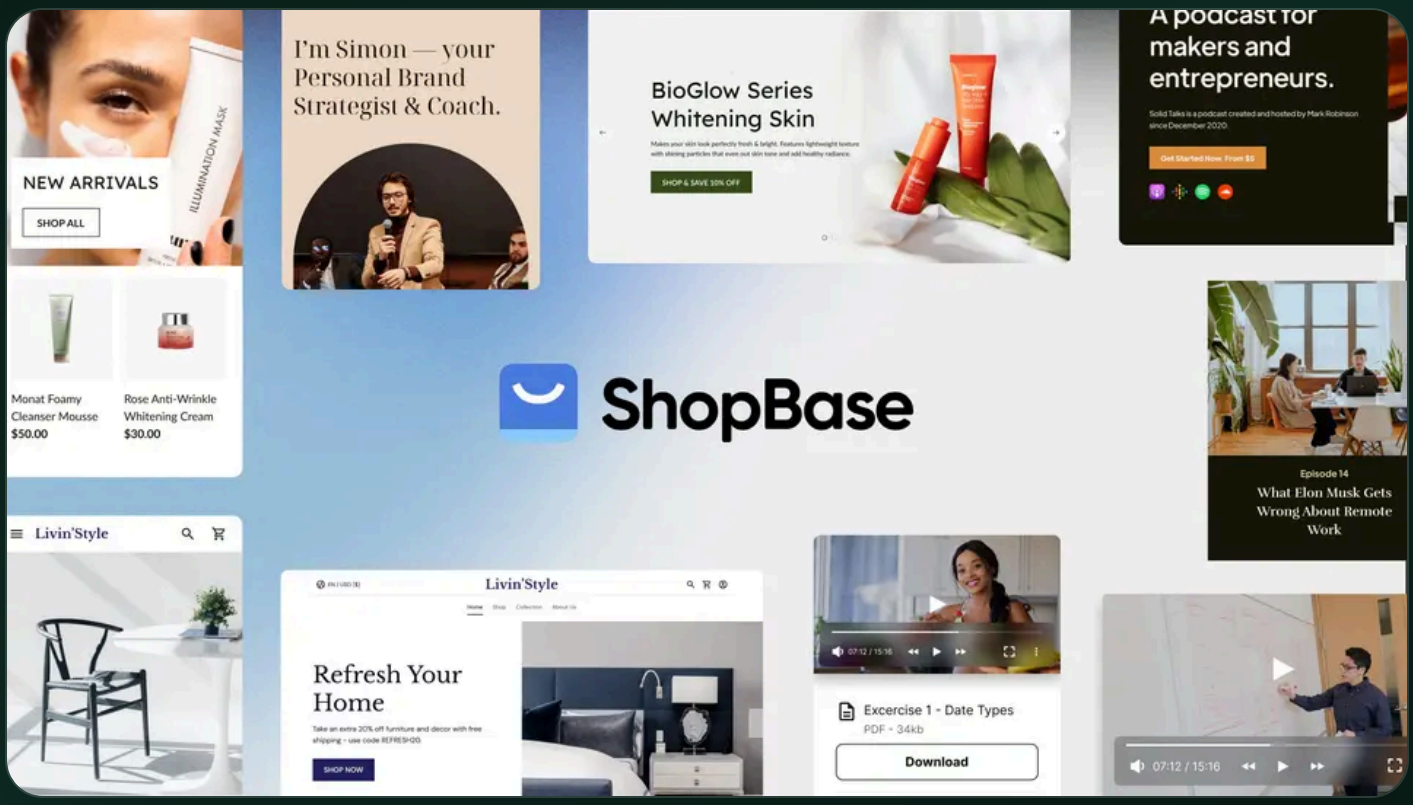
ToolGPA

NOVEMBER 2026

# ShopBase

## The Insider's Guide

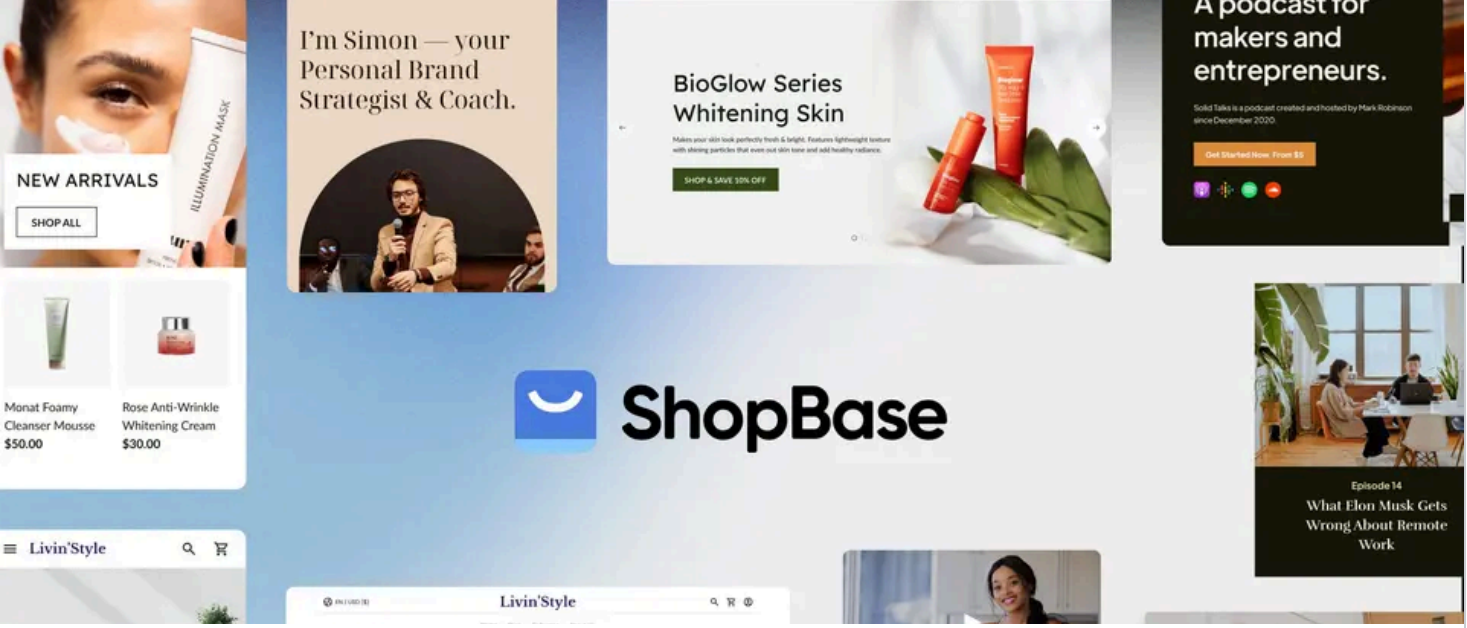
Hosted store builder for dropshipping and print on demand




**Every plan, grade, refund rule and rival among online store builders, read from ShopBase's own pages.**

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

**2.4**
GPA




# 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 ShopBase's own pages, its app-store listings and our grades. Every fact in it is on ShopBase'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 60 of the 80 other online store builders we grade

ShopBase is a hosted ecommerce platform aimed at dropshipping, print-on-demand and white-label sellers. Each plan includes a store builder with themes, checkout, discount tools, abandoned-checkout recovery and AliExpress sourcing. The plans differ mainly in the fee charged on third-party payment providers, staff accounts and domains.

> "
>
> **You build the store and connect sourcing and payments.**
>
> From our grade for ease of use

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

**1** **Best for dropshipping and print-on-demand stores**

ShopBase is a hosted store builder aimed at dropshipping and print on demand, from $17 a month on yearly billing with a 14-day trial.

**2** **Paid plans start at $17 a month**

As its pricing page puts it: $17 per month, billed yearly ($19 billed monthly).

**3** **You can try it first**

14-day free trial, no card required

**4** **It runs on 3 platforms**

Web, iOS and Android.

**5** **Store builder and themes**

A drag-and-drop builder with themes and templates, free SSL and unlimited bandwidth on every plan.

**6** **Dropshipping sourcing**

Native AliExpress Connect for product sourcing and fulfillment, supplier integration by CSV, and tracking numbers that sync to PayPal.

**7** **Print on demand**

The vendor runs a sister print-on-demand platform, PrintBase, and promotes ShopBase as a storefront for it.

**8** **A 2.4 GPA, above 60 of 80**

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

**9** **Keep it**

To replace ShopBase 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.

### ShopBase at a glance

PRICING
Free trial, from $17 per month, billed yearly ($19 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial, no card required

RUNS ON
Web, iOS, Android

MADE BY
ShopBase, since 2019

CATEGORY
Online Store Builders

OUR GRADE
2.4 GPA, fair

## The report card

### Best for dropshipping and print-on-demand stores

ShopBase is a hosted store builder aimed at dropshipping and print on demand, from $17 a month on yearly billing with a 14-day trial. Third-party payment providers carry a platform fee of up to 2%, and there's no free plan.

| TOOLGPA REPORT CARD | ShopBase | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | B | Basic is $17 a month billed yearly, inside the category's cheapest quarter. Extra storefronts each cost the plan's monthly price. |
| **Free plan and trial** | C | A 14-day trial with no card, and no free plan. |
| **Features** | C | Store builder, dropshipping sourcing, print on demand, global selling and marketing tools. It leans on its own add-on products for some jobs. |
| **Ease of use** | C | No rating on record. You build the store and connect sourcing and payments. |
| **Platforms and integrations** | B | Web store builder with iOS and Android apps for managing the store, and links to AliExpress, PayPal and PrintBase. No desktop app. |
| **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 ShopBase is for

- ✓ Fits if you dropship or print on demand
- ✓ Makes sense if you want phone management for orders

### Who it is not for

- ✕ Skip it if you want a free plan, as there's only a 14-day trial
- ✕ Pricey if you use third-party payments: a fee of 2% on Basic goes on top of the provider's
- ✕ Watch out: Enterprise is $1,999 a month, billed monthly only, and a downgrade waits 12 months
- ✕ Watch out: each extra storefront costs the plan's monthly price

## Good to know

### Good for

- ✓ Dropshippers who want sourcing built into the store
- ✓ Print-on-demand sellers using the vendor's own PrintBase
- ✓ Merchants running several storefronts under one account

### Worth knowing

- ⓘ Third-party payment providers carry a platform fee of 2% on Basic, 1% on Standard, 0.6% on Pro and 0.2% on Enterprise, on top of the provider's own charges.
- ⓘ Each extra storefront costs the plan's monthly price ($19 on Basic, $59 on Standard, $299 on Pro, $79 on Enterprise), with volume discounts through support.
- ⓘ Enterprise is $1,999 a month with no yearly option, and a downgrade is possible only after 12 months.
- ⓘ The pricing page shows a 14-day trial but no free plan.

# What it costs

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

**$17**
A month to start

ShopBase is a paid product with a free trial, starting at $17 per month, billed yearly ($19 billed monthly).

> **Extra storefronts each cost the plan's monthly price.**
>
> From our grade for value for money

BASIC

## $17

per month, billed yearly ($19 billed monthly)

5 additional staff accounts, 2 domains per store and a 2% fee on third-party payment providers.

STANDARD

## $53

per month, billed yearly ($59 billed monthly)

10 additional staff accounts, 10 domains per store and a 1% third-party payment provider fee.

PRO

## $269

per month, billed yearly ($299 billed monthly)

100 additional staff accounts, priority support and a 0.6% third-party payment provider fee.

ENTERPRISE

## $1,999

per month, billed monthly only

Six storefronts included, unlimited staff and domains, a 0.2% third-party payment provider fee and features for flash-sale traffic.

### Trying it first

14-day free trial, no card required

Read from shopbase.com on Nov 13, 2026.

## Ways to pay less

ANNUAL DISCOUNT

### About 10% off with yearly billing

Yearly plans cost $17, $53 and $269 a month instead of $19, $59 and $299 on Basic, Standard and Pro, paid annually. Enterprise has no yearly price.

Stated on shopbase.com

# What it does

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

3

Places it runs: Web, iOS and Android

Hosted store builder for dropshipping and print on demand. Here is what it does, as its own site describes it, and what it covers: public API, templates, online store, print on demand, dropshipping.

> **Store builder, dropshipping sourcing, print on demand, global selling and marketing tools.**
>
> From our grade for features

### Store builder and themes

A drag-and-drop builder with themes and templates, free SSL and unlimited bandwidth on every plan.

### Dropshipping sourcing

Native AliExpress Connect for product sourcing and fulfillment, supplier integration by CSV, and tracking numbers that sync to PayPal.

### Print on demand

The vendor runs a sister print-on-demand platform, PrintBase, and promotes ShopBase as a storefront for it.

### Sales and marketing tools

Abandoned-checkout recovery, discount codes, upsell and cross-sell tools, unlimited contacts and fraud analysis.

### Global selling

Storefront translation, tax settings and a Global Markets feature for localized selling.

### Mobile store management

iOS and Android apps for managing a store from a phone.

### Where it runs

Web · iOS · Android

### What it works with

AliExpress · PayPal · PrintBase · PlusBase

ShopBase is made by ShopBase, and has been around since 2019.

# Where it stands

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

**60/80**

Other online store builders it is graded above

ShopBase's GPA of 2.4 is higher than 60 of the 80 other online store builders we grade, and level with 13.

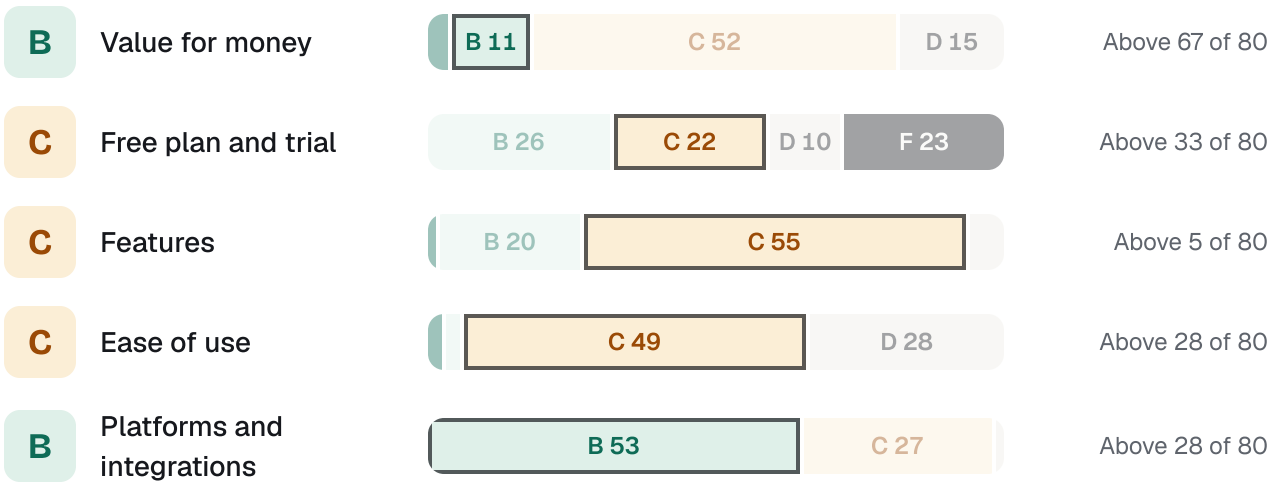
It stands best on value for money (B, above 67 of 80) and worst on features (C, above 5).

Its paid plans start at $17 a month, against a middle price of $29.25 for the category: 8 of the 44 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.

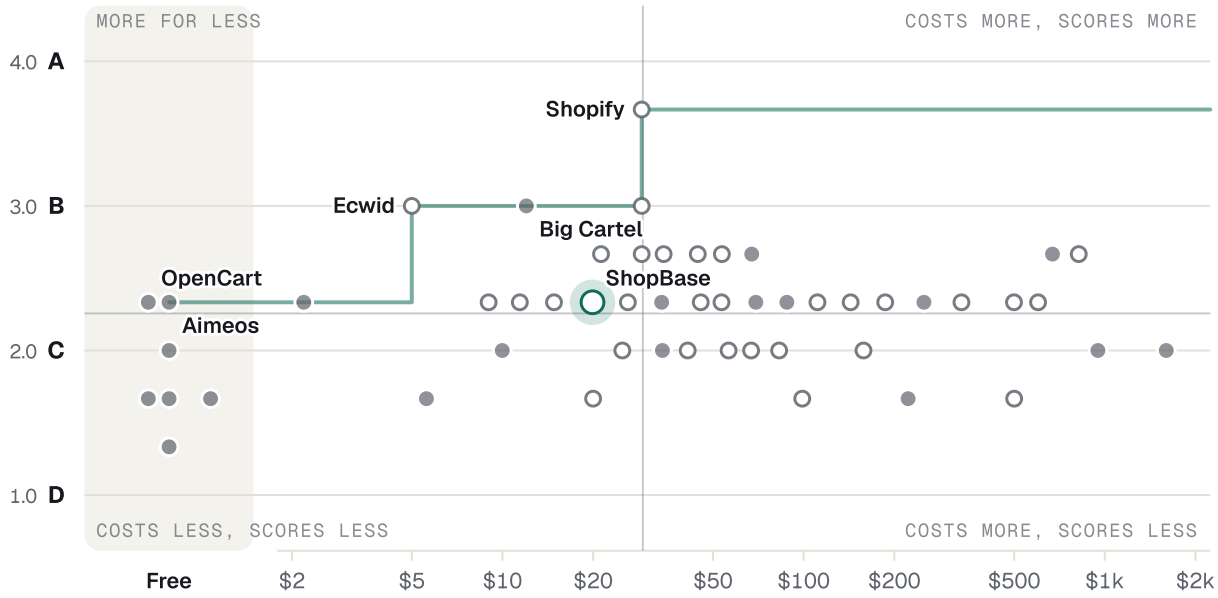
## Each grade against the category

Every bar is all 81 online store builders we grade, cut by the letter each got. ShopBase's own letter is outlined.



## Price against what you get

Each dot is one of 52 online store builders. Further left costs less; higher up scores better on features, ease of use and platforms. ShopBase 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 ShopBase 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.

It is one of the better ones too: its GPA of 2.4 is higher than 60 of the 80 other online store builders we grade. It costs $204 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.

- Suppliers who ship each order for you.
- Printers that make and ship each order.
- A real app for iOS and Android. Something home-made would be a web page.
- It plugs into other products, AliExpress, PayPal and PrintBase among them, and has an API.

**What this rests on.** ShopBase'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



Shopify, WooCommerce, BigCommerce, Shoplazza and Ecwid

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

2.8 GPA

## Shopify

Free trial · from $29/mo

Hosted commerce platform for online, in-person and social selling.

- ShopBase also covers templates, print on demand and dropshipping.
- Shopify also covers email campaigns, inventory and shipping labels.

ShopBase and Shopify compared in full

---

2.2 GPA

## WooCommerce

Free plan

Free, open-source store plugin for WordPress that you host yourself.

- WooCommerce has a free plan. ShopBase does not, though it has a free trial.
- WooCommerce is open source and self-hostable, according to its own site.
- ShopBase also covers templates, print on demand and dropshipping.

ShopBase and WooCommerce compared in full



2.6 GPA

## BigCommerce

Free trial · from $29/mo

Hosted ecommerce platform with plans set by yearly sales.

- ShopBase also covers templates, print on demand and dropshipping.
- BigCommerce also covers reports and inventory.

ShopBase and BigCommerce compared in full



2.4 GPA

## Shoplazza

Free trial · from $29.25/mo

Hosted store builder with AI setup and multi-market selling.

- Only ShopBase lists iOS and Android apps.
- ShopBase also covers templates.
- Shoplazza also covers email campaigns and inventory.

ShopBase and Shoplazza compared in full



2.2 GPA

## Ecwid

From $5/mo

Online store you can add to any website or run as its own site.

- ShopBase also covers templates, print on demand and dropshipping.
- Ecwid also covers inventory, digital downloads and shipping labels.

ShopBase and Ecwid 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 ShopBase free?

No, ShopBase is a paid product, but you can try it first. 14-day free trial, no card required.

### How much does ShopBase cost?

ShopBase lists 4 plans. Basic: $17 per month, billed yearly ($19 billed monthly).

### What platforms does ShopBase work on?

ShopBase is available on Web, iOS and Android.

### Does ShopBase offer any discounts?

ShopBase publicly lists the following: About 10% off with yearly billing.

### Does ShopBase have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. ShopBase is listed for Web, iOS and Android.

### Does ShopBase have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. ShopBase is listed for Web, iOS and Android.

### Is ShopBase open source?

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

### Does ShopBase have an API?

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

### What does ShopBase integrate with?

ShopBase's listing names AliExpress, PayPal, PrintBase and PlusBase. A listing names up to eight integrations, so it may connect to more.

### Who makes ShopBase?

ShopBase is made by a company of the same name. It dates from 2019.

### What are the alternatives to ShopBase?

The closest alternatives to ShopBase in our directory are Shopify, WooCommerce, BigCommerce, Shoplazza and Ecwid.

### How does ShopBase compare with other online store builders?

ShopBase's GPA of 2.4 is higher than 60 of the 80 other online store builders we grade, and level with 13.

### Is ShopBase good value for money?

ToolGPA grades ShopBase B for value for money. Its paid plans start at $17 a month, against a middle price of $29.25 for the category: 8 of the 44 others that charge start lower.

### Could I make my own version of ShopBase?

To replace ShopBase 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 ShopBase'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 ShopBase'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 ShopBase. Prices change, so check shopbase.com before you buy.

shopbase.com/pricing
shopbase.com/about

shopbase.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](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

### ShopBase, kept up to date

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

toolgpa.com/tools/shopbase

### 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, "ShopBase: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/shopbase
```

### Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded online store builders after ShopBase, each with an Insider's Guide of its own.

### Online Store Builders Insider's Guide

Every one of the 84 online store builders we grade, compared

### Big Cartel Insider's Guide

Simple online store for artists, makers and independent sellers

2.8 GPA

### Shopify Insider's Guide

Hosted commerce platform for online, in-person and social selling

2.8 GPA

### BigCommerce Insider's Guide

Hosted ecommerce platform with plans set by yearly sales

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