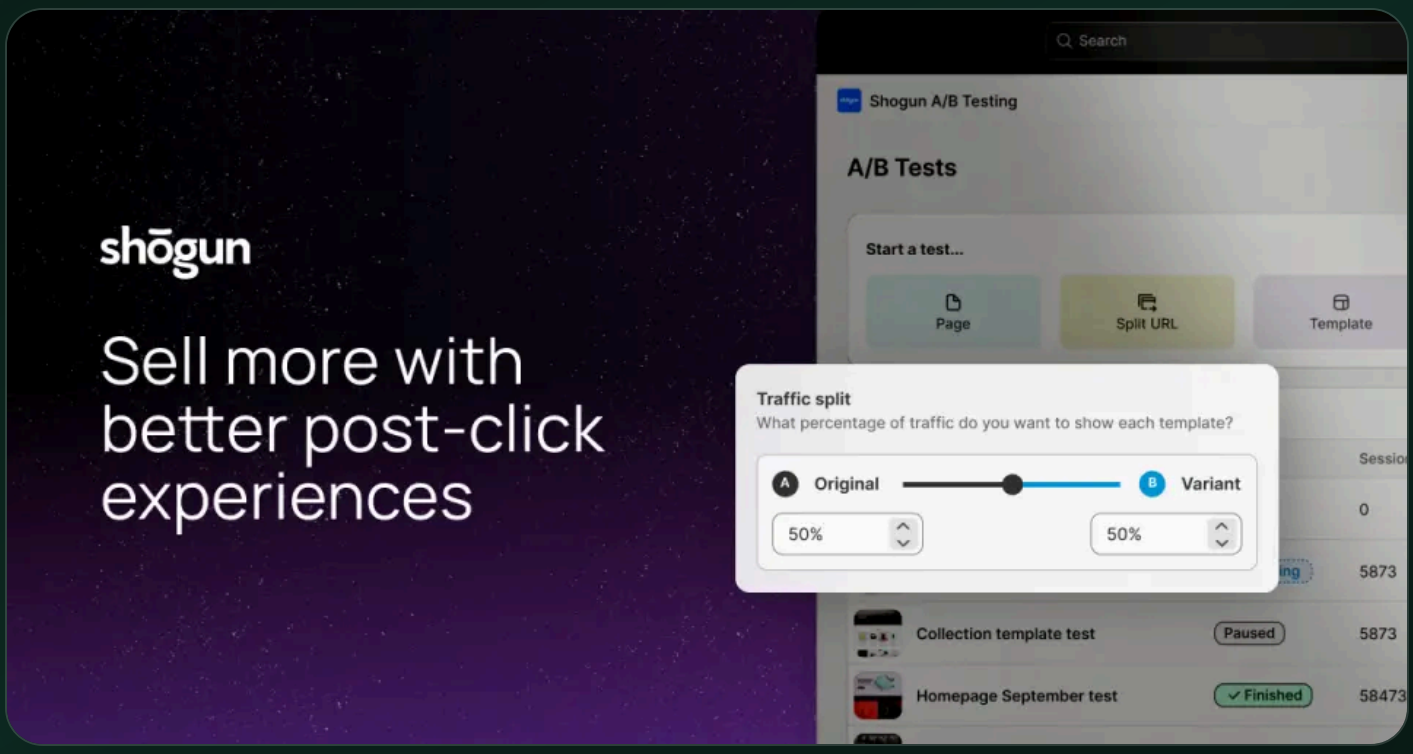
ToolGPA

NOVEMBER 2026

Shogun

The Insider's Guide

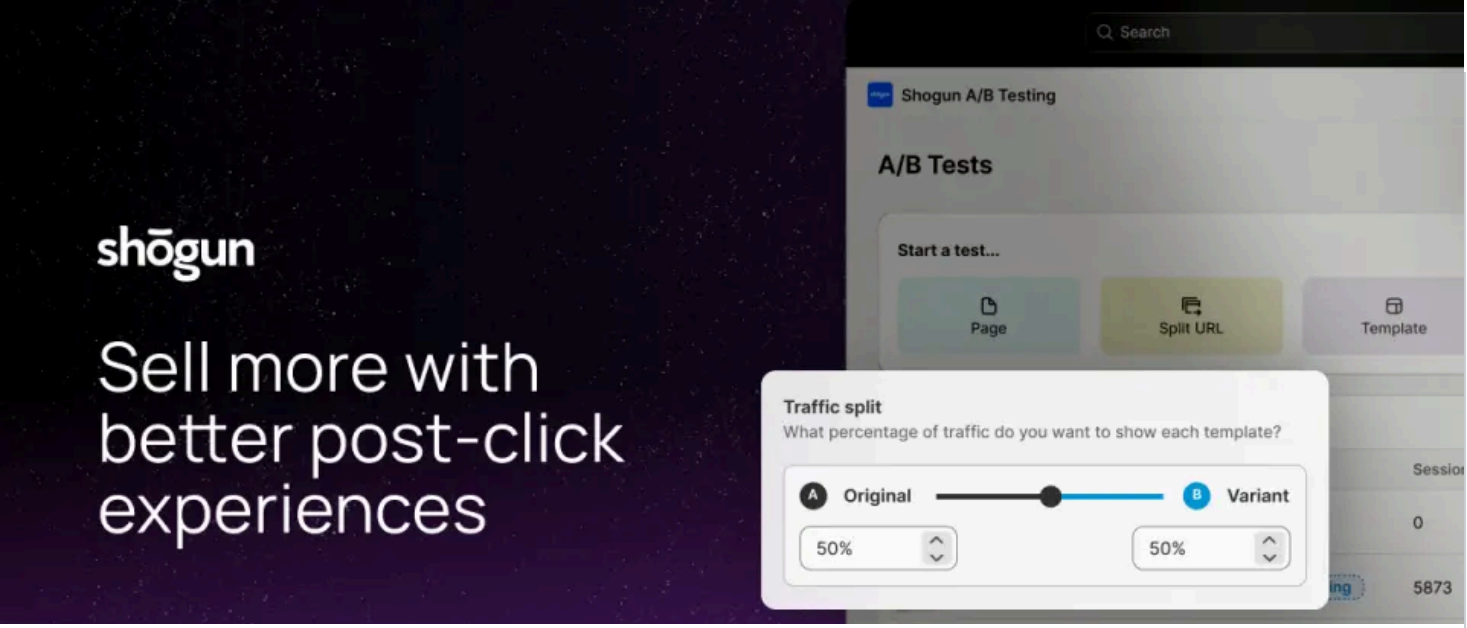
No-code page builder, A/B testing and personalization for Shopify



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

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

1.8
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 Shogun's own pages, its app-store listings and our grades. Every fact in it is on Shogun'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

1.8

GPA, above 6 of the 104 other website and landing page builders we grade

Shogun is a visual page builder for Shopify and BigCommerce stores, sold alongside separate A/B testing and personalization products. Merchants design landing, product and other pages without code and publish them to the store. Plans are priced by the number of published pages and, for testing, by monthly tracked shoppers.

> "
>
> **No store rating on record, and you build each page yourself inside your store.**
>
> From our grade for ease of use

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

1 **Best for landing pages on Shopify or BigCommerce**

Shogun is a visual page builder for Shopify and BigCommerce stores, from $31 a month billed yearly.

2 **Paid plans start at $31 a month**

As its pricing page puts it: $31 per month, billed yearly ($39 billed monthly).

3 **There is a free plan**

Draft Mode: build pages in the visual builder with templates, but none can be published.

4 **It runs on Web**

Web.

5 **Visual page builder**

Build landing, product and other store pages from pre-styled blocks and templates without writing code.

6 **A/B testing**

Test page variations to improve conversion and clickthrough rates; usage is counted in monthly tracked users.

7 **Personalization**

Show different page content to different audience segments, sold as a separate product with its own plans.

8 **A 1.8 GPA, above 6 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 Shogun you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Shogun at a glance

PRICING
Free plan, from $31 per month, billed yearly ($39 billed monthly)

FREE PLAN
Yes

FREE TRIAL
Trial offered on each paid plan

RUNS ON
Web

MADE BY
Shogun

CATEGORY
Website & Landing Page Builders

OUR GRADE
1.8 GPA, weak

The report card

Best for landing pages on Shopify or BigCommerce

Shogun is a visual page builder for Shopify and BigCommerce stores, from $31 a month billed yearly. The free Draft Mode cannot publish anything, the Build plan caps you at 25 published pages, and A/B testing and personalization are priced separately.

TOOLGPA REPORT CARD	Shogun	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	Build is $31 a month billed yearly, above the category's dearer quarter at $22, and unlimited pages need Grow at $159.
Free plan and trial	D	Draft Mode is free but publishes no pages, and each paid plan has a trial of unstated length.
Features	C	Visual builder, sections and scheduling, but it works only with Shopify or BigCommerce and A/B testing and personalization are sold separately.
Ease of use	C	No store rating on record, and you build each page yourself inside your store.
Platforms and integrations	B	Web only, working with Shopify and BigCommerce stores.
Grade point average		Weak, out of 4.0 **1.8**

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 Shogun is for

- ✓ Fits if you run a Shopify or BigCommerce store and build many landing pages
- ✓ Makes sense if you want to A/B test pages and will pay for it

Who it is not for

- ✗ Not for you if you want a standalone website, as it only works with Shopify or BigCommerce
- ✗ Tight if you stay free, as Draft Mode cannot publish a single page
- ✗ Pricey if you need more than 25 pages, as unlimited pages start at $159 a month
- ✗ Watch out: A/B testing is capped by monthly tracked users, 2,000 on Build
- ✗ Watch out: personalization and A/B testing have their own separate pricing

Good to know

Good for

- ✓ Shopify and BigCommerce merchants who want custom pages without a developer
- ✓ Stores running promotions that need scheduled pages
- ✓ Teams that want page building and A/B testing from one vendor

Worth knowing

- ⓘ Runs only with Shopify or BigCommerce stores; it is not a standalone website builder.
- ⓘ The free plan cannot publish any page; the paid Build plan caps published pages at 25.
- ⓘ Prices shown are for Page Builder on Shopify; A/B Testing and Personalization have separate pricing.
- ⓘ A/B testing is capped by monthly tracked users per plan, such as 2,000 on Build.

PART 02 · PRICING

What it costs

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

$31

A month to start. There is a free plan too

Shogun has a free plan. Paid plans start at $31 per month, billed yearly ($39 billed monthly).

> **Draft Mode is free but publishes no pages, and each paid plan has a trial of unstated length.**
>
> From our grade for free plan and trial

DRAFT MODE

$0

per month

Page Builder on Shopify: create draft pages with all templates; 0 published pages.

BUILD

$31

per month, billed yearly ($39 billed monthly)

25 published pages, page analytics, reusable sections; includes 2,000 monthly tracked users for A/B tests.

GROW

$159

per month, billed yearly ($199 billed monthly)

Unlimited published pages, content scheduling, global sections; includes 10,000 monthly tracked users.

ADVANCED

$399

per month, billed yearly ($499 billed monthly)

Adds content syncing across stores and custom CMS collections; includes 50,000 monthly tracked users.

The free plan

Draft Mode: build pages in the visual builder with templates, but none can be published.

Trying it first

Trial offered on each paid plan

Read from getshogun.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with annual billing

The pricing page lists annual billing at a 20% saving over monthly on Page Builder plans.

Stated on getshogun.com

What it does

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

1

Place it runs: Web

No-code page builder, A/B testing and personalization for Shopify. Here is what it does, as its own site describes it, and what it covers: templates, no-code, online store, a/B testing.

> **Web only, working with Shopify and BigCommerce stores.**

From our grade for platforms and integrations

Visual page builder

Build landing, product and other store pages from pre-styled blocks and templates without writing code.

A/B testing

Test page variations to improve conversion and clickthrough rates; usage is counted in monthly tracked users.

Personalization

Show different page content to different audience segments, sold as a separate product with its own plans.

Reusable and global sections

Save blocks as snippets; Grow and Advanced add global sections that push one change across the store.

Content scheduling

Set publish and expiry times for promotions; available from the Grow plan.

Custom CMS collections

Advanced lets you define product or brand data collections and style them with custom code elements.

Where it runs

Web

What it works with

Shopify

BigCommerce

Shogun is made by Shogun.

PART 04 · STANDING

Where it stands

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

6/104

Other website and landing page builders it is graded above

Shogun's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

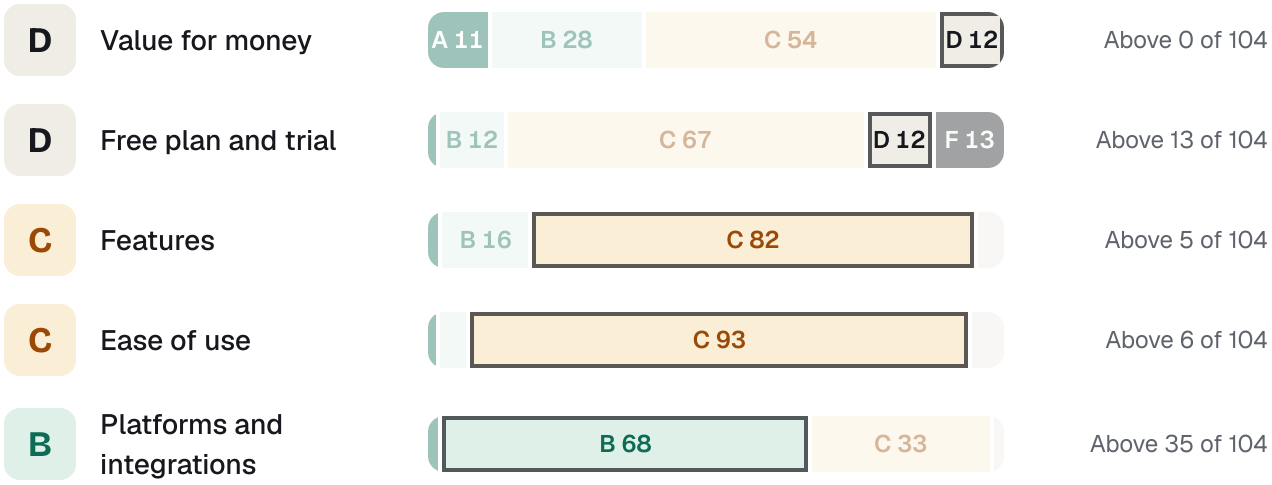
It stands best on platforms and integrations (B, above 35 of 104) and worst on value for money (D, above 0).

Its paid plans start at $31 a month, against a middle price of $11.50 for the category: 79 of the 89 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 17 tools score higher and cost less.

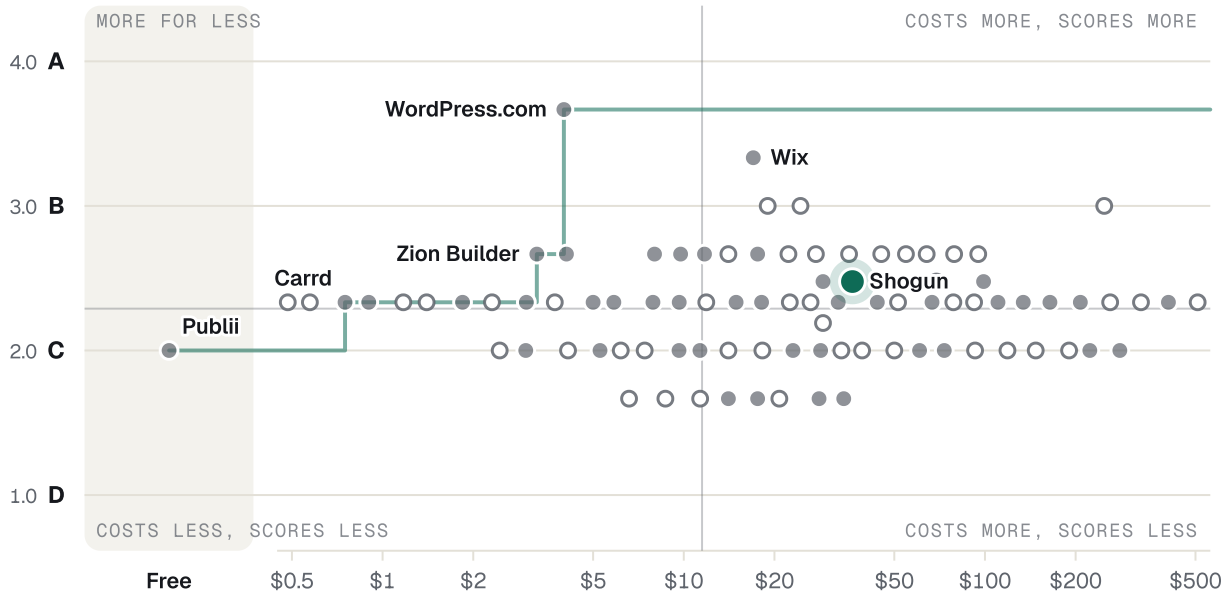
Each grade against the category

Every bar is all 105 website and landing page builders we grade, cut by the letter each got. Shogun'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. Shogun 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 Shogun you would be making a builder that other people can use without writing code. 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: 89 of the 104 other website and landing page builders grade higher. It costs $372 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- A builder that other people can use without writing code.

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ Splitting visitors between versions and telling you which won.

What this rests on. Shogun'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



PageFly, GemPages, Replo, Zipify Pages and Unbounce

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

1.8 GPA

PageFly

Free plan · from $24/mo

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

- Shogun also covers online store and a/B testing.

Shogun and PageFly compared in full

2.0 GPA

GemPages

Free plan · from $29/mo

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

- Shogun also covers online store and a/B testing.

Shogun and GemPages compared in full

2.0 GPA

Replo

Free plan · from $99/mo

AI site and landing page builder for ecommerce brands.

- Replo also covers web analytics.

Shogun and Replo compared in full



2.2
GPA

Zipify Pages

Free trial · from $19/mo

Landing, product and home page builder for Shopify stores.

- Shogun has a free plan. Zipify Pages does not, though it has a free trial.

Shogun 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.

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

Shogun and Unbounce compared in full

PART 06 · QUESTIONS

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 Shogun free?

Shogun has a free plan. Draft Mode: build pages in the visual builder with templates, but none can be published.

How much does Shogun cost?

Shogun lists 4 plans. Draft Mode: $0 per month.

What platforms does Shogun work on?

Shogun is available on Web.

Does Shogun offer any discounts?

Shogun publicly lists the following: Save 20% with annual billing.

Does Shogun have an Android app?

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

Does Shogun have an iPhone app?

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

Is Shogun open source?

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

What does Shogun integrate with?

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

Does Shogun have a free trial?

Yes. Trial offered on each paid plan.

Who makes Shogun?

Shogun is made by a company of the same name.

What are the alternatives to Shogun?

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

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

Shogun's GPA of 1.8 is higher than 6 of the 104 other website and landing page builders we grade, and level with 9.

Is Shogun good value for money?

ToolGPA grades Shogun D for value for money. Its paid plans start at $31 a month, against a middle price of $11.50 for the category: 79 of the 89 others that charge start lower.

Could I make my own version of Shogun?

To replace Shogun you would be making a builder that other people can use without writing code.

Where this guide comes from

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

getshogun.com/

getshogun.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

Shogun, kept up to date

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

toolgpa.com/tools/shogun

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

Know someone choosing between website and landing page builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and landing page builders after Shogun, 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 Shogun'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. Shogun is a trademark of its owner, and this guide is not made, paid for or approved by Shogun. Prices and plans change: check getshogun.com before you buy.