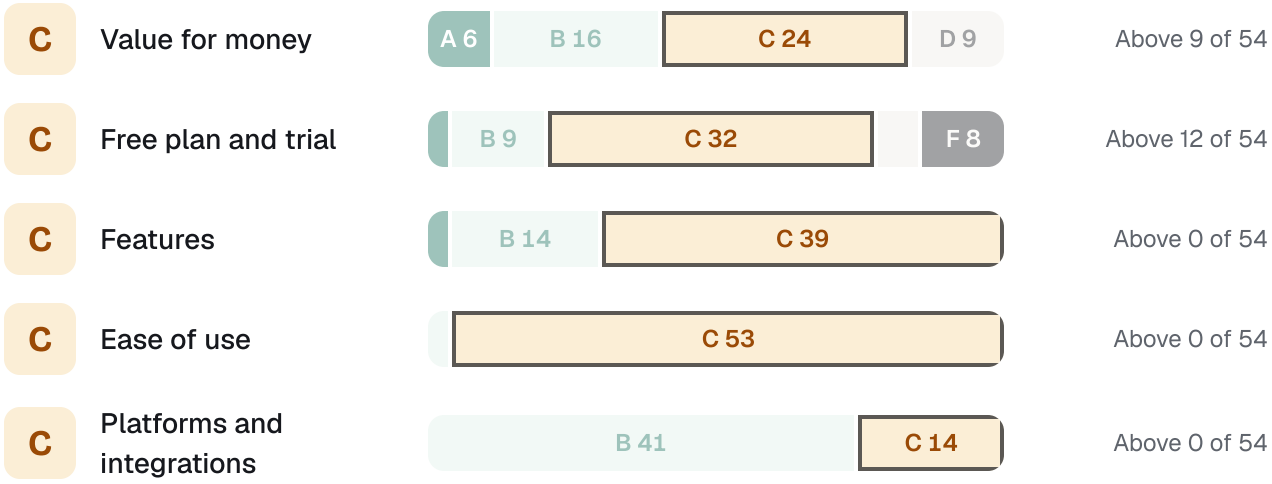
SalesPop's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Its paid plans start at $9.99 a month, against a middle price of $14 for the category: 20 of the 48 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 17 tools score higher and cost less.

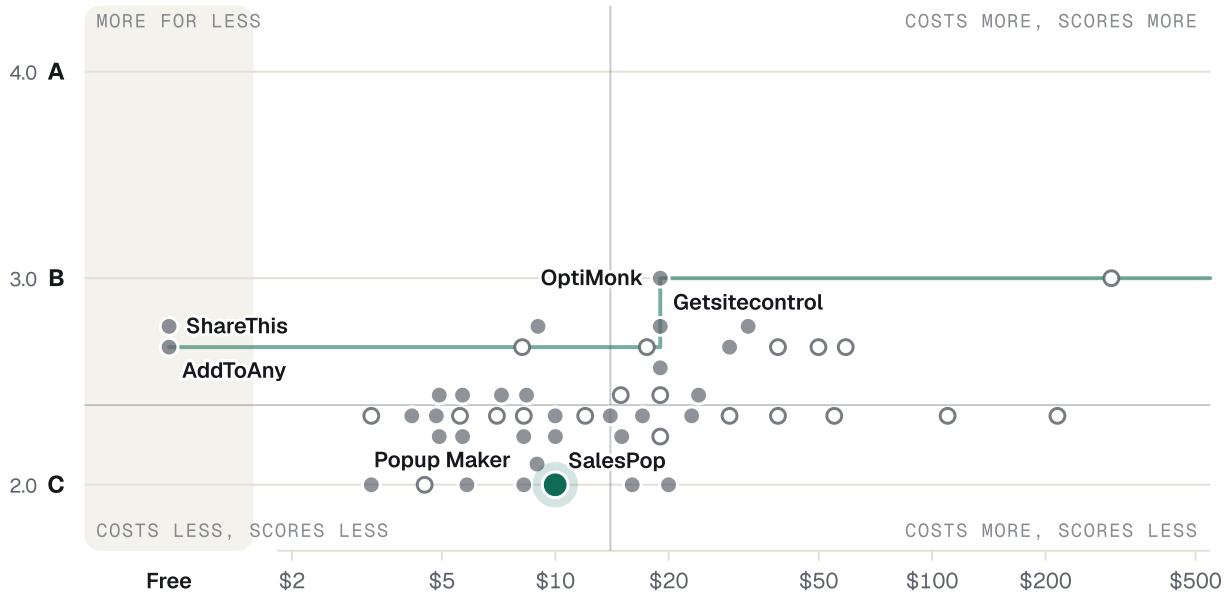
Each grade against the category

Every bar is all 55 popup and widget tools we grade, cut by the letter each got. SalesPop's own letter is outlined.



Price against what you get

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

Your call

You could make the core of SalesPop for yourself: popups and reports.

What you would give up is listed below. Whether that is worth the price is your call. It costs $119.88 a year.

What you could make

- Popups and reports: an app builder makes these well.

What you could not

- × Splitting visitors between versions and telling you which won.

It runs in a browser, which is where something home-made would run too.

What this rests on. SalesPop'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



Nudgify, TrustPulse, ProveSource and WiserNotify

The 4 tools SalesPop is most often weighed against, with where each one differs from it.

2.6 GPA

Nudgify

Free plan · from $9/mo

Social proof and urgency notifications for stores and sites.

- SalesPop also covers a/B testing.

SalesPop and Nudgify compared in full

2.4 GPA

TrustPulse

Free plan · from $9/mo

Social proof notifications that show real visitor activity.

- SalesPop also covers a/B testing.

SalesPop and TrustPulse compared in full

2.2 GPA

ProveSource

Free plan · from $24/mo

Social proof notifications for websites and online stores.

- SalesPop also covers a/B testing.

SalesPop and ProveSource compared in full



2.2
GPA

WiserNotify

Free trial · from $59/yr

Social proof popups and widgets for websites and online stores.

- SalesPop has a free plan. WiserNotify does not, though it has a free trial.

SalesPop and WiserNotify 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 SalesPop free?

SalesPop has a free plan. 1,000 visitors a month with recent-sales popups, templates and chat support, no card needed.

How much does SalesPop cost?

SalesPop lists 4 plans. Free: $0.

What platforms does SalesPop work on?

SalesPop is available on Web.

Does SalesPop have an Android app?

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

Does SalesPop have an iPhone app?

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

Is SalesPop open source?

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

What does SalesPop integrate with?

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

Does SalesPop have a free trial?

Yes. 7-day free trial on paid plans, no card needed.

Who makes SalesPop?

SalesPop is made by Relay.

What are the alternatives to SalesPop?

The closest alternatives to SalesPop in our directory are Nudgify, TrustPulse, ProveSource and WiserNotify.

How does SalesPop compare with other popup and widget tools?

SalesPop's GPA of 2.0 is higher than 5 of the 54 other popup and widget tools we grade, and level with 8.

Is SalesPop good value for money?

ToolGPA grades SalesPop C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of SalesPop?

You could make the core of SalesPop for yourself: popups and reports. What you would give up is listed below.

Where this guide comes from

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

salespop.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

SalesPop, kept up to date

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

toolgpa.com/tools/salespop

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:

```
ToolGPA, "SalesPop: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/salespop
```

Know someone choosing between popup and widget tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded popup and widget tools after SalesPop, each with an Insider's Guide of its own.

Popups & Website Widgets Insider's Guide

Every one of the 55 popup and widget tools we grade, compared

AddToAny Insider's Guide

Free share buttons for websites and WordPress

3.2 GPA

ShareThis Insider's Guide

Free share, follow and reaction buttons for publishers

3.2 GPA

Getsitecontrol Insider's Guide

Popups, bars, forms and surveys, with email campaigns built in

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