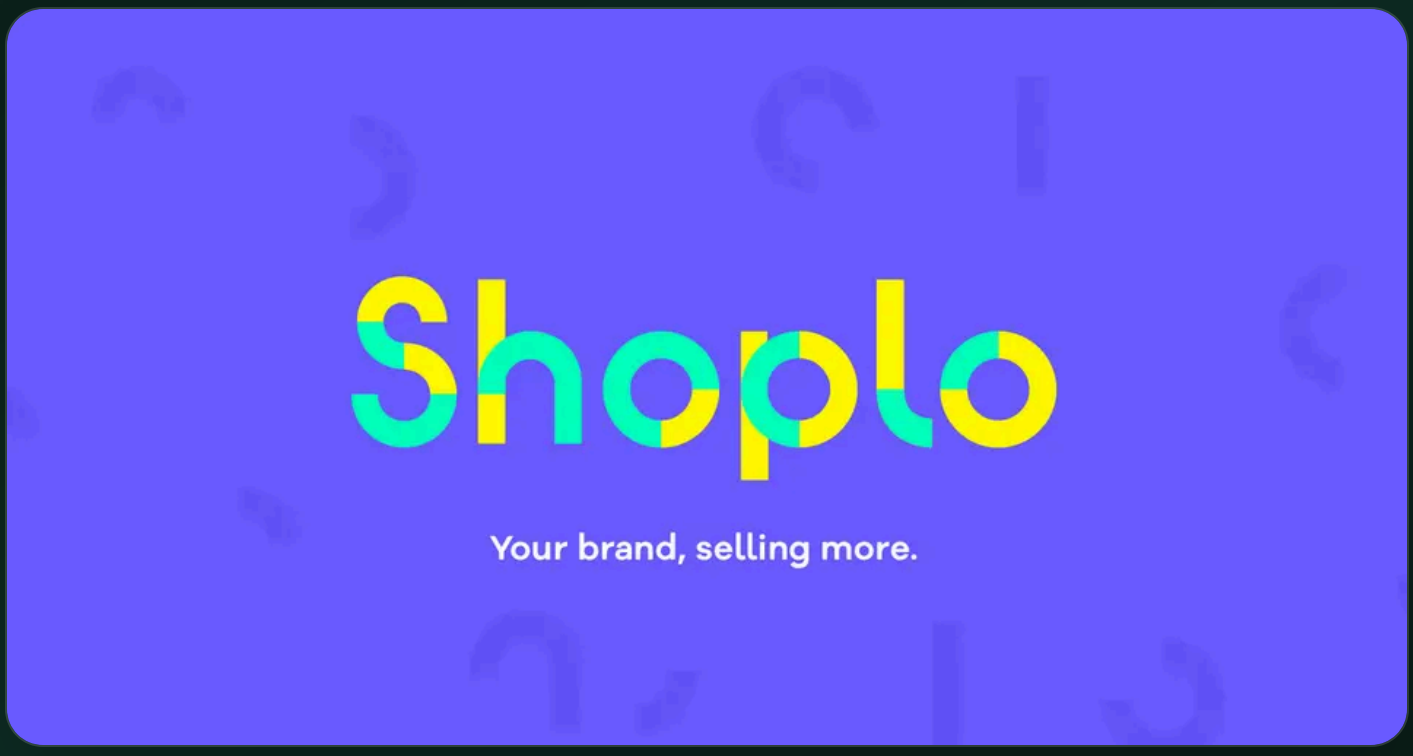
ToolGPA

NOVEMBER 2026

Shoplo

The Insider's Guide

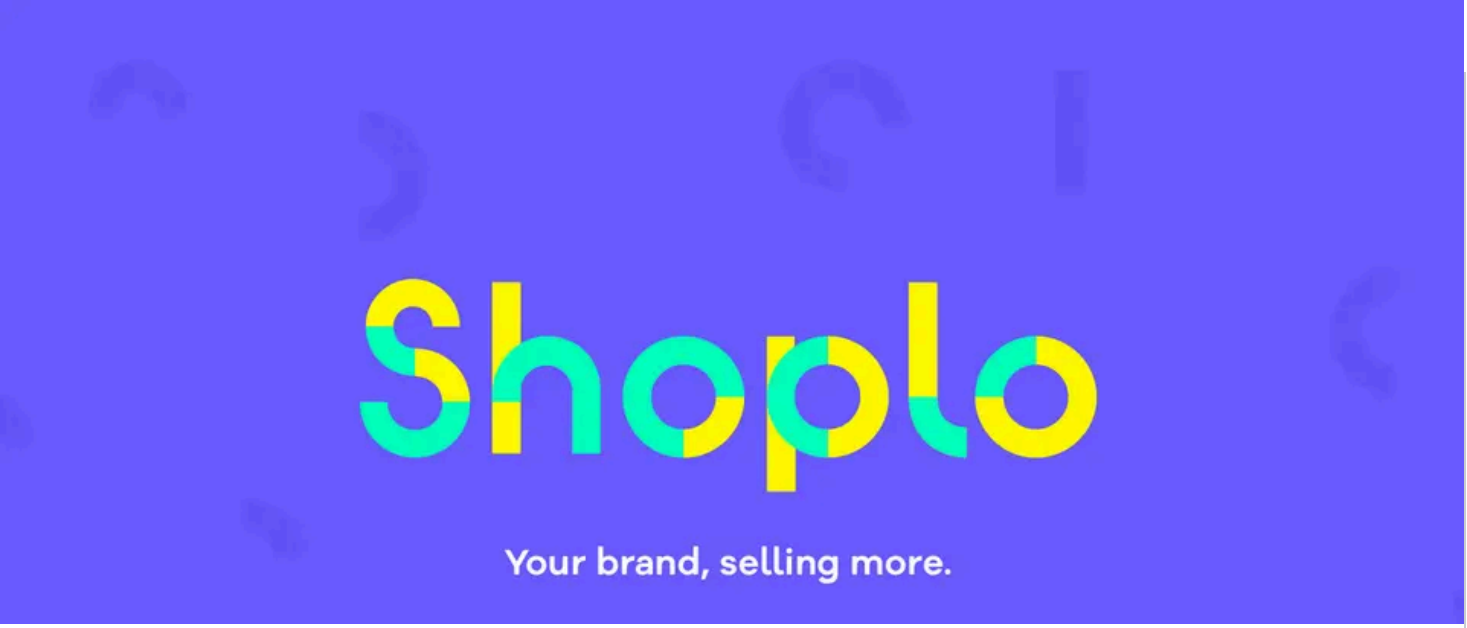
Hosted online store platform sold in Poland, with a 14-day trial



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

Made by Shoplo sp. z o.o. · checked Nov 13, 2026 · toolgpa.com

2.2
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 Shoplo's own pages, its app-store listings and our grades. Every fact in it is on Shoplo'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

2.2

GPA, above 43 of the 80 other online store builders we grade

Shoplo is a hosted online store platform run from Poland by Shoplo sp. z o.o. and owned by cyber_Folks S.A., according to its site footer. Its pricing pages now describe Shoper-branded Standard, Premium and Pro packages that include hosting, a custom domain, themes and Polish-language support.

> "
>
> **You set up a store, themes, payments and shipping.**
>
> From our grade for ease of use

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

1 **Best for Polish shops on a hosted platform**

Shoplo is a hosted store platform sold in Poland, with a 14-day trial and no card.

2 **What it costs**

Paid plans start at 249 PLN per month net of VAT after a first year (first-year Standard 419 PLN net in total).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Hosted store with themes**

Includes secure hosting, a custom domain, free customizable themes and a drag-and-drop theme editor, with paid themes also available.

6 **Marketplace and payment links**

The package list names Allegro integration, payment and shipping integrations, dropshipping and price-comparison platforms.

7 **Large catalogs**

Standard allows 50,000 products and Premium and Pro allow 500,000, with category, variant and attribute management and CSV import.

8 **A 2.2 GPA, above 43 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 Shoplo 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.

Shoplo at a glance

PRICING
Free trial, from 249 PLN per month net of VAT after a first year (first-year Standard 419 PLN net in total)

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web

MADE BY
Shoplo sp. z o.o.

CATEGORY
Online Store Builders

OUR GRADE
2.2 GPA, fair

The report card

Best for Polish shops on a hosted platform

Shoplo is a hosted store platform sold in Poland, with a 14-day trial and no card. Packages are branded Shoper on the site, the first-year price is a promotion, and renewal is 249 PLN a month plus VAT.

TOOLGPA REPORT CARD

Shoplo

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Standard is 249 PLN a month net after a first year at 419 PLN, so the promotion fades. That lands in the category's middle.
Free plan and trial	C	A 14-day trial with no credit card, and no free plan.
Features	C	Hosted store, themes, up to 50,000 products, marketplace and payment links and an app store with an API. Multi-warehouse needs Premium.
Ease of use	C	No rating on record. You set up a store, themes, payments and shipping.
Platforms and integrations	B	Web store with an Allegro link, an app store and an API. No phone or desktop apps.

Grade point average Fair, out of 4.0 **2.2**

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 Shoplo is for

- ✓ Fits if you sell in Poland and read Polish
- ✓ Makes sense if you want a hosted store with a first-year promotion

Who it is not for

- ✕ Skip it if you read English only, since the pricing pages are in Polish
- ✕ Pricey if you stay beyond year one, when Standard goes to 249 PLN a month
- ✕ Watch out: the pricing pages conflict, with an Enterprise figure that differs from the Pro card
- ✕ Watch out: packages are branded Shoper, so plan names and limits may differ from Shoplo's older plans

Good to know

Good for

- ✓ Polish merchants who want hosting, support and Allegro in one package
- ✓ Small shops that want a low first-year price for a hosted store
- ✓ Larger shops needing multi-warehouse and priority support

Worth knowing

- ⓘ Prices are in Polish zloty excluding VAT; the first-year Standard price of 419 PLN is a promotion shown as 2,988 PLN crossed out.
- ⓘ The pages do not display each package price directly; renewal prices come from the FAQ, and its Enterprise figure conflicts with the Pro card.
- ⓘ Packages on the site are branded Shoper, so the plan names and limits may follow that brand rather than Shoplo's older plans.
- ⓘ Multi-warehouse, 24/7 support and speed optimization need Premium or above.

What it costs

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

3
plans to choose from

Shoplo is a paid product with a free trial, starting at 249 PLN per month net of VAT after a first year (first-year Standard 419 PLN net in total).

STANDARD

249 PLN

per month, net of VAT, after a first year at 419 PLN in total

Up to 50,000 products, free themes, hotline support, payments and shipping. 12 months paid at once is 2,689 PLN net.

PREMIUM

599 PLN

per month and up, net of VAT, after the first year

Standard plus up to 500,000 products, 24/7 priority support, store setup service, speed optimization and multi-warehouse. 12 months from 6,469 PLN.

PRO

1,199 PLN

per month and up, net of VAT, on a 12-month purchase

Premium plus Flash Sale Ready technology, quarterly e-commerce audits and 50% off paid themes; asked for by quote.

Trying it first

14-day free trial, no credit card required

Read from shoplo.pl on Nov 13, 2026.

Ways to pay less

OTHER SAVINGS

Standard first year for 419 PLN net

A promotion on the pricing page offers the Standard package for 419 PLN net in the first year, shown against 2,988 PLN crossed out.

Stated on shoplo.pl

What it does

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

1

Place it runs: Web

Hosted online store platform sold in Poland, with a 14-day trial. Here is what it does, as its own site describes it, and what it covers: public API, inventory, online store, digital downloads.

> **Web store with an Allegro link, an app store and an API.**

From our grade for platforms and integrations

Hosted store with themes

Includes secure hosting, a custom domain, free customizable themes and a drag-and-drop theme editor, with paid themes also available.

Marketplace and payment links

The package list names Allegro integration, payment and shipping integrations, dropshipping and price-comparison platforms.

Large catalogs

Standard allows 50,000 products and Premium and Pro allow 500,000, with category, variant and attribute management and CSV import.

Marketing and reports

Newsletter, a loyalty system, product recommendations and sales reports are listed, some at premium level only.

App store and API

An app store and an API are listed, and the site advertises extra apps worth more than 2,200 PLN with the Standard package.

Where it runs

Web

What it works with

Allegro

Shoplo is made by Shoplo sp. z o.o.

PART 04 · STANDING

Where it stands

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

43/80

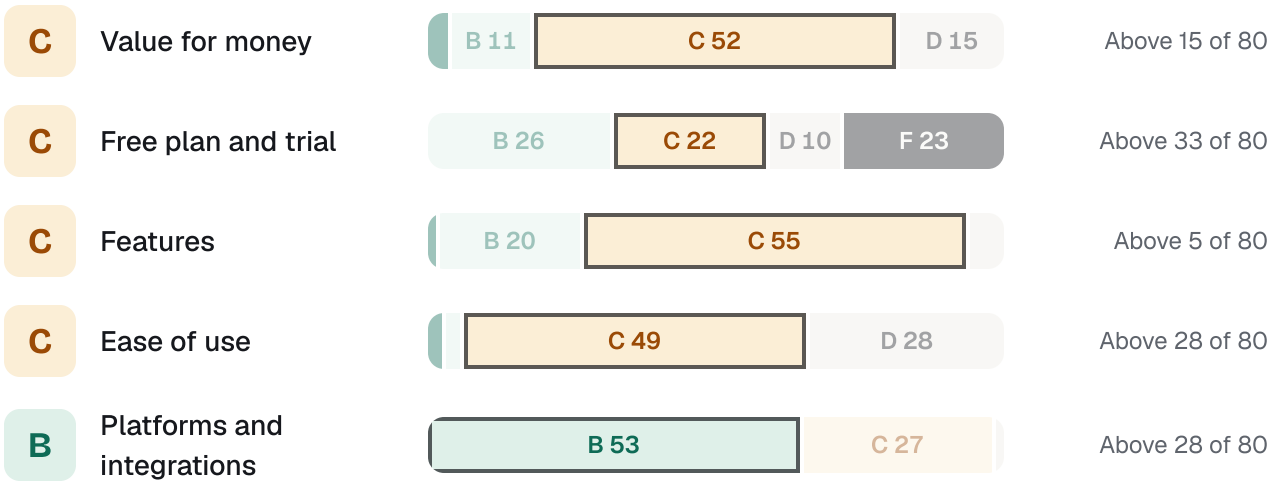
Other online store builders it is graded above

Shoplo's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

It stands best on platforms and integrations (B, above 28 of 80) and worst on features (C, above 5).

Each grade against the category

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



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 Shoplo 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.

What you could make

- Digital downloads and inventory: an app builder makes these well.

What you could not

- Checkout, card payments and sales tax handled for you.
- It plugs into other products, Allegro among them, and has an API.

What this rests on. Shoplo'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, PrestaShop, Ecwid and ShopRenter

The 5 tools Shoplo 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.

- Only Shopify lists iOS and Android apps.
- Shoplo also covers digital downloads.
- Shopify also covers email campaigns and shipping labels.

Shoplo 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. Shoplo does not, though it has a free trial.
- Only WooCommerce lists iOS and Android apps.
- WooCommerce is open source and self-hostable, according to its own site.

Shoplo and WooCommerce compared in full



2.4
GPA

PrestaShop

Free plan · from €24/mo

Open-source ecommerce software, free to self-host or sold hosted.

- PrestaShop has a free plan. Shoplo does not, though it has a free trial.
- PrestaShop is open source and self-hostable, according to its own site.
- Shoplo also covers inventory and digital downloads.

Shoplo and PrestaShop compared in full



2.2
GPA

Ecwid

From $5/mo

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

- Only Ecwid lists iOS and Android apps.
- Ecwid also covers shipping labels.

Shoplo and Ecwid compared in full



2.4
GPA

ShopRenter

Free trial

Hungarian rented webshop platform with local payment and courier links.

- Shoplo also covers digital downloads.

Shoplo and ShopRenter 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 Shoplo free?

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

How much does Shoplo cost?

Shoplo lists 3 plans. Standard: 249 PLN per month, net of VAT, after a first year at 419 PLN in total.

What platforms does Shoplo work on?

Shoplo is available on Web.

Does Shoplo offer any discounts?

Shoplo publicly lists the following: Standard first year for 419 PLN net.

Does Shoplo have an Android app?

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

Does Shoplo have an iPhone app?

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

Is Shoplo open source?

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

Does Shoplo have an API?

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

What does Shoplo integrate with?

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

Who makes Shoplo?

Shoplo is made by Shoplo sp. z o.o.

What are the alternatives to Shoplo?

The closest alternatives to Shoplo in our directory are Shopify, WooCommerce, PrestaShop, Ecwid and ShopRenter.

How does Shoplo compare with other online store builders?

Shoplo's GPA of 2.2 is higher than 43 of the 80 other online store builders we grade, and level with 16.

Could I make my own version of Shoplo?

To replace Shoplo 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 Shoplo'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 Shoplo'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 Shoplo sp. z o.o. Prices change, so check shoplo.com before you buy.

shoplo.pl/cennik
shoplo.com/
shoplo.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

Shoplo, kept up to date

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

toolgpa.com/tools/shoplo

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

Know someone choosing between online store builders?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded online store builders after Shoplo, 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 Shoplo'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. Shoplo is a trademark of its owner, and this guide is not made, paid for or approved by Shoplo sp. z o.o. Prices and plans change: check shoplo.com before you buy.