ToolGPA

NOVEMBER 2026

Shiptheory

The Insider's Guide

Shipping automation connecting stores, ERPs and carriers



Every plan, grade, refund rule and rival among shipping software, read from Shiptheory's own pages.

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

2.4
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 Shiptheory's own pages, its app-store listings and our grades. Every fact in it is on Shiptheory'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 49 of the 80 other shipping software we grade

Shiptheory is a Bristol-based shipping management platform that links online stores, marketplaces, ERPs and warehouse systems to more than 100 carriers. It prints labels and customs documents, applies no-code shipping rules per carrier, and offers a shipping API and returns tools.

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

> "
>
> **A per-shipment charge is listed beside each plan with no currency shown, and the trial length is not stated.**
>
> From our report card of Shiptheory

1 **Best for connecting stores, ERPs and carriers**

Shiptheory connects your sales channels and ERP to carriers, with shipping rules, labels and customs documents.

2 **Paid plans start at $50 a month**

As its pricing page puts it: $50 per month, billed annually ($62 billed monthly).

3 You can try it first

Free trial offered; its length is not stated on the pages read.

4 It runs on Web

Web.

5 Shipping rules

No-code rules assign carriers and services automatically, including different rules per carrier, set up with a short form.

6 Carrier and platform connections

Connects to more than 100 domestic, international and pallet carriers and to 70+ ERP, ecommerce and WMS platforms, with every integration open to every plan.

7 Labels and customs documents

Prints shipping labels, customs documentation and tracking details, and can send labels straight to connected label printers.

8 A 2.4 GPA, above 49 of 80

That is against the other shipping software we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Shiptheory you would be making discounted carrier rates and labels, which take an agreement with each carrier. That is not a weekend's work, with an AI app builder or without one.

Shiptheory at a glance

PRICING
Free trial, from $50 per month, billed annually ($62 billed monthly)

FREE PLAN
No

FREE TRIAL
Free trial offered; its length is not stated on the pages read.

RUNS ON
Web

MADE BY
Shiptheory

CATEGORY
Shipping Software

OUR GRADE
2.4 GPA, fair

The report card

Best for connecting stores, ERPs and carriers

Shiptheory connects your sales channels and ERP to carriers, with shipping rules, labels and customs documents. Earth is $50 a month billed annually ($62 monthly) for up to 1,500 shipments, with 1 channel and 2 carriers. A per-shipment charge is listed beside each plan with no currency shown, and the trial length is not stated.

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

SUBJECT	GRADE	COMMENT
Value for money	C	Earth is $50 a month on annual billing, or $62 monthly, against a $50 dearer-quarter start for shipping tools. Higher plans run to $550, and a per-shipment charge sits on top.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	A free trial is offered but its length and limits are not stated on the pages we read. There is no free plan.
Features	B	Shipping rules, carrier and platform connections, labels, customs documents, an order dashboard, an API and returns. The listing names no gap in the core job, only caps by plan.
Ease of use	C	No store rating on record. You connect each channel and carrier and then set up rules.
Platforms and integrations	B	Web app with Shopify, NetSuite, Dynamics 365 Business Central and Magento connections, carriers such as Royal Mail, FedEx and DPD, and an API.
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 Shiptheory is for

- ✓ Fits if you sell on several channels or run an ERP and want one place to send to carriers
- ✓ Works for a UK-based shop that wants rules deciding the carrier and service

Who it is not for

- ✗ Tight if you grow: shipments are capped from 1,500 to 20,000 a month by plan, and Earth allows 1 channel and 2 carriers
- ✗ Pricey if you pay monthly: $62 against $50 billed annually
- ✗ Watch out: a per-shipment charge of 0.03 or 0.02 is listed with no currency
- ✗ Watch out: the trial length and limits are not stated
- ✗ Watch out: the pricing page shows dollars by default, with a switch to pounds

Good to know

Good for

- ✓ UK and international retailers shipping with several carriers
- ✓ Businesses that run NetSuite, Business Central or Shopify and want carrier rules
- ✓ Software vendors that want to add shipping through an API

Worth knowing

- ⓘ Each plan caps shipments per month (1,500 to 20,000), and Earth allows 1 channel and 2 carriers.
- ⓘ A per-shipment charge of 0.03 or 0.02 is listed beside each plan, with no currency shown; check what it covers before buying.
- ⓘ The pricing page shows dollars by default, with a switch to pounds; annual billing is listed as saving 20%.
- ⓘ The free trial's length and limits are not stated on the pages read.

What it costs

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

$50

A month to start

Shiptheory is a paid product with a free trial, starting at $50 per month, billed annually ($62 billed monthly).

> **A free trial is offered but its length and limits are not stated on the pages we read.**
>
> From our grade for free plan and trial

EARTH

$50

per month, up to 1,500 shipments, billed annually ($62 monthly)

Ecommerce plan: 1 user, 1 channel, 2 carriers and email support.

SATURN

$125

per month, up to 3,000 shipments, billed annually ($150 monthly)

Ecommerce plan: 3 users, 3 channels, 3 carriers and tailored onboarding.

JUPITER

$275

per month, up to 8,000 shipments, billed annually ($325 monthly)

Ecommerce plan: 10 users, premium channels and carriers, tailored onboarding.

COSMOS

$550

per month, up to 20,000 shipments, billed annually ($750 monthly)

ERP, API and WMS plan: unlimited channels and carriers, tailored onboarding and extended support.

ENTERPRISE

Custom

For more than 20,000 shipments a month: a bespoke plan with tailored onboarding and white-glove service.

Trying it first

Free trial offered; its length is not stated on the pages read.

Read from shiptheory.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page lists each plan cheaper when billed annually (for example $50 against $62 a month on Earth) and marks the saving as 20%.

Stated on shiptheory.com

What it does

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

1

Place it runs: Web

Shipping automation connecting stores, ERPs and carriers. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, reports, online store, shipping labels.

> **Shipping rules, carrier and platform connections, labels, customs documents, an order dashboard, an API and returns.**
>
> From our grade for features

Shipping rules

No-code rules assign carriers and services automatically, including different rules per carrier, set up with a short form.

Carrier and platform connections

Connects to more than 100 domestic, international and pallet carriers and to 70+ ERP, ecommerce and WMS platforms, with every integration open to every plan.

Labels and customs documents

Prints shipping labels, customs documentation and tracking details, and can send labels straight to connected label printers.

Order dashboard

Pulls orders from every connected channel into one place and lets users build their own order dashboard.

Shipping API and returns

A shipping API lets software vendors build the service into their own platform, and a returns management feature handles return shipments.

Where it runs

Web

What it works with

Shopify
NetSuite
Microsoft Dynamics 365 Business Central
Magento
Royal Mail
FedEx
DPD

Shiptheory is made by Shiptheory.

PART 04 · STANDING

Where it stands

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

49/80

Other shipping software it is graded above

Shiptheory's GPA of 2.4 is higher than 49 of the 80 other shipping software we grade, and level with 12.

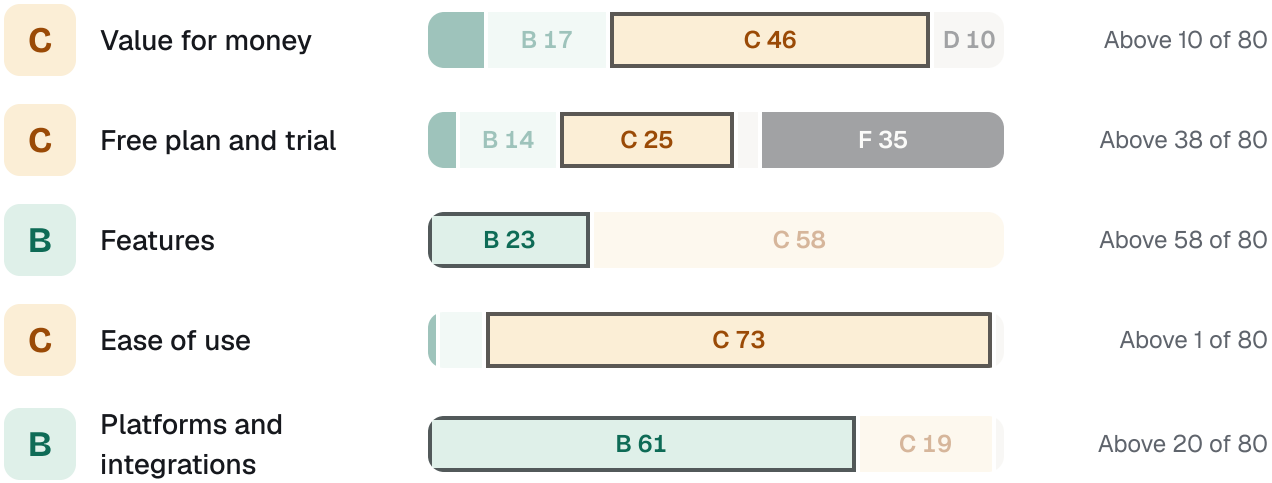
It stands best on features (B, above 58 of 80) and worst on ease of use (C, above 1).

Its paid plans start at $50 a month, against a middle price of $19.99 for the category: 25 of the 35 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

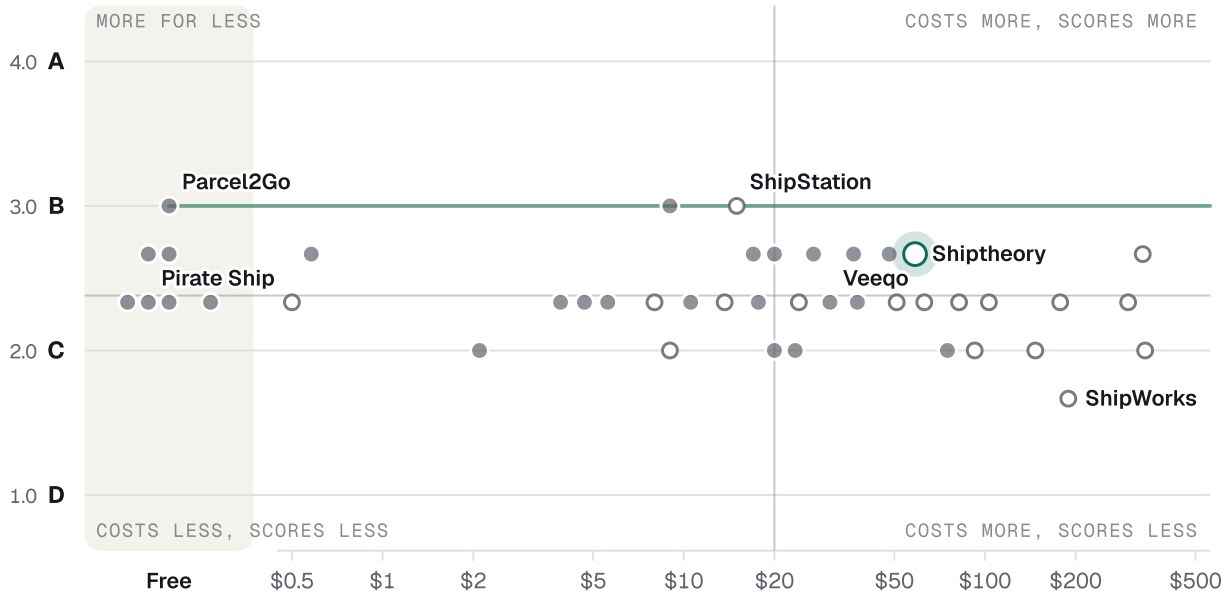
Each grade against the category

Every bar is all 81 shipping software we grade, cut by the letter each got. Shiptheory's own letter is outlined.



Price against what you get

Each dot is one of 43 shipping software. Further left costs less; higher up scores better on features, ease of use and platforms. Shiptheory 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 Shiptheory you would be making discounted carrier rates and labels, which take an agreement with each carrier. That is not a weekend's work, with an AI app builder or without one.

It costs $600 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

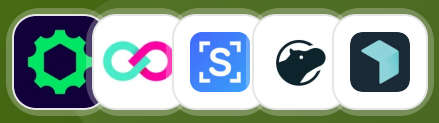
- Discounted carrier rates and labels, which take an agreement with each carrier.

- Checkout, card payments and sales tax handled for you.
- Connections to other products, each kept working as those products change.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Shiptheory'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



ShipStation, ShippyPro, Shipmate, Shippo and Easyship

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

ShipStation

2.6 GPA

Free trial · from $14.99/mo

Shipping software for online sellers, priced by shipments a month.

- Only ShipStation lists an iOS app.
- Shiptheory also covers online store.
- ShipStation also covers inventory and barcode scanning.

Shiptheory and ShipStation compared in full

ShippyPro

1.8 GPA

Free trial · from €159.20/mo

Multi-carrier shipping platform with tracking and returns.

- Shiptheory also covers reports and online store.

Shiptheory and ShippyPro compared in full



1.4
GPA

Shipmate

From £69/mo

Multi-carrier parcel label software for UK and Ireland sellers.

- Shiptheory also covers online store.

Shiptheory and Shipmate compared in full



2.4
GPA

Shippo

Free plan · from $17/mo

Multi-carrier shipping app and API, priced by labels a month.

- Shippo has a free plan. Shiptheory does not, though it has a free trial.
- Shiptheory also covers online store.

Shiptheory and Shippo compared in full



2.4
GPA

Easyship

Free plan · from $23/mo

Shipping software with 550+ courier services and duty estimates.

- Easyship has a free plan. Shiptheory does not, though it has a free trial.
- Shiptheory also covers online store.

Shiptheory and Easyship compared in full

Quick answers

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

14

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 Shiptheory free?

No, Shiptheory is a paid product, but you can try it first. Free trial offered; its length is not stated on the pages read.

How much does Shiptheory cost?

Shiptheory lists 5 plans. Earth: $50 per month, up to 1,500 shipments, billed annually ($62 monthly).

What platforms does Shiptheory work on?

Shiptheory is available on Web.

Does Shiptheory offer any discounts?

Shiptheory publicly lists the following: 20% off with annual billing.

Does Shiptheory have an Android app?

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

Does Shiptheory have an iPhone app?

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

Is Shiptheory open source?

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

Does Shiptheory have an API?

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

What does Shiptheory integrate with?

Shiptheory's listing names Shopify, NetSuite, Microsoft Dynamics 365 Business Central, Magento, Royal Mail, FedEx and DPD.

Who makes Shiptheory?

Shiptheory is made by a company of the same name.

What are the alternatives to Shiptheory?

The closest alternatives to Shiptheory in our directory are ShipStation, ShippyPro, Shipmate, Shippo and Easyship.

How does Shiptheory compare with other shipping software?

Shiptheory's GPA of 2.4 is higher than 49 of the 80 other shipping software we grade, and level with 12.

Is Shiptheory good value for money?

ToolGPA grades Shiptheory C for value for money. Its paid plans start at $50 a month, against a middle price of $19.99 for the category: 25 of the 35 others that charge start lower.

Could I make my own version of Shiptheory?

To replace Shiptheory you would be making discounted carrier rates and labels, which take an agreement with each carrier.

Where this guide comes from

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

shiptheory.com/pricing/

shiptheory.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

Shiptheory, kept up to date

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

toolgpa.com/tools/shiptheory

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

Know someone choosing between shipping software?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded shipping software after Shiptheory, each with an Insider's Guide of its own.

Shipping Software Insider's Guide

Every one of the 81 shipping software we grade, compared

Packlink PRO Insider's Guide

Free multi-carrier shipping dashboard for online sellers

3.0 GPA

Parcel2Go Insider's Guide

UK parcel courier comparison and booking, paid per parcel

3.0 GPA

Pirate Ship Insider's Guide

Free web app for discounted USPS and UPS labels, with no monthly fee

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